ISSUE NUMBER 884  THE INDUSTRY’S NEWSPAPER  APRIL 5, 1991

INSIDE:

WIMMER’S WINNERS
Paragon Research chief Roger Wimmer details the three basic steps to radio success:
● Find out what your audience wants to hear
● Give it to them
● Reinforce what you give them through internal and external advertising and promotion.

Page 21

WJFX OUTFOXES DETRACTORS

Despite Ft. Wayne’s relatively small black population, Urban WJFX (Foxy 107.9) has come up big in the ratings.

Page 22

IN THE NEWS THIS WEEK

WARREN POTASH RESIGNS RAB POST

WFYR/Chicago goes AOR

KFMK/Houston flips to Dance CHR

MARK BOLKE PD AT KDWB/Minn.

JOHN ROHM GM, BOB DAVIS Dir./Ops & Prog. at KSTP/Minneapolis

BOB NEUMANN PD AT WLVO/Columbus

TIM FOX new KISS/San Antonio PD

CHRISS SACA Nat’l Dir./AOR at EMI

ROBBIE SNOW Dir./MD at RCA

FLOYD BLACKWELL Group PD at Dee Rivers

GEORGE HAMILTON Cook PD at KJMS/Memphis

Page 3, 10, 12

Newsstand Price $6.00

RADIO & RECORDS

THE MOTHER OF ALL RADIO BATTLES HAS BEGUN!

That brash on-air proclamation is courtesy of Scott Shannon, who introduced Mojo Radio to New York this week. More headlines out this week. More headlines out this week. More headlines out this week.

Page 21

MOJO RADIO

Scott Shannon, former KQLZ (Pirate Radio)/Los Angeles VP/Programming, has returned to New York to become GM/morning man at CapCities/ABC CHR WLPL. He’ll compete directly against crosstown CHR WHTZ (Z100), a station he signed on the air in August 1985 and took to the top of the ratings. Shannon will report to VP/Programming Tom Cuddy.

At 1:05pm Tuesday (4/3) a recorded Shannon promo kicked off the station’s new approach: “Mojo Radio”:

“Ladies and gentlemen, at this time radio station WLJL/New York would like to apologize for the last seven years— we sucked. Let’s put WMPD radio out of its misery.” Sounds of a toilet flushing and then “Tease” aired, followed by Shannon announcing: “This Is Mojo Radio.” He then segued into Survivor’s “Eye of The Tiger,” which he also used to sign on Z100.

Page 21

NASC, VOA Schedule Air-Ground DAB Trial

Fisher Urges Last Push For 1500 MHz DAB Band

NASC and Voice Of America have slated a Washington demonstration this October of what’s being billed as the world’s first DAB transmission by satellite to a moving vehicle. The announcement was made at the same meeting (3/30) in which satellite and terrestrial DAB advocates were urged to join forces in order to win U.S. government support for any new DAB band.

The NASA-VOA demonstration, expected to last just a few days in early to mid-October, will show a signal uplinked from a National Aeronautics and Space Administration facility in Washington. NASA is still negotiating for satellite time, and the programming may come from NASA or some other source. The first broadcasts will be at about 1540 MHz, since NASA already has

Page 21

Radio Plays The Fool

Pranks, Format ‘Switches’ Abound

Radio stations around the country — crossing all formats and covering all market sizes — rolled out the usual array of April Fool’s tricks on Monday. Perhaps owing to the end of Easter weekend, the antics appeared more playful and light-hearted than in recent years. Listeners in several markets — for example — arose to hear morning teams unthethered from their usual control room, and John Korsen, WFYR/Chicago, C. K. Cuddy, WILIY/Shreveport.

Page 21

Shannon Back To New York As WPLJ PD/Morning Man

Zoo Master’s ‘Mojo Radio’ Takes On His Former Team At Z100

Scott Shannon, former KQLZ (Pirate Radio)/Los Angeles VP/Programming, has returned to New York to become GM/morning man at CapCities/ABC CHR WLPL. He’ll compete directly against crosstown CHR WHTZ (Z100), a station he signed on the air in August 1985 and took to the top of the ratings. Shannon will report to VP/Programming Tom Cuddy.

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Page 21

WDRC’S KORSEN DIES

In Mystery Air Crash

Wife’s Fatal Gunshot Wounds Indicate Foul Play

The tragic deaths of WDRC/ Hartford Executive VP/General Manager Richard Korsen and his wife Ursula — originally thought to be victims of a private airplane crash — took a bizarre turn when an autopsy determined Mrs. Korsen died of a gunshot wound.

A public information officer for the Connecticut State Police told R&R, “The death of Ursula Korsen has been ruled a homicide. The death of Richard Korsen is classified as ‘undetermined,’ pending further autopsies by the Medical Examiner’s office.” The couple took off from Simmons CT after the morning of March 21 for a 300-mile trip to their vacation property in Burton, NY. Their vintage 1940s single-engine Cessna apparently crashed minutes after takeoff on a hilltop in Tuxedo State Forest.

Craig Korsen alerted the FAA when he hadn’t heard from his parents for 24 hours. After searching parts of Connecticut and New York, the Civil Air Patrol located the wreckage around 4pm Easter Sunday.

The police representative said Connecticut’s State Police Major Crime Squad and the Simsbury, CT Police Department are conducting an investigation.

Medical examiners did not state whether Mr. Korsen had suffered any gunshot wounds, nor did they announce his cause of death or indicate when Ursula Korsen was shot.

WDRC OM/PD Jerry Kristafer told R&R, “Naturally, we’re all in a state of shock. It’s tough to go into the studio and do show chores like this, but we have to carry on.”

Kristafer’s comments were made before the discovery of the true nature of Ursula Korsen’s death. Neither he, nor any KORSEN/See Page 30

Page 21

Top Ten Talk Topics

Page 18
Sole Music.

David Lee Roth

"Sensible Shoes"

The New Single
Track 8

Produced by Bob Rock
From the album
A Little Ain't Enough
Potash Resigns RAB Presidency

Radio Advertising Bureau President Warren Potash has resigned his post for "personal reasons." He's agreed to stay until a successor is found, but expects to return to his longtime family home in Texas by the end of the year.

"I want to go back to Ft. Worth but I'm no hurry to do it," Po- tash told RAB. "I don't have another job. I've got no other place to go."

Potash said he'd discussed the move "over the holidays" with his wife and informed RAB Chairman Rick Buckley of his intent last December. Since taking the RAB position two years ago, he's been

FIRE BECOMES ‘BLAZE’
WFYR Switches To AOR As WWBZ

Three days after completing its purchase of Summit’s WFYR/Chi- cago, Major Broadcasting switched the struggling AC to hard rock- ing AOR as WWBZ (The Blaze). The change occurred Monday (4/1) at noon following 44 hours of Def Leppard’s ‘Rock ‘Til You Drop.’

As previously reported, C. De- vine Media President Chris Devine - a windy City radio vet - has been named WWLX GM. Devine Media VP/Programming John Ed- wards, OM at the company’s KBER/Salt Lake City, is now OM and VP/Programming at the Blaze as well.

"We snuffed the fire and lit the Blaze," noted Edwards, who de- scribed the format as "a hit-oriented, 18-34 AOR. The research showed the same hole here as the one we saw in Salt Lake City."

Brian Kelly, the lone full-time air personality to survive the flip, has moved to afternoons. He's been re- placed in mornings by crosstown WKQX air talent Steven Craig. KBER’s Steve Seaver joins for middays; Kevin Lewis, PD at De- vine’s KRBL/Albuquerque, will be MD/night.

Music Grew $1 Billion
In ‘90, Says RIAA

Record Industry Sales

<table>
<thead>
<tr>
<th>Percentage of change (dollar values)</th>
<th>1989-1990</th>
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<tr>
<td>LPs/EPs</td>
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<td>32.53</td>
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<tr>
<th>Vinyl Cassette CD Music Videos</th>
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<tr>
<td>LPs/EPs</td>
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<td>-18.90</td>
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Thanks to the continued explo- sion in CD sales, the dollar value of retail music shipments grew by a billion dollars in 1990, according to a survey by the Recording Industry Association of America (RIAA). CDs, music videos, and cassette singles experienced the largest sales growth.

For the seventh year, the full- length cassette was the most popu- lar recorded music format in terms of units shipped and dollar value. Record companies delivered 442 million units of cassettes in 1990 with a retail value of $8.47 billion.

CDs will likely be the most valu- able format by the time next year’s report is issued. Last year, 286.5 million CDs, worth $4.45 billion, were shipped - just $300,000 under cassettes’ overall value.

Vinyl shipments have continued to slide. Just 12 million vinyl LPs shipped last year, and only 28 mil- lion vinyl 45s were delivered.

Cassette singles, which surpass- ed the sales of 45s last year, ac- counted for $258 million in ship- ments last year. Music videos are also on the rise: 37.4 million units - worth more than $72 million - were shipped.

Gold KFMK
Now ‘Crossover’ KBXX

Cook Inlet Gold KFMK/Heauston became "Crossover Contemporary" KBBX (The Bear-K Nine) Tuesday (4/2). New World Com- munications President Jerry Clif- tes is consulting, and the presenta- tion resembles that of sister WPNC/Washington.

Just prior to the flip, KFMK played various core gold songs and blew them up on-air. There was no word on staff changes, except that morning man Lee Jolly is leaving. GM Carl Hamilton, who will con- tinue to handle programming, re- marked, "The format will be mu- sically intensive and mass appeal,"

Bolke Named KDBW PD

Mark Bolke

Mark Bolke has left the OM post at KRKY-AM & FM/Denver to pro- gram mid-Continent CHR KDBW- FM/Minneapolis. He replaces Brian Phillips, now PD at WEGX/ Philadelphia.

KDBW-AM & FM Gary Swartz told RRI, "I worked with Mark when KRKY was a Malrite station and I was GM [Malrite Twin Cities sister] KEEY. Mark’s done exceptionally well with KRKY. He’s the right man at the right place in the right town."

PAGE THREE

APRIL 5, 1991

PUBLISHING PRIVATE LINES
Giving out your private phone line to your listeners may sound like a crazy idea, but two prominent Country PDs have found the practice exceptionally rewarding.

Page 47

FEATURES

RADIO BUSINESS: Good March salvages first quarter. . . 4
NEWSBREAKERS .................................................. 10
OVERVIEW .......................................................... 17
MANAGEMENT: Nine tips to ease exits .......................... 17
MEDIA: Top 10 talk topics ........................................ 18
TECHNOLOGY: CD video on the way ............................ 19
RATINGS & RESEARCH: Three steps to success ................. 21
STREET TALK: ‘PL gets its ‘Maro’ working ......................... 22
TIMELINE .............................................................. 28
RATINGS More winter Birches ...................................... 31
MUSIC DABEOOK .................................................... 32
COMPACT DATA ..................................................... 32
POLLS STAR ........................................................... 32
ROCK OVER LONDON .............................................. 33
AIR PERSONALITIES: Jock talk ................................... 35
MARKETPLACE ......................................................... 49
OPPORTUNITIES ...................................................... 51

MUSIC INFORMATION

MUSIC VIDEO: MTV, VH-1 lists .................................. 32
WORLD MUSIC OVERVIEW: UK, Australia ...................... 32
Canada charts ........................................................ 33
COUNTRY ............................................................. 53
COUNTRY SONG INFORMATION INDEX ......................... 55
CURRENT-BASED AC .............................................. 57
FULL-SERVICE AC, ASSOCIATE REPORTERS ................. 59
NAC ................................................................. 60
CONTEMPORARY JAZZ ............................................ 80
URBAN CONTEMPORARY ........................................ 82
AOR TRACKS .......................................................... 68
AOR ALBUMS ......................................................... 67
NEW ROCK ............................................................ 68
CHR ................................................................. 72
PARALLEL CHART ANALYSIS .................................. 85
AC, AOR, CHR, COUNTRY, URBAN CHARTS .................. BACK PAGE
NEW ROCK, NAC, CONTEMPORARY JAZZ HIGHLIGHTS ........ BACK PAGE

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Postwar Upturn Salvaged
First Quarter Revenues

An advertising upturn in March salvaged what had been a dismal first quarter for national spot radio sales. But national rep firms say the second quarter is getting off to a slow start.

National advertising, which had slumped during the Persian Gulf war, “came right back after the war ended,” according to Radio Expenditure Reports President Joe McCallion. After adjusting for the extra billing week in March this year, he says the first quarter should post a 1% to 2% increase over a year ago.

Interplay CFO Pat Healy calculated a 2.1% adjusted gain for the quarter. (Without adjusting for the extra week, he says the gain was 19.6%) Just a month ago, Healy was expecting a flat first quarter: “March finished up by an extraordinary 38.6% (unadjusted).”

“I’m concerned about the second quarter,” Healy said. “Right now we see running 5% behind,” compared to second quarter bookings a year ago. He’s still looking for improvement later in the year. “I expect an up second half, but I don’t expect a gangbuster second half,” Healy said.

AM’s War Broth

AMs Radio Group Exec. VP Stu Olds also said April sales are “not real healthy yet,” but he remains optimistic because “there’s a lot of activity out there.” Olds said important advertisers who stayed away during the war have been coming back. “Using the names as Texaco, Chevron, and Volkswagen. And he noted, “All the airline stuff is back in.”

Olds said first quarter national spot revenues should be up “a point or two versus a year ago.” After adjusting for the extra week, he said March probably was up about 10%, rebounding from a nearly 20% decline in January and a flat February.

Katz Sr. VP Research Gerry Boehme has been crunching Arbit- one and Birach numbers, which confirm R&R reports of a war-rel ated listener upsurge for news-infor- tensive AM stations.

“The news image stations went up significantly in Birch and Arbit- on continued Page 8

Fall ReRun Expected For
Vegas DAB Demonstration

Appeals Court Deals Setback To Norcen, AMSC

Don’t look for the NAB to have an L-band (1500 MHz) DAB demonstration at its fall radio convention in San Francisco, although a demonstration such as the one at this month’s Las Vegas convention (on UHF Channel 15) probably will stall.

DAB Task Force Chairman Alan Box said the group began focusing on the San Francisco confab at Tuesday’s (4/3) meeting, but con- cluded, “It’s probably too early to do it in L-Band.” He said it was un- likely Europe’s DAB equipment could be adapted to the higher fre- quencies in time.

Critics have com- plained that UHF demonstrations are not realistic because of the back- ing L-band frequencies for DAB.

Gannett Radio VP/Engineering Paul Donahue sent the task force his minority report on the Eureka demonstration engineers observed March 6 in France. He question- ed whether Eureka could be “cus- tomized” for U.S. use or would re- quire a redesign for terrestrial L-band use. Gannett has proposed its own DAB system, which would operate in the FM band.

According to Box, Donahue “pointed out exactly what we’ve said all along”—that L-band tests are needed. NAB engineers are drawing up a test plan.

Satellite License Nixed

The L-band satellite Gary Norcen wants to use for DAB has suffered a licensing setback from a federal appeals court in Washing- ton. But Norcen vows Radio Satel- lite for America will join the NAB satellite DAB in 1994, via a Canadian satellite.

The appeals court last month (3/19) ordered the FCC to recon- sider its licensing of American Mo- bile Satellite Corp. Three com- peting applicants successfully challenged the FCC’s decision to require creation of a consortium — eight applicants joined to establish AMSC — rather than holding com- parative hearings for the mobile satellite operators.

“We don’t see it as being a very serious problem for BSC. It cer- tainly is a serious problem for AMSC,” Norcen told R&R. He said BSC still can begin broadcasting in 1994 from the twin crumbing satel- lite, which is being built and launched by Telesat Mobile Inc. of Canada. “Telesat’s still there and there’s still the potential, regard- less of what happens with AMSC,” Norcen said.

AMSC Director/External Rela- tions Ruth Pritchard-Kelly said the company’s joint operating agreement with Telesat provides that the facility will be available for use by both countries. Telesat Communica- tions Manager-Licensing Dougman agreed, saying “it’s business as us- ual” between the two companies.

Continued on Page 8

FCC Policing Airwaves Again

FCC bloodhounds are sniffing around again for smutty radio shows, and R&R has learned more radio sta- tions are now in the Commission’s indiscency cross- hairs.

The Mass Media Bureau Enforcement Division is waiting for higher- ups to approve moves against ten stations and has found a listener com- plaint against an eleven to be worthy of further investigation. Commission staffs refused to identify the targets, but enforcement actions could in- clude either letters of inquiry or fines.

Commission insiders also said Emmis Broadcasting’s KSHE/St. Louis will probably receive a $25,000 fine for WDRF, its recent broad- cast of a fake EBS announcement stating America was under nuclear at- tack. Chairman Al Stites has taken a personal interest in the case and re- cently played a tape of the incident for reporters. A proposal that emerged from an office policy committee this fall would be “dramatically for bearing a false distress call and another $25,000 for broadcasting false news. Those in the know at 1919 M Street said the latter charge will probably be dropped because it’s a violation of FCC policy — not Commission rules — and therefore does not carry monetary penalties.

If all this police work isn’t enough, FCC Inspector General Jim War- winck, affectionately dubbed “Inspector Clouseau,” is now working as a plumber to plug up news leaks. As Electronic Media reported earlier this week, Warwick is trying to pinpoint leaks by quizzing high-level FCC of- ficials and inspecting their diaries. The action follows news reports about internal snooping by the commissioners over TV financial syndication rules.

“I can tell you that none of the commissioners has any problem with what the inspector general is doing. They’re all paranoid about who they talk to,” said one insider.

Gammon Silces Debt, Sells San Jose FM Stake

Crow Broadcasting CEO Tom Gammon is slicing the debt of his radio empire by selling his 61% stake in KRTY/Los Gatos (San Jose, CA) to minori- ty investor George Foster.

“I agreed to sell it back to him for what I put into it... I get out of a large liability, and he gets 100% of a good station,” commented Gammon. Gammon said he would receive “no profit” and less than $10,000 cash for his interest, but Foster would assume the station’s outstanding li- abilities. While he declined to divulge the value of the bank debt, he esti- mated the station’s current market value at approximately $5 million. The station was purchased in October 1989 for $4.75 million.

Foster, who owns Baton Rouge-based Guaranty Broadcasting Corp., did not return calls about the transactions.

CBS Eying Layoffs

BS Inc. CEO Larry Tisch will soon consider budget cut recommendations that may include 400 to 500 layoffs. Management consultants from McKin- sawy & Co. recently met with network brass over two days to outline options for streamlining operations.

The broadcasting giant has been hammered by high sports costs, ex- pensive Persian Gulf war coverage, and weak ratings. In a new SEC filing, CBS said operating profits in the first quarter will be “significantly below” the $89.1 million reported in 1990 — and it expects an operating loss for 1991.

Takeover speculation has cooled recently after Walt Disney Chairman Michael Eisner remarked during a TV interview that he wasn’t interested in buying CBS and that it appeared to be overpriced.

Bondholders Muscle Price

Price Communications Corp. bondholders are getting tough with the financially stressed company because of defaulted junk bond payments.

Price failed to make a January 15 interest payment on a series of 13% junk bonds due in mature in 1996, and now holders owning one-quarter of the securities are calling the notes due in full. Debt restructuring talks are continuing with several bondholder groups, and the company said failure to strike a deal would “substantially diminish” corporate assets. If a settlement is reached, Price plans to seek court approval of a restructuring with a “pre-packaged” Chapter 11 bankruptcy filing.
'ONE HAND, ONE HEART'

F rom the album

ANYTHING IS POSSIBLE.

Debbie Gibson

Produced by Deborah Gibson

Management by: Diane Gibson

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Transactions

Lakeshore Pays $9.25 Million To Reach Dayton's Summit

Deal Of The Week:

WONE & WTUE/Dayton
PRICE: $9.25 million (approximate)
TERMS: Cash for assets; the final purchase price will be determined by the station's cash flow at closing
BUYER: Lakeshore Communications Inc., headed by Tom Booley and Drew Horowitz. The company also owns WTAX & WDBR/Springfield, IL and WYNE & WROE/Appleton, WI.

KES/P/Santa Barbara
PRICE: $15,000
TERMS: Credit bid for assets at receivership auction
BUYER: Joyce Emery of Stuart, FL. She is a previous owner of the station and a creditor of the selling licensee.
SELLER: Malcolm Morehouse, receiver of Westcom Broadcasting Inc.
FREQUENCY: 103.5 MHz
POWER: 100kw at 423 feet
FORMAT: Gold

KhIT & KIQ/Sun Valley (Reno)
PRICE: $1 million
TERMS: Asset sale
BUYER: Radio Associates Inc., principally owned by Ken Miller, Jerry Miller, Karen Wolfe, and Bob Salmon
SELLER: Reno Broadcasting Corp., an investment group headed by media analyst Paul Kagan
FREQUENCY: 1590 kHz
POWER: 5kw daytime; 25kw at 2930 feet

Florida

WBKI/Calloway (Panama City)
PRICE: No cash consideration
TERMS: Stock sale
BUYER: A partnership of Catherine Williams, William Eaton, and Tracy Eaton

Nevada

Programming

Numbers Don’t Lie.

Numbers don’t lie about how you’re doing within the market. So when you want to hire a consultant to help you with your numbers, ask to see his. Only George Harris can show you a tremendous track record of success stories. So pick up the phone and call these numbers: 215-789-0100.

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Chesley Maddox & Associates, Incorporated
Congratulates Michael & Doris McVay and McVay Broadcasting of Flint, Inc. on their acquisition of WDZZ-FM and WFDF-AM Flint, Michigan

Chesley Maddox & Associates, Incorporated
The Switch is ON . . .
Kravis Faces Sentencing On Pornography Conviction

KGTO & KRAV/Tulsa owner George Kravis faces sentencing April 23 after pleading guilty to three pornography and sex charges.

District Attorney David Moss is pressing the court to send Kravis to prison for four years, the maximum under Kravis’s plea bargain, despite a Department of Corrections recommendation of probation. Prosecutors dropped three drug charges in return for Kravis’s guilty plea to three counts: showing an obscene movie to an under-16 Tulsa vice officer; possessing child pornography (both felonies); and soliciting the officer to perform a lewd act (a misdemeanor). All occurred in May 1990.

“We’re asking the court to consider probation or a suspended sentence,” Kravis attorney Mickey Metcalf told R&R. He said it would be up to the court to determine whether Kravis would be eligible to have the conviction removed from his record after a period of time.

It’s uncertain what impact the conviction could have on KGTO & KRAV, whose license renewals have been held up by an NAACP EEO complaint. Under Chairman Al Sikes, the FCC has taken a tough anti-drug stance. But even with the drug charges dropped, FCC attorney Roger Holdberg said the remaining felonies are “something that we might look at under the Commission’s character policy.”

FCC Fines KESZ, Grants Waiver

The FCC had bad news and good news last week for KESZ/Phoenix licensee Duffy II Corp. On Wednesday (3/27) the Commission hit KESZ with a $15,000 fine and a short-term three-and-a-half-year license renewal for violation of the EEO rules. The same day, the agency also waived its one-to-a-market rule, allowing Arizona Television Co. to complete its proposed $10.4 million purchase of the station from Duffy.

In levying the EEO sanctions, the Commission ruled the station had failed to recruit minority candidates for 85% of the upper-level job openings that occurred during the license term; recruited in a “haphazard” manner for other positions; and provided the agency with incomplete, inconsistent information about its EEO efforts. KESZ officials did not return R&R’s phone calls.

The one-to-a-market waiver was awarded to Arizona Television in a separate proceeding. The grant was made under the FCC’s policy of “looking favorably” on such requests in Top 25 markets where 30 individual broadcast voices remain after the proposed radio-TV deal is completed. Phoenix is market No. 22.

According to an FCC official, KESZ’s EEO problems weren’t taken into consideration when deciding whether to grant the ownership waiver.

FCC Fights The Power

Also feeling the FCC’s wrath is Jo-Mor Communications’ KJME/ Denver. The daytime hit with $3000 fine for operating at power levels as high as 450% over its legal limit of 5kw. The station was fined $1000 for the same offense one year ago.

However, he said he was not aware of any active investigation of Kravis.

NAB’s TARPAC Gave, Received More Last Year

The NAB contributed $247,268 to federal candidates through its political action committee during the 1989-90 election cycle, up 36% from the previous cycle, according to the Federal Election Commission.

The Television and Radio Political Action Committee’s (TARPAC) 1989-90 candidate largesse ranked 31st among PACs sponsored by trade, membership, and health organizations. That put TARPAC well behind its archival, the National Cable Television Association’s CABLEPAC ($670476), and light years away from the top-ranked National Association of Realtors PAC ($3.09 million). TARPAC raised $446,427 in the ’89-90 cycle, up 22% from the ’88-9 cycle, and finished the period with cash on hand totaling $86,442. Said NAB Exec. VP/ Gov’t Relations Jim May, emphasizing that TARPAC is just one arrow in the NAB’s lobbying quiver: “We’re still not where we want to be, but we’re headed in the right direction.”

Postwar Upturn

Continued from Page 4

tron,” he said. So far, Boehme has analyzed reports for 76 stations in 36 markets — all of them News, News/Talk, or Full-Service AMs. He also noted that 25-54 shares through February were up 25.6% over the previous Arbitron book and up 31.8% for Birch. But he found virtually no change in Persons Using Radio for the demo. He said that proves people didn’t leave radio for the so-called TV war — “they just listened to different stations.”

Fall Rerun Expected For Vegas DAB Demo

Continued from Page 4

Despite AMSC’s court setback, additional investments.

AMSC President Brian Pember- tomas insisted the court action “need

Transactions

Continued from Page 6

Frequency: 104.3 MHz
Power: 3kw at 300 feet

Wyoming

KGLT/Buffalo
Price: $41,850 for 60%
Terms: Stock sale for 12-year promisso-
ory note at 10% interest, to be paid in
$500 monthly installments.
Buyer: Raymond and Karen McLain
are increasing their ownership from
40% to 60%; Albert and Judy Widem-
man will become 40% shareholders.
Albert Wideman is the station’s GM.
Seller: Lee and Emily Keith are sell-
ing their 60% stake in Communica-
tions Systems III.
Frequency: 92.7 MHz
Power: 3kw at 26 feet
Format: AC

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KSTP Ups Rohm To GM
Davis Named Ops & Program Director

At KSTP/Minneapolis, John Rohm has been elevated to GM after two years as GSM, and Bob Davis is joining as Operations & Program Director, coming from a two-year stretch as APD at CHR WHIZ/New York. A new GSM is sought. Rohm told RR, "In addition to being President of the [Hubbard] radio properties, John Mayasich was also GM. He's taken on additional corporate duties, and there was a need for someone to handle day-to-day operations here."

He said Davis "exemplifies the modern-day PD. We don't have to rebuild the station from the ground up. He can help us fine-tune, but we'll reassess our position and see what opportunities are out there."

Former Station Manager/PD/morning man Chuck Knopp will now focus on mornings. Said Rohm, "Chuck has done a job few have or could have done. Our call letters have become legendary. He and John Mayasich put us on the map."

KSTP (See Page 30)

Neumann Nabs WLVO PD Post

WRXL/Richmond PD Bob Neumann has accepted the same post at WLVQ/Columbus, effective April 17. He succeeds Buzz Knight, who left the Great American AOR in January to become PD at WNOR/Norfolk.

WLVQ VP/GM Tom Thon commented, "Bob has demonstrated strong music objectivity, talent development skills, and promotion/marketing savvy in his years at WRXL. I'm absolutely thrilled he's joined our team. Neumann has programmed WRXL since 1987. Prior to that, he was PD at KZSS/Albuquerque.

EXECUTIVE ACTION

KEARNEY GSM

KXLT Appoints Buchanan PD

Former WAXY/Miami PD Bruce Buchanan has replaced J.D. Adams as PD of AC KXLT/Denver. Adams recently left to program Gold WGSR/Baltimore.

Seven-year KLUC/Las Vegas GSM Ann Kearney will begin April 11 as GSM for KXLT and sister Gold cutter KZNN. She succeeds Graham Satherlie, who's left the combo.

GM Gayle Shaw told RR, "I was looking for someone with lots of AC experience in very competitive markets. Bruce more than fits the bill. The station will stay with the same focus, but he can help us refine our product. Buchanan has been PD at WMCX/Charlotte, KMGC/Dallas, and KLSR/San Antonio, and GM at KVIL/Dallas."

EMI Boosts Baca To National AOR Dir.

EMI has broadened Director/Album Promotion Chris Baca's duties from the West Coast to the national level. He'll remain in Los Angeles.

VF/AOR Norm Osborne remarked, "Chris has proven a major part of EMI's album promotion department. He shows a willingness to get the job done, and always reach out for more. Now it's time to expand his duties and territory." Baca began at EMI in 1986 as a regional promotion manager in L.A. He joined from CEMA, where he'd worked in sales and marketing.

Snow Rises To RCA Dir./Marketing

RCA has promoted Product Manager/West Coast Robbie Snow to Director/Marketing. Snow joined RCA in 1988 after serving as National Marketing Coordinator for Passport Records.

RCA VP/Production Development Randy Goodman said, "This promotion is hard-earned and well-deserved. Robbie's fine work with our West Coast operations confirmed that he was ready for even greater challenges. When we decided to redirect our marketing efforts, it was clear Robbie was the perfect person to assume this position."

Pet Shop Pit Stop

EMI President/CEO Sal Licata will return to the Pet Shop Boys after the duo's Miami show, which kicked off their U.S. tour. Backstage with Licata are (l-r) manager Jim Wall, band members Chris Lowe and Neil Tennant, and manager Arma Axton.
This year's honoree:

**ABBEY KONOWITCH**
Senior Vice President, Music & Talent
MTV: MUSIC TELEVISION

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The Ritz
234 West 54th Street
Cocktails 6:30PM
Buffet Dinner 7:00PM
Roast 8:00PM

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TOM FRETON, CEO, MTV Networks
DON IENNER, President, Columbia Records
ROB LIGHT, Creative Action Agency
ARNOLD STIEFEL, Stiefel Phillips Entertainment
JOHN SYKES, President, Chrysalis Records

**MC:**
PHIL QUARTARARO, President, Charisma Records

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Hollywood Reporters
Hits & Records
Hits Magazine
Monday Morning Reply
Pop Music Survey
FMQB
Grave Report
Billboard Magazine
COOK KJMS PD

Dee Rivers Ups Blackwell
To National Programmer Post

The Dee Rivers Group has once again upped WEAS/Savannah PD/ morning man Floyd Blackwell to National PD. WEAS PM driver George Hamilton Cook has joined co-owned UC KJMS (formerly KHUL)/Memphis as PD/afternoon air talent, succeeding Terry Alexander.

KJMS/Rivers Group GM Butch Guest told R&R, "Floyd's skills are well-documented with us. This just seemed like a natural. He's here to make our Memphis station No. 1. We plan to go after [market-leading UC] WRKR, head-to-head as a mainstream Urban." Blackwell has been with Rivers on and off for nine-old years. He was named National PD in late '89, went to RCA Records, and then rejoined Rivers last year. Cook previously programmed WTUA/St. Stevens (Charleston), SC.

RCS Merges With Radioware

Radio Computing Services — creator of the "Selector" music scheduling system — has merged with Dallas-based Radioware, which developed the "Songtrack" music research system.

"Our direction will be to move people from our Sampler research system, which is good but in need of modernization, toward Songtrack," noted RCS President Andy Economos. "We've always admired Songtrack, and it has made a significant contribution to the radio industry."

Radioware President Carl Bergren will join RCS as part of the merger and will concentrate on the development and expansion of research systems.

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AND WE'LL GIVE YOU
THE PERFECT PRODUCTION
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The only perfect production library is the one you create for yourself.

FirstCom's Custom Production Library saves time because it fits perfectly under the copy, the first time. It lets you score spots in minutes, that sound like they took hours to produce. You mix and match from the biggest selection of new music in the world so you get only what you need ... zero filler and fluff.

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Fox Now PD At KISS-FM

Gordon Appointed KISS (AM) Ops. Dir.

Former WLTQ/Milwaukee PD Tim Fox has been named PD of Gold KISS-FM/San Antonio. He succeeds Tomm Rivers, who exited several weeks ago. Meanwhile, Bob Gordon has been appointed Operations Director of sister "Kool Gold" KISS (AM).

VP/GM Reggie Jordan commented, "With his multiformat experience, Tim will bring KISS-FM to the level of success we expect in San Antonio. Bob and I go back a long time. I'm excited that we have a chance to work together again. He's the perfect choice to head up operations for 'Kool Gold 99.'"

Fox told R&R, "I've been looking for a challenging opportunity, and this is it. San Antonio has to be the most oversaturated Gold market in the country." Gordon could not be reached for comment.

Fox previously programmed WKTI/Milwaukee, KPKE/Denver, and WZOK/Rockford, IL.

Rockettes Propulsion

The Rockettes kicked up their heels during the "Easter Show," a benefit performance for the NYMRAD Jack Thayer Scholarship Fund held at Radio City Music Hall. Pictured before the show are (front) 50-year radio veteran Thayer with a Rockette on each arm; (back, l to r) New York University's Ken Dansiger, NYMRAD President Dick McCauley, WINS-New York VP/GM & NYMRAD Chairman Warren Maurer, Radio City Music Hall President James McManus, and WINS/New York VP/GM & Fund Chairman Mark Bench.
IT'S DEJA VU... WE'RE DAMN SERIOUS!

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<th>KRBE 1 - 1 - 1 HOT</th>
<th>Y108 deb 30</th>
<th>Z99 16-14</th>
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<td>WKBQ 26 - 10 - 8 - 6</td>
<td>KZZP deb 30</td>
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Performing Where Played:
25% Top 15

Lyndon ABELL, WKBQ:
"'Red Red Wine' was a smash. 'The Way You Do The Things You Do' was a smash, 'Here I Am' is a smash. These are not novelty records, these are hits!"

Dene HALLAM, KKBQ:
"UB40 has another Pop/CHR hit. It's deja vu all over again in Houston... top 10 callout in less than a month."

Jamie HYATT, KIKI:
"96% familiar after only four weeks of airplay. It's huge all demos. Bigger with younger audience, great callout and great requests. LP top 10 in Honolulu for six months."

Guy ZAPOLEON, KHMX:
"The song 'The Way You Do The Things You Do' broke in Houston. 'Here I Am,' with its mix of UB-reggae and Memphis horns, will be even bigger."

Steve WYROSTOCK, KRBE:
"Another picture-perfect record from UB40 in every aspect; there are NO weak spots, just like the last two. If I only had five records to play during the book. 'Here I Am' would be two of them!"

FROM THE PLATINUM-PLUS ALBUM "LABOUR OF LOVE II"
OVER 1,000,000 RECORDS SOLD

© 1991 Virgin Records America, Inc.
**Radio**

- **JACK WOODS** takes the GM helm at KIST & KMGG/Santa Barbara, CA. He formerly owned KOGO & KBBY/Ventura, CA.

- **PAUL COX** becomes News Director at WKRH/Cleveland. He was formerly News Editor at WTVN/Columbus, OH.

- **LINDA LEE** is promoted to Financial Operations Manager at WDGY & KEEY/Minneapolis. She moves up from Business Manager.

**Records**

Colin Reef Larry Slaver

- **COLIN REEF** has been elevated to VP/Finance & Operations at Virgin Records. He previously served as VP Finance. Concurrently, **LARRY SILVER** has been promoted from Controller to VP/Controller.

- **KEVIN EVANS** has been appointed Director/ASR, Black Music and Gospel at A&M Records. He previously worked as the label's National Director/Gospel Music Division.

- **BRENDA HAZELL** has been tapped as National Urban Marketing Manager at EMI Records. Before joining EMI, she worked as Singles Sales Specialist/Product Development Coordinator for BMG Distribution.

- **PATTI FULLARD** is named Field Sales Manager/Black Music at WEA/Cleveland. She succeeds from the Detroit office, where she was Field Marketing Rep/Black Music.

- **CINDY GRAY** segues to Geffen Records as Media & Artist Relations Director. Prior to this, she held the same post at Island Records. Also joining the Geffen press department is former Island Publicity Coordinator **IRENE MALACOS**.

**National Radio**

- **PIA RADIO SPORTS** has inked an agreement to become the radio marketing sales consultant, producer, and syndicator of DePaul University's Blue Demon basketball team. During the three-year pact, WGN-Chicago will broadcast games as the flagship of the new Blue Demon radio network; (312) 943-8888.

- **ABC RADIO NETWORKS'** "Bob Kingsley With America's Musicians" is available now strictly on CD; (212) 456-5646.

**Industry**

- **GRACE SZWAGULINSKI** has been named Manager/Publicity & Public Relations at Sony Music Video. She comes from an account supervisor slot at public relations firm Getzler & Company.

- **DAN OTTOLE & GARRY MITCHELL**, principals of The Programming Works, based in Philadelphia, have opened a West Coast office: 9974 Sycipas Rancho Vaness, Suite 25, San Diego, CA 92131; (619) 689-9330.

- **JON DONOVAN**, former PD/Promotion Director of KBOK(AM)/Seattle, has resigned to establish his own company, PROMOTION MANAGEMENT: It's located at 6549 Fauntney Way Southwest, Seattle, WA 98136; (206) 932-8160.

**Changes**

Pam Bannister is promoted to National Product Development Coordinator for WEA. Other WEA appointments: **Steve Tuio** is named Singles Specialist in Philadelphia, while Al Thompson, Jerry Grimmer, and Dan Caldwell become In-House Marketing Reps for Philadelphia, Atlanta, and New York, respectively.

Vasant Kurlan is upped to Sr. Art Director at MCA.

---

**CHRIS ISAACK**

"DON'T MAKE ME DREAM ABOUT YOU"

The New Single: Produced by Erik Jacobsen
From the album HEART SHAPED WORLD

PWR99 deb 30 Z99 deb 23
WSTW add KZZU add
B93 35-33 KRQ db 31
I95 add WHTO add
WCGQ add WJMX add
G105 add 35 KISR deb 40
WRHT add WILN add
WZYP add KFMW deb 38
Z97 add
Plus...
HOT949 KAKS KNOE
WQUT WKSF KNIN
KTUX KMCK KTMT
103CIR B98 ZFUN

BILLBOARD ALBUM CHART #7

14 • R&R April 5, 1991

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**PROS ON THE LOOSE**

Terry Alexander — PD KHLU/Memphis (901) 372-6407
Jon Allen — Mornings WDQW/Lancaster, PA (215) 267-7819
Scott Barner (aka Steve Kei) — Mornings WOGS/Saginaw, MI (517) 790-2843
Jim Colony — Sportscaster WOOG/Ft. Myers (239) 332-5094
Daisy Davis — PD WMYK/Norfolk (804) 474-1439
Bobby Day — Afternoons KBEG/Kansas City (913) 491-1044
Tony Dec — M/Assoc producer Sony Trans Com's In-Flight Audio Entertainment Programming (213) 474-4398
Archer Dutablan — Mornings show producer WPLJ/NY (212) 541-3501
Wait Fellman (aka Walt B.) — Nights WWBS/Wilmington, NC (919) 791-3049
Jerry Jennings — PD WBVE/Cincinnati (513) 880-3774
Fred Klemenson — PD KZTV Houston (713) 783-6981
Gary Leigh — Mornings WWOZ/Philadelphia (215) 549-0540
Ken Matthews — Mornings WGR/Cleveland (216) 641-3085
Mark Morris — Creative Services Director Si Communications/Los Angeles (213) 641-4877
Brian Murphy — Afternoons WGGI/Philadelphia (215) 544-4908
Daris Prior — Afternoons KDKS/Denver (303) 466-4960
CJ Ryan — Afternoons WKJM/Lafayette, IN (317) 449-4529
Jon Scott — Mornings co-host KBEG/Kansas City (913) 649-1187
Homer Simpson — OM Z97F/Philadelphia (215) 299-5740
Joe Eric Stevens — PD/KWOL/Atlanta, GA (404) 475-6000
Steve Kellogg — PD/Station Manager WBVE/Baltimore (410) 375-2675
Bill Thomas (aka Brother Bill) — OM/M.ra at KQLZ/Los Angeles (213) 874-2881

**CHRONICLE**

Born To:
WZFM/New York air talent Gary Theroux, wife Joan, son Richard James, March 6.
Capitol Local Promotion Manager Chuck Swannay, wife Kim, son Garrett Chapies, March 21.
KFGB/Joplin, MO PD Robbin Wallis, wife Deana, daughter Brinna Elizabeth, March 29.
WWSP/Pittsburgh air talent Jim Markel, wife Jackie, son Jeremy Scott, March 29.

Co-producers Gerald Brown (I) and Kipper Jones (I) put the finishing touches on Vanessa Williams's forthcoming Mercury LP, "The Comfort Zone," due June 11.
Problem:
We **Had** to Change Format!
...Confidentially
...Correctly
...Quickly

Solution:
**GoldDisc™** and **HitDisc™** Compact Discs from TM Century

“When you’re in the midst of a format change, the last thing you need is trouble with the music. That’s why I always turn to TM Century’s GoldDiscs™.

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**Bob Lowry**
Consultant to GoldDisc™ Clients:
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WWMY, Greensboro;
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Lowry & Company

Consulting successful adult format stations in Denver, Salt Lake City, Baltimore, San Antonio, Orlando, and others, Bob Lowry knows his clients need the very best music. And Bob knows good quality from his years consulting Churchill and Bonneville.

But now, Bob Lowry chooses TM Century’s GoldDisc™ Compact Discs for his clients’ best quality. Bob knows the record libraries and equipment that used to be the "best" no longer compares to TM Century’s third generation GoldDiscs™ from studio masters and the best available new CDs in TM Century’s 100% digital studios. Bob knows nothing else compares to TM Century’s exclusive NoNOISE™ digital remastering.

Bob knows that neither the record stores nor any other service has all the songs stations really need. TM Century’s music CDs are updated with all the hits every week so your station stays on top of the music. And AC isn’t all there is. TM Century offers 11 researched formats. One’s on-target for you.

Bob Lowry knows they’re the best!

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PART ONE
THE ROYALTY OF BRITISH ROCK
MAY 24th - 27th

Among all of the legendary acts which emerged from the British Invasion, none were bigger than the six giants to be featured on Memorial Day weekend on "The Royalty Of British Rock."

For six hours the BBC will dust off some of the most unique works found ONLY in the vaults of its archives.


PART TWO
ROCK FROM THE U.K. TO THE U.S.A.
JULY 4th - 7th

It's the concert event of the summer as the BBC brings you its birthday gift to America on July 4th weekend with "Rock From The U.K. To The U.S.A."

Six hours of totally live performances from the legendary bands of a British music invasion that continues to this day. Join the BBC's Richard Skinner and a host of star guests, as he presents classic live performances from the likes of Led Zeppelin, The Rolling Stones, Queen, The Moody Blues, Pink Floyd, Police, Traffic, Dire Straits and more!

Fire up your 4th with the ultimate concert event featuring the rarest recordings found only in the BBC archives.

Schweppes' special presentation of "The British Invasion Part One: The Royalty Of British Rock" and "The British Invasion Part Two: Rock From The U.K. To The U.S.A." is produced by the BBC/London exclusively for Westwood One and will be distributed on compact disc.

For more information, contact your Westwood One representative today.
In Los Angeles call 213-840-4000. FAX 213-204-4375. In Canada call 416-597-8529

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NINE GUIDELINES

The Right Way To Fire Someone

D o you get nervous or nauseous when it comes to firing someone? Stay calm and stick to these nine guidelines compiled by Dr. Ralph Hirschowitz, Sr. VP of the Belmont, MA-based Levinson Institute:

• Don’t beat around the bush. Delaying the inevitable with a long-winded introduction only increases the tension.
• Don’t explain your decision. You can elaborate on the reasons why the termination is taking place later — and then only if the person asks for them.
• Don’t tell anyone else. Fire someone, fire them! Keep it confidential! Your employee will wonder why you’re telling them that someone else knows.
• Don’t try to sell the termination. Who really believes that being fired will somehow benefit the employee? Why didn’t you give them a raise?
• Don’t seek consolation. Telling your employee that firing is as painful for you as it is for him also strains credibility.
• Don’t retaliate. If the employee’s response is angry or threatening, avoid pouring gasoline on the fire by trying to get tough.

How To Please Your Employees

What does an employee really want? According to Arthur Pell, author of "The Human Side," there are five keys to keeping your employees pleased.

• Get to know your employees; remember specific likes and dislikes. People are individuals and like to be treated as such.
• Compliment and reward employees on a job well-done. People like to take pride in their work.
• Emphasize the value of each employee in creating an effective team. People like to feel they belong to a successful group.
• Make fairness the cornerstone of company policies and communicate them clearly. People like to feel they will be treated fairly and with consistency.
• Encourage employees to come to you with suggestions and ideas. People like to know their contributions are appreciated.

ANSWERS

"ANSWERS" to frequently asked questions... (or how to get more out of your R&R).

#5. How does R&R handle letters to the Editor?

We’re more than happy to publish letters that address concerns of our readership as a whole or make a constructive point. Send them to Gail Mitchell, Executive Editor.
TOP TEN SHOWS
MARCH 25-31
1. Academy Awards
2. Cheers
3. 60 Minutes
4. Barbara Walters Special
5. Roseanne
6. Coach
7. Unsolved Mysteries
8. A Different World
9. L.A. Law (tie)
10. Family Matters

Source: Nielsen Media Research

CONSIDERING THE TIME IT TAKES TO LISTEN TO RADIO CALL-SHOWS AND THE INHERENT ERRORS, THE FOLLOWING ARE APPROXIMATE NUMBERS. THESE ARE BASED ON COMPLETE AUDIENCES AS DETERMINED BY Nielsen Media Research. NUMBERS ARE FOR THE WEEKEND OF MARCH 24-25.

TELEVISION

THURSDAY, MARCH 29

We Got a Great Deal on this Ad... We saved a Bundle off the Headline!

A GREAT DEAL IS NOT ALWAYS A GREAT DEAL. IT'S THE SAME WITH MUSIC SCHEDULING SYSTEMS. CONSIDERING THE TIME IT TAKES YOU ON OTHER SYSTEMS TO FILL UNSCHEDULED POSITIONS, EDIT YOUR LOGS, CHECK DETAILED REPORTS (IF YOU CAN), AND GENERALLY UN-DO ALL THAT THE SYSTEM HAS DONE TO YOU, MUSICSCAN SHOULD MAKE HEADLINES.

ONLY MUSICSCAN HAS THE FEATURES, SPEED AND PERFORMANCE THAT MAKES IT A GREAT DEAL. AN EVEN GREAT DEAL THAN ANY OTHER SYSTEM, AT ANY PRICE.

FOR MORE INFORMATION, CALL US TOLL-FREE. WITH ALL THE MONEY WE SAVED ON THIS AD, IT'S ON US.

TOP TECN SHOWS
MARCH 29-31

1. Teenage Mutant
   $13.05
2. The Silence Of
   $0.78
3. The Lamb's
   $5.40
4. Career
   $4.02
5. Opportunities
   $3.71
6. Wolves
   $3.23
7. (NBC, 10pm)
8. (10pm)
9. (NBC, 9pm)
10. (NBC, 10pm)

WEEKEND BOX OFFICE
MARCH 24-26

1. Family Matters
2. L.A. Law
3. Unsolved Mysteries
4. Barbara Walters
5. 60 Academy Awards

We Got a Great Deal on this Ad... We saved a Bundle off the Headline!

A GREAT DEAL IS NOT ALWAYS A GREAT DEAL. IT'S THE SAME WITH MUSIC SCHEDULING SYSTEMS. CONSIDERING THE TIME IT TAKES YOU ON OTHER SYSTEMS TO FILL UNSCHEDULED POSITIONS, EDIT YOUR LOGS, CHECK DETAILED REPORTS (IF YOU CAN), AND GENERALLY UN-DO ALL THAT THE SYSTEM HAS DONE TO YOU, MUSICSCAN SHOULD MAKE HEADLINES.

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FOR MORE INFORMATION, CALL US TOLL-FREE. WITH ALL THE MONEY WE SAVED ON THIS AD, IT'S ON US.

Top Ten Talk Topics
March '91

What's on Americans' minds? Each month R&R surveys leading Talk radio stations across the nation to determine the ten topics that have generated the greatest amount of listener phone response over the past four weeks. The current list follows:

1. Gulf War Aftermath
2. Police Brutality
3. The Economy
4. Local Government Finances
5. Troops Homecoming
6. Local Crime
7. Academy Awards
8. Local Politics
9. Tax Advice
10. Media Coverage of Gulf War

After dominating the chart for two months (seven positions in February and all ten in January), the Persian Gulf War crisis has cooled, holding only the top spot and positions five and ten. Police Brutality bullied its way to a No. 2 debut, thanks to the outrage over the videotaped beating of Rodney King. Other chart newcomers include Local Government Finances, Oscar festivities, and a timely appearance by Tax Advice. Moving up are the Economy (4-3), Local Crime (9-8), and Local Politics (10-8).
Matsushita, Philips, Sony Agree To Standardize Hardware & Software

Following news that three of the planet’s biggest electronics manufacturers — Matsushita, Philips, and Sony — have agreed to standardize hardware and software for interactive consumer CD-I systems, Philips says it will mark the world’s first CD-I player capable of interfacing with the average consumer’s television set.

The Philips unit — which utilizes 5-inch compact discs — plays not only existing audio-only CDs, but also newer audio-visual innovations, such as “photo CDs” (which store and retrieve photographic images).

Unlike similarly interactive CD-ROM technology — which requires special players and a computer with at least 1 megabyte of hard disk memory to access software — CD-I technology operates independently of computers.

Instead of a keyboard, Philips’ forthcoming player (and presumably other competing units) will be driven by a video-monitor “mouse,” a joystick, or a remote control (1).

Music, Movies & More

While CD-I technology will initially focus on a wide range of electronic publishing (educational to entertainment), its potential is far greater. Obviously, longform music videos, clip compilations, and concert films will be among the first music-related CD-I releases.

Within a couple of years most major movie studios will release multiple pictures on CD-I discs, which provide better audio and visual than current video technology.

What’s more, CD-I discs (which can be manufactured for the entire international marketplace) will likely gain a distribution advantage over videocassettes (which have to be manufactured to be compatible with the world’s various video/TV technologies).

Multitrack Capability

CD-I discs also feature multitrack capability, allowing one CD-I product (a movie, for example) to be manufactured with its audio track in up to 19 languages. The multitrack capability also enables the discs to not only store a film, but also a soundtrack and other related materials (reviews, scripts, interviews, etc.).

The Philips player — available in the U.S. through Magnavox — is expected to sport a $100 price tag. Software will likely cost $9.95-$49.95.

Digital Sound Processors For The Car

For the past five years, companies have been selling digital sound processors (DSPs) that, when linked to your home audio system, create the illusion of music being played in a concert hall, stadium, small club, or even at an outdoor venue.

Now electronics manufacturers are taking DSP technology on the road. Eclipse, division of Fujitsu, has created a DSP system for cars that requires four speakers and adds about $1000 to your auto audio system’s price. Matsushita’s Technics offers a similar DSP that automatically offsets road noise. Philips has introduced the first DSP-equipped AM/FM/cassette/CD player for cars.

DSPs turn sounds into computer language by breaking the music into one or more streams. Once these sounds are stored in the computer, the codes are manipulated to create time delays, reverb, and echoes, echoes, echoes . . .
THE OFFICIAL STATION POSTER...Customized station posters with your personalities, hand drawn, self-liquidating. Great giveaway, many success stories, make money with a great promo tool. Also, THE OFFICIAL WAKE-UP SONG. Call AMFM: Advanced Marketing For Media at 615-298-5978.

$1,000,000 FOR A SONG

SOUNDS EASY, AND IT IS. You can simply guarantee your prizes through SCA Promotions and reap the benefits of high dollar contests for a small statistically determined fee. Pick from SCA "On-the-Air" and direct mail promotions and give away a million for a song. Call SCA Promotions today -- 1.800.527.5409!

THE ROLLE BEACH BLANKET ENSEMBLE is the ultimate summer premium. Double layer construction keeps you cool & comfortable, weighted corners, hidden pocket, matching carry bag with lifetime guarantee and more. Your logo (and sponsor’s) on printed banners. For info on single & multiple orders call: Rolle (800) 327-8553.

ATTENTION: RECORD LABELS -- Give your artists the exposure they need with IN PLAY. CD samplers featuring the hottest new releases are shipped to over 3200 record stores. Increase your sales by educating the associates as well as the active consumer. Contact Discovery Systems at (614) 765-3130.

INFLADABLE IMAGES...Attract attention to your station events with a customized giant inflatable. Perfect for your next BIG promotion! Blow-up your mascot or create your own shape and event. Contact: Lenny Freed, 2773 Nationwide Parkway, Brunswick, Ohio 44212. Fax: (216) 273-3212. INFLADABLE IMAGE INDUSTRIES...Phone: (216) 273-3200.

LOCK-UP YOUR MARKET WITH THE HOTTEST promotion of the 90’s. The 1991 Venus International Pageant offers you more...Profits! Customers! Contestants! Excitement! Over $250,000 in CASH & PRIZES! For information contact: Susan Dickert, Pageant Promotions, Inc., 1819 Peachtree St., NE, Ste. 427, Atlanta, GA 30309 (404) 351-9002, fax (404) 350-8538.

MAKE A RUN FOR THESE BORDERS...PLATE MATE! The hottest most colorful way to put your logo on listeners’ cars, trucks & motorcycles! These unique customized acrylic frames use a patented process to inexpensively silkscreen your logo, design or graphic right onto the frame. Ideal for give-aways! Call: PLATE MATE, INC. (818) 905-5491!

CONTEST REGISTRATION BOXES...IDEAL FOR PROMOTIONS! They scream for attention with distinctive diagonal stripes. In Red, Blue, Orange, Green, Black, or Plain (no stripes). Put your LOGO on self-adhesive labels. Order as few as 40. For complete information, write to AB PROMOTIONS, P.O. Box 362, Wisconsin Rapids, WI 54495 or call (715) 424-1718.
Three Steps To Greater Success

By Roger Wimmer

Public speaking instructors often teach students a simple three-step approach to writing and delivering a speech: (1) tell the audience what you're about to discuss, (2) tell them; and (3) summarize what you just said.

The approach is simple, yet contains all the necessary elements to communicate the main points of the speech. Step One prepares the audience for what's coming, Step Two presents the anticipated information, and Step Three reinforces the message by summarizing the main points. With a little modification, this simple formula can be applied to success in radio.

Simple Business

During a discussion with a group of GMs and PDs, the president of a major broadcast group once said, "All of you are making this business too difficult. Your thinking and planning are too complicated. Radio broadcasting is not a complicated business. It's simple because there's only one goal — get the highest numbers.

This account may sound oversimplified as the public speaking instructor who says, "Giving a speech is hard, but of course people is easy — just get up and do it!" Yet, as in public speaking, success in broadcasting hinges on following a simple three-step plan — a slightly modified version of the public speaking formula:

- Find out what your audience wants to hear.
- Give it to them.
- Reinforce what you give them through internal and external advertising and promotion.

None of the steps stands alone; no single step is more important than the other two. Finding out what listeners like and dislike requires a well-developed listening plan that provides management with clear and unambiguous listener requests. It takes a creative PD and management staff who can turn requests into tangible (and noticeable) elements to satisfy these listener desires. Lastly, it requires creative advertising and marketing to tell listeners what's available.

Each step relies on the other two to produce a workable plan.

The success of this process is easily verified. After research is conducted to determine what programming elements listeners want and these suggestions are implemented, a follow-up research study will show that listeners enjoy the station for the reasons they suggested.

Listeners will say they like their favorite station more and it's easier to listen to for longer periods of time. They also will say they're tuning to other stations less often. They unknowingly helped their favorite station become what they want it to be.

Listener Desires

"What do listeners want?" is probably the question GMs, PDs, and researchers are asked most often. While it may be a broad question, it's also realistic. Following is some "new" information about habits in listener opinions and attitudes that Paragon Research has gathered during the past several months:

War Coverage & AM Radio — As might be expected, a national survey conducted by Paragon revealed that the Gulf War changed radio listening habits. AM News/Talk stations benefited greatly, but not at the expense of FM listening.

We found the amount of time spent with radio was up in general. Listeners still tuned to their favorite FM music stations, but countless numbers tuned to AM for the first time in years. The crisis also showed that:

- Many listeners do not think AM radio is dead, despite the suggestions of some critics.
- People will listen to AM radio when there's a good reason.
- AM and FM stations are reliable sources for news and information for many people.

The research was not conducted to specifically determine whether listeners want war coverage. However, the exercise did provide an opportunity to find out something about AM radio that may have never emerged: Listeners consider AM radio a viable information source. The research now shows whether the new AM curmulus will find AM programming interesting enough to continue listening. Obviously, PDs can't stage wars to increase listening. So, now is the time to improve AM for what listeners want from AM radio.

Information In Morning Drive — Unrelated to the Gulf War is the expressed desire by a growing number of listeners that morning shows be more informative. There appears to be a trend suggesting that while many people still enjoy the music and entertaining DJs, they also want more news and traffic. Most listeners aren't requesting long, informational segments, but rather quick summaries of the most important items interspersed between music and DJ talk.

Language & Content — Although some listeners complain material and programs are offensive, a larger group says objectionable material and language are becoming boring and lack creativity. The listeners want less of the DJs who are entertaining because of their interesting personalities and creatively designed to shock and offend.

Presell & Backsell — For years, research showed that listeners wanted an artist to announce artists' names and song titles, and found radio talk shows desperately lacking. Some PDs typically respond: "They [listeners] already know the artists and titles — they hear the music every day!" It's true some people do hear the music every day, but these are PDs and announcers, not the listeners. However, more PDs are starting to provide this information, and listeners are reacting positively. When asked what they like about their favorite station, more respondents (sometimes more than 50% of a sample) say they like that the station tells them artists' names and song titles.

"While many people still enjoy the music and entertaining DJs, they also want more news and traffic."

Goaltending

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"Too Much Repetition — Lack of variety or hearing the same songs every day is another common listener criticism. However, opinions are beginning to shift. Fewer listeners in every format (excluding CHR) are criticizing stations for song repetition."

The term "variety" raises additional questions. Most listeners enjoy variety means different eras, types of music (AOR, CHR, etc.). Listeners don't expect to hear different types of music on a single station, but they do want a variety of music within the specific format.

- Stepping On The Music — Survey respondents also have frequently criticized DJs for taking over the beginning and ending of songs. Listeners say they want to hear music, not DJ talking. Stations that allow DJs to step on the music are being criticized more and compared less favorably to stations that don't allow the practice.

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Campaigns — On-air contests continue to split the audience — some listeners enjoy them and try to get involved as much as possible, while others find contests boring and a rehash for switching stations. Successful contests still appear to be ones that are quick, easy to understand and enter, and offer cash as the prize. Most listeners also like trivia contests where they call in with the answer.

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Mojo Radio Vs. Z100
‘The Mother Of All Radio Battles Has Begun’

Scott Shannon’s return to NYC as PD/morning man at WPLJ (see Page 1) sets the stage for one of the fiercest CHR battles in radio history. Shannon will go head-to-head with crosstown Z100 — the station he built and took from worst to first in 1983.

Z100 fired the first salvos last weekend while airing Shannon’s “Rockin’ America” countdown. Listeners were shocked to hear the station suddenly yank the program midshow and rewrite it on the air. Afternooner Elvis Duran then opened the mike and began using the term “Mojo Radio,” which — not coincidentally — happens to be Z100’s new handle.

In its first hours as Mojo Radio, ’PLJ countered with typical Shannon drops, including one that warned, “Watch out ‘Little’ Stevie Kushner!” (You’re probably more familiar with Herr Kushnner under his radio name of Steve Kingston — Z100’s VP/Programming.) Another liner proclaimed: “The mother of all radio battles has begun.”

Kabrich To Consult Z100

Adding even more repercussion to the mix, former Pirate Radio/L.A. OM Randy Kabrich — most recently Y95/Dallas Station Mgr. — will join Z100 as an in-house consultant! Kabrich will set up a NY office by May 1.

And . . . ex-Pirate afternoon driver Shadow Steele, who replaced Kabrich as OM, will rejoin Z100 for middays! Steele did afternoons at Z100 a while back) ST also hears Z100 has inked Vallie Consulting to advise the station.

On air, ’PLJ/Mojo is using the same static ‘n’ bandsweep effects Shannon used for Pirate’s kickoff. Q102/Philadelphia OM Mark Driscoll’s distinctive pipes were heard voicing sweepers as well.

The Electrifyin’ Mojo

Musically, Mojo Radio’s first hour was rather rockish, including John Waite’s “Change,” the Pretenders’ “Brass In Pocket,” and Modern English’s “I Melt With You.” As the day progressed, however, the station began filtering some dance-oriented product into its mix.

As far as the ’PLJ/Mojo stuff is concerned, current morning man Rocky Allen reportedly is being given the option to co-host with Shannon or move to afternoons. (There’s also a rumor that Allen could be headed to sister CHR PRO/FM/Providence to replace 25-year morning man Jimmy Gray, who would then segue to middays.) Allen’s producer, Archer Dusbabin, has already resigned.

While no other staff changes are expected — for now — ST can tell you that former Pirate
HERE ARE 2 REASONS TO ADD KANE ROBERTS ON APRIL 15

"More heartfelt lyrics from Diane Warren, personified by Kane Roberts' passionate vocals. Sounds like the first big Power Ballad of the year; hitting all demos!"
  -Leslie Fram  PWR 99

"This is the record mainstream CHR has been waiting for. Great hook!"
  -Brian Douglas  Q102
Research Dr. Adam Goodman (an ex-Z100 employee) and former Pirate APD/Production Dir. M.J. Keli are working with Shannon and will continue to do so — at least through the transition period.

Magic moments prior to press time, ST learned that WKB0/ST. Louis PD Lyndon Abell had exited after nearly four years with the station. No replacement named.

The endless “dot the T’s, cross the I’s” boogie is still goin’ on at KL0S/L.A., so we’ll all have to wait a couple more days before that new PD’s name surfaces.

Even though KISW/Seattle’s “mix” promos turned out to be an April Fool’s stunt (see Page 30), plenty o’ people are convinced “twas merely a prelude to an actual format switch by Nationwide’s 20-year AOR. Don’t bet on it.

Cap Cities/ABC CHF WYZ/Chicago’s handle change from “Hell” to “Hot” last week may have landed the station in hot water with nearby WXLC (Hot 102.3)/Waukegan, IL — which has been using the “Hot” moniker since January 1990.

WLC attorney “Doc” Elliot Pollock told ST that the station is seeking a temporary restraining order, adding, “All we need to win is to prove the likelihood of confusion over the term ‘Hot’.” An evidentiary hearing is set for April 11.

Meanwhile back in the Windy City, “YTZ now is calling itself “Chicago’s Hot 94.7.”

Word is that PLG and SBK are in serious talks with former MCA Sr. VP/Promo Billy Brill. Is an offer about to hit the table?

All the Fed Ex packages that were sent to KDWB/Minneapolis for the PD gig recently filled by Mark Bolke now are being forwarded to KRXY (Y108)/Denver for that PD post. Y108 APD/MG Don Testa is very much in line for the promotion to PD; he and Pres./GM Joe Parsh have an excellent relationship.

Continued from Page 22
Gloria Estefan

- 'Into The Light' album is Platinum Plus
- 'Coming Out Of The Dark' single went to #1 at both Top 40 and A/C formats in all the trades
- 'Coming Out Of The Dark' video went to #1 on the VH-1 Top 20 Countdown
- Sold out tour starts in April in London and comes to America in July

SEAL OUR FATE
How Much Is Enough

From the acclaimed album Ink. Set to leave its mark at a time when "Good enough's not good enough"

Single produced by Scott Cutler
Executive producer: Randy Nicklaus

Rumbles, Pt. II

- Former WFZZ/Williamsport, PA afternoon driver Tommy Hawk has changed his nom de air to Tommy Frank, and is now doing MD/morning co-host duties at Y102/Reading. He'll team with David Stain under the Frank & Stain (I) moniker.
- WLZL/Minneapolis midday personality Geoff BL John joins KBEQ/KC as AP/afternoons, replacing seven-year afternoon vet Bobby Day. KBEQ AP Jon Anthony becomes MD.
- And... KBEQ morning co-host Jon Scott exits, leaving Mary Glen Lasater & Rick Tamsbly to duet to it by themselves.
- WKQI/Detroit afternoon driver Michael Walle exits to pursue a PD gig. He's replaced by KHMU/ Houston midday man Pete Thompson.
- Z-Rock affiliate KZOK (AM) Seattle ups Robert Williams to OM.
- WWZI/Tupelo PD Bill Martin replaces Bill Kelly as PD at WNTN/Tallahassee. Kelly continues as MD/afternoon driver.
- KZEU/Victoria, TX GM Bred Gordon has exited.
- Alan Wallace has signed on as morning show producer for Paul Barstky at KBRE/Houston.
- CHR WJMX/Florence, SC's tower was toppled by vandals last Thursday (3/29) — the first day of the spring sweep. A similar attempt had been made the previous week, but failed. The station came back on the air from a temporary location but with reduced power — two days later.
- Burkhard/Douglass & Assoc. has inked Gold KLUV/Dallas.
- WOMX/Orlando PD Brian Thomas is about to sign a new one-year deal to remain in his present position.
- KCMO/Columbia, MO MD/night driver Rob Meyer exits to join the Air Force. Overnighter Jeff Gray takes Meyer's airstaff; afternoon driver Tom Coble becomes MD.
- Former KCPX/SLC AP/MD Bob LaBorde joins Gold WBIM/Minneapolis as PD (mid-afternoon air personality. He replaces Dwayne Carney, who exits.
- Former WERZ/Exeter, NH MD/night driver Scott Lies joins WPLJ/LY as Promotion Coordinator.

US Tour Begins Mid-April
Performing Where Played

Continued on Page 24

Continued on Page 28
Thanks for helping Sheena do what comes naturally.

Sheena Easton

"What Comes Naturally"

DEBUT 40
NOW ON 146 CHR REPORTERS
MOST ADDED!

URBAN BREAKER!!!

The spontaneous hit single

from her new album

What Comes Naturally

Produced by Dennis Dunne and Nick Munday
Management: Harriet Wasserman

Put It On

"I'll Never Let You Go (Angel Eyes)"

NOW ON 58 CHR REPORTERS!!
Performing Where Played

Conversion Factor: 69%
Top 15: 13%

Sales Now Over 250,000 Units.

On Tour With GREAT WHITE.

From The Self-Titled Debut Album - Produced by Mark Opitz / A Jent Production - Executive Produced by Bruce Dickinson - Management: United Entertainment, Iran Poses
the syndicated format's ratings would continue to be volatile, explaining, "Z-Rock aficionados are the last people in the world to fill out a diary, and I don't ever see that changing."

Some confusion regarding CHR KQCRI/ Cedar Rapids, IA, which has shifted its musical direction under consultant Pete Salanti.

The station claims it's now an "adult CHR," but sent a letter to all record reps asking that they make "no promo calls" to KQCRI. Could it actually be closer to a Hot AC?

Show Us Your Nuts

Things are beginning to take shape at WEGX/Philadelphia following the arrival of new OM/morning man John Lander and PD Brian Phillips.

Lander, co-host Rick Rumble, and news personality Vallerie Knight hit the air Monday (4/1) as "The Nut Hut." The station is giving away 100,000 bags of peanuts emblazoned with the statement "show us your nuts."

Z100/NY's Mr. Leonard is making daily appearances along with comedy writer Dr. Dave Kolin, producer Elliot Segal, and writer Ken Hoffman, the last of whom is still doing similar dutes at 93Q/Houston for Cleveland Wheeler as well.

With the departure of original WEGX midday man Gary Leigh and afternoon driver Brian Murphy, many of the Nut Hut's bits are being used to break up the music in middays. Meanwhile, Phillips has several prime slots available.

KKFR/Phoenix morning co-host Danny Bonaduce has been suspended for a minimum of two weeks pending the outcome of an internal investigation as to whether he has breached his contract prohibiting "offensive conduct that brings him into public disrepute or which reflects unfavorably upon the station or which impairs his services to the station," according to owner/GM Fred Weber.

The former Partridge Family member was arrested Sunday (3/31) after allegedly robbing and assaulting a transvestite.

Harvey Borlaug's SF-based Media Sales Training Inc. and radio sales consultant Chris Beck have partnered to produce a ten-volume series of sales training videotapes that will be available to radio, TV, and cable stations at the end of May.

London To Hong Kong

Former Pollack Media Group Programming Consultant/Music Research Coordinator Larry London, most recently Asst. Dr./Programming at Unistar's Format 41, is heading to Hong Kong (!) to become Channel Dir. for the Metro Broadcast Corp.

London will oversee three new stations: an AM all-News, an FM AC, and an FM CHR. The three new signals will double the number of existing radio outlets on the island.

That's Not Love — That's A Moray

Leave it to those darling buds at Jacor to make a new PD feel welcome. Shortly after Steve Koschev got the PD job at Summit's KAZY/Denver, a Fed Ex package arrived at his house containing a dead fish.

First day on the new job, he was greeted with a note saying, "Welcome to Denver. Rent — don't buy."

ST hears both came courtesy of crosstown Jacor AOR KRFX.
Lisa Fischer
"How Can I Ease The Pain"
the first single and video from the debut album So Intense

"Everybody knows my love of great female voices. Lisa Fischer without a doubt is among the best."
-LUTHER VANDROSS

"Lisa is one of the most phenomenal singers I've ever worked with. Her range is extraordinary as is the depth of her soul."
-NARADA MICHAEL WALDEN

"She is one of the most talented and beautiful vocalists I've ever had the pleasure to work with."
-TEDDY PENDERGRASS

ALBUM SHIPS APRIL 26.

Multi-Format
Most Added This Week —
CHR, AC, & URBAN!

Produced and arranged by
Narada Michael Walden for
Perfection Light Productions
Management: Alice Enterprises, Inc.
Shop Cameron, Daniel B. Marks, Ed Lafever

Elektra
ON ELEKTRA CASSETTES AND COMPACT DISCS
© 1991 Elektra Entertainment, a Division of Warner Communications Inc. A Time Warner Company.
Shannon
Continued from Page 1
Shannon told R&R, "It feels wonderful to be back in New York. A lot of people felt I'd never come back here under any circumstances, but I think the world of Tom Cuddy and Mitch Dolan. They had WPLJ well on the way before I decided to go." "The best way to describe Mojo Radio is that it's an updated version of the original Z100. Mojo Radio is what we're going to try to stay Mojo Radio for a while." Regarding competing against the station he helped create, Shannon reported, "So far [Z100 VP/Programming] Steve Kingston's hired a lot of out-of-work programmers like Randy Kabrich and Scott Steele and brought in a new consultant, Dan Vail. If he hires the only other good out-of-work PD, Masson Dixon, it ought to be a pretty close match." Shannon—who's taking over a station ranked 17th in the ratings—made only one prediction: "I'll do better at Mojo Radio than I did in L.A. at Pirate."

Market Reaction
Kingston, who worked with Shannon as his OM, told R&R, "I still can't believe Scott Shannon went to work for The Limp. [Z100 owner] Maelrite will spend whatever it takes and we will do whatever it takes to maintain Z100's dominance in the No. 1 market in America."

WQHT (Hot 97) OM/TD Joel Selkowitz remarked, "All I can say is, good luck Scott. WPLJ will present more of a problem for Z100 than [for] anyone else."

Korsen
Continued from Page 1
other Buckley official, could be reached for comment afterwards.

Funeral services were held this past Wednesday (4/2).

Korsen joined the Buckley Broadcasting Gold station in 1989.

Potash
Continued from Page 3
which are breaking attendance records.

He's formed a three-man search committee for Potash's successor. Its other members are Hearts Media Radio Group President Paul Fiidek and Edens Broadcasting Chairman Gary Edes. The committee has retained New York headhunter Joseph Sullivan & Associates.

KBXX
Continued from Page 3
KBXX, which will feature a mix of news, talk, and music.

Boke
Continued from Page 3
Boke, a St. Paul native, told R&R, "We have the opportunity to build a real powerhouse and give [Full-Service market leader] WCCO a run for dominance, which is the goal." Boke was AOR/Research Director at KWDW-AM & FM. He joined AOR KPKE/Denver in April 1982 and changed it to KCCY. He's been at KBXX since August 1986.

Fool
Continued from Page 1
"WXMR/Washington excited its audience by declaring Dan Marino had been traded to the Redskins.
"WQKK/Albany, on the other hand, said Wilt Chamberlain has been lured out of retirement to play for the minor league Albany Patrons basketball team.

Now You See It..."...or you won't. "We're not trying to do anything at all at CD-quality," he added. Also, the roof-mounted antenna will be much larger and more complicated than those anticipated for consumer use.

The joint NASA/VOA program, coordinated by Heywood and VOA engineer Des Messer, has been investigating satellite DAB possibilities for two years. There's no cost estimate yet for the Washington test, but the overall program has a budget of about $2.5 million dollars over three years.

Last Push
For 1500 MHz Band
Demonstrating DAB's virtues could become a pointless exercise if the FCC doesn't make frequencies available. Attorney Ben Fisher, who chairs an FCC advisory panel considering possible DAB bands, urged competing DAB interests to work together.

The federal Department is fighting any effort to reallocate frequencies around 1500 MHz to DAB from aircraft flight testing telemetry. Fisher added that the FCC is under "tremendous pressure" to drop that band as one the U.S. could support for worldwide DAB at the 1992 World Administrative Radio Conference in Spain. He warned, "We have one last chance to get an allocation [for DAB] at 1500 MHz," adding that if satellite and terrestrial frequencies don't come together to fight for the band, "I can guarantee you it's a dead zone." NAV ST. VP/Science & Technology Michael Raus said it's "in the industry's best interest" to fight for a DAB allocation at 1500 MHz. He noted that key government agencies, the FCC and the State Department, have yet to take a stance on the issue.

KSTP
Continued from Page 10
Prior to KSTP, Rohn was GSM at crosstown KQGS. He's been at GM at KJJO/Minnepolis and WSSW/Pittsburgh. Davis previously programmed WSSW/Pittsburgh.

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## Milwaukee-Racine

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**Previously Urban formatted**

**Previously WXZ (Class)

**Recently switched to News Talk

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**Previously KKF (Class)**

**Now KKBY

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**Formerly WWSX (Class)

**Recently switched to News Talk

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*Switched to 2. Rock after the rating period

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*Switched to AOR late in the rating period

## Format Legend


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A-based indie DCC Compact Classics has obtained the rights to release a CD series of live material gleaned from the vaults of DIR Broadcasting’s longtime radio program “The King Biscuit Flower Hour.”

The first six discs — set to arrive in June — will likely be theme-oriented (“Guitar Rock,” “New Wave,” “Southern Rock,” etc.) although platters featuring entire concerts by a single group or artist are planned as well.

Radio stations since its inception in 1972, the Flower Hour has presented live concerts from a host of rock ‘n roll weightymen throughout the years, including the Rolling Stones, Roxy Music, Fleetwood Mac, Pink Floyd, Elvis Costello, Lynyrd Skynyrd, Queen, the Kinks, the Pretenders, Eric Clapton, Bob Marley & The Wailers, David Bowie, and the Who. These effects attract others to appear on the forthcoming series.

Bolton’s Back

Columbia is set to release Michael Bolton’s “Time, Love & Tenderness” LP on April 22. Along with the current single, “Love Is A Wonderful Thing,” the LP features “Steel Bars” (written by Bob Dylan), “We’re Not Making Love Anymore” (a duet with Patti LaBelle), and covers of Percy Sledge’s “69 smash, “When A Man Loves A Woman.” Bolton co-produced the platter.

Temple Of The Dog

Chris Cornell and Matt Cameron of Soundgarden and former Mother Love Bone members Stone Gossard and Jeff Ament (now of Mookie Blaylock — a band named after the beloved point guard of the New Jersey Nets) have learned that they all plan to get together to form Temple Of The Dog. The one-time A&M group will release their self-titled LP on April 16. The ten-song project — said to contain tunes deemed too mainstream for the musicians’ “regular” bands — is a tribute to the late Andrew Wood, MBM’s ex-singer.

Sampled Notes

• Natalie Cole’s Elektra debut, tentatively titled “Unforgettable,” will feature cover versions of 26 songs made famous by her father, the late Nat “King” Cole. The disc’s due in June.

• Warner Bros., the United Negro College Fund, Rhodes Keyboards, and Time Warner Inc. have established a national music school scholarship for minority students in the name of keyboardist Joe Sample.

R.I.P.

Guitar designer Leo Fender — best known for inventing the Telecaster, the Stratocaster, and a patented “thumbar” bar — favored by (insert almost any one of your favorite musicians here) — died from complications of Parkinson’s disease on March 21. He was 81 years young.
Nevin & Kennedy Combine For Sweetmouth

A s ROL exclusively predicted back in February, there’ll be new material shortly from MARK E. NEVIN - formerly of FAIRGROUND ATTRACTION and now a member (and co-writer) of MORRIS-SEY’S band and Irish singer-songwriter BRIAN KENNEDY, who emerged this time last year with his debut album “The Great War Of Words.” Nevin and Kennedy have combined to form SWEETMOUTH, whose first single, “Forgiveness,” will be released April 15 on BMG/RCA.

RIDERS ON THE DANCE FLOOR

The resurgence of interest in the DOORS has now led to a dance version of one of their best-known songs. This week A&M will release “Riders On The Storm” by ANDY MANN, produced by HARRUS/JOLLEY/HARRIS. Mann was formerly the vocalist with WHEN IN ROME, big in the U.S. around Christmas ’68 with “The Promenade.”

WYLIE JOINS THE FARM

PETE WYLIE - former leader of ’60s UK chart group WAIH - will release a single with current Liverpool UK chart stars the FARM this week. The track is a version of Wylie’s song from his 1980 Top 10 US hit “Sinful.” brought about by the two parties’ mutual respect and Pete’s impromptu appearance at several Farm gigs before Christmas. Wylie will follow the single with a solo 45 in May and an album of new material in June.

HEAVEN SCENT

If you’re curious about that UK chart-climbing DEFINITION OF SOUND single, “We Are Your Love Like Heaven,” the inside story is that the British duo borrowed the title from DONOVAN’S 1967 U.S. hit and the rhythm track from another song of that psychedelic year, “Let It Out (Let It All Hang Out)” by Memphis quartet the HOMBRES, add a BETTY BOO sample and some mean rapping by KEEWAY, and you have one of the hottest dance singles of the moment.

ROCK OVER LONDON

“Rock Over London” news is a service of Rock Over London Ltd., which can be reached at Globe Theatre, Shaftesbury Avenue, Lon- don W1V 7HD; telephone 081 661-2603.

BRITAIN

6 1 CHESNEY HAWKES/The One And Only (Chrysalis) 2 PET SHOP BOYS/Where The Streets Have No Name (Capitol/EMI)

5 1 JAMES-Est Down (Fontana/FPG) 2 ROD STEWART/Rhythm Of My Heart (WB)

4 1 BEE GEES/Silent Love (WB) 2 SIMPLE Minds/Let There Be Love (Virgin)

3 1 ROXETTE/Liebyng (EMI) 2 HALE & Pace & THE STONKERS/The Bar (Acid Riot)

JUDY MOWATT AND MARCIA GRIFFITHS, her partners in Marley’s famous backing vocal group the I-THREES, as well.

Fontana Boxes ’60s Singles

The reactivated Fontana’s label will celebrate its past next week with the April 8 release of “The Fontana Singles Box Set - Hits And Rarities - Volumes 1 & 2.” Each set contains 12 seven-inch singles with biography cards on each artist, and each box is packaged in an individually numbered (1-3000) silver embossed box.

The 20 tracks featured in the two boxes include some of the label’s big ’60s hits, such as “Wild Thing” by the Troggs, “I’m A Man” and “Gimme Some Lovin’” by the Spencer Davis Group and Dave Dee, Dozy, Beaky, Mick & Tich’s “The Legend Of Xanadu” plus rare early cuts by future stars such as the HIGH NUMBERS (who later to become better known as the WHO) “I’m The Face,” (ABMROSE) SLADE’s “Shape Of Things To Come,” and JIMMY PAGE’s ultra-collectable first solo single, “She Just Satis-

Sandie Shaw - a sole-bearing feat?

SANDIE SHAW will have her autobiography, "The World At My Feet," published by Harper/Colins on May 9. She tells the story of her swift rise to fame in the ’60s at the age of 17, her marriage to (and divorce from) LEONARD BERNSTEIN, her ‘’retirement’’ from the music business, her marriage to NIN PASSOW of Palace Pictures, her “rediscovery” by Morrissey, her renewed ’60s UK chart success, and her conversion to Buddhism.

There are reports in the UK national press that Shaw has already been approached by two European film producers with a view to the book being made into a film at a cost of some £4 million.

April Fool’s Paradise

A couple of notable leg-pull ROL noticed for April Fool’s Day were the Daily Mirror announcement that GEORGE MICHAEL is em-gaged to be married to an American model called APRIL WILL- AMB - on April 1 next year - and a listing in Good Times for a show at London’s Lyceum Theatre by the CLASH - a band that doesn’t exist anymore at a venue that doesn’t exist anymore...

Most Added

JUDY FARMAN/In Days To Come
SOUTHERN SONS/Hold Me In Your Arms
WENDY MATTHEWS/Let’s Kiss

AUSTRALIA

1 DARYL BRAITHWAITE/High Hopes

2 SOUTHERN SONS/Hold Me In Your Arms

3 DIVINYLIS/Touch Myself

4 HUGO GURUS/Miss Freeway ’89

5 INXS/River Tides

6 BLACK SORROWS/You Let Me Go

7 SCREAMING JETS/Better Bones

8 WENDY MATTHEWS/Woman In Gange

9 KYLIE MINOGUE/What Do I Have To Do

10 JIMMY BARNES/When Your Love Is Gone

CANADA

1 ALIAS/Walking For Love

2 CANDY & THE BACKCAB/Goof Superior

3 BOOTSAC/Everyone’s A Winner

4 WORLD ON EDGE/Only The Lonely

5 TRAGICAL HIP/Hipster Boxes

6 AGOSTA/Russell/Now Change My Mind

7 SPUNKASOLIC/Sourpuss

8 ABBEY HEALY BAND/How Long Can A Man Be Strong

9 GLASS TIGERS/Animal Host

10 BLUE ROSES/Tell Yourself

Most Added

CELINE DION/She Has No Reason To Go

BROTHERS FROM THE GHETTO/Play It Cool

EYES OF THE WORLD/Gods And Kings

SOUTHERN SONS/Hold Me In Your Arms

SOUTHERN SONS/Hold Me In Your Arms

WENDY MATTHEWS/Let’s Kiss
TRENT DEAN

THE DEBUT SINGLE FROM THE ALBUM 'LIVIN' IT UP'

LIVIN' IT UP

© 1991 Chrysalis Records, Inc.

Produced by Brian Tankersley / Management: Simon Renshaw for Senior Management
**Jock Talk**

**What It Takes To Be More Than Just An Announcer**

I had the recent privilege of sitting on a panel with three leading air talents who discussed being a personality and not just an announcer: WHTZ (Z100)/New York’s Ross Brittain, WLW/Cincinnati’s Gary Burbank, and WWDC-FM (DC101)/Washington’s Greaseman. Read on for helpful tips that came out of questions fielded from the audience.

**Show Prep Tips**

**Q:** As you read the newspaper in the morning, what’s the first thing that pops into your mind?

**RB:** When you open the newspaper, you look for impact points—stuff that jumps out at you. It’s important to know if you have a punchline for an item, somewhere to go with it.

**Greaseman:** I clip out things that could be used for something wacky, and then I go through them with a producer to see who’s got a punchline.

**GB:** The newspaper is my main source of topical material; I use it to write. I may not have a punchline when I start, but hopefully I have one when I finish.

**DO:** When I write material for DJs, I look for three things: First, what are the jocks going to want to talk about on their shows? Next, what interests me, involves me emotionally, upsets me, or makes me laugh? Third, I ask myself, “What would everyone else be doing with this?” Then I try to find something else to do with that topical piece.

**RB:** Sometimes you can use two normal items to set up a funny item. For example, you might see a show-biz item you don’t want to use as a joke, but you can put it right before another show-biz item that you do have a punchline for.

**Diversify Talents**

**Q:** Do you recommend doing many different things on-air or working on the one thing that you’re the best at?

**DO:** Why don’t you do all the bits and features that you enjoy doing and that you think you do well?

**GB:** You should do as many things as you can. Let’s say you develop one really good character. If you plan to stay in the same place for a long time, that character can get a little old. If you keep doing different things and taking different approaches, you keep your audience wondering what you’ll do next.

—Gary Burbank

**Q:** Do you write material for DJs, and if so, how do you look for things to use?

**GB:** Yes, I do. I look for topical material. I try to write something every day. Sometimes it’s a joke, sometimes it’s a bit about current events.

**D:** When you’re writing material, what are the key points you look for?

—Ross Brittain

**Q:** When designing a character, should you build in aspects that are out of the ordinary. Once you’ve created a distinctive character, you can put him in any situation and the bit can be funny.

—Greaseman

**Q:** What is the most important thing to keep in mind when writing material?

**RB:** The most important thing is to keep the audience interested. If you’re not doing something new, they’re going to lose interest.

**DO:** The key to success is to keep the audience engaged. If you’re not giving them something new, they’re going to lose interest.

—Ross Brittain

**Q:** What do you think is the most important thing to keep in mind when writing material?

**GB:** The most important thing is to keep the audience interested. If you’re not doing something new, they’re going to lose interest.

**D:** The key to success is to keep the audience engaged. If you’re not giving them something new, they’re going to lose interest.

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—Ross Brittain

**Motivating Air Talent**

**Q:** What can a PD do to motivate air talent?

**GB:** The best thing a PD can do is leave you alone.

**RB:** I respect our PD, Steve Kingston. He has the hotline number: a couple of times a week he’ll call and say, “You’re not hitting this promotion enough.” He’s reminding us of something important that we haven’t been doing, and I respect that. On the other hand, he doesn’t call to say, “That bit sucked.” He doesn’t give us an instant critique on every bit we do.

**DO:** The best thing to do is offer a little bit of encouragement. If they do something well, let them know. And if they do something wrong, let them know. And if they do something stupid, let them know.

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—Ross Brittain
TOPS ARBITRON, BIRCH

WNTQ Rules Syracuse

When J.J. Cook became PD at WNTQ (93Q)/Syracuse last August, he made a winning situation better. The fall '90 Arbitron 12+ jumped 9.4-11.1, and though the Birch was off 14.8-12.2, 93Q still led the market in both surveys. In Arbitron 18-34 it ranks a close fourth behind AC WYYY, and it's second in that demo to Classic Rocker WKFM in Birch.

This isn't Cook's first successful programming shot. He's achieved good results at KFRA/Lincoln, NE; KDRT-FM/Springfield, MO; KGGG-FM/Rapid City, SD; KXKL-FM/Grand Forks, ND; and KREO/Santa Rosa, CA.

Broader Music Posture His biggest change was to broaden 93Q's musical approach. "We used to lean much more dance, but now I've adopted the [Top 40 pioneer] 'Todd Starz' CHR philosophy of playing all the hits. I guess we can really get away with it since we're the only CHR in the market. Syracuse isn't as segmented as other markets, so I can play music from all genres, including Queen/ryche, Anita Baker, R.E.M., and Bell Biv Devoe."

"Some might find this a strange combination of music for one station, but it's all in how you put it together. Just slot it in the appropriate dayparts. Put the right breakers and sweepers between dissimilar songs, teach your jocks about making transitions, and it can work. A good song is a good song is a good song!"

Promotion Motion Cook keeps 93Q in a "fun" mode at all times. He believes in contests, though research suggests many listeners never get involved. "Offering prizes, large or small, on a consistent basis generates excitement. It keeps the energy level up and really makes the jocks feel good about working at 93Q. Without sucht, energy a station can quickly become boring. While many listeners never call in for contests, many people hear others having a good time and winning, those good vibes are bound to rub off.

93Q has used billboards, TV, and a lot of print media. Cook cites great success in a couple of areas. "Our newspaper mail-in coupon contests, designed to improve cue, have generated a healthy 10% returns. We also do direct mail promotions which return us 50%-60% of returns. They're totally off-air promotions and they give listeners a chance to win. We basically use this type of promotion as a questionnaire for callbacks and listener database management. We've got information on over 6000 winners in our computer."

"Our biggest promotion in the past six months was the 'Savvy, Continued on Page 38"

Z89 — The 100-Watt Flamethrower

WJJPZ (Z89)/Syracuse, one of Syracuse University's two campus stations, isn't your typical non-commercial college station. It's CHR; it scores decently in Birch with just 100 watts at 98.1, and it receives no financial support from the school.

PD Hal Stevens is a senior and an English major carrying a 3.6 credit load. He spends about 30-35 hours a week at the station, has a Thursday night 7-11 airshift, and works weekends at WYYY. He explained how Z89 competes. "There's no shortage of people here. We have over 150 staffers, including promotions personnel, clerical help, and 96 jocks. Each jock has one shift, with 50 regularly scheduled and the other 45 waiting in line for a steady shift."

This year, all of Z89's management is in the senior class. Their replacements will be decided by elections. Many of Z89's staffers work at commercial stations in town: Chief Announcer Brian Lap and APD Dave Gorab do weekend-ends at WYYY, several news staffers work at WCNY/W18, and air talent Darren McKee produces the WKFL morning show. Some of Z89's illustrious alumni are WVEE/Atlanta morning man Mike Roberts and WSB-FM/Atlanta PD Phil LoCascio.

First On New Music Stevens continued, "MD Darla Mc Clewich has done a great job of getting us label service. Before, most record companies only saw us as a college station and only sent us alternative music. She's proven we're a force for new music in the market... particularly the dance stuff."

Hal Stevens "We're generally ahead of [crosstown CHR WNTQ] 93Q on playing things first. We don't air any hard rock or songs without rhythm. The overall sound is high energy without the hard edge, and dances is the core sound. We chart 35 to 40 records a week. Our slogans are, 'Your fresh new music mix,' and 'The music mix is the difference on Z89.'"

Stevens credited 93Q with doing a great job as a CHR, but noted, "93Q has said in the local press that it isn't in the business of making the hits, just playing them. We feel a sense of duty to both ends. One of the reasons we're ahead of 93Q in music is our staff. With all that input we can easily detect what's going on in the streets and clubs."

Overcoming Limitations While Arbitron doesn't rate non-commercial stations, Z89 scored 3.6 12+ in the fall '90 Birch, which trended steadily upward. The winter, spring, and summer '90 numbers were up 4.5-7.4-9.5, but dropped in fall '90 to 6.5. Nevertheless, Stevens isn't dismayed. "Consid-ering what we have to work with, I think we're doing really well."

As a non-commercial outlet, Z89 can't sell spots per se to help raise its $60,000 yearly budget. It offers blocks of time to local retailers who support station efforts. Stevens said, "It's hard to compete on a promotional level, but we've been able to make the station visible at appearances. Listeners kick our 'Q-Ball' — a huge ball of discarded 93Q bumper stickers — to win prizes."

"We had a station vehicle a local car dealership let us use last summer. We even gave away a Pontiac Firebird last summer. At last year's New York State Fair, we had a booth next to the local NBC-TV affiliate. So we trucked in 500 worth of sand and held a 'Beach Party' promotion that won lots of TV exposure. The local cable company has allowed us some TV promos during local adjacencies on MTV and ESPN.

93Q's "development staff" solicits off-air donations from sponsors. Stevens noted, "We even pay rent to the university for the studio. It's nominal fee, but then, we have nominal space. We're housed in one office that's about 17 feet square. We have one on-air studio and one production studio. All that closeness breeds a good together-ness among the staff."

Most CHRs in the market the size of Syracuse would use a computerized music rotation system, but 93Q does it the old-fashioned way. "Music is on cards within categories, and everyone is really good about playing music they're supposed to in the proper order," said Stevens. "We have an off-air sweepers courtesy of Brian James from [WFLZ] Power Pig/Tampa, and they add to our professional sound. Every one of our staffers strives to make 93Q sound like a top-level radio station, and I'm proud of that effort. When you do the basics of radio correct-ly, it pays off in good ratings."
CHICAGO

Explain It To My Heart
the new single

Produced, Engineered and Mixed by Humberto Batista for NAM, Inc. Productions

From the album
Twenty 1

Directions: HK Management/Kregard Kalshoven, Peter Schicoffi

© 1991 Kregard Kalshoven
WNTQ Rules Syracuse

Continued from Page 36

- enger Hunt, which we made fairly easy to let a lot of people play. They had to collect 10 items on a list that ranged from baseball cards to an actual menu from the Hard Rock Cafe in Chicago. The keys were collected every item, but thousands actually played. We held a finalists party for people who collected a minimum of ten items to win a trip to anywhere in the U.S. The grand prize winner won $5000 in cash. Our present daily contest offers a trip to two for Jamaica's Sandals Resort. All our winners have been 30+.

Other promotional efforts involve functions at Syracuse University frats and sororities and mounting live broadcasts from the 93Q Boom Box at sporting events.

Another element that keeps the station active and current is the new Rock show, "93Q Slightly Left Of Center." Cook explains, "It airs Sundays from 11pm-1am, hosted by Johnathan Blast, a senior at Syracuse who's really plugged into the music. He features a local band each week, reviews new albums, and has guest hosts from the university or from one of the school's civic groups. The show makes 93Q a lot hipper on campus, especially since there seems to be a lot of animosity among students to [Syracuse University Dance CHR WJZP]."

"Since 286 flipped to CHR about three years ago, we've seen considered the favorite station on campus, especially since 286 leans pretty far to the dance side. It's a factor with some segments of the 18-24 audience, and it has stimulate reaction to some records, but until we hit a record it doesn't really kick in. Still, there are some real good folks on the air at 286, and I applaud their efforts as an alternative to 93Q."

From community involvement to the club scene, where 93Q's live Friday and Saturday night broadcasts are a major factor, Cook believes airstaff stability helps the station remain the market leader. "Morning man Ted Long has been here for a decade, and afternoon driver Bob Brown has been in the market for a dozen years."

Cook is aware that things can and will change in Syracuse. "The new Urban station, WOLF (AM), was dark for a long time, but it's back and we can already feel its impact in the clubs. Three more signals are coming into the market in the next year. We'll probably see a new AC outlet and, aside from our sister Country station, WNDR, there's no FM Country station. Whatever happens, we're ready for the competition."

"Syracuse isn't as segmented as other markets, so I can play music from all genres. It's all in how you put it together. A good song is a good song."—J.J. Cook

- Penny For Your Tunes — WDFX (Fox) Detroit staffers counted pennies looking for a winner in the "Fox Penny Concert" contest. The junior high school with the most common cents won an exclusive concert by Gerardo's Party T. Guys Next Door, and Westbam. All in all, 28 million pennies were collected and later donated to the American Legion for Desert Storm families.

- Brown Bags To Stardom — KIKI (99.9) Honolulu is sponsoring the seventh annual "Brown Bags To Stardom" contest, which scours Hawaii's high schools for talent. Participants will be treated to performances by Tara Kemp, Elise Fiorillo, The Rainbow Girls, and Glenn Medeiros, who won in 1989.
"ANOTHER LIKE MY LOVER"

From the album Jasmine Guy

WNVZ add
KTFM 19-15
PWRPIG 26-22
HOT947 23-18
KBEQ 23-19
KXXR 25-23
KKFR 17-14
KKRZ 19-15
FM102 16-14
KMEL 27-23
HOT977 18-14
KZFM 19-13
G105 24-20
KPRR 25-18
Y107 25-20
KKMG 15-9
B95 9-7
I94 15-13
KYRK 35-29
KWOD 37-33
KDON 11-10
WFHT 27-22
KLYV add

The new single
From the Platinum-plus album Damn Yankees

NEW & ACTIVE

58/57
2nd Most Added CHR

"COME AGAIN"

From the album Out Of Time

NEW & ACTIVE

106/37
One Of The "Most Added"

Track: 1 Album: 1

Billboard Album Chart:
Three Weeks! 27-16-3

"LOSING MY RELIGION"

From the album Out Of Time

NEW & ACTIVE

106/37
One Of The "Most Added"

Track: 1 Album: 1

Billboard Album Chart:
Three Weeks! 27-16-3

"IT'S A SHAME (MY SISTER)"

From the album Down To Earth

P1 CHART

NEW & ACTIVE

WXKS 23-20
HOT97 24-19
WPGC 20-14
WNVZ 12-11
KTFM 25-21
PWRPIG 25-21
WDFX add
WHY add
HOT102 add 24
KKFR 27-23
FM102 12-11
Q106 18-15
KMEF 6-5
HOT999 add 40
WMXP 29-23
WTHT add
WSKP add
WRVQ 30-24
KPRR add 23

"Buzz Bin" MTV
From the forthcoming debut album
NAKED (TO THE WORLD).
This is one artist you'll be seeing a lot more of.

NICKI RICHARDS
Produced by Lenny White
Co-Produced by Nicki Richards
Management: Leslie Kirby, Sooze Wall, Steven Scott/Kirby Scott/Scott Management.

URBAN BREAKERS
NOW ON 63 UC REPORTERS
INCLUDING:
WBLK WOWI
WUSL WIZF
WAMO WZAK
WKYS WTLC
KMJQ KPRS
K97 KMJM
WEDR ...AND MANY MORE!

BEATING HEARTS — Robert Townsend, writer/director/star of "The Five Heartbeats," was among the celebrities who turned out for a WRKS (KISS FM)/New York-sponsored charity basketball game; (standing, l-r) KISS personality Carol Ford, Townsend, KISS cheerleader Jada Warfield, and WVGM Charles Warfield.

MIDWEST PD POWWOW — The O'Jays kicked off a Midwest promotional blitz, which included their home state of Ohio. Meedin' and greenin' are (l-r) WAMO/Pittsburgh PD Eric Faison, Sammy Strain, WZAK/Cleveland PD Lynn Toliver, Eddie Levert, WTLC/Indianapolis PD Jay Johnson, Walt Williams, WVKO/Columbus K.C. Jones, and WDAD/Cleveland PD Mike Ecton.

WHAT'S UP? — WBLX/Mobile PD/afternoon personality Double D (second from left) finds himself surrounded by Tony! Toni! Toné! members after a recent concert.
innocence

From the Debut Album
belief

It's happenin' on the dance floor,
in the alleys, on the streets...
and NOW on the radio!!
The steaming new single
let's push it
(perfect for your spring book)

The bold new sound of the new black music division on...

URBAN
NEW & ACTIVE
NOW ON 31
UC REPORTERS
INCLUDING:
WAMO
WZAK
WTLC
KPRS
KMJM
...AND MANY MORE

Chrysalis
cooltempo

Management: Empire Artist Management, Inc. NY

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A 'Foxy' Upstart

WJFX Comes Out A Winner Despite Ft. Wayne's Small Black Population

WTLC/Indianapolis's stature as Indiana's lone — and leading — UC outlet is being challenged by a young upstart. WJFX (Foxy 107.9)/Ft. Wayne celebrated its first anniversary April 2, having racked up impressive stats over the last 12 months.

Owned by Allen County Broadcasting and managed by owner GM Louis Dinwiddle, Foxy grew out of Dinwiddle's efforts to bring black music to Ft. Wayne via the now defunct cable radio station COOL. Measured twice yearly, WJFX doubled its 3.7/12 + spring '90 Arbitron share, posting a 7.3 in fall '90 for a fourth-place finish (without the use of ethnic weighting procedures). Competing against 15 other signals, the station also claimed:

- Second among 18-34s (6am-midnight), with almost a ten share
- First among persons 12+ (7pm-midnight), with an 11+ share
- A first-place tie in 18-34s (7pm-midnight), with a 14+ share
- Second in 25-34s (7pm-midnight), with an 11+ share

Detractors Silenced

According to 21-year radio veteran and former WTLC MD Kelly Karson, whom Dinwiddle tapped as PD, the first hurdle WJFX had to overcome was detractors who said the format would never work because of the small black population (an estimated 22,600 in a metro that totals 297,400).

"People came right out and told me there just wasn't enough black population for us to become a winning station. But we did a lot of market research and found people enjoyed the music videos they were watching on BET [Black Entertainment Television], VH-1, and MTV. So one of the things we did was give them more of the black music we knew they wanted on a regular basis."

"After we signed on, I used to walk through the shopping mall — the largest in Indiana — and I'd hear Foxy on the radios. That was my first indication that we were indeed building a mass appeal radio station with black music presentation. True, our black population is small, but our larger population enjoys our music. I knew we'd have an impact on the market, but I certainly didn't know it would be as strong as it has been. We're truly happy about things, and it's getting better."

"Color" Tie-In

To help get Foxy off the ground, a television advertising tradeout package with local Fox Network affiliate WFFT (Super 55) was arranged. "They were very receptive to working with us; they believed in our format," added Karson. "This was around the time when 'In Living Color' debuted. WFFT made it possible for us to give away free T-shirts featuring the 'In Living Color' logo."

"All of the record companies have been very supportive as well. During the second book we gave away a trip to London, courtesy of Aristar. And we're currently promoting trips to anywhere in the continental U.S. that we're giving away during the spring '91 book. People here are hard-working; to take a trip somewhere and not have to drive your own car is a big deal. That type of positive publicity will take us to the next level of winning big."

A fundraiser for a local center also attracted more positive publicity. The station staged a 22-hour remote to raise money for the East Wayne Street Center, which provides day care, Meals on Wheels for the elderly, and sex education classes, among other public services. "It was one of the best things we did," recalled Karson. "Besides associating WJFX with helping the center, people now associate us with helping the citizens of Ft. Wayne."

Well-Rounded Staff

Since the market had never played host to a Black radio station, Karson thought "it was going to be extremely hard to put together an airstaff of qualified people. Before we went on the air, we put a sign with the call letters on it in front of the building. People walking by would stop in and ask what we were doing. We'd also get people who had previous radio experience but at general market stations. A number of whites came in and applied for jobs as announcers because they said they liked R&B music."

"Because of all the interest we received, our staff was completed in a short period of time. It's well-rounded, a mixture of black, white, and Mexican-American. This wasn't done by design. It's just the way things turned out after looking at resumes, listening to air-checks, and holding in-depth interviews.

"The day starts with Jerry Walker & the Breakfast Club; he's an ex-WTLC jock. Next is Roxanne McVay, who's on from 9am-7pm. She started working here on the morning show as my partner. I now do afternoons, followed at 7pm by Jesse Barrera, who worked with me at WPZZ/Indianapolis. The only holdover from COOL is Jeff Phillips, our Asst. MD, who's on from midnight-5am."

"Foxy Party"

WJFX is currently gearing up for what's fast becoming an annual tradition — the "Foxy Party." To celebrate the station's sign-on, Karson and company held a party for listeners at a local venue. "Some people stood in line until midnight to get in," said Karson. "Over 150 people showed up; the only entertainment we had was a person mixing records."

"This year a number of entertainers will perform live. Among the acts appearing on April 20 are Shawn Christopher, Altitude, the Wooten Brothers, and La Rae. We're also moving the event to a larger site — the Grand Wayne Center — which holds slightly over 2000. We don't want anybody to wait in line."

One of Karson's ongoing challenges at WJFX will be holding onto core listeners while programming to the larger general market audience. He's more than ready. "You come up with a plan and stick to it. One of our plans is to never offend any of our listeners, blacks or whites. The key to winning in this type of situation is to think about what you're doing before you do it on the air."
"WRAP MY BODY TIGHT"

URBAN CONTEMPORARY

CHART

1

92 UC REPORTERS – 100%
#1 HOTTEST

FROM THE DOUBLE PLATINUM ALBUM
"JOHNNY GILL"

"PLAYGROUND"

URBAN
BREAKERS.

MOST ADDED AGAIN!!

NOW ON 60 UC REPORTERS – 65%!

INCLUDING:

WXYY
WKYS
WHQT
WJLB
WBLK
K104
WYLD
WTLR
WRKS
KJMZ
WOWI
WPRS
WUSL
KMJS
WGCI
KMJM
WAMO
K97
WZAK
WAMO
KSOL
L.A. Station Proves You Can Sell Younger Demos

According to conventional wisdom, targeting 18-24s these days is risky at best and downright irresponsible at worst. As everybody knows, advertisers simply aren't interested in younger demos.

Try telling that to KNAC.

The Los Angeles-area station, owned by Southern California real estate magnate Fred Sands, just celebrated its fifth anniversary and shows no signs of slowing down, even though its "Pure Rock" format lures precisely the audience nobody's supposed to be able to sell. Oh, and another thing: The station's signal is spotty at best; only once has KNAC eclipsed a 1.5 in the L.A. Arbitron.

Price Is Right

Quite a few people had serious doubts about KNAC's prospects for success when current GM Gary Price convinced Sands to change format in January 1986.

"We were doing a format called Rock 'N Rhythm, which was an eclectic version of [crosstown New Rock pioneer] KROQ that included a couple of '60s and '60s oldies per hour," Price recalls. "You'd hear Check Berry and the Talking Heads in the same set. It actually did okay for a while but then went away. When it became obvious [the format] wasn't going to work, I persuaded Fred that Pure Rock would certainly be more beneficial to the station. There seemed to be a large market for this music that no one was really addressing, and we felt we could create a niche.

"There was some adverse reaction at first. We had people out in front of our building hanging us in effigy, and the phones melted down for a few days. We also had some clients cancel, as you'd expect. One of our bigger accounts told me that every college kid in the country called him and threatened to never buy anything from him again if he didn't cancel advertising on KNAC. Interestingly, today he's our biggest advertiser.

"Overall we went through a certain amount of chaos for about a week before things finally settled down. Then the fans of the new format took over, and they reinforced our decision to change."

"At first we leaned heavily on the music. As we progressed we became very street-oriented and involved with the clubs and venues. We established very good relationships with the concert promoters and began supporting bands that otherwise couldn't play certain sized arenas. Eventually we branched into merchandising, which is a very big part of the station. To this day our marketing has remained very street-oriented. We don't use much mass media."

Selling The Format

Price has heard all the stories about how difficult — if not impossible — it is to make a living as a hard rock station serving a younger audience. "That's an unfortunate attitude, because it isn't really true. I say that the larger the population base, the easier it is to sell. But this kind of radio attracts an extremely active audience, and if you fit a product with your audience, you will move that product. The 18-24 audience has more money than people perceive. It's not as though they turn 25 and buy their first truck. These guys are craftsmen, plumbers, carpenters — they make good money, and they spend every dime.

"We're very successful with the record and concert industries, products like beers, after-market products for automobiles [accessories, tires, etc.] — anything that's slanted younger. We put a client on the air, and he feels the impact very quickly. We don't just sell spots. We wrap promotions around them that are good for programming and the client. We get clients involved in things we're going to do anyway."

While Price readily acknowledges he'd love to have higher ratings, he points out the station is comfortable at its current level. "We do very well where we are right now, although I believe we'll exceed our current levels to some degree. We've got a 40% power increase coming when the Mexican government signs a treaty with our State Department and opens up the restrictions of the Mexican FM's on the border. That will be a big help to us. I also think we'll benefit from the changes in the market."

Price says he never had any doubt Pure Rock would prove a success. "I felt strongly right from the beginning that it was going to work. Anytime you can say you've got a unique in a city of this size, you've got something going for you. We're not really being duplicated. We're not some fifth dimension of an AC format. We are unique in the market in terms of music, presentation, and profile."

Station Broadens

KNAC PD Pam Edwards was certainly no stranger to the station when she arrived 15 months ago from the APD/MD slot at KGB/San Diego. "I was working in L.A. at KMET when KNAC first signed on," she recalls. "And I came up to L.A. a lot when I was in San Diego. So I was very familiar with the station and the music."

"When I got here KNAC was in excellent shape and didn't need any radical changes. What I've basically tried to do is broaden the station by incorporating a lot of what I learned at the other places where I've worked. I've been paying more attention than ever to contests and promotions. We've concentrated a great deal on our weekends. I aircheck the jocks weekly and work with them very closely. And I've tried to enhance our image locally and nationally, because the more people who know about the radio station, the more support we get."

The most noticeable impact Edwards has had is on the music. "We used to be quite a bit harder than we are now. We're still harder than just about any other station in the country, but we're playing some things now that the station stayed away from in the past. For example, when I got here KNAC was playing few, if any, power ballads. I decided we had to play those songs, and I think they've worked very well for us."

Active Audience

One of Edwards's major musical challenges is to broaden KNAC's sound and make it as mass appeal as possible without alienating the station's fanatical core. She relies heavily on phone reaction to determine what fits.

"We probably have the most active audience in the country," she notes. "We have a staff that answers the phone 24 hours a day [the KNAC "Phone Faxes"] and we get an unbelievable number of requests — 10,000 and up on a weekly basis."

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**Harvey Kojan**

**L.A. Station Proves You Can Sell Younger Demos**

*KNAC's fifth anniversary celebration included an all-star concert and rock 'n roll auction, which raised more than $113,000 for charity.*

**Gary Price**

*KNAC Production Director/personal stylist Stew Herrera dangles from a bungee cord after diving 15 stories off a bridge.*

**This kind of radio attracts an extremely active audience, and if you fit a product with your audience, you will move that product.**

— Gary Price
basis. So we get immediate musical input. If somebody doesn’t like a song, we hear about it instantly. We also know that if we don’t get any calls about a song, it’s probably a dud.

“When we added Faster Pussy-cat’s ‘You’re So Vain,’ a lot of people were surprised because they thought it was too light for us. But it turned out to be a really big hit for us. We could tell because it consistently got a lot of requests. It was on our Top 5 request list for three months.

“The difference between phone response here versus most mainstream AOR stations is just night and day. KNAC is really a part of our listeners’ lives. It’s not background music. They go to the clubs, they go to the concerts, and they go to our promotions. When we say, ‘Okay, at 7pm we want you up at the Whisky for a surprise show,’ that show will be sold out by 7pm. The listener reaction is really amazing because they believe us. We’re not a hype station. We’re real.

“I know it’s an old saying, but in our case it’s definitely true: It’s not the quantity of our listeners, it’s the quality. Our listeners have money, and they spend it. We prove it every single week. We sell our clients’ products, and once they advertise they usually stay.”

Pirate Challenge

The L.A. rock radio landscape has changed quite a bit during KNAC’s five-year existence. As Edwards knows quite well, KNRT died in early 1987. Classic Rock KLSX made some major noise before settling into its current two-share level. KLOS weathered KLSX’s initial success, then scored heavily after hiring morning stars Mark & Brian. Heritage New Rock outlet KROQ’s major musical shift has made it a potent force in the market again. And, of course, there’s KULZ (Pirate Radio).

“Pirate was really scary at first, because they were pretty hard in the beginning,” notes Edwards, who joined KNAC when Pirate was ten months old. “They were playing a lot of our music, including Metallica, and they were doing it with a highly polished presentation. But things changed when they started mixing in some of the more mainstream music, especially things like Madonna and Nelson. They really sold the listeners down the river, and the listeners picked that up right away. People who had sampled Pirate came back to us and said, ‘They’re not what they say they are.’ So for a while I was really happy about the way Pirate was going.

“We’ll just have to wait and see what they’re going to do now that they’re changed. The jocks just started, and the music is probably not set yet, so it’s really hard to tell what impact Pirate may have on us. I can’t see them affecting us very much at all. KLOS will feel them a lot more than we will.

“That we survived that first Pirate onslaught says a lot about KNAC. Our audience is still incredibly loyal. We still sell out clubs and concerts. Our T-shirts and stickers are everywhere. No matter what happens, we’re here to stay.”

“We probably have the most active audience in the country. KNAC is really a big part of our listeners’ lives.” —Pam Edwards
The Oak Ridge Boys & Country Radio are UNSTOPPABLE

and

"Lucky Moon"
Is The First
Of Many Reasons Why
Private Lines Go Public

Telephone Gamble Pays Off For WMZQ, KMPS PDs

Here's a thought that'll scare the bejebers out of most of you: Give listeners your private line phone number. Now, before you blow this off as the rantings of a Country editor in search of a column topic, consider that two prominent PDs have found the practice to be exceptionally rewarding.

WMZQ-AM & FM/Washington PD Gary McCartie publishes his number in the stations' newsletter, while KMPS-AM & FM/Seattle PD Tim Murphy runs on-air promos and linersouting the stations' "Idea Line."

Liners From Listeners

WMZQ runs a listener questionaire in its newsletter. The note inviting listeners to complete the form concludes, "Whenever you want to talk to someone at WMZQ, just give me a call on my Private Line ... [the number]." [Signed] Gary McCartie, WMZQ Program Director.

"I must admit that when I first read this I thought Gary had gone off the deep end. No PD in his right mind would give out his PL to listeners. But I called the number and, sure enough, he picked up the phone. He couldn't have been more enthusiastic about the project, which now generates ten to fifteen calls a week after initial responses of more than 200 a week. "People don't call just to call," he said. "They have legitimate comments or complaints. That makes the time spent worthwhile."

—Gary McCartie

"People don't call just to call; they have legitimate comments or complaints. That makes the time spent worthwhile."

Gary McCartie

Phone: 202-835-7171
Liners/positioners. "One of the folks I talked with said, 'It's so nice to be able to understand the words.' Another remarked that country was the favorite kind of music because it told stories. Those comments evolved into the liners 'Story songs about real life' and 'Country music tells stories — and you can understand the words.' Another liner that came directly from a McCartie conversation with a listener was "Best of the old: best of the new."

McCartie said some of the on-air terminology changed as a result of listener comments. "People talked about the weatherman, not the meteorologist — so we began to call our meteorologist the weatherman. We also took the word 'office' out of our vocabulary and substituted 'on the job' and 'during the workday.'"

McCartie said some of the on-air terminology changed as a result of listener comments. "People talked about the weatherman, not the meteorologist — so we began to call our meteorologist the weatherman. We also took the word 'office' out of our vocabulary and substituted 'on the job' and 'during the workday.'"

Idea Line Alternative

For those of you who still believe giving your PL to anyone other than your boss, your mother, and your spouse borders on lunacy, consider KMPS/Seattle PD Tim Murphy's solution. He had a special number installed and dubbed it the Idea Line. To kick it off, KMPS ran promos in which Murphy himself invited listeners to call. He answered the phone for two hours every day, with an answering machine picking up the rest of the calls — all of which he returned.

"The line logged 400 calls the first week. It's a lot more work than I thought it would be," admitted Murphy, "but it's more valuable than I ever thought — and well worth the time. People are blown away by the fact I take the time to talk with them or call them back. It's one of those ideas that works far better than it should. Listeners think it's great."

After the initial week, the promos changed to jock-delivered liners and machine handling the bulk of the calls, all of which Murphy returns. This method yields 90-120 calls a week, some of which he takes as they come in.

"I never cease to amaze at the things I learn. I'll notice trends and get a good read on whether we're communicating our messages the way we want to. If the message isn't getting through, I'll get questions from listeners right away."

"People are blown away by the fact I take the time to talk with them. It's one of those simple ideas that works far better than it should."

—Tim Murphy

History Lessons

Murphy also said he was surprised at the kinds of service listeners were looking for from their radio station. "They told me they wanted the time given more often, at all times of the day. A number of people also called wanting more artist and title mentions. That surprised me at first, because we knew it was important to listeners from other research and had been working hard to familiarize the audience with the new acts and music.

"But what came through was that the calls were from people who had begun to listen to the format only in the last year or two, and they wanted the artists and titles for older, too. Our efforts to attract new listeners were working, and we had to realize they didn't have much history, so we made sure we provided it."

Murphy plans to keep the number operational, utilizing the answering machine. Once a quarter, however, he said he'll hit the promo hard for a week and talk to the listeners a couple of hours a day.

Hot News! Got Some?

Call (615) 244-8822. Tell us about any changes and station news.

CD AND 'GNE — Charlie Daniels (l) and WGNE/Daytona Beach, FL talent Bob Barry (r) spend a moment with Florida’s MDA poster child, Stephen Hager, prior to a benefit concert at the city’s 50th ‘Bike Week’ celebration.
Home For The Holiday

St. Patrick's Day and Easter were among March's milestones. Here's a quick sampling of how some stations celebrated them.

When Soft AC WSHE/Pittsburgh awarded a completely furnished home (estimated value $300,000) on St. Patrick's Day, the luck of the Irish was with winner Bob Kelly. But even he had a bit more luck than one would expect.

Kelly, along with other qualifiers and about 1000 onlookers, gathered for the giveaway at the city's Home & Garden Show. Qualifiers had either heard their names called on-air from postcards, or had their numbers pulled from a real estate on-air drawing.

They picked numbers at random from one to 100, which corresponded to a "lucky key" with that number on it. Participants then tried to open the home's front door with their keys. Naturally, only one of the keys opened the door.

Kelly was the first winner (he heard his name on the air and called back within the specified ten minutes) and won the right to pick first. He grabbed number 44, received the corresponding key, put it in the lock, and opened the door.

The only person who knew which key would work was Promotion Director Liz Mirelli. Her mouth dropped when she saw it picked as the first key.

Kelly's new piece of real estate features an above-ground swimming pool, sports court, furniture, draperies, and appliances.

Green With Envy

WLAC-FM/Nashville morning personalities Chuck Bear and Terry Hopkins invited listeners to bring them Nashville's "largest green thing" between 6:30am on the Friday (3/13) before St. Patrick's Day.

According to Promotion Director Rick Willis, the winner would be the person whose entry "takes up the most space as determined by multiplying the height, width, and length at their greatest points. It could be an animal, mineral, or vegetable, and could be carried, lowered, or dragged."

Several hundred people brought in large items like tractors and semi-trailers. The winning entry, however, was a 46-foot-long, 12-foot-high tour bus which has housed, among others, Matley Crew. After its WLAC-FM appearance, the vehicle's next user was Harry Connick Jr.

"We had a huge fiberglass dinosaur and all sorts of fun stuff, but the tour bus was the biggest green thing of all — about 54,000 cubic feet," commented Willis.

The winner received a trip for two to Dublin. That's Dublin, CA — approximately 45 minutes from San Francisco. In addition to round trip transportation for two to San Francisco, the winner received a rental car and hotel accommodations in Dublin.

KSSK's Eggciting Adventure

KSSK (AM) & FM/Honolulu staged 3/30 what Promotion Director Scott Mackenzie called the "biggest adult Easter egg hunt this side of the Pacific."

Included in the station's bounty were these prizes: a VCR, an island vacation, dinners, free clothing, CDs, TV's, clothing, jewelry, and candy.

ACCELERATION

Management

Doug Knopper reports WINS/New York as Dick/Marketing & Promotion ... WBXX/Boston appoints Michelle Mercer Music/Research Director ... Former AOR WEDO Promotions Director Angela Britilla joins WLVL/Daytona Beach, FL in the same capacity ... WQAL/Cleveland names Metro Traffic Control (Cleveland) Director/Operations Carolyn Carr ND & Director/Public Relations ... WABK/Augusta, ME promotes afternooon driver Brant Cutie to PD; midday announcer Kim Kelly is named MD.

KELT/McAllen names Jeff Garrison PD ... KTHT/Fresno AP Jim Fox is upped to PD. He replaces Tim Maranville, who leaves to program KESY/Las Vegas ... WGMF/Orlando ND Ariene Ross adds ND duties for sister CNN affiliate WPRD ... WQNN/Cincinnati afternoon personality Bobbi Maxwell adds MD responsibilities ... WQWQ/Wakefield, MI PD/promoting man Geoff Brown leaves for a similar assignment at WYJE/Evansville, IN ... KSMB/Cot tonwood, AZ welcomes Janet Moxwell as Promotion Director/PM driver.

Air Talent

Scott Drake and Karen Claus — Scott's new morning personality, Kidd O' Shea — form KXLT/Deer Valley's new morning show ... Elsewhere in Phoenix, morning man Dan Louise joins KSVY for nights at crosstown KOSI ... KCPX/Salt Lake City's new morning team is GM/Don Jay, Kelly Mckay, and Karilyn Frazier.

Former CHI WQLZ/New York Asst. Promotions Director Danny O'connor joins WYST/Baltimore as 7am-midnight personality ... WCNX/Detroit's new on-air lineup is: Jim Harper, Steve Gannon, and Linda Land (AM drive); Gene Maxwell (middays); Chris Edmonds (PM drive); and "Pillowtalk" with Michael Harris (evenings) ... KMLE/Phoenix parttime/weekend announcer Monica Reid joins crosstown KESZ for noon-4pm duty ... KLTE/Oklahoma City Promotion Director Mark River now does swing on crosstown KMGK.

Suzanne Snowden succeeds Bill Gallahan as WNOK's "Love Songs" host ... Magic 101/Saginaw debuted as an AC March 1. The station's on-air roster is: PD Chris Reynolds and Denise Elysson (morning); George McIntyre (middays); John Arthur (afternoons); Vanessa Keene (evenings); and Lisa McCarter (overnights) ... Gerlad McBride

Jay Kelly, Karilyn Frazier, and Mick Mackay is now doing mornings at WJJZ/Detroit ... Scott McCally (AM drive) and Heather Clark (nights) join KRLB/Lubbock, TX.

Miscellaneous

WKU/Albany has doubled its power to 6000 watts ... Ken Broo succeeds recently retired Phil Semp in radio voice of the Cincinnati Bengals ... KOHZ/Billings, MT, segues from B/EZ to Soft AC.

WTM/C/Chicago ND Barry Keefe receives the first annual Safer Media Award ... KODI/San Francisco VP/GM Nick Marnell wins AP Television & Radio Association of California & Nevada's "Best Editorial News Commentary" award; ND Patti Raring and reporter Ellen Hyatt will be honored for best series, "Seeing Red Over Agent Orange."

WZQZ/Nashua has moved to 1055 Franklin Ave., Suite 306, Garden City, NY 11530 ... KMGN/Flagstaff, AZ GM Dick Wodrich is elected President/Azornos Broadcasters Association ... Justice Records Company's new address is 3100 Alabama Court, Houston, TX 77027.

GULF GRAFFITI — During his recent ten-hour remote stop on a billboard, WHAS/Springfield, IL, AM driver Jerry Peletier collected more than $7000 for the families of local servicemen serving in the Persian Gulf.

MIDWEST FOCUS

More Gulf Goings-On

While some U.S. troops arrived safely to cheering crowds and family back home last month, the majority remain in the Persian Gulf. Consequently, a host of stations continue planning promotions with them in mind.

I'm pleased to note more examples of such promotion activity in our continuing coverage. Stations listed this month have a distinct Midwest flavor.

• WLIT/Chicago organized "Spittite Chicago — A Letter From Home," a two-hour audio greeting card for military units with high concentrations of Chicagoland residents. WLIT invited personalities from more than 20 other local stations to participate.

• In cooperation with a local jeweler, WLW/Cincinnati sent heart-shaped earrings to wives of local servicemen stationed in the Gulf.

• WSNY/Columbus initiated a show of support for our troops in the Middle East: Approximately 3000 central Ohioans tuned into at Cooper Stadium to form a living U.S. flag. When flipped, the red, white, and blue cards held up by living flag participants spelled out, "God Bless The U.S.A."

• WNIC/Detroit hosted a free Support/Victory Party (3/8) in suburban Dearborn to honor Americans serving in the Gulf and celebrate their successes. WNIC's "Breakfast Club" broadcast live from the site and provided complimentary breakfasts to those attending.

• For over three months, WCRZ/Fresno, MI showed support for U.S. forces in the Gulf by tolling a bell hourly. The station committed to continue this practice each hour until our military personnel returned home.

The final bell — tolled in conjunction with area churches — rang at noon March 8, the day the first troops arrived back in the states.

• WNSN/Springfield, IL, morning personality Jerry Peletier conducted a ten-hour fundraiser for local families of those serving in Operation Desert Storm.

Perched atop a billboard — accented with yellow ribbons — at the station, Peletier wrote names of those contributing to the fund directly on the billboard. His efforts yielded more than $7000 in donations. PD Kallis Michaelis noted the billboard will remain in place for at least several months.

• K102/Woodstock, Ontario gave away five miles of yellow ribbons to listeners. All who picked up the free ribbons from a local party goods store were asked to sign K102's "book of support." Seven books with 3000 signatures were forwarded to Canadian troops serving in the Gulf.

UNCLE MILTIE'S GOVERNING BODY — WHAS/Louisville "Mitch Here" host Milton Metz (c) celebrated his 32nd year at the station. Helping him note the special occasion are former Kentucky governors (l-r) Julian Carroll, Bert Combs, Martha Layne Collins, and Ned Breathitt.
AIR TALENT SERVICES

AIR PERSONALITIES & PROGRAM DIRECTORS! You'll Love The Whole O Catalogue! Books & tapes on radio programming, comedy, job hunting, products, promotions, archiving. A mail-order play-by-play for radio pros for your copy, write: LINERS • 11060 Cashmire Street, Suite 100 • Los Angeles, California 90049, or leave complete address at (213) 471-1792, or fax for (213) 471-7782.

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Professional, objectively edited, high-quality airchecks. We make it easy for you to sound great... and save money too. Call or write for more info.
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Small and medium market morning jocks
Personal coaching packages with one of America's most successful morning personalities.
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HIGH VAULT (FJLO): promo sampler aircheck format. Casanoble, $10 VIDEO BRIEFS: $10 each. BRIEFS of 30 seconds per 3 airs on all of the stations & personalities 1 hours, VHS or Beta, $15.99 VIDO-O-LO, LA PRATES/Scott Shannon, SD/IXTRA/KISS, Billy Miller & Q1CD-Chic, $1-31/Chuck Gagen, KXSW/Scott Jordan, KVL/S remnants, Dallas, $10.50 CABLE ISSUE 1, your $1492/Chuck Gagen, Casanoble, $1-31/Chuck Gagen, KXSW/Scott Jordan, KVL/S remnants, Dallas, $10.50 California Aircheck Box 4408 - San Diego, CA 92164 - (619) 460-6104

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Top ten market looking for aggressively new age press. New Adult CHR with the tools and dollars for the right person(s) capable of building a killer morning show in a great city. AC or Country can be sought only. All replies extremely confidential. Send tapes, press clippings and ratings history to: Radio & Records, 1930 Century Park West, #223, Los Angeles, CA 90067. EOE. M/F.


$5 SALES REPS
Radio sales promotion company seeks highly motivated, strong closers to call on radio station general managers. Must have radio management or national rep experience plus desire for excellent income. Send resume to International Broadcast Services, Inc., 1678 Belle Forest Circle, Nashville, TN 37221 or fax resume to (615) 366-3828. EOE.

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Top ten market looking for aggressive new age press. New Adult CHR with the tools and dollars for the right person(s) capable of building a killer morning show in a great city. AC or Country can be sought only. All replies extremely confidential. Send tapes, press clippings and ratings history to: Radio & Records, 1930 Century Park West, #223, Los Angeles, CA 90067. EOE. M/F.


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After 9 years, our AM drive personality is moving up to the Big Apple. If you’re a team player, with a warm friendly personality, you could be his replacement at the area’s top-rated station. Same ownership/management for 20 years. Full service adult 4:30 to 7:30. Suburban area, 50 miles NYC. We offer a lot. We expect a lot. Minimum five years experience. Current/former East Coasters preferred. T&R: Jay Edwards, Press/GMA, 36016 FM, Franklin/Great Gore, NJ 07416. Must furnish specific salary requirement. No phone calls. Women and minorities encouraged. EOE.

Still Looking!
All the best jobs... all over the country... every week in 961 Opportunities... check ’em out.

KFM 94 Plus

KFM/Muscatine, Davenport and Iowa City market seeks night and overnight position. Quality rock format on a 100,000 watt, 1,000 foot tower. Good benefits. Females encouraged. Send tape and resume yesterday to Steve Bridges, KFM, 3218 Mulberry Avenue, Muscatine, IA 52761. EOE.

CHR WGRD-FM has a midday slot open immediately. Minimum two years experience. Creative executive play list. If you enjoy having fun on the radio, can relate to a contemporary audience, and ace responsible in your work habits, let’s get acquainted. Ron Brandon, 38 West Fulton, Grand Rapids, MI 49503. EOE.

Promotion Coordinator

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Uptempo AC needs airwoman. Strong on-air personality, good production skills, relating without cards, success in Top 100 market. T&R to: Radio & Records, 1930 Century Park West, #223, Los Angeles, CA 90067. EOE.
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Energetic seven-pro with major market experience. Love CHAT, don't wait, call today. CHERISH: (714) 334-5858. (4.5)

Sports director seeks scarcity change. Announcement/reporter position, experienced in covering one. Will relocate, challenge me. TIM: (845) 291-4041. (4.5)

Experienced RBA and sports talk show host seeks position ASAP. All markets considered, sports knowledge ưuu. I'm with you. TIM: (512) 678-9495. (4.5)

Neve pro available. Some network and management experience. Good work habits and degree. (814) 421-6392. (4.5)

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R&R Opportunities


Dedicated and willing to deliver for you, Programming, programming, programming. I've got the stuff, the awards, I could go on and on. TIM: (216) 230-2704. (4.5)

R&R Opportunities

MIKE REID
Till You Were Gone (Columbia)
On 79% of reporting stations. Rotations: Heavy 0, Medium 25, Light 115, Total Adds 41 including WAGA, WYAM, WXXS, WCSC, WKTG, WHKL, KHAK, WDAF, WMUS, KXYY, KKCS, WXXL, KMGG.

JUDGES
One Hundred And Two (Curb/RCA)
On 67% of reporting stations. Rotations: Heavy 1, Medium 25, Light 111, Total Adds 70 including WCAO, WPOC, KTCS, WESC, WPCV, KBMR, WUBE, WGAH, WHOK, KASH, KUZZ, KCTR, KGHL.

PAM TILLIS
One Of Those Things (Arista)
On 92% of reporting stations. Rotations: Heavy 0, Medium 25, Light 101, Total Adds 39 including WAWJ, WMUS, WYAY, KPLX, WTYY, WVLK, KSIN, WAMZ, KXFF, WDAF, WMUS, KXYY, KKCS, KXIV, WZTL, KCCS, KHAK, WQEE, WXCL, WODE, KUZZ, KWWJ.

MARK O'CONNOR & THE NEW NASHVILLE CATS
Restless (WS)
On 60% of reporting stations. Rotations: Heavy 4, Medium 48, Light 70, Total Adds 20 including WQCB, WOKO, WEZL, WSCC, WCXK, KTCX, KHAK, WQEE, WXCL, WODEZ, KUZZ, KWWJ.

Michael Reid
On Columbia

WITH HIS FIRST SINGLE YOU HAD FAITH & WALKED WITH MIKE REID TO NUMBER 1!

Now You're Running With The Follow-up
"Till You Were Gone"

R&R BREAKER • BILLBOARD 48 •

FORECAST

NATIONAL AIRPLAY

APRIL 5, 1991

New artists have not yet had a Country Breaker or concurrent airplay from 60% of reporting stations.

PAM TILLIS
One Of Those Things (Arista)
On 92% of reporting stations. Rotations: Heavy 0, Medium 25, Light 101, Total Adds 39 including WAWJ, WMUS, WYAY, KPLX, WTYY, WVLK, KSIN, WAMZ, KXFF, WDAF, WMUS, KXYY, KKCS, KXIV, WZTL, KCCS, KHAK, WQEE, WXCL, WODE, KUZZ, KWWJ. Moves 50-38 on the Country chart.

McBRIDE & THE RIDE
Can I Count On You (MCA)
On 80% of reporting stations. Rotations: Heavy 4, Medium 48, Light 70, Total Adds 20 including WQCB, WOKO, WEZL, WSCC, WCXK, KTCX, KHAK, WQEE, WXCL, WODEZ, KUZZ, KWWJ. Moves 49-40-36 on the Country chart.

MARK O'CONNOR & THE NEW NASHVILLE CATS
Restless (WS)
On 60% of reporting stations. Rotations: Heavy 4, Medium 34, Light 88, Total Adds 27 including WCAO, WQCB, WWNC, WHLZ, WPCV, KLLL, WPAP, KHAK, WUBE, WHOK, KXZZ, KCBJ, KUZZ, KCTR. Moves 49-37 on the Country chart.

MIKE REID
Till You Were Gone (Columbia)
On 79% of reporting stations. Rotations: Heavy 0, Medium 25, Light 115, Total Adds 41 including WAGA, WYAM, WXXS, WCSC, WKTG, WHKL, KHAK, WDAF, WMUS, KXYY, KKCS, WXXL, KMGG.

JUDGES
One Hundred And Two (Curb/RCA)
On 67% of reporting stations. Rotations: Heavy 1, Medium 25, Light 111, Total Adds 70 including WCAO, WPOC, KTCS, WESC, WPCV, KBMR, WUBE, WGAH, WHOK, KASH, KUZZ, KCTR, KGHL. Debuts at number 34 on the Country chart.

PAM TILLIS
One Of Those Things (Arista)
On 92% of reporting stations. Rotations: Heavy 0, Medium 25, Light 101, Total Adds 39 including WAWJ, WMUS, WYAY, KPLX, WTYY, WVLK, KSIN, WAMZ, KXFF, WDAF, WMUS, KXYY, KKCS, KXIV, WZTL, KCCS, KHAK, WQEE, WXCL, WODE, KUZZ, KWWJ. Moves 50-38 on the Country chart.

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On Columbia

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McBRIDE & THE RIDE
Can I Count On You (MCA)
On 80% of reporting stations. Rotations: Heavy 4, Medium 48, Light 70, Total Adds 20 including WQCB, WOKO, WEZL, WSCC, WCXK, KTCX, KHAK, WQEE, WXCL, WODEZ, KUZZ, KWWJ. Moves 49-40-36 on the Country chart.

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Mike Reid
On Columbia

WITH HIS FIRST SINGLE YOU HAD FAITH & WALKED WITH MIKE REID TO NUMBER 1!

Now You're Running With The Follow-up
"Till You Were Gone"

R&R BREAKER • BILLBOARD 48 •

FORECAST

NATIONAL AIRPLAY

APRIL 5, 1991

New artists have not yet had a Country Breaker or concurrent airplay from 60% of reporting stations.
CLINTON GREGORY “If It Weren’t For Country Music” (SOY) 11/23
Tracks: Heavy 1, Med. 31, Light 17. Top Ads 26 including WOCD, KGMG, WBlassen, WESC, WNML, WYKK, WYKL, WYCM, WYCT, WYCE, KUDD, WYCT, KSOP. Chart.

KELLY KNFM, WKSJ, WCMS, KAJA, WOKO, KEAN, WSTH, WYYD, WAXX, SHELBY LYNNE

AARON TIPPIN
WKOY, WPAP, WTNT, WUBE. WAVC, KTPK, KEKB, KDRK. Heavy: WKAK. Moves

BELLAMY KENTUCKY HEADHUNTERS
try WGKX, WKHK, WCHY, WTNT, WHOK, KZKX, WDEZ, KGHL, KUGN, KFMS, KWJJ, KCKC, KRAK. Moves

Rotations: Heavy WSTH, WSM, WCMS, WODR, WYYD, KJNE, WAXX, WMIL, WOW. Medium

ROB CROSBY
KFDI, KALF. Light: WWYZ, WRKZ, WDSY, WRNS, WVLK, WQDR, WSLR, WDAF, KEEP, KKAT.

RAY KENNEDY
Medium: KIKK, WAXX, WXCL, KRKT, KWJJ. Medium: WRCI, KIK-FM, KVOO, KDKE, KLDI.

RODNEY CROWELL

LINDA DAVIS “Some Kinda Woman” (Capitol) 51/13
Tracks: Heavy 1, Medium 3, Light 1. Top Ads 10 including WSGA, KEAN, KURL, KXXY, WYKK, WYCM, WYCT, KUDD, WYCE, KUDD, WYCT, KSOP. Chart.

DONNA ULSIE “When Was The Last Time” (Atlantic) 32/9
Tracks: Heavy 1, Medium 6, Light 4. Top Ads 43 including WSGA, KEAN, WYCM, WYCT, KUDD, WYCE, KUDD, WYCT, KSOP. Chart.

EDDY RAVEN “Rock Me In The Rhyme Of Your Love” (Capitol) 48/6
Tracks: Heavy 1, Medium 13. Light 35. Top Ads 4 including WSGA, KEAN, WYCM, WYCT, KUDD, WYCE, KUDD, WYCT, KSOP. Chart.

RODNEY CROWELL “Things I Wish I’d Said” (Columbia) 48/21
Tracks: Heavy 1, Medium 4. Light 5. Top Ads 21 including WSGA, KEAN, WYCM, WYCT, KUDD, WYCE, KUDD, WYCT, KSOP. Chart.

MARTY STUART “I’ll I Found You” (MCA) 43/43
Tracks: Heavy 1, Medium 5, Light 13. Top Ads including WKAJ, WYKK, WYCM, WYCT, WYCE, KUDD, WYCT, KSOP. Chart.

BANDIT BROTHERS “Women” (Curb) 38/20
Tracks: Heavy 1, Medium 1, Light 28. Top Ads 20 including WKAJ, WYKK, WYCM, WYCT, WYCE, KUDD, WYCT, KSOP. Chart.

SANDY BROWN “Mama’s Little Baby Loves Me” (Curb/Capitol) 24/4

LACY J. BALTON “Forever In My Heart” (Capitol) 21/0
Tracks: Heavy 1, Medium 6, Light 15. Top Ads 1 including WSGA, KEAN, WYCM, WYCT, KUDD, WYCE, KUDD, WYCT, KSOP. Chart.

RODNEY CROWELL “The Life You Save” (Atlantic) 49/33
Tracks: Medium 35. Light 83. Top Ads including WSGA, KEAN, WYCM, WYCT, KUDD, WYCE, KUDD, WYCT, KSOP. Chart.

JOHN ANDREW PARKS “Daddy (On The Radio)” (Capitol) 17/2
Tracks: Heavy 1, Medium 0, Light 17. Top Ads 2, WKKA, DFTH. Light: WSGA, KEAN, WYCM, WYCT, KUDD, WYCE, KUDD, WYCT, KSOP. Chart.

JOHN ANDREW PARKS “Daddy (On The Radio)” (Capitol) 17/2
Tracks: Heavy 1, Medium 0, Light 17. Top Ads 2, WKKA, DFTH. Light: WSGA, KEAN, WYCM, WYCT, KUDD, WYCE, KUDD, WYCT, KSOP. Chart.

JOE SOUTH “Look At Me” (Curb) 11/1
Tracks: Heavy 1, Medium 0, Light 10. Top Ads 5 including WKAJ, WYKK, WYCM, WYCT, KUDD, WYCE, KUDD, WYCT, KSOP. Chart.

JOE SOUTH “Look At Me” (Curb) 11/1
Tracks: Heavy 1, Medium 0, Light 10. Top Ads 5 including WKAJ, WYKK, WYCM, WYCT, KUDD, WYCE, KUDD, WYCT, KSOP. Chart.

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JOE SOUTH “Look At Me” (Curb) 11/1
Tracks: Heavy 1, Medium 0, Light 10. Top Ads 5 including WKAJ, WYKK, WYCM, WYCT, KUDD, WYCE, KUDD, WYCT, KSOP. Chart.
### MOST ADDED
- **EAST**: Day Joe (Capitol) [Highway 181 (WA)]
- **SOUTH**: Marty Stuart (RCA) [Porter & Eaton (Columbia)]
- **MIDWEST**: Rob Crosby (Atlantic) [Pam Tillis (Capitol)]
- **WEST**: Mike Reid (Capitol) [Billy Dean (Capitol)]

### HOTTEST
- **EAST**: Reba McBride (RCA) [Highway 181 (WA)]
- **SOUTH**: Billy Dean (Capitol) [Porter & Eaton (Columbia)]
- **MIDWEST**: Joe Diffie (Capitol) [Highway 181 (WA)]
- **WEST**: Pam Tillis (Capitol) [Reba McBride (RCA)]

### Other
- **EAST**:
  - Marty Stuart (RCA)
  - Rob Crosby (Atlantic)
- **SOUTH**:
  - Porter & Eaton (Columbia)
  - Pam Tillis (Capitol)
- **MIDWEST**:
  - Mike Reid (Capitol)
  - Billy Dean (Capitol)
- **WEST**:
  - Marty Stuart (RCA)
  - Tom T. Hall (Capitol)

### Notes
- Added on April 5, 1991.
LONDONBEAT: "I've Been Thinking About You" (Radiostar) 59/16

Rotations Heavy: 1/2, Medium 30/7, Total Add: 16, KKLD, KCMJ, WCTB, WWLF, KVIC, KIZZ, KMJC, KEZA, KTYL, KSTR, WNMB, KVIC, WSGY, KVIC, KKAZ, KCMJ, Light 20/2, Total Adds: 30, KVIC, WCTB, WWLF, KVIC, KIZZ, KMJC, KEZA, KTYL, KSTR, WNMB, KVIC, WSGY, KVIC, KKAZ, KCMJ.

CARMEN MARCIAL: "Circle of One" (Foronta/Mercury) 32/52

Rotations Heavy: 1/0, Medium 30/1, Total Add: 11, KMJC, KEZA, KMZ, WQLR, KWSY, WMGS, KVIC, KVIC, KVIC, KVIC, KVIC, Light: 6/1, Medium: 23/2, Total Adds: 35, KMJC, KEZA, KMZ, WQLR, KWSY, WMGS, KVIC, KVIC, KVIC, KVIC, Light: 6/1, Medium: 23/2.

RUFF: "My Heart Is Feeling Me" (SBS) 38/3

**FULL-SERVICE AC**

**MOST ADDED**

<table>
<thead>
<tr>
<th>WEST</th>
<th>P1</th>
<th>KEX/Portland, OR Celine Dion (4)</th>
<th>MARIAN CAREY (3)</th>
<th>STEVE B (2)</th>
<th>WHITNEY HOUSTON (2)</th>
<th>ROBERT PALMER (2)</th>
<th>TIMMY T. (2)</th>
<th>VOICES THAT CARE (2)</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>SOUTHEAST</th>
<th>P2</th>
<th>WRMF/Jacksonville, FL Gloria Estefan (11)</th>
<th>AMAZON (8)</th>
<th>GLORIA ESTEFAN (11)</th>
<th>WHITNEY HOUSTON (8)</th>
<th>ALABAMA (5)</th>
<th>MARIAN CAREY (5)</th>
<th>ROBERT PALMER (5)</th>
<th>VOICES THAT CARE (5)</th>
</tr>
</thead>
</table>

**HOTTEST**

<table>
<thead>
<tr>
<th>EAST</th>
<th>P1</th>
<th>WMST/Midland, TX Wilson Phillips (16)</th>
<th>NICK ASTLEY (12)</th>
<th>GLORIA ESTEFAN (11)</th>
<th>AMY GRANT (5)</th>
<th>WHITNEY HOUSTON (5)</th>
<th>ALABAMA (5)</th>
<th>MARIAN CAREY (5)</th>
<th>TIMMY T. (5)</th>
<th>VOICES THAT CARE (5)</th>
</tr>
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</table>

<table>
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<tr>
<th>SOUTH</th>
<th>P2</th>
<th>WSKQ/Atlanta, GA Lisa Fischer (15)</th>
<th>TIM BYRNE (13)</th>
<th>GINO VANNELLI (11)</th>
<th>OLETA ADAMS (11)</th>
<th>SUSANNA HOFFS (9)</th>
<th>DONNY OSMOND (8)</th>
<th>AMY GRANT (8)</th>
<th>ROBBIE DUPREE (8)</th>
<th>PAUL SIMON (3)</th>
</tr>
</thead>
</table>

**ASSOCIATE REPORTERS**

<table>
<thead>
<tr>
<th>EAST</th>
<th>P1</th>
<th>WBTW/Ft. Lauderdale, FL Rick Astley (20)</th>
<th>WILLIAM PHILLIPS (17)</th>
<th>ROBERT PALMER (16)</th>
<th>ROD STEWART (15)</th>
<th>TIMMY T. (11)</th>
<th>ALABAMA (4)</th>
<th>LONDONBEAT (4)</th>
<th>VOICES THAT CARE (4)</th>
</tr>
</thead>
</table>

| SOUTH  | P2   | WSHQ/Philadelphia, PA Robert Palmer (20) | WHITNEY HOUSTON (15) | GINO VANNELLI (15) | RICK ASTLEY (14) | ROBERT PALMER (13) | ROD STEWART (13) | TIMMY T. (13) | ROBERT PALMER (13) | VOICES THAT CARE (13) |

**WORLDWIDE**

<table>
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<tr>
<th>教師</th>
<th>P3</th>
<th>KKIS/Atlanta, GA Susan Mi (8)</th>
<th>Amy Fischer (8)</th>
<th>Whitney Houston (8)</th>
<th>RICK ASTLEY (8)</th>
<th>Whitney Houston (8)</th>
<th>RICK ASTLEY (8)</th>
<th>Whitney Houston (8)</th>
<th>RICK ASTLEY (8)</th>
<th>Whitney Houston (8)</th>
</tr>
</thead>
</table>

**INDEX**

|-----|------|-------------------------------------|----------------|-----------------|----------------|-------------------|-----------------|------------------|----------------|------------------|

**BILL MEYERS**

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**Associate Reporters** are AC stations in unrated markets with aggressive approaches toward new music. Although they do not contribute to the AC chart, their consensus Most Added and Hottest records serve as advance indicators of format hits.
THANKS SAP

GPO 121.13

Next Up:

MICHAEL TOMLINSON "Living Things"

THANKS NAC RADIO!

#1 Most Added Out Of The Box!

40 Current NAC Reporters
38 Current NAC Playlists
Called In Frozen Playlist (1):
WMDF
Did Not Report, Playlist Frozen (4):
KZGO/Denver-Boulder
WNB/Atlanta
WNED/Dayton
WNIA/Chicago

CONTEMPORARY JAZZ

J.J. Johnson
"QUINTERGY"

CJ #9!

James Clay
"I LET A SONG GO OUT OF MY HEART"
Medium to Heavy at these stations:
KJAZ, WQCD, MCR, KUVO, KCSO, KXOE,
KXPM, KUNO, WDCU, WITF, WAMQ, WCCL,
KJAZ, WDCU, WAMQ, WITF, WAMQ, WCCL,
WJAZ, KUVO, KCSO, WSS, WITF, WAMQ,
KUNO, WDCU, WITF, WCCL, WAMQ

39 Of 40 Stations Strong
THANKS NAC RADIO!

Management:
Tom Easterhouse. JLTGCO

GRANT GEISSMAN
"Flying Colors"

5 Weeks
In Your = #1 Record

39 Of 40 Stations Strong
THANKS NAC RADIO!
### Chart Extra

#### Sydney Youngblood
63% of our reporting stations on it. Rotations: Heavy 0/0, Medium 2/8, Light 3/03, Total Adds 3, KJMJ, KJLH, KDIA.

#### Briders

#### Most Added

<table>
<thead>
<tr>
<th>Artist</th>
<th>Song</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>WHITNEY HOUSTON</td>
<td>&quot;Traces Of The Heart&quot;</td>
<td>(Malaco)</td>
</tr>
<tr>
<td>LISA FISCHER</td>
<td>(Elevator)</td>
<td>(Epic)</td>
</tr>
<tr>
<td>MARIAH CAREY</td>
<td>&quot;I Don't Wanna Cry&quot; (Columbia)</td>
<td>(Columbia)</td>
</tr>
<tr>
<td>NIKKI RICHARDS</td>
<td>Naked (Atlantic)</td>
<td>(Atlantic)</td>
</tr>
<tr>
<td>ANOTHER BAD CREATION</td>
<td>Playground (Motown)</td>
<td>(Motown)</td>
</tr>
<tr>
<td>SHEENA EASTON</td>
<td>What Comes Naturally (MCA)</td>
<td>(MCA)</td>
</tr>
<tr>
<td>WHITNEY HOUSTON</td>
<td>Miracle (Arista)</td>
<td>(Arista)</td>
</tr>
<tr>
<td>CARMEN CARTER</td>
<td>Always (Atlantic)</td>
<td>(Atlantic)</td>
</tr>
<tr>
<td>MARIAN CAREY</td>
<td>I Don't Wanna Cry (Columbia)</td>
<td>(Columbia)</td>
</tr>
<tr>
<td>NIKKI RICHARDS</td>
<td>Naked (Atlantic)</td>
<td>(Atlantic)</td>
</tr>
<tr>
<td>LISA FISCHER</td>
<td>&quot;How Can I Ease The Pain&quot; (Elektra)</td>
<td>(Elektra)</td>
</tr>
<tr>
<td>TEENA MARIE</td>
<td>&quot;Just Us Two&quot; (Epic)</td>
<td>(Epic)</td>
</tr>
<tr>
<td>LAZE MICHIELLS</td>
<td>&quot;Kraze&quot; (Zoo)</td>
<td>(Zoo)</td>
</tr>
<tr>
<td>LISA FISCHER</td>
<td>(Elevator)</td>
<td>(Epic)</td>
</tr>
<tr>
<td>NIKKI D &quot;Daddy's Little Girl&quot; (Get Jam/Columbia)</td>
<td>(Get Jam/Columbia)</td>
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<tr>
<td>MARY WILSON</td>
<td>&quot;Do You Still Dream About Me&quot; (Columbia)</td>
<td>(Columbia)</td>
</tr>
<tr>
<td>WHODUNI &quot;Freakas&quot; (MCA)</td>
<td>(MCA)</td>
<td>(MCA)</td>
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<tr>
<td>INFLEXION &quot;Let's Push It&quot; (Cool Temp/Chrysalis)</td>
<td>(Cool Temp/Chrysalis)</td>
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</tr>
<tr>
<td>NAJEE &quot;My Old Friend&quot; (EMI)</td>
<td>(EMI)</td>
<td>(EMI)</td>
</tr>
<tr>
<td>COLIN ENGLAND</td>
<td>&quot;I Get What You Need&quot; (Motown)</td>
<td>(Motown)</td>
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#### HOTTEST

<table>
<thead>
<tr>
<th>Artist</th>
<th>Song</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>JOHNNY GILL</td>
<td>&quot;720&quot; (Sony)</td>
<td>(Sony)</td>
</tr>
<tr>
<td>RALPH TRESENET</td>
<td>(Epic)</td>
<td>(Epic)</td>
</tr>
<tr>
<td>FREDDIE JACKSON</td>
<td>(Warner Bros)</td>
<td>(Warner Bros)</td>
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<tr>
<td>TONY TONI TONEI</td>
<td>(Epic)</td>
<td>(Epic)</td>
</tr>
<tr>
<td>GUY (T)</td>
<td>&quot;Hey Mama&quot; (Motown)</td>
<td>(Motown)</td>
</tr>
<tr>
<td>WILL DOWHING</td>
<td>(Epic)</td>
<td>(Epic)</td>
</tr>
<tr>
<td>MARVA HICKS</td>
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#### Recurrents

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<thead>
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<th>Song</th>
<th>Label</th>
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<td>How Can I Ease The Pain</td>
<td>(Elektra)</td>
</tr>
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<td>NIKKI RICHARDS</td>
<td>Naked (Atlantic)</td>
<td>(Atlantic)</td>
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<tr>
<td>LISA FISCHER</td>
<td>(Elevator)</td>
<td>(Epic)</td>
</tr>
<tr>
<td>NIKKI D &quot;Daddy's Little Girl&quot; (Get Jam/Columbia)</td>
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<tr>
<td>MARY WILSON</td>
<td>&quot;Do You Still Dream About Me&quot; (Columbia)</td>
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<tr>
<td>WHODUNI &quot;Freakas&quot; (MCA)</td>
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<tr>
<td>INFLEXION &quot;Let's Push It&quot; (Cool Temp/Chrysalis)</td>
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<tr>
<td>NAJEE &quot;My Old Friend&quot; (EMI)</td>
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<tr>
<td>COLIN ENGLAND</td>
<td>&quot;I Get What You Need&quot; (Motown)</td>
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### Significant Action

#### New & Active

#### New Artists

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<thead>
<tr>
<th>Artist</th>
<th>Song</th>
<th>Label</th>
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<tr>
<td>JON LUCIER &quot;Sweet Control&quot; (Memory)</td>
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<tr>
<td>FATHER M.C. &quot;I Baby&quot; (MCA)</td>
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</tr>
<tr>
<td>MICHAEL McDONALD &quot;All We Got&quot; (Def Jam)</td>
<td>(Def Jam)</td>
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<tr>
<td>LUKE 1/2 &quot;Dream Come True&quot; (Def Jam)</td>
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<tr>
<td>TEMPER TEMPER &quot;Try Me&quot; (Def Jam)</td>
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<tr>
<td>ICE-T &quot;New Jack Hustler's (Who's That) Theme?&quot; (Def Jam)</td>
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<tr>
<td>EPMD &quot;Rampage&quot; (Def Jam)</td>
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<tr>
<td>PATTI AUSTIN &quot;Bullseye Boy&quot; (GRP)</td>
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### News

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<thead>
<tr>
<th>Artist</th>
<th>Song</th>
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<tbody>
<tr>
<td>WHITNEY HOUSTON</td>
<td>&quot;Traces Of The Heart&quot;</td>
<td>(Malaco)</td>
</tr>
<tr>
<td>LISA FISCHER</td>
<td>&quot;How Can I Ease The Pain&quot;</td>
<td>(Elektra)</td>
</tr>
<tr>
<td>MARIAH CAREY</td>
<td>&quot;I Don't Wanna Cry&quot;</td>
<td>(Columbia)</td>
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<tr>
<td>COLIN ENGLAND</td>
<td>&quot;I Get What You Need&quot; (Motown)</td>
<td>(Motown)</td>
</tr>
</tbody>
</table>
Motown philly II great cities

II great sounds II

Boyz II Men

Motown philly I hit record!

The new hit single from a remarkably talented group that is destined to become this year's radio and club anthem.
Dear Urban/Black Radio Community:

There has been a lot of recent conversation about radio and records working closer together. We at Bahia Entertainment pride ourselves on expedient service. Therefore, owing to radio demand for a ballad, we have decided to change the current FAZE single.

The new single shipping soon will be "That's What I'm Here For." As a wise man once said, "It is better to tune into the airwaves than to listen to silence."

Your Friends at Bahia Entertainment

"That's what I'm here for"
New Artists

<table>
<thead>
<tr>
<th>#</th>
<th>Name</th>
<th>Chart Position</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>MARC COHN/Walking In Memphis (Atlantic)</td>
<td>.93</td>
</tr>
<tr>
<td>2</td>
<td>KINGFOTHEILLI/Do u (SBK)</td>
<td>.81</td>
</tr>
<tr>
<td>3</td>
<td>THUNDER/Dirty Love (Geffen)</td>
<td>.78</td>
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<tr>
<td>4</td>
<td>TRAGICALLY HIP/Three Pistols (MCA)</td>
<td>.68</td>
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<tr>
<td>5</td>
<td>TAYKETTO/Forever Young (DG)</td>
<td>.49</td>
</tr>
<tr>
<td>6</td>
<td>WILLIE NILE/Heaven Help The Lonely (Columbia)</td>
<td>.46</td>
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<tr>
<td>7</td>
<td>ALICE IN CHAINS/Man In The Box (Columbia)</td>
<td>.43</td>
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<tr>
<td>8</td>
<td>Nils LOFGREN/Valentine (Rykodisc)</td>
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<td>9</td>
<td>JESUS JONES/Right Here, Right Now (SBK)</td>
<td>.39</td>
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<tr>
<td>10</td>
<td>NO SWEAT/Tear Down The Walls (London/Polydor)</td>
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<tr>
<td>11</td>
<td>SOUTHGANG/Tainted Angel (Charisma)</td>
<td>.36</td>
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<tr>
<td>12</td>
<td>LENNY KRAVITZ/Always On The Run (Virgin)</td>
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<td>13</td>
<td>MR. BIG/Green-Tinted Sixties Mind (Atlantic)</td>
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<tr>
<td>14</td>
<td>SISTERS OF MERCY/Detonation Boulevard (Elektra)</td>
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<tr>
<td>15</td>
<td>NELSON/More Than Ever (DG)</td>
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<td>BLESSING/Highway 5 (MCA)</td>
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<td>17</td>
<td>DANIEL ASH/This Love (Columbia)</td>
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<td>18</td>
<td>CHILD'S PLAY/Wind (Chrysalis)</td>
<td>.20</td>
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<tr>
<td>19</td>
<td>BLUE RODEO/Trust Yourself (East West)</td>
<td>.18</td>
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<tr>
<td>20</td>
<td>MATERIAL ISSUE/Valerie Loves Me (Mercury)</td>
<td>.16</td>
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</table>

New Artists have not yet had an AOR Breaker. The chart is based entirely on the number of stations reporting airplay on a particular track. Week-to-week edit patterns are not a factor.

**Hap*p**en**ing:** to come into being

**Marc Cohn**

**"Walking in Memphis"**

**#1 NEW ARTIST**

(80/19 CHR, Track 68 - 28, #2 Most Added Album, Breaking AC, top 5 phones, top 15 sales, on both MTV & VH-1)

**Very happening**

---

**Breakers**

**Doobie Brothers** (Dangerous) (Capitol) 83% of our reporters on it.

**Tessa** (Paradigm) (Capitol) 61% of our reporters on it.
MORRISSEY
"KILL UNCLE"

All New
Out Now

R&R
New Rock

Billboard Modern Rock Track

Featuring the single
"OUR FRANK"

10 songs on cassette, 11 on compact disc.

NEW ROCK

NATIONAL AIRPLAY

CREST

AOR TRACKS

Continued from Page 66

MORRISEY/"Kill Uncle"

NEW & ACTIVE

SISTERS OF MERCY "Detonation Boulevard" (Elektra) 34/9 (21/5)

Ads including KNXJ, KXTD, Medium 6 including WRRW, WJUX, WZQ, KSQ, KWIH.

FIXX "All Is Fair" (Impact) 28/14 (14/11)

Ads including WSPA, KROQ, KUSP, WQXK, WDRX, KQBL, KZQ, KSQ, KWIH, HEV, WOQX, WEPK, WRR, WJUX, WJUX.

ROGER MCGUINN/"Someone (18)"

Ads including WSPA, WJUX, WJUX.

STEELHEART/"Everybody Loves Me" (MCA) 19/18 (8/0)

Ads including KSOS, KGVO, KZQ, KUSP, WQXK, WDRX, KQBL, KSQ, WQXK, KWIH, KE.

MATERIAL ISSUE/"Thee Love Me" (A&M) 16/12 (7/3)

Ads including WSJE, WZQ, KGVO, WQXK, WDRX, KQBL, KSQ, WQXK.

BLUE ROEDE/"I Want You to Love Me" (Capitol) 19/10 (8/0)

Ads including WSJE, KGVO, WQXK, WDRX, KQBL, KE.

CHANCEY ISAAK/"Don't Make Me Dream About You" (Reprise) 6/5 (5/5)

Ads including WPIC, WZQ, KGVO, WQXK, WDRX.

ROBERT PALMER/"You Can't Get Enough Of A Good Thing" (EMI) 16/9 (3/13)

Ads including KLJQ, HEV, WOQX, WQXK.

DEEP PURPLE/"Loves & Sorrows" (A&M) 16/1 (9/4)

Ads including KROQ, Medium 7 including WGZ, WJUX, KGVO.

NEW & ACTIVE — Tracks building in airplay and coming closest to charting. Numbers indicate total reports/adds, e.g., 40/20 means 40 total reports and 20 adds. (Figures in parentheses are last week’s data.)

CHARTS — Albums and tracks showing continued growth are bolluted. Symbols represent more (+), less (-), or equal (=) reports compared to last week. On the album chart, current singles are bolded, and the number of stations playing each of an album’s most-reported tracks is listed in parentheses.

BREAKERS — Albums and tracks reach Breaker status the first week they are reported by at least 60% of our AOR reporters.

MOST ADDDED — 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.
PLAYLISTS — Artists are listed once per playlist in the highest rotation that any of their album’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) (L) — Other tracks from that album are in those rotations (medium or light).

A "frozen" list indicates that a current report was not received, and last week’s rotations are included in the data base. 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-format competitor are assigned a lower parallel.
## SOUTH
(Continued)

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<th>Owners</th>
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<tbody>
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<td>MA</td>
<td>Goldin/WEH</td>
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<td>GA</td>
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<td>580</td>
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## WEST

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<td>KJR/Colorado Springs (719) 542-7700</td>
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<td>KZIQ/Eugene (541) 342-7998</td>
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<td>KZQI/Fresno (559) 303-6994</td>
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<td><strong>ADD &amp; HOTS</strong></td>
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### CHR P1 Playlists

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<tr>
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<td>Chicago</td>
<td>Ric Lippincott</td>
<td>Stacy Cantrell</td>
<td>Casey Keating</td>
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<tr>
<td><strong>99.1 KGKI</strong></td>
<td>San Francisco</td>
<td>OM: Lenny Manz</td>
<td>APD/MD: Paco Lopez</td>
<td>PD: Al Tavera</td>
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<td>MD: Vic Orlando</td>
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<td>MD: John Griffin</td>
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<td>APD: Gwen Roberts</td>
<td>MD: Michael Martin</td>
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<td>Phoenix</td>
<td>OM: Ken Richards</td>
<td>APD/MD: Michelle Santadesso</td>
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<td>Seattle</td>
<td>OM: Bob Case</td>
<td>MD: Vic Orlando</td>
<td>PD: Stet</td>
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<td>PD: Mark Capps</td>
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<td>OM: Bob Case</td>
<td>MD: Vic Orlando</td>
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**MIDWEST**

**MOST ADDED**

- **Western Houston** (7)
- **Elephant** (7)
- **Warner Bros.** (7)
- **Duke Target** (7)
- **DONNY O'BRIEN** (7)

**BREAKOUTS**

**P3**

- **STONE GROSS, Hi, Ron Brandon**
- **WABO, Hi, øtto**
- **WAWB, Hi, øtto**
- **WAVE, Hi, øtto**
- **WCLH, Hi, øtto**

**P2**

- **WAVE, Hi, øtto**
- **WCLH, Hi, øtto**
- **WAWB, Hi, øtto**
- **MOON, Hi, øtto**
- **WAVE, Hi, øtto**

**WEST**

**HOTTIES**

- **MOTOR CITY SONGS, Calif.**
- **ECHO**
- **BLACK BOX**
- **CARTRIDGE**

**MARIAM CARET**

- **13-10**
- **11.15**
- **11.30**
- **13-16**
- **13-17**

**ROSE**

- **13-10**
- **11.15**
- **11.30**
- **13-16**
- **13-17**

**WILLI**

- **13-10**
- **11.15**
- **11.30**
- **13-16**
- **13-17**

**MUSIC IN PRINT**

- **3.15**
- **4.30**
- **5.45**
- **6.10**
- **7.15**

**HOT97**

- **KEVIN McCABE**
  - "Every time I hear it on the air, I CRANK IT UP!

**KKMG - TOM FRICKE**

- "Our Number One phone record this week, and the stores keep selling out! So what other reasons do you need?"
PARALLELS

Rick Astley Continued

C & C MUSIC FACTORY
(Here We Go, Let's ROCK! (Columbia)
LP: Gonna Make You Sweat
Total Reports 193 775

Regional

Chart Summary

N/A

P1 179

P3 195

P4 203

P5 205

P6 209

P7 210

Chart Summary

P1 185

P3 200

P4 207

P5 211

P6 214

P7 215

Chart Summary

N/A

P1 185

P3 200

P4 207

P5 211

P6 214

P7 215

Chart Summary

P1 185

P3 200

P4 207

P5 211

P6 214

P7 215

Chart Summary

P1 185

P3 200

P4 207

P5 211

P6 214

P7 215

Chart Summary

P1 185

P3 200

P4 207

P5 211

P6 214

P7 215

Chart Summary

P1 185

P3 200

P4 207

P5 211

P6 214

P7 215

MARK CAREY Continued

DAMN YANKEES
Come Again (WB)
LP: Damn Yankees
Total Reports 56 158

Regional

Chart Summary

N/A

P1 45

P2 56

P3 60

P4 65

P5 70

P6 75

P7 80

Chart Summary

N/A

P1 45

P2 56

P3 60

P4 65

P5 70

P6 75

P7 80

Chart Summary

N/A

P1 45

P2 56

P3 60

P4 65

P5 70

P6 75

P7 80

Chart Summary

N/A

P1 45

P2 56

P3 60

P4 65

P5 70

P6 75

P7 80

Chart Summary

N/A

P1 45

P2 56

P3 60

P4 65

P5 70

P6 75

P7 80

Chart Summary

N/A

P1 45

P2 56

P3 60

P4 65

P5 70

P6 75

P7 80

Chart Summary

N/A

P1 45

P2 56

P3 60

P4 65

P5 70

P6 75

P7 80

Chart Summary

N/A

P1 45

P2 56

P3 60

P4 65

P5 70

P6 75

P7 80

Chart Summary

N/A

P1 45

P2 56

P3 60

P4 65

P5 70

P6 75

P7 80

Chart Summary

N/A

P1 45

P2 56

P3 60

P4 65

P5 70

P6 75

P7 80

Continued On Next Column

Note:

On last week's Back Page
CHR chart, three songs were
demerobized. The correct nacia-
ations follow:

12 BINGOLOGY To Dance
10 RALPH TREEMAN:
13 HARMIT Temple Of Love

Continued On Next Column

PARALLELS Continued on Page 78
## AMLA

### April 5, 1991

### Chart Summary

**Regional**
- National
- 200
- 206
- 214
- 258
- 268
- 308
- 318
- 358

**N & A**
- National
- 200
- 206
- 214
- 258
- 268
- 308
- 318
- 358

**Chart Summary**
- National
- 200
- 206
- 214
- 258
- 268
- 308
- 318
- 358

<table>
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<th>Sales</th>
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<tr>
<td>1.</td>
<td>How Much Is Enough?</td>
<td>Extreme</td>
<td></td>
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<tr>
<td>2.</td>
<td>More Than Words</td>
<td>Extreme</td>
<td></td>
<td></td>
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<tr>
<td>3.</td>
<td>Firehouse</td>
<td>Firehouse</td>
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<tr>
<td>4.</td>
<td>Baby, Baby</td>
<td>Amy Grant</td>
<td></td>
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### Celine Dion

**LP: Unison**

### Sheena Easton

**LP: What Comes Naturally**

### ENIGMA

**LP: MCMXC a.D.**

### Firehouse

**LP: Firehouse**

### Amy Grant

**LP: Heat In Motion**

### Firehouse Continued

### Enigma Continued

### Gerardo Continued
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<tr>
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<th>Song Title/Label</th>
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<th>No. Weeks</th>
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<th>Reach</th>
<th>National Summary</th>
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<tr>
<td>ROD STUART</td>
<td>&quot;Rhythm Of My Heart&quot;</td>
<td>45/RCA 7&quot;</td>
<td>22</td>
<td>26</td>
<td>19</td>
<td>63%</td>
<td>1892</td>
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<tr>
<td>STEELHEART</td>
<td>&quot;IV Never Let You Go&quot;</td>
<td>LP/MCA</td>
<td>23</td>
<td>16</td>
<td>6</td>
<td>4000+</td>
<td>213</td>
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<tr>
<td>TESLA</td>
<td>&quot;Signs (Gatton)&quot;</td>
<td>LP/Reprise</td>
<td>13</td>
<td>13</td>
<td>4</td>
<td>4000+</td>
<td>213</td>
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<tr>
<td>TRIPPLETS</td>
<td>&quot;You Don't Have To Go&quot;</td>
<td>LP/Mercury</td>
<td>14</td>
<td>20</td>
<td>16</td>
<td>4000+</td>
<td>213</td>
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<tr>
<td>VOICES THAT CARE</td>
<td>&quot; Voices That Care&quot;</td>
<td>45/Triple</td>
<td>31</td>
<td>14</td>
<td>1</td>
<td>33%</td>
<td>213</td>
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</table>

**Additional Information:**

- **ROXETTE:** "Jayride (EMI)/LP/A&M" Total Reports: 227 - 205
- **STEELHEART:** Total Reports: 102 - 225
- **VOICES THAT CARE:** Total Reports: 91 - 325

---

**SALES STRATEGY**

A Radio Management Handbook For The 90s...
by R&R columnist Chris Beck

Call R&R to order your copy.
(213) 553-4330
Get behind this...
Or Get Out Of The Way.

BANGIE B

"I Don't Want to Lose Your Love"

Out of the Box...

WNVZ
PWRPIG
B96
WKSS
KZZB
WCKZ
KZFM
KPRR

The first single and sizzling
video from her hot self-titled
debut album

BANGIE B

On Bust It/Capitol cassettes, compact discs and records.

Produced by James Earley
Executive producers: M.C. Hammer
and Louis K. Burrell.

©1991 Bust It/Capitol Records

NEW & ACTIVE

WHITNEY HOUSTON (Miracle) (Arista)

10. Move: Up 3, Same 9, Down 0, Adds 4 including WZOU, WJAS, WJMK, XL1067.

R. B. and I" (Religious) (WB)

11. Move: Up 7, Same 3, Down 0, Adds 2 including WXKS, WLLL, KRCU, WQMG.

STYX "Love At First Sight" (A&M)

12. Move: Up 3, Same 2, Down 0, Adds 2 including WXKS, WLLL, WQMG, WGLL.

BLACK & BLUE "Lies" (A&M)

13. Move: Up 1, Same 10, Down 0, Adds 2 including WZQQ, WZQX, WZQX.

Ralph Tresvant "Black Bone Gentleman" (MCA)

14. Move: Up 7, Same 3, Down 0, Adds 2 including WXKS, WLLL, KRCU, WQMG.

VOICE CHOICE "Every Night" (EMF)

15. Move: Up 1, Same 10, Down 0, Adds 2 including WZQQ, WZQX, WZQX.

BLACK & BLUE "Lies" (A&M)

16. Move: Up 1, Same 10, Down 0, Adds 2 including WZQQ, WZQX, WZQX.

Jellyfish "Baby's Coming Back" (Charisma)

17. Move: Up 5, Same 7, Down 0, Adds 2 including WXKS, WLLL, KRCU, WQMG.

"Ring My Bell" (Capital)

18. Move: Up 5, Same 7, Down 0, Adds 2 including WXKS, WLLL, KRCU, WQMG.

"Ring My Bell" (Capital)

19. Move: Up 5, Same 7, Down 0, Adds 2 including WXKS, WLLL, KRCU, WQMG.

Rush "My Heart is Falling Me" (SBK)

20. Move: Up 10, Same 12, Down 0, Adds 3 including WZQQ, WZQX, WZQX.

Marc Cohn "Walking In Memphis" (Elektra)

21. Move: Up 9, Same 12, Down 0, Adds 1 including WZQQ, WZQX, WZQX.

The Making of... "Word Of Mouth" (Atlantic)

22. Move: Up 10, Same 12, Down 0, Adds 3 including WZQQ, WZQX, WZQX.

Steve Miller Band "Circle of Love" (Wea)

23. Move: Up 10, Same 12, Down 0, Adds 3 including WZQQ, WZQX, WZQX.

"Part Of Me" (MCA)

24. Move: Up 10, Same 12, Down 0, Adds 3 including WZQQ, WZQX, WZQX.

"Part Of Me" (MCA)

25. Move: Up 10, Same 12, Down 0, Adds 3 including WZQQ, WZQX, WZQX.

"Part Of Me" (MCA)

26. Move: Up 10, Same 12, Down 0, Adds 3 including WZQQ, WZQX, WZQX.

"Part Of Me" (MCA)

27. Move: Up 10, Same 12, Down 0, Adds 3 including WZQQ, WZQX, WZQX.
How do you follow up a Grammy Award, the Teen of the Year, three Top-10 hits, a No. 1 single, and a 6x Platinum worldwide smash?

With "TIME, LOVE & TENDERNESS," the new album from Michael Bolton, featuring the lead single and video, LOVE IS A WONDERFUL THING.

IT'S LOVE AT FIRST LISTEN...

See Michael on "Saturday Night Live," April 20.

On Columbia.
**Urban Contemporary**

<table>
<thead>
<tr>
<th>Week</th>
<th>Chart Position</th>
<th>Artist</th>
<th>Title</th>
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<tbody>
<tr>
<td>1</td>
<td>1</td>
<td>Johnny Gill</td>
<td>Wrap My Body (Motown)</td>
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<tr>
<td>2</td>
<td>2</td>
<td>Tanya Tucker</td>
<td>I Need You (Atlantic)</td>
</tr>
<tr>
<td>3</td>
<td>3</td>
<td>Debra \n</td>
<td>4</td>
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<tr>
<td>5</td>
<td>5</td>
<td>Isley Brothers</td>
<td>Let's Lay It All On Me (Arista)</td>
</tr>
<tr>
<td>6</td>
<td>6</td>
<td>Toto</td>
<td>Hold The Line (Atlantic)</td>
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<td>7</td>
<td>7</td>
<td>Bruce Springsteen</td>
<td>Born To Run (Columbia)</td>
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<td>8</td>
<td>8</td>
<td>Journey</td>
<td>Don't Stop Believin' (A&amp;M)</td>
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<td>9</td>
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<td>Rod Stewart</td>
<td>Live For The Moment (Reprise)</td>
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<td>Stevie Wonder</td>
<td>You've Changed (Motown)</td>
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<td>Simple Minds</td>
<td>There's A Light That Never Goes Out (MCA)</td>
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<td>12</td>
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<td>Chicago</td>
<td>Does Anybody Really Know What Time It Is (Capitol)</td>
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<td>13</td>
<td>13</td>
<td>Randy Travis</td>
<td>On The Other Hand (H awkwind)</td>
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<td>14</td>
<td>LED Zeppelin</td>
<td>Stairway To Heaven (Atlantic)</td>
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<td>15</td>
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<td>Elton John</td>
<td>Don't Go Breaking My Heart (Mercury)</td>
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<td>16</td>
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<td>Fleetwood Mac</td>
<td>Landslide (At The Palace)</td>
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<td>17</td>
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<td>Carole King</td>
<td>It's Too Late (A&amp;M)</td>
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<td>18</td>
<td>18</td>
<td>Don McLean</td>
<td>American Pie (Elektra)</td>
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<td>19</td>
<td>19</td>
<td>Dion</td>
<td>Runaround Sue (Columbia)</td>
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<tr>
<td>20</td>
<td>20</td>
<td>James Taylor</td>
<td>I Need You (Capitol)</td>
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**Active, Top 10 1982**

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<td>17</td>
<td>1</td>
<td>Robert Palmer</td>
<td>Mercy Mercy Me (EMI)</td>
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<td>18</td>
<td>2</td>
<td>Huey Lewis &amp; The News</td>
<td>The Heart Of Rock &amp; Roll (Capitol)</td>
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<tr>
<td>19</td>
<td>3</td>
<td>Pointer Sisters</td>
<td>He Ain't Heavy, He's My Brother (A&amp;M)</td>
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<tr>
<td>20</td>
<td>4</td>
<td>Talking Heads</td>
<td>Modern Classics (Sire)</td>
</tr>
<tr>
<td>21</td>
<td>5</td>
<td>Steve Miller Band</td>
<td>The Joker (Atlantic)</td>
</tr>
<tr>
<td>22</td>
<td>6</td>
<td>Billy Joel</td>
<td>Only The Good Die Young (Columbia)</td>
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<td>23</td>
<td>7</td>
<td>John Lennon</td>
<td>Imagine (EMI)</td>
</tr>
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<td>24</td>
<td>8</td>
<td>Barbra Streisand</td>
<td>Evergreen (Columbia)</td>
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<td>25</td>
<td>9</td>
<td>Paul McCartney</td>
<td>Driving US Mad (EMI)</td>
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<td>26</td>
<td>10</td>
<td>Fleetwood Mac</td>
<td>I'm Gonna Stick With You (At The Village)</td>
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**New & Active**

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<tr>
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<td>New Kids On The Block</td>
<td>Step By Step (Epic)</td>
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<td>Journey</td>
<td>Freedom Of The Night (Atlantic)</td>
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<td>71</td>
<td>REO Speedwagon</td>
<td>Keep On Loving You (Capitol)</td>
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<td>72</td>
<td>KD Lang</td>
<td>Hallelujah (Mercury)</td>
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<td>73</td>
<td>Don McLean</td>
<td>American Pie (Elektra)</td>
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<td>74</td>
<td>Fleetwood Mac</td>
<td>I'm Going Down (At The Palace)</td>
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<td>Stevie Nicks</td>
<td>Rhiannon (ABC)</td>
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<td>Andrew Gold</td>
<td>Thanks To The Rain For Making Me (Epic)</td>
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<td>Keep On Loving You (Capitol)</td>
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<td>Todd Rundgren</td>
<td>Something/Anything (A&amp;M)</td>
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<td>Hall &amp; Oates</td>
<td>Maneater (Capitol)</td>
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<td>80</td>
<td>REO Speedwagon</td>
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**New & Active Reporters, Full Service Pg. 59**

**Ad Tracks**

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<td>REO Speedwagon</td>
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<td>Bee Gees</td>
<td>Stayin' Alive (ABC)</td>
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**Country**

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**New & Active**

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**New & Active Reporters, Full Service Pg. 59**

**Buckwild**

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**New & Active Reporters, Full Service Pg. 59**