# NSID

# RADIO REVENUES RISING HIGHER

Radio ad revenue gains outpaced all other media in 1993, according to Interep's Exec. VP/CFO Pat Healy. Meanwhile, the RAB reports that October radio revenues rose 5% - and McCann-Erickson Sr. VP Robert Coen predicts '93 local radio ad spending should finish 9% ahead of last year.

Pages 3, 4

# STRATEGIES THAT SPARK INNOVATION

Ask dumb questions. Listen to everyone. Leave your office occasionally. These are some of the seven strategies that'll keep your station on the cutting edge of innovation.

Page 16



#### **HOTTEST HITS**

R&R's definitive year-end music coverage includes:

- Top 93 of '93 by format
- Top 15 hits in each format
- Exclusive Label Performance Review
- The year's airplay trends, as analyzed by R&R's format editors.

Begins Page 28

#### IN THE NEWS...

- Brad Hunt becomes Zoo Sr. VP/Mktg.
- Jason Berman upped to Chairman of RIAA

Page 3

- Gary Weiss named GM at Greensboro trombo
- Steve Ellis new Atlantic Nat'l Dir./Adult Formats
- Stanley Winslow becomes Pendulum VP/Promo & Mktg.
- Lorraine Caruso now A&M Nat'l Dir./Alternative

**NEWSSTAND PRICE \$6.00** 

Page 12



# NY, L.A. Stations Announce **Curbs On Questionable Songs**

KPWR which was threatened

**Expletives Deleted** 

public forums featuring represen-

tatives from the "Stop The Violence Increase The Peace Foundation," which organized

the boycott, as well as recording artists Ice Cube, Queen Lati-

fah, Public Enemy's Chuck D and 2 Live Crew's Luther

"We let the audience discuss

the issues, and it was clearly a

split debate," KPWR PD Rick

Cummings said. "While we're

uncomfortable with putting any

kind of restriction on freedom of

expression, we're also uncomfor-

table with the word 'nigger' on

this station. Even though it's sort

of a greeting, and I can't tell

Snoop Doggy Dogg how to ad-

dress his homies, we may be do-

ing harm by legitimizing the

word for other cultures that can't

or don't understand the black

Cummings said of the station's

LYRICS/See Page 20

new policy, "The audience feels

Campbell.

culture."

That decision was made after

KPWR to bleep certain words; Inner City, WBLS opt for outright ban on songs

Two major stations in radio's two largest markets are cutting back on explicit lyrics - but they're going about it in different ways: KPWR/Los Angeles is bleeping out questionable words, while WBLS/New York has slapped an outright ban on songs it considers offensive.

with a boycott of its advertisers by community groups, said it has begun masking the words "nigger," "bitch," and "ho" from records it plays. the Emmis Churban station aired

# Thurmond Rejects NAB Compromises. Will Press For Alcohol Ad Warnings

\$81.5 million in radio ad revenues at stake; industry proposal to mount grass-roots education campaign rebuffed; stage now set for all-out war

SC), after rejecting compromise awaiting action by the Senate proposals put forward by the broadcast industry, will mount an

aggressive effort to enact legislation requiring broadcast beer and wine ads to carry health warnings.

"The Senator feels strongly about the need

for the legislation and, therefore, will not be participating in any alternatives proposed by the broadcasters," said a Thurmond spokes-woman. "It is my understanding that he intends to move ahead with the bill when appropriate."

Thurmond's decision has the NAB gearing up for an all-out fight to kill the warning label bill (S.674) introduced by Thurmond

Sen. Strom Thurmond (R- earlier this year and presently Commerce Committee.

The [Senate Commerce] Committee is not

only our first line of defense, it's our best

line of defense. If it gets to the [Senate]

floor, you see momentum build.

-Jim May

members to seek face-to-face

meetings with their Senators dur-

ing the current congressional re-

cess to express the industry's

concern about Thurmond's bill

datory warning concept. It's par-

ticularly important, NAB

officials say, to reach those law-

makers who sit on the Com-

merce Committee.

or any variation on the man-

"The committee is not only our first line of defense, it's our best line of defense," said NAB The trade group is urging Exec. VP/Government Relations

tum build."

ings, broadcasters will likely argue that health warnings will not reduce alco-

and wine advertisers to dramatically reduce — or eliminate their use of broadcast media.

#### **Issues Vs. Emotions**

They will no doubt cite the beer industry's repeated threats to abandon broadcast ads if brewers' spots are required to include health warnings, which they believe would significantly reduce the effectiveness of their marketing messages. The alcohol industry spent \$848.5 million on advertising last year, with \$81.5 million of that going to radio.

NAB and alcohol industry leaders said they must make their

ALCOHOL ADS/See Page 20

concentrate his

those aspects of

promotion he

knows best: Al-

bum Radio, met-

al, alternative,

and video. I

know he'll con-

energies

Jim May. "If it

gets to the floor, you see momen-

In those meet-

hol abuse, but will prompt beer

# Scramble On To **Find Successor** To FCC's Duggan

FCC Commissioner Ervin Duggan has been named President of Public Broadcast Service. The impending departure



Duggan

Duggan, who assumes his PBS duties next February 1, has set off a frenzy of speculation - most of it baseless — over possible successors.

"In the absence of the opportunity to discuss the Redskins' playoff chances, speculating about possible FCC nominees has become a major pastime in Washington," joked Media Access Project Exec. Director Andrew Schwartzman.

#### Likely Possibilities

Among those who have been identified in press reports as possible candidates are new FCC General Counsel William Kennard, investment banker and Clinton fundraiser Susan Ness, and former Senate Commerce Committee staffer Antoinette

DUGGAN/See Page 20

# Heftel, SRN Set \$150 Mil Merger

Heftel Broadcasting Corporation and Spanish Radio Network have announced plans to merge, creating one of the nation's largest Spanish-language radio groups. The parties say the aggregate value of their properties is more than \$150 million.

The merged group will operate WQBA-AM & FM-WAQI & WRTO/Miami, KTNQ & KLVE/Los Angeles, and WADO/New York (along with Long Island sister WGLI/Babylon, NY). The new company, which will retain the Heftel Broadcasting Corporation name, said it is seeking other acquisitions, particularly in the country's five largest Spanish markets.

### 'Perfect Marriage'

The foundation established by this transaction can be used to pursue opportunities created by the liberalized radio ownership rules," said Heftel President Carl Parmer, who will retain that position after the merger.

"This is the perfect radio mar-

riage," said SRN President Mark Blank. "We will have a powerful presence in the top three U.S.

MERGER/See Page 20

# **Epic Elevates Leeds, Seltzer** Both appointed to VP/Promotion posts

Harvey Leeds and Barbara Seltzer have been boosted to VPs/Promotion at Epic Records. The two will jointly fill the vacancy created when for-

Leeds mer Sr. VP/Promotion Polly Anthony left to become head of Sony 550 Music.

"Harvey has always led the way to the successful promotion of Epic's great roster of rock artists," Epic President Dave Glew said. "Harvey will be able to



tinue to impress the industry with his creativity and resourcefulness in these

"Barbara's tremendous growth as an Epic executive parallels the label's success at Top 40, AC, NAC, and dance over the last five

Coming Next Week: Radio's Year In Review

# SUNGS REACHING

	. 1	8	
	Peak Position (wks #1)	Peak Date	Weel On Char
ACE UF BASE/All That She Wants (Arista)			
BRYAN ADAMS/Please Forgive Me (A&M)	4	10/22 11/26	1
AERUSMITH/Livin' On The Edge (Geffen)	7	5/28	•
AEROSMITH/Cryin' (Geffen) TASMIN ARCHER/Sleeping Satellite (SBK/ERG)	7	9/24 6/04	1
ARRESTED DEVELOPMENT/Mr. Wendal (Chrysalis/ERG)	7	2/12	1
DAN BAIRD/Love You Period (Def American/Reprise)	12	1/22	
MARY J. BLIGE/Real Love (Uptown/MCA)	7	12/04	
MARY J. BLIGE/Sweet Thing (Uptown/MCA) BLIND MELON/No Rain (Capitol)	15	3/12	
MICHAEL BOLTON/To Love Somebody (Columbia)	4	10/22 12/11	1
MICHAEL BOLTON/Said I Loved You But I Lied (Columbia)	8	11/26	
BON JOVI/Keep The Faith (Jambco/Mercury) BON JOVI/Bed Of Roses (Jambco/Mercury)	11	12/04	
BON JOVI/In These Arms (Jambco/Mercury)	9	2/26 6/18	1
BOY GEORGE/The Crying Game (SBK/ERG)	8	4/30	1
BOY KRAZY/That's What Love Can Do (Next Plateau/London/PLG)	(2)	3/19	1
BOYZ II MEN/In The Still Of The Nite (I'll Remember) (Motown) FONI BRAXTON/Another Sad Love Song (LaFace/Arista)	2	12/04 10/08	1
TONI BRAXTON/Breathe Again (LaFace/Arista)	7	11/26	'
BOBBY BROWN/Good Enough (MCA)	3	12/04	
BOBBY BROWN/Get Away (MCA) PEABO BRYSON & REGINA BELLE/A Whole New World (Aladdin's Theme) (Col	umbia) <b>(3)</b>	2/26 2/05	1
C	- 11 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1		TO THE
EVIN CAMPBELL/Can We Ialk (Qwest/WB) APTAIN HOLLYWOOD PROJECT/More And More (Imago)	6	11/26	-
MARIAH CAREY/Dreamlover (Columbia)	(Q)	7/02 8/20	10
MAKIAH CAREY/Hero (Columbia)	<b>(1)</b>	11/26	
IENEH CHERRY/Buddy X (Virgin) PHIL COLLINS/Both Sides Of The Story (Atlantic/AG)	14	4/30 11/26	
AMN YANKEES/Where You Goin' Now (WB)	9	12/04	
AYLOR DAYNE/Can't Get Enough Of Your Love (Arista)	5	7/16	11
EF LEPPARD/Stand Up (Kick Love Into Motion) (Mercury)	10	2/05	11
EF LEPPARD/Two Steps Behind (Columbia) INO/Ooh Child (EastWest/Atlantic Group)	6	10/08 8/13	14 13
ELINE DION/Love Can Move Mountains (Epic)	14	1/15	8
URAN DURAN/Ordinary World (Capitol)	• (2)	2/26	13
URAN DURAN/Come Undone (Capitol)	2	6/04	15
N VOGUE/Give It Up, Turn It Loose (EastWest/Atlantic Group) N VOGUE/Love Don't Love You (EastWest/Atlantic Group)	5	2/12	12
VOGUE f/FMOB/Runaway Love (EastWest/Atlantic Group)	6	5/07 9/24	12
(POSE/I Wish The Phone Would Ring (Arista)	13	12/11	4
(POSE/I'll Never Get Over You (Getting Over Me) (Arista)	7	6/04	18
NON BLONDES/What's Up (Interscope/Atlantic Group)		6/25	14
ENNY G/Forever In Love (Arista)	0	3/12	12
ENNY G W/PEABU BRYSON/By The Time This Night Is Over (Arista)	q	6/25	10
TER GABRIEL/Steam (Geffen)  NESIS/Never A Time (Atlantic/AG)	9 9	2/05	9
N BLOSSOMS/Hey Jealousy (A&M)	13	1/08 10/01	7 12
D WEST/Faithful (EMI/ERG)	6	1/08	8
ADDAWAY/What Is Love (Arista)	5	10/22	13
GGHTS/How Do You Talk To An Angel (Capitol)	5	12/04	3
HITNEY HOUSTON/I Will Always Love You (Arista) HITNEY HOUSTON/I'm Every Woman (Arista)	(6)	12/04	11
HITNEY HOUSTON/I Have Nothing (Arista)	(4)	3/12 4/02	13 16
HITNEY HOUSTON/Run To You (Arista)	13	7/23	9
TOWN/Knockin' Da Boots (Luke)	15	7/09	13
MED CIDCLE (Dad Dave (Thomas Fire MCarelly (D) D. MAN C.	-	CIDA	10
NER CIRCLE/Bad Boys (Theme From "Cops") (Big Beat/Atlantic Group)		6/04	IU

_	Peak Position (wks #1)	Peak Date	Weeks On Chart
JANET JACKSON/That's The Way Love Goes (Virgin)	(6)	Em	-
JANET JACKSON/If (Virgin) JANET JACKSON/Again (Virgin)	♠ (5)	5/21 18/27	16
MICHAEL JACKSON/Who Is It (Epic)	4	0/22	9
MICHAEL JACKSON/Will You Be There (MJJ/Epic)  JADE/Don't Walk Away (Giant/Reprise)	5	5/07 9/03	12
JODECI/Lately (Uptown/(MCA))	. 6	3/20	20
BILLY JOEL/The River Of Dreams (Columbia)	3	19/1	17
BILLY JOEL/All About Soul (Columbia)  ELTON JOHN/Simple Life (MCA)	15	19/26	16
JEREMY JORDAN/The Right Kind Of Love (Giant/Reprise)	6	4/16 3/12	11
JEREMY JORDAN/Wannagirl (Giant/Reprise)	5	6/18	16
K			12
LISA KETTI/Detter Than You (Ferspective/Activi)	12	IWZZ	13
JUEY LAWRENCE/NOTITION MY LOVE CAN'T FIX (IMPACT/MCA)	D	4/30	14
M		4730	
MADONNA/Deeper And Deeper (Maverick/Sire/WB)	• (1)	1/29	
MADUNNA/Rain (Maverick/Sire/WB)	A	0.02	10
BRIAN McKNIGHT/One Last Cry (Mercury) .  MEAT LOAF/I'd Do Anything For Love (But I Won't Do That) (MCA)	6	8/93	14
GEURGE MICHAEL & QUEEN/Somebody To Love (Hollywood)	11	0/38	11
MR. BIG/Wild World (Atlantic/AG)	13	11/12	8
N			9
NEW ORDER/Regret (Qwest/(WB))	5	6/25	11
P			
M DAWN/I d Die Without You (Gee Street/LaFace/Arista)	13	1	NE VE
rm Dawn/Looking Through Patient Eves (Gee Street/Island/PLG)	(2)	2/04 5/07	7
PM DAWN/The Ways Of The Wind (Gee Street/Island/PLG) PORTRAIT/Here We Go Again! (Capitol)	15	8/79	
PHINCE & NEW POWER GENERATION/7 (Paisley Park/WR)	2	32	9 2 4
PRINCE & NEW POWER GENERATION/The Morning Papers (Paisley Park/MR)	7	2/05	
PROCLAIMERS/I'm Gonna Be (500 Miles) (Chrysalis/ERG)	3	4/30 8/06	3
R R	2-4-5	200	,
R.E.M./Drive (WB)	11	12/18	
R.E.M./Man On The Moon (WB) R.E.M./Everybody Hurts (WB)	10	3/19	5
RESTLESS HEART/When She Cries (RCA)	9	11/05 1/15	1
		1713	0
ROBIN S/Show Me Love (Big Beat/Atlantic Group)	2	7/10	-
SALI-N-PEPA/Shoop (Next Plateau/London/PLG)	14	7/16 11/26	14
IUN SECADA/Do You Believe In Us? (SBK/ERG)	6	12/04	5
JON SECADA/Angel (SBK/ERG)	7	3/26	15
ION SECADA/I'm Free (SBK/ERG) SHAI/If I Ever Fall In Love (Gasoline Alley/MCA)	10	7/30	5
HAI/Comforter (Gasoline Alley/MCA)	11	12/18 4/09	9
SHAI/Baby I'm Yours (Gasoline Alley/MCA)	2	8/13	13
SHANICE/Saving Forever For You (Giant/Reprise)	3	1/22	19
SILK/Freak Me (Elektra) ATTY SMYTH/No Mistakes (MCA)	3	5/07	19
NUW/Informer (EastWest/Atlantic Group)	2	2/12 4/09	9
NUW/Girl, I've Been Hurt (EastWest/Atlantic Group)	11	6/25	15
OUL ASYLUM/Runaway Train (Columbia)	5	8/13	17
PIN DOCTORS/Little Miss Can't Be Wrong (Epic) PIN DOCTORS/Two Princes (Epic)	10	12/04	20
TEREO MC'S/Connected (Gee Street/Island/PLG)	5	3/26	20
OD STEWART/Have I Told You Lately (WB)	3	5/2 <sup>8</sup> 6/11	1 <sup>2</sup>
UD STEWART/Reason To Believe (WB)	10	10/0	15
TING/If I Ever Lose My Faith In You (A&M) TING/Fields Of Gold (A&M)	5	4/09	13
TUNE TEMPLE PILOTS/Plush (Atlantic/AG)	14	7/23	13
UNSCREEM/Love U More (Columbia)	1/	8/06 4/16	13
WV/I'm So Into You (RCA)	3	0-10-23	18
WV/Weak (RCA) WV/Right Here/Human Nature (RCA)	• • • • • • • • • • • • • • • • •	5/21 7/02	17
	J	9/03	15
FARS FOR FEARS/Deadles Co. A.	CONTRACTOR OF STREET	2 Sp. 644	in
EARS FOR FEARS/Break It Down Again (Mercury) DAD THE WET SPROCKET/Walk On The Ocean (Columbia)	9	9/10	13
DNY TONI TONE/If I Had No Loot (Wing/Mercury)	2	1/15 8/06	10
DNY TONI TONE/Anniversary (Wing/Mercury)	5	11/05	17
NA TURNER/I Don't Wanna Fight (Virgin)	5	7/23	15
(名) (4) (4) (4) (4) (4) (4) (4) (4) (4) (4		-	
JB40/Can't Help Falling In Love (Virgin)	• (3)	7/30	18
IGLY KID JOE/Cats In The Cradle (Stardog/Mercury)	9	4/02	12
	(1)	4/30	20
ANESSA WILLIAMS & BRIAN McKNIGHT/Love Is (Giant/Reprise)	44	3 630	9
ANESSA WILLIAMS & BRIAN McKNIGHT/Love Is (Giant/Reprise)/RECKX-N-EFFECT/Rump Shaker (MCA)	11	1/22	
/RECKX-N-EFFECT/Rump Shaker (MCA)	11	11/12	8
RECKX-N-EFFECT/Rump Shaker (MCA)	8		8



# Music Rewind '93: A Look Back

Chart Endurance

In 1993, the format certainly lived up to its name: There were plenty of new artists achieving breakthrough success. and there was plenty of rock. But when all was said and done, it was a format veteran that emerged wearing the year's New Rock crown.

II2. who ran away with top honors last year for "Achtung Baby," occupied the No. 1 spot on the weekly chart for 13 weeks with "Zooropa' and nearly repeated as champions. But Depeche Mode's "Songs Of Faith And Devotion," despite a shorter run at the top of the chart (seven weeks), managed to squeak out a victory on the strength of 10 additional weeks on the survey (see "Chart Endurance").

#### No. 1 Honors

In addition to U2 and Depeche Mode, nine other artists reached the coveted No. 1 spot this year for a total of 11 — three more than last year. R.E.M.'s "Automatic For The People" logged eight weeks on top for a second consecutive year, enabling it to finish No. 9 for the year. New Order's "Republic" spent six weeks at No. 1, contributing to its third-place standing for the year. Pearl Jam's "Vs.," released just two months ago, finished the year with five weeks on top and managed to achieve No. 31 for the year.

Belly's "Star" held top honors for four weeks and finished fifth overall. Tears For Fears' "Elemental" (No. 7) and Porno For Pyros' self-titled debut (No. 8) each spent multiple weeks in the big chair, while three artists were masters of the New Rock domain for a single week: Jesus Jones ("Perverse," No. 15), Blind Melon ("Blind Melon," No. 16), and Peter Gabriel ("Us," No.

## Paeans To Persistence

It was a very good year for several new artists. In all, nearly 30% of the

32 Depeche Mode • Midnight Oil • Lenny Kravitz • The The New Order Sting Stone Temple Pilots 24 • Dada 24 • Duran Duran

Top 93 consists of first-timers. The Cranberries (No. 6) were one of three new bands to finish in the Top 10, but were the only one that could unequivocally call itself new: Porno For Pyros and Belly (not to mention several other "new" artists) were the result of established artists splintering from previous bands.

The Cranberries — hailing from Ireland — arrived on the scene with no previous history, and I recall a couple of PLG execs musing over how difficult their record would be to break. Needless to say, the results achieved by the group's debut far exceeded expectations. In a Rockfile profile two weeks after the album's debut (**R&R** 6/4), PLG Sr. Director/National Alternative & Video Promotion Steve Leeds boldly predicted, "We expect this record to be around long after Thanksgiving."



HATS OFF TO JULIANA — Chi-Town stations WKQX (Q101) and WCBR were on hand at Tower Records to welcome Juliana Hatfield for an in-store stint. Doing the schmooze thing are (I-r) WKQX Promotions Asst. Julie Joseph, MD Mary Shuminas, Tower's Phil Meyer, Atlantic's Rick Sudakoff, unidentified snarling Tower employee, Hatfield, Atlantic's Matt Nixon and Tod Elmore, and WCBR AMD Robert English.

It's taken up permanent residence on the weekly chart ever since . .

Two other new bands finished in the Top 20: Blind Melon and Radiohead (No. 20). Blind Melon's debut, which was actually released in August '92, followed on the heels of the buzz generated from the band's inclusion on MTV's "120 Minutes" tour. The leadoff track, "Tones Of Home," initially debuted last October and vanished in January after a mid-chart run. But once again, persistence paid off — six months later, Capitol delivered "No Rain" as the follow-up, and the project reached No. 1 in September. And as 1993 winds down, "Tones" is again moving up the chart. As for labelmates Radiohead, the track "Creep," which propelled their debut to No. 4 in June, could probably be claimed the format's anthem

Among the up-and-coming artists who achieved their biggest chart success to date in 1993 were Stereo MC's and Dinosaur Jr, whose "Connected" and "Where You

# Class Of '93

Aimee Mann

Tasmin Archer

These new artists appear on our year-end survey for the first time in 1993:

- Idollilli Alcilei
Belly
• Bjork
• Frank Black
Blind Melon
Breeders
Cranberries
Deep Forest
• Gin Blossoms
• Goo Goo Dolls
<ul> <li>Juliana Hatfield Three</li> </ul>
• Porno For Pyros
Radiohead
Starclub
Stone Temple Pilots
Suede
Sunscreem
• Therapy?
Urge Overkill

Been" LPs both peaked at No. 4 on the weekly chart and finished No. 21 and No. 40, respectively, on the year-end list. 808 State's "Gorgeous" reached as high as No. 9 and ranked No. 48 for '93.

#### Two-Timers

A dozen albums that finished on 1992's year-end chart managed to

# **Imports Vs. Domestic**

n 1993, 128 different artists appeared on the weekly New Rock charts — down 15 from last year. Here's a look at where they came from, along with a com parison to last year's geographic breakdown

Country	1993	1992
United States	49%	43%
United Kingdom	38%	50%
Ireland	4%	1%
Canada	3/0	10/0
Australia	6/0	2%
Jamaica	6/0	10/0
France	10/0	
Germany	10/0	
<b>Iceland</b>	10/0	1%

Of those, seven achieved even greater success in '93: R.E.M.'s "Automatic For The People" (No. 17 in '92. No. 9 in '93), Soul Asylum's "Grave Dancers Union" (40-14), feat previously. 10,000 Maniacs' "Our Time In Eden" (29-17), Dada's "Puzzle" (80-24), Ned's Atomic Dustbin's "Are You Normal" (67-32), Sundays' "Blind" (50-42), and Neneh Cherry's "Homebrew" (83-60).

Maintaining their presence on 1993's year-end survey after peaking in 1992 were INXS, Peter Gabriel. Screaming Trees, Suzanne Vega, and the Lemonheads; 10,000 Maniacs, INXS, Red Hot Chili Peppers, and the Lemonheads were the only artists to place their '92 year-end charters alongside current releases on the Top 93 of 1993.

#### Crossover Action

New Rock more than doubled its crossover presence at CHR and AOR in 1993, with six acts on the

year-end survey scoring triple-formake a repeat performance this year. mat coverage: Blind Melon, Gin Blossoms, Peter Gabriel, R.E.M., Soul Asylum, and Stone Temple Pilots. Of that group, only Gabriel and R.E.M. had accomplished the

Breaking it down by format, 13 artists in New Rock's Top 93 are part of CHR's Top 93:

- Tasmin Archer
   Sout Asylum Blind Melon
   Duran Duran
- Stereo MC's
   Sting
- Stone Temple Pilots
   Tears For Fears Peter Gabriel
- As for New Rock-AOR crossovers, 14 artists occupy spots on both formats' year-end lists:
- Blind Melon
   Posies
- Gin Blossoms Red Hot Chili Pepper
- Lenny Kravitz R.E.M. Midnight Oil Soul Asylum

- Nirvana Pearl Jam Peter Gabriel Urge Overkill U2



