Attack On The Budget-Busters

Stations continuing to tighten belts in uncertain economic times; KCMO/KC turns unsold avails over to programming

First in a two-part series.

According to industry analysts, 1991 was the radio industry’s worst ad year since World War II. Although the new year has brought increased hope of economic recovery, an exclusive R&R survey of key radio stations around the country indicates that station managers are hugging their belts and cutting their costs.

“I’m glad 1991 is gone, and I’m looking forward to the first quarter to end,” lamented KFMP/Chico, CA GM Jeff Kruger. “Business has been very discouraging. With all the work we do to make this the best-sounding, most-listened to radio station, it doesn’t mean a rat’s ass if the dollars aren’t there. Our national business was off over 22% last year.”

Over all, Kruger estimated KFMP trimmed $100,000 from its budget. “That’s about what we were off last year. And if we take a similar hit in ’92, who knows? We might be gone. But I certainly don’t expect that to happen.”

Management Test

Maitri Communications
Chairman/CEO Milton Malitz

“A company’s ability to survive is defined by the bad years, not the good years.” — Milton Malitz

Urban Joins RCA

As Sr. VP/Ops

Eighteen-year industry veteran Ron Urban has returned to RCA Records as Sr. VP/Operations. He will be based in New York and report to President Joe Galante.

Galante said, “Ron brings a wealth of knowledge to our team as well as an understanding of the structure at BMG. His experience will help us in building and guiding the future.”

“I’m pleased to be rejoining the RCA team,” said Urban. “Under Joe’s direction, the label is poised to develop into a diversified powerhouse company. My experience in the industry and familiarity with RCA Records will enable me to make a positive contribution to the success of this company.”

Urban was most recently Executive VP/GM of EMI Records prior to its consolidation into EMI Records North America. Before that, he served as VP/Finance & Administration at Arista Records. His background also includes a tour of duty with PolyGram Records and a seven-year stint at RCA.

It’s Official: KMCPC/L.A. Flips to All-Sports Format

Legends station uses its Angels, Rams, UCLA affiliations as anchor for new format

KMCPC/Los Angeles — the legendary station that gained fame with big-name personalities and sports programming — will drop its VH format in favor of all-sports. The transition will be completed before the start of the spring Arbiter.

Golden West Broadcasters President/KMPC GM Bill Ward said the change had been considered for “a long time.” He added that the station used Critical Mass Media and its execs Randy Michaels and Joel Lind to develop the concept and to conduct market research in preparation for the change.

“We’ve got hundreds of hours of play-by-play every year, and it’s increasingly difficult to re-cycle audience into any other format,” said Ward. “WFAN- New York and WIP/Philadelphia have had much success with all-sports stations, and we have a lot more play-by-play resources than either of them had when they entered the format.”

Ward said longtime morning host KMCPC/See Page 29

Tenenbaum New MCA Senior VP/Promotion

Impact Records Sr. VP/Promotion Steve Meyer, who exited last month, MCA also extended its long- term distribution deal with Impact.

“I’m very excited about Bruce’s appointment,” said label President Richard Polumbus. “He brings hands-on experience and leadership qualities to the label in one of the most competitive periods in our industry’s history. His skill in obtaining the important exposure our artists need to build their careers will be a great asset.”

TENENBAUM/See Page 29

MTV, R&R To Debut Music News Service

Joint fax venture hits stations Monday

MTV and R&R have teamed up to produce a weekly fax newsletter for radio. Beginning February 3, the MTV/R&R MUSIC FAX will hit the desks of more than 1000 industry and media executives each Monday morning with a host of newsworthy, real-time, awe-inspiring, fact-filled reports, and provocative TV and music events.

R&R Publisher Bob Wilson commented, “We’re excited to be a part of this new music news service. Using R&R’s proprietary HOT- FAX delivery system, MTV/R&R MUSIC FAX brings our individual newswriting strengths together, benefiting radio stations and their listeners.”

Added MTV Sr. VP/Marketing Hershell Seltzer, “MTV has the largest international news organization in the world of music and pop culture, and we’re thrilled to share these resources to further our partnership with radio. Radio & Records is the most credible and capable partner we could hope for.”

KUKU & KUPD

Settlement Looms

A settlement agreement pending before the FCC may lead to new ownership for KUKU/KUPD/Tempe (Phoenix), AZ. A federal appeals court last week sent the long-running dispute back to the Commission, which had found current owner Tri-State Broadcasting Co. Inc. unfit to be a licensee.

Under the proposed settle- ment, former owners Jack and KUKU/KUPD/See Page 29
A Movie For All Ages... A Song For All Time

Beauty and the Beast

From The Original Motion Picture Soundtrack
On Walt Disney Records

Winner of the Golden Globe Award for
Best Original Song from a Motion Picture

Performed by
Celine Dion
and
Peabo Bryson

Produced by Walter Afanasieff

COLLEY WTMX PD
Bonneville Names Patton As Pres.

Patton Broadcast Management President, John Patton has been appointed President of Bonneville Broadcasting System, the same division of Bonneville International Corp. he headed in the early 1980s. He'll assume most of the duties previously handled by former President/CEO James Ospel, who left in November (R&R 11/22/91).

Meanwhile, WTMX/Chicago interim PD/Booneville AC PD Fred Colley has been officially named PD of the Windy City AC outlet. He succeeds Lorna Osmun, who has already exited.

In making the Patton announcement, Bonneville International Corp. Sr VP Booneville Major Market Radio Group President Jack Adamson commented, "John's both a future and a realist. This division can lead the way for radio stations in the very difficult business environment we all face."

Noted Patton, "I'm delighted to be back with Booneville. BBS has a rich heritage in B/EZ and, in recent years, has developed a track record in other formats. My first task will be to find out how we can better service our customers and fulfill their needs."

Colley told R&R, "It's a wonderful programming opportunity in one of the best radio markets in the country. The possibilities for the visable, and planned are endless. There are many other people out there who would like to be sitting in this chair. I'm lucky and honored to have been chosen."

Patton previously managed KRRK/Seattle and KJUE/Denver. Before joining Bonneville two years ago, Colley programmed WRBM/FM/Chicago and was MD at crosstown outlets WLUP and WIND.

American Urban Net Sets Executives

Bryant, Williams Co-Presidents

Bryant
Jim Bryant and E.J. Williams have been named Co-Presidents of American Urban Radio Networks, the new web spawned by the merger of Sheridan Broadcasting and the National Black Network. The pair will report to company Chairman Sydney Small and Ronald Davenport.

"This partnership clearly signals to advertisers and agencies that a new era in national black media has Dawsoned," said Williams. Bryant was formerly NNs President, advanced to VP/Operations. Before that he held a variety of management, marketplace and market-

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65% Attendance Increase Expected For RAB Confab

More than 1100 radio sales executives were expected in Nashville for the RAB's 1992 Managing Sales Conference (January 30 to February 2), a dramatic 65% increase from last year's Persian Gulf War-depressed turnout of 666.

"The war definitely was a factor," RAB President Gary Fries told RAB. "But we said the gain in preregistrations also was due in part to this year's theme, "Radio Survival School," with its emphasis on sales techniques to battle the nation's economic recession. Fries said the sessions have been designed to give attendees ideas they can use immediately.

Responding to complaints last year that the overwhelming Hotel inhibited contact between new participants and industry veterans, RAB said it would introduce a private cocktail lounge for after-hours socializing. Herb's Place, featuring life-size cardboard cutouts of conference chairmen and Gramam Communications President Herb McCord, will be open each night of the conference.

"Jazzer" Events

Despite complaints from exhibitors last year, Fries said he was not about to persuade the hotel to move the basic packages to an exhibit hall to a more accessible location. However, Fries - who took the helm of the RAB in December to succeed "Jazzer" events to draw foot traffic into the exhibit hall and said the number of exhibitors has doubled from last year.

Fries also reported an increase in RAB membership. After hitting a low of 280 in October, membership shot up to 2806 on Monday (1/27). "We're probably the only trade association in any of the media that's growing right now," he said.

The RAB bids goodbye to Nashville after this conference. Beck-Ross Communications President Tom Lumpwill be Chairman of the 1993 gathering, slated to be held at Dallas' Loews Anatole Hotel.

WARC PREVIEW

Ambassador Hopeful About DAB Allocation

Ambassador Jan Baran said he's optimistic about chances for agreement on a DAB allocation as he prepared to leave Washington for Torremolinos, Spain, where the World Administrative Radio Conference begins Monday (2/3).

Although the U.S. stands alone in proposing a satellite DAB band at 2300 MHz, Baran said, "We had expressions of relief from Japan and Europe that at least we were closer to their proposals [2500 MHz] than L-band [1100 MHz]." But the head of the U.S. WARC delegation concedes the first order of business is to try to come to terms with Canada and Mexico, which are still pushing L-band. "It's important to resolve our differences hemispherically, but that we have in common is that we want the technology to be available." Baran said it appeared France would break ranks with the other European countries and support L-band DAB, but added he was unaware of rumors that the Netherlands would also support L-band. Other known L-band backers include Australia and most Latin American nations.

If asked its possible the WARC would allocate DAB to several countries for different parts of the world, Baran said, "I don't consider it likely or inevitable but it certainly is a possibility." He refused to comment on whether the U.S. would exempt itself if an L-band DAB allocation is approved. The Bush administration has insisted that military and civilian teleport activity can't be mansed from the band to open space for DAB.

With the recent crumbling of the East Bloc (at least of its DAB delegations) are expected from republics of the former Soviet Union. Baran said he expected a "higher degree of openness and flexibility on everyone's part than may have existed in the past." The conference is scheduled to run through March 3.

Douglas Closes L.A. FM 'Trimulcast'

Douglas Broadcasting President N. John Douglas (center) has created the nation's first "Trimulcast," with his FM station KCRW in Santa Barbara in the north, KCOO in Escondido in the south, and KCRW-FM at the dual calling are KAGR Ventura, J stylus Huntler (left) and KOM/Falbrook sever Bob Jacobson. Both deals were brokered by Mark Jorgenson of Jorgenson Broadcast Brokerage.

Olympia Sale Plans Snagged

Olympia Broadcasting's plans to sell KYAK & KGOTI/Anchorage and KIAK-AM & FM/Fairbanks to Alpha & Beta Communications for $1.2 million are in limbo following a Seattle bankruptcy court hearing last Friday (1/24).
The court ordered the sale scuttled at the request of receiver Archie Kowen, because of continuing clashes between senior secured creditor Barclays Bank and junior lender Greyhound Financial. Greyhound repeatedly complained that the deal wasn't rich enough and wanted to be paid below Olympia's companies reorganization.
"The secured creditors couldn't decide by themselves how to divide the proceeds, and we couldn't get approval of the sale. Now it all be in the Barclays' and Greyhound's hands to put the deal together," Kowen said.
"No hearing date has been set on a proposed sale of the Olympia Broadcasting Networks division to Stephen Bunyard for $5.9 million in cash and notes. Kowen expects action next month when a reorganization plan is presented.

Other market activity this week:

- Robert F. Sillerman said Legacy Broadcasting has successfully completed a $4 million private placements. He said that his planned purchase of several Edens Broadcasting stations with Norm Feuer's Force II is still winding its way to a productive close. "We are in the process of doing a better job of closing the transaction."
- Chapter 11 casualty, T&H Communications has filed a chapter 11 bankruptcy petition with the SEC filing, also stating that it is not sure how to proceed, and has filed a motion to sell the company to the highest bidder. The company has also filed a motion to sell itself to a potential buyer at a price of $3.5 million.
- Louisiana broadcaster Joe Costello died. He was the owner of WRNO/ New Orleans, but he had also been a well-known host at several radio stations, including WRNO. He was known for his "talking like a book" style, which was adopted by many other radio personalities.
- Wink-Schwartz Communications has successfully closed a $10 million private placement of senior secured notes with institutional lenders with the aid of Oppenheimer & Co. Inc.

Jaco Negotiating New Deal

Jacod Communications said it's negotiating a new debt restructuring with its lenders just 13 months after successfully concluding a $100 million refinancing. Jacod officials said declining advertising revenues have left the company "unable to meet the financial covenants in its credit agreement."

Company officials also stated an SEC filing, "The company has requested from its senior lenders a waiver of this resulting default. The lenders, however, have so far declined to grant such a waiver, and instead are focusing on discussions with the company over a restructuring of Jaco's debt obligations into a capitalization that is designed for a longer term."
- Jaco CEO Terry Jacobs wasn't available for comment about possible settlement talks, but the company's say it believes it's still in the "early stage of discussions on possible options."
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AT&T Overhaul Its Radio Lending Group

T&T Commercial Finance will close its Media Group division offices in Atlanta and Portland, OR on June 30 as a part of a sweeping reorganization that consolidates all lending to its Morristown, NJ headquarters.

The company went through a "shrinkage" of its radio lending business, Medial Group VP-Steve Turpin told RAB. He said the reorganization is intended to streamline operations and "generate some fairly significant numbers in volume production this year."
- About 85 employees, including 12 in Atlanta will be affected. Most will be offered the opportunity to keep their jobs by relocating to New Jersey.
- Meanwhile, AT&T continues to strengthen its servicers in the area. Earlier this month, former Chapman Associates President Bill Cate lost control of WOGO-AM & FM/Brunswick, GA after AT&T said. Lee Mitchell has been appointed receiver of the combo.

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The Research Group.

Out of date.
(Research every 6 to 12 months.)
The Research Group approach made sense back in the '70s. You could have been quite successful back then buying once-a-year studies... Even if the interviewing was farmed out, even if it came with "boilerplate" recommendations, even if your "consultant" was really a salesperson, and even if it was overpriced.

But the '90s call for a new approach. Increasing market fragmentation and tougher competition require a fresh approach. Strategic's unique STAR program of ongoing research keeps you in touch with your listeners every week, all year long.

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Ask for James F. Smith, VP/Sales & Marketing, or Jennifer Hodlick, Account Manager. It's time you moved up to the next generation of research.
Anyone can sell telemarketing. But most who sell it don't really do it. They farm it out. Along with list purchasing and database management. You may only be buying a salesperson.

Direct Marketing Results owns its state-of-the-art predictive dialing facility. Our full time research director, our database manager and our production director target, execute, and follow up your campaign—all in house.

At DMR we're with you every step of the way.
**TRANSACTIONS**

**California FM Joins Westcoast**

Small deals dominate week’s weak trading action

**Deal Of The Week**

KKUS/San Luis Obispo, CA

**PRICE:** $800,000  
**TERMS:** Asset sale  
**BUYER:** Westcoast Broadcasting Inc., headed by Larry Woods. He owns KUG-AM & FM/Tulare, CA.  
**SELLER:** Gabriella Communications Inc., owned by Richard Mason  
**FREQUENCY:** 98.1 MHz  
**POWER:** 1kw  
**FORMAT:** Classic Rock

**Arkansas**

**KKXO & KLAZ**Hot Springs, AR

**PRICE:** $525,000  
**TERMS:** Transfer of stations to settle defaulted loan. The seller is relieved of liability for $525,000 owed to the buyer (the combo’s previous owner) due to a 1990 sale. A lawsuit which the buyer has filed against the seller is to be dismissed at closing.

**BUYER:** Noimalark Broadcasting Corp., owned by William Nolan Jr. and Edwin Anderson Jr. The company also owns KELD & KAYZ, AR; KTXJ-AM & FM/Mikegonge, TX; KYKJ & KZOR/Hubbs, NM; and KKM/ Fayetteville, AR. Phone: (501) 862-7777  
**SELLER:** KX Radio LP, headed by managing general partner Billy Thomas of Memphis. The company also owns KDEZ/Jonesboro, AR; KZKZ/ Greenwood, AR; WJCI/Bentonville, MS; WXL-AM & FM/Gulfport/Biloxi, MS; and KLAZ/Iota, LA. Phone: (901) 272-2093  
**FREQUENCY:** 1420 kHz; 105.9 MHz  
**POWER:** 5kw daytimer, 95kw at 994 feet  
**FORMAT:** AC, CHR

**KLRX/Redding, CA**

**PRICE:** $79,000  
**TERMS:** Transfer of station for $400 cash and settlement of $75,000 debt  
**BUYER:** Eugene and Joy Hill of Redding, CA. Eugene Hill is Station Manager of KEBW/Anderson, CA. Phone: (916) 222-0345  
**SELLER:** Eisman & Clark of North Hollywood, CA. Phone: (818) 761-1026  
**FREQUENCY:** 1230 kHz  
**POWER:** 1kw  
**FORMAT:** Classic Rock

**New York**

**WLNG-AM & FM/Sag Harbor, NY**

**PRICE:** $100,000  
**TERMS:** Transfer of 97 shares of stock, four of which are gifts to transferees. The buyer will pay $100,000 cash for 93 shares of stock and within 30 days will also extend to the licensee a loan for $150,000 at an interest rate equal to one point over the Citibank base rate  
**BUYER:** A group comprised of Sag Harbor, NY investors Paul Sidney, Ann Buckhout, and Robert Polz and East Orleans, MA investor Rosemary Nelson. At closing, Nelson will become the majority stockholder of the company. Phone: (508) 255-2991  
**SELLER:** Robert King of Ft. Lauderdale is selling his 97% stake in licensee Main Street Broadcasting Co., Inc.  
**FREQUENCY:** 1600 kHz; 92.1 MHz  
**POWER:** 500 watts day/20 watts night; 2.63kw at 350 feet  
**FORMAT:** Gold

**Pennsylvania**

**WZZC/Benton, PA**

**PRICE:** $540,000  
**TERMS:** Asset sale for $540,000 cash. Payment of a seller’s obligation to Hicks Broadcasting Co. in the amount of $50,000, and six-year promissory note for $110,000. The note is payable via the following schedule: $350,000 six months and one year following closing; 48 monthly installments of $1833; and a final balloon payment of $15,000. Additional compensation is authorized by a non-compete agreement in the amount of $110,000 to be paid in the same manner as the promissory note.

**BUYER:** Julia Conner of Kileen, TX. She owns a minority interest in KIZ-FM/Killeen, TX and are applicants for a new FM at Pleasant Hope, MO. Phone: (409) 774-0089  
**SELLER:** Tricom Broadcasting Inc., owned by Caroline and William Vance. They also own KEE/KJCS/Necoclodes, TX and KISI/Whitehouse, TX and are applicants for a new FM at Pleasant Hope, MO. Phone: (409) 774-0089  
**FREQUENCY:** 92.3 MHz  
**POWER:** 3kw at 259 feet  
**FORMAT:** Urban

**California**

**KLX/Redding**

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**TERMS:** Transfer of station for $400 cash and settlement of $75,000 debt  
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**FREQUENCY:** 1230 kHz  
**POWER:** 1kw  
**FORMAT:** Classic Rock

**Zapnews.**

(That's "AP" with a "Z")

Our "Z" gives new meaning to the words "wire service."

**Service:** We deliver service with a smile. The kind of service no other wire service can imagine. You'll enjoy the menu here's right for you. Pay only for what you order.

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**Zaffordable:** Zapnews has brought your competitors back to the wire service business.

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4th Quarter Trading Holds Steady

Station trading, which leveled off in the third quarter of 1991, remained flat in the final quarter. By comparison, though, two flat quarters was good news following a six-quarter plunge in the radio station trading market.

Transactions for the last three months of ’91 totaled $323 million, down only 9% from $340 million for the October-December ’90 period. The number of stations changing hands rose 12%—from 356 to 399.

The fourth quarter also posted increasing evidence that the trading market for radio stations, at least those with positive cash flows, has begun building a solid base of support. The two largest transactions of ’91 both occurred in the final quarter. And in a year that saw only 17 deals bring in over $10 million, six took place in the fourth quarter.

Infinity Broadcasting’s December deal to buy WFAN/New York from Emmis Broadcasting for $70 million was by far the largest transaction of the quarter and the year. It also set an all-time record price for a stand-alone AM. Infinity President/CEO Mel Karmazin hopes that, coupled with the company’s FM ratings giant WXKR/New York, the acquisition will give his group a look on morning drive ratings and dollars in the Big Apple.

Three radio groups that didn’t even exist a year ago secured major buys in the fourth quarter. Former Jacor Communications President Frank Wood returned to the industry via his new Broadcast Alchemy L.P., which put up a whopping $54 million to buy WDVE/Pittsburgh and WDNE & WFBQ/Indianapolis from Great American Broadcasting. Home Shopping Network co-founder Bud Passon continued building his new radio group with a $18.3 million deal to buy Gay Gannett Publishing Company’s WINZ & WZTA/Miami and WWIZ & WZTV/Orlando. And Herb McCormick added to his rapidly growing Granum Communications empire by picking up WBOS/Boston for $9 million from Ackeryley Communications.

The two brokerage companies that co-brokered the $54 million Great American sale to Broadcast Alchemy also shared top brokerage honors for the quarter—Jorgenson, Chapin & Company and the Mahlman Company. In terms of volume, the brokers at Media Venture Partners were busy buyers in the fourth quarter. They sold 25 stations for $36.3 million and easily topped all other firms for the full year, booking $85.5 million in sales.

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ROBERT E. BEACHAM, MANAGING DIRECTOR
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QUARTERLY UPDATE

State-By-State Transactions 1991 fourth quarter results

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Total 4th Qtr. 85 1 23 84 103 399
3rd Qtr. Stations Traded 289
2nd Qtr. Stations Traded 270
1st Qtr. Stations Traded 222
Total 1991 Stations Traded 1180

*Counts as two stations
WINNING IN THE NINETIES

JUNE 11-13
CENTURY PLAZA • LOS ANGELES

KEY EVENTS

FORMAT SESSIONS
Stimulating sessions encompassing AC, AOR, CHR, Classic Rock, Country, R&B, New Rock, Rock AC and UC/Black Radio will be packed with panels of winners, case studies, marketing, music, promotions, and solutions to the unique problems confronting each format.

RADIO ON RADIO
A self-analysis session, featuring interaction between industry leaders and audience members discussing the serious challenges facing the industry and some of the choices for the future.

MODERATED BY
Larry King and Garry Woll

WHAT'S BETWEEN THE RECORDS?
Straight talk about "ad clustering," how much "talk" is too much, how diary keepers define "talk". Rob Balon reveals the latest exclusive research and shows you how your station can deliver to both listeners and advertisers.

THE RETAIL MUSIC CHALLENGE
MARKETING IN THE '90s
Chris Beecum's innovative sales and marketing approaches to the needs of the music industry in a unique presentation on solutions for better sales through new retail marketing options.

AIR PERSONALITY SESSIONS
Building a Morning Show and Power Phones
Two unique talent seminars moderated by Dan O'Day

PLUS: MORE SESSIONS
T.J. Martell Rock 'n' Charity Week Long Celebration.
Sun 6/7 - Annual Music Industry Tennis Open
Racquetball Tournament
Rock 'n' the Rock Celebrity Hockey Games
Wed 6/10 - Celebrity Golf Classic & 10th Annual Rock 'n' Bowl
Thu 6/11 - T.J. Martell Celebrity Silent Auction
Sun 6/14 - Celebrity Softball Games

REGISTRATION:

REGISTRATION $365
EARLY BIRD RATE* $335
SPECIAL RATES** $275
SMALL RADIO/EDUCATIONAL RATES
**Late fee (after May 28, 1992) is $25. Reservations must be submitted in order to qualify for discounted rates. Notification of change in registration must be received before May 28, 1992.

REGISTRATION INCLUDES:
All sessions, meetings, Welcome Cocktail Party, Superstar Saturday Night Show, and admission to all Hospitality Rooms and events. Note: All guest ticket sales are donated to T.J. Martell Foundation.

HOTEL RESERVATIONS:
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1-800-433-1790
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Attn: Reservations Dept. / R&R Convention

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"OFFICIAL AIRLINE OF R&R CONVENTION "92"

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CHARGE IT!

MAY 1-7, 1992
CARLSBAD, CALIFORNIA
CONFERENCE CENTER
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CALL 1-800-433-1790 FOR FURTHER INFORMATION.

WHAT'S NEXT?
RADIO PERSONALITY SESSIONS
SUN 6/14
CELEBRITY SILENT AUCTION
THURSDAY WELCOME COCKTAIL PARTY
CLUB R&R
3-NIGHT CELEBRITY اللاي ICU NIGHT SHOW
SATURDAY NIGHT SUPERSTAR SHOW
Top 10 Transactions:

4th Quarter '91 Deals

1. $70,000,000 WFAN/New York to Infinity Broadcasting
2. $54,000,000 WDEV/Pittsburgh and WNDE & WFBO/Indianapolis to Broadcast Alchemy
3. $18,300,000 WINZ & WZTA/Miami and WWNZ & WZTU/Orlando to Paxson Enterprises
4. $13,000,000 KSFO & KYAI/San Francisco to First Broadcasting Co.
5. $12,000,000 WNDR & WNTO/Syracuse and WWVA & WOVL/Wheeling, WV to Osborn/VSA Communications L.P.
6. $11,400,000 KOPA & KSLX/Scottsdale (Phoenix), AZ to Great American Broadcasting
7. $9,750,000 KING-AM & FM/Seattle to Classic Radio
8. $9,450,000 Willis Broadcasting Corp. stations to Willis Family Broadcasting Inc.
   - WESL/East St. Louis, IL
   - WWCA/East Chicago-Gary, IN
   - WIMG/Ewing (Trenton), NJ
   - WGSP/Charlotte
   - WBXB/Edenton, NC
   - WURD/Philadelphia
   - WXSS/Memphis
   - KDFT/Ferris-DeSoto (Dallas), TX
   - WPCE/Portsmouth (Norfolk), VA
9. $9,000,000 WBOS/Boston to GCI Boston Inc.
10. $8,750,000 KWIZ/Santa Ana, CA to International Radio Ltd.

1990 4th Quarter Broker Results

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1990 Total: $356 Total 1991: 399

Dollar Volume By Month

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Stations Traded By Month

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<td>175,041</td>
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THE SUPERIOR STICKER.

For over two decades, Communication Graphics has been dedicated to a degree of excellence that has made us the dominant supplier of window and bumper stickers in the radio industry. By combining automotive pigments with better, thicker inks on heavier, higher quality vinyl, you receive a fade resistant decal far superior to any other on the market today.

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The Year's Biggest Deals

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<th>Price</th>
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<td>$70,000,000</td>
<td>WAFI/New York to Infinity Broadcasting</td>
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<td>$54,000,000</td>
<td>WVET/Philadelphia and WNDE &amp; WPGB/Indianapolis to Broadcast Alchemy</td>
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<td>$40,000,000</td>
<td>WCCO &amp; WLTE/Minneapolis to CBS Inc.</td>
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<td>$28,900,000</td>
<td>WWOR/New York, VA &amp; WRVA &amp; WRVP/Richmond to Force II</td>
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<td>$20,000,000</td>
<td>WAVAF/Arlington, VA (Washington) to Salem Communications</td>
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<td>$19,000,000</td>
<td>WPVR/Chicago to Major Broadcasting</td>
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<td>$18,200,000</td>
<td>WINZ &amp; WZTA/Miami and WWINZ &amp; WZTU/Orlando to Paxson Enterprises</td>
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<td>$15,200,000</td>
<td>Durham Life Broadcasting Transactions: WPTF (AM)/Raleigh-Durham to First State Communications; WODR/Raleigh-Durham, WMFX-AM &amp; FMR-Laurinburg, NC, and Southern Farm Network to Carolina Media Group</td>
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<td>$14,157,976</td>
<td>Robert Schmidt acquiring 50.56% of KAYS inc. from Ross Steach</td>
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<td>$13,000,000</td>
<td>KSFO &amp; KYA/San Francisco to First Broadcasting Co.</td>
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<td>$12,630,000</td>
<td>Citizens Communications Corp. purchase of Price Broadcasting Co. stations</td>
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<tr>
<td>$12,000,000</td>
<td>KMOE-AM &amp; FM/Phoenix to Bonneville International Corporation</td>
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<td>$11,480,000</td>
<td>KOPA &amp; KSLX/Scottsdale (Phoenix), AZ to Great American Broadcasting</td>
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<td>$10,150,000</td>
<td>KMZX/San Diego to San Diego Broadcasting</td>
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1991 Radio Transaction Summary: Building A Base

The second half of 1991 may have provided an answer to the question everyone was asking a year ago: "When will it end?"

The steep plunge in station prices that dominated all four quarters of 1990 continued through two more quarters in 1991, according to pricing data assembled by R&R. Then the market appeared to have found a new base to build from, as station trading leveled off during the second half of the year.

A quick review of the statistics: Trading volume dropped 42% in the first quarter of 1991, 38% in the second quarter, and 38% in the final quarter of '90. The trend continued in the first quarter of 1991, which was down 38%, and the second quarter, down 57%. But the third quarter was off a mere 2% and the fourth quarter of '91 slipped only 5%. All comparisons are to the same period a year earlier.

If two quarters can be said to constitute a trend, it may be that the market has leveled off for radio station trading. 1992 has barely begun, but faithful followers of R&R's weekly Transactions section have no doubt observed that trading volume is running slightly ahead of year-ago levels.

Reviewing 1991
To provide you with a useful review of last year's trading activity, R&R has assembled 12 months of data into several easy-to-read charts. In the box at left is a list of all station and group sales announced in 1991 with price tags over $10 million. Also, in the shaded box above is a quick rundown of the basic trading statistics for last year.

R&R systematically collects station trading information from a wide variety of sources. Experienced financial journalists review every license assignment or transfer application filed with the FCC, collate information from brokerage and corporate announcements, examine SEC and state securities filings, and receive information from a wide network of industry dealmaking sources in order to make our transactions summaries the most complete and valuable in the industry. Please note: These statistics include announced but subsequently cancelled sales, as well as some deals awaiting FCC approval.

On Page 17, the exclusive Broker Scorecard ranks the top-grossing brokerages according to the dollar...

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Attorney-at-Law

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But the best operators in competitive markets ask, “What about quality? Satellite programming sounds canned and bland. I am a winner and I want a format which can win in my market.”

We agree. And we have created a fundamentally new form of full-time satellite program. REAL TIME PROGRAMMING from Superadio. Superadio’s new rock AC format, CITY-FM™, is designed to win big shares in competitive markets. Here’s what Superadio’s CITY-FM™ does differently:

**Other Satellite Formats**
- Feed to four time zones simultaneously
- Generic time checks: “It’s *ten past the hour* (yawn)...” “Coming up *later today*...”
- Generic programming in the morning
- Awkward 1-second pauses at some breaks
- Bland DJs
- Music and format flow must work for two dayparts in three time zones simultaneously
- Bland “Satellite” sound

**Superadio’s CITY-FM™**
- REAL TIME PROGRAMMING precisely synchronizes feed to your time zone
- Precise time checks: “*It’s eight-ten this Tuesday morning.*” “Coming up at *eight-thirty*, news, weather and sports.”
- A million-dollar, major market morning show!
- Seamless, invisible integration between satellite and local
- Top ten market star personalities
- Music and format flow tuned precisely to each daypart
- Result: Exciting, live, personality radio with great music flow!

CITY-FM™ has what you need to win in a competitive market. Major market personalities. A “showcase” morning show. Highest-quality programming synchronized to your time zone. All in CITY-FM™ from Superadio, the pioneer in REAL TIME PROGRAMMING via satellite. Lock it up in your market by calling Dan Forth, Vice President/General Manager, right now at (212) 302-1100. *Introductory pricing in effect for a limited time only.*
CLOSED !!!!

THE #1 SALE OF 1992
Billboard Magazine - Medium Market
"Adult Contemporary Station of the Year" - 1991

WMMO-FM, Orlando, Florida
Radio Orlando Partnership
to Granum Communications, Inc.

$8,150,000

THANKS TO EVERYONE THAT MADE IT HAPPEN:

James E. Martin, Jr.        Herb McCord
Brody Timm          Kohlberg, Kravis & Roberts
P. N. Radio          Chase Manhattan Bank
Harley Park          Michael Weinstein
Trisha Fiero          Peter Ferrara
Bruce Timm            Larry Bernstein, Esq.
Chuck Cooper          Bob Poe

The undersigned initiated this transaction and assisted Radio Orlando in the negotiations.

George Reed - Vice President - Jacksonville, Florida

MEDIA SERVICES GROUP, INC.
Acquisitions • Valuations • Financing • Consultation
Washington • New York • Chicago • Boston • Providence • Atlanta • Kansas City • Salt Lake City • Jacksonville
(703) 243-2310

1991 State-By-State Radio Transactions

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*Counts as two stations

January 14, 1992

950 Communications Corporation
Donald C. Alexander, President
has acquired

WIBX (AM) & WLZW (FM)
Utica, New York

from

Maritime Broadcasting Associates, L.P.

The undersigned initiated the above, assisted in the negotiations and acted as the exclusive broker for the transaction.

Richard A. Foreman Associates
Media Brokerage & Consulting
330 Emery Drive East
Stamford, CT 06902
203/327-2600
**Broker Scoreboard**

**1991 fourth quarter results**

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</table>

*All figures in millions (rounded)*

**Transaction Summary**

Continued from Page 14. Value of announced deals, along with the number of stations sold. The brokerage statistics include only the value of announced radio station trades. Sales of other broadcasting-related properties which are exempt from FCC licensing, such as networks or production houses, are not included. In transactions involving multiple brokerage houses, equal credit is assigned to each broker.

To give you a graphic picture of last year's trading statistics, charts on Page 16 depict monthly-monthly station trading for 1991, by both dollar volume and the number of stations traded, against the 1990 figures. In addition, there's a state-by-state breakdown of transactions on Page 16, listing sales by facility type.
Stairs Climbs To KIOI/SF As PD

Gold KMXI/Portland PD Bill Stairs will join co-owned Fairmont Communications AC KIOI/San Francisco as PD on Monday (2/3). He succeeds Fairmont VP/Programming Bobby Cole, who's exiting to form his own consultancy.

Simultaneous with Stairs's KMXI departure, APD/morning man Craig Johnson will become KMXI PD and retain his morning drive duties. Dan Dubay becomes APD.

Stairs told R&R, "San Francisco's home for my wife and me. I'm very familiar with the K-101 staff and have worked with probably 80% of them before. It will be very comfortable for me.

"The average K-101 listener will not hear any radical changes. We'll do some things to get the ratings up, but I'm certainly not looking at any type of turnaround situation. We need to market the hell out of the station, fill everyone's nails full of wind, and have fun."

Stairs had been at KMXI since August 1989. He previously programmed KYU/San Francisco.

Santoni Rises To WLLZ PD Position

Consolidation and cost-cutting continue at Group W, which has elevated MD Chuck Santoni to PD at heritage AOR WLLZ/Detroit. A five-year WLLZ vet with no prior programming experience, Santoni succeeds Jay Clark, who exited last week despite leading the station to one of its best books in recent years.

Santoni is a well-known Detroit radio personality, having spent 15 years on-air at WARB, WWWW, and WLLZ. He joined WLLZ in 1987 and was upped to MD last year.

"Although this is something of a new field for me, I've been interested in programming for some time," he told R&R. "I've been more involved with programming since becoming MD, so it shouldn't be a difficult adjustment."


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EXECUTIVE ACTION

Kaufman Named RCA West Coast A&R VP

Bennett Kaufman has been elevated to VP A&R, West Coast at RCA Records. "Bennett's passion and creativity have enabled him to reach this position," said RCA President Joe Galante. "He's dedicated to the company and the music he's involved with, and I'm thrilled to have him with our team."

Kaufman joined the label five years ago and was most recently Sr. Director A&R. Before joining RCA, he spent three years in national promotion at Gold Mountain Records.

Big Beat Beefs Up Staff

Three new appointments have been made at Big Beat Records: Michael Canter to VP Sales, Steve Greenberg to VP A&R, and Suzanne Lewinter to Product Marketing Director. Big Beat President Craig Kallman commented, "Mike, Steve and Suzanne bring a wealth of experience in the record industry and are the right people to help drive our growth and success."

Bergamo Joins Ray Lynch Productions

Former MCA Distribution President Al Bergamo has been tapped to supervise the marketing and sales departments for Northern California-based Ray Lynch Productions. The longtime industry veteran will also oversee the company's record label and catalog, which consists primarily of product by NAC artists Ray Lynch.

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IT COULD ONLY COME
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SUMTER EXITs
Waldron GM/PD
AT KUTO/SLC

Gary Waldron has been tapped to succeed D&B Broadcasting CHR KUTO (999.5)/Salt Lake City GM/PD morning man Jim Sumpter, who recently resigned. Market veteran Waldron will assume all of Sumpter's former duties except morning drive.

Waldron told R&R, "This is a great situation. I've also got an equity interest in the station. Basically, we're going to keep things set on the course we're on right now—though we are looking to grow a bit 25-34 while keeping our teen base intact. That way we can have a lot of fun and try to make some money."

Sumpter, who also held an equity position with the station, said, "We've put a lot of hard work into this station, and it's very disappointing to see it end this way. The problem is the sales department. We certainly had the numbers to make money if it were to look somewhere else in the market."

Waldron was formerly PD at crosstown CHR KISN for seven years. Before that, he programmed KCPS-AM & FM/Salt Lake City for nearly a decade.

NAACP Honors Jackson

Janet Jackson (c) received the Chairman's Award for her humanitarian efforts and charitable contributions during the 24th annual NAACP Image Awards. The award was presented by Kea (l) and Keisha Croft, high school dropouts who returned to school after being inspired by Jackson's "Rhythm Nation 1814" album. The A&M artist in turn presented the sisters with their graduation lassos, which she had framed for the occasion.

Two Louisville CHRS Form LMA

WKZS staff exits in deal with WDJX

Neon Communications CHR WKZS/Louisville has inked a five-year deal with two-yearstation Sunny CHRI combo DWJX-AM & FM. As a result, much of the WKZS staff has exited, including VP/GM Jon Horan, VP/Programming Buddy Scott, PO Joed Widdows, the entire on-air lineup, and the sales force. Neo will remain a small support staff to run Christian WFWA/ Louisville under GM Joyce Kinser.

"We believe this is the first time two stations in the same format in the same market have worked an LMA. It was a near perfect relationship since we shared a lot of the same advertisers. The CHRI format exclusivity should help WDJX in many ways and allow WKZS to become a more profitable outlet with a new direction. We're doing research right now and should have it figured out in the next two weeks. The WKZS calls will change, if needed."

KLKK Flips: CR

To AOR KRXX

Estereom Classic Rock KLKK/Minneapolis changed format Tuesday (1/28) to mainstream AOR as KRXX (93X). PD Joe Krause and his staff remain in place. "The Twin Cities have lacked a mainstream rock station for years," remarked VP/GM Steve Woodbury, "Massive numbers of listeners have become enormously frustrated with this market void. 93X will serve the disenfranchised fans of today's new rock."

For the two years, KLKK has been competing against market powerhouse KQRS, which straddles a fine line between conservative AOR and Classic Rock. Minneapolis also features eclectic AOR KTCZ, New Rock KJJO, and Z-Rock affiliate KMZQ.

Atlantic Completes Rhino Label

Distribution Deal

Rhino Records has entered into a distribution deal with Atlantic Records, effective March 31 when Rhino's current agreement with CEMA expires.

"We're extremely excited," said Rhino President Richard Foos. "The Atlantic catalog is unparalleled for its musical legacy. We're thrilled to distribute our releases through the WEA system domestically and via Warner Music International around the world."

Atlantic Vice Chairman/CFO Mel Lewister commented, "We're very proud to enter into this agreement with Rhino, which has set the standard for high-quality compilations. Their expertise is second to none, and they boast a rare combination of musical knowledge, artistic sensibility, and marketing savvy."

Atlantic Director/Catalog Development Yves Beausoleil will help facilitate Rhino's use of Atlantic material in addition to maintaining his current Atlantic compilation duties.

KCFM/KIC Taps Hayes GM; Morgan PD

KYTVM/Springfield, MO GM Jerry Hayes has transferred to Country radio sister KCFM/Kansas City as VP/GM. He succeeds Bud Garrett, who left to become a partner in a local airborne traffic service.

Kevin Morgan, a news reporter at cross-town KCMH, has been named PD.

McKay Station Manager For M.M. Group's WTLT, WNRJ, WWHT

Stacy McKay, PD at Contemporary Christian WTLT (The Light/Circleville, Columbus), OH, has been promoted to Station Manager. Besides WTLT, she'll also oversee the daily operations of sister MOR/CHR outlets WNRJ & WWHT/Marysville, OH.

M.M. Group VP/GM Operations Tom Gilligan told R&R, "Stacy is one of the most intelligent and hardworking individuals I've ever worked with. I'm thrilled to have her take these stations and operate them at peak potential on a daily basis."

McKay said, "I appreciate Tom's confidence and the chance to work with three great staffs, helping them grow and improve."

Prior to her WTLT programming stint, McKay headed overnights at WSNY/Columbus and was morning News Director/co-host at WQDI Mansfield, OH.

Survey Shows ND Salaries Down

Thanks to a dramatic plunge in small market pay rates, the median salary for radio news directors dropped slightly in 1991, according to a survey sponsored by the Radio-Television News Directors Association (RTNDA).

The survey showed the median salary for all NDs in mid-1991 was $17,836, down 2.8% from mid-1990. The biggest losers were small market NDs (population under 50,000), who saw their median 1991 pay tumble to $13,750, a decline of 8% or $1,250 from 1990. In medium markets ($50,000-$250,000) and large markets ($250,000 and up) the median salary suffered less, dropping just 1% to $17,855 and $22,800, respectively.

The median ND salary in major markets (over $1 million) increased 2% to $38,000.

But, according to the survey, even major market NDs lost buying power in 1991 because the Consumer Price Index rose 4.7% during the year.

RTNDA's findings are based on a survey of 810 commercial radio stations conducted by Missouri journalism professor Vernon Stone. According to Stone, 13% of those stations reported having no local news operation. Stone worries that radio's paltry salaries and reduced commitment to news will soon make it difficult for the medium to attract qualified people.

"I'm surprised so many well-educated people continue to work at salaries that are so inappropriately low," said Stone. "None of the 16 students in my current class are planning to go into radio."

Cripps Howard Broadcast- ing Inc. (OTC: SCRIP) reported fourth quarter net income of $10.3 million ($1.1 share) compared to $11 million ($1.07 per share) a year earlier. Revenues were up 7% from $91.5 million to $95.5 million. For the year, net income was $10.2 million ($1.56 a share) compared to $30 million ($2.91 per share) the year before. Revenues were up 7% from $325.6 million to $346.5 million.

The company said the yearly income figure was reduced by $12 million to cover litigation expenses involving a Sacramento cable TV franchise. It said net income would have come from TV and radio dropped 17.4% for the year, and 3% in the fourth quarter.
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Radio

- MASON INGALS fills the GSM position at WHRL & WQXI/Atlanta. He moves from the GM slot at WQTL/Findlay, OH.
- JEAN ESPOSITO has been named GSM at WZOL-A/FM & WFMH/Wayne, IN. coming from Wibir-Findlay, OH's AE post.
- DOUG ABERNETHY is tapped at LCM. C. PETER CLOUGH as NSM at WHFS/Baltimore-Washington. Abernethy had been Sr AE at WHFA & WFLZ/Tampa. Clough was promoted in house from AE.
- STAN GASON/WSKI was appointed Retail Marketing Manager at WKRK/Richmond. He was previously General Merchandising Manager with East Coast Oil.

Records

Kushner Davis

- MICHAEL KUSHNER is elevated from Director/Business Affairs to VP/Business Affairs, East Coast at PolyGram Records.
- LARRY DAVIS becomes National Director Urban Marketing at A&M Records, segueing from CEMA Distributor's Director/Urban Marketing post.
- IRA LESLIE joins Scott Bros. Records as East Coast Director/Sales Promotion, having previously been Sales Manager for Malware Record Distributors. And CAROL EARLE BURNHAM arrives as National Director/Publicity she had been East Coast Publicist for A&M Records.

National Radio

- KEITH MacGREGOR is appointed Manager/Alternative Relations at Co Media, moving from RCA's National Director/AG Promotion slot.
- TONY GARCIA joins Randall Broadcasting as Network Director. He had been Director/Programming Sales at Unistar Radio Networks.

Industry

- KEVIN OREGARD has been appointed VP of music publisher Len Freedman Music. He will continue as Director/Film & TV for the National Academy of Songwriters.
- JOE BAMFORD has launched Bamford Entertainment Group, specializing in entertainment consultation and artist management. BCG can be reached at 14 Sunnyside Drive, Toronto, Ontario M5A 3J4; (416) 360-5774.
- DAMN ERIC BLAIR and JEFF KOZ have formed Who That Music?, a film producing broadcast IDingles packages as well as music for commercial, records, TV and film. Blair is Exec. VP/COO of Killer Music, while Koz has written music for his own firm, Koz Music. The company can be reached at 8713 Sunset Plaza Terrace, Los Angeles, CA 90069; (213) 657-0383.
- CATHY BIEGEL comes to CBS Radio Representatives as Manager/Research, segueing from the same position at Eastman Radio.
- COLIN FINKELSTEIN moves from Sr Director/Financial Reporting to VP/Controller of EMI Music.
- SUZAN CRANE has established Castle Public Relations, located at 7245 Hollywood Avenue, Suite 422, Los Angeles, CA 90046; (213) 874-5943.

Changes

George H. Meyer arrives at WCNX/New York as AE.

James Sullivan joins WMFR/Milwaukee as AE.

Gina Aung has been named National Advertising Coordinator for Windham Hill Productions.

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- LOVE AND MONEY (BACKSTREET) & 201-742-8111
- ALL WOMAN, USA STARSFIELD - 513-360-0111
- YOU KNOW ME & FALLOUT BOY & 310-287-1349
- YOU DON'T CARE ENOUGH & THE WILLIE BROTHERS - 310-427-0111
- DISC 103: AROUND THE WORLD & 310-287-1349
- I'M NOT THE ONE TO GIVE UP & LINDA RIVIERE - 310-262-3126
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PERSONALITY CRISIS!

Negative Behavior In The Workplace

Most employees demonstrate three types of personality traits; those which can be easily changed, those which take more time to amend, and those which can't be altered at all.

Nevertheless, managers should do what they can to change inappropriate employee behavior when these negative personality traits diminish a worker's potential.

Here's a list of behaviors that can be changed as well as some tips on how to do it, courtesy of University of North Texas psychology professor Dr. Michael Mahoney:

- Lack of assertiveness. While this is an easy trait to change, doing so can be risky, turning shy people into motor mouths. Before changing non-assertive workers, make sure you really want their input.

To change: Ask these workers if they're comfortable about being direct with you (to determine if they simply have a fear of authority). Explain that you value their input and expect them to help the company by voicing their opinions.

- Inability to get along with co-workers. A harder trait to change, because this behavior develops early in life. Unless these difficult employees work alone, you've got to try to mend their ways.

To change: Speaking confidentially, explain your concern about his inability to be a team player. If he views your concern as a threat, it's unlikely he'll change. But if he shows interest in what you say, there may be hope.

- Tendency to dominate. This is one of the most difficult traits to correct. People under its influence often view invitations to change as attempts to strip away the power they perceive as vital to their success.

To change: Tell these people they could better help the company by not suppressing co-workers' contributions. If that's unsuccessful, tell them nicely -- but firmly -- to back off. You may have to resort to discipline.

- Lying. To change this, tell liars that you and others see through their fabrications. Once they know you're wise to their tricks, most liars will kick the habit.

- Depression. Employees who truly suffer from depression tend to miss work. Come in late, have trouble concentrating, slip in performance, and lack enthusiasm. Advise these workers to seek professional help.

Self-Help

Meditation or exercise also can help people change negative behavioral traits -- especially those involving stress and lack of self-esteem, which tend to manifest themselves in the compulsion to dominate and the inability to get along with others as well as alcoholism and drug dependency.

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SALES & MARKETING

Changing The Way We Do Business With Agencies, Retailers & Manufacturers

By Chris Beck

Some significant changes in the way that agencies, retailers, and manufacturers do business are occurring in the sales and marketing industry. In this special double column, I’ll examine the most notable events in this evolution, some of which are taking place as you read this.

It’s no longer sufficient to simply know what’s happening. Today we must be aware of what’s being planned. This anticipation of future developments — and the planning, preparation, and coaching that accompany it — can make the difference between success and failure. If knowledge is power, anticipating evolution is absolute power.

Advertising Agencies

The 80’s saw a dramatic increase in the usage of media buying services. Agencies found themselves forced to renegotiate their compensation which took the form of either fixed retainers or reduced commissions (or both)

Agencies also faced renewed pressure for results and accountability from clients. Add to that pressure the tremendous debt load brought on by over-expansion, and you have the agency of the 80’s. This is why the majority of agencies are re-evaluating the way they do business.

The most notable evolution is the tremendous reduction of manpower in media departments. We’re seeing more use of third-party negotiators and an incredible demand for value-added promotions to accompany buys. The coming years will bring even greater change as agencies place more emphasis on non-media accounts.

Many agencies’ growth in the 80’s will come from direct marketing to business, packaged goods, industrial accounts, and promotion. A critical factor will be clients’ dramatic shift toward using agencies on a project-by-project basis in which several agencies compete for each new project — rather than on the traditional agency of record basis.

Clients also want more control over their money. They’ll continue to increase their in-house staff and use agencies for creative, logo design, research, package design, promotion, and buying. You’ll also see more budgets allotted to local, district, and regional employees, especially those in sales and operations who — if their performances are tied to results — are receiving more autonomy.

Agency Media Buying

Two significant discussions are taking place on the managing director level of several agencies with regard to media buying. The first is the use of centralized buying. Rather than spreading media budgets over several offices around the country, agencies are controlling them at one office. The second discussion centers on the process of linking all media buying offices with a computer network, which will allow buyers access to each station’s rate history.

The 1980’s/early ’80’s era was one of image. Many believed cultivating the appropriate image would be enough to obtain new clients. This step was designed to expand the category and get new consumers to enter the buying cycle. Companies stressed the benefits of the products or services as well as the higher quality of life that would result from the usage of such products or services.

The mid-’70s/early ’80s, the next era in the retail advertising evolution, focused on generic traffic. A widely held belief was that store traffic translated into revenue. The primary objective of this strategy was to steal from competitors, directly attracting them by offering lower prices. Instead of expanding the category, you were trying to increase your share of existing business. This strategy was accomplished primarily by offering a series of short-term sales (three days on average), low interest rates, no payments for a millennium, etc.

In the mid-’80s, the emphasis shifted toward increasing the average purchase of existing customers. Stores offered non-traditional products, services, and new departments in an attempt to get consumers to increase their in-store time and to add impulse products to planned purchases. Byproducts of this generation include gas stations with minimarts and grocery stores with pharmacies and film centers.

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Hits-of-the-Week Deals

As Low as $73/Month

Stations In The Top 20%

How did your station fare last year? Here are some tips to help place — or keep — your station in the top 20.

After looking over a multitude of station performance reviews and comparing last year’s performance with that of 1990, I found a definite trend. Of every 10 stations, two had exceeded, two had fought to remain stable, and six were running at a deficit.

There was an interesting paradox between the perception and the reality surrounding the 20% that kicked ass. Their peers assumed either the station had monster ratings or a very experienced staff. Having had personal interaction with some of these key stations, I can tell you those factors weren’t necessarily the reasons for their success (although, in some cases, they certainly didn’t hurt).

The one factor that did make a difference was the sales manager. Many of them didn’t fit into the traditional role model — even though some of them worked for extremely traditional corporate cultures. They took much of the negativity on their own shoulders while keeping the staff relatively insulated and on course, maintaining the vision and a consistent direction.

Four additional components contributed to the Top 20%

- Smarter/more skillful salespeople
- Implementation of a business plan containing short-and long-term objectives for accounts
- Cross accounts where stations had developed preferred supplier status
- A consistent flow of information.

In summation, you can take an average group of people and consistently create a series of small steps that lead to big accomplishments, especially when it comes to your staffs’ desire to become better salespeople. Staffers who want to become more professional and avoid staying in their comfort zone to consistently execute business skills — and raise base sales — more effectively than their competitors.

R&R OVERVIEW

26 January 31, 1992
SALES & MARKETING

Direct Marketing

This era is marked by sophisticated database management combined with direct marketing. Retailers are offering frequent buyer programs, private sales, and other incentives. Many even send personalized notices or have representatives phone customers to inform them about various products and services. There is renewed emphasis on retail employee training, a step that offers consumers a personal tie to a mega-retailer.

Another significant current trend is non-personal shopping, which includes shopping via catalogs, on-line computer systems, and licensing and lease arrangements with other retailers. Documented results and case studies are showcased every month in retail trade and business publications. The desire to hold advertising accountable for increasing the number of times a customer uses your store, products, or services is the consistent byproduct.

Stations that traditionally have sold generic, non-targeted coupon mailings or station databases are having increasing difficulty selling them today. A retail business base will require that we as an industry have fewer preconceived ideas of retailers’ needs. For example, you wouldn’t pitch a traffic-generating package to a retailer who’s focused on building his existing client base.

Here’s the inherent dilemma: We’re presenting packages with no understanding of the clients’ operational needs. Over the past decade we’ve confused packages or ideas with needs. Generating a tight, tight share of retail business requires us to know both marketing and store operational needs. This opens up new contacts, budgets, and a far superior competitive position with clients. It also enables us to expand our revenues with non-spot opportunities such as research, database management, database collection, and retail training.

Clients can’t be bothered with salespeople who don’t know the right questions to ask.

This section can best be put into perspective by a retailer of outdoor patio furniture, fireplace accessories, and Christmas products. Over the holidays she asked, “Does every radio station have a 12 days of Christmas package? I’ve seen a dozen salespeople in the last four weeks, but I don’t hear from any of them again until the summer (her other peak season).”

A number of surveys back up her claim. Clients can’t be bothered with salespeople who don’t know the right questions to ask, or who don’t—or won’t—ascertain their objectives. This has cost our industry millions of dollars in lost revenue. (Especially when you consider that the station might already have the tools or packages to fulfill these needs.) Although determining these needs sounds like a simple skill, it really isn’t.

Manufacturers

Manufacturers affect us in two ways. First, agencies place a high percentage of manufacturer brand advertising budgets. Second, many stations have local contact with brand management, sales, distribution, and marketing people. Manufacturers are responsible for much of the pressure on agencies, which I’ve previously addressed, so I’ll focus on the manufacturer as a direct client.

If I had to choose one word to describe the changes in the manufacturer arena, it would be realignment. For instance, in late 1989 Procter & Gamble realigned brand management. Now a multitude of other companies are doing the same. Most recently, Coca-Cola shifted focus to get closer to the customer.

Many firms are restructuring their sales departments to become less departmentalized. It wasn’t uncommon for one manufacturer to have had as many as 10 different sales divisions, including mass merchandiser, grocery stores, convenience stores, broker sales, industrial sales, national account sales, etc.

Finally, sales divisions are crossing many of the traditional lines that kept them from being more efficient. Brokers and distributors—sales arms for manufacturers—are under attack. With the exception of those in the food industry, brokers and distributors increasingly are getting hit by retailers and manufacturers. This squeeze is due to the tremendous competition for shelf space and the multitude of products the latter handle. Thus manufacturers have started doing a high percentage of the actual selling.

There are more locally available funds—but they’re being redistributed through different contacts.

Retailers are pressing brokers and distributors another way. In November Wal-Mart indicated it would no longer deal with third parties—only manufacturers. Several other retailers are expected to follow suit.

Another area of significant realignment is taking place within brand management. In the old days, one brand manager was responsible for one brand. Now P&G and several other companies have cut back brand managers. As a result, one person is now overseeing many different products. As the ‘90s evolve, stations that don’t have depth of contact with several departments will feel the pinch.

Undoubtedly, many of you believe that manufacturer money is more difficult to get these days. You’ve seen the effectiveness of traditional vendor strategies erode. But some of you believe there’s much more money locally. These experiencing difficulties are either tied to brokers and distributors or have traditionally generated local revenue through sales contacts, especially in the grocery arena.

In truth, there are more locally available funds—but they’re being redistributed through different contacts. However, those with the funds are under a tremendous amount of pressure to document case sales as tied to expenditures. Funds also are being diversified into different products. Two areas that manufacturers are concentrating on are product repositioning and non-core brands, such as Fresca for Coke.

Changing Times, Burning Issues

To illustrate the sales and marketing industry’s ever-changing concerns, I’ve compiled two lists of topics about which you might be interested: January 91 and January 92.

January ’91

• Cross-marketing ideas
• Client service ideas
• Projected ‘91 revenue and growth
• The future of national sales manager positions
• Dealing with zero-base budgets
• Recruitment advertising
• Environment/cause marketing

January ’92

• Finding good people
• Available jobs
• Direct marketing options
• The erosion of 18-34 and teen money
• Ethnic revenue development
• Structuring and operating LMA’s and joint operating sales agreements
• Sales department restructuring

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Chris Beck is the President of Beck Marketing Group, an international sales and marketing consulting firm. If you have a question about a column or a topic you'd like to see addressed, he can be reached by phone at (818) 594-0851, by fax at (818) 594-5030; by Prodigy electronic mail at Chris Beck; by CompuServe at ID# 78068,3334; or by mail at 22900 Ventura Blvd., Suite 340, Woodland Hills, CA 91364.
**Tower Takes The ‘Pulse!’**

**Of Newsstands Nationally**

Starting this week, Tower Records' in-store Pulse! magazine will be available at 15,000 North American newsstands. While the newsstand price will be $2.95, Pulse! will continue to be available at no charge in Tower stores, as it has been for almost nine years.

Concurrently, Pulse! has absorbed its sister title Tower Video Collector and will expand its coverage of films, books, and videos.

### ‘Cream’ Also Riseth

Approximately 40% of revived rock zone Cream has been sold to magazine marketer Hank McQuerey, publisher of Iron Horse and Fitness Plus, among other titles.

### roughly re-emerged in mid-1990 after a two-year lape

will boost its frequency from six to 10 issues per year and shrink its price to $2.95, audiences to the same size as its competitor, Spin.

**TELEVISION**

**TOP TEN SHOWS** JANUARY 20-26

1. Super Bowl XXVII
2. Super Bowl XXVII Pregame
3. Super Bowl XXVII Postgame
4. Roseanne
5. 60 Minutes (tie)
6. Murphy Brown
7. Home Improvement
8. Major Dad
9. Designing Women
10. Designing Women [Source: Kantar Media Research]

**TV MIRRORS**

January 31, 1992

**24 Years Of Wonderlove!**

A

When Michael Jackson went out on tour in 1988, I had a pretty good year.

Lady Maggona

Zine Scene went pond-hopping this week to find that "Brian's Biggest Newspaper," the Daily Star, scooped all U.S. tabs by slapping a goofy-zooey, Madonna on its cover.

Under the headline "Magnona, Our Lady of the Perpetual Dyspnea was shot sliding drunkenly off a bar stool at NYC's Palladium as boy friend Nick Scotti nuzzled her neck.

Meanwhile, the Globe reports Madonna showed up recently to NC's bar and桃on wearing bondage-style black leather, a corse, fishnet, and gold pant on bare nipples.

**Bass Accusation**

Bill Wyman claims he wrote "Jumpin' Jack Flash," but - as usual - Mick Jagger took all of the credit. That's but one of the reasons Mr. Bassman's not a party to the Stones' Virgin deal (Globe).

**Boy Toy Joy**

Cheer gave Richie Sambora the manage ultimatum, now or never (Star). But what about 'bigget boy' Rob Camillitti? Cheer promised him she'd buy a jet and make him her pilot when he graduates flight school (Globe).

**ZINE SCENE**

**24 Years Of Wonderlove!**

A

When Michael Jackson went out on tour in 1988, I had a pretty good year.

**Ghost Of A Chance**

**Ghost Of A Chance**

McNeil's (26-30 year-old, $10-25) and dimension is haunted. He's had a pro "ghost-buster," but the New Kid On The Block think being haunted is neat (Star).

**Soleil Moon Frye** ("Funky Brewster") surprised boyfriend Marky Mark (Wahlberg) backstage because she'd heard one groupie was being especiallyaggressive (Star).

**Closing Credits**

Moveline says Prince and Madonna pose the only threats to Elvis' record of 31 awful movies. This exhaustive assessment of the rock star turned-actor phenomenon points to sinners from Bob Dylan, Mick Jagger, Art Garfunkel, Roger Daltry, Ringo Starr, John Lennon, Michael Jackson, Bette Midler, and many, many more.

However, the zone notes that Chest is a "pathetic excuse for a rocker," but a "very fine actress.

Similarly, David Bowie ends the piece on an up note, by virtue of his being cited as "the only rock star ever to have brought anything to the movies that the movies didn't already have."

Each week R&R sneaks a peek through the nation's consumer magazines in search of every thing from the subline to the ridiculous in music news. R&R has not verified any of these reports.

**MUSIC & MOVIES**

**CURRENT**

- **FRIED GREEN TOMATOES (MCA)** Single: What Becomes Of The Brokenhearted-Paul Young
- **GRAND CANYON** Single: Searching For A Heart-Warren Zevon (Giant/Reprise)
- **BEAUTY AND THE BEAST** Single: Beauty And The Beast/Celine Dion & Peabo Bryson (Epic)
- **FIRE OF THE JACK** Single: Hit Between The Eyes (Mercury/Morgan Creek)
- **RUSH (Reprise)** Single: Trees In Heaven/Eric Clapton
- **FOR THE BOYS (Atlantic)** Single: Every Road Leads Back To You/Bette Midler

**COMING**

- **UNTIL THE END OF THE WORLD (WB)** Single: Until The End Of The World/S2 Records
- **FALLING FROM GRACE** Single: Sweet Suzanne/Buzzin' Cousins (Mercury)
- **THE MAMBO KINGS (Elektra)** Featured Artists: Linda Ronstadt, Los Lobos, Tito Puente
- **DINGO (WB)** Featured Artists: Miles Davis & Michel Legrand

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Economy
Continued from Page 1

we got in the past. "Being in the Northeast, we expect the economy will turn around slowly in the rest of the coun-
ty," Edwards continued. "But the first month of the new year wasn't too bad. There are some positive signs. We're taking an ag-
gressive attitude in revenue budget-
ing and believe we can perform better than last year."

At CHJ WHY/Detroit, Presi-
dent/GM John Craves said de-
spite the softness in the Detroit economy isn't depressed. "Our sales were flat from 1990 to 1991, so it's not quite as bad as it seems. We've been careful with our spending all along so we haven't had to make a great ad-
justment."

WKLS/Atlanta VP/GM Tom Connolly said, "We haven't cut any budgets. We've instituted savings in just about every other line in the budget you can think of. Travel and conventions, definitely areas where we're just not doing what we used to. We're probably spending 25%-30% less on promotion. In good times, two Mer-\niers are easy to spend -- no one thinks twice about it. But we've been careful not to overspend on those every dollar. Now, when we do spend, it's got to be on something that's really going to have some
impact."

Early Cutbacks
Several stations anticipated tough times and made cut-
backs early. At N/T KCMO/Kan-
sas City, VP/GM Skip Stow re-
ported he has not made any staff cuts at the Gannett outlet and does not foresee any in the near future. "We made sure a year ago that we weren't fretting anywhere. Our pro-
ductions were the most solid in the business and we have very few redundan-
ties in other positions."

When asked if the station dropped off in late '91, it eliminated some of the less popular areas. "We figured rather than run PSAs or run a second-rated show at the exact time in the product by giving the hosts more time to talk," Stow said.

The station also created some at-
tractionally specialties avails by adding a few niche music programs and we have been hunting and fishing program and a financial advice show. Added Stow, "I think the recession has forced us to be more creative broadcasters. It's taught us that we can get along without a lot of things and forced us to be more creative producers, to be more creative producers, to be more creative producers."

KEZ/San Jose also foresaw the economic slowdown. "About six months ago, we started looking at budget cutbacks in anticipation of a weaker economy," said PD Kirk Patrick. "Much of that was put to bed when we were able to hit our marks in the quarter now; our sales department has kept the billing up quite well. We hate to see this happen, but right now we're a loan, mean fighting machine."

WKAQ/Denver VP/GM Lee Lar-
sen noted, "Denver led the nation in the recession, so we did our belt-
tightening several years ago. Now Denver is recovering. But while we had a very good year in '91, we con-
tinued to watch our expenses very closely."

Next week: Juggling station pro-
motion and staff morale during a tough economy.

KUKO & KUPD
Continued from Page 1

Jackie Grimm and Ruth Clifford would form a new company, GAC Broadcasting, to acquire the cor-
bo. Their partner in the venture would be a former owner of WHJ & WILY/Provi-
dence and WZEE-A & FM/Louis-
ville. Tri-State and GAC said finan-
cial details of the deal would be fi-
led with the FCC by March.

Letters of intent to buy the sta-
tions were included in documents filed recently with the Commission, with no financial information listed. The deal in-
cludes the corbo's assets except its real estate, cash on hand, acc-
counts receivable, and two Mer-
iers. GAC would lose the real estate from Tri-State for 15 years, with an option to purchase the corbo at the end of that time. Tri-State's winning bid for the other two stations, Jack Norris and Robert Melton would receive a cash payment for not competing in the Phoenix AM for five years. Off-
icials of Tri-State and GAC didn't return calls from R&R.

The FCC had granted GAC's competing application after ruling that Tri-State had misrepresented Melton's managerial status at the corbo. Tri-State had previously been ordered Melton barred from man-
agement but found that ruling was never followed. Tri-State has charged that financial drought will drop the matter should the settlement be approved.

KMCPC
Continued from Page 1

man Robert W. Morgan, sports talk hosts Scott St. James and Joe McPhail, and analyst football commentator Jim Healy will re-
main. Morgan will host a sports/ personality talk program. The bal-
ance of non-play-by-play programming will be devoted to sports up-
dates and prose in talk shows.

KMCPC has had long relationship-
s with its sports franchises: It's carried L.A. Rams football since the team moved from Clevel-
dand in 1946, as well as L.A. Dod-
ers baseball for several years after the team's Brooklyn move in 1958. In addition -- following sta-
tion owner Gene Austin's founding of the American League Anges, KMCPC has broadcast that club's games for 30 years. It's also held the radio rights to UCLA football and basketball for 40 years. "This is just a logical progress-
ion," said Ward. "As radio and all media become more specialized, and as the success of other Sports stations become apparent -- we really feel good about this decision. Gene Austin approves and he's really looking forward to the new format."

Current PD Chuck Southcott will exit, a search for a successor is un-
dertaken. Wester Golden cow-owns KLIT/Los Angeles, which Ward said will retain its AC format.

American Urban Network
Continued from Page 3

ing, and PIP positions for Sears, GM, and other firms. Williams, who's most recent President, previously worked in sales at WINS/New York and KYW/Philadephia.

SMN Ups Four In Three Formats

Johns Clarkes

Dallasthased Satellite Music Network has promoted four pro-
grammers, encompassing three of the company's national formats.

Four-year Pure Gold GM Pat Clarke adds OM stripes for the Heat format; he'll be working with newly appointed Davis. Clarke doneday called that finding that format will drop the matter should the settlement be approved.

Tenenbaum
Continued from Page 1

Tenenbaum noted. "I'm thrilled that (MCA Music Entertainment Group) Chairman Al Teller and Richard Palmese have given me the opportunity to lead the promo-
tion, I will put together an incredible team. Build-
ing Impact Records over the last year, and I've got Jeff Sydney has been a terrific experi-
ence."

The extension of the deal calls for MCA to assume re-
S posing responsibility for Impact's local pro-
motion. In addition, Impact will maintain a national promotion staff.

Baker
Continued from Page 3

In a related move, WSIX morn-
ing format stations have been added to the stations new Promotions Director and will exit his nightly crosstown WTNW talk show. Prior to joining WSIX five years ago as a FM air personality, Baker held WFM's variety outlets WFSM/Indianapolis and KNX/Phoenix.

KSR
Continued from Page 3

the hottest country records as often as we can. We've emphasized the sta-
tion's focus on personality, saying management hired "the freshest and most entertaining people around." A $2 million TV ad cam-
paign is also planned. He said programming will be 90% current and 9% older (cover-
ing the last two to four years). Ras-
ty Walker will consult.

KCBS/Anchorage, AK, 96.5

Canada's First "Radio Network" Launches New Format

On January 28, 1992, the broadcast- ing world's first "radio network" -- Canada's First Radio -- will launch its second format, a "soft adult contemporary" on the 290-station Canadian network. The format, broadcast on a three-station test group, will roll out to the network's remaining stations by mid-June.

"Soft adult contemporary," according to Fred Sorensen, Canada's First chief operating officer, is a format that appeals to a broad, demographics-based audience. The format's key formats are the female listening audience between the ages of 18 and 49, with a strong following among the 25-44 women. The format emphasizes music that is popular at the time, with an emphasis on Canadian content.

Canada's First Radio currently has 220 charter members. The network is owned by Canadian Broadcasting Corporation, the country's national broadcaster.

The network's test group includes stations in major markets such as Calgary, Toronto, Vancouver and Ottawa. The test group will begin broadcasting the soft adult contemporary format on January 28, with the remaining 220 stations scheduled to begin broadcasting the format in mid-June.

The network's second format, "soft adult contemporary," is a significant departure from the network's first format, a "soft rock" format. The network's first format was successful in attracting a large audience, but the network's management felt that a "soft adult contemporary" format would better appeal to the network's target audience.

Canada's First Radio is the broadcast industry's first inter-station network. The network's format is designed to attract the broadest possible audience, with a focus on female listeners between the ages of 18 and 49. The format emphasizes music that is popular at the time, with an emphasis on Canadian content.

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MK MARK &
THE FUNKY BUNCH

“ I NEED MONEY”

ONE OF THE
MOST ADDED!

WMXP add HOT102 deb 26
PWRPIG add 35 KKFR deb 29
WJMC add FM102 deb 24
KXXR add KMEL deb 30
PWR106 add HOT977 deb 35
KOY-FM add WXKS 30-27
Q106 add B93 39-29
KUBE add 29 WPGC
WZOU deb 27 KRBE
WIOQ deb 25 PWR96
KBXX deb 24 WPHR
KTFM deb 27 WHYT
B96 deb 26 WKBJ

...AND MANY MORE!

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OVER-THE-TOP
Platinum Debut Album

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CRUNCH TIME — Behold KC101/New Haven MD Johnny Dark, as he makes good on his promise to eat the peanut butter off of the hood of Columbia promo director Jerry Blair’s car, owing to Eddie Money’s “73 Get By” making the Back Page CHR chart. (Dark didn’t have the faith in the tune that Blair did.) Testifying to this tale o’ the tongue-bath are (l-r) Blair, KC101 PD John Scott, Columbia promo rep Charley Walker, station APM Steve Wilson, and Dark.

Atlanta Indie Indicted; Key MD Identified

Atlanta-based independent record promoter Gregory Johnson was indicted last week on nine counts of payola and tax evasion charges. The Feds claim Johnson paid an undisclosed amount of cash to a former WVEE/Atlanta MD to play various records. Although the Feds wouldn’t identify the MD, ST has learned it’s Kenny Diamond.

V103 VP/GM Kenny Mack would not confirm the MD’s identity, but told the Atlanta Constitution the MD in question resigned in September 1990.

Johnson is the fifth record promoter in the last four years to be accused of payola, which is a misdemeanor. (The tax evasion charges that Johnson faces are far more serious.) No one at V103 — including Diamond — has been charged with a crime or accused of any wrongdoing.

The FCC has given Evergreen Media one last chance to pay an outstanding $6,000 indecency fine levied against WLUP (AM)/Chicago for portions of the Steve [Dahl] & Garry [Meier] Show. In a January 27 letter to Evergreen, the Commission gave the company 10 days to pay up or face a possible lawsuit.

Evergreen attorney Eric Berenthal says his client is unimpressed by the ultimatum and is preparing to go to court.

KFOG/SF PD Pat Evans resigned Thursday (1/23) after nearly three years with the station. Station Mgr. Dwight Walker hopes to name Evans’ replacement within the next two weeks.

Rumors

• Is former KQKQ/Omaha PD Keith Edwards about to become PD at WZOK/Rockford?
• Is ex-KQOZ (AM)/Des Moines talk host Michael Reagan about to surface on crosstown?
• Is a Spokane station exploring a possible CHR hole in the market?
• What was Magic Matt don’t with Steve & Garry at WLUP (AM)/Chicago?
• Will former KSOL/San charge morning man Man- cow Mullen be joining KSOL/AM for morning drive? Does this mean curtains for current KSOL morning team Ron Englemann & Kelly Fox? Incidentally, ST hears there’s no truth to the rumors that KSOL is look- ing for new calls.
• Is the deal to bring former Chrysalis AOR promo dude Dave Ross to RCA all but done?
• No truth to the rumor that Sal Licata is in discussions with BMG.

Incidently, SBR — the consultancy formed by three former KBCO/Denver staffers — is now advising KFOG.

Mojica Vs. Gannett

(Slight Return)

The legal sparks are flying again at Gannett’s WGGI/Chicago in the sexual harassment and racial discrimination suit involving overnight Irene Mojica (R&R 12/13/91).

A jury originally awarded Mojica $160,000 in damages, but a judge threw out the sexual harassment charges and scuttled $125,000 of the award. Now Gannett has informed Mojica that the company plans to appeal the racial finding in an effort to clear the station’s name of any wrongdoing.

Mojica told ST she intends to counter-appeal and will likely challenge the decision in its entirety, which will include reopening the sexual harassment charges.

Impact On MCA

The merger of the MCA and Impact promo staffs displaced several local/regional reps, including Jim Cowan (L.A.), David Coleman (Atlanta), Tom Scheppke (Houston), Bill Kennedy (Philly), Don George (Cleveland), Kevin Morton (St. Louis), and Lois Kennedy (Boston).
"Spiked it for a week and got tremendous response. Put it right into a 4-time-a-day rotation. Why mess around? We know it's a hit!"

- Kip Taylor/MD/WQXA

"It's a surefire teen hit that will grow into your upper demos and other day parts. 'You Are The One' is THE ONE!"

- Jerry McKenna/APD/WZOU

BRUCE STEVENS, WBBQ: "Top 15 requests already - I see a snowball effect starting with requests across the board!"

P1 ACTION:
- WZOU deb 34
- WIOQ 30-26
- B94 add
- WNVZ deb 26

HOT102 deb 24
KHTK deb 29
KKFR 30-26
HOT977 5-4

HOT AT:
- KCAQ 17-12
- WLAN 32-26
- KBFM 7-5
- B97 3-2
- KKXX 20-13

B95 7-4
KCAQ 17-12
WNYC 10-5
WKJZ 13-8
KISR 28-21
WMMZ 6-5
WYKS deb 35

And Lots More!

"The first time I heard Chris Cuevas, I thought to myself 'This will never work in my market.' Three months later, I look at our research: Top 5 phones, and consistent Top 10 sales, and I think to myself, 'Boy am I stupid... don't be stupid like me.'"

- John Chrisfien/APD/MD/NOT 91.7
Continued from Page 30

Now that the dust has settled, Jan Tiefeld has become West Coast Promo Dr., based in L.A. Joining her will be Jeff Davis (Atlanta), Patt Morriss (Houston), Trish Merelo (Philly), Jeff Iland (St. Louis), Paul Barrette (Boston), and Mark Diller (Detroit/Cleveland). Suzanne Sias and Reggie Blackwell will both handle Chicago.

Impact’s downsized promo staff will include VP/AOR John Hey, Nat’l Promo Dr. Jeff Neben, and an as-yet-unnamed VP/Promo.

Look for Impact East Coast Nat’l Promo Dr. Laura Kuntz to handle those duties for MCA and split the NY local market with MCA rep Steve Klein. Finally, Impact Assoc. Nat’l Promo Dr. Gina lorillo is expected to take a national post with MCA.

Nationwide Group Manager (and KVRY/Phoenix GM) Dale Weber has taken an early retirement. KHMX/Houston GM Clancy Woods will assume Weber’s Group Manager position; the search for a new KVRY GM is on.

Talkin’ All That Jazz

United Exec. VP Bill Parris tells ST there are no changes in the works at Jazz outlet WJZ (Jazzy 100)/DC, which is rumored to be considering CHR. The denial came as Jazzy PD Beej Johnson resigned to become morning man at UC WDAS/Philadelphia. Meanwhile, ST hears WJZ is upgrading its antenna by moving to WAVA’s tower.

And... there’s a completely unsubstantiated rumor that cross-town Radio Venture will transfer WMXZ/Richmond PD Brian White to Gold WXTR and switch the station to CHR.

Rumbles

- WDFW/Detroit GM Michael Schletter takes on the GM job at WAXY/Syracuse. Michael Stapelford will retain his ABC Station Mgr./GM duties.
- The WOR/WDVD/WDVD-S magic wins Promotion Dr. Mike Walt becomes OM. PD Mike McCay remains in place.
- KDUN/Riverside, CA — which planned to switch formats this week — will be sportin’ new calls KHXT.
- Dan Gidding is the new PD at KZQ/TRousau/LA.
- Eric Taylor moves from ancaster/Innu to WSB/Atlanta to the newly created post of MD at WTMI/Miami.
- WGGP/Chicago/PD Mike Watkins is doing some PD duty at WGCH-FM. In the wake of James Alexander’s resignation to KJSA/Dallas.
- KING/Des Moines MD/Indy moves Linda Wendroff. Afternoon John Wells takes the MD reins.
- UC WDQZ-FM/Charleston, SC has gone dark. After a brief segue to KC, WDQZ-FM/ Walton-Peninsula returns to CHR. Ron Hill is the new GM, coming from WMXJ/San Antonio. TN. Hill replaces Don Dunford. Munoei man Tim Kincade becomes PD, and former PD J.J. Dudley is now consulting.
- Power 98/Atlanta not only has APD morning mistress Leslie Fraim holding court with music reps, but also officially names non-4am personally seen Demery its new MD.
- Longtime Detroit Tigers announcer Ernie Harwell — forced into mandatory retirement by the club at the end of the ‘91 season — will have a new home this year, doing play-by-play on CBS Radio.

Contrary to what you may have heard, EMI Records Group — uh, make that ERG — VP/Promo Kevin Carroll has not resigned to replace Mark Gorlick at Atco, although more than a few folks inside the latter label are convinced it’s nearly a done deal.

Nevertheless, Atco Sr. VP/Promo Craig Lambert was chatting up some other candidates on the West Coast this week, and ST hears he plans to sit down with a mystery promo rep from the Windy City.

Meanwhile, look for Atco Detroit promo rep Denise George, who’s also up for that VP/Promo slot, to be elevated to Nat’l Promo Dr. — if she doesn’t relocate to NY.

PLG VP/Urban Promo Ron Ellison was sentenced to three years’ probation and 1000 hours community service following his conviction on tax evasion charges. Ellison remains on paid suspension with the label and his future there has not been disclosed.

ST hears VP/GM Tex Meyer will do two more interviews before making a final decision in the B94/Pittsburgh PD race. Could one of those chat be with former WZKS/Louisville VP/Prog. Buddy Scott? And might the other one involve 92Q/Baltimore PD Jeff Ballentine?

Atlantic Crossings

Atlantic Sr. VP Andrea Ganis is realigning her national staff:

- NY-based Nat’l Promo Dr. John Weston has been upped to Sr. Nat’l Promo Dr.
- NY-based Assoc. Dr. Nat’l Pop Promo Kim Freeman becomes Nat’l Promo Dr. relocating to L.A.
- Two regional reps — Mark Fitzges (Pittsburgh) and Kim Stephens (N.O.) — have received Nat’l Promo Dr. titles. They’ll stay based in their respective markets. West Coast regional promo rep Bob Clark becomes Nat’l Field Mgr., based in L.A.
- In addition, Assoc. Dr. Nat’l Promo Pamela Jouan segues to L.A. local promo. She replaces Mary Tripodi, who shifts to St. Louis/KC. Detroit local Kim Langbecker will now cover Cincy/Indy. Michael Stevens adds Detroit to his Cleveland duties.

The news comes as Ganis and hubby Barry Wendroff celebrate the Saturday (1/25) birth of their daughter, Ali Brice Wendroff.

Continued on Page 34
“IT’S OVER NOW”
The new track to AOR Radio from L.A. GUNS latest album, “Hollywood Vampires”

FIRST WEEK ACTION
KBEO add
KISN add
WAAL add
PWR92 add
WLAN add
WPST add
K92 add
KTUX add
WRQK add
KIKX add
Q99.5 add
KZZU add
WPRR add
WHTO add 40
KMCK add
KISR add
KNOE add
WILN add 38
KNIN add
KZIO add
KFRX add
WDBR add
KFMW add 35
KGOT add
KTRS add
KTMT add

Active rotation on

THIS IS JUST THE BEGINNING
Feel So Alive

The follow-up to the Top 10 smash "The One and Only"

Already Added At...

WLAN add
CK105 add 38
WHTO add 39
WKSF add
WJMX add
KCHX add 33
WKFR add
KMGZ add
KFFM add

From the debut album The One and Only

Written by Nigel Arman and John Wesley Harding Produced by Richard Feldman
Mixed by Brian Maier Management; Bill Cummings of Talent Management and Lee Hawkes

EMI Records Group

Chrysalis

©1992 Chrysalis Records Inc.

STREET TALK®

Gimme Back My Bullets

Relations between FM104/Modesto and PLG may be a wee bit strained following an altercation Friday (1/24) between FM104 MD Eric Hoffman and PLG rep Bruce Hix.

Frustrated with the station’s music policies, Hix demanded Hoffman immediately return all of the station’s PLG promo CDs and refused to leave until his request was fulfilled.

Hoffman didn’t exactly cotton to the idea and called the cops, who escorted Hix out of the building. (Yes, he did leave with some CDs in hand.)

Two weeks ago, ST recounted WWZZ (293)/Knoxville’s on-air plea for advertisers to help save its AOR format. The ploy didn’t work. Z93 is now “Young Country.” The station made the switch last week after playing Hank Williams Jr.’s “Young Country” for five days straight. Co-owner Robert Bennis becomes PD.

ST hears BDS has shuttered its Dallas radio office in an attempt to scale down its radio operations and concentrate on its record company biz. Word is the move is the result of recent financial restructuring. Displaced by the closure is two-year veteran and Dir./Radio Sales J.J. Jordan.

M.M. Group Gold outlet WCFL/Morris, IL was ordered off the air last Tuesday (1/21), following complaints of co-channel interference. However, the station hopes to be back on the air by this weekend with an antenna that meets FCC standards. M.M. Group CFO Mark Litton told ST the problem occurred because a consulting engineer misread the station’s power authorization.

The One You Can’t Afford To Miss!

June 11 & 13

Century Plaza • Los Angeles


Sun 6/7 - Annual Music Industry Tennis Open, Racquetball Tournament, Rock ‘N The Park Celebrity Hockey Games
Wed 6/10 - Celebrity Golf Classic & 10th Annual Rock ‘N Bowl
Thurs 6/11 - T.J. Martell Celebrity Silent Auction • Sun 6/14 - Celebrity Softball Games

Solace Of The Jams

The conclusion of the Arista-altered way to Promos from O’The Week honors, sooting selecte programers’ anxieties with special packages of Sarah McLachlan’s new “Solace” CD (opening the current countdown list that boats the CD itself reveals a 21-page booklet, wherein each McLachlan composition’s hand-lettered lyrics have been printed on them. These 10 pages alternate with four-color photographs printed on paper, providing each song with its own unusual combination of words and images.)
two generations - one incredible song

gerald levert - "baby hold on to me"

(duet with eddie levert)

LP CERTIFIED GOLD/ALBUM #5 URBAN/#9 SINGLE URBAN
SALES AND AIRPLAY MOVER IN BILLBOARD

TOP REQUESTS VIDEO JUKEBOX

GOING FOR ADDS NOW!

ALREADY REPORTING:

KBXX (HOUSTON) 15-11 HOT
WPGC (WASHINGTON) #18
KMEL (SAN FRANCISCO) 35-26

AIRPLAY EXPLODING IN THESE MARKETS:

NEW YORK
BOSTON
MIAMI
ORLANDO
CINCINNATI
KANSAS CITY
ST. LOUIS
SAN FRANCISCO
SEATTLE
BUFFALO
INDIANAPOLIS

when gerald levert sings a duet with his father eddie levert

(the voice of the o'jays)-it's a magical moment in musical history.

From the album PRIVATE LINE

produced & arranged by: gerald levert & edwin nicholas for trevel production co., inc.
LP APPROACHING GOLD!

#1 IN EIGHT COUNTRIES
HEAVY ROTATION AT VH-1 AND VIDEO JUKEBOX

STEVE WYROSTOCK, KRBE: "A fantastic, multi-
daypart, mass appeal smash, generating #1
phones! Single goes 53-12 in Houston!"

LEE CHESTNUT, STAR 94: "Their best song since
their #1 single, 'If You Don’t Know Me By Now'."

AC: 22 - 18

KHMX #4 phones after one week! 25 - 17!
WNSR/New York Phones
KBIG/Los Angeles Phones
WBXM/Boston Phones

Adds This Week Include:

- MOJO-31 STAR94 30-25
- KHTK-31 KRBE 9
- WZOK WNVZ 28-25
- WCQ WJMO 24-20
- WKSJ WPHR deb 29
- WDIX KXXR
- WBPR KDWB
- KGRD KRXY 12-9
- KGOT KWOD 17-13
- KFOX KISN 27-23
- WMXP

AND MANY MORE!

STREET TALK

Former Hot 97/NY Promotion Dir. Stacie Siefrit joins R&R as Marketing Manager. She replaces Jodie Renk, who left to start Music Forecasting Inc.

Bob (Blake) Edwards — who just resigned as PD at Classic Rock WQBK/FM-Albany — has nailed the PD post at similarly formatted KKLZ/Las Vegas. He replaces Jeff Murphy, now a consultant with DefMera Programming & Marketing.

Speaking of DFM, the consultancy has inked two new clients: KKRZ/Wichita and WFXS/Chattanooga.

Acme Broadcasting’s plans to lease KZOU/SLC and flip it to New Rock have been delayed. Mike Summers — former PD at crossstown New Rock KJON — had hoped to begin programming KZOL February 1. Acme President James Facer doesn’t expect the hang-up to be a long one.

Clear Channel Urban WQUE-AM & FM/N.O. has inked a deal to simulcast New Orleans Saints football games for the next three years. Look for the AM to shift to a SportsTalk format within the next 30 days.

WPTX & WMDM/Lexington Park, MD PD Beverly Farmer has personally invited the airstaff of soon-to-be-defunct CHR WAVADC to audition for your next Rocks CHR outlet.

Best wishes for a speedy recovery to KABC/L.A. midday talker Michael Jackson, recovering from quadruple bypass surgery. Jackson is expected to return to work in late February. USC law professor Susan Estrich is subbing in the interim.

Meanwhile, the other — rather more famous — Michael Jackson will receive the

National Association of Black Owned Broadcasters (NABOB) Lifetime Achievement Award at the organization’s eighth annual communications awards ceremonies, which will be held at the Sheraton Washington on March 5. Motown’s Berry Gordy will be among the other honorees.

According to ST’s decidedly unscientific “fun-poll,” the winners at Monday’s (1/27) American Music Awards bestowed their “thank-yous” in approximately this order: 1) God, 2) Tommy Mottola, and 3) radio.

Grenadier General

Remember the War Babies’ bogus hand grenade that netted Columbia those coveted Promo Item Of The Week honors two weeks back? KZZ2/Ft. Smith, AR MD John Allen’s 10-year-old son, Clayton, brought one of ‘em to school, figurin’ it would make a nifty show ‘n’ tell bit.

Unfortunately, this took place shortly after folks at nearby Ft. Chaffee warned local residents to be wary of missing explosives in their neighborhood.

As you might expect, teachers freaked when they spotted the grenade, and nearly called the bomb squad before cooler heads prevailed and order was restored.

WHAT YOU NEED TO KNOW

MARKET BY MARKET
ACCOUNT BY ACCOUNT

YOUR SOLE INDUSTRY SOURCE
FOR NATIONAL & REGIONAL SPOT DATA

43-16 January 31, 1992
ERIC CLAPTON

4th Most Added 48/45
Track: #1 Most Requested

AC Chart

MTV “Active Rotation”
VH-1 “Heavy Rotation”

Tears In Heaven
The New Single
From The Soundtrack
Album For The
Motion Picture RUSH

Original Score Composed And
Performed By Eric Clapton

ATLANTIC STARR

CHR Chart 40-28
One Of The “Most Added”
P-1 Chart 15

#1 “Most Added” Urban
Debut 28 AC Chart

Masterpiece
The New Single
From The Album
Love Crazy

1992 Reprise Records
Country Surges Ahead Of CHR, AOR In Fall Arbitron

By Beth Nielsen Chapman

Country, bolstered by an 18-share increase, moved ahead of CHR and AOR, trailing only News/Talk and perennial leader AC, according to R&R's exclusive Format Performance Review for the Fall '91 Arbitron ratings period.

AC's lead in the top markets remained wide, but News/Talk--expected by many to have returned to pre-Gulf War levels by now, continued to register solid gains. New Rock and Spanish also increased notably.

**Format By Format**

- **AC**: Up 14 shares (2.9%) from summer and still the most popular format. With some CHR's converting to AC, it's surprising that the format was actually down 28 shares compared to a year ago. AC has gained nearly 25 shares over the last two years, however.

- **AOR**: The sharpest drop this time around. It plummeted 28 shares, losing nearly 10%, after a summer peak. Fall has generally been a mediocre book for AOR, but on the bright side, this fall found the format nine shares higher than last year and 21 above Fall 1989.

- **B/EZ**: After a slow period with little movement, more major market stations abandoned the format. An 11% drop from summer--B/EZ at just over 34 total shares--22 shares off last year and 136 shares down from two years ago.

- **Big Band**: This upper-deck format continued to hold its own up 3% from summer and last fall, 8.6% from two years ago.

- **CHR**: CHR has fallen, but can it get up? Down another 24 shares from summer, more than 60 from a year ago, and an alarming 122 shares from Fall '89. In that period, nearly a third of its Top 30 market audience has eroded. Put another way: The average big market gave CHR stations 13 total shares two years ago, now that figure is just below 9.0.

- **Classic Rock**: Apparently impervious to AOR's fluctuations. Classic Rock remained nearly flat from summer and showed a 3.3% increase over last year. Steady but very gradual growth.

- **Country**: Rather than AC. Country may be the principal profiteer from CHR's erosion. This format, a 19-share gain (best among music formats). It was up 20 shares from a year ago and more than 30 (22%) from Fall '89--the biggest percentage gain of any format.

- **Gold**: With fewer stations entering the fray, the format leveled off from summer, while displaying a 7% drop from last year. Still, Gold is up 16.5% in the last two years.

- **N/A/Jazz**: Nearly five years after KTMY/Los Angeles hit the airwaves, NAC, combined with a few commercial Jazz outlets, continues to post respectable numbers. It was up nearly 10% from summer and 13% from a year ago. Now over 61 total shares.

- **News/Talk**: Improved 28 shares over summer and 66 over Fall '90. The format was once again bolstered by big news stories (Clarence Thomas, William Kennedy Smith).

- **New Rock**: Just two years ago, New Rock had 18 total shares. This book it earned nearly 40: up 100% since Fall 1989. The most recent gain was 28% from summer.

- **Religious**: Continued to improve, up 8.6% from summer and 12.7% from a year ago. Note: from 1,498 total shares.

- **Spanish**: The big winner this time around, jumping 28%. Up 18.8% in two years, thanks mainly to continued success in Los Angeles and Miami.

- **Urban**: The decline continued: down almost eight shares from summer and a year ago. Will the slide persist until Arbitron leaves its census distribution patterns?
THE COMPETITIVE EDGE

TRICKS OF THE TRADE

Winning Tight Battles

Radio has never been as competitive as it is today. Stations fight to maintain their Top 10 positions by beating competitors by a tenth of a share.

Managers and PDs panic when monthly ratings come out. Yet there's a statistical probability that these reports, based on extremely small samples, aren't indicative in any way of what's really happening in the market. How does a radio station go from a 4.1 to a 1.3 to a 4.6 over three months when nothing has changed in the market? It doesn't. But woe to the poor programman who has to explain the 1.6 when there's nothing to explain.

In this fear-filled, short-term, reactive environment, how can you keep a steady course and maintain a competitive edge? To answer that, I've pulled the following information from columns I've written for this publication since 1988.

In a nutshell, winning means understanding four major elements: demography, consumer behavior, appropriate strategies, and tactics.

Demography is the study of populations. These days, the focus is mostly on aging baby boomers. Their needs are being met by a wide range of formats, including Oldies, News/Talk, Classic Rock, AC, NAC, and Country.

The point to keep in mind is this: There are 20% more people in the 30-44 age group than in the 15-30 or 45-60 groups. This means concentrated focus on a large, clear slice of 30-44s can provide a better 25-54 win than any other demographic concentration.

Concentrated focus on a large, clear slice of 30-44s can provide a better 25-54 win than any other demographic concentration. The bad news is that many stations are focusing on this area, which means pinpoint research is more important than ever.

Consumer Behavior

When it comes to consumer behavior, keep the following in mind:

- The 12-44 demo is highly experimental. They're a "try anything once" group. Therefore, they're quick to sample "new" formats (even Oldies) and try new ideas.

Three Tricks

- Monitor demographic change
- Satisfy consumer needs
- Evolve strategy and tactics

They can be tempted to buy a cassette or CD that's well outside their normal area of interest just to see what it's like. However, experimentation doesn't mean a trend. If you've had sudden, short-term success, do research to make sure it wasn't the result of experimentation alone. If they tried you and didn't like you, you might be in for a rude surprise.

- Don't forget the good news.

People who have a good experience tell five others. If they have a bad one, they tell 20. Make sure your customers always have a good experience, whether phoning the switchboard or attending an event.

- These are scratch-and-win customers. They want instant gratification, instant entertainment, and immediate satisfaction. Srove to give it to them.

- Almost everyone practices "electronic vigilance." They channel-hop TVs and button-push radios just to see what's happening. They check out a wide range of material to stay plugged in. They can't remember where they heard or saw things. This means creative, regular station identification is essential.

- Consumer behavior is strongly tied to status substitution. For the average American, real income has declined for a decade. Real purchasing power is lower than it was in 1980. To compensate, consumers look for small status luxuries - such as Haagen-Dasz ice cream or an upgraded CD player instead of buying a Rolex watch or new car.

Increasingly, status substitution is focused on quality of life, including relationships, more "family time," and personal feelings. This means promotional opportunities that include family vacations or free daycare for children have a lot of potential.

- As the population ages, there's a shift toward more nostalgia. Interestingly, even teens and 18-24s are nostalgic for the 60s. There are great programming and promotional opportunities here.

Winning Tactics

Once we focus on demography and consumer behavior, what tactics are going to cut through? Here's my top nine:

- Think like a fan and make everyone a star. Sometimes we get too caught up in looking at computer printouts and forget the consumer wants to be entertained, has a fan mentality, and needs to feel important. Build this into programing and events.

- Use 2x4 marketing. Marketing campaigns should have a clear message, presented creatively. There should be sufficient media weight for the campaign to get noticed. If that's lacking, then the creative aspect has to be truly exceptional.

- Make research an integral part of all plans and follow through. The primary focus is to make sure research studies have a goal, what easily copy you and deliver on what you say, then you haven't marketed your difference. It takes courage to market a difference, but that's what separates winners from losers.

- Create an enemy. Your staff should know who they're trying to beat. Your customers will understand more clearly what you are if you're positioned against something else. A News/Talk station might make ignorance an enemy. A Country station might make meaningless music an enemy. In every case, follow through with a strong creative effort.

- Overestimate your customers' intelligence. Underestimate their awareness. When you do research, you'll be amazed at how many people don't know exactly what you stand for or even that you exist. And this is among people who actually want to use your product! These days, people aren't stupid. They're overloaded with too much information. The latest research suggests the average American is hit with 20,000 messages a week. Where does yours fit in?

- Know which rules to break. Nationwide Communications President Steve Berger constantly reminds me of this one. It's not smart to break the rule that says call letters should be the last thing into music. But it is smart to break the rule saying most commercials should be clustered in the last quarter-hour, especially if breaking it makes you different from competitors.

- Create tune-in. Too many radio stations sound the same. Programmers became so concerned about preventing tune-out that they forgot to create tune-in. Smart companies - like Infinity - are building radio stations around "must-tune" personalities such as Howard Stern and Don Imus. Any station can create tune-in with great special features and brilliant music packaging as well as with such consistently successful devices as countdown shows.

- Don't forget the 2.4 rule. This states that usually takes 2.4 times longer to do something than you estimate. Keep it in mind - especially when the wobbly monthly arrives and you're in a panic, wondering why something clever you've done hasn't produced results. In general, record companies do better than radio stations at acknowledging the 2.4 rule and realizing the combination of a goad, focus, and persistence usually pays off.

No. 35 in a series.

Winning Strategies & Tactics

- Think like a fan
- 2x4 marketing
- Create tune-in
- Underestimate customers' awareness

People who have a good experience tell five others. If they have a bad one, they tell 20.

Are you trying to find out? Why are you doing the research? Be very specific before you start. When you look at the research, make sure they're clearly focused on your goals.

- Market the difference between you and a competitor. There are far too many "life" or "variety" approaches. If a competitor can

Consumer Motivators

- Experimentation
- Scratch-and-win rewards
- Quality of life focus
- Good experience with product

John Parikhal is CEO of Joint Communications, a research and consulting firm which specializes in custom research, marketing, and program consulting. He can be reached at (416) 272-1136.
DeVille Pulls Out Of Poison

Guitarist C.C. DeVille officially has left Capitol rockers Poison to pursue a solo career. Singer Bret Michaels called the differences "musical, personal, and who knows what else," and said the band is looking for a new "full-on member" to permanently replace DeVille. Michaels also promised a new Poison studio album by March 1, 1993.

U2 Do Lou

NME reports that U2 have recorded a version of Lou Reed's "Satellite Of Love" with fellow Dubliner and bandlabelme Gavin Friday. According to Rock Over London, the end result is expected to turn up on the B-side of "One," which is set to be the band's next single from "Achtung Baby."

Richrath Returns

REO Speedwagon co-founder Gary Richrath's new band, Richrath, makes its debut with "Only The Strong Survive," on GNP/Crescendo. Co-produced by Gary Richrath and label VP Neil Norman, the disc—which features the guitarist arranging his recording sessions—will hit the streets next week. Titles include "Outlaw," "Today," and "Holy Woman."

Sugarcubes 'Stick'

Iceland's Sugar Cubes return this week with "Hilt," the lead track from their forthcoming Elektra LP, "Stick Around For Joy." Due February 7, the album was produced by Paul Fox (Bobyn Hitchcock, XTC) and includes such bitter-sweet titles as "Hetero Scum," "Happy Nurse," and the likely second single, "Walkabout.

Batten Up!

The debut solo album from former Michael Jackson tour guitarist Jennifer Batten will be titled "Above. Below. And Beyond." The disc is due March 3 from Onyx. CA-based Voss Records. Although produced by Michael Hossack, the two songs and Karl handles lyrics on the soul classic "Respect," Batten hereos does no vocals.

Instead, she covers Jackson's "Wanna Be Startin' Somethin'" and John Coltrane's "Giants Steps" (the latter featuring Greg Phillips) on up-tempo bass and piano and debuts such originals as "Headbangers' Hairspray" and "Whammy Damage."

Lightning Seeds Make 'Sence'

The Lightning Seeds are set to follow their latest single, "The Life Of Riley," with their next album. Due April 6. Like the band's debut LP, "Sence" is chiefly the work of singer/producer/ multi-instrumentalist Ian Broudie, who co-produced the effort with Simon Rogers, best known for his work with the Fall.

Mix 'N' 'Mack'

Sir Mix-A-Lot's "Mack Daddy" is the first full-length disc from the platinum-selling-rapper's Rhyme Cartel, the custom label he operates through Def American. The LP is set to arrive February 4 via Reprise. "One Team, One Goal" is the first case. Look for the second, "Baby Got Back," to hit radio February 18.

Gary Moore 'After Hours'

Gary Moore's forthcoming "After Hours" album—set for U.S. release on Charisma in March—will feature a duet with B.B. King on a new Moore composition ("Since I Met You Baby.") Bluesician Albert Collins sits in on a version of Little Milton's "The Blues Is Alright," and the Memphis Horns add licks to what will be Moore's first UK single, "Cold Day In Hell."

The 7-inch single will feature the non-LP "Track All Time Low." On its flip. The CD single will sport a 10-minute live version of "Sorcery Monday" featuring Albert King as well as two more non-LP numbers, "Key To Love" and "Woke Up This Morning" (R.OL).

Bragg Sings Beatles

Billy Bragg's non-LP version of the Beatles' "Revolution" joins his collection of UK hits "Slipping Out To Happen" on a new Elektra CD. Due February 3, the disc also features the non-LP cut "Sulk."

Firehose Cover Five


Also re-released are the Batlleh Surgeon's "Revolution Pt. II" and "Black Motherlucker" by Superchunk.

A.R. Kane Debut

The first solo record from David Byrne's Warn Bros.-distributed Luaka Bop label comes from A.R. Kane. The UK duo previously were heavily involved with the dance hit "Pump Up The Volume," working under the name M.A.R.S. Their U.S. debut, "Americana," features "Love From Outer Space" and "Water." The title cut is due this week, as is the full CD.

Music Databook

MONDAY, FEBRUARY 10

1967: The Beatles sign business ties with Brian Epstein NEMS to form Apple

1971: AC/DC are bound in reason of causing the deaths of three Salt Lake City teens, who were killed in a football player named with a north carolina

TUESDAY, FEBRUARY 11


1967: The Monkees announce plans to play on their own record

1972: David Bowie shows his first gig un-

1979: Sale racism music video producer

FRIDAY, FEBRUARY 14

1970: The Who perform their first show as an American, "Live At Leeds"

1974: The Captain & Tennille are mar-

1977: "The 8-Bitz's make their performing debut at an Athens, GA party

1980: Lou Reed marcs Sylvia Morales in New York

1991: The first all-female rap concert takes place. Headlining the line-up are the Diva, show Queen Latifah, Yo-Yo, Ingrid Okum and, my life, and C.L. Mye.

SATURDAY, FEBRUARY 15

1975: Ginnie Vannellii becomes the first white jazz to perform on "Soul Train"

1991: Moore Kellogg Enters fees a $25 million settlement suit against Ron Stewart

1965: Paul Bolland, 1941: Melissa Manchester 1959, All Campbell (SB40) 1950

SUNDAY, FEBRUARY 16

1965: Pat Benatar and partner/husband: Neil Giraldo become the parents of their daughter

1988: Billy Vera gets a star on the Holly-

BOOK BEAT

"King Is Alive In 'Dead Elvis'"

Noted music journalist Greil Marcus—who has chronic-

alled rock culture in such celebrated works as "Mystry Train: Images Of America In Rock "N' Roll Music" and "Lipstick Traces: A Secret History Of The 20th Century"—returns to "Mystry" subject Elvis Presley in "Dead Elvis. A Chronicle Of A Cul-

tural Obsession" ($25 Doubleday)

Documenting just how thoroughly EP has become rooted in the Amer-

ian psyche, Marcus explores a wide variety of Kingly subjects, ranging from the method and "spir-

ial ownership" of Elvis's music to the copyright, appropriation, pur-

chase, and exploitation of his phys-

ical image.

Can you remember a day that El-

vis hasn't touched your life—

whether through songs heard on the radio, jokes, fashion, etc.?

That's not only Marcus's point, but also the inspiration for his printed journey—a 233-page trip that in-

cludes generous reproductions of Elvis art, newspaper/ pro-

articles, and assorted memorabilia.

To set up author interviews, please call Russell Peranault at (212) 452 9795.

MUSIC DATABOOK

WEDNESDAY, FEBRUARY 12

1956: Surrsum—Jay Hawkins records

1961: Motown debuts its first million-

song single, "Shop Around."

1967: Mick Jagger, Keith Richards, and Marianne Faithfull are the sub-

jects of the UK's first major rock stars-on-star-DVD. They inspire in-

amous "mad girl in a rag" head-

lines.

1968: Roy Marzalzar (Owens) 1953, Per

Gelles (Roseale) 1956

THURSDAY, FEBRUARY 13

1956: Frank Salmara turns Reprise Records

1963: Marcus Gaye sings a highly per-

sonalized version of the U.S. national anthem at the ISA All-Star game.

1961: Joe B. Priest is nominated for an

Oscar for writing "Blaze Of Glory" from the film "Young Guns II."

1967: Peter Tork (Monkees) 1964, Pe-

ter Hoora (New Order, Revenge) 1956

Nevsky Gaze — up 'n' arrow

Singers/sometime sex sym-

bols Eartha Kitt and Grace

Jones will join sometime singer/newtro Eddie Murphy and Robin Givens in "Boomerang," a romantic comedy that's set for summer release. The Paramount picture is being produced and di-

rected, respectively, by Warrin-

gton and Regina Hudlin, the brother and sisters behind "House Party."

Murphy portrays the head of mar-

keting for a black cosmetics com-

pany—until tough businesswoman Kitt buys the firm and installs Givens in his place. Jones plays a supermodel named Strangle (pro-

ounced "Strangalay") who rep-

resents the firm's newest perfume.

Peeples' Valentine

Charisma recording artist Nia

Peeples plays an Italian-American graduate student who comes to re-

evaluate her ideas about love in the romantic comedy "I Don't Kiss Babies Anymore." set to arrive in time for Valentine's Day from Shurban. Peeples' character sings traditional Italian songs in a restaurant and sells furniture while working toward a degree in psy-

chology. No soundtrack is planned.

Meat Loaf & Wainwright

Meat Loaf and Loudon Wain-

wright III have teamed for "The Diary Of The Hundy-Gundy Man," an in-

dependent Timberlake Productions.

Wainwright plays a priest and Meat Loaf a rock 'n' roll tad-ass, each of them attempting to explain why the title character—an artist played by Brad Dourif—literally vanishes into thin air. The pro-

ducers are currently seeking distri-

bution. No soundtrack is planned.

Nap Peoples — albro more kisses:
CONCEPT PRODUCTIONS
Dick Wagner • (800) 783-3454

Concept 1
ALPINE/Westpoint
ERICK CLAPTONT
In Their Own Words
WM: We can do them. OR
KERRY STEVENS: We'll do what They Want Me to

Concept 2
CHR
ATLANTA/Deep South
COLIN WD RADIO-Spinner
GEOFF MAZZARESE: I do it. NOW
FRED PLEKIS: I do it. NOT
VAN HALEN Right Now

Concept 4
Country
LUE STROUD/Hughes': I like this back. This
Frank Lawrence: I like it. Legal
KATHY STROUD: I like the music.
STEVE WEBB: I like the music. OR
DON WILLIAMS: I think it was

UNISTAR
Chris Kaminper • (210) 483-8083

Hot Country
EARL THOMAS CONLEY/Only thing I do not want to
thinking about is when to change

Unistar Country
JACK ANDERSON: Straight Thin.
THOM WEBB: I do not know what is going on.

Adult Rock & Roll
DIRE STRAITS/The Rain
ERICK CLAPTONT: We'll do it.

THE JUKEBOX KARAOKE
Petrie, Bob • Director/Music Programming

ON

BUY-LINES: Nothin's one Way Back (East West) 11
COHESION OF DISCOMFORT (Real Fun) 2
DRAMA (Everyday) 2
INFECTIONOUS (The Fox) 4
LENNY KAYE and Street Angel (Angel) 4
PRESSES JUNIOR and the day (Street Angel) 4
HANNA: I love it. I love it (East West) 11
SIDDALL & POG (The Waterboys) 9
WAN BATES Hung Up (Country) 11

STRESS

TINA CARRESE (Warner Bros) 2
GEOFF MAZZARESE (Deep South) 2
RICHARD MARX (Hollywood) 2
G.M. ELIOT (San Francisco Show) 11
MIKE DUSTIN (TQ/Deep South) 9
MRDA (Head of Records [Dallas] 9
CELESTE DIOVOGUE (V/Gem) 7
TOM PETTY and the Heartbreakers (Warner) 5
PRINCE and the Revolution (Calvin) 9
NIGHT ADDS (Carole Kaye) 4

US:

The CONCERT PULSE is a weekly comparable
report ranking each artist by their average duck box gross reported per
venue. Courtesy of Ticketron, a publication of Pollstar: On-Line Listings, (818) 489-3783, or in California (909) 224-9351.

ADDS

MICHAEL JACKSON (Warner Bros) The Time (East West) 11
ADRIAN (Geffen) The Rain (East West) 11
STEVE WEBB: I do not know what is going on.

SOUNDGARDEN/Outshone (ABM) 11
U2/Mysterious (Mercury) 11
DIO/DO (Phoenix) 11
LIZA MINNELI: It's not new (Columbia) 11
TOM PETTY and talking (Virgin) 11
STEVE MARINER: It's not new (Columbia) 11

THI

JANET JACKSON'S Top Ten Tour (By Night) 11
SUZIE SOLOPS/Kitchen Sink (Warner) 11
PAULETTE GALERNE/Handle Your Love Right (East West) 11
DAVE WITHROW/Big Run (Roadrunner) 11
JAMIE O'NEAL/Find It In My Heart (Columbia) 11
TOM PETTY and the Heartbreakers (Virgin) 11
EDDIE VAN HALEN: It's not new (Columbia) 11
RENEE CLAYTON: It's not new (Columbia) 11
SUSANNE: I love it (East West) 11
TINA TURNER: It's not new (Columbia) 11

ADD

CLINTON COTTON/Play, Baby Play (Columbia) 11
ARON TIPPIN/Time of Our Lives (Virgin) 11
STEVE MARINER: It's not new (Columbia) 11

Scheduling
January 22-24.

DEL REY: I'll Be There (Columbia) 11
THE JAM: I'll Be There (Columbia) 11
ELTON JOHN: I'll Be There (Columbia) 11
STEVE MARINER: It's not new (Columbia) 11

Maine:

THE JAM: I'll Be There (Columbia) 11
ELTON JOHN: I'll Be There (Columbia) 11
STEVE MARINER: It's not new (Columbia) 11
**WHHH (Hoosier 96)/Indianapolis hit the air last October 28 as the market's first new signal — a Docket 89-90 3kw drop-in — in many years.**

Market vet Scott Wheeler programmed crosstown CHR WZPL and was MD at AC WENS before becoming PD of WZPL. Under his guidance, the station debuted with an impressive 2.2 in the Fall '91 Arbitron, thanks to a unique mixture of Dance CHR and live play-by-play sports coverage of Indiana, Purdue, and Butler Universities.

Wheeler explained, "It's not easy mixing CHR and all of these sports. The sports emphasis was an early commitment by owner [and afternoon drive co-host] Bill Shierk, but it does give us some financial stability. We're making the best of it. It's a strange combination, but so far Hoosier 96 is showing some early signs of success with teens and females up into their early 40s. We've had some initial impact on Urban WCRC, but their programming has been pretty out there lately, so that could be their fault. We're also hearing from a lot of WZPL listeners. WZPL may have reacted to us by playing a bit more rhythmic music which it really had not done before. By and large WZPL is a good station, but we're filling a void with what they've missed."
"Only Love Can Break Your Heart"

Produced by Saint Etienne
Additional production and remix by "Little" Louie Vega and Kenny "Dope" Gonzalez for Masters at Work Productions, Inc.

From the album *FOX BASE ALPHA*
NEW FOR '92

WZPL Returns To Double Digits

Continued from Page 42

eats, but a lot of contest winners came to check out the music and to eat the catered food. The event took everybody away from the everyday routine, and it put a bit of glitter in their lives."

Other star-oriented events included a "Red Stewart Bus Trip to Lexington," KY's Rupp Arena, and a station luncheon with John Mellencamp, which listeners qualified to attend by first winning copies of his CD. London noted, "APD Chris Davis, Promotion Director Kay Feeney, and Lisa Kerckhoff, have done an amazing job of coordinating all of the details of our promotions."

London says the most important element of WZPL's success is "our on-air people. When the economy began to slow, we met with Booth Broadcasting management and stressed how impossible it would be to function without our people. We've always worked hard to find people who work hard, because we believe the fish swim faster every time we add another shark to the pool."

"We all challenge each other to be the best, and that's paid off. Our personnel have the talent to pull it all together. We've expanded our audience by making appearances, because they have killer attitudes. We've taken some chances on some smaller market people, and I've worked with them hard, but creatively. That's made for good relations, good morale, and turnover."

'Daypart Hooks'

London explained what he calls the "daypart hooks" in WZPL's line-up. "These are the unique things in each daypart. Our morning show, McKay Today, features Dave McKay, Julie Patterson, and Coach Rick Miles [also the voice of the Indy Colts]. Commander Rich McDonald does traffic. We've been developing the morning show, and we saw it grow 7.5-9.4 this book. We even got Dave McKay on the cover of Indianapolis Singles magazine."

"Make My McKay Today Mondays are a standard feature. Listeners call in at random, and Dave hands out prizes at random or solves problems for them. This makes for a lot of contact with a lot of little prizes. He and his staff do a lot of crazy things too. When John Mellencamp was here he was still a smoker, so we gave away 'John Mellencamp's butt,' which got us a lot of press."

"In middays, Crystal Cleft offers the 'WZPL Free Lunch,' asking workers to fax the number of employees they work with and where. At noon, we send over our 'jokes with free lunch for all from Pizza Hut or Subway.'"

"Afternooner Joeminn' John Trust does Star In Your Car,' playing a celebrity voice and then taking the 9th caller to win $89. He also hosts Fox TV's Crazy Crimes & Criminals."

"Our nights had a spectacular book, moving 14.3-18.0. From 6-10pm Jeff Lewis does the Hot Nine At 9. 'Late-nighter [and MD] Garret Michaels does the 'New Music Challenge' [sponsored by Pepsi] and the 'Late-Night Bed Check,' when he does prerecorded requests and dedications."

'Overnighter Jay Vincent [aka Jim Cerose, former PD at WHBN/Bloomington, IN] does the 'Third Shift Roll Call,' when people working all night call in and say 'hi.' Garret and our former overnight, once drove all around in the van all night visiting workplaces, since 25% of this market's workforce works third shift."

At Your Service

Community service is a key element of WZPL's success. London said, "A pie factory in Broadripple was baking its 20,000th pie. That day, all the pies were donated to the Ronald McDonald House, and we broadcast live from the event. The person who bought the 20,000th pie won $10. It was a tough way to sell a bit silly, but it was effective."

Other notable station promotions included the "Humane Society Pet Of The Month," which encouraged the adoption of animals, the pound, and the America Diabetes Bike Ride," which recently raised $30,000. "Ride Your Bike To Work Day" inspired several thousand people -- including mayoral candidates -- to do just that, and during the holidays, we distributed more than 200 turkeys to the needy. London concluded, "While this market is relatively under-radiused, we have great competition from some excellent broadcasters. Seon-x wins WIBC & [Classic Rock] WHHN, Great American operates WFBQ, Snusheanna runs WFMS -- one of the best Country stations -- and Emmis has AC WKNX. So for us to continue to thrive in double digits in 1992 is a wonderful accomplishment for everyone connected with the station."

Hoosier 96: Ready To Play Ball

Continued from Page 42

conglomerate -- just a few Hoosiers doing it Indy's way. We're successfully painting the other stations as "out of touch." Hoosier 96 is the real deal in Indy."

Lacking a station vehicle and fast cash, Wheeler has relied mostly on giving away T-shirts, CDs, and movie passes. He's recognizing his major marketing push until spring: "We'll have less sports on the air then, and it'll be the most important book."

No Signal Parity Yet

Wheeler recalled a difficult sign-on. "It wasn't the smoothest going from a technical standpoint. We had a lot of transmitter problems in our first three weeks. With only six, we were lucky to be on the tallest building in town, but we're only at 65%-70% of our full signal because we're still using a temporary antenna."

"We have some jingles from JAMS that basically say 'Hoosier 96, Indy's New Music Mix,' and it's the truth. We don't have a research department or budget per se, so we're doing music by the seat of the pants with 95% gut input. Ac-
GAVIN SEMINAR 1992

Westin St. Francis Hotel, San Francisco,
Thursday, Friday, Saturday February 13, 14, 15

Joe Calloway
Richard Elliot
Bobby Caldwell
Bob James
Earl Klugh

Expanded Format Agenda

Thursday, February 13

Rap Jukebox Jury 12 Noon, Urban/Rap Retail 2PM.
Women In Music & Media 2:30PM, Top 40 Small/Medium Markets 3:30PM, Jazz Airplay Exclusive 4PM, Rap/College Mix 4PM, Album Alternative Juke Box Jury 4:30PM.
Sony Music Showcase with Ottmar Liebert and Joe Zawinul 6PM, Warner Bros. presents Bob James & Earl Klugh 10:30PM, another major showcase to be announced 9PM.

Friday, February 14

11AM, Alternative College Radio Breakout 12:30PM.
Get In The Ring 12:30PM, The First Annual Adult Summit 1PM. The Gavin Keynote Event starring Rick Reynolds' Only The Truth Is Funny 3PM at Theatre On The Square 450 Post Street (across the street).
Gavin Cocktail Party 6PM followed immediately by a live performance by MCA recording artists Spinal Tap, Mesa/Bluemoon artists Strunz & Farah 10PM, Manhattan recording artist Holly Cole Trio 9PM.

Saturday, February 15

Jazz/Adult Alternative Breakfast Juke Box Jury 9AM.
Country Radio Format followed immediately by New Artist Luncheon 9AM, A/C Breakfast & Jukebox Jury 9AM,
Selling Black Music 10AM, Alternative College/Commercial Brunch 10AM, PolyGram Jazz Luncheon 11:30AM, Alternative Commercial Breakout 12 Noon, Top 40 Format/The Entertainment Quotient 12 Noon, Urban Ratings Luncheon 12 Noon, Commercial Adult Alternative Breakout 1:30PM,
College Breakout 2PM, Radio Promotion & Marketing (all formats) 2:30PM, Where Does Rap Fit 2:30PM, Gavin Awards Banquet 5:30PM. A Special Late Night Double Bill With Bobby Caldwell and Richard Elliot 10:30PM.

New Hotel Policy!
Register with the Gavin Seminar first!
Here's why: The Westin St. Francis can no longer pass on the special Gavin Seminar rate until we confirm your registration. Upon receipt of the registration fee, your room reservation request will be forwarded directly to the Westin St. Francis and will be processed in the order they are received. Important note: Only Seminar registrants will be eligible for special convention room rates.

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POSTS 4.8-5.2 JUMP

WRKS: Consistency Pays Off

Although Urban stations took some significant hits in the Fall ’91 Arbitron, the format held its own in most markets—including the country’s No. 1 metro, WRKS (Kiss-FM)/New York finished second with a 4.8-5.2 jump.

WRKS VP/GM Charles Warfield attributes the station’s success to consistency, resulting largely from the efforts of PD Vinny Brown and the airstaff. “There’s an overall consistency from daypart to daypart, day in and day out; the listeners know they can count on Kiss-FM programming all day long,” Warfield says. “It’s like having a window; there’s no more ordering.”

“From the beginning, we’ve always been a cooperative venture in terms of making sales calls. It’s not enough to hold a weekly promotion meeting; the staff needs to see the different kinds of retail outlets and the store traffic. They also need to hear clients’ concerns. So we try to get all of our personnel—and certainly our managers—out of the office and into the field to deal one-on-one with clients as often as possible.”

“We’ve become more involved in cooperative efforts with advertisers. It’s important to develop partnerships rather than simply air paid announcements.”

— Charles Warfield

Brown agreed that it’s important for the programming and sales departments to form partnerships. “The GSM and PD often are at odds, and they call on the GM to be the referee. PDs should have the same concerns as sales managers—that’s the bottom line. At one time they were adversaries, but today’s PDs have the same concerns and sympathies as the GSMs. They also should be aware of the market conditions. When clients ask for a promotion above and beyond the call of duty, the PD should respond accordingly and perhaps give in to get the business without jeopardizing the station’s performance.”

Ratings Monopoly

Obtaining local retail business takes a lot more than talking up your ratings, Warfield said. “You have to go out on the street. For PDs and GSMs today, it’s not enough to rely on an account executive’s report. The more you meet with clients, the stronger their image of your station.”

The days of the on-air PD are fading fast. A PD’s job is an administrative position; it doesn’t lend itself to a four-hour break for an airshift.

— Charles Warfield

“Also, all of our managers are involved in developing the budget for their departments. If I know the expectations and goals, I’m more inclined to want to secure them. And if I have a role in developing those goals and operating guidelines, I’m more inclined to work with them. Information is important. The more information you can share with the managers who have to execute these plans, the more informed—and willing to go the extra yard—they’ll be.”

Warfield, who likes the idea of competition, lamented the failure of Birch’s “We’re back to a monopoly in radio ratings, and I don’t think that’s healthy for broadcasters. We were supporters of Birch and Arbitron. Both the station and the advertising community were utilizing that competition. It’s unfortunate that we’ll no longer have that option, at least not in the foreseeable future. I’d like very much to believe Arbitron will see some competitors soon, but that’s asking a lot.”

PD Skills

Many Urban stations are cutting back on the amount of music they’re playing, including WRKS-FM. “A PD earns his keep by making judgment calls when necessary,” Brown said. “You have to evaluate client considerations. But at what point do you have to say no? The PD has to make that call and marketing is as it relates to spots per hour. I don’t believe in a 70-song playlist. But at the same time I don’t know how you can properly service your audience by playing only 20 songs. It’s ridiculous.”

Warfield recognizes the importance of the PD’s job and believes it’s too demanding to couple it with an airshift. “The days of the on-air PD are fading fast. A PD’s job is more of an administrative position; it doesn’t lend itself to a four-hour break for an airshift. Programming a major market station is a full-time job.”

Brown said he feels fortunate to be working for WRKS-FM because it has helped him develop his managerial skills. “Summit Broadcasting shares information with all of its PDs so we can act responsibly when we have to make cutbacks or address other sensitive issues. We also deal with budgets, understanding the cost of research and everything it takes for our department to function.”

“The GM could march into your office and say, ‘No, you can’t do this,’ or ‘No, there’s no money for that.’ We understand that. Summit holds annual company retreats where everything’s reviewed with the station managers. We see not only how each station is operating in regard to ratings and economics, but how each station fits into the big picture companywide.”

“Upper management support at this station and in this company provides us with the necessary tools to win. We have a good on-air team and support staff. If you remove any of those elements, I don’t think we’d be as successful as we have been.”

— Vinny Brown

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— Vinny Brown

Snap To It

You’ve got the power to double your exposure in R&R. Simply snap a few shots (station promotions, celebrity visits, etc.) and forward them to: Wall Love, 1930 Century Park West, Los Angeles, CA 90067.
SCENES FROM A FALL

The Ups And Downs Of A News-Laden Season

Thanks, perhaps, to a steady drumbeat of major news stories – Clarence Thomas, William Kennedy Smith, the weakening economy – News/Talk stations generally held their own in the Fall '91 Arbitron wars. Here are some dispatches from the front.

The notoriety battle of the fall campaign may have been in Boston, where WRKO was ousted from the No. 1 spot by crosstown WBZ, which recently completed a yearlong evolution from Full Service MOR to news-intensive Talk. WRKO PD Rich Kirkland was at a loss to explain the Atlantic Ventures station's summer-fall (8.3-6.4), which left WRKO 1.5 points below its Fall '90 audience level. "I don't know why it happened," he said. "Our November cube was the worst anyone can remember."

But WBZ PD Dave Bernstein has a theory. He believes Group W WBZ earned its two-share increase (5.5-7.5) – which put it a full share ahead of Fall '90 – by doing a better job of serving harried listeners in search of an information fix.

"It's a question of want versus need," explained Bernstein. "Listeners may want a radio station with funny DJs or opinionated talk hosts – in other words, a news-oriented station. They need to know the news, they need to know the weather, and they need to know if the Celtics won. People always take care of their needs before their wants."

WBZ's more. He claimed. WBZ simply outdistanced WRKO in the promotional battle for the WEEI audience, which moved from all News to all-Sports in early September.

Last year was the biggest news year since 1968. There was always a big story. – Rick Etchison

Kirkland acknowledged that WRKO was probably hurt by heavy sampling of WBZ, but said he isn't sure whether WBZ's news-intensive format poses a permanent threat to his station. He said WRKO is currently re-examining its own product and promotion. Among the fundamental questions being asked: Is the station meeting the information needs of its 25-54 core?

 Burning Up The Salt Flats

One of the biggest summer-fall gainers was KSL/Lake Salt City, which saw its 12+-share soar four points to 8.4. While that's well below the 9.6 KSL captured in Fall 90, it ends an alarming two-book dip and brings the station back to its traditional performance level. PD Rod Arquette attributes that rebound to the return of normalcy to American life. "Our summer number reflected a variety of factors, including the usual differences in how people use radio in the summer and a continuation of the post-Gulf War letdown," said Arquette. "People had had their fill of news."

But, he said, as listeners got back into the routine of fall, their thirst for information returned. And when it did, Arquette added, KSL was ready with a more news-intensive midday lineup that emphasizes brief newsmaker interviews and puts only minimal value on calls. To make way for the new midday format, which was borrowed from Bonneville sister station KIRO (Seattle), Arquette dropped a variety of specialty shows, including cooking, health, and legal programs.

Ridin' The News Wave

Another big winner was KFBK/Sacramento, which netted a hefty 2.8 fall-to-fall 12+-increase (8.8-12.5). VP/GM Rick Etchison attributes that performance to the Group W station's success in converting the hefty cube created by a remarkable stream of news events. "Last year was the biggest news year since 1968. There was always a big story.

According to Etchison, KFBK captured those drop-in listeners by bolstering its emphasis on news and information. "The station added an hour to its FM drive news block (at the expense of a talk show), beefed up its morning news show (the source of the station's biggest gains in the fall survey), and focused its two local daily talk shows on issues and topics of the day"
Country music and radio have had their share of, or, misunderstandings with the mass media during the years. But put the two together — Country radio — and the situation is really ripe for confrontation. Here are a few of the head-bumpers taking place in recent weeks.

**TV Or Not TV**

When WML/Milwaukee called to purchase spots in the recent Garth Brooks NBC-TV special on local affiliate WTMJ-TV — owners of News/Talk WTMJ and AC WLTW, as well as the city’s major newspaper, the Milwaukee Journal — it was informed that the show would be pro-empted for a pair of sitcom reruns and would instead air at midnight.

PD Kerry Wolfe did what any self-respecting, hard-charging news and music director does: he blasted the station’s regular ad, ran a “thank you” to listeners who called the TV station and made it possible for the entire city to see the special.

This isn’t the first time the WTMJ group bumped heads with the folks at WML; a_ms-lead has raged for years. Still, it’s amazing the WTMJ-TV powers-that-be would even consider ignoring a potentially huge audience. In the Fall ’91 Arbitron, WML ranked second 12+ and first 18-49.

‘Music Circle’???

As long as I’m on the soapbox, can someone please tell me why the mass media continues to either screw up stories about Country and/or present them in a condescending or less-than-accurate manner? The erroneous and stereotypical depiction of country music and those who love it as some-thing-on-a-plane below the rest of the population inhibits the music’s growth among people who might like it but feel they neither fit nor want to be associated with the image portrayed.

In 1984, we had to suffer through an Olympics TV special which, in its tribute to country music, prom-ised to “delight the most venerable among hay bales. Last year, it was an episode of ‘Murder, She Wrote,’ which depicted Nashville’s chief of police as a cornpone-sparing idiot who was more inter-ested in writing songs than catch-ing a killer.

As the media catches on to the fact that country is hot, more stories and features are being done. Some, like last fall’s News-week piece and USA Today’s seem-ingly stepped-up coverage, project the music and movement positive-ly. In fact, the Wall Street Journal has done a couple of business-oriented pieces lately discussing the financial rewards being made in country music spots.

Unfortunately, there are the others, led by a recent New York Times “Arts & Leisure” Sunday edition cover story. The twopage article on today’s hit, but young country performers was topped by a one-third-page picture of Porter Wagoner performing on the Grand Ole Opry with a caption ending, “...rhinestones rampant.” With all due respect to Porter, it’s simply hard to imagine a two-page story on country’s youth movement with the cover boy. (The article did, however, prominently feature comments by RCA/Nashville Exec. VP Tony Brown and Liberty President Jimmy Bowen. It also contained a sidebar on the Grand Ole Opry.)

On the inside was a huge picture of the Opry’s stage. Again, with all due respect to that most venerable of institutions, couldn’t they have used the space to picture a few of today’s stars? (At least the piece did carry shots of Trisha Yearwood, Travis Tritt, and Marty Stuart.)

Furthermore, when the author constantly refers to “Music Circle” instead of Music Row, it makes you wonder how much other stuff was garbled. (She defined Music Row as “...a stretch of shops and museums where stars...”)

**HAVE YOU HEARD**

**WMZQ Airs Pair Of TV Shows**

WMZQ/Washington jocks will host not one, but two country music pro-grams on local TV outlets. Afternoon drive Keith McDonald handles the video clip chores for DC’s channel 9. Evening drive Seth Werner does honors on channel 50’s show, which is called “WMZQ-TV.” The radio station will simulcast the “WMZQ-TV” produc-tion, which also features a country news segment and some of the area’s hottest dancers. Both shows air Saturday nights — Warner’s from 7-7:30pm; McDonald’s from 7:30-8pm.

Scott KIZN PD

KGEE/Odessa swing/weekend talent Jim Scott has been named PD at KIZN/Boise, newly acquired by West Group Broadcasting. He replaces Bill Bailey, who’s staying out moves from mdays to mornings — Mark Metz-ner is the new PD at WCTJ/Marion, IN. He was formerly Production Director at AOR WPDTH/Poughkeepsie, NY — Doug Peterson is the new OM at KQKL/Cedar Falls, IA. Tony Crow is new to evenings at WNN/S/Parkersburg, WV. He joins from crosstown WXXL. Moving to WFM/Kansas City for weekends is Ann Brock from KFGO/St. Joseph, Mn.

The next time you’re at your favorite hair salon, see to it volume 25 of Cotthure’s, the international hairstyle magazine. Featured in WHN/Yates/Chicagon/TX/mediadore Lee Adams.

Here & There
• Cole Media — owner of Talk KWTO and CHR KHHT in Springfield, MO — has entered into an LMA with crosstown KLTC and put a Hot Country format on the air.
• KLC/Los Angeles, as part of its theme-month traveling programming, will broadcast live from Israel for a week during February.
• Congrats to Atlantic/Nashville re-gional promo man Bill Helfterman, who was recently sworn in as a council member for the town of Union, KY — population 1001.
• Kudos to KKCC/Riverside-San Bernardino PD/morning man Bob Har-vey, named Top Jock for the second consecutive year by Island Empire magazine.

Clarification: The 1991 year-end Country column (R&R 12/20) conten-ted an “ins & Outs” box showing that WOOD/Charleston had dropped County. It should be noted that WOOD-FM is still in the format; it was WOOD (AM) that switched to SMN’s Staraday a year ago.

**STEGRLOVES W4**

Always wanting to close on a pos-sitive note, here’s a brighter side story that brought a smile to my face at 35,000 feet. Detroit native Bob Seger — inter-viewed about the Motor City in the January 15 issue of American Airlines’ in-flight ‘zine, American Way — was asked to finish this line: “...while driving, listen to...” After identifying WJR by name and making a generic refer-ence to Detroit having “three or four great rock stations,” Seger said, “There’s probably one of the best Country stations in the coun-try, W4 (WWW)...” I’d imagine that WWW/VIP GM Phil Lamka, OM Barry Mar-dini, and the rest of the staff would like to thank you for the plug, Bob.

**TRADING CARD PROMOTION**

Collect ’Em, Trade ’Em, Win With ’Em

S
ter Country outlets KNU/ Tyler, TX and KKYR/Texarkana, TX/AR have designed a pre-spring book promotion around country music trading cards.

Twenty-eight different artists adorn the cards, which are available in packs of two from participating sponsors. (The back of each card features artist info and the respective station’s logo.)

Combinations of two or three artists are read on the air three times each day, with the first caller holding the announced “hand” winning $100/$500. Each station had 50,000 cards printed at a cost of slightly more than $2000 in cash and trade.

KNU PD George Owens says the biggest hurdle was obtaining artist clearance rights — a must for stations considering this. For various con-tractual reasons, not all cards are available.
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* (Mon-Sun 6a-12M, Fall '91 Arbitron MSA, AQH share Adults 25-54 K106/KRPM-FM #4 KMPS-FM #5)
+ (Mon-Fri 10a-3p, Fall '91 Arbitron MSA, AQH share Adults 25-54)
• (Mon-Fri 6a-10a, Fall '91 Arbitron MSA, AQH share Adults 25-54)
"There Ain't Nothin' Wrong With The Radio"
Studio Arrangements

The first-cold breezes of 1992 have swept through Music City, bringing with them another shuffling of artist producers, labels, and managers. Here's a rundown of some recent production changes in the studios around town.

New Alliances

Currently celebrating his 20th year as a solo artist, Don Williams has teamed up with his long-time friend Allen Reynolds to co-produce Williams's upcoming RCA album. "Currents," though Reynolds and Williams have been pals since their struggling songwriter days at Jack Clement's publishing company they haven't worked together in the studio for years. Williams co-produced his previous RCA album with Garth Fundis.

- The Nitty Gritty Dirt Band are working on their first studio album in more than two years, with producers Jimmy Bowen and Check Howard at the helm. The Liberty LP, scheduled for a June release, is the group's first since 1981's "Live Two Five," which was recorded in Red Deer, Alberta, Canada and produced by T-Bone Barrett. Prior to that, the band worked with producer Randy Scruggs on the 1990 projects "Will The Circle Be Unbroken II" and "The Rest Of The Dream."

- Hank Williams Jr. enlisted the help of producer James Stroud on his upcoming 61st career album, "Maverick." Co-producing the Capricorn/Warner Bros. LP with Stroud and Williams is Barry Beckett, who co-produced Bocephus's last three Warner Bros. LP's with Jim Ed Norman. The project—due in February—features the current single, "Hotel Whiskey."

Incidentally, Williams has donated more than $1,000 in proceeds from his single "Don't Give Up A Reason" to the American Red Cross. The song became popular during the Persian Gulf War and appeared on Williams's "America (The Way I See It)" LP.

- Kathy Mattea is planning to enter the studio with producer Brent Maher (of the Judas and Great Plains fame) in the next few weeks to begin work on her eighth Mercury/Nashville album. The new arrangement marks a break in Mat- tea's longstanding partnership with producer Allen Reynolds, who's worked with the singer since 1985.

- Tony Brown and guitarist-producer Steve Gibson have put the finishing touches on Melodie & The Ride's latest RCA/Nashville project. The album's final mix was done at Memphis' Ardent Recording Studio, birthplace of hit albums by ZZ Top, R.E.M., and Lynyrd Skynyrd, among others. Sacred Ground," the platter's first single, is due in February. The LP follows in April incidentally, the band's ini- tial effort, "Bonnie Up The Road," was co-produced by Brown and Steve Fishell.

- Other artists making recent changes include T. Graham Brown, who's reportedly preparing to enter the studio with producer Mark Wright for a WB project. Lionel Cartwright, who's tapped Barry Beckett as the sole producer for his next project, Suzi Bogguss, who's now with Morris, Illene & Associates for management, and Steve Wariner, who signed with Chip Forelli Entertainment for man-

Bits & Pieces

- Even though Garth Brooks had to cancel an appearance at Monday night's (1/27) American Music Awards—after his wife Sandy col- lapsed from exhaustion—he walked away with three awards, including Best Country Male Artist and Best Country Album for "No Fences." No word as to whether he'll perform on the Grammy's as originally scheduled. Last week Brooks made an unforgettable im- pression on the folks at Nashville's United Cerebral Palsy telethon. The hitmaker arrived 15 minutes before the program's end and donated a generous $25,000 to the cause.

- Exile plans to sign autographs and perform a 20-minute acoustic set during a benefit for the Special Neds Adoption Program of Mid- dle Tennessee February 1. The event, hosted by Family & Child- ren's Services, includes a basket- ball game featuring the National Association of Life Underwriters and the Nashville Bar Association. It'll be held at Belmont Univer- sity's gymnasium.

- Tatiya Tucker, Rickie Van Shel ton, Chubby Checker, Gerardo, the Tropics, and actor Don Knotts are slated to tape a one-hour syndicat- ed TV special with host Larry Hag- man at San Antonio's Fiesta Texas theme park in April. The show, dubbed "Hats Off To America," is set to air in late May.

—Lorie Hollabaugh

COUNTRY FLASHBACK

1 YEAR AGO

No. 1: "Brother Jukebox" — Mark Chesnutt

5 YEARS AGO

No. 1: "I Ain't Win For Losin' You" — Earl Thomas Conley

10 YEARS AGO

No. 1: "Only One You" — T.G. Sheppard

15 YEARS AGO

No. 1: "This Time I've Hurt Her..." Conway Twitty (2nd week)
1989 was a pivotal year in the annals of Tampa Bay radio. The main event, of course, was the incredible worst-to-first burst of Jazzrock WPLZ (The Power Pig), which toppled crosstown WBQB (Q105) and sent the Edens CHR into a tailspin from which it's yet to recover.

While undoubtedly the most important story to come out of Tampa in '89, the Power Pig-Q105 bloodbath overshadowed another noteworthy event that year: the sale of struggling Classic Rock WKVL from Sandusky to Great American. Ironically, the deal meant Great American would compete directly against CBS AOR WYNF — the very station G.A. (then known as Taft) had once operated successfully for several years.

The new owners wasted no time trying to turn around 'RKL, which had stumbled to a paltry 2.2 in the Fall '89 Arbitron. Under the guidance of Barkhurst/Douglas & Associates, the station garnered tons of publicity with a 10-day, all-Led Zeppelin format, then flipped to a current-intensive, hard rock approach as WXTB (98 Rock).

Young Target Demo

"It's all rock 'n' roll, it's all hit-oriented, and 75% of the music we play comes from the last two years," said new Rock PD Greg Mull told R&R following the switch. "Very few companies can walk into a market and say, 'Screw 25-34. Make us dominant 16-24 and we'll be happy.'"

Based on the latest book, Great American must be very happy. XTB jumped 5.8-7.1 and is indeed dominant in the younger demos. More important, the station soared to No. 1 men 25-34 with a near 31 share — three times its 25-34 showing of just one year ago. incredibly, 98 Rock is now tied with WYNF 25-34.

"We've been watching this thing build for the past two years, so this book is just anticlimactic," Mull said. "We haven't done anything radically different since we changed the format. And it's not as though we've just beaten YNF for the first time. We tied them in the spring and beat them in the summer.

'XTB's previous success had been due primarily to lower demos, however. The dramatic 25+ growth is what makes this particular book so significant. 'Jumping from barely in the Top 10 into the Top 5 15-34 was a pleasant surprise,' Mull says. 'But that's what we've been focusing on in the past year, particularly men 25-34. We've seen consistent growth in that cell, and it's not a fluke.'

All In The Music

If the station didn't change that much, why did its demographic profile become so much stronger? "It was due specifically to the music — our on-air attitude and positioning didn't change at all. Musically, I just made sure everything we played tested well men 25-34. That didn't mean going out and looking for 25-34-exclusive records — they've also got to test well with the 18-24 core. I just took the extra step and made sure men 25-34 liked each song.

'I was a bit surprised at the acceptance among 25-34s of bands such as Metallica, Queensryche, and Motley Crue. I also was surprised at the number of classic artists who didn't do very well, such as Bruce Springsteen and Heart.

"Of course, you have to realize we're not researching all 25-34s. We've isolated those with the proclivity to listen to hard rock, so that's going to sway things a lot. It's a particular lifegroup within the demo, but in a lot of markets it's a big enough segment to make you No. 1 25-34.'"

Some of 98 Rock's rise may be due to the quality of music released during the past several months. "When we first signed on, it was at the tail end of the 'big hair' period, and we played a lot of that music. Now we don't. Musical tastes have changed somewhat, and since we're very current-oriented that's going to affect our sound."

Fall Of CHR

Mull acknowledges part of 98 Rock's success can be traced to the market's concurrent CHR shake-up. "It has to have meant a lot. When I got here the CHR's had just combined for 21 shares. Now they're not even doing combined 10 shares. So a lot of people who were listening to CHR are now listening to other things, and I've got to believe some of them have come over to the AORs.

"The CHR's really got caught up in trying to outdistance each other. They played the rock ballads but stayed away from anything with an edge. Then came Nirvana and Metallica — records that could have become big CHR hits — and they didn't play them."

98 Rock was a hit out of the box, and — except for an inexplicable ratings stumble in Fall '90 (more on that later) — has improved steadily since its debut.

Continued on Page 54

Logan: 'We’re Very Healthy'

WXB's tremendous fall book didn't come directly at the expense of rival WYNF, which actually rose 5.3-5.5. Still, as Tampa's perennial rock leader, YNF had to be a bit peeved at the results, particularly regarding XTB's huge 25+ gains.

"YNF PD Charlie Logan says XTB benefited from one of those infamous Arbitron wobbles. "After reading into the book we have a good idea of what happened. About two years ago, Arbitron included a northern county called Hernando. Why Hernando County is in our metro is beyond me, because only three stations reach the county — and XTB is one of them. Well, Arbitron oversampled Hernando County in the fall book, especially the 18-34.

'I've beaten [XTB PD] Greg Mull in three of my four trends as PD. The only one I didn't win was in November, when according to Arbitron — we fell off the face of the earth. XTB pulled a nine; we went from 7.4 to three and told the story for the fall book. If you threw out November and make it an average deal for both of us, we would have beaten them. We were right back up at 6.2 in December.

'Mull and I had this conversation the day the November trends came out. I saw him at a Van Halen concert, and he had this big smile on his face. 'You lucky fuck,' I told him, and he said, 'Hey, man, it happened to me last than we've ever been.'"

"As far as I'm concerned, YNF's still the leader by a solid point to a point and a half. My four trends are 6.4-7.3-5.0-6.2, so we're a solid six-share station. And when it comes to revenue, we won't lose any buys. All of the advertisers who matter understand it totally. They're knowledgeable enough to realize what happened."

"Sure, after the November trend I had to sweat it out for a while, wondering whether I'd really f**ked up the station. After all, I'm one of the only PDs in a Top 25 market who's never programmed before. But I was confident we'd be back where we should be, and we were. At CBS you're dealing with experienced people. They looked at the book and said, 'You did a great job.' And [VP/GM] Shawn Portmann told me not to worry about it. Economics is still the bottom line, and we're winning that war."

Updates Music

Given Logan's inexperience, you might expect him to be overly cautious about instituting changes at YNF. But that's not the case, particularly when it comes to the station's musical stance. "We're probably more current than we've ever been," he notes. "The research we've done shows 25-34s much more accepting of new music. The 35+ aren't, but I don't care about them. If I get them, great; but I'm not going to program to them."

"I think we were just too complacent.

Continued on Page 54
98 Rocks To The Top

Continued from Page 53

“Our audience was very young at first, and that was by design, because with anything you’ve got to build your base and expand on it,” Mull explains. “And when it comes to AOR, that base has to be 18-24-year-old men. We knew we had to make the 18-34s love us to make this thing work in the long run. That’s our core, and we’ll always keep those guys happy. We can’t lose them.

“That’s the problem a lot of stations have gotten into, particularly Q105. A CHR’s core audience is teens. That’s a law of nature. You can make a CHR really big and broad and appeal to other demos, but it’s still got to serve the teens. Q105’s problem was that it got so broad it had no appeal to teens. The second there was an alternative, the teens were gone and Q105 was left with no core.

“We learned from that and won’t do it. We can’t get that hungry. We can’t have 45-year-olds listening to this station, and we never will. It’s just not a 45 + format. As I told you two years ago, we’re lucky we work for a company that’s willing to give us the time and show the patience necessary to do this thing right. I don’t see a lot of companies in our industry like that.”

Overcoming Obstacles

That patience was crucial, because there was a brief time when things got a little nervous. A year into the change, 98 Rock suddenly and inexplicably tumbled to 3.0, a turn of events that would have led many owners to kneel-jerk.

“No one understood what happened,” Mull recalls. “All of our research and gut feelings told us things were going well. Luckily, Great American said, ‘OK, guys – we’ve trusted you this far, and we know it’s going to pay off for us.’ Of course, had we gone down to 2.8 the next book I might have been in your Pros On The Loose section! But things turned immediately.”

Mull is convinced 98 Rock’s approach would succeed in just about any market. “We may rock hard, but I’ve maintained all along that we’re basically a mainstream AOR station for the ’80s. Anywhere there’s an AOR audience, this should work. You can’t deny bands like Nirvana and Metallica. Guns N’ Roses sell 12 million, Metallica sells 5 million, Nirvana sell 3 million, and rock radio is afraid of them? Plays them once in a while at night? Somebody’s got to wake up and say, ‘Wait a minute there’s something going on here’.”

FAMOUS FIRSTS

DAVE BREWER
Sr. VP, Pollack Media Group

WHAT WAS THE FIRST RECORD YOU BOUGHT?
D. Roy Orbison, "Pretty Woman" and Gene Pitney, "It Hurts To Be In Love"

WHAT WAS THE FIRST STATION YOU WORKED AT?
D. WCVF, Passaic, NJ

WHO WAS YOUR FIRST KISS DATE?
D. Teddy Truckin’ Sean Patrick or ZZTop

WHAT WAS YOUR FIRST CONCERT?
D. Alice Cooper, Dick Wagner and the Great

WHAT WAS THE LAST RECORD YOU BOUGHT?
D. Raffi’s Greatest Hits

WHAT WAS YOUR FIRST SPECIAL EVENT?
D. I never had one – I’m still a virgin.

YOUR FIRST PRIORITY THIS WEEK:

NUCLEAR VALDEZ
“Share A Little) Shelter”

AOR New & Active

Already On: WYNF, KRQX, KCN, KEZ, KRZ, WGFL, KSD, WLUP, WDHA, WIB, WKQZ, WKIT, KRNA, WKL, WMMS, WZBH, WAPL, KKOJ, KATP, KQDS, KSDY

WYNF: ‘Healthy’

Continued from Page 53

servative when 98 Rock came on. We should have and could have put them out of the format, but we just didn’t have the right leader. That’s not a slam at [previous PD] Tom Marshall. He walks in here not knowing the market or the station and within a month he’s facing this competitor he didn’t expect. He’s being asked to position the station properly, and he doesn’t know the market.

“It’s not that we reacted to 98 Rock; it’s more that we didn’t act. We stayed pat too long. You’ve got to tweak and adjust every couple of years regardless of whether you’ve got competition. Even before ‘XTB came on some of us were pushing for changes.

“The station is starting to reflect my slightly warped personality. [Former PD] Carey Carellop didn’t believe in promotion or wacky positioning statements. My attitude is: Throw out the rules of the ‘70s and ‘80s, because they don’t mean shit anymore. It’s got to be new and it’s got to be fresh. We’re having fun and our rotations are hotter, and that’s more because it’s 1992, not just because ‘XTB’s in the market.

“The bottom line is that we’ve got a major marketing campaign kicking off right now and we feel really confident. We’re very healthy and will probably be rocking strong for another 12 years.”

Members of Guns N’ Roses do the meet ‘n’ greet with WYNF staffers; [l-r] contest winner, VP/GM Shawn Portmann, GNR’s Dizzy Reed, contest winner, GNR’s Gary Clark, and morning producer Billy The Phone Freak

More than 5000 people showed up at the ungodly hour of 6am to party with WYNF morning gods Ron & Ron.
Higher Revenue Game Plan
91X points the way to success

Along with playing the right music, New Rock stalwart XETRA-FM (91X)/San Diego has devised a sales and marketing plan over the last nine years that’s attracted both a larger audience and higher revenues. Exec. VP/Station Manager and former GM Mike Glickenhaus shared some of 91X’s secrets of success.

Glickenhaus, who describes the Noble Broadcasting outlet as AOR (“labels don’t exactly describe the way we sell it here”), says he’s witnessed 91X’s transition from a “third-rated, very mainstream AOR to the market’s top-rated AOR.”

(Note: Glickenhaus was interviewed for this column prior to the release of Arbitron’s Fall ’91 book, when the station held a 6.12+ lead over their-AOR KGB and a 1.5 lead over format rival KIOZ. The fall survey, however, showed 91X trailing recent Classic Rock convert KGB by a tenth of a point in the 2.1-3.0 demo, but increasing its lead over KIOZ to 3.3.)

Over the years we have proven that this format really delivers an active and upscale audience.

Breaking The Stereotype

Invalidating the negative perception of New Rock, says Glickenhaus, was a key step in building a stronger client base. “I’ve seen the format’s transition from its infancy, when we were pigeonholed as a bunch of people with greasy hair and purple hair, to what we are now, which is much more mainstream. Right from the start, we noticed (New Rock) was a fairly upscale format, particularly here in San Diego.”

“We’re probably at a different stage than other stations that have recently entered [the format]. We’ve already had to deal with advertisers’ [adverse] perceptions. But playing a little game with [them] about who really was listening helped us overcome those perceptions. Over the years we have proven that this format really delivers an upscale and active audience.”

“New Rock brings an exceptionally high bottom line to a company because you don’t need a lot of money. It’s a radio format quite as much as you might to promote an AC station. The format alone differentiates itself in listeners’ ears and advertisers’ minds. So you don’t have to spend thousands of dollars on TV ads to differentiate yourself from eight other ACs in your market.”

Glickenhaus says that despite New Rock’s uniqueness, it’s a radio format, first and foremost. “You need the same elements that other formats need—a strong promotional effort, good talent, and solid research.

“If you pigeonhole this as an alternative format, then you’re going to get alternative dollars. We’ve never done it that way. Our music is a little different, but our advertisers realize that and look at us as a very important element in their marketing plans.”

Local Focus

Emphasizing local sales and being responsive to client needs, notes Glickenhaus, are imperative for success. “We do less than 30% nationally, in this day and age, is actually a positive statement. We don’t have to set up for the whims of a national advertiser who sometimes wants to be on and sometimes doesn’t. Obviously we like national business but for us it’s more like gravy than a necessity. Our core advertiser is the local retailer.”

Glickenhaus says that stations need to be aware of changing ad strategies. “There’s no more generic advertising or image advertising. Stations have to move product. Whether it’s getting people to go to concerts, nightclubs, supermarkets, or sporting goods stores, there’s no luxury in advertising anymore. Advertisers need to see results.”

“Our approach all along has been to deal not with costs per point, but with costs per qualified customer. This format delivers really strong customers, active and upscale. That’s what advertisers want.”

Narrowcasting (Not!)

Glickenhaus says that living up to what many perceive as universal New Rock ideals can hamper a station’s programming and sales growth. “For a long time, we back ed ourselves into a corner. We decided we couldn’t play—weren’t supposed to play—certain bands because they were considered an AOR or CHAB."

“They then realized the only way we could grow was by not limiting ourselves. We started changing our programming strategy. We stopped getting hung up on labels and the limitations the format [seemingly] puts on itself. It’s sort of like a vicious circle, wherein labels only hitch you on product they feel is within the alternative genre. “This format needs to expose a lot of new product—all varieties of good new music. Our mission is to assume the role AOR had 20 years ago. People don’t listen to one very narrow type of music. If you’re too narrow, so is your audience, your ratings, and your advertisers. Na tivo is definitely a target medium, but a lot of people get hung up on this idea of narrowcasting. This is still business; the goal is to deliver a bottom line to your company. And the only way to do it is to have an audience that’s large enough to satisfy advertisers’ needs.”

The 91X Lifestyle

Realizing early on that New Rock wasn’t as mass appeal as other radio formats, the station decided to build a pop culture around the music. “We felt we had to create a little more marketing effort behind the format, so we created the ‘91X Lifestyle,’ meaning we tried to be around our listeners as much as possible. “Our advertisers saw this and what we were associated with. Then they saw Budweiser, Miller, Coors, and Coca Cola coming to us for promotions and knew something right was going on here.”

If you pigeonhole this as an alternative format, then you’re going to get alternative dollars.

With a desirable bird in hand, the station set out to woo advertisers. “We’re very conscious about what our advertisers want, which is results, and we concentrate on delivering them. We try to stay away from cost per points and ratings. Advertisers could care less about ratings as long as you bring people in the door.”

Understanding

The Audience

Glickenhaus says the station puts its account executives through a thorough training program. “We spend most of our time on the qualitative aspects of our audience, making sure AE’s understand who the listeners are, what they are all about, what they want, and where they are in the acquiring stages of their lives.”

“We make sure advertisers realize that many of these people are just starting to acquire goods and services; that they’re not saddled with massive debt yet, but are instead, in the process of doing so. They’re the ones getting new jobs and building income. Most often they’re single and don’t have kids or mortgages like those in an older audience might.”

“We give clients all kinds of opportunities beyond the spot buy. This is part of why you can raise your revenues to a certain level. There’s no one thing; it takes a lot of steps and an overall plan. We have a vision that this has to be more than just a radio station—it has to be part of the listener’s life.”

“We take information gained from doing this and show our advertisers the kind of income these people are making, the kind of jobs they have, and the life stage they’re in. We make sure clients have good exposure—not just for spots, but through tie-ins with clubs, direct mail pieces, grand openings, and cross-promotions with other advertisers. That’s why we have advertisers on 52-week deals.”

— Shawn Alexander & John Brake

Pictures Of You

Smiles, smirks, and precocious poses. We want to see ‘em all. If you have clear shots (black & white are best, but color will do) of any station events—contests, in-studio guests, promotions—be sure to send them to Shawn Alexander and John Brake at 1930 Century Park West, Los Angeles, CA 90067.

REVOLUTION

KTCU/FT Collins-Denver MD/night driver Sam Ferrara exits to pursue other interests ... WRLT Nashville PD Jim Eskew departs; GM Ned Horton will handle PD duties in the interim ... MARS-FM/Los Angeles middayer Reechel Donahue shifts to early afternoons (noon-3pm) as MD Swedish Egil slides into the 9am-noon slot.

charged up — 91x exec. vp/station manager mike glickenhaus (r) and morning man flask T. Naiz (c) exercise their freedom of expression — and their formidable biceps — with San Diego Charger Gary "hans" plummer.

If you're too narrow, so is your audience, your ratings, and your advertisers.

97% REPORTING!

SALES OVER 100,000 UNITS!
ON SATURDAY NIGHT LIVE FEB. 15
**Fall Ratings Data**

This fall, AC logged some impressive 25-54 stories, including No. 1s in the top three markets. We’ll have detailed fall ratings in the coming weeks. This week’s info concerns noteworthy progress made by WMJQ/Buffalo, WZMX/Hartford, and WJYE/Philadelphia.

Format challenges for each market are listed with appropriate market rankings (followed by fall-to-fall fluctuations) and 12+ TSL in minutes per day.

**Buffalo-Niagara Falls**

Among 25 rated Arbitron signals

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**Hartford-New Britain-Middletown**

Among 25 rated Arbitron signals

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**Monmouth-Ocean**

Among 40 rated Arbitron signals

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**WMJQ/ Buffalo’s Sleeping Giant Wakes Up**

The three ACs featured this week have several things in common. They represent similar market sizes (Nos. 40, 41, and 44), each notched significant 25-54 fall-to-fall improvement, and all are in markets that cover vast geographical areas.

WMJQ (Q102)/Buffalo flipped from #14 to #9 in the first week of September. Its 25-54 stats this book nearly doubled what they’d been a year ago. The station declares it aims the “best hits without hard rock and rap.”

According to PD/morning host Bob Lucas, the last 25-air lights played on the station are necessarily chart smashers: “One of our strongest-increasers is WQAM, ‘Learning To Fly.’ Our call-out research indicates it’s very familiar to our audience. Some songs – like ‘The Chain’ – are different from other stations. We promote ourselves as being the ‘stat- tico,’ but our key is exposure. The difference is the music mix itself.”

Comparing his station to cross-town ACs WBUF and WJYE, Lucas commented, “Q102 is much more contemporary. WBUF plays lots of 70s songs; we play very few less than 10 total. WJYE is laidback and tailored to welcome listening.”

**Spreading The Word**

A major media blitz this fall helped set Q102 apart from the competition. “We were the market’s only FM music station that constantly advertised on television,” said Lucas. “We also did some big time – very successful – tele Promoting, which was important because of the newness of the formats. Stations can make format changes and sound fabu- lous, but if they don’t tell anyone, it won’t matter.”

Despite hard economic times, Lucas is encouraging his bosses to continue spending on advertising. “We’re still only five months old, and many more people will discover us. We have to be committed to more major marketing. We’ve had our best book in the past seven years – now isn’t the time to pull back.”

Admitting that station managers expected to do well after making the switch to Hot AC, Lucas commented, “You never know a book’s outcome, but we knew we had all the pieces in place. From day one, we were all focused. The credit has to go to [President] Larry Levine, [VP/Gen. Manager] Jim Van Neerven, and [Consultant] Gary Berkowitz. We weren’t surprised we did well, but we were surprised we did as well as we did. Nobody expected our morning show would go from tenth to first [25-54].”

**Local Focus**

Especially noteworthy this survey was Q102’s fine performance in the metro. “Until the fall book, we’d always been a great TSA station and haven’t done well in the metro,” Lucas pointed out. “We have 110,000 watts, and our signal stretches from Erie, PA to two hours north of Toronto. This might be the most listened-to inter- AC radio station in the U.S. We’re a ‘sleeping giant.’ This fall, we woke up and did things differently.”

“First for the time in a long time, we wanted to concentrate on mainly Buffalo listeners. While we have a major Canadian audience, we now want to do things with Buffalo rather than Toronto – listeners in mind.”

Assessing the market’s future format battle, Lucas noted, “WBUF has a very good new PD [Kevin Robinson] who’s now looking for a morning man. Finding a new person may dictate the station’s overall direction. WJYE still has a very good market niche. I’d be surprised if it changed very much.”

**WJLk’s Double Demo Win**

In Monmouth-Ocean’s three-way format race, WJLK emerged as the 25-54 and 35-64 victor. PD Gary Guida cited high profiles as a major factor in the station’s impressive demo gains.

“We were the most active station promotionally on the shore,” he claimed. “We had 52 buttons up exposing our call letters. Even when there was nothing major happening, we gave away a CD player a week, dinners, and flowers.”

Guida sensed the fall book would be a good one based on incoming goodies. “Last year, we received about five Christmas cards. This year, about 100 cards and 30 platters of cookies came to the station. I thought we’d do okay in the book, but I was honestly surprised by how well we did.”

Other ACs knocking heads with JLK are WDBM and WVZU. Noted Guida, “We had two buttons up – one is like a jockey. We’re more current-intensive, but not as current-intensive as WQAM, which exposes new songs quicker than we do. We want a song to be a bona fide hit before we add it. I think we play the best variety for Jersey shore listeners.”

The “Five O’Clock Flashback” and “Class Reunion,” a nightly one-hour oldies-oriented feature (Monday-Saturday 8-9pm), are two of JLK’s special programming twists. Guida explained the latter:

**WMJQ/ Buffalo Music Monitor**

**2pm**

OUTFIELD/For You

GENESIS/No Son Of Mine

PAULA ABDU/ Straight Up

JUDE COLE/ House Full Of Reasons

RELAX/UI/RLSIE Get Weak

RODD STEWART/Broken Arrow

38 SPECIAL/Second Chance

ROXETTE/Facing Like A Flower

FOREIGNER/Cold As Ice

AMY GRANT/That’s What Love Is For

DONNIE BART/ Nick Of Time

PAUL YOUNG/What Becomes Of The Brokenhearted

Gary Guida

“We feature a different year each night and play music from that year. We talk about what movies and TV shows were hot. There’s also a quiz about the featured year.”

Competing in the shadows of New York City, Guida commented, “Jersey shore stations are more competitive than ever. We always have to sound our best, but New York stations can’t pretend to be Jersey shore stations. The key to our success is that our listeners know they come first.”

**Hartford’s Mix Lures Young Females**

When WZMX/Hartford signed on last August, it joined a battle with existing ACs WRCI and WIOF.

“They’re both much softer than we are,” commented WZMX VP/ Programming Herb Crowe. “Our strengths are clearly 25-44 females; our most significant increases were 25-34. Until a year ago, 31-year-old females didn’t have an alternative to [cross-town CHR] WTIC-FM. We’re doing a nice job of attracting them, and they’re staying with us. We’re fresh enough for them to listen while they work.”

WZMX airs two positioning statements: “FMA: A Row, No Talk” and “A Perfect Mix of the ’80s, ’70s, and Today.” Crowe noted, “Texture-wise, we’re probably what some would call a Hot AC. But when I think of Hot ACs, I think of formats that push up fronts. We’re not really on that level.”

**Leapfrogging**

WRCI is among the many for- mers B/EZs that have segued to AC. “It’s trying to do older demos and pick up younger ones,” claimed Crowe. “It still has a very high percentage of audience 35-49. It did better than I’d expected in younger demos, considering it plays traditional Soft AC music by Barbara Streisand, Neil Diamond, and John Denver.”

This fall, WZMX leapfrogged longtime Lite AC WIOF to become the market’s No. 2 AC (25-54). However, Crowe claimed WIOF was the station spending the promotion bucks.

“It was, by far, the most promo- tionally active of the three ACs, and it suffered the most significant losses. It spent a ton on strategic – not tactical – television money. The campaign positioned WIOF as playing ‘More Music/Less Talk.’ The basis of the spot was the 25- minute song sets.”

WZMX countered with direct marketing. “We weren’t on television, but we had a heavy billboard showing. Our billboards were very dramatic: a black background that banged home the call letters. We didn’t contest at all and stuck to our business. WRCI wasn’t terribly visible this fall.”

**Real Billboards**

According to Crowe, the Mix’s absence from television this fall differed from its approach last fall. “We came on with lots of tactical television. Since then, we did strategic spring TV spots. Last year, we spent more TV money than any other radio station in the market. But we switched tactics this fall and went with more billboards. Several focused on our morning show host – the Real Bob James.”

“In order for the Mix to outtake WRCI, Crowe reasoned, ‘We have to impact deeper into the two younger cells of the demo, and market to older demographics. Product-wise, we’re pretty upbeat for a 50-year-old. When ‘RCI is playing Streisand and Diamond, we’re playing Fine Young Canni- bals and Rod Stewart.’”
Going For AC Adds Monday February 3!

"PERFECT PLACE"
PERFECT FOR RADIO
AIR TALENT SERVICES
AIR PERSONALITIES & PROGRAM DIRECTORS! You’ll Love The Whole O Catalogue! Books & tapes on radio programming, radio comedy, job-hunting, promotion, parodies, archivists. A real- order playland for radio pro for your copy. Write: O’BINES • 11060 Cashmere Street, Suite 100 • Los Angeles, California 90049, or leave a voice message at (310) 478-1872, or via fax at (310) 471-1762.

TALENT ‘92 LOS ANGELES
Your Fast Phone, Fax & Box Service. R.R.: PO Box 1557, L.A., program directors and all that respect our successful overnight attack for the hot weekend program directors, the right time, the right place - 310-325-5356 - 24 hours. For complete registration information, please sending address at 310-478-1022.

GETTING THE RESPONSE YOU WANT, BUT NOT THE DEAL YOU’D LIKE?
Let TALENT DEVELOPERS handle all phases of your negoti- ove. Over 25 years Broadcast experience on both sides of the desk. Hire a true specialist at a price you can afford! Phone or fax SYNDIE SLATER 602-998-8631.

THE GREAT AIR NAME LIST!
Gobs of get-you-notice air names from serious to outrageous. Pros agree, you need a grabber name. Excellent resource for IDs, too. Ensure format consistency. Jocks even use it & love it. Fun bathroom reading! $14.95.

ERIN PRODUCTIONS
3204 17TH ST, GREAT BEND, KS. 67530

AIRCHECKS
1992 SAMPLER IS HERE!
Send this ad (no copies) and $1.00 for the brand new air- check demo cassette. Send $6.00 for the cassette and cat- alog listing 2000 airchecks.
MAN FROM MARS PRODUCTIONS
159 Orange Street, Manchester, New Hampshire 03104

EAST COAST AIRCHECKS
919-946-3171 Mailings to: ST - East, West, ME, CT, NH, VQPO
ALL TAPES 90 MINUTES EACH
Takes $5.50 each when you mention this ad. Write Sample to DAVID S. SCHLOSS. Mail to 37945 S. 3rd St., Az., Phoenix, AZ 85027 (602) 872-1507. Full cassette availability required. We need people in NY, LA, Chicago & D.C. to roll tape. Free issues in return. Call or write for info.

MAJOR MARKET AIRCHECKS
(574-286-4885) 2 or more $5.50 each, 100 or more $1.50 each.
74. W.B. Wriston: AC of the Day, KLIB, WHCF-FM. KGLY. DAR. KDLR. VQPO
75. S. C. Contemporary: All Days, WRUB, WSGF. KZKN. KBUR. KDSJ. KGW. VQPO
76. Atlanta Morning: "Bill" Atlanta Contemporary
77. L.A. Morning: "Bill" L.A. Contemporary
79. R&B: Country All Days WISD-AM, WDEE-Tampa
HECH Enterprises, P.O. Box 2235, Kansas City, KS 66110

COMEDY
Write Phone/Fax for FREE samples.
TOM ADAMS PRODUCTIONS, INC.
1670 High Knob Drive Choctaw, Oklahoma 73027
Phone: (405) 739-5000
Fax: (405) 739-1871

“Thanks for all the great stuff — . . ." Phil Maia, FM 102-Wingham, Ontario
Since 1970 Serving Personality Radio for a generation.

5 Interactives & 5 Bits a Week
HEADLINE COMEDY
A new style of无线电商业喜剧.
PLEASE BUY IT. OUR KIDS NEED COATS.
416-760-4278

COMEDY IN ALL-SERIOUSNESS
RADIO COMEDY FOR THE 90’s
Drop ins, song parodies, funny ads, fully produced!
NEW SERVICE
Word from comedy/1/2 hr comedy show
 SEND FOR QUOTE & DEMO on station letterhead
HARVEY, INC. P.O. BOX 6366 ERIE, PA 16512-6366 FAX (814) 455-9162

Parodies, Parodies and More Parodies SMASHED PARODIES WITH PUNCH!!
Call for a Free Demo 1-800-782-0700
ProMedia

COMEDY BY FAX
Quality Topical Comedy
Visa/MC
For A Free Sample, Call: (702) 826-5137

CONTENTS
The Party Begins March 15th!
24 hour Demo Lines
AC, Gold, N/T: 508-775-5100
Country: 508-775-1133

FEATURES
“WAYNE’S WORLD” interviews with Mike Myers & Dana Carvey
Free Satellite Delivery
Contact Lon Lerner at (213) 457-8386
Call for list of interviews available

COMEDY
50s, 60s, 70s, 80s.
Best source of hard to find oldies.
Most in stereo clean bright quality, test service.

OLDIES SERVICES
OLDIES

FRANK SHAW PRODUCTIONS
YOUR CHOICE OF VOICES
SPOTS/ID'S-LINERS-PROMOS
FREE DEMO - (208) 592-6451
BOX 3123, SONORA CA 95370

MASS Music Service Associates
Delivered RTX
918-492-7222

PROMOTIONS

CASH CUBE
“MONEY MACHINE” gives your station instant impact...
800-747-1144

READERS SERVICES

SALES STRATEGY
R&R columnist Chris Beck has compiled the most shrew- d obstacles and technologies for selling and managing in the 90’s. Call R&R to order your copy.
310-553-4330

SHOW PREP
Prep Prep Prep Prep
Every Friday... call 510-855-4330 to make it happen for you!

MARKETPLACE ADVERTISING
Payable in advance. Orders must be typewritten and accompanied by payment. Visa/MC/Access accepted. One-inch minimum, addi- tional space up to six inches available in increments of one-inch. Rates for R&R Marketplace (per inch):

<table>
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<th>Insertion</th>
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Will include camera-ready logo or line art if provided. Deadline for Marketplace ads is noon Thursday, one week prior to publication date. Marketplace ads are non-commission. Submit to:
Marketplace
RADIO & RECORDS, 1930 Century Park West
Los Angeles, CA 90067 310-555-4330
Fax: 310-263-8727

JEFF DAVIS PRODUCTIONS
GETTING IT SAID™
310-288-7944 FAX: 818-763-4800
IMMEDIATE OPENINGS AT CLIENT STATIONS NATIONWIDE!

1. Program Director: Seasoned veterans to first timers looking for a break encouraged to apply!
   - Personalities with production that spark!
   - All departments needed!

3. AM news personality/producer!
   - Rush T&R to Mark Tudor, P.O. Box 471230, Charl ottesville, VA 22827, or call 704-846-5822.

WEST COAST MORNINGS
Seeking morning drive host or team with sports emphasis for adult station in West Coast major market.

Bruce Marr & Associates
1855 Del Monte Lane
Reno, NV 89511

TALENT NETWORK
Why does talent we place contact us when they're ready to move again? Our HONESTY - DEDICATION - PASSION FOR PLACEMENT!
We move people nationwide! When you're ready to move up or find yourself OUT, let us represent you. Join the Newser-PD STATIONS - Thanks for calling!
(407) 260-0727

THE "ON-AIR" JOB TIP SHEET
- The hottest radio job leads
- Written weekly
- All formats
- All markets
- Rate requests, state your city, job experience!
Call now — 1-800-231-7940 for your copy
OPPORTUNITIES

OPENINGS

CHIEF ENGINEER: WLUP AM-FM CHICAGO
Major market radio combo seeks chief engineer. If you have solid radio engineering experience including at least five years as a chief engineer, plus leadership qualities, the ability to handle major projects, good people skills, and you write well, please send or fax your resume to: Mr. Tom Knauss WLUP AM/FM 875 North Michigan Ave. Chicago, IL 60611 Fax: 312/440-9377

No phone calls. WLUP AM/FM is an Equal Opportunity Employer.

OA

ATTENTION COMMUNICATIONS!!
WLXR has its first morning opening in almost a decade!!! We need someone who is warm, community-involved, and can relate with adults. No morning zoo or Scott Shannon wannabes. The only tough shots to fill but I know you're out there! Rush T&Rs to Tom Murrie, Program Director, WLXR, 201 Main St., Suite 400, La Crosse, WI 54601-1 E0.

MORNING SHOW HOST
A highly successful Western U.S. Top 50 market seeks YOU to take us to the top. Send 2 airchecks of your CHR/AC/OLDIES/COUNTRY morning show (without syndicated content) along with your resume and documentation of your success. Females encouraged! Host/newsperson encouraged OK! Radio & Records, 1930 Century Park West, #262, Los Angeles, CA 90067. EOE

OLDIES SHOW HOST
K108-AM/Sacramento has opening for permanent Saturday night oldies show host. If you "lived the 60's", have a strong voice and want to rock for a woman, send a sample of your best work to: K108-AM, 280 Commerce Circle, Sacramento, CA 95842. EOE

THE LOOP FM98
WLUP AM 1000

Q-102 KQRN
MORNING SHOW CO-HOST
Quick...name a CHR station who is on top of the ratings heap and has a rare opening? Q-102-KQRN has a career opportunity for an adult communicator. If you have good clean fun on the radio, are able to work with two creative male co-hosts, have good news writing skills, and have the creativity to entertain adults, then we want to hear you from right away!

Rush T&Rs to:
Marti McCann
Program Director
Q-102/KQRN
416 Locust St.
Des Moines, Iowa 50309.
No calls please.
EOE/MF

STOP - TALK! !

Saga Communications, Inc.

KNAV & KSAN/San Francisco seeks: the world’s greatest Country MD. FAX: 415-523-4969. 1 E0.

Seeking experienced local sales manager and AD for all sports entertainment leagues. T&Rs: 415-600-5501.

KOSO seeks experienced PT announcers for AM format. T&Rs: 405-204-6500.

Thank you, but not interested.

MORNINGS IN SOUTHERN CALIFORNIA
Medium market AC leader in Southern California’s second fastest growing metropolitan area needs a streetable, adult morning host with excellent production/promotions skills. Prime position to make your mark! Send tape and resume to: B.J. Kelly, PO Box 24, Eau Claire, WI 54702. EOE

Opening for top rated major market morning show with proven track record and history of big numbers now considering offers. Bucks important but quality of life and area heavily weighted. Inquiries to: Radio & Records, 1930 Century Park West, #523, Los Angeles, CA 90067. EOE

POSSESSIONS

THANKS AGAIN FOR CALLING!
Fabulous talent available at all experience levels. Jot down our number and call anytime. It’s free to you.

Rush T&Rs to:
Frank Buffington
Program Director
Q-102/KQRN
416 Locust St.
Des Moines, Iowa 50309.
No calls please.
EOE/MF

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Need help? Top-rated, major market morning show with proven track record and history of big numbers now considering offers. Bucks important but quality of life and area heavily weighted. Inquiries to: Radio & Records, 1930 Century Park West, #523, Los Angeles, CA 90067. EOE

POSITIONS SOUGHT

Seven-year pro seeks CTCH challenge in medium to large market. CHR/AC formats are my specialties. J.C. COLLINS: (713) 836-1106. (1/31)

16 years as on/om/promotions/production/sales writer for AC/NAC/CHR/Country. Major market experience. MAIL: J.W. ROBERTS: 6018 West 121st, Suite 1901, Los Angeles, CA 90047. 1 E0.

Thank you, but not interested.

Expereined news/more news open challenge at a major news operation. SHUMA: (303) 898-8461. (1/31)

High-flying personality shot down by killer satellite. Hot AC/CHR. Will relocate. Great news and production. MIKE: (802) 461-8209. (1/31)

To state polaced. AP. Too with great attitude and politics. JOE: (203) 238-9050. (1/31)

Program/Manager/DJ seeking host from San Diego has excellent on-air, phone, computer, motivation, and sales skills. Seeks position SD/CA. (619) 458-0836. (1/31)

Major market voice seeks diverse/slot with morning or afternoon sales in the Midwest. MIKE: (515) 295-3750. (1/31)

Broadcast journalist with 6.5 years of NO experience, halfway to M.S. and seeking reporting/anchor position. MIKE: (314) 858-6106. (1/31)

Personality, experience, and fun for you AC/CHR/Contemporary Country station. All market sizes, most areas considered. JIM: (608) 884-1239. (1/31)

Creative comic character seeks right opportunity anywhere. Identities and original comedy, experienced in production and operations in Cleveland, OH: (216) 391-2703. (1/31)

FRAZER'S AVAILABLE!
Expect the unexpected, with a voice and talent that are raucous and dazzle your listeners and clientele. Have worked all formats. Recently, excellent, "Eclipsing the Canyon Dark After." Call: Frazier 513-231-3654

CT/YN we seeks weekend position. (203) 795-4927. (1/31)

Working IR, seeking FM. Midwest/South, any format. DAN: (708) 771-1655. (1/31)

November 1991 by, updating and importing bystander with expertise seeks for work you for. DALE: (212) 226-5338. (1/31)
SOUNDS OF BLACKNESS
Testify (Perspective/A&M)
69% of our reporting stations on it. Rotations: Heavy 0/0, Medium 17/0, Light 40/13, Total Adds 4/8. WDIY, WIOF, WFXF, WPLJ, WDNY, WWKS, WQXK, WJAR, WTTG, WZAI, WZAM, WZMX, WZMW.

Vanessa Williams
Save The Best For Last (Wins/Mercury)
67% of our reporting stations on it. Rotations: Heavy 0/0, Medium 16/2, Light 40/13, Total Adds 15 including WXYV, WBLK, KJAM, WZAK, KPRX, WKKV, WMDP, WQWS, WHJX, Z16, HOTTIS. Debuts at number 37 on the Urban Contemporary chart.

David Peaston
In A Different Light (Voyet/Val)—(MCA)
64% of our reporting stations on it. Rotations: Heavy 0/0, Medium 15/2, Light 37/4, Total Adds 8, WYKQ, WJZ, WFXA, WATV, WJHS, HOTTIS.

 NAUGHTY BY NATURE
Everything Gonna Be Alright (Tommy Boy)
60% of our reporting stations on it. Rotations: Heavy 0/0, Medium 29/1, Light 19/7, Total Adds 8, WXYV, OC104, WRKE, WDMP, Z16, WZGP, WFMH. Moves 39-31 on the Urban Contemporary chart.

Atlantic Starr
“Masterpiece” (Reprise) 49/39
Rotations: Heavy 0/0, Medium 82/1, Light 4/17, Total Adds 18 including WBLS, WQKS, WDAS, WHU, WHUR, K31, WYLD, WZAI, WZGM, WBLK, W28, W29, W2A, W2ABV.

GARY PEASANT
“Give Me The Light” (Motown)
Rotations: Heavy 0/0, Medium 30/1, Light 133, Total Adds 4 including WXYV, KPRX, WKKV, WHIM. Mediums include: WDAS, K31, W2A, W2ABV. Moves 33-33 on the Urban Contemporary chart.

BEE & CECE WILBANS “I’m O.K.” (Capitol) 47/22
Rotations: Heavy 0/0, Medium 45/2, Light 14, Total Adds 7 including WBLS, WQOK, WHIM, WDAS, WZAI, WZGM, W2A, W28, W2A.

JOE PUBLIC “Live And Learn” (Columbia) 44/15
Rotations: Heavy 0/0, Medium 4/15, Total Adds 10 including WXYV, KPRX, WKKV, WHIM. Mediums include: WXYV, W2A, W2A.

GAME “All Night 4 All Day” (Motown) 44/21
Rotations: Heavy 0/0, Medium 30/1, Light 132, Total Adds 3, WJZ, KJAM, KPRX, WHIM. Mediums include: WXYV, W2A, W2ABV.

PEABY BRYSTON ‘Let In The Night” (Columbia) 47/2
Rotations: Heavy 0/0, Medium 45/2, Total Adds 10 including WBLS, WQOK, WHIM, W2A, W2A.

TOM OWENS “Smile” (Atlantic) 42/2
Rotations: Heavy 110, Medium 16/2, Light 26, Total Adds 6, WHU, WRFD, WBLK, W122, W2C, KMLJ, WZAI, Z16, WHIM. Mediums include: KMLJ, WZGM, W2A, W2ABV.

CHILL DEY BOY “Make Ya Body More” (Quality) 42/4
Rotations: Heavy 90/0, Medium 30/1, Light 24, Total Adds 4, WHIB, OPC, KFM, WHIM. Mediums include: WHIM, W2A, W2B.

MC LYTE “Pace Georgia” (Atlantic) 49/5
Rotations: Heavy 0/0, Medium 29/1, Light 131, Total Adds 5, WHJ, WQKS, OC104, WHIM. Mediums include: WHIM, K31.

COLOR ME BADD “Thinkin’ Back” ( Giant/Repertory) 39/14
Rotations: Heavy 0/0, Medium 45/2, Light 35/4, Total Adds 14 including WULU, WVEE, K104, W2C, KMLJ, WHIM, Z16.

PM DAWN “Paper Doll” (Gee Street/Island/LG) 39/11
Rotations: Heavy 0/0, Medium 6/0, Light 33/1, Total Adds 11 including WRKS, K31, WRKQ, OC104, WHIM, W2A, KMLJ.

CVELLO “Turn You On” (Rendezvous/RCA) 34/7
Rotations: Heavy 0/0, Medium 6/0, Light 30/1, Total Adds 7 including WHJ, WQKS, KMLJ, WHIM, W2C, HOTTIS, OC104, WHIM.

TLC “Ain’t 2 Proud 2 Beg” (Lafayette/RCA) 34/14
Rotations: Heavy 0/0, Medium 30/1, Light 31/4, Total Adds 14 including WHJ, WQKS, K31, WHIM, KMLJ.

MARCC NELSON “Count On Me” (Capitol) 34/9
Rotations: Heavy 0/0, Medium 62/1, Light 20, Total Adds 13 including WHJ, WQKS, WHIM, OC104, W2C, KMLJ.

BARRY WHITE “Dark And Lovely” (Motown) 33/12
Rotations: Heavy 0/0, Medium 70/1, Light 26/1, Total Adds 13 including WHJ, WQKS, WHIM, OC104, W2C, KMLJ.

SURFACE “A Nice Time For Love” (Columbia) 31/11
Rotations: Heavy 0/0, Medium 30/1, Light 29/1, Total Adds 11 including WHJ, WQKS, WHIM, K31, WHIM, OC104.

HEAVY D & THE BOYZ “Peaceful Journey” (Upfront/MCA) 32/8
Rotations: Heavy 0/0, Medium 60/1, Light 17/0, Total Adds 2, WHJ, R2LZ, W2ABV.

Atlantic Starr
29
DIGITAL UNDERGROUND
MENTAL CONDITION
DARCY DAVEY LOUS
THOMAS
COLOR ME BADD
PRINCE & N.P.G.

TLC

KNOCK OUT

WE HAVE

EYES

THAT SEE

THINGS

WE

DON’T

HELP

YOU

Solve

PROBLEMS

WE

DON’T

KNOW

SOUNDS OF BLACKNESS

ALL STARS

LIL' TAYLOR

GOOD Memory

WALT,

YOURS

WE

DON’T

KNOW

SOUNDS OF BLACKNESS

B.R.M.

NOT

EVER DOUBT

WE

DON’T

KNOW

SOUNDS OF BLACKNESS

LITTLE LADY

DON'T MAKE ME

DO SOMETHING \n
WE

DON’T

KNOW

SOUNDS OF BLACKNESS

FEAR ITSELF

WE

DON’T

KNOW

SOUNDS OF BLACKNESS

DON'T MAKE ME

DO SOMETHING

WE

DON’T

KNOW

SOUNDS OF BLACKNESS

ILLUMINIZED\n
JOHNNY THANG

THE RAPPERS

THE

WALTZ

WALTZ

WALTZ

WALTZ

WALTZ

MINT CONDITION
GERALD LEVERT
CHRIS BENDER
W JODY WATLEY
COLONEL ABRAMS
MICHAEL JACKSON
HEAVY
READY FOR THE WAR
Hottest:
TONY TERRY ATLANTIC STARR
MC BRAINS BEBE
WGCV Chleego
KEITH SWEAT
WHITNEY HOUSTON
MARIAN CAREY
Hottest:
WIZFIC Cincinnati
CHILL DEAL BOYZ
MARC NELSON
TLC
SURFACE
MARIAN CAREY
COLOR ME BADO
TLC
Hottest:
WDMIC Knoxville
KEIT BOYZ
TIMI
LUTHER VANDROSS
SHANICE
Hottest:
JODECU
KEITH SWEAT
JEFF REDD
JODECU
QUEEN LATIFAH
AllanlMonet
II MEN
II MEN
II MEN
N.P.C.
BARRY WHITE
ATLANTIC STARR
GLADYS KNIGHT
PM DAWN
DIGITAL UNDERGROU
BARRY WHITE
ATLANTIC STARR
ARETHA FRANKLIN
PRINCE
WJTT Chattanooga
KELLY
II
LUSCIOUS
II
LUSCIOUS
N.P.G.
MEN
MEN
MEN
SALT
BROTHERHOOD CREED
DIGITAL UNDERGROU
WOMG Greensboro
LORD HAVE MERCY
DIGITAL UNDERGROU
WPMF Columbia
Daredevil
CDF
SURFACE
R. SIMPSON
MARIAN CAREY
Salt
BROTHERHOOD CREED
DIGITAL UNDERGROU
WOFM Winchester
Tim Wall
Mike Page & His "One Man Band"
Stevie Wonder
WQKB/Atlanta
Courty Karr
Scott Hering
Brian Shilly
Marilyn "Davy" Dyer
Kelly Byrd
Asst. Mike Gilbreath
WQNJ/Philadelphia
Eddie Thorne
Danny O'Neil
Wayne Love
Joe "Big Daddy" King
Stacy Takayoshi
WQMS/Atlanta
Monica
Maxine
Tina Turner
LaToya
Clive Davis
Darren Freeman
WQOK/Atlanta
Bo "D" Dennis
Bertha
Sharon Gerald
Shelley Ears
Geneva Groce
Carla Lee
Joan "Jody" Stewart
WQOT/Atlanta
Randy Smith
Larry Wilson
Terry Wilcox
Mark Sullivan
WQOK/Atlanta
Richard "Ducky" Outlaw
WQMV/Atlanta
Jeff Mullins
Bill Ruark
WQAM/Atlanta
Jimmy "Waltzer" Williams
Don "Butch" Rice
Kevin "Kev" "Kev" Brown
WQSR/Midland
Gary Deindl
Steve "Doc" Wood
Bill "Babe" Dillinger
WQMG/Atlanta
Paul "Sugarfoot" Wiggums
Tim "Buck" Dillard
Mike "Mondo" Mullin
WQAL/Atlanta
Stow "Steeze" Jones
Mike "Medley" Medley
WQUT/Atlanta
Barry "Bubba" McManus
Chris "Nutts" Nutten
WQJG/Atlanta
Tim "Tooly" Holley
WQON Atlanta
Chris Johnson
WQCD/Atlanta
Larry "Turk" Fogg
WQMX/Atlanta
Don Wildman
WQNZ/Atlanta
Mike "Scratch" Bassett
WQOC/Macon
Steve "Freek"
WQAL/Atlanta
Steve "Radio" Robinson
WQAL Atlanta
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Steve "Radio" Robinson
WQAL/Atlanta
Steve "Radio" Robinson
If you’re not doing callout research on this record, listen to the people who are...

“Surprisingly, this song qualified for power rotation in its very first test...and I didn’t expect it. Virtually no unfamiliarity or negatives.”
Bob Guerra, KZLA/Los Angeles

“Callout is our guiding force. Kenny is one of our strongest power currents. We’ve found a big hit in ‘If You Want To Find Love’.”
Barry Mardit, WWWW/Detroit

“The first week out it tested in the Top 10. No negatives. A strong record across the board; men, women, young and old. A pleasant surprise.”
Kerry Wolfe, WMIL/Milwaukee
<table>
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### Breakers

**TRAVIS TRITT / MARTY STUART** (The Whiskey Ain't Workin' (WB))
**STEVE WARDEN**
**KEVIN CARBONETTE / MIKE DSOVSKY** (Chevy's Gonna Run (Epic))
**RICKY VAN SHELTON** (The Lights Go Out (Columbia))
**Buffy Sainte-Marie** (The Secret Life (Capitol))
**STEVE MCINTOSH / GEORGE MILLER** (Hot Shot (Epic))

**Albany, Ga.**

**New Artists**

**STEVE WARNER**
**RICKY MARTIN**
**LITTLE TEXAS**
**SAMMY KERSHAW**
**HANK MILLS**

### Most Added & Hottest

**STEVE WARNER** (184)
**MARTY STUART** (85)
**LITTLE TEXAS** (78)
**Vince Gill** (66)
**SAMMY KERSHAW** (59)
**HANK MILLS** (53)
**REMINGTONS** (52)
**ROBERT WELCH** (48)
**B.B. WATSON** (28)
**HIGHWAY 101** (22)
**DON WILLIAMS** (21)

### Notes

Breakers are the records that have achieved concurrent airplay at 60% of our reporting stations. New & Active records are those receiving airplay at 30-59% of the stations. Records in Significant Action are receiving airplay at 5-29% of the stations. Records do not have to reach Breaker in order to chart.
By popular demand... Past the Point of Rescue

GIVING FOR ADDS FEBRUARY 10
### Most Added

**EAST**
- Steve Wariner (MCA)
- Marty Stuart (MCA)
- Trine (Moog/Gray)
- Little Texas (MCA)

**SOUTH**
- Pam Tillis (Mercury)
- Steve Wariner (MCA)
- Marty Stuart (MCA)
- Randy Travis (MCA)

**MIDWEST**
- Garth Brook (MCA)
- T. Bone Burnett (MCA)
- Pam Tillis (Mercury)
- Travis Tritt (MCA)

**WEST**
- Pam Tillis (Mercury)
- Garth Brook (MCA)
- Marty Stuart (MCA)
- Little Texas (MCA)

### Current Reporters
- 201 Current Reporters
- 196 Current Playlists

**Reported Songs**

- Called In Frozen Playlist (3)
- KTRK/Atlanta
- WBBM/Chicago
- KDNO/Moffett, CA

**Did Not Report**
- Playlists Frozen (2)
- KXK/Fayetteville, AR
- KZLA/Los Angeles

---

Due to the station's format change, KEFD/San Jose has been dropped as a Country reporter.
JVC Jazz Presents

Oscar Castro-Neves & Tiger Okoshi

#1 Most Added CI
A Most Added NAC

For Service Contact: JVC Jazz (213) 878-0101 Jeff Lunt

That was then, this is now...

NEW & ACTIVE

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<tr>
<th>Artist</th>
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<tr>
<td>William Aura</td>
<td>&quot;3 Day Weekend&quot; (GRP)</td>
<td>24/11</td>
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<tr>
<td>Kilauea</td>
<td>&quot;Simply Red&quot; (Island)</td>
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<tr>
<td>Kim Penzyl</td>
<td>&quot;Slow Boat&quot; (Optimism)</td>
<td>23/6</td>
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<tr>
<td>Oscar Castro-Neves</td>
<td>&quot;Beyond Words&quot; (Bluesmmm)</td>
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<tr>
<td>Max Groove</td>
<td>&quot;My Beautyful&quot; (Mouse/Mesa)</td>
<td>21/3</td>
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<td>David Hewitt</td>
<td>&quot;Living The Good Life&quot; (American Gramaphone)</td>
<td>20/1</td>
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<td>Michael Guelzkin</td>
<td>&quot;No More Gonna&quot; (Optimism)</td>
<td>19/7</td>
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<td>William Aura &amp; Friends</td>
<td>&quot;Every Act Of Love&quot; (Higher Octave)</td>
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<td>Mario Black</td>
<td>&quot;Blues In The Hood&quot; (Gift Horse)</td>
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<td>B.B. King</td>
<td>&quot;Dreams&quot; (Cottonwood)</td>
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<td>Cornelia Dupre</td>
<td>&quot;Carried Away&quot; (Mihana)</td>
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NEW & ACTIVE - Hottest LPS - Hot Tracks

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<tr>
<td>Cornelia Dupre</td>
<td>&quot;Carried Away&quot; (Mihana)</td>
<td>20/8</td>
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NEW & ACTIVE - No Tracks Qualified This Week.

**Vanessa Rubin** "Soul Eyes" (Nacsa RCA) 29/4

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**Dave Cathey** "Jade Epressions" (Just 69) 29/4

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<td>Dave Cathey</td>
<td>&quot;Jade Epressions&quot; (Just 69)</td>
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**Paujuto Rivera** "Cuban Cafe" (Cheezy) 29/5

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**John Pizzarelly** "All Of Me" (Nacsa RCA) 29/5

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**All DI Maginis Project** "Kiss My Axe" (Tomata Mesa) 23/1

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**Buddy Wilson** "Fine And Mellow" (Fantasy) 19/4

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**David Valentin** "Musical Portraits" (GRP) 18/3

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**Gerald Albright** "Live At Breadwerk West" (Atlantic) 17/3

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**Dave Cathey** "Jade Epressions" (Just 69) 29/4

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**J.V.C. Jazz Presents**

**Oscar Castro-Neves & Tiger Okoshi**

#1 Most Added CI
A Most Added NAC

For Service Contact: JVC Jazz (213) 878-0101 Jeff Lunt

That was then, this is now...
For professional and dependable service, Music Express has driven away with all the honors AGAIN! We are extremely proud to announce that Music Express has been honored as "Limousine Operator of the Year" by the National Limousine Association in conjunction with the industry trade, Limousine & Chauffeur Magazine. When you consider that there are over seven thousand limousine companies in consideration for this award, our gratitude is multiplied.

This award, in our industry, is comparable to winning an Oscar, Emmy, Grammy, et al, and like those awards, is given after a national competition.

We are thankful to the NLA for this award and we are thankful to our extraordinary clients whom we service...because service is what Music Express is all about.

We don't know what the future holds in terms of awards, but we're determined to stick to our high standards, because being the finest service in the country has always been our number one goal.

How did we arrive at this degree of excellence? Guess we're just driven.

Call Music Express and go with a winner!

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<tr>
<th>Messenger Service</th>
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<td>GATE-18957</td>
<td>GATE-WWTP</td>
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<tr>
<td>California: (213) 809-2244 (818) 815-1502</td>
<td>New York: (312) 756-5405</td>
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<tr>
<td>Outside California: (800) 255-4444</td>
<td>New Jersey: (201) 796-8804</td>
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<td>FAX: (818) 845-9086</td>
<td>Outside NY &amp; NJ: (800) 421-9494</td>
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<tr>
<td>Nobody Can Do Better What We Do Best</td>
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To my friends at NAC radio,
Thank you so much for your cars over the years!

Love,

MICHELE CLARK PROMOTION (609) 589-4229

---

**New AC**

**CONTEMPORARY JAZZ**

---

33 Current Reporters
33 Current Playlists
Called to Frozen Playlist (1): WPFL-Louisville

WJZ-2 Detroit is no longer a Contemporary Jazz reporting station.
bouCHe THE oCEAN

"...this new Seattle-based duo has produced one of the strongest albums we have ever tested..."

— Eric Norberg, The Adult Contemporary Music Research Letter

Presenting the first single "Wasting My Time"

Produced by Ben Bichler
Co-produced by Robin Keene Additional production by Michael Omartian

Executive Producer: Glen McElvein

From the self-titled debut album Bounce The Ocean

ASSOCIATE REPORTERS

AC ADDS & HOTS

January 31, 1992 R&R+71
Donnie Cohen  
Director, National A/C Promotion  
MCA Records  
Los Angeles, CA  

1/22/92  

Dear Donnie:  

The reaction we're getting to Roy Orbison's "I Drove All Night" is amazing, and we wanted to share some of the excitement with you. This is one outstanding record!  

The positive phone response that we're getting on Roy surpasses anything we've seen in recent history on a record with tempo. Virtually every call is from someone smack in the middle of our target demo (Adults 25-49). Almost every call is the same... "Is that Roy Orbison? Where can I get it?"  

Perhaps the most incredible response is the one we're getting from inside the building! It takes something pretty unique to get your typical "jaded radio types" excited, and this record is doing it. Our Midday Personality is a 20-year Navy veteran, with a couple of tours of Viet Nam under his belt. He generally doesn't get too fired up about records. It was nothing short of astounding to have him come in and ask for a copy!  

Our Business Manager (36 year old female) came in the other day while Roy was on and, totally unsolicited, asked; "Is that Roy Orbison? I really like that!" Subsequently, we've caught her singing along with it in her office.  

There are more examples where those came from, but the bottom line is; You've got one heck of a record on your hands! Some of your stations may be a little concerned about the tempo, but anyone who's already playing "You Got It" should feel real comfortable with this record. WMYX is committed to "I Drove All Night," and we'd be glad to help you spread the word in any way we can.  

Thanks again for a great record!  

Jim Schaefer  
Programming Manager  

Jim Morales  
Music Director  

11800 W. Grange Avenue • Milwaukee, WI 53132 • 414-529-1250
ERIC CLAPTON  "Tears in Heaven" (Reprise) 4:13

RICHARD MARX  "The Real Thing" (Columbia) 3:48

NEW & ACTIVE

PLAYS OF THE WEEK

MICHAEL JACKSON  "Remember The Time" (Epic) 2:56

RICHARD MARX  "Wicked (The River)" (Capitol) 2:27

CURTIS STIGER  "You're All That Matters To Me" (Arista) 2:17

WRITE BREAKOUTS

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Do you TALK?

Do you WALK? Do you DRIVE?

YOU WILL WITH julia fordham

TALK WALK DRIVE

The new track from JULIA FORGHAM.

From the album SWEPT.

No. 1 for three weeks at NAC

PRODUCED BY JULIA FORGHAM

GRANT MITCHELL, DOMINIC MILLER, HUGH PADGHAM

AND GRAHAM DICKSON, JD. MANAGEMENT

© 1992 VIRGIN RECORDS AMERICA, INC.
"SHE RUNS HOT"

From their debut album, Little Village.


Produced by Little Village
Engineered and Mixed by Allen Sides with Lenny Waronker
Executive Producer: Lenny Waronker

New Rock chart information is reported by a carefully selected group of 20 stations: a musically adventurous audience.

**Most Added**
- Sugar Cubes
- Sarah McLachlan
- Cowboy Junkies
- Origin Revenge

**Hottest**
- U2
- Sarah McLachlan
- Nirvana
- Matthew Sweet
- Lou Reed
- Enya

**Most Requested**
- U2
- Matthew Sweet
- Nirvana
- Lou Reed
- Enya

**Already On:**
- KDGE
- WHTG
- WBNY
- CIMX
- KNNC
- WFIT
- KTCL
- WOXY
- WCBR
- KUKQ
- KBBT

**Currently in Heavy Rotation At:**
- WFNX
- KNDD
- XTRA
- KUNV

**Sales Over 250,000**

On Columbia

"KILL YOUR TELEVISION"
We Are Alternative Music

Shakespears Sister

"GOODBYE CRUEL WORLD"
from the forthcoming release "Hormonally Yours"

Now on WDRE CIMX WHTG WBNY
WBRU KTCL WDST KACV
WHFS KROQ WOXY WFIT
KJJO KUKQ KBAC KUNV

Watch for your magic picture CD!

Jules Shear

"THE SAD SOUND OF THE WIND"

Heard on WHFS KBAC KACV
WDST WBNY WRAS
WOXY WXPN WCBR

4-Star Review in Rolling Stone

Wonderstuff

"WELCOME TO THE CHEAP SEATS"

Now on tour with SIOUXSIE & THE BANSHEES
Video on MTV's "120 Minutes"

Now in rotation on
WDRE KROQ WHTG WBNY WFIT
WBRU KUKQ KBBT WRAS KUNV
KTCL KNDD KBAC

THANK YOU NEW ROCK RADIO!

U2 "Achtung Baby"
#1 for 11 Consecutive Weeks!
171 REPORTERS

JANUARY 31, 1992

Reports/Adds Heavy Medium

805 - 0 125 - 33 +
155 - 2 126 - 26 -
156 - 1 93 + 58 -
141 - 3 122 - 14 +
151 - 2 97 - 48 =
148 - 0 117 - 29 -
143 + 3 68 + 73 -
139 + 7 78 + 52 =
146 + 3 64 + 61 -
149 + 2 52 + 85 -
132 - 4 40 + 53 +
119 - 7 28 - 50 +
126 + 6 27 + 81 -
137 + 9 15 + 55 +
86 - 1 25 - 47 -
109 - 7 43 + 43 -
85 + 5 12 + 55 +
59 - 2 19 - 33 -
76 - 0 9 + 42 +
76 + 11 12 + 41 +
74 + 11 9 + 53 -
50 - 2 17 - 27 -
74 - 0 5 - 39 -
78 + 15 2 = 13 +
59 - 0 10 - 40 -
64 + 12 2 = 23 +
39 - 0 17 - 14 -
33 + 7 8 + 14 -
32 + 5 6 + 19 +
44 + 7 3 + 11 -
45 + 32 3 + 13 +
55 + 14 1 + 11 -

"Until" (134) "Mysterious" (113) "Better" (12)
"Dance" (147) "Jesus" (32) "Soni" (7)
"Again" (140) "Love" (40) "Now" (14)
"Right" (128) "Dream" (20) "Top" (15)
"Ghost" (145) "Roll" (11) "Thing"? (4)
"King" s (146) "Great" (7) "Coid" (3)
"Arms" (132) "Skyy" (26) "Wing" (11)
"Tears" (127) "Help" (26)
"Mama" (146) "Tears" (7) "Train" (2)
"Bugs" (134) "Heavy" (16) "When" (7)
"Smells" (89) "Come" (68) "Bloom" (3)
"Never" (102) "Honey" (3) "Thought" (2)
"Unforgiven" (92) "Nothing" (44) "Sandman" (5)
"Show" (119) "Twe" (15)
"Alive" (136) "Flow" (2)
"Hit" (133)
"November" (75) "Live" (7) "Dust" (4)
"Anybody" (73) "Another" (29) "Thin" (2)
"Wild" (103)
"Everything" (123)
"Until" (90) "Another" (3) "Devil" (1)
"Levon" (83) "Border" (3) "Saturday" (2)
"Painless" (85)
"Outshined" (109) "Jesus" (1) "Rusty" (1)
"Go" (82)
"She" (48) "I'll" (11)
"Love" (76)
"Tough" (74) "Sittin" (1)
"Good" (74)
"Take" (38) "She" (9) "Mountain" (2)
"Heart" (72) "Wild" (2) "Molo" (1)
"Hang" (78)
"Show" (59)
"Tear" (63) "Jane" (1)
"Call" (32) "What" (12) "Change" (1)
"Coming" (26) "I've" (3) "Long" (2)
"Good" (29)
"True" (43) "Matter" (1)
"Over" (45) "Lie" (1)
"Surfin" (55)

AOR ALBUMS
NATIONAL AIRPLAY.

"What You Give"
The New Track and Video from the Album Psychotic Supper

Quickly Approaching Platinum
Now On Tour

Produced, Arranged and Mixed by Steve Thompson, Michael Barbiero and Tesha
Engneered by Richard Barber
Management: Q Prime Inc.

GENESIS (126)
U2 (125)
VAN HALEN (122)
Tom Petty & The Heartbreakers (117)
RUSH (17)
John Mellencamp (33)
Eric Clapton (73)
Bryan Adams (71)
Steve Ray Vaughan & (68)
Ozzy Osbourne (64)

VARIOUS ARTISTS
Freejack (Morgan Creek)

78% of our reporters on it.

MISS MISS TN

U2/Achtung Baby (Island/PLG)
GENESIS/We Can't Dance (Atlantic)
JENN MELLEN/Whenever We Wanted (Mercury)
VAN HALEN/For Unlawful Carrel Knowledge (WB)
RUSH/Roll the Bones (Atlantic)
TOM PETTY & THE HEARTBREAKERS/Into the Great Wide Open (MCA)
STEVIE RAY VAUGHAN & DOUBLE TROUBLE/The Sky Is Crying (Epic)
ERIC CLAPTON/Rush (Reprise)
OZZY OSBOURNE/No More Tears (Epic Associsted)
DIRE STRAITS/On Every Street (WB)
NIRVANA/Nevermind (DGC)
BRYAN ADAMS/Waking Up the Neighbors (A&M)
METALLICA/Metallica (Elektra)
STORM/Storm (Interscope)
PEARL JAM/Ten (Epic Associated)
VARIOUS ARTISTS/Freepack (Morgan Creek)
GUNS N ROSES/Use Your Illusion I (Geffen)
QUEENSRYCHE/Empire (EMI/ERC)
TALL STORIES/That Stories (Epic)
UGLY KID JOE/As Ugly as They Wanna Be (Epic/StarDog/Mercury)
RTZ/Return To Zero (Giant/Reprise)
VARIOUS ARTISTS/Two Rooms (Polydog/PLG)
BABY ANIMALS/Smack Baby Animals (Imago)
SOUNDCARDER/Eadredorflinger (A&M)
ROBBIE ROBERTSON/Storvyle (Geffen)
ECCIE MONEY/Right Here (Columbia)
THUNDER/Backstreet Symphony (Geffen)
WEBB WILDER/Doo Dad (Frands/Zoo)
BCDEANS/Black And White (Slash/Repro)
BCB SEGER & THE SILVER BULLET BAND/The Fire Inside (Capitol)
CULT/Ceremony (Sire/Repro)
WAR BABIES/War Babies (Columbia)
OLEEN/Innuendo (Hollywood)
KIHZ/Hot Wire (Atco/EastWest)
TESLA/Psychotic Supper (Geffen)
SOUTHSIDE JOHNNY & THE ASBURY JUKES/Sadder Days (Impact)
LOU REED/Magic and Loss (Sire/WB)
LILLIAN AXE/Poetic Justice (Grand Stamm/RS)
L.A. GUNS/Hollywood Vampires (Polydog/PLG)
PSYCHEFUNKAPUS/Skin (Atlantic)

TELEVISION}

BREAKERS

VOTED HOTTTEST

QUEENSRYCHE (58)
L.A. GUNS (32)
XYZ (25)
MOTLEY CRUE (22)
UGLY KID JOE (28)
RUSH (19)
BLUES TRAVELER (15)
WAR BABIES (15)
PSYCHEFUNKAPUS (14)
DIRE STRAITS (13)
### New Artists

<table>
<thead>
<tr>
<th>Artists</th>
<th>Reports</th>
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<tbody>
<tr>
<td>BABY ANIMALS (Painless (Imago))</td>
<td>83</td>
</tr>
<tr>
<td>WAR BABIES (Hang Me Up (Columbia))</td>
<td>78</td>
</tr>
<tr>
<td>WEBB WILDER (Tough It Out (Praxis/Zoo))</td>
<td>74</td>
</tr>
<tr>
<td>PSYCHEFEIUKAPUS (Sunlin On Jupiter (Atlantic))</td>
<td>55</td>
</tr>
<tr>
<td>LILLIAN AXE (True Believer (Grand Slamm/IRS))</td>
<td>43</td>
</tr>
<tr>
<td>MARC BONILLA (White Noise (Reprise))</td>
<td>37</td>
</tr>
<tr>
<td>SHOTGUN MESSIAH (Heartbreak Blvd. (Relativity))</td>
<td>28</td>
</tr>
<tr>
<td>DANNY TATE (Lead Me To The Water (Clarsma))</td>
<td>28</td>
</tr>
<tr>
<td>THIS PICTURE (Naked Rain (Dedicated/RCA))</td>
<td>28</td>
</tr>
<tr>
<td>MD: RALPH 70RTOPA</td>
<td>27</td>
</tr>
<tr>
<td>DRAMARAMA (Haven't Got A Clue (Charrellon/ELEKTRA))</td>
<td>26</td>
</tr>
<tr>
<td>SOUTHSIDE JOHNNY &amp; ASBURY (Coming Back (Impact))</td>
<td>26</td>
</tr>
<tr>
<td>BLUES TRAVELER (Mountain Cry (A&amp;M))</td>
<td>26</td>
</tr>
<tr>
<td>STEVIE RAY VAUGHAN (Share A Little) (Epic)</td>
<td>21</td>
</tr>
<tr>
<td>NUCLEAR VALDEZ</td>
<td>21</td>
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<tr>
<td>BILL BUCKWEAT</td>
<td>20</td>
</tr>
<tr>
<td>Vinnie Moore</td>
<td>18</td>
</tr>
<tr>
<td>ASPHALT BALLETT (Soul Survive (Virgin))</td>
<td>17</td>
</tr>
</tbody>
</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 add patterns are not a factor.
PRIMUS pulls powerful programmer positive prognostications. PLAY IT, PAL

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 rotation, 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 that 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 chart.

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
### MOST ADDED

<table>
<thead>
<tr>
<th>Rank</th>
<th>Artist</th>
<th>Title</th>
<th>Station</th>
<th>Format</th>
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<tbody>
<tr>
<td>1</td>
<td>Richard Marx</td>
<td>Right Said Fred</td>
<td>WIIW</td>
<td>Classic Rock</td>
<td>Fullerton, CA</td>
<td>1992-01-31</td>
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<tr>
<td>2</td>
<td>Right Said Fred</td>
<td>Right Said Fred</td>
<td>W2M</td>
<td>Highway Rock</td>
<td>Norwalk, CT</td>
<td>1992-01-31</td>
</tr>
<tr>
<td>3</td>
<td>Michael Bolton</td>
<td>Michael Bolton</td>
<td>WIIW</td>
<td>Classic Rock</td>
<td>Fullerton, CA</td>
<td>1992-01-31</td>
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<tr>
<td>4</td>
<td>U2</td>
<td>The Joshua Tree</td>
<td>W2M</td>
<td>Highway Rock</td>
<td>Norwalk, CT</td>
<td>1992-01-31</td>
</tr>
<tr>
<td>5</td>
<td>Shania Twain</td>
<td>The Right Stuff</td>
<td>W2M</td>
<td>Highway Rock</td>
<td>Norwalk, CT</td>
<td>1992-01-31</td>
</tr>
</tbody>
</table>

### BREAKOUTS

- Richard Marx: Right Said Fred (Jacuzzi Boys)
- Shania Twain: The Right Stuff (Jacuzzi Boys)
- Michael Bolton: Michael Bolton (Jacuzzi Boys)
- U2: The Joshua Tree (Jacuzzi Boys)
- Shania Twain: The Right Stuff (Jacuzzi Boys)

### Hottest

- Richard Marx: Right Said Fred
- Shania Twain: The Right Stuff
- Michael Bolton: Michael Bolton
- U2: The Joshua Tree
- Shania Twain: The Right Stuff

### Breakouts

- Norm Nix: One in One (Jacuzzi Boys)
- L.A. Guns: Cells and Cans (Jacuzzi Boys)

### CHR Rotation Criteria

- Full Adds: Plays in a 24-hour period.
- One-Only: Plays in a 24-hour period, three before midnight.
- One-Only: Plays in a 24-hour period, both before midnight.

Breakouts are not included in the regional Most Added listings that are receiving concentrated regional play. They have fewer than 50 reports nationally but have live or more adds in the region listed.

---

**Songs in New & Active** have been reported by at least 50 CHR reporters in the current week. Songs in Significant Active have been reported by 10 or more CHR reporters but fewer than 50. Below the "Artists/Label" designation, following the word Reports, is the total number of stations reporting the song that week. Moves are designated as Up (upward chart movement), Same (same chart position as last week or unchanged), and Down (downward chart movement). Finally, following the word Songs, the total number of stations adding the record this week is listed, followed by a sampling of individual station activity on the song. Complete airplay activity can be found in the airplay section.

Breakers have achieved 80% CHR airplay for the first time. Records not yet achieving Breaker status may accumulate sufficient chart points from high chart positions on stations reporting them to debut on the CHR National Airplay 40.
MIDWEST

MOST ADDED
OZZY OSBOURNE (2)
RICHARD MARX (2)
GENESIS (2)
ONE 2 ONE (2)

BREAKOUTS
ERIC CLAPTON (3)
L.A. GUNS (3)
TOMMY MANNO (3)
NA PEPPLES (3)

P2

WISCONSIN O'WI

MOST ADDED
OZZY OSBOURNE
RICHARD MARX
GENESIS
ONE 2 ONE

BREAKOUTS
ERIC CLAPTON
L.A. GUNS
TOMMY MANNO
NA PEPPLES

P3

MUSICSCAN

### Chart Summary

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**Summary 6-15**

*JOHN MELLENCAMP*

* AGAIN TONIGHT* (Mercury)  
*LP: Whenever We Wanted*  
*Total Reports 159*  
*61%*

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**11**

Mr. Big Continued

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**Natural Selection Continued**

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**NIRVANA**

*Smells Like Teen Spirit* (DGC)  
*LP: Nevermind*  
*Total Reports 164*  
*71%*

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**PRINCE & NEW POWER GENERATION**

*Manic Monday* (Epic Records/A&M)  
*LP: Diamonds And Pearls*  
*Total Reports 209*  
*93%*

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**OZZY OSBOURNE**

*Mama I'm Coming* (Epic Records/Associated)  
*LP: No More Tours*  
*Total Reports 16*  
*25%*

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**SIGNIFICANT ACTION**

**A**

**ERIC CLAPTON**

Tears in Heaven (Reprise)
- **LP** - Reprise ST

**B**

**BABY ANIMALS**

Pawprints (Image)
- **LP** - Baby Animals

**C**

**BROTHERHOOD CREEED**

Yellow (Casablanca/Alley/MCA)

**C**

**CAUSE & EFFECT**

You Buy, You Know Her (SRC/Ze)
- **LP** - Another Movie

**D**

**DAISY DEE**

Pump It Up (L&M-RCA)

**E**

**DAN HILL**

I Fall All Over Again (Quarry)
- **LP** - Don't Do Love

**F**

**EMTA**

Caribbean Blue (Reprise)
- **LP** - Speak And Moe

**G**

**ERIN CRUISE**

Cold Shower (Purple Heart/Ensign)

**H**

**D.V.E.S.**

Beaten Up In Love Again (Elektra)
- **LP** - Always

**I**

**D.J. JAZZY JEFF & FRESH PRINCE**

You Saw My Bling (Live/RCA)
- **LP** - Homestead

**J**

**LAISSEZ FAIRE**

In Paradise (Metropolitan)

**K**

**KIX**

Tear Down The Walls (MCA/EastWest)
- **LP** - Love Me

**L**

**L.A. SUNS**

It's Over Now (Poly)
- **LP** - Instrumental Versions

**M**

**ANGELICA**

Angel Baby (Quality)

**N**

**JOHNNY ROTTEN**

We're Not In Love Anymore (Sire/RCA)
- **LP** - Punk Rock History

**O**

**DOVES**

In The Name (Elektra)
- **LP** - Density

**P**

**JODIE**

Stay (MCA)
- **LP** - Forever My Lady

**Q**

**KNEKT**

Punk With Fire (RCA)
- **LP** - Dangerous Curve

**R**

**PLAYIN'**

Hot Wire (MCA)

**S**

**REPUBLIC**

Sunday Afternoon (Quality)
- **LP** - Quality

**T**

**R.K.O.**

(Imago)

**U**

**SUNDAY AFTERNOON**

(Imago)

**V**

**TAKE COVER**

You Can't Love Yourself Alone (Sire)
- **LP** - The Other Side

**W**

**THE ROLLING STONES**

Torn With You (Epic)
- **LP** - Emotional Rescue

**X**

**TICKLED TO DEATH**

(feat. Colorado State Jazz Band)

**Y**

**TRASHMAN'S CAFE**

Stay In Love (Epic)
- **LP** - Too Far Gone

**Z**

**UPTOWN**

I Stole It From The Other One (Elektra)
- **LP** - I Stole It From The Other One
### Chart Analysis

**CHR National Airplay**

<table>
<thead>
<tr>
<th>P1 Major Markets</th>
<th>P2 Secondary Markets</th>
<th>P3 Smaller Markets</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>DEBUT</strong></td>
<td><strong>Prince &amp; N.P.G.</strong></td>
<td><strong>G. Michael &amp; E. John</strong></td>
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</table>
| **SONG'S CAUSE & EFFECT/You Think** | **KARIN WHITE** | **1.**
| **ITALIAN**       | **Bad English**      | **IN OUR HANDS**    |
| **VAN HALEN**    | **Simply Smritheens** | **Too Much**       |
| **CIVILLES**     | **Atlantic**         | **ATLANTIC**       |
| **VANESSA**      | **Chris Cuevas**     | **You Brought Me**  |
| **LIGHTER SHADE**| **Vanessa**          | **B.A.D.**          |
| **3**            | **RICHARD MARX**     | **STRONG**         |
| **28**           | **Hammer**           | **STRONG ON LOVE**  |
| **2**            | **Am I The Only Man**| **STORM**          |
| **24**           | **Boyz II Men**      | **STAY**           |
| **Mr. Big**      | **Bryan Adams**      | **STAY**           |
| **BIG**          | **Michael Jackson**  | **STAY**           |
| **To Be With You**| **Vanessa Williams** | **STAY**           |
| **Atlantic**     | **Eddie Money**      | **STAY**           |
| **Am I The Only Man** | **Meredith Brooks** | **STAY**           |
| **Atlantic**     | **Paula Abdul**      | **STAY**           |
| **Atlantic**     | **Groove**           | **STAY**           |
| **AMERICAN**     | **Natural Selection**| **STAY**           |
| **Arrested**     | **Rizza**            | **STAY**           |
| **AMERICAN**     | **Party**            | **STAY**           |
| **Atlantic**     | **Barbra Streisand** | **STAY**           |
| **Atlantic**     | **Boyz II Men**      | **STAY**           |
| **Atlantic**     | **Boyz II Men**      | **STAY**           |
| **Atlantic**     | **Another Tonight**  | **STAY**           |
| **Atlantic**     | **Mary J. Blige**    | **STAY**           |
| **Atlantic**     | **Shawn**            | **STAY**           |
| **Atlantic**     | **Vanessa Williams** | **STAY**           |
| **Atlantic**     | **Paul Young**       | **STAY**           |
| **Atlantic**     | **KLF**              | **STAY**           |
| **Atlantic**     | **Genesis**          | **STAY**           |
| **Atlantic**     | **Music & The Funky Bunch** | **STAY** |
| **Atlantic**     | **Hammer/Adams Groove** | **STAY** |
| **Atlantic**     | **Boyz II Men**      | **STAY**           |
| **Atlantic**     | **Freddy**           | **STAY**           |
| **Atlantic**     | **Michael & E. John**| **STAY**           |
| **Atlantic**     | **Princess**         | **STAY**           |
| **Atlantic**     | **Boyz II Men**      | **STAY**           |
| **Atlantic**     | **Shawn**            | **STAY**           |
| **Atlantic**     | **Genesis**          | **STAY**           |
| **Atlantic**     | **Freddy**           | **STAY**           |
| **Atlantic**     | **Mary J. Blige**    | **STAY**           |
| **Atlantic**     | **Music & The Funky Bunch** | **STAY** |
| **Atlantic**     | **Hammer/Adams Groove** | **STAY** |

**PERFORMING WHERE PLAYED**

- **Vanessa Williams** (16)
- **Genesis** (8)
- **Marky Mark** (8)
- **Prince & N.P.G.** (9)
- **Cece Peniston** (8)

**Notes:**
- New artists are listed within the chart.
- **New Artists:**
  - 1. Vanessa Williams
  - 2. Genesis
  - 3. Marky Mark

**Recommendations:**
- Consider new artists for potential chart placements.
- Evaluate the performance trends for emerging artists.
Van Halen
“Right Now”
The new single from the #1 double-platinum album
For Unlawful Carnal Knowledge

NEW & ACTIVE
92/32
(35 DEBUTS!)
98 January 31, 1992

National Airplay

**GENESIS**

**I Can't Dance (Atlantic)**

69% of its reporting playing it. Moves: Up 42, Debuts 57, Same 21,
Down 0, Adds 35 including PWRPG, Q105, WZPL, KDWB, WKBQ,
KS104, KISI, KISN, 93Q, KHHF, KRQKH. See Parallels, debut at number 31.

**JOHN MELLENCAMP**

Again Tonight (Mercury)

Moves: Up 64, Debuts 32, Same 24,
Down 0, Adds 14 including KEGL, WNW2, KDWB, Y102, WKSI, FM100,
WABB, Y107, WYKKS, KPAT. See Parallels, debut at number 36.

**NEW & ACTIVE**

**MOST ADDED**

**HOTTEST**

**SALT-N-PEPA** "You Showed Me" (Next Plateau)


**DUVES** "Beat Me Up In Love Again" (Elektra)


**NIA** "Kissing the Wings" (Atlantic)

Reports: 33, Moves: Up 10, Debuts 2, Same 0, Down 0, Adds 13 including WRWQ, KEGL, WRJX, WRC5, WCCU. Debuts 23, Move 40-17. See Parallels, moves 40-17 on the CHART.

**MARKY MARX** "Color Me Bad" (Atlantic)

Reports: 32, Moves: Up 7, Debuts 2, Same 2, Down 0, Adds 0, KXAF, WZRX, WIPX, KYWGS, KFTR, KDTR. Debuts 27, Move 39-29. See Parallels, moves 39-29 on the CHART.

**CLIFF STUMM SYNETTES** "Atlantic Star (AR)"

Reports: 31, Moves: Up 6, Debuts 12, Same 12, Down 0, Adds 9 including WJZU, K94QX, K94QY, WHTY, KX94, KBBN, KX94Q, WKBQ, WKBQ, WKBQ. Debuts 16-12. See Parallels, moves 16-12 on the CHART.

**CLIFF STUMM SYNETTES** "One 2 One (Atlantic)


**BRIGHT SHINE" "(In The Name Of Love) (Columbia)

Reports: 29, Moves: Up 5, Debuts 2, Same 1, Down 0, Adds 13 including KXGET, WJZU, WJPH, WQFX, WQIK, KQFX, WQXL, WQKH, WQDC, WQCB. Debuts 24, Move 37-14. See Parallels, moves 37-14 on the CHART.

**BABY ANGELS" "Pass Me" (Atlantic)

Reports: 27, Moves: Up 2, Debuts 0, Same 0, Down 0, Adds 0, K4R, W4Z, WBPX, K4Z, K4B. Debuts 0, Move 0. See Parallels, moves 0 on the CHART.

**A LIGHTER SHADE OF BROWN "On a Sunday Afternoon" (Quality)

Reports: 26, Moves: Up 4, Debuts 2, Same 2, Down 0, Adds 17 including WVDS, K94QX, K94QY, WHTY, KX94, KBBN, KX94Q, WKBQ, WKBQ, WKBQ. Debuts 16-12. Move 25-12. See Parallels, moves 25-12 on the CHART.

**LITA FORD** "Playin' For Love" (Atlantic)

Reports: 25, Moves: Up 5, Debuts 1, Same 1, Down 0, Adds 12, WJZU, WJPH, WQFX, WQIK, KQFX, WQXL, WQKH, WQDC, WQCB. Debuts 15-10. Move 20-15. See Parallels, moves 20-15 on the CHART.

**TERMINI** "Let Me Be The One" (DCG)

Reports: 23, Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 0, K4R, W4Z, WBPX, K4Z, K4B. Debuts 0, Move 0. See Parallels, moves 0 on the CHART.

**TOKY TERRY "Everyloving Love" (Atlantic)


**MAGGIE'S FARM "Story Road" (Capitol)


**BROTHERHOOD CREEG "Hicksville" (Gasoline Alley MCA)

Reports: 21, Moves: Up 6, Debuts 0, Same 0, Down 0, Adds 0, K4R, W4Z, WBPX, K4Z, K4B. Debuts 0, Move 0. See Parallels, moves 0 on the CHART.

**DANFORD" "Save The Best For Last" (Virgin Mercury)

Reports: 20, Moves: Up 4, Debuts 0, Same 0, Down 0, Adds 11 including 01, WQXT, WQXY, WQYX, WQYX, WQYX, WQYX, WQYX, WQYX, WQYX, WQYX, WQYX. Debuts 20-15. Move 20-15. See Parallels, moves 20-15 on the CHART.

**JURY" "Nothing's Better Now" (Virgin/EMI)

Reports: 16, Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 0, K4R, W4Z, WBPX, K4Z, K4B. Debuts 0, Move 0. See Parallels, moves 0 on the CHART.

**ANGELICA Baby Baby" (Quality)

Reports: 18, Moves: Up 1, Debuts 1, Same 2, Down 0, Adds 6, B94X, WHRT, WQFX, WQIK, KQFX, WQXL, WQKH, WQDC, WQCB. Debuts 20-15. Move 20-15. See Parallels, moves 20-15 on the CHART.

**BECK & CECE WINANS "I'll Take You There" (Capitol)

Reports: 16, Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 0, K4R, W4Z, WBPX, K4Z, K4B. Debuts 0, Move 0. See Parallels, moves 0 on the CHART.

**NEW KIDS ON THE BLOCK "You Don't Fool Me" (Columbia)

Reports: 16, Moves: Up 1, Debuts 2, Same 0, Down 0, Adds 0, K4R, W4Z, WBPX, K4Z, K4B. Debuts 0, Move 0. See Parallels, moves 0 on the CHART.

**DAVE 2002" "Fall All Over Again" (Capitol)

Reports: 15, Moves: Up 0, Debuts 1, Same 1, Down 0, Adds 0, K4R, W4Z, WBPX, K4Z, K4B. Debuts 0, Move 0. See Parallels, moves 0 on the CHART.

**ERIN CRUISE "Cold Shoulder" (Purple Heart/Geffen)

Reports: 16, Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 0, K4R, W4Z, WBPX, K4Z, K4B. Debuts 0, Move 0. See Parallels, moves 0 on the CHART.

**JAZZY JEFF & THE FRESH PRINCE "You Saw My Brother" (Virgin)

Reports: 15, Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 0, K4R, W4Z, WBPX, K4Z, K4B. Debuts 0, Move 0. See Parallels, moves 0 on the CHART.

**THE SUPREMES "Shame On" (Motown)

Reports: 15, Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 0, K4R, W4Z, WBPX, K4Z, K4B. Debuts 0, Move 0. See Parallels, moves 0 on the CHART.

**CLUBLAND "Hold On" (Island)

Reports: 18, Moves: Up 5, Debuts 2, Same 0, Down 2, Adds 0, WK5, KJSS, KUSP, ZL0, WQFX, WQIK, KQFX, WQXL, WQKH, WQDC, WQCB. Debuts 26-22. Move 25-19. See Parallels, moves 25-19 on the CHART.
do not pass me by

The new single and video from the quintuple platinum Too Legit To Quit.

Produced by Hammer and Felton C. Pilate II for Bust It Productions
Management and Direction: Louis K. Burrell for Bust It Management

On Capitol Compact Discs, Cassettes and Records

Capitol

© 1992 Capitol Records Inc.

Terriente Hericke appears courtesy of Sparrow Records
### Adult Contemporary

#### Top 10

<table>
<thead>
<tr>
<th>No.</th>
<th>Artist/Track</th>
<th>Label</th>
<th>Peak Position</th>
</tr>
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<tr>
<td>1</td>
<td>Aerosmith</td>
<td>Geffen</td>
<td>17</td>
</tr>
<tr>
<td>2</td>
<td>Hootie &amp; The Blowfish</td>
<td>Interscope</td>
<td>14</td>
</tr>
<tr>
<td>3</td>
<td>Nineties Hits (Various Artists)</td>
<td>Warner Bros.</td>
<td>14</td>
</tr>
<tr>
<td>4</td>
<td>The Commitments</td>
<td>Epic</td>
<td>16</td>
</tr>
<tr>
<td>5</td>
<td>Once (The Commitments)</td>
<td>Epic</td>
<td>16</td>
</tr>
<tr>
<td>6</td>
<td>Higher Love (George Michael)</td>
<td>Epic</td>
<td>16</td>
</tr>
<tr>
<td>7</td>
<td>To Love Somebody (Stevie Wonder)</td>
<td>Motown</td>
<td>16</td>
</tr>
<tr>
<td>8</td>
<td>Reach Out, I'll Be There (Four Tops)</td>
<td>Motown</td>
<td>16</td>
</tr>
<tr>
<td>9</td>
<td>Ain't Nothing Like the Real Thing (Alicia Keys &amp; Missy Elliott)</td>
<td>Columbia</td>
<td>16</td>
</tr>
<tr>
<td>10</td>
<td>The Girl Is Mine (Rod Stewart &amp; Paul Medford)</td>
<td>Motown</td>
<td>16</td>
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### New & Active, Top 10 Recurrents P.62

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<td>TIme (Kanye West feat. Kid Cudi)</td>
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<td>Welcome to Your Fantasy (The Weeknd)</td>
<td>Interscope</td>
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<td>Can't Feel My Face (The Weeknd)</td>
<td>Def Jam</td>
<td>16</td>
</tr>
<tr>
<td>4</td>
<td>Mercy (The Weeknd)</td>
<td>Def Jam</td>
<td>16</td>
</tr>
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<td>5</td>
<td>Let Me Love You (Brockhampton &amp; Bhad Bhabie)</td>
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<td>In My Feelings (The Weeknd)</td>
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<td>Starships (Pitbull)</td>
<td>Interscope</td>
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<td>Blinding Lights (The Weeknd)</td>
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<td>All of the Stars (The Weeknd)</td>
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<td>Epic</td>
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<td>Boyz II Men</td>
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<td>3</td>
<td>Whitney Houston</td>
<td>Arista</td>
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<td>Michael Jackson</td>
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<td>Madonna</td>
<td>Warner Bros.</td>
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<td>Bruce Springsteen</td>
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<td>Celine Dion</td>
<td>Sony</td>
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