

I N S I D E:

BULLISH ON NAC

Veteran radio operators Pyramid's Rich Balsbaugh, Granum's Herb McCord, and Brown's Phil Melrose tell why they've entered the NAC arena.

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RADIO PRODUCTION DIRECTORS SOUND OFF!

Creating spots that satisfy a Rock station's clients and listeners is one thing, developing a more professional production image for UC outlets is another.

Pages 31, 32

BASEBALL STRIKE'S EFFECT ON STATION REVENUES

Four execs whose stations carry big league baseball tell how they're coping with the strike's impact on their advertising revenues.

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NEW PROGRESSIVE, COUNTRY RATINGS

Katz VP/Research Gerry Boehme explains why ratings fluctuations are inherent to the Progressive format, and his firm's analysis of Country's Spring '94 performance finds big gains in younger demos.

Pages 37, 40

IN THE NEWS...

- Peter Napoliello new EMI VP/Promo
- Donald Marion becomes WBBM-FM/Chicago VP/GM

Page 3

- Jeanette Tully named Alliance Exec. VP/CFO
- David Isreal appointed PD for WOMX/Orlando

Page 10

NEWSSTAND PRICE \$6.00



Judges Kick Radio, TV Out Of Federal Courts

■ RTNDA, NAB denounce 20-minute decision

Electronic media are no longer welcome in the federal courts. A panel of top federal judges voted to end a three-year experiment that placed cameras and microphones in some of their courtrooms at the end of the year. The decision, made last week in a closed-door meeting at the Supreme Court building in Washington, was roundly condemned by broadcast organizations.

"By rejecting the overwhelmingly positive findings of their own researchers about the experiment's success, these federal judges, acting in secret, have arrogantly insulted the intelligence of the citizens who sign their paychecks," said RTNDA President David Bartlett.

"An entire branch of our federal government has chosen to COURTS/See Page 12

Infinity Gives Interep The Business

■ Dedicated boutique firm to be operational by January 1



Karmazin

The Interep Radio Store has won a hard-fought battle to become the exclusive national radio rep for Infinity Broadcasting. Interep will establish a new boutique firm, Interep Radio Sales (IRS), to handle national spot sales for the nation's largest radio group.

Infinity's 1995 national spot billing is expected to

total about \$100 million, roughly 7%-8% of the radio industry's national business. Its rep contracts are currently divided between six rep companies -- two at Interep and four at Katz Radio Group.

In a letter to his managers, Infinity President/CEO Mel Karmazin said he made the strategic decision to put all of the stations under one rep because "our 26



Goldberg

Auditing IRS

- ▶ Expected '95 sales: \$100 million
- ▶ 'Close decision' between Interep, Katz
- ▶ Firm to employ 40-50 staffers
- ▶ Two competing sales forces

radio stations deserve the in-depth representation that currently can't be accomplished when salespeople have as many stations to concentrate on as our existing reps do."

"I believe this decision will not only result in increased revenue for Infinity stations but will be very beneficial for the entire industry," Karmazin told his managers. "After all ... everyone is already preconditioned to give their money to IRS."

IRS/See Page 12

Island Sets New Sr. VP Structure



Daniels

Majd

In its first major overhaul since achieving autonomy in June, Island has established a new senior executive tier by appointing three Sr. VPs. Sky Daniels is now Sr. VP/Promotion, Hooman Majd becomes label Sr. VP, and Gerry Kopecky ascends to Sr. VP/Sales & Field Marketing. Matt Stringer remains Island Sr. VP/Marketing.

President John Barbis stated, "I feel very fortunate to have been able to assemble such a talented team of leaders. With these ex-

ISLAND/See Page 12

Clinton Signs Car Lease Ad Bill

President Clinton signed what may amount to a multimillion-dollar check to the radio industry Friday (9/23), when he gave final approval to a bill that cuts down the number of legal disclosures required in radio spots for car leasing.

The new law, included in the Community Development and Regulatory Improvement Act of 1994, allows advertisers to tell listeners to refer to print ads or 800 numbers for leasing terms information required by the Consumer Leasing Act. Details of the new rules, which were provided by NAB and RAB, appeared in last week's R&R (9/23).

NAB President Eddie Fritts praised Congress for recognizing "radio's unique nature as an advertising medium."

Although the new rules are now in effect at the federal level, NAB Exec. VP/Government

LEASE/See Page 12



KIIS/L.A.'s Rick Dees Adds To O.J. Trial's 'Media Circus'

As the O.J. Simpson murder trial got under way Monday (9/26), the Los Angeles County Criminal Courts Building became the site of what's been dubbed a "media circus" (complete with acrobats, left) -- with Gannett CHR KIIS-AM & FM/Los Angeles morning star Rick Dees playing the comic role of ringmaster/emcee. Flanked by co-hosts Vic "The Brick" Jacobs and Ellen K, Dees (center) broadcast live without a net from the courthouse steps.

Two Alternative Small-Market Success Stories

Page 36



**C
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c
peniston**

hit by love

the hot new single from the smash album

THOUGHT 'YA KNEW

OFFICIAL ADD DATE: 10/4!
CHR NEW & ACTIVE

Early CHR Action:

	<u># Plays</u>		<u># Plays</u>		<u># Plays</u>		<u># Plays</u>
WBBM	19	XHTZ	21	KQKS	5	KZFM	24
WIOQ	16	WERQ	25	WWKX	33	WBSS	26
WPGC	9	WFLZ	36	WJJS	23	WHHH	add

executive producers: many lehman, damon jones & cece peniston
management: devour management/damon jones

produced by soulshock/karlin for soulpower productions



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Marion To VP/GM At B96/Chicago



Marion
Donald Marion, VP/GM at CBS-owned Rock KRQR-FM/San Francisco, has been named VP/GM at co-owned Rhythmic CHR WBBM-FM (B96)/Chicago. He replaces Tom Matheson, who recently became KYCY-FM/San Francisco's VP/GM (R&R 9/9).

Marion noted, "This is the ideal situation for me. I get to return to my hometown and run one of the top radio stations in Chicago. I'll miss San Francisco - especially everyone at KRQR - but this was an opportunity I just couldn't pass up. WBBM-FM is a great radio station filled with talented people, and I'm very proud to be associated with them and CBS Radio."

MARION/See Page 26



Schuon Cannelli

Schuon, Cannelli In New MTV Posts

MTV has restructured two top executive tiers. As expected, Andy Schuon and John Cannelli have been appointed to new posts, as have Van Toffler and Abby Terkuhle. Additionally, Rich Eigendorff and Doug Herzog have been promoted to Exec. VP/Business Operations and Exec. VP/Production & Programming, respectively.

MTV/See Page 26

Talk Radio's Role Debated At Forum

Radio shows have become a tool for a "direct" democracy, panelists agreed at a National Press Foundation forum in Washington, by allowing people to voice their opinions freely on a public level. But concerns were also expressed about the types of messages being delivered.

TALK/See Page 26



Woodstock On The Potomac

President and Mrs. Clinton hosted ASCAP President Marilyn Bergman (left photo), BMI President/CEO Frances Preston (right), and hundreds of others at a concert on the White House lawn (9/22) closing the 39th World Congress of the International Confederation of Societies of Authors and Composers (CISAC).

The evening's entertainment was provided by Patti Austin, Ruth Brown, Booker T & The MG's, Ashford & Simpson, Jon Hendricks, the Pointer Sisters, Lyle Lovett, and Michael Bolton.

On the closing day of the four-day congress, Bergman was elected President of CISAC, succeeding Italy's Roman Vlad.

Napoliello VP/Promo At EMI

Former Geffen Records VP/Promotion Peter Napoliello has been appointed to a similar post at EMI Records, based in New York.

EMI Sr. VP/Promotion Ken Lane said, "We wanted someone in this position who was talented, hard-working, and enthusiastic, with a great sense of the music. Peter fits the bill perfectly. I have every confidence he will have a very positive impact on our success in all radio formats."

Napoliello commented, "I saw a great opportunity to be a part of the exciting, musically driven change at EMI. It feels great to be a part of a winning team, and I look forward to playing a role in the success EMI is destined to have."

Prior to his post at Geffen, Napoliello served as National Promotion Director at Motown from 1985-87. He previously was National Album Promotion Director at Chrysalis.



Napoliello

Communications Bill Overhaul Scrapped As Time Runs Out

Hollings blames Dole, regional Bells

Sen. Ernest Hollings (D-SC) threw in the towel Friday (9/23) on efforts to overhaul the nation's 60-year-old Communications Act in this session of Congress.

"We will be unable to pass comprehensive telecommunications reform legislation in this Congress," said Hollings, chairman of the Energy and Commerce Committee, which had approved the bill August 11 by an 18-2 vote. A House version of the bill passed by an overwhelming 423-vote margin in June.

Bell Hang-Ups

Hollings said he and S. 1822's other co-sponsors agreed to let it die rather than agree to modifications demanded by Senate Minor-

ity Leader Bob Dole (R-KS) to speed the entry of regional Bell telephone companies into new markets.

"There is simply not enough time left in the session to overcome their opposition," he said, referring mainly to two of the regional Bells - BellSouth and Ameritech - and Dole. Congress is scheduled to adjourn October 7.

"We will not be held hostage to ultimatums and the desires of certain parties to substantially rewrite [the bill]," Hollings said, accusing BellSouth and Ameritech of reneging on a promise not to seek changes to certain

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CHARTS

AC, Alternative, CHR, Country, Hot AC, NAC, Progressive, Rock, Urban Contemporary. BACK PAGE

RADIO & RECORDS INC.
1930 Century Park West, Los Angeles, CA 90067

R&R is published weekly, except the week of December 25. Subscriptions are available for \$275.00 per year (plus applicable state sales tax) in the United States or \$695.00 overnight delivery (U.S. funds only), \$295.00 in Canada and Mexico, and \$495.00 overseas (U.S. funds only) from Radio & Records Inc., at 1930 Century Park West, Los Angeles, California 90067. Annual subscription plan includes the weekly newspaper plus two Ratings Report & Directory issues and other special publications. Refunds are prorated based on the actual value of issues received prior to cancellation. Nonrefundable quarterly rates available. All reasonable care taken but no responsibility assumed for unsolicited material. R&R reserves all rights in material accepted for publication. All letters addressed to R&R or its Editors will be assumed intended for publication reproduction and may therefore be used for this purpose. Nothing may be reproduced in whole or in part without written permission from the Publisher. The terms Back Page, Breakers, Most Added, R&R, Compact Data, and Street Talk are registered trademarks of Radio & Records. ©1994. POSTMASTER: Send address changes to R&R, 1930 Century Park West, Los Angeles, California 90067.



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1994 DEALS TO DATE

Dollars To Date: \$1,795,337,408

(Last Year: \$1,671,233,026)

This Week's Action: \$7,930,947

(Last Year: \$10,749,625)

Stations Traded This Year: 965

(Last Year: 1015)

Stations Traded This Week: 15

(Last Year: 30)

DEAL DETAILS BEGIN ON PAGE 6

Deal Of The Week

● **KMRT-AM/Dallas \$1.5 million**

Rodriguez-Heffel-Texas Inc., a subsidiary of Heffel Broadcasting Corporation, acquires Dallas AM in duopoly deal.

And There's No Ink On Your Hands...

■ Research by CBS Radio Reps suggests that advertisers can better reach upscale demos by switching some newspaper dollars to radio.

See Page 6

Make It Cold, Hard Cash

■ Multi-Market Radio says it will forgo a cash/stock option and pay all cash — over \$25.5 million — for Southern Starr.

See Page 6

RADIO BUSINESS

Group Attacks Infinity's WPGC Settlement

More than three months after the fact, Americans For Responsible Television (ART) has attacked Infinity Broadcasting's purchase of WPGC-AM & FM/Washington and asked the FCC to reconsider its approval of the deal.

The ART petition asks the FCC to reconsider its grant of the WPGC sale and calls for Infinity to file an early license renewal application for its other Washington station, WJFK-FM. ART contends that the FCC broke its own rules when it:

- Did not release a text of its decision to approve the purchase
 - Allowed Infinity to make a \$2.75 million settlement with an African-American group, which had opposed the sale
 - Allowed the purchase in the face of "ineffective" indecency fines.
- The FCC approved Infinity's \$60 million purchase of the stations from Cook Inlet Radio Partners May 20 and the sale closed in late June.

ART Criticizes FCC

ART has been critical of the FCC for allowing Infinity to acquire more stations while it has more than \$1 million in disputed indecency fines pending at the Commission. The anti-indecency group charges that the FCC is doing a poor job of enforcing the fines while Infinity enjoys "huge profits and ongoing expansion."

“Basically, they're attacking the agreement [Infinity made] with the AABA. It's interesting to see one public interest group attack another public interest group.”
—Steve Lerman, Infinity

According to ART, the late timing of its filing is no big deal. It faults the FCC, claiming it had nothing to respond to because the Commission broke its own rules by not providing the public with a "decisional text of its action" when it approved the WPGC purchase.

AABA Deal Faulted

ART also takes issue with a settlement between Infinity and the

African-American Business Association, which had opposed Infinity's purchase of WPGC. AABA contended that Howard Stern, whose program airs on WJFK and other Infinity stations, is racist. The group dropped its opposition after Infinity agreed to spend \$2.75 million helping AABA members and other minorities learn to become broadcasters and market minority-owned businesses using radio. The FCC approved the settlement, but ART said it violates Commission rules and is "more than 30 times as large as the law will allow."

Infinity Counsel Steve Lerman called the ART petition "procedurally defective and substantially without merit. The FCC action is final. Basically, they're attacking the agreement [Infinity made] with the AABA. It's interesting to see one public interest group attack another public interest group." Lerman said he will file a response shortly.

ART also filed a belated petition in March to deny Infinity's \$115 million purchase of KRTH-FM/Los Angeles because of Infinity's alleged "illegal conduct." Infinity bought the station February 4. That petition is still pending.

USA Digital Revs Up DAB Vans For NAB Officials

USA Digital Radio took NAB officials on a two-city jet tour last week (9/21) to show off its in-band, on-channel AM and FM DAB systems — the first mobile demonstration for anyone outside USA Digital's Gannett/CBS/Group W consortium.

"A lot of people said it couldn't be done, particularly on the AM band. It's been done. I've heard it," said NAB Radio Board Chairman Doug Williams, owner of KWOX-FM/Woodward, OK. He said the AM DAB demonstrated in Cincinnati on an experimental station (1660 kHz) was "equivalent to enhanced FM" and the FM DAB signal piggybacked on WBBM-FM/Chicago was "CD quality."

'Outstanding Quality'

Williams, NAB DAB Task Force Chairman Randy Odeneal (Sconix Broadcasting managing partner), former Task Force Chairman Alan Box (EZ Communications President), and National Radio Systems Committee Chairman Charlie Morgan (Susquehanna Radio Sr. VP/Engineering) were driven around both cities in vans equipped with DAB receivers after being flown in on a Gannett company jet.

"The quality was outstanding."

“A lot of people said it couldn't be done, particularly on the AM band. It's been done. I've heard it.”
—Doug Williams

said Odeneal, although he noted there were still a few AM dropouts that the developers hoped to remedy soon.

CBS Radio VP/Engineering Tony Masiello told R&R that both the AM and FM systems will be demonstrated on the exhibit floor at next month's NAB Radio Show in Los Angeles — but there will be no mobile demo. Instead, USA Digital will show a videotaped "tour" of the Cincinnati and Chicago tests.

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Radio Beats Newspapers For Upscale Reach

Newspaper advertisers would do well to divert some of their budgets to radio to improve their reach with upscale adults, according to a research report by **CBS Radio Representatives**.

"In 1970, 78% of adults read a newspaper. Today that number is down considerably to 62%," noted Director/Research **Terry Drucker**.

Radio's reach is even higher in certain upscale demos: 84% for college graduates, 86% for household incomes of \$75,000 or more, and 89% for business proprietors and managers — all substantially ahead of newspapers.

With newspaper CPMs up an average 72% from 1982 to 1992, Drucker says advertisers need to look for more efficient ways to spend budgets previously focused solely on newspapers. "We at CBS Radio Representatives think the answer is simple — reduce the size of your print ad, and spend the money saved on radio."

The report found that slight declines in reader recall from smaller print ads were more than offset by the added reach of radio spots.

Drucker's report, "Radio & Newspaper Together: A Strategic Media Decision," is available from CBS Radio Reps at (212) 975-4243.

Multi-Market To Pay Cash

Multi-Market Radio (Nasdaq Small Cap: RDIOA) said Tuesday (9/27) it has elected to pay all cash for **Southern Starr Broadcasting Group** (Nasdaq: SSBG), rather than a cash and stock option.

Multi-Market will be paying \$13.75 per share to Southern Starr's shareholders, for a total of more than \$25.5 million.

Multi-Market also announced that **Robert F.X. Sillerman** has purchased an additional 25,000 shares of the company, bringing his total holdings to 709,334. Sillerman's Multi-Market shares are nonvoting to avoid any conflict with his role as Chairman of **SFX Broadcasting** (Nasdaq: SFXBA).

TRANSACTIONS

Heftel Gets KMRT-AM/Dallas For \$1.5 Million In Duopoly Deal

WRKU-FM goes to Zapis Communications for \$1.4 million

Deal Of The Week

KMRT-AM/Dallas

PRICE: \$1.5 million

TERMS: Duopoly deal; asset sale for cash

BUYER: **Rodriguez-Heftel-Texas Inc.**, a subsidiary of **Heftel Broadcasting Corp.** (Nasdaq: HBCCA), headed by CEO **Cecil Heftel**. It owns **KESS-AM/Ft. Worth**, **KICI-AM/Denton** (Dallas-Ft. Worth), **KPXG-FM/Gainesville** (Dallas-Ft. Worth), and six other stations. Phone: (213) 461-7935

SELLER: **GCI Dallas II Inc.**, a subsidiary of **Granum Communications**, headed by President **Herbert McCord**. It owns **KOAI-FM/Dallas**, three other stations, and is buying **KHVN-AM & KJMZ-FM/Ft. Worth-Dallas** and four other stations. Phone: (212) 809-2900

FREQUENCY: 1480 kHz
POWER: 5kw day/1.9kw
FORMAT: Spanish

Delaware

WDNO-FM/Laurel

PRICE: \$500,000

TERMS: Asset sale for \$65,000 cash

and and a two-year, \$435,000 promissory note at the prime rate plus 2% interest

BUYER: **Samson Communications Inc.**, owned by **William Sammons Jr.** of Milton, DE and **Hall Reed Jr.** of Milton. They own one other station. Phone: (302) 424-1013

SELLER: **Dennis O'Neal** of Laurel. Phone: (302) 875-0188

FREQUENCY: 95.3 MHz
POWER: 6kw at 328 feet
FORMAT: AC

Florida

WNZE-AM (formerly WYTA)/Largo (Tampa-St. Petersburg)

PRICE: \$1.08 million

TERMS: Duopoly deal; asset sale for cash

BUYER: **Paxson Broadcasting of Tampa L.P.**, headed by Chairman/Director **Lowell "Bud" Paxson** of Clearwater, FL. His **Paxson Communications** owns **WHNZ-AM & WYTA-AM & WEZY-FM/Pinellas Park-Sarasota-Largo** (Tampa-St. Petersburg), 14 other radio stations, and two TV stations. Phone: (813) 536-2211

SELLER: **Largo Broadcasting Com-**

pany, owned by **Vernon Cross**. Phone: (602) 230-8941

FREQUENCY: 820 kHz

POWER: 50kw day/1kw night

FORMAT: Sports/Talk

Illinois

WCIL-AM & FM/Carbondale

PRICE: \$730,419

TERMS: Stock sale for \$100,000 cash and an 11-year \$630,419 promissory note at 7.25% interest

BUYER: **Dennis and Paula Lyle** of Carterville, IL, buying a 100% stock interest in the **McRoy Corporation**. Phone: (618) 985-8072

SELLER: **Paul and Charlotte McRoy** of Carbondale, selling their 100% stock interest in the company. Phone: (618) 549-1943

FREQUENCY: 1020 kHz; 101.5 MHz
POWER: 1kw; 50kw at 300 feet
FORMAT: Nostalgia; CHR

Kentucky

WMJL-AM/Marion

PRICE: \$195,000

TERMS: Asset sale for \$75,000 cash and promissory notes for the balance

BUYER: **Joe Myers Productions Inc.**, owned by **Joseph and Barbara Myers** of Morgantown, KY. Phone: (502) 526-9278

SELLER: **Crittenden County Broadcasting Company Inc.**, headed by President **Sam Crawley**. Phone: (502) 965-2271

FREQUENCY: 1500 kHz

POWER: 175-watt daytimer

FORMAT: Country

Louisiana

WLUX-AM/Port Allen (Baton Rouge)

PRICE: \$450,000

TERMS: Asset sale for \$175,000 cash and a 15-year, \$275,000 promissory note at 10% interest

BUYER: **Victory & Power Ministries Inc.**, a nonprofit organization headed by President **Pastor Ralph Moore** of

Baton Rouge. Phone: (504) 926-1517
SELLER: **Jimmy Swaggart Ministries**, headed by President **Rev. Jimmy Swaggart**. It owns **KAFL-FM/Baton Rouge** and one other station. Phone: (504) 768-8300

FREQUENCY: 1550 kHz
POWER: 5kw daytimer
FORMAT: Religious

Michigan

WCVM (FM CP)/Bronson

PRICE: No cash consideration

TERMS: Asset sale

BUYER: **Marathana Christian Fellowship Inc.**, a nonprofit organization headed by President **Ronald Hyre** of LaGrange, IN. It owns one other station. Phone: (219) 562-3236

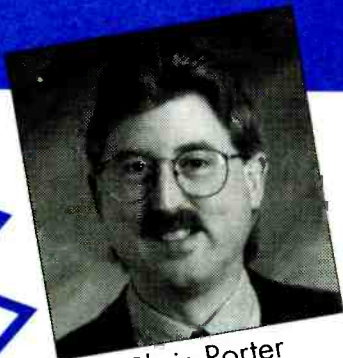
SELLER: **Michiana Christian Broadcasters Inc.**, headed by President

Continued on Page 8

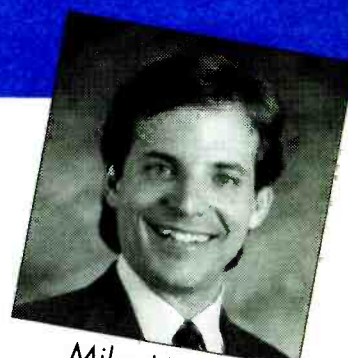
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Chris Porter



Mike Henry

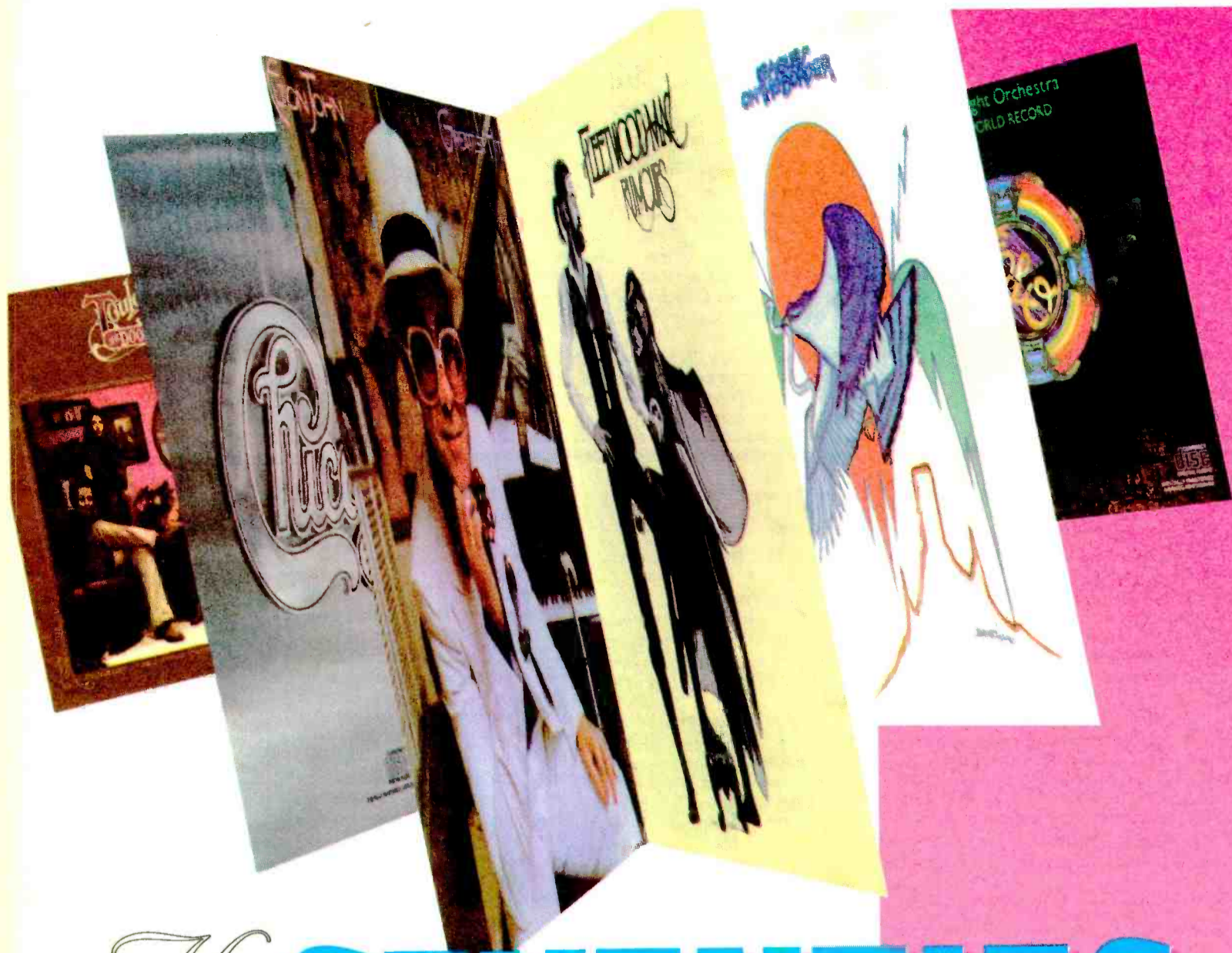
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abc ABC RADIO NETWORKS

**SEE US AT
NAB '94**

US Radio Gets Cash Infusion

Blackstone Capital Partners has closed its \$26 million equity investment in Ragan Henry's US Radio Inc., leaving the nation's largest African-American-owned radio group positioned for expansion.

In addition to the Blackstone investment, US Radio has a \$72 million senior credit facility from Chemical Securities Inc. and is pursuing station acquisitions.

"Our joint goal is to build [US Radio] into one of the largest radio broadcasting companies in the country, and Blackstone is prepared to invest significant additional capital to facilitate this objective," said Blackstone President/CEO Stephen Schwarzman.

Chancellor Bonds Rated

Chancellor Broadcasting is poised to sell \$80 million in senior subordinated notes to help fund its \$150 million buy of American Media Group.

Moody's Investors Service said a restructuring of the funding plan to have Chancellor's financial backer, Hicks, Muse, Tate & Furst, take a larger equity position was reassuring, but Moody's stuck with an earlier rating of B3 for the offering. Standard & Poors then weighed in with a rating of B+. Both ratings put the offering in the "high yield" class.

In other Wall Street news, Citicasters Inc. (Nasdaq: CITI) announced that it had bought back \$4.4 million worth of its own stock and had to agree to an additional purchase of nearly \$3.4 million — all at \$22 per share.

CD Radio Sells Out IPO

CD Radio Inc. (Nasdaq Small Cap: CDRD) announced last week (9/21) that it had sold out its \$6.75 million IPO, raising cash to pursue the launch of its proposed satellite DAB service.

CD Radio sold units of one share of stock and two warrants each for \$10. The warrants allow the holder to buy one share of stock for \$5 during the next six months or for \$6 over the following six months. So far, though, investors would be better off buying the stock on the open market rather than exercising the warrants.

CD Radio's stock hasn't traded above \$4.75 and the warrants peaked at \$1.50. On Tuesday (9/27), the stock closed at \$4 and the warrants at \$1.06.

TRANSACTIONS

Continued from Page 6

Wayne Reese. Phone: (512) 278-7339
 FREQUENCY: 94.7 MHz
 POWER: 6kw at 328 feet

WMTE-AM/Manistee (Traverse City)
 PRICE: \$75,000

TERMS: Asset sale for cash
 BUYER: Chickering Associates Inc., owned by John Chickering of Ludington, MI. He owns WKLA-AM & FM/Ludington, MI; WKZC-FM/Scottville, MI; and one other station. Phone: (616) 843-3438
 SELLER: Manistee Broadcasting

Corp., headed by President Paul Bosschem. It owns WMTE-FM/Manistee. Phone: (616) 723-9906
 FREQUENCY: 1340 kHz
 POWER: 1kw
 FORMAT: Gold
 COMMENT: This transaction does not create a new duopoly because, according to the application, the contours of WMTE-AM and WKLA-AM do not overlap. However, the contour of WMTE-AM does overlap both WKLA-FM and WKZC-FM, so the buyer has submitted an engineering exhibit to show that the duopoly FMs and WMTE-AM do not constitute more than 50% of the stations in the nine-station market created by their contours.

Montana

KABS (FM CPY)Great Falls

PRICE: No cash consideration
 TERMS: Asset donation
 BUYER: American Family Association Inc., a nonprofit organization headed by Donald Wildmon. It owns six other stations. Phone: (601) 844-5036
 SELLER: Lou Smith Ministries Inc., headed by President John Smith Jr. It owns three other stations and is buying a low-power TV station. Phone: (812) 284-2600
 FREQUENCY: 99.1 MHz
 POWER: 6kw at 328 feet
 FORMAT: Religious

Pennsylvania

WDKC (FM CPY)Covington

PRICE: \$124,500
 TERMS: Stock sale for the dissolution of two promissory notes totaling \$124,500
 BUYER: Lagoon Communications Inc., owned by John Kennedy Jr. of Palm Bay, FL, acquiring all stock of PAC Communications. Kennedy owned the station previously. PAC Communications defaulted on the notes and Lagoon Communications now proposes to take control of PAC. Kennedy owns two other radio stations and one low-power TV station. Phone: (407) 722-1250
 SELLER: Warren Diggins, David Banks, and Josef Wagner, selling their combined 100% stock interest in PAC Communications. Diggins and Banks have an interest in two other stations. Phone: (717) 323-3608
 FREQUENCY: 101.5 MHz
 POWER: 1950 watts at 564 feet

WRKU-FM/Grove City (Youngstown, OH)

PRICE: \$1.4 million
 TERMS: Duopoly deal; asset sale for cash
 BUYER: Zapis Communications Corp., headed by President Xenophone Zapis of Westlake, OH. He owns WHTX-FM/Sharpville, PA (Youngstown, OH), three other stations, and has a nonvoting interest in two other stations. Phone: (216) 621-9300
 SELLER: Western Pennsylvania Radio Inc., headed by President Bruce Simel. Phone: (216) 759-0579
 FREQUENCY: 95.1 MHz

POWER: 10kw at 804 feet
 FORMAT: Rock
 BROKER: Media Venture Partners

WPMR-FM/Tobytanna

PRICE: \$646,028
 TERMS: Asset sale; buyer will take over the seller's \$646,028 debt
 BUYER: Crystal Castle Inc., owned by Stacy Dewitt of Mt. Pocono, PA. Phone: (717) 839-3257
 SELLER: Tiab Communications Corp., headed by President Jeff Woehle. It owns WPMR-AM/Mt. Pocono. Phone: (717) 839-3939
 FREQUENCY: 107.9 MHz
 POWER: 2.4kw at 367 feet
 FORMAT: Rock

Texas

KTEM-AM & KPLE-FM/ Temple

PRICE: \$1.23 million
 TERMS: Asset sale for cash
 BUYER: Stellar Communications, headed by President Don Chaney. It owns four other stations. Phone: (903) 581-0080
 SELLER: KTEM-Inc., headed by President Clint Fomby. It owns four other stations. Phone: (817) 773-5252
 FREQUENCY: 1400 kHz; 104.3 MHz
 POWER: 1kw; 34kw at 597 feet
 FORMAT: News/Talk; Country
 BROKER: Bill Whitley of Whitley Media

For The Record

The call letters for the sale of WIKS-FM/New Bern (R&R 9/16) were inadvertently identified as WNBR-FM.



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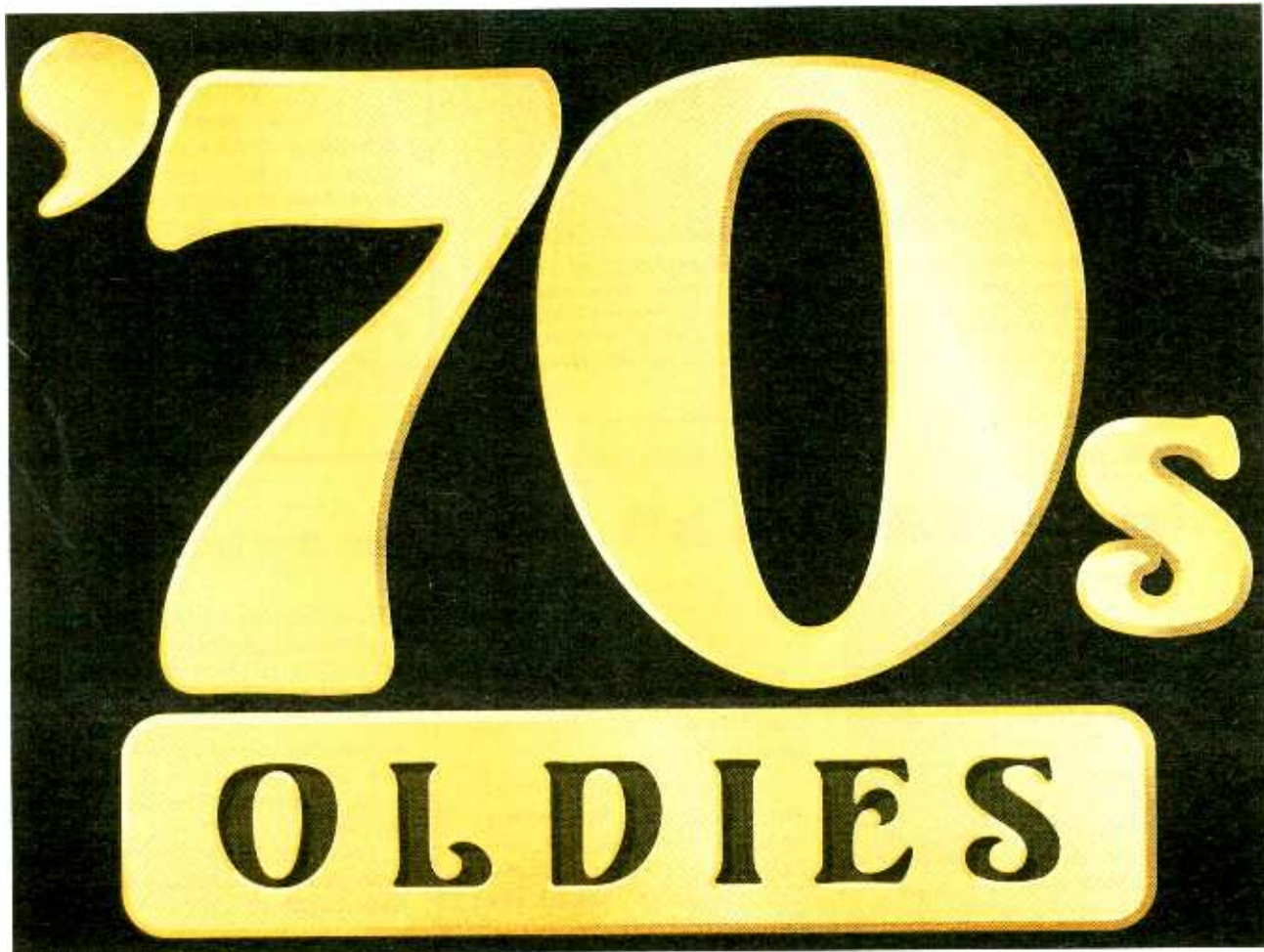
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Alliance Taps Tully As Exec. VP/CFO



Tully

Former Communications Equity Associates VP **Jeanette Tully** has been named Exec. VP/CFO at **Alliance Broadcasting**, effective October 6.

Alliance President/CEO **John Hayes Jr.** stated, "We feel very fortunate to have someone of Jeanette's caliber join our young company. She will contribute greatly to the long-range strategic growth plan of our company."

Said Tully, "I'm looking forward to working with John Hayes and Alliance Broadcasting. The opportunity to join a young radio company with strong growth potential and a group of talented individuals was exciting to me." **TULLY/See Page 26**

Murphy Sr. VP/Sales At Sony Distribution

Sony Music Distribution Sr. VP/National Accounts John Murphy has been promoted to Sr. VP/Sales & Distribution. In his new post, he will direct the staffs of both the National Accounts and the Sales & Distribution departments.



Murphy

Company President **Danny Yarbrough** commented, "John's outstanding performance and excellent record, both on the street and within the branch system, qualify him as the ideal choice to lead our staff to even greater record-breaking performances in the future." **MURPHY/See Page 26**

Three Faces Of Ienner



In between assignments for Sony Music, photographer **Jimmy Ienner Jr. (c)** showcased his b&w and color prints in a one-man show entitled "Faces Of Nature." Flanking Jimmy Jr. at the Duggal Downtown Gallery in NYC's Soho district are his father and uncle, longtime producer/record exec **Jimmy Ienner (l)** and Columbia Records President **Don Ienner**.

Isreal Joins WOMX/Orlando As PD

RCA Marketing Research Analyst **David Isreal** has left the label to claim the **WOMX/Orlando PD** post vacated last month by **Nick Sanders**. Isreal will join the **Nationwide Hot AC Monday (10/3)**.



Isreal

"David is extremely bright and people-oriented. He was anxious to leave New York, and his background fits our needs perfectly. He doesn't have to fix something that isn't broken. It's more a matter of fine-tuning some things."

Isreal said, "I'm absolutely thrilled to have the chance to work for **Nationwide** and **Rick Weinkauf**. The move to **Orlando** gives me a chance to get back to the kind of lifestyle I grew up with."

GM Rick Weinkauf told R&R,

ISREAL/See Page 26

USRN Stands Up For Comedy Central



United Stations Radio Network (USRN) and **Comedy Central** have reached an agreement to distribute "The Comedy Central Minute" to radio stations nationwide, beginning October 1. Available free of charge on a barter basis, the features will consist of excerpted material from comedians and Comedy Central programming. Finalizing the deal are (l-r) **USRN VP/Programming Andy Denmark** and **VP David Kolin**, **Comedy Central Sr. VP/Marketing Art Bell**, and **USRN Chairman Dick Clark**.

EXECUTIVE ACTION

KBZS/SD Hires Stemler As Sales Manager

AC KJQY/San Diego Regional Sales Manager Tim Stemler has been appointed Sales Manager of crosstown **KBZS**. He takes over those responsibilities from station **GM Jeff Parke**, who had been doing double duty as Sales Manager at the **Anaheim Broadcasting Gold** outlet.

Parke told R&R, "San Diego is the ultimate 'relationship' market, and Tim has a great reputation with clients and other broadcasters. He's fabulous in dealing with his sales staff and advertisers."

Stemler added, "This is my greatest opportunity. I'm ecstatic to be part of such a great station and company."

Stemler previously had worked in San Diego as an AE for **Cox Cable** and **KGB-FM**.

Bock Rises To Epic Dir./Singles Promo

Epic Records has elevated **Patricia Bock** to Director/Singles Promotion. She previously served as the label's Local Promotion Manager in Los Angeles.

In her new position, Bock will be responsible for coordinating and managing all aspects of the department and assisting the label's promotion team. Bock, who is based in the label's Santa Monica, CA offices, will report to Sr. Director/Singles Promotion **Dale Connone**.

Bock joined Epic in 1988. Before that, she spent three years at **KIIS-FM/Los Angeles** as Asst. MD/Research Director.



Bock

Ferguson Up To EMI Sr. Dir./Strategic Mktg.

EMI Records Group North America has promoted **Briggs Ferguson** to Sr. Director/Strategic Marketing. He had been Director/Worldwide Strategy & Planning since 1993.

"EMIRGNA is committed to developing creative, strategically driven marketing campaigns," said VP/GM **Terri Santisi**. "I am confident that Briggs will further that objective. He is an innovative, focused executive, and I am thrilled to have him on the team."

Ferguson joined the company in August 1991 as Manager/Worldwide Strategy & Planning. Prior to that, he served as a consultant at a management consulting firm.



Ferguson

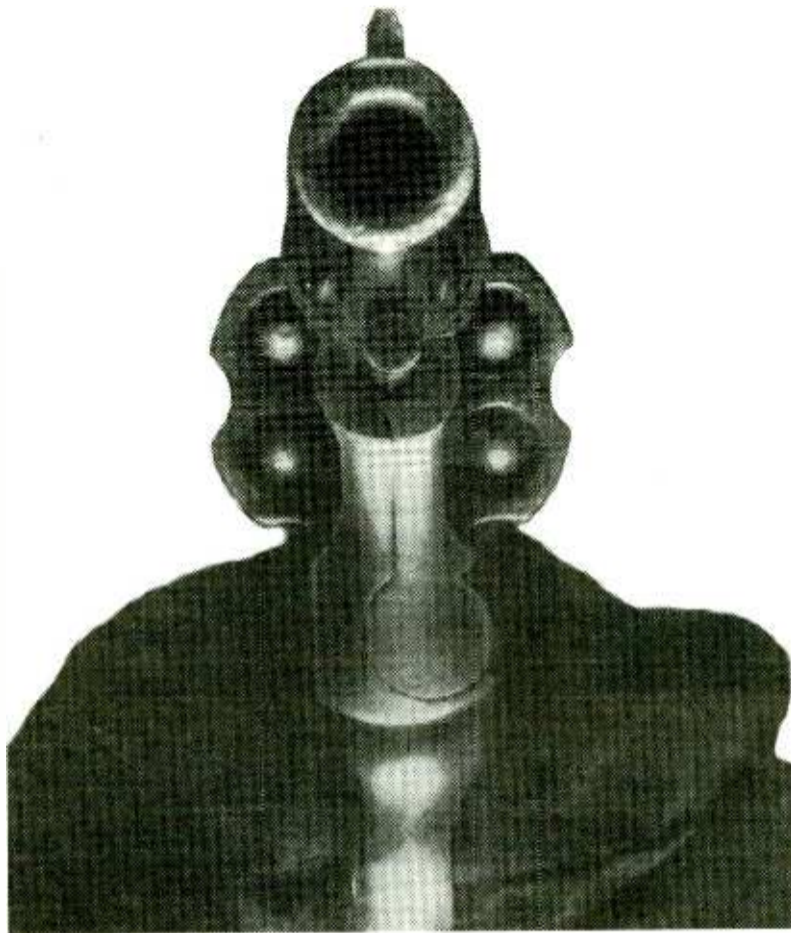
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"Massive." Radio Business Report

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"Wonderful, really informative, great brainstorming resource for the sales department." Ted Kelly, WCBS FM, New York

"WOW! Great book, loaded with ideas." Katie Eyerly, KMEL FM, San Francisco

"Fabulous Job! Fantastic Stuff! My salespeople went crazy!" Tony Novia, Star 94 FM, Atlanta

"Very informative with great ideas right at your fingertips. I love how everything is indexed! It's also neat to see what other stations are up to." Kimberly Kropp-Tubbs, KDGE FM, Dallas

"Very cool presentation." Marie Griffin, WZAK/WZJM FM, Cleveland

"I think Promotional Warfare is a great asset to my promotions/marketing department. I feel it is easy to look up specific promotions as well as brainstorming for new promotions. It gives us all the vital information from starting a promotion to ending it, with all the vital aspects in between." Amber Pope, KQKS FM, Denver

"I think it's great. Thanks for combining everyone's great ideas!" Mary Slone, KIIM FM, Tucson

"There is a wealth of information, enough to last a lifetime!" Jennifer Vaughn, 99X FM, Fort Myers

"Great on days you come to work tired or with a hangover and the sales department is asking you for ideas. Just refer to the Promotional Warfare book and you are instant promo genius." Anonymous Promotion Director

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Greensboro's Country WNEU Goes Rock

WNEU-FM/Greensboro-Winston Salem-High Point dropped its Country format in favor of Rock last Thursday (9/22). The station was recently acquired by **Radio Equity Partners**, which owns crosstown N/T **WSJS-AM** and Country **WTQR-FM**.

The station has applied for new calls **WXRA** and will be known as "94.5 — The Rock Alternative."

WSJS & WTQR VP/GM Howard Nemenz adds WNEU GM responsibilities, and former **WZJX/**

Dayton PD Randy Scovil has joined as PD/afternoon personality. Although the station is using the word "alternative" as a positioner and has retained **Jacobs Media** for consulting duties, Scovil says the station most closely resembles the Rock format.

The station's airstaff also includes **WRRK/Pittsburgh's Marcia Gan**, who joins as MD/middayer; new morning man **Steve Stone**; and former WNEU PD **Angie Ward**, who stays on for nights.

Island

Continued from Page 1

ecutives in place, I feel confident Island can continue to reach new creative heights." He noted that more appointments are forthcoming in the next few weeks.

A Boon For Daniels

"Sky has been a galvanizing force at this company ever since he came aboard in 1991, and he'll play an even more important role within our new structure," said Barbis. "His experience is unparalleled, and he is very deserving of this promotion."

Daniels told **R&R**, "John Barbis has shown incredible confidence in me by providing this opportunity. I intend to live up to his expectations. I want to thank the Island promotion staff for their tireless commitment and dedication over the last three years. I hope to make the next few years extremely rewarding for them."

Daniels, last seen as VP/Promotion at the now-defunct **PLG**, will head radio promotion in all formats but Urban. VP/Black Music Promotion **David Linton** reports directly to Barbis.

Daniels worked as a music critic and concert promoter in Cleveland before entering radio, where he distinguished himself at **WLUP/Chicago**, **KMET/Los Angeles**, and **KFOG/San Francisco**, among others. He was PD at **KISW/Seattle** when he jumped to **Epic** as Sr. Director/National Album Promotion in 1989. He left **Epic** in July '91 to join **PLG**.

Tiers For Peers

Former Polydor VP/GM **Majd** will work closely with Barbis and



Kopecky

Stringer

founder/Chairman **Chris Blackwell** on long-term label and artist strategies. He'll also oversee day-to-day A&R operations. Barbis stated, "Hooman has been instrumental in maintaining the continuity of our label in a transitional time. His vision and dedication make him an essential part of Island Records' team." **Majd** worked in A&R at Island before joining Polydor.

Stringer will work with A&R, production, promotion, sales, and publicity on overall scheduling, marketing, and imaging strategies. He was promoted to Sr. VP/Marketing in July 1992. Before he joined Island in 1989, Stringer was a VP at the **Ogilvy & Mather** and **Young & Rubicam** ad agencies.

Former **PLG** VP/Sales **Kopecky** will continue to head all retail efforts, working with **PolyGram Group Distribution** on long-term strategies. In his 20 years with PolyGram, he's risen from a local New York sales rep to Seattle Branch Manager in 1976 to PGD San Francisco Branch Manager in 1985, a post he held until 1991, when he joined **PLG** as VP/Sales.

IRS

Continued from Page 1

Deciding Factors

Karmazin told **R&R** he decided against building an in-house rep because presentations by both **Interep** and **KRG** convinced him that his stations would be better served by a company with staffers spread across the country. "We are more concerned with having a larger staff than cutting the cost structure," he said.

Although **Karmazin** wouldn't discuss financial terms of the **Interep** deal, he denied that reducing commissions played a major role in the competition. "If cost structure had been the only part of it, we would have done it ourselves."

Karmazin said the decision between the two reps was "very close." He praised **Interep** for its new business efforts and its unwired network infrastructure, noting that "Interep is a totally focused company on radio." (**KRG** parent **Katz Media Corp.** also owns TV rep companies.)

New Staff Sought

IRS, which will be operational by January 1, becomes the sixth company in **Interep's** stable. **Interep** Marketing Division President **Marc Guild** will interview candidates to head the new company, and **Interep** President **Les Goldberg** said he expects a President for **IRS** will be named in just a few weeks — leaving that person with time to hire a staff of 40-50 people before the company's launch.

Who should apply?

"Somebody who can build a company from scratch," **Goldberg** said. Although he and **Interep** Chairman **Ralph Guild** will select the **IRS** president, **Goldberg** noted that the person selected will also have to be someone **Karmazin** is comfortable working with.

In keeping with **Karmazin's** philosophy of not selling duopoly stations in tandem, **IRS** will have two sales forces competing for business. There will also be sports specialists and two staffers devoted exclusively to new business and non-spot revenue.

Although **IRS** will be the only rep firm devoted exclusively to a single group (both **CBS Radio Representatives** and **Group W Radio Sales** have clients outside their namesake groups), it may not be unique for long.

"I think other groups will also be looking to feel they're in control of their own destiny. There may be more," said **Goldberg**.

Who's Leaving Whom

Interep's own **Torbet Radio Group** will be hit hardest by the loss of its 11 **Infinity** stations, but **Goldberg** said the company's success with its **Infinity** stations should make it attractive to other stations. "I am committed to **Torbet's** rebuilding," said **Goldberg**.

Other rep firms which will be losing **Infinity** stations are **Interep's D&R Radio** (two stations) and four **KRG** companies: **Banner Radio** (three), **Christal Radio** (one), **Eastman Radio** (two), and **Katz Radio** (five).

Music Of The Knight



Gladys Knight celebrated the release of her new album, "Just For You," at B.B. King's Blues Club on L.A.'s Universal City Walk. Enjoying the night with Knight are (l-r) MCA Records President Richard Palmese, MCA Music Entertainment Group Chairman/CEO Al Teller, MCA Records President/Black Music Division Ernie Singleton, manager Jimmy Newman, and MCA Records Sr. VP/Promotion & Marketing/Black Music Division A.D. Washington.

Courts

Continued from Page 1

conduct its business outside the public view," said **NAB** President **Eddie Fritts**, who was especially distressed to learn that the judges apparently took only 20 minutes of their six-hour meeting to consider the proposal.

More than 25 federal judges participated in the voting process. According to one source, one judge made an "impassioned plea" to keep microphones and cameras in federal courtrooms, but failed to convince his fellow jurists.

Study Shows Acceptance

In saying no to microphones and cameras, the judges rejected the findings of a Federal Judicial Center study which found that while judges' attitudes were initially neutral, they became more favorable after experience under the pilot program. The study also showed that judges and

court staff reported that members of the media were "very cooperative and complied with the program guidelines."

According to that report, radio broadcasters chose to air material from 27 federal court proceedings since the experiment began in 1991.

The decision to ban microphones and cameras from federal courts will not affect rules for state trials. At least some electronic media coverage is permitted in the courts of 47 states.

Lease

Continued from Page 1

Relations Jim May warned broadcasters to examine state laws regarding car leasing ads to make sure their stations are in compliance.

Platinum In Their Hearts

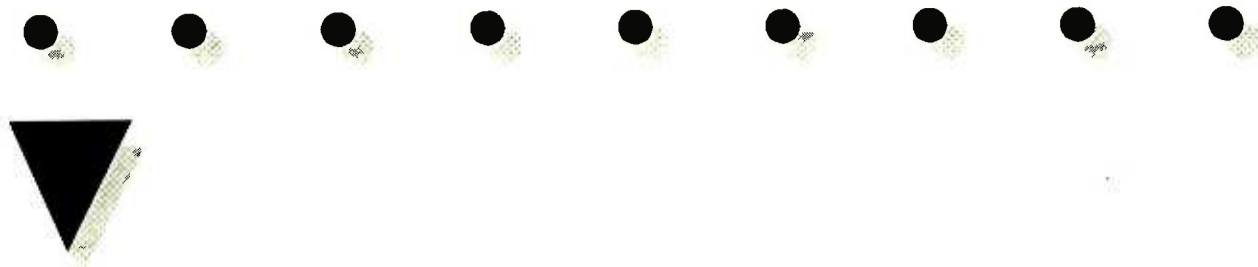


Following her performance at the Hollywood Bowl, Bonnie Raitt was presented with a platinum plaque for her "Longing In Their Hearts" LP. Posing with Raitt and her award are (l-r) Capitol Sr. VP/Promotion John Fagot and VP/Marketing Tom Corson, Gold Mountain Entertainment co-manager Jeffrey Hersh, Capitol Sr. VP/Sales Lou Mann, Exec. VP Ralph Simon, VP/Business Affairs Gary Gilbert, and VPIA&R Tim Devine, and GME co-manager Ron Stone.

Vandross Goes For Perfect 10



While visiting Sony Music's NYC headquarters, Luther Vandross (c) was presented with a plaque commemorating his nine platinum and double-platinum Epic LPs. Vandross's 10th album, "Songs," is set for a September 27 release. Celebrating with Vandross are (l-r) Epic VPI/Black Music A&R Vivian Scott, President Richard Griffiths, Head/Black Music Department Lamont Boles, and VPI/Marketing & Artist Development Dan Beck.



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Radio

• **JEANNE HOPKINS** succeeds 18-year station veteran **CHRISTOPHER RIDLEY** as WGBH/Boston's VP/Corporate Communications. Prior to her promotion, Hopkins was the public broadcaster's Director/Media & Government Relations.

• **LINDA MILLER** replaces **JASON NIEREMBURG** as GM at KUGR-FM/Pullman, WA.

• **MELISSA SMITH** joins KIBZ-FM & KKNB-FM/Lincoln, NE as Marketing, Public Relations & Research Director. She most recently was VP at Berry & Co. Public Relations.

• **KEVIN POWELL** advances from Asst. Promotions Director to Marketing & Promotions Director at WIXY/Champaign, IL.



Campbell



Nelson

• **AMY CAMPBELL** steps up from Coordinator/Radio Promotion to Manager/Promotion at Private Music.

• **LAURA NELSON** has been elevated to Atlantic Nashville's newly created Director/Creative Services & Product Development post. She most recently was Marketing Asst.

• **BMG DISTRIBUTION** and **LOGIC RECORDS** have signed a U.S. distribution agreement for Logic's releases; (212) 930-4651.

National Radio

• **CHRISTINE GABOR** has been named Director/Marketing for the Associated Press's Broadcast Division, effective October 12. Prior to her appointment, she was Sr. Associate at Coopers & Lybrand Management Consulting.

• **WESTWOOD ONE ENTERTAINMENT** is set to debut "The Richard Simmons Show" on January 3, 1995. The two-hour program will air weekdays at 10pm ET; (310) 840-4383.

• **DICK BRESCIA ASSOCIATES** is slated to produce "Whatcha Got With Harry Rinker," beginning January 1995. The two-hour program — which focuses on "collectibles" — will air Saturdays at 10am ET; (203) 327-1400.

Changes

AC: WSB-FM/Atlanta pairs **Gary McKee** with **Trevor Johns** in morning drive . . . WLEV/Allentown welcomes **Randy Kotz** to afternoon drive and promotes swing talent **Sam Malone** to overnights . . . WMXP/Peoria, IL hires **Rebecca Ryan** as morning show co-host and **Keith Kelly** for evenings . . . WVAF/Charleston, WV parttimer **Amie Nutter** segues to 7pm-midnight . . . **Cambria Robinson** joins WGSY/Columbus, GA as Love Songs host . . . **Tom Roberts** replaces **Sean Summers** as News Director of KEZA/Fayetteville, AR.

Alternative: **Marianne Kobus** joins KIBZ-FM & KKNB-FM/Lincoln, NE as Sales AE . . . WPFM/Panama City, FL inks the Pollack Media Group.

CHR: WZPL/Indianapolis PD **Jim Cerone** switches from afternoons to mornings, trading shifts with **Jay Baker** . . . KPRR/El Paso morning co-host **Tina Simonet** becomes MD. She replaces **Charles Chavez**, who joined KTFM/San Antonio as MD/middayer . . . WKHI/Ocean City, MD has flipped to Hot AC as WWV; new PD **L.J. Smith** replaces **Jack Da Wack** . . . WEDJ/Charlotte needs afternoon talent as the **Jammer** heads to WWKX/Providence as MD . . . Production Director **Alan Wilson** is leaving KKFR/Phoenix. No replacement has been named yet.

Country: KMLE/Phoenix welcomes **Amy Klinger** for weekend/swing duties . . . At WTRS/Gainesville, FL: Weekender "Country" **Tom Bowers** is upped to afternoon drive; MD **Pam Grey** moves from afternoons to nights; **Greg Hammond** becomes Production & Promotions Director.

Gold: Chicago radio vet **Bob Dearborn** becomes morning man at KKSJ-FM/Portland . . . **Larry Silver** is the new morning news anchor at Classic Hits CJEZ/Toronto . . . **Greg "Third Degree" Burns** succeeds **Susan Landers** in KPSN/Phoenix's 6-10pm slot . . . WMMZ/Gainesville, FL APD/morning man **Eric Ferguson** succeeds **Dave Otto** as KWMX/Denver's morning man . . . **Julie Jordan** moves from afternoons to morning news/co-host at WLDE/Ft. Wayne.

News/Talk: **Fred Heckman**, a 48-year broadcast industry veteran, rejoins WIBC/Indianapolis as Sr. News Analyst.

Progressive: **Cutlass** exits mornings at KRSH/Santa Rosa, CA to pursue other interests.

Rock: WLWQ/Columbus, OH ups afternoon **Joe Show** to MD . . . At WEBN-FM & WPPT-FM/Cincinnati: Production Director **Eric Chase** exits WPPT to join WFLZ/Tampa as Creative Services Director. He replaces **Brian James**, now doing afternoons at WFLA/Tampa. Meanwhile, WEBN & WPPT Production Director **Joel Moss** becomes Creative Services Director for both outlets; WPPT Asst. PD **Brad Hardin** adds a midday shift; WPPT's **Steve Cafe** shifts to 10am-noon plus some morning show duties . . . **Miles Montgomery** joins WQCM/Hagerstown, MD for middays; **Chris Sunderlin** joins for nights . . . On October 15, **Meg Langenfeld** is set to leave her Promotions Director post at WKLQ/Grand Rapids to pursue other interests. No replacement named yet . . . **Leslie Harris** joins WRDX-FM/Chicago for a weekend 10am-3pm shift. She was formerly at crosstown WWBZ.

Records: **Ed Buckner** is promoted from Product Development Coordinator/Mainstream Music to Southwest Sales & Marketing Representative at BMG Distribution . . . Atlantic Records promotes **Rob White** from Coordinator to Manager/Market Research and **Marilu Windvand-Amoroso** from Director to Sr. Director/Packaging & Pre-Production.

Industry: CMA Coordinator/Media Relations **Mandy Wilson** assumes CMT's newly created Publicist post.

Records



Gilderman



Saidman

• **TEDDI GILDERMAN** has been promoted to Manager/National Secondaries Promotion at Zoo Entertainment. She previously served as Coordinator/Secondary CHR Radio & AC Radio Promotion. Zoo also welcomes Manager/Artist Development **MARILYN SAIDMAN**, who formerly was Manager/Artist Marketing at BMG Music Canada.

• **DOC MCGHEE** becomes President of newly formed Eleven Records, a joint venture between Geffen Records and McGhee Entertainment. The new label can be contacted at 9145 Sunset Blvd., Suite 100, Los Angeles, CA 90069; (310) 278-7300.

PROS ON THE LOOSE

Matthew Amett — Mornings KCQR/Santa Barbara, CA (805) 962-4996

Jay Bontempi — Overnights KCQR/Santa Barbara, CA (805) 964-3978

Diane Cartwright — Mornings KQBR/Sacramento (209) 523-0380

Kelly Cox — Production/afternoon drive KCQR/Santa Barbara, CA (805) 963-9344

Randy Frawley — Production Director/middays WHMA/Anniston, AL (205) 492-1984

Steve Knoll — APD/MD KDMX/Dallas (214) 252-1426

Peter Mollica — Southwest Associate Director/Promo Motown Records (214) 401-0771

Johnny O' — Afternoons KMJQ/Houston (713) 779-4228

OMAR — Music Coordinator/evenings WWDM/Columbia, SC (803) 776-0598

Dale Shaw — OM/mornings KVLV/McAllen (210) 831-0832

J. Weidenheimer — PD/MD/air talent KEZL/Fresno (209) 297-9622

Thom Williams — Northeast Country Regional Promo Capricorn Records (914) 336-5926

Industry



Benair

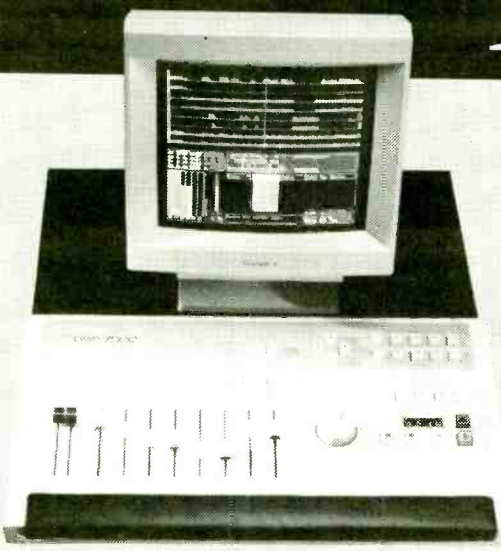


Ellner

• **DAVID ELLNER** has been appointed VP/Finance, North America at EMI Music Publishing, exiting his VP/Finance & Operations post at PolyGram Video.

• **DANNY BENAIR** rises from Creative Director to Sr. Director in PolyGram Music Publishing Group's Film & Television Department.

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THE EDGE, 1988



Back in 1988 when Jacobs Media first launched The Edge, many industry observers raised their collective eyebrows. Three years later, Fred Jacobs boldly predicted that Modern Rock would become a mainstream format in the top 50 markets by 1995.

Today, Jacobs Media is the nation's leading Modern Rock consultancy, working with stations in Minneapolis, Cleveland, Phoenix, Las Vegas, and now Dallas. The same vision and expertise that saw the potential of Classic Rock in the 80s is championing Modern Rock in the 90s.

At this year's NAB, we'll give you the real deal about the Modern Rock format. You'll learn

"EVERYTHING YOU WANTED TO KNOW ABOUT MODERN ROCK."

(BUT DIDN'T KNOW WHO TO ASK)

**FRIDAY, OCTOBER 14,
8:00 AM
INTERCONTINENTAL HOTEL
L.A.**

why The Edge is one of the fastest growing formats in America, why advertisers are investing millions in research and marketing that targets this audience, and why smart broadcasters like CapCities/ABC, Emmis, Viacom, and other

major players already own and operate Modern Rock stations.

You'll have a chance to hear from the latest addition to the Jacobs Media team, Tom Calderone. Additionally, Modern Rock managers and a tuned-in Los Angeles media executive will share their experiences and answer your questions. We'll even throw in the doughnuts, coffee, and Fruitopia. Seating is limited, so call 1-800-928-EDGE or (810) 353-9030.

jacobs media

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THE EDGE, 1994



MANAGEMENT

Build A Network, Improve Your Productivity

Networking can do more than aid you in a career crisis. According to **Susan RoAne** — author of "How To Work A Room" and "The Secrets Of Savvy Networking" (Warner Books/\$9.99 and \$11.99, respectively) — building contacts with other executives can help your overall efficiency and productivity.

Even executives from unrelated companies share many common interests and problems. When you pool your ideas and expertise with people outside your firm, you can gain new information on a variety of topics — maybe even a fresh perspective on how to handle your own staff.

Organizing Contacts

Don't know how to organize your contacts? Be prepared to evaluate the strengths and weaknesses of your network on a regular basis. That way, you'll always know which areas need improvement. *Remember:* Only you can make these assessments, so don't put off or delegate this task.

Next, fill a three-ring binder with lined loose-leaf paper. Give each sheet a different heading: influential people, people who know others, past/present co-workers, past/present clients, suppliers, colleagues/competitors, family, past/present neighbors, classmates/alumni, associates from organizations/charities/religi-

ous affiliations, and special interest/activity groups.

To compile your lists, sift through such reference materials as your address book, business-card file, professional directory, alumni association/class reunion publications, and membership rosters from each organization you belong to. Keep these materials in the binder.

Note: If you'd rather use a computer than a binder, personal organization software is available.

The Circle Game

Now you're ready to use your network. Experienced networkers have no problem calling a contact to offer useful information, but many have a tough time asking for help when they need it most. Don't forget: Contacts remember your generosity — they should have no qualms about helping you in your time of need.

Giving can also take the form of simply acknowledging advice, time, references, etc. with gestures of appreciation. It's when you don't give at all that you cause problems, especially when you consider how quickly news travels in a network.

SIX TIPS

Stop Procrastinating!

When faced with an overwhelming task, most people don't know where to begin. As a result, they end up procrastinating. Time-management expert **Stephanie Winston** — author of "The Organized Executive" (Warner Books/\$9.95) — offers the following six tips to help you get motivated for that big project:

Divide the job into smaller pieces. No need to tackle a weighty task all at once. Find distinct components, and handle each one separately.

Allow someone else to do it. Don't say, "It's my job to do it" — that's being a martyr. Say instead, "It's my job to get it done."

Punch holes into a large task. Take on two "no-brainers" at once, like making phone calls while sorting through mail. Once you "officially" start the project, you'll already be well underway.

Do it your way. Perform the toughest aspects of a big job when you feel you're up to it. Set aside time as your schedule permits, or adhere to a regular, daily routine.

Create a work-friendly environment. If you're intimidated by your surroundings, your performance might suffer.

Know your work style. Ask yourself, "Do I want to ease into a big project or dive right into the hardest parts?" Your answer doesn't matter, as long as the job gets done.



"Messages? Oh, there have been lots of messages, but none for you."

FRIENDLY AT THE TOP

Are You A Likable Manager?

It's no secret that employees will work harder for managers they like. Are you likable? Writing in the Minneapolis-based *Supervision* newsletter, **Ted Pollock** suggests you ask yourself if you ...

Appreciate others as human beings, regardless of their economic or educational status?

Listen to people and respect their opinions?

Put the proverbial shoe on the other foot by looking at things from other people's points of view?

Realize that others don't enjoy being ridiculed any more than you do?

Maintain a sense of humor, even when it comes to laughing at yourself?

Keep things in perspective by not overreacting to minor errors?

Help subordinates by offering new information that might assist them in their jobs?

On the other hand, beware of overcompensating. If your desire to be liked is excessive, your management decisions may suffer as a result.

Top Selling Traits

What makes a sales rep a legend most? In a survey by the Newton, MA-based *Purchasing* newsletter, buyers identified the three attributes they find most impressive about salespeople:

Standing up for customers	83%
Thoroughness & follow-through	60
Sales call prep	36
Market knowledge	28
Imagination	24
Knowledge of buyer needs	23
Product knowledge	20
Technical know-how	20
Sales calls regularity	12
Diplomacy with operating departments	8

Long Interviews: Time Well Spent

When interviewing finalist job prospects, increase your TSI — Time Spent Interviewing. The longer you talk, the more real information you're likely to get, according to the Waltham, MA-based *Levinson Letter*.

Take an hour or more — it's worth company time to know you're getting the right person. The longer you talk — and the chummier you become — the greater the chance your candidates will drop their false fronts and relax.

At that point, they may well offer revealing new information and talk about what they've done in past situations, not what they hope to do in the future.

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DATELINE

- October 5 — CMA Awards. Grand Ole Opry, Nashville.
- October 12-15 — NAB Radio Show. Convention Center, Los Angeles.
- October 12-15 — RTNDA 49th International Conference & Exhibition. Convention Center, Los Angeles.
- November 3-6 — Philadelphia Music Conference. Penn Tower Hotel, Philadelphia.

1995:

- January 23 — 22nd Annual American Music Awards. Shrine Auditorium, Los Angeles.
- January 29 — Super Bowl XXIX. Joe Robbie Stadium, Miami.
- February 11-12 — Dan O'Day's PD Grad School. Radisson Hotel & Suites, Dallas.
- February 15-17 — Broadcast Cable Credit Association Seminar. Scottsdale Hilton, Arizona.

- February 16-19 — RAB '95 Mktg. Leadership Conference & Exec. Symposium. Loews Anatole, Dallas.
- February 22-25 — 37th Annual NARM Convention. San Diego Marriott & Convention Center.

- March 1-4 — 26th Country Radio Seminar. Opryland, Nashville.

- March 23 — 11th Annual NABOB Communications Awards Dinner. Sheraton Washington Hotel.

- April 10-13 — 73rd Annual NAB Convention. Convention Center, Las Vegas.

- May 19-24 — 18th Annual NABOB Spring Broadcast Mgmt. Conf. Frenchman's Reef Resort Hotel, U.S. Virgin Islands.

- June 5-11 — International Country Music Fan Fair. Tennessee State Fairgrounds, Nashville.

Help Yourself To A Bigger Audience

MaximiSer 3.0 — now with an on-screen tutorial and improved reports for the busy PD



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When we gave MaximiSer® all the power of our diary database, we knew all that potential had to be just a point and click away — for any user, expert or novice. Now, MaximiSer 3.0 takes a giant step forward for ease of use with a new on-screen tutorial. Our built-in help feature makes running a MaximiSer ranker report simpler than ever. So even a first-time user can create a clear, convincing and street-ready presentation.

Tell Us How To Make It Better

Arbitron is designing the tutorial to make MaximiSer the easiest and most powerful sales and programming tool available. But we'll need your help to make sure our tutorial meets your needs. Once you've had a chance to use it, we'd like you to tell us what you think by calling our PC help line at 1-800-543-7300.

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MaximiSer has always given you insights into your audience that you could never get from the book. And MaximiSer 3.0 is even better, with three new report formats designed especially for the busy program director. Now you can get hour-by-hour listening, survey-to-survey trends and a new report that puts total audience, First Preference (P1) and exclusive audience on a single page. And only on MaximiSer can reports like these tap directly into the listening entries in your market, so you can understand the dynamics of your audience like never before.

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MEDIA

TELEVISION

TOP TEN SHOWS SEPTEMBER 19-25

- 1 *Home Improvement* (9pm)
- 2 *Seinfeld*
- 3 *Grace Under Fire*
- 4 *NFL Monday Night Football* (Lions vs. Cowboys)
- 5 *Roseanne*
- 6 *Home Improvement* (8pm)
- 7 *Movie* (Monday) ("ER")
- 8 *60 Minutes*
- 9 *Ellen*
- 10 *Murder, She Wrote*

Source: Nielsen Media Research

All show times are EDT/PDT unless otherwise noted; subtract one hour for CDT. Check listings for showings in the Mountain time zone. All listings subject to change.

COMING NEXT WEEK

Tube Tops

Chet Atkins, Clint Black, Brooks & Dunn, Mary Chapin Carpenter, Confederate Railroad, Diamond Rio, host Vince Gill, Faith Hill, Alan Jackson, Alison Krauss, Little Richard, Patty Loveless, Lyle Lovett, Reba McEntire, Tim McGraw, Lee Roy Parnell, Dolly Parton, George Strait, Marty Stuart, Pam Tillis, Tanya Tucker, Steve Wariner, and Trisha Yearwood are set to perform live from Nashville's Grand Ole Opry on CBS's three-hour "28th Annual CMA Awards" telecast (Wednesday, 10/5, 8pm).

Friday, 9/30

- Anita Baker, "Late Show With David Letterman" (CBS, 11:35pm).
- Cracker, "Late Night With Conan O'Brien" (NBC, 12:35am, Saturday).

Saturday, 10/1

- VH-1 begins its weekend-long tribute to the Who with "Who Rarities," a new 30-minute special featuring rare performance footage and exclusive interviews with Roger Daltrey and Pete Townshend (2pm EDT/11am PDT).

- Mary Chapin Carpenter, Aaron Neville, and Lee Roy Parnell perform on "The Road" (syndicated; check local listings).

- Bonnie Raitt, "Saturday Night Live" (NBC, 11:30pm).

Sunday, 10/2

- Syndicated air talent Greaseman appears in "Jack Reed: A Search For Justice," a two-hour NBC movie (9pm).

- Kenny Rogers stars in "Gambler V: Playing For Keeps," a two-part CBS movie (9pm; conclusion airs Tuesday, 10/4, 9pm).

- "Peter Gabriel's Secret World" — a two-hour, 14-song performance special filmed in Modena, Italy last November — world-premieres on the Disney Channel (9pm).

Monday, 10/3

- Robbie Robertson, "The Tonight Show With Jay Leno" (NBC, 11:35pm).

- Lyle Lovett, "David Letterman."

- Fury In The Slaughterhouse, "The Jon Stewart Show" (Fox, midnight).

Tuesday, 10/4

- Temptations, "Jay Leno."
- L7, "Jon Stewart."
- Judybats, "Conan O'Brien" (12:35am, Wednesday).

Wednesday, 10/5

- G. Love & Special Sauce, "Jon Stewart."

- Violent Femmes, "Conan O'Brien" (12:35am, Thursday).

Thursday, 10/6

- Billy Dean performs on ABC's "One Life To Live" (check local listings).

- "Billy Ray Cyrus: A Year On The Road," documenting the artist's recent concert tour, airs as an hourlong ABC special (9pm).

- Gregory Hines stars as a radio air talent harassed by a frequent caller on USA's "Dead Air," a two-hour, made-for-cable movie (9pm).

- Mary Chapin Carpenter, "David Letterman."

FILMS

WEEKEND BOX OFFICE SEPTEMBER 23-25

- | | |
|---|--------|
| 1 <i>TimeCop</i> (Universal) | \$8.17 |
| 2 <i>Terminal Velocity</i> (Buena Vista) | \$5.50 |
| 3 <i>Forrest Gump</i> (Paramount) | \$5.45 |
| 4 <i>Quiz Show</i> (Buena Vista) | \$2.92 |
| 5 <i>Clear And Present Danger</i> (Paramount) | \$2.75 |
| 6 <i>Natural Born Killers</i> (WB) | \$2.01 |
| 7 <i>The Mask</i> (New Line) | \$1.57 |
| 8 <i>Milk Money</i> (Paramount) | \$1.46 |
| 9 <i>True Lies</i> (Fox) | \$1.46 |
| 10 <i>Corrina, Corrina</i> (New Line) | \$1.41 |

All figures in millions

*First week in release

Source: Entertainment Data Inc.

COMING ATTRACTIONS:

This week's openers include "Jason's Lyric," executive-produced by Motown Chairman Clarence Avant and starring Allen Payne, Jada Pinkett, and Anthony Criss (aka Naughty By Nature member Treach). Twenty-five recording artists — including R. Kelly, Tevin Campbell, and Boyz II Men — unite as BMU (Black Men United) to perform "U Will Know," the first single from the film's forthcoming Mercury soundtrack. Cuts by Jodeci, Brian McKnight, Tony Toni Tone, and others round out the LP.

Also opening this week is "The River Wild," starring Meryl Streep, Kevin Bacon, and David Strathairn. The film's RCA soundtrack sports a new Cowboy Junkies song ("The Water Is Wide") and Jerry Goldsmith's score.

VIDEO

NEW THIS WEEK

- **SMASHING PUMPKINS: VIEUPHORIA** (Virgin)

Filmed in Atlanta, Barcelona, Chicago, London, Munich, and Tokyo between 1992-1994, this performance collection showcases "Disarm," "Today," acoustic versions of "Cherub Rock" and "Mayonaise," and others.

- **THE WHO'S TOMMY, THE AMAZING JOURNEY** (Buena Vista)

Rare Who concert footage and interviews with Roger Daltrey, Pete Townshend, John Entwistle, Phil Collins, Elton John, and Tina Turner round out this hourlong documentary, which originally aired on the Disney Channel last March. Selections include "Pinball Wizard," "My Generation," "I Can't Explain," and more.

- **ABOVE THE RIM** (New Line)

Starring Tupac Shakur (aka Interscope/AG act 2Pac) and Duane Martin, this feature film sports a Death Row/Interscope/AG soundtrack with tracks by Warren G. & Nate Dogg, SWV, H-Town, and others.

'ZINE SCENE

Ink On Imus In Esquire, GQ!

Says *Esquire* of syndicated WFAN/NY morning yakkmeister Don Imus: "His show is a subtle fugue of tongue-in-cheek racism, homophobia, and sexism — mixed with astute, un-doctrinaire political discourse." It also calls him "notoriously cheap and money-obsessed" and projects that by 1996 he'll be on more than 200 stations.

Says he: "Anything I've ever said about anybody — who's been a guest at least twice — I couldn't have meant, because I wouldn't have had them on a second time. I only have people on who I like and who I think are smart."

GQ also hits Imus with a one-page critique that calls his show a "forum for tasteless jokes and ethnic stereotyping presided over by a desiccated, mean-spirited man with an ego the size of the Chrysler Building." Then it explains his appeal ("He's authentic.")

GQ's cover story, meanwhile, is an expose of Michael Jackson's accusers. Though it lacks any comments from the singer, it reads like an episode of "Hard Copy."

Two Too Cute

Not only are Chris Isaak and TV starlet Margaret Cho ("All American Girl") an item, their first date lasted three days, according to the *Star*.

Alternatives To Seattle

Offspring singer Dexter Holland theorizes in *Spin* about "a cycle every few years, where the music becomes bloated and something comes along to strip it down ... Who knows? Maybe punk rock — like Green Day, like Pennywise, like us — will do it to Seattle. Punk is going to be the alternative to alternative."

Sugar leader Bob Mould tells *Spin* he declined to produce Crosby, Stills & Nash's LP, as well as Nirvana's "Nevermind," which "would have been a very different-sounding record" under his guidance.

Private Worlds

Asked to discuss his sexuality in *Spin*, Mould says, "I expect to be judged on my work. I expect to be judged on how I treat other people and how I carry myself as a human being. I do not flaunt my sexuality. I do not deny my sexuality. It is my sexuality. It is not the public's sexuality."

Luther Vandross shows *In Style* around his L.A. palace. "Home is not for working," he says. "Home is for playing Pac-Man and frying chicken ... my concept of a kitchen is where you get in there and fry." He diets Monday-Friday and eats whatever he wants on weekends (he's up by 5am Saturdays in anticipation).

L.A. Radio's Cool 'Buzz'

The "100 Coolest People In L.A.," according to *Buzz* magazine, include Spanish KLAX/L.A. GM Alfredo Rodriguez; public radio air talents Liza Richardson and Harry Shearer (KCRW), Titus Levi (KUSC), and Ian Whitcomb (KPCC); 4AD founder Ivo Watts-Russell; artists Frank Black, Ry Cooder, Charlie Haden, Los Lobos' David Hidalgo, Etta James, K.D. Lang, Johnette Napolitano, and rapper Yo Yo; and producers T Bone Burnett, William Orbit, and Don Was.

Odorless Overkill



Meat Loaf

"He always sweated like a pig, but he never smelled," says Bob Kulick of Meat Loaf, for whom he used to play guitar. That's just one of the quotes from *Entertainment Weekly*'s coverage of Foundations

Forum, a hard rock contab.

"Spinal Tap" director Rob Reiner tells *Entertainment Weekly*, "Sting told me he had seen it 50 times. And whenever he watched it, he didn't know whether to laugh or cry."

SF Radio's Street 'Vibe'

Vibe spotlights KMEL/SF's "Street Soldiers" show. Says co-host Margaret Norris: "Like a parent sets the rules in the house, we set the rules over the air." Co-host Joe Marshall says kids listen because "what we always got on them is that what they got isn't working. They call it rules of survival, but it's like a cruel hoax to call it that."

What's New, Pussycats?

Ebony Man features Perspective co-founders Jimmy Jam and Terry Lewis on its cover. Jam says, "The business we're in is very much a business of 'What have you done for me lately?' So, if you have a record at No. 1, the only place you can go is down, and you'd better start getting that next one ready to go. That's the way we look at it."

Vibe cover girl Janet Jackson, asked if she hates Madonna, says "Hate is a strong word ... but if I did hate her, I'd have valid reasons."

A three-month-old male pit bull named Pepito "has Madonna on a leash," according to her publicist. The dog, a gift, "walks Madonna, really" (*People*).

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

Quote:

Al Grosby, President/GM
KFRE, KNAX, Froggy 101.1
Fresno, CA

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'Pro-Homo' Item Of The Week?

WW1 syndicated gumslinger Tom Leykis told his audience last week that a station in Kentucky had dropped his program because — as relayed by WW1 affiliate relations staffers — the station felt Leykis and his show were “pro-homo.”

“I certainly have never advocated that people who are straight go out and have a homosexual experience,” Leykis told ST. “What I do advocate is that we let them lead their lives and give them an equal shot. It’s one thing if a show doesn’t perform or does things that are irresponsible that could cost the station a license, but to cancel a show because of the opinion of the host ... it’s outrageous.”

However, Bryan Smeathers, Asst. Mgr. at WMTA/Center City, KY — the station in question — says no such accusation was made: “I don’t know where he got that.” Smeathers said his station — located in a very conservative town in a county that repeatedly votes to ban alcohol sales — dropped the show after receiving numerous complaints and losing two sponsors: “This is right in the middle of the Bible Belt, and we had a lot of people complaining. We don’t need that.”

But Leykis says WMTA knew what to expect. “There’s a certain amount of ignorance involved because we make no bones about the opinions of the host of this show. They put the show on in the first place ... I’m amazed they knew so little about me.”



Tom Leykis

Rumors

- Will MCA Music Ent. Sr. VP/Public Relations & Special Projects Dev. Paula Batson accept a new corporate post within the group that would move her focus away from domestic music operations?
- Will WLVX/Ocala, FL expand its Alternative programming when it relocates to Gainesville by year’s end?
- Is Pyramid Pop CHR WPXY/Rochester courting WDCG/Raleigh PD Brian Bridgman for its vacant PD post?
- Will KSMB/Lafayette, LA morning dude Bobby Novosad and K106/Beaumont, TX PD/morning man Mark Landis snag a team morning slot/programming gig at a mid-Atlantic CHR? Or will they hook up for a satellite-delivered show covering their respective markets and outlets in N.O. and Shreveport?

Indy Promo Backfires

In the last week, Indianapolis radio’s undergone more shifts than the qualifying round at the Indy 500, according to the indefatigable ST Midwest tipster known to millions as “Radio’s Best Friend.”

First, Emmis switched newly acquired WKLR-FM from Gold to a rock-oriented ’70s Gold approach with the historic calls WNAP and “Buzzard” IDs (which predated WMMS/Cleveland, we’re told).

Filling the mainstream Gold vacancy was suburban WQFE-FM/Brownsburg, which jettisoned its adult standards format. The standards were promptly picked up by WMYS-AM (My Station), formerly WCKN.

Complicating matters further, last Friday (9/23) suburban Country WGGR-FM (The Rebel)/Greenwood flipped to Gold and snatched the WKLR calls ... perhaps a bit prematurely. Emmis reportedly has slapped a C&D on the use of the ’KLR calls, resulting in on-air apologies from the former ’GGR. Stay tuned ... and keep your scorecard handy.

Curt Gowdy-owned Rocker WCGY/Boston — officially LMA’d with American Radio Systems (ARS) outlets WBMX, WRKO, and WEEI — is now sharing studio facilities with the trio. And ARS VP/Programming-Boston Greg Strassell has modified ’CGY’s format to a different kind of AOR, an “all over the road” rock format that will evolve in one of two directions.

ST’s pipelines to the chowder room prognosticate either a Pop CHR with an Alternative lean (similar to Z100/NY) or an all-out Alternative to take on WFNX. New calls are under consideration; Strassell’s sole comment was “stay tuned.”

Magnatone Bows In Three Cities

Is there room for another label in Nashville? Well, how about an “all-encompassing music and entertainment group” that includes a label, management, publishing, and merchandising for all genres of music?

Magnatone’s the name, and it’s actually a geographically diverse enterprise, with a Clearwater, FL-based Chairman, Roy Speer; a Nashville-based Exec. VP/COO,

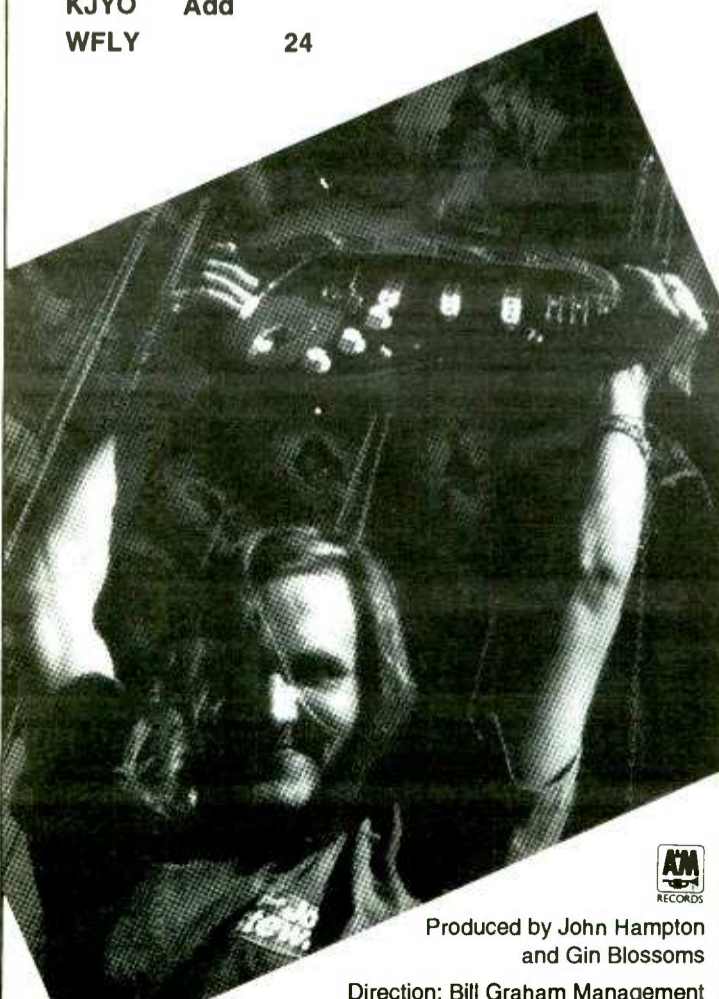
Continued on Page 22

Gin Blossoms

“ALLISON ROAD”

**POP CHR CHART: DEBUT 40
#3 MOST ADDED CHR 83/30!
MOST INCREASED PLAY +647!**

	# Plays		# Plays
WPLY	25	WBBO	22
WSTR Add	8	WKRZ	17
WBZZ	27	KHTT Add	
KKFR	27	WAEB Add	
WLUM	17	KRQQ	19
WAHC	21		
WEDJ	36		
WEZB	35		
WKSE	21		
WKSI	9		
WPXY	11		
WYHY Add	21		
WGTZ Add			
KJYO Add			
WFLY	24		



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Direction: Bill Graham Management

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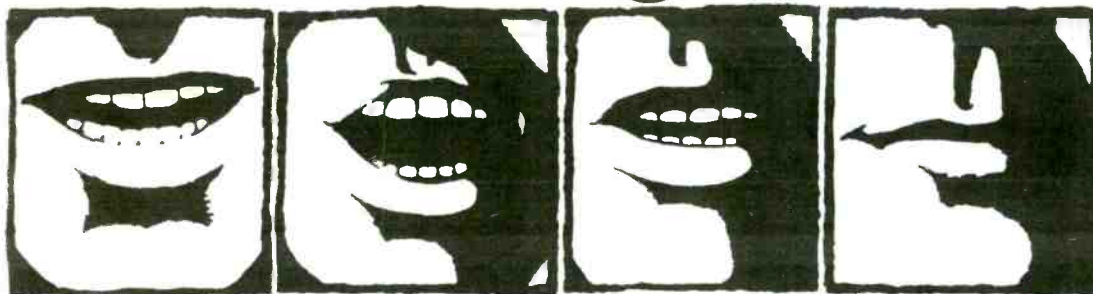
A special presentation of a National Research Study by format innovators Jeff Pollack (CEO/Pollack Media, Alternative’s only major market consulting firm) and Ted Bolton (President/Bolton Research, the nation’s most respected research firm).

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New York and LA, and not...well, you get the idea. For a station jingle package with a vocal blend that doesn't blend with your competition, call us. We don't want to do everyone's jingles, just those who recognize the difference and want to stand out in the market. We'll be at the World Media Expo October 13-15 at the ~~Dallas~~ Los Angeles Convention Center.



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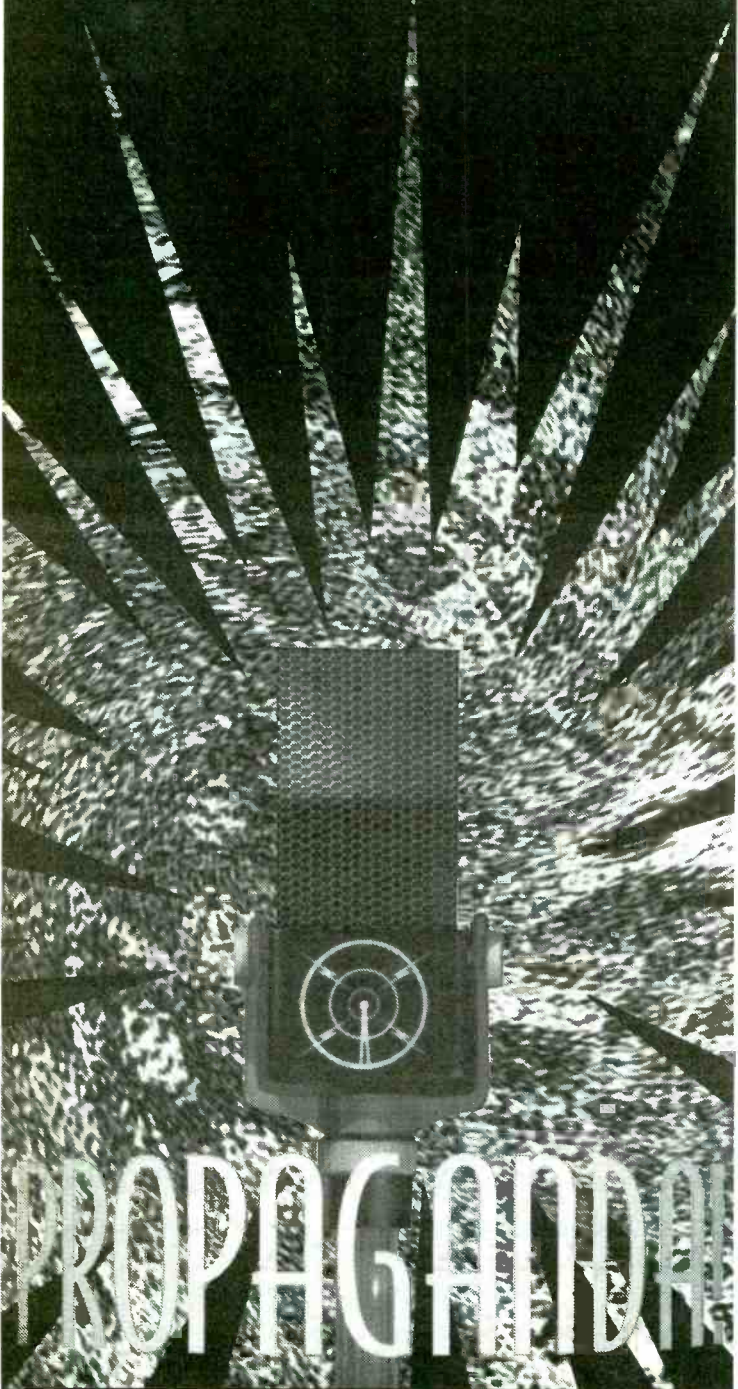
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STREET TALK®

Continued from Page 20

Nick R. Cua; a Nashville President, veteran country producer producer **Brent Maher**; and a CEO/President in L.A., **Jim Mazza** — most recently President of the **Morgan Creek** label.

Shelby Lynne, who was Morgan Creek's first venture into the country field, has been signed, and a single is expected within the next few months.

Speculation is a Houston tradition, so it's not surprising there's a bit of a buzz about **Shamrock CR KZFX's** formatic future. If it goes CHR or some variation in the general neighborhood, as some rumormongers contend, 'twould open the way for former Houston radio ruler **John Lander** — now doing mornings at Shamrock sister **WHTZ (Z100)/NY** — to beam a simulcast into Space City.

Led by campaign spokesperson **Garth Brooks**, the four exclusive **EMI/McDonald's** releases (other artists: **Elton**

Rumbles

• **David Bowling** becomes GM of Lite Rock **KPPL-FM** and Rock **KFMF-FM/Chico, CA.**

• Rhythmic CHR **KJYK-AM/Tucson** names **Jowcol "MC Boogie D" Gilchrist PD/MD.** He replaces **Bruce St. James**, who recently became MD at **KPWR/L.A.**

• Former **KLIT/L.A.** air personality **Doc Bailey** surfaces as PD at Lite AC **KKLI/Colorado Springs, CO.**

• **WBTU/Ft. Wayne, IN** PD **Mitch Mahan** becomes PD at **WRKZ/Harrisburg, PA.**

• N/T/Country combo **KUGN-AM & FM/Eugene, OR** LMAs crosstown **KLRF** and signs it on with a Progressive format. **Dan Spice** will handle PD duties for all stations; ex-crosstown **KAVE** (now defunct) MD **Tom Krumm** segues to similar duties at **KLRF.**

• Onetime **KLRX/Dallas** morning personality **Ron Morgan** becomes PD at AC **WMBD/Peoria.** **Gene Stern** becomes APD/MD at **WMBD** sister **WMXP.**

• **WAMO/Pittsburgh** morning man **Dr. Michael Lynn** joins **WBSS/Atlantic City** as PD/wakeup artist. Current **WBSS** morning man **Joe Ciapana** segues to afternoons.

• **WKDY/Utica-Rome, NY** drops Country for CHR.

• **WKSF/Asheville, NC** ups APD **Glenn Trent** to PD.

• **Keith Rhoades** becomes PD at Rock **KUGR/Pullman, WA.** **Allen Westenbarger** becomes MD.

• Former **KTOZ/Springfield, MO** parttimer **Brian Urban** becomes PD/MD at crosstown **KWTO.** PD **Adam West** and MD **Rick Kennedy** exit.

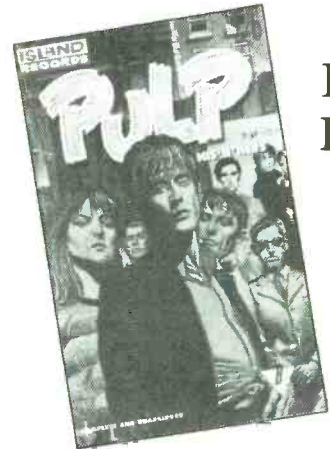
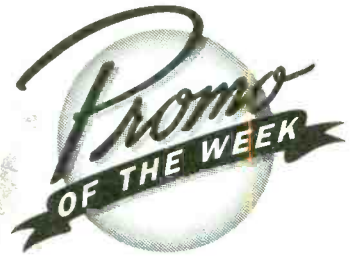
• **WVAF-FM/Charleston, WV** PD **Rick Johnson** becomes OM. In addition to AC 'VAF, he'll oversee operations of sister Charleston outlets N/T **WCHS-AM,** Nostalgia **WCAW-AM,** and Country **WKWS-FM.** **WVAF** APD **Kevin Kasey** exits.

• Eleven-year **WFMD/Frederick, MD** PD/morning man **John Fleseler** joins crosstown **WAFY** as PD.

• **KNCN/Corpus Christi** PD **Tim Parker** segues to **WNOR/Norfolk** as APD/MD/afternoon driver, effective October 17. He succeeds **Jay Philpott**, who split to program **WYMG/Springfield, IL.**

• **NAC WNUA/Chicago** parttimer **Karen Williams** becomes morning dove.

• **Z100/NY** Morning Zoo producer **Elliot Segal** joins the show on-air. The station's looking for someone to replace him in the producer's role.



Pulp Fiction

Reading between the lines, the midnight writers 'n' hardboiled characters at **Island** plot-boiled all (purely symbolic) competition for **Promo Item O' The Week** honors by literally dashing off 107-page pulp paperbacks titled after the British quintet of the same name (**Pulp**) and their current album ("His 'N' Hers").

Note that each chapter contains the complete lyrics to one of the songs on the aforementioned record (accompanied by an appropriately lurid piece of artwork), while facts about the group members as well as a band biography and discography help flesh out the text and underscore the novel conceit.

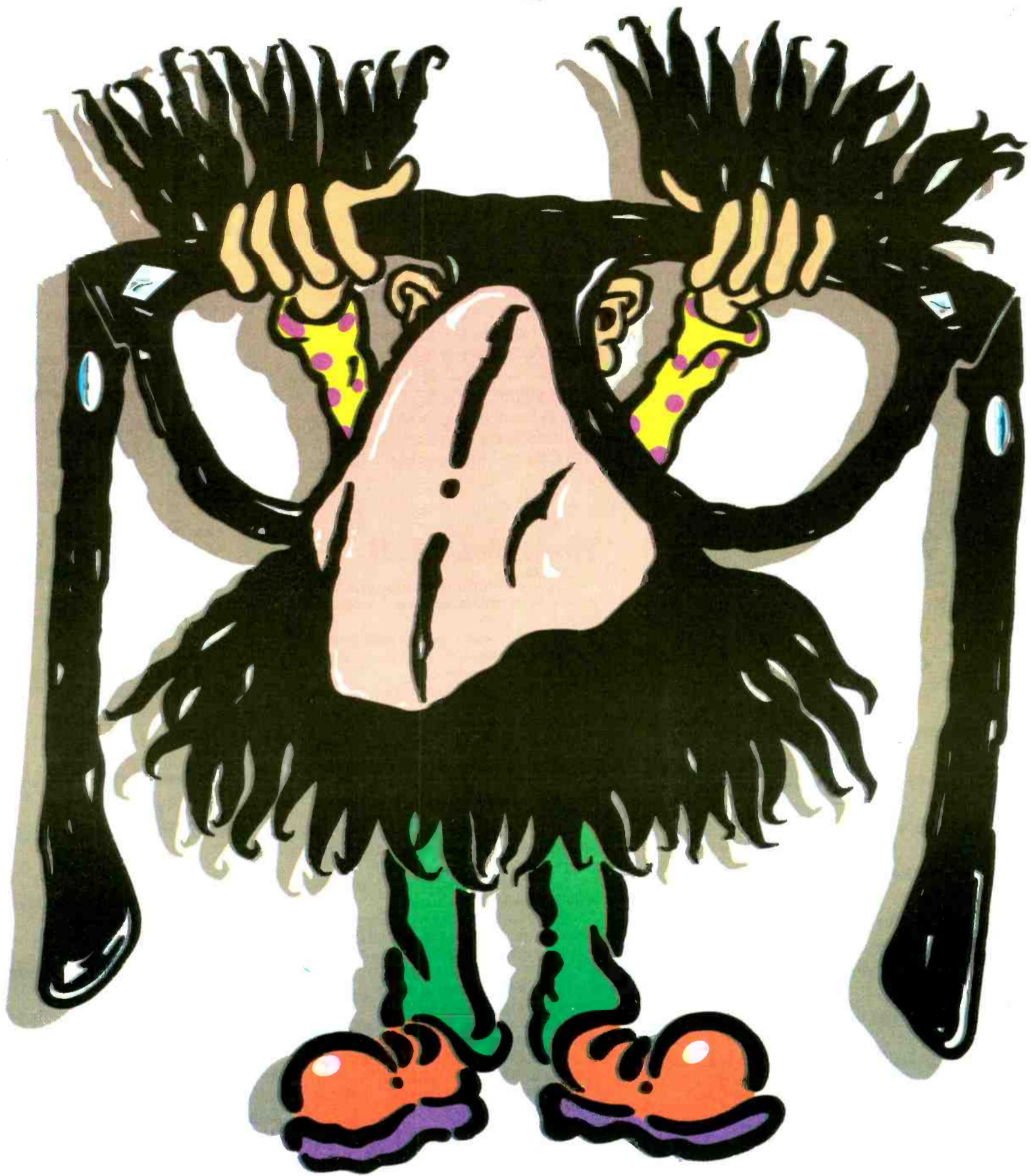
John, Tina Turner, Roxette) have reportedly sold more than 7 million copies.

WBUZ/Toledo has signed on, Rock flags flyin' at full mast, under GM **Ashley Dressel**, PD/afternoon delight **Kelli Gates**, and consultant **Joint Communications.** The station's target is 18-34 men, and word is it's rockin' hard to get 'em.

An impressive array of top air talent will critique airchecks at an **NAB** Radio Show session October 15. A lineup of the luminaries who'll pass judgment on three-to-five-minute cassettes submitted by audience members:

- Bob & Tom, WFBQ/Indy**
- Paul Berlin, KQUE/Houston**
- Bobby Byrd, WUSY/Chattanooga**
- Jeff Carrol, KLBK/Austin**
- Greaseman, Infinity** syndicated personality
- Bev Johnson, WDIA & WHRK/Memphis**
- Tom Joyner, ABC** syndicated personality
- Mark & Kim, KOST/L.A.**
- Moby, ABC** syndicated personality
- Jean Ross, WXYV/Baltimore**
- Matt Siegel, WXKS/Boston**
- Smash, WKKX/St. Louis**
- Vanessa Thomas, KRAK/Sacramento**
- Zippo, ABC** syndicated personality.

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Continued from Page 24

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COMPETITIVE MEDIA REPORTING

Three promo promotions for **Geffen/DGC**. **Sue Naramore** is upped from AOR/Metal promo duties to Adult Alternative Nat'l Dir.; she'll continue to oversee the metallic realm as well. **Tracy Skelly** segues from AC/NAC/Jazz/Adult Alternative Nat'l Dir. to Regional Promo Mgr./L.A. And AOR asst. **Gabrielle Skolnek** becomes AC/NAC/Jazz Mgr.

Acquiring Minds Want A Show

Westwood One has acquired the services of *National Enquirer* gossip editor **Mike Walker** for a two-hour daily national talk show. He's already supplied gossip tidbits to WWI's *Source* net.

Congrats and a tip of the ST backwards baseball cap to **MCA/Nashville** promo domo **Scott Borchetta** and his team for their Country triple-Breaker — **George**

Rumbles Pt. II

- **WBGW/Miami** names 30-year South Florida air talent **Rick Shaw** Dir./Special Projects.

- **NAC KBLX-AM & FM/SF** morning man **Ed Lee** segues to mornings at **NAC KQBR (The Breeze)/Sacramento**.

- **KYKR/Beaumont, TX** PD **Jimmy Lohn** becomes APD/evening star at **WUBE-AM & FM/Cincy**.

- **WWCD/Columbus, OH** APD/morning man **Dirk Thompson** segues to middays. Midday maven **Brian Phillips** and ex-**KISM/Bellingham, WA** APD **Daryl Sommers** team for mornings.

- **Todd Tucker** joins **KEBC/OKC** as APD/afternoon driver, coming from CHR duopoly sister **KJYO**.

- **WGKX/Memphis** afternoon driver **Mark Billingsley** adds MD duties.

- **WHYT/Detroit** night jammer **Lisa Orlando** exits as a result of the station's shift from Rhythmic to an Alternative/Pop CHR approach.

- **WKSJ/Greensboro** midday operator **Daron Stevens** adds MD duties.

- **WDCG/Raleigh MD**/midday maven **Madison** passes music duties over to new APD/afternoon **Kandy Klutch**, just in from the MD/midday slot at **WKSS/Hartford**.

- **Kerry Oliver** turns down the MD post at **KKSS/Albuquerque** after all.

- **WJLK-FM/Monmouth, NJ** ups midday personality **Dan Turi** to MD.

- "The Moose" segues to morning gumslinger at Country **KNAX/Fresno** from the same shift at crosstown **KSKS**.

- **WLUM/Milwaukee** MD "Crazy" **Kid Stevenc** cops the **KGFI/Riverside** night slammer nod.

- **WWZD/Tupelo, MS** morning man **Tom Bigbee** joins **WKSJ/Mobile** for wakeups.

- **KMLE/Phoenix** Coord./Communications & Promotions **Karen Johnston** becomes Promotions Dir. **Kathleen Fraser** joins as Mktg. Dir.

- **KZZU/Spokane** Music Coord. **Kasey Christopher** becomes MD, replacing **Rob Potter**.

- **WHYH/Montgomery** night slammer **Windle Jayroe** adds AMD duties.

- **WKSJ/Springfield, OH** PD/morning man **Nick Roberts** shifts to afternoons. **Kenny Davis**, from **WHMQ/Findley, OH**, replaces him.

- **Children's Radio Net** signs new affiliates for **Radio AAHS** in Philly, Cleveland, Vegas, and Tulsa.

RADIO & RECORDS



1

- **Andy Bloom** boosted to **Greater Media** VP/Programming.
- **Steve Schnur** set as VP/Rock Promo at **Arista**.
- **Paul Marszalek** made **KFOG/San Francisco** PD.

5

- **KKBT/Los Angeles** debuts "Eclectic CHR" format as "The Beat."
- **Gold WFLZ/Tampa** goes CHR as "The Power Pig" with **Marc Chase** as PD.
- **WYHY/Nashville** appoints **Jack Evans** OM and ups **Louis Kaplan** to PD.

10

- **John Hayes** tapped as **WNBC/NY** VP/GM.
- **Jack McSorley** elevated to Exec. GM at **KIOI/SF**.
- **Dave Popovich** named PD at **WLTF/Cleveland**.

15

- **Al Brady Law** becomes **WABC/NY** PD.
- **Alan Burns** set as PD for **WRQX/DC**.
- **John Lander** snags **KGB-AM/SD** PD gig.

20

- **Larry Berger** joins **WPLJ/NY** as PD.

Strait, Mark Collie, and the Mavericks — performance this week.

WABB Throws Change Up

Following two weeks of sweeping changes in the Mobile radio market (ST 9/16, 23), CHR **WABB** raised the specter of even more action.

Owner **Bernie Dittman** announced on-air: "In light of all the changes, after 25 years it's time for a big change at **WABB**. Be listening this Thursday morning (9/22) at 7:20am."

Sixteen tongues o' newspaper speculation and TV coverage led to this conceivably anticlimactic payoff: **Dittman** stated that "the only big change was pennies, nickels, dimes, and quarters totaling \$500 for the 97th caller."

Records

- **RCA** Nat'l Mgr./Alternative **Lisa Worden** becomes Nat'l Dir./Alternative Promo.
- **Mute** Nat'l Dir. **Promo Marc Alghini** exits.

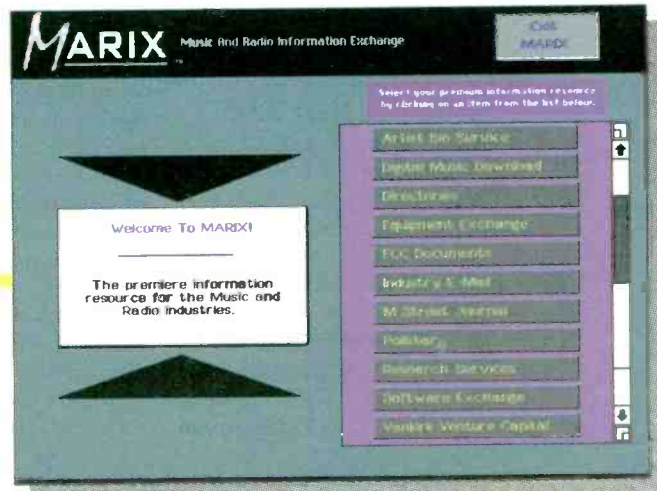
- **Virgin** Twin Cities promo rep **Scott Perlewitz** shifts to SF. He replaces **Julie Bruzzone**, who becomes an L.A.-based Product Mgr. for the label.

R&R ONLINE

AT THE NAB



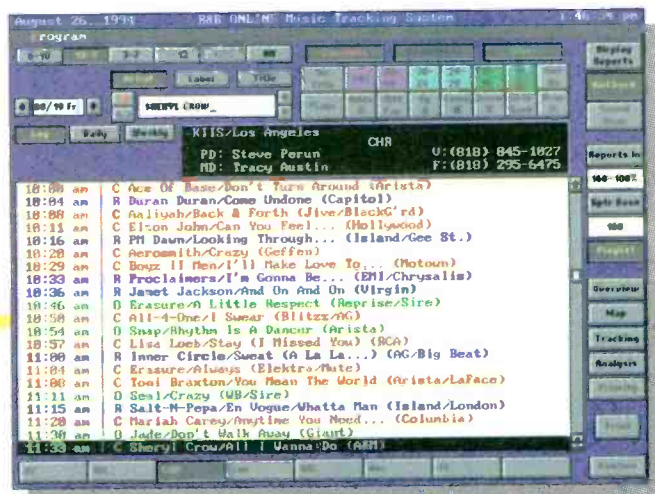
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Marion

Continued from Page 3

Marion, who spent three years at KRQR, has also been GSM at KTXQ/Dallas and WSUN-AM & WYNF-FM/Tampa. He has held a variety of other sales positions with those stations and with CBS.

Talk

Continued from Page 3

"Talk radio is changing the nature of the way stories are covered," said White House Communications Director **Mark Gearan**. "It has increasingly turned toward a cynical view of government policy-makers. Americans are served a steady diet of cynicism, and this has a very unfortunate effect on the electorate."

Gearan's boss, President **Clinton**, has been critical of conservative talk hosts — **Rush Limbaugh**, in particular — for their negative portrayal of his administration. But the president has also made use of the medium, taking his message directly to the public in weekly radio addresses and appearing on talk shows with hosts seen as sympathetic to (or at least noncritical of) his policies.

Outrageous Fortunes

"Talk radio is the most exciting and dangerous media of all, simply because there are no checks or balances," said **WAMU-FM/Washington** talk host **Diane Rehm**. "If a talk show host is bringing in the numbers and advertisers, that host is free to say what he or she wants."

"The marketplace does not necessarily reward those who are credible. The marketplace currently rewards those who say the most outrageous things," argued **Rehm**.

Others panelists defended the growing role of Talk radio in framing the nation's political agenda.

"Talk shows are both entertainment and information," said *Talkers* magazine Editor/Publisher **Michael Harrison**. "Postwar baby boomers view news and current events as pop culture. They viewed the Persian Gulf War the same way they would view a miniseries."

Some panelists saw Talk radio as a social safety valve for the public, allowing everyone to have their say on any issues.

"The great thing about radio is all the opinions," commented **Chris Matthews**, a co-host on TV's America's Talking network. "With TV, all you get is the picture and what's happening this minute. Radio talk show hosts have hours to build up to what they want to say — it's the Chinese water torture of opinions."

Isreal

Continued from Page 10

Prior to joining RCA six months ago, **Isreal** spent four years as MD at **WMXV/New York**. He previously programmed **WEZO-AM & WRMM-FM/Rochester**, **WKIX/Raleigh**, **WOJY/Greensboro**, and did marketing research for **WSJS-AM & WTQR-FM/Greensboro**.

MTV

Continued from Page 3

Schuon's title, Sr. VP/Music & Programming, reflects a new linkage of the music programming and talent relations departments, which will

now program and schedule videos and liaise with artists and labels. He'll still supervise program planning and scheduling, reporting to MTV President **Judy McGrath**.

"Andy has revitalized our daily video music programming," she

stated. "He's put music videos in new environments and brought new attention and viewers to them. With his newly expanded team, Andy will ... insure that we respond to and communicate with the music industry in the most effective way possible."

Schuon told **R&R**, "In the past there's been the music department and the talent department, and those two separate departments have now come together under me. The end result is to bring the music industry closer to the process of programming the music."

Before joining MTV, Schuon was PD at **KROQ/Los Angeles** and **KAZY/Denver**, following varied jobs at San Antonio's **KZEP** and **KISS, KISW/Seattle**, and **KOZZ/Reno**.

Cannelli's Role

In the newly created post of Sr. VP/Music Program Development, **Cannelli** will work with the music and development departments to "increase and reinvent the music programs on MTV" to create new music franchises and ancillary business opportunities worldwide. He reports to **Herzog**.

McGrath praised **Cannelli's** "passion for music, incredible knowledge of the music industry, and creative vision," adding, "We have never been more committed to music and are thrilled to step up our development efforts in this area."

The former Sr. VP/Music & Talent told **R&R** his new duties are a "logical extension, a natural evolution" of his prior role, explaining, "This new position is part of an overall effort to find new areas of growth for music on the channel. It's basically exploring new vehicles for displaying artists and performers on MTV — our beefed-up commitment to finding new ways for artists to expose their music."

Before joining MTV's talent relations department eight years ago, **Cannelli** was Business Director at **MTV Networks**. He previously worked for the cities of **New York** and **New Haven** in various financial capacities.

The Suits

Former CFO **Eigendoff** is now responsible for all financial planning, as well as developing business strategies and long-term plans. He'll be MTV's chief liaison with advertising and affiliate sales groups, legal and business affairs, and **MTV International**. He'll also oversee the research & planning department.

Herzog — most recently Sr. VP/Programming — is now in charge of MTV's overall production and series development, as well as the development of international programming.

Toffler has been named Sr. VP/Program Enterprises & Business Development. Sr. VP/Creative Director **Terkuhle** will still be in charge of on-air promotion and animation, but will also lead in-house advertising, reporting to **McGrath**. In the press department, VP/Program Publicity **Tina Exarhos** has been promoted to VP/Communications.

In international news, **William H. Roedy** has risen from Head of MTV Networks, Europe to President/International, MTV Networks.

Communications Act

Continued from Page 3

sections of the bill.

Wait 'Til Next Year

Although the proposed legislation, for the most part, concerns telephone and cable, passage would have meant increased obscenity fines — from the current \$10,000 to \$100,000 — and a possible relaxation of ownership rules.

"It is truly unfortunate that S. 1822 cannot be pushed through the Senate this year," **NAB** President **Eddie Fritts** said. "Chairman

Hollings made a heroic effort to balance an incredible number of competing interests and develop a strong future-oriented telecommunications package."

FCC Chairman **Reed Hundt** said he hopes the legislation will pass in the future and commended the members of Congress who worked on both the House and Senate bills.

Hollings, whose current term runs through 1998, said he is confident that "we will be able to take up comprehensive communications reform early next year."

Detroit Adds 'Jewel' To London Crown



London/Island artist **Marcella Detroit** recently performed songs from her new "Jewel" LP at NYC's Cafe Sin-e. Joining Detroit for a quick pic are (l-r) London National Director/Promotion **Bill Carroll** and VP **Russ Rieger**, Island VP/Promotion **Joe Riccitelli**, VPI/Alternative & Video Promotion **Steve Leeds**, Sr. VPI/Promotion **Sky Daniels**, manager **John Campbell**, and Island VPI/Marketing **Jeb Hart**.

ABC's Gregory To Manage Simpson Trial



ABC News Correspondent **Bettina Gregory** has been named to manage and anchor coverage of the **O.J. Simpson** trial for **ABC Radio**. She recently took part in the **RTNDA/Society of Professional Journalists**-hosted panel discussion on **Simpson** case media coverage at **George Washington University**, along with **WJLA-TV/Washington News Director Gary Wordlaw (l)** and broadcast news veteran/visiting university professor **Marvin Kalb**.

'Somewhere' In San Francisco



As special guest emcee at **KMEL/San Francisco's "Eighth Annual Summer Jam"**, **Patti LaBelle** surprised the 22,000 fans at **Shoreline Amphitheatre** with an a cappella version of "Somewhere Over The Rainbow." Somewhere backstage are (l-r) **KMEL** morning man **Bill Lee** and PD **Dave Shakes**, **LaBelle**, **KMEL** MD **Joey Arbagey** and morning talent **Renel**, and **MCA National Promotion Manager Paula Tuggey**.

Tully

Continued from Page 10

Tully had been with **CEA** since 1986. Before that, she served as CFO/Broadcasting & Entertainment for **Harte-Hanks Communications** for six years. She started there in 1978 as Director/Internal Audit.

Murphy

Continued from Page 10

Murphy had held his most recent position since June 1993. He joined **CBS Records' New England branch** in 1979, where he served in a variety of posts. **Murphy** later moved to the label's **New York branch**, where he spent four years as Sales Manager; he was appointed VP/National Accounts in 1990.

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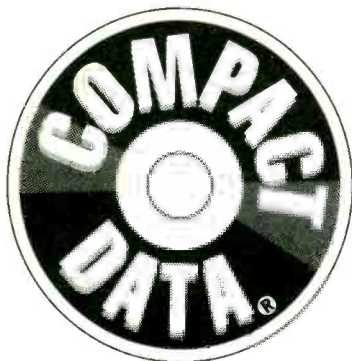
Petty, Eagles To Make New Label Debuts

Tom Petty arrives at Warner Bros. with "Wildflowers," his second solo album. He produced the set with noted producer/American label head **Rick Rubin** and **Heartbreakers** guitarist **Mike Campbell**. "You Don't Know How It Feels" ships to radio next week.

Petty wrote all 15 tracks on the LP, two of them with Campbell. Heartbreakers keyboardist **Benmont Tench** also appears on several cuts. Other noteworthy players include drummers **Steve Ferrone** and **Ringo Starr**, percussionist **Lenny Castro**, **Carl Wilson** (backing vocals), and **Michael Kamen**, who orchestrated and conducted on several cuts. The set hits stores October 11.

Eagles' Geffen Bow

The Eagles debut on **Geffen** with "Hell Freezes Over." The set sports four new studio tracks, with the balance given to live versions of older material from the forthcoming "MTV Unplugged" special. Those cuts range from acoustic to plugged-in to orchestra-soaked. The **Don Henley-Glenn Frey** composition



"Get Over It" ships to radio October 11.

That cut and two others — "Love Will Keep Us Alive" and "Girl From Yesterday" — were produced by the band with **Elliot Scheiner** and **Rob Jacobs**. On "Learn To Be Still," **Stan Lynch** co-produced instead of Scheiner. The LP arrives in stores November 8.

Squashed Rarities

Smashing Pumpkins have assembled 10 UK and European B-sides and four other rarities and entitled the **Virgin** collection "Pisces Iscariot." None of the cuts has ever been officially available in the U.S.

A cover of the **Animals'** "A Girl Named Sandoz" comes from a UK radio show. "Frail & Bedazzled," "Spaced," and "Whir" are all outtakes from the "Siamese Dream" sessions. The set hits stores October 4.

Digable Blowout II

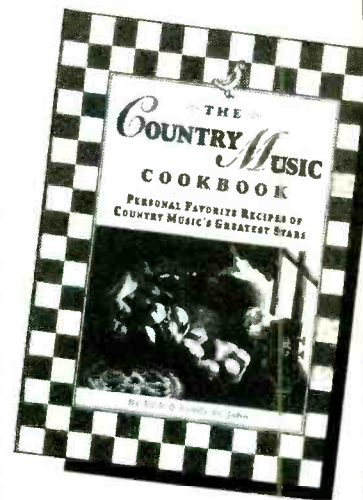
The **Digable Planets** return with "Blowout Comb." The **Pendulum/EMI** set, their second, features **Gangstarr's Guru** on "Borough Check," **Jeru The Damaja** on "Graffiti," and **D Influence's Sara Webb** on "Agent 7 Creamy Spy Theme Dial 7 (Axiom Of Creamy Spices)." UC already has "9th Wonder (Blackitolism)," which features **Jazzy Joyce**. The full CD goes on sale October 18.

BOOK BEAT

Stars Share Kitchen Secrets In 'Country Music Cookbook'

For starters, there's **Lynn Anderson's** "Nacho Mama's Salsa" and **Billy Ray Cyrus's** "Achy Breaky Garlic Bread Sticks." Entrees range from **Kenny Rogers's** "The Gambler's Fire And Ice Chili" to **Brooks & Dunn's** "Pork Chops And Sauerkraut Will Make You Feel Like A Brand New Man." Top it all off with **Tammy Wynette's** "Stand By Your Man And Make Him Some Old Fashioned Teacakes."

That's just one of a plentitude of possible menus contained in the pages of "The Country Music Cookbook: Personal Favorite Recipes Of Country Music's Greatest Stars" (**General Publishing Group**/\$19.99), the latest offering from **Dick & Sandy St. John** (he's from the '60s sing-songs **Dick & Dee Dee**). This hardcover follow-up to the duo's "Rock & Roll Cookbook" features more than 100 Country stars —



replete with then-and-now photos — sharing their favorite foodstuffs.

All proceeds go to benefit the **National Music Foundation**. For further information/author interviews, contact **Sharon Lynn** at (310) 915-9000.

SCREEN SCENE

Azoff To Turn 'Frosty The Snowman' Dark?

Giant owner **Irving Azoff** is re-entering the movies. The producer of "Urban Cowboy," "Fast Times At Ridgemont High," and "The Inkwell" is co-producing a new live action version of "Frosty The Snowman."

Though it's still in development, **Sam Raimi** (known for such light-hearted fare as "Darkman" and "The Evil Dead" series) is set to direct, and **Mark Steven Johnson** ("Grumpy Old Men") is scripting the **Giant Pictures/Warner Bros.** production. Azoff intends to peg a Christmas album on the movie.

Hip-Hop Heavies In 'The Show'

Look for hip-hop heavyweights in "The Show," an explicit documentary feature film about the everyday lives of such acts as **Warren G.**, **Naughty By Nature**, **Run-D.M.C.**, **Da Brat**, **Snoop Doggy Dogg**, **Dr. Dre**, **Tha Dogg Pound**, **2Pac**, **Ice-T**, **Queen Latifah**, the **Wu-Tang Clan**, and others.

Rush/Def Jam honcho **Russell Simmons** is co-Exec. Producer with **Stan Lathan** ("Def Comedy Jam"). **Brian Robbins** ("Head Of The Class") is directing. Expect the **Rysher Entertainment** production in theaters around March.

'Specialist' ST

Sylvester Stallone and **Sharon Stone** star in "The Specialist," a revenge/obsession-based thriller set in Florida and directed by Peruvian **Luis Llosa**. **James Woods**, **Eric Roberts**, and **Rod Steiger** are also featured. The **Weintraub/WB** film will open October 7.

Emilio Estefan Jr. supervised the film's music. Radio already has the first single, **Gloria Estefan's** remake of **Vicki Sue Robinson's** disco monument, "Turn The Beat Around."

Jon Secada performs "Mental Picture," and **Miami Sound Machine** have two cuts on the **Crescent Moon/Epic Soundtrax** set: "Jambala" and "All Because Of You." **Donna Allen's** performance of the **Jon Secada/Diane Warren** tune, "Real," is expected to go to UC in mid- to late October. **Crescent Moon** act **Lagaylia** has two cuts. An assortment of Latin artists round out the LP: **Albita**, **Cheito** (seen performing onscreen), **Azucar Moreno**, and **Tony Tatis Y Su Merengue Sound**.

Grease Man In 'Venice'?

Syndicated air talent **Doug "The Grease Man" Tracht** has agreed to appear in the trailer for "Venice," a cop film from **Universal City, CA-based Percentage Productions**. If funding comes through, he may take a role in the film.



The Grease Man

'Only You' ST

Michael Bolton's voice wafts over the closing credits of "Only You," a romantic comedy starring **Marisa Tomei** and **Robert Downey**

Jr. Bolton wrote "Once In A Lifetime" with **Diane Warren**, and it's the first of his songs to be placed in a film. **Louis Armstrong's** version of "Only You" is also featured on the **Columbia** soundtrack, which goes on sale October 4.

Norman Jewison directed the film, which follows **Tomei** in her quest for the man of her dreams. It ends up in Italy, which inspired much of the LP: **Ezio Pinza**, **Jose Carreras**, and **Quartetto Gelato** are all featured. **Rachel Portman** ("Benny & Joon," "The Joy Luck Club") scored the **TriStar** picture, which opens October 7.

'Pulp Fiction' ST

Urge Overkill's remake of **Neil Diamond's** "Girl, You'll Be A Woman Soon" went to radio this week, heralding the October 14 arrival of "Pulp Fiction," the new film from "Reservoir Dogs" auteur **Quentin Tarantino**.

The picture, which took the top prize at the 1994 Cannes film festival, stars **John Travolta**, **Samuel L. Jackson**, and **Uma Thurman**. **Bruce Willis**, **Harvey Keitel**, **Christopher Walken**, **Eric Stolz**, and **Rosanna Arquette** are among those who make special appearances.

Maria McKee's "If Love Is A Red Dress (Hang Me In Rags)" is the only other contemporary performance. The **MCA** soundtrack includes cuts by **Dick Dale & His Del-Tones**, **Kool & The Gang**, **Al Green**, **Ricky Nelson**, **Chuck Berry**, the **Revels**, and others, interspersed with snippets of dialogue from the film.

MUSIC DATEBOOK

MONDAY, OCTOBER 10

1950/ **Jac Holzman** founds **Elektra Records**.
1979/ **Fleetwood Mac** are awarded a star on the Hollywood Walk of Fame. Also ... "The Rose," starring **Bette Midler**, opens.
1992/ **Guns N' Roses** guitarist **Slash** marries model **Renee Suran**.
Born: **Midge Ure** 1950, **David Lee Roth** 1955, **Julian Cope** 1959.

TUESDAY, OCTOBER 11

1975/ **George Carlin** hosts the debut episode of **NBC-TV's** "Saturday Night Live."
1978/ **Nancy Spungen** — girlfriend of **Sex Pistols** bassist **Sid Vicious** — is found dead. **Vicious** is arrested for the crime, but overdoses on heroin before a trial can begin.
1989/ **Quincy Jones** and actress **Peggy Lipton** file for divorce.
Born: **Daryl Hall** 1946, **Scott Johnson** (Gin Blossoms) 1962

WEDNESDAY, OCTOBER 12

1962/ **The Beatles** open **Little Richard's** Liverpool show.
1966/ **The Jimi Hendrix Experience** form in London.
1970/ The rock opera "Jesus Christ Superstar" opens in NYC.
1975/ **Rod Stewart** plays his last show with the Faces.
Born: **Sam Moore** (Sam & Dave) 1935, **Melvin Franklin** (Temptations) 1942

THURSDAY, OCTOBER 13

1963/ "Beatlemania" is born when the group's appearance at the London Palladium attracts spillover crowds of screaming teens.
1985/ **B-52's** guitarist **Ricky Wilson**, 32, dies of complications from AIDS.
Born: **Paul Simon** 1942, **Robert Lamm** (Chicago) 1944, **Sammy Hagar** (Van Halen) 1949, **Marie Osmond** 1959



Jefferson Airplane — Slick move.

FRIDAY, OCTOBER 14

1964/ **Rolling Stones** drummer **Charlie Watts** marries **Shirley Arnold**.
1966/ **Grace Slick** plays her first gig as a member of **Jefferson Airplane**.
Born: **Cliff Richard** 1940, **Justin Hayward** (Moody Blues) 1946, **Thomas Dolby** 1958

SATURDAY, OCTOBER 15

1955/ **Buddy Holly** opens **Elvis Presley's** Lubbock, TX show.
1971/ **Ricky Nelson** angers a crowd by performing new material at a Madison Square Garden oldies show. The incident inspires him to write "Garden Party."
1976/ **Ike & Tina Turner** break up the act.
1991/ **John Fogerty** and wife **Julie** become parents to son **Shane Cody**.
Born: **Richard Carpenter** 1945, **Chris DeBurgh** 1948, **Tito Jackson** 1953

SUNDAY, OCTOBER 16

1957/ **Sam Cooke** releases "You Send Me."
1962/ **Motown** puts its first multiartist "Motortown Revue" on the road.
1964/ Songwriting giant **Cole Porter** dies.
1972/ **Creedence Clearwater Revival** disband.
1976/ **Stevie Wonder** releases the "Songs In The Key Of Life" LP.
Born: **Bob Weir** (Grateful Dead) 1947, **Flea** (Red Hot Chili Peppers), 1962 — **Paul Colbert**



JOEL DENVER

JUMPS 7.1-9.2

KWIN Wins With 'Real' Presentation

Silverado Rhythmic CHR KWIN/Stockton's Spring '94 Arbitron showed a nice recovery from the Winter book (7.1-9.2), good for No. 2 behind Country KATM (11.9-9.6). KWIN's 12+ numbers were driven by No. 1 postings 12-24 and 18-34, a solid second with women 18-34 (behind KATM), and third place 25-54.



Bob Lewis

KWIN PD Bob Lewis, recently promoted to Silverado's Director/Operations, talks about KWIN's 8.5-7.1 dip last fall and what he did to regain his numbers. "It wasn't a case of letting people know about

us, it was making KWIN more listenable. We were trying to be too much to too many people.

"We became more current-intensive. [We're] about 82% current, focusing on tempo and delivering the real active songs. We essentially changed dayparting policies by taking off the AC stuff from recurrences and library. We'll still play the current CHR ballads — which are in some senses AC cross-overs, like Babyface, Shai, or Boyz II Men — but we clearly had too much of that type of music on the air."

To make KWIN more listenable, Lewis modified its 'stationality' to "a more real-sounding, no-screaming, personality delivery," he notes. "We're not in the business of talking down to the audience; [we're] talking to them. And, unlike other Rhythmic stations, we're not into that 'yo-yo, wussup?' lingo. How many people over the age of 30 do you know who say 'Wussup, homey?' when they meet a friend? Listeners become disenfranchised with the 'too-hip-for-the-room' presentation on many CHRs. Instead of



using street slang, we let the music solidify our position with the streets."

Battling Outside CHRs

Using the positioners "Today's Best Music" and "Big Valley Jams," KWIN's 3kw signal competes with nearly 40 others, including San Francisco CHRs KMEL and



How many people over the age of 30 do you know who say 'Wussup, homey?' We let the music solidify our position with the streets.



KYLD & KYLZ and KSFM/Sacramento, which account for a combined 12+ of 4.9 in the Stockton book. Says Lewis, "Our biggest come duplication, about 30%, is with KMEL, which pulled a 2.4 in the book. The outside CHRs have a musical influence here, but not the true appeal for this market found at KWIN. While we play some 'old school' [see 'Musical Moves'], we're aware that KMEL really burns these titles out."

In a market where unemployment approaches 20%, Lewis reasons that his on-air promotional efforts are most successful if fueled by cash. "We had a lot of reaction to the '9 To 5 Game,' which caused a morning tune-in at 7:20am for the songs that day. We directed listeners to three other tune-ins at 9am, 2pm, and 5pm, with the 97th caller grabbing \$97. Simple and to the point.

"Same with our outdoor — just the frequency, calls, and the positioner 'Today's Best Music.' The TV spot was also simple — it told people what we played and where to find us. There's not a lot you can do in 29 seconds."

Daypart Features

Dovetailing into the promotional aspects of KWIN are the jocks, their daypart features, and research contributions:

• **Mornings** — D.J. Walker & Greg Fox do "Battle Of The Sexes,"

"Break The Bank" (where listeners pull up to a drive-through window and put their handheld phones in the tube; if the connection holds on the trip to the teller, they win), and "Office Word Of The Day" (callers try to convince a co-worker to use a designated word on the phone).

• **Middays** — Promotion Director Stacey Lynn does a lot of fax contests with at-work listeners, proving that Rhythmic CHR is used in offices. She adds their names to a database for sales to use as advertising contacts.

• **Afternoons** — Currently handled by Lewis; during the book it was MD Ken Carr, now PD at sister Gold KEXX.

• **Nights** — Mark Medina (from KHTN/Modesto in March) works with producer/sidekick Chris Kennedy putting on a morning show at night, recycling the audience back to mornings.

• **Overnights** — Morris B. (upped from parttime in February) does requests and dedications from midnight-3am and exposes a lot of new music on the show for listener reaction.

Brilliant Basics

Lewis notes, "It's most important to be brilliant at the basics. Everything else is window-dressing, so we try to do good radio all the time. That's why all shifts are important to our success; parttime jocks are just as important as fulltimers.

"We're running four stations in the market and it's hard to buy around us, so we can back away from many value-added sales packages — they can clutter the sound. I'm most concerned that we're 'not too anything' in direction and that we always have a good mix of music on the air. Other than a music log, there is no format clock in the studio."

The jocks build their own shows based on these simple guidelines:

- No two segues in a row
- No two talk sets in a row
- No two sweepers in a row
- Front-announce any song that's unfamiliar.

Too Much New Music?

As a winning PD, Lewis has his opinions about the state of the format. "While it's specific to each market, some Rhythmic CHRs play too much new music. Alternative crossover is the flavor du jour, but

Musical Moves

KWIN/Stockton's commercial load is set for a maximum of 10 units an hour, with stopsets at :33 and :55. Here are the music categories and how they interact:

Currents

A's: 7 titles, 2:20 to 2:40 rotation

N's: (Nights 7pm-3am) 5 titles rotate like A's; 2 per hour

B's: 11 titles; 3:20 rotation

C's: 9 new titles; 5:00 rotation

Q's: (Quick Stress) 3 titles rotating every 3 hours for quick familiarity

Recurrents

D's: (Super Recurrents) 10 titles, every 5 hours

E's: (Regular Recurrents) 26 titles, once per day

Gold

F's: (Gold 1) 36 titles, every 36 hours

G's: (Gold 2) 100 titles; mix of 2-year-old gold with some 'old school'

Rhythmic radio will be back big. It got off track with too much rap and not enough in the middle. When I reflect back on other genres of CHR I've programmed, there are lots of things I'd do differently in Pop CHR. There was the misnomer about playing two songs by the same artist at the same time. Why not? I think Pop CHR can be more successful than it is by being more current-intensive.

"There are also extremes that won't work. 'Channel X' doesn't have a chance in hell. It's a short-term solution for a bad sales team, since those stations changed because

management didn't know how to sell it. You have to have a staff that understands the music, and I can't understand why Stone Temple Pilots and Snoop Doggy Dogg would work on the same station in 1994. You're opening yourself for attack, and if someone supersedes a niche you're gonna have to make a decision.

"KWIN is one sound — Rhythmic — but with different shades in between. I listen to KWIN a lot, but not that much to the competition. I always assume the competition is doing everything right, so it makes me do everything right as well."

PROGRAMMER PROFILE

The Bob Lewis Report

Age: 28

Marital status: Single

Career moves: Joined KWIN/Stockton in March 1992; previously PD at KGGG/Rapid City, APD/MD at KRNQ/Des Moines.

Favorite stations: KMEL/San Francisco, KKRZ/Portland, KQKQ/Omaha, Star 100.7/San Diego, (former CHR) WLOL/Minneapolis

Favorite PDs: Dave Shakes, Ken Benson, Dan Kieley, Tracy Johnson, Tom Gjerdrum

Favorite jocks: Chet Buchanan (KUBE/Seattle), Dave Morales, Baka Boyz (Power 106/L.A.), Rick Chase (KMEL)

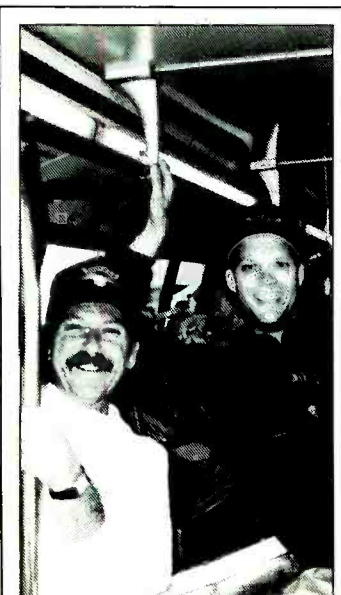
Favorite part of job: "It's not the same every day."

Least favorite part of job: "How much there is to do and not being able to spend more time with my jocks."

Hobbies: Fledgling scriptwriter for films, movie collector, radio

Predictions: "The Green Bay Packers will go to the Super Bowl. And there will be a lot fewer people who don't get it left in the industry in five years. The brightest spot of my day is knowing that there are idiots in larger markets that I'm going to replace one day."

Goals: "Consult radio and do it right."



KWIN morning dudes (l-r) Greg Fox & D.J. Walker.



CYNDEE MAXWELL

SPOT TALK

Keeping Clients And Listeners Happy

Commercials can send listeners lunging for the pushbuttons, but can effective, creative ones keep them tuned in? Just as important — can such ads send listeners to your clients? Opinions differ, as two of radio's *other* PDs — Production Directors — prove this week, sharing thoughts on spots and related issues.



Kevin Dunn

One key point is to be in touch with your audience. At Great American's WXTB/Tampa, Kevin Dunn says, "We get so lost in demographics that we forget we're dealing with people. You need to know them to know how to communicate to them. Part of our demo is younger than I am, so when I go to events, I make myself available socially to learn more about them and their thoughts."

"A good commercial is comfortable to listen to. 'XTB is a scorching station, so the commercial continuity must carry that same energy. Our jocks don't talk over dry air, so I don't allow dry or wimpy commercials. Our TSL is high, which means people are still listening during breaks. There are so many button-pushers that having a high TSL is a great selling point with advertisers."

Total Concentration

"Our commercials don't ask questions, because radio is a passive medium. The old adage, 'Never ask a question that can't be answered with a yes' is fine — one on one. But commercials are interruptions, so I just make affirmative statements. And with hard sells, you need to make sure the parody is obvious, because people have been hyped till they're blind."

Dunn believes production directors shouldn't be on-air. "The show



Any on-air production director will agree it's impossible to lock the door — sooner or later a fire erupts or a late order arrives.

— Kevin Dunn



will suffer because of the distractions. Any on-air production director will agree it's impossible to lock the door — sooner or later a fire erupts or a late order arrives.

"Likewise, salespeople shouldn't have to write copy, because then they're not selling. Stations should have either a copywriter or someone in production who can do it. Programming and sales both work hard to make the station successful, so production needs the tools to ensure spots don't get bogged down inside the building.

"And while deadlines are nice, they're not always realistic. Don't be so steadfast about deadlines that you lose business. Make it as convenient as possible for an advertiser to get on-air."

Fresh copy keeps commercials effective, and it's a top priority for 'XTB. "We always produce updates if there's a chance a spot will expire," says Dunn. "We recently got a contract from a club, and we pro-

jected we'd need four commercials to get us through all the different events planned for the weekend. We won't allow a commercial to run on Sunday promoting an event that ended Saturday. Updates protect our credibility with the audience."

Creative Domain

"We always ask for some creative control," says Dunn. When disagreement with a client arises over a commercial, he advises, "Protect the revenue first. Diplomacy and finesse will help you get your way. Start by telling the client the commercial is fantastic — but it won't be effective. We'll take their commercial and tweak it, then play it back for them, and 99% of the time they'll agree."

"We also have a written policy concerning commercials. If anybody has a real problem, we show them the policy. If we have to we'll walk — but that should be the last resort."

"Some national commercials are a real tuneout, and we have no control over those. We even got complaints on one, but our hands were tied. So the DJs kept a log of when they got negative calls, which turned out to be virtually every time it played. Sometimes that'll help your case — either with the advertiser to change it or with the GM to drop it. It's not just about writing copy and making an attractive commercial — it's about protecting the station."

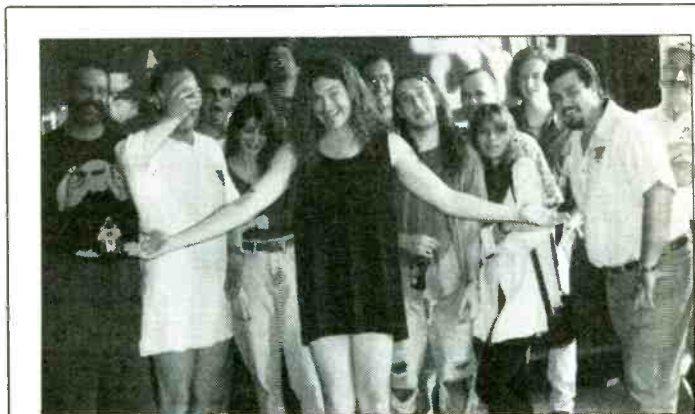
Target Needs

Another production veteran, Ed Brown at Emmis's KSHE/St. Louis, advocates meeting clients personally. "We go on sales calls to meet clients, determine their needs, target, and goals, and get information on their clientele and the product. Then we put our heads together and try to come up with a creative idea that gets attention. However, if the client wants a dry, straight read — and it works — we'll do it. We try to keep to the policy that all our commercials have music, but we will decide if a dry spot is really best."

"The key to effective ads is creativity. As long as you have the client's perspective in mind and know who you're talking to, it's just a matter of putting the right creative in place." However, Brown offers a different view about button-pushers. He says, "I used to think I could keep listeners from tuning out during commercials. I thought they'd listen to *my* commercials because



Ed Brown



BUZZARD MEAT FOR LUNCH — The Meat Puppets recently dished out some free prime cuts at WMMS/Cleveland's Buzzard Lunchtime Concert, held at Peabody's Downunder. Afterwards, these VIPs took five to check out the legs on Meat Puppet Cris Kirkwood (front center): (l-r) Peabody's Tom Rutzen, WMMS's Joe Cronauer and Steve DeJacimo, Peabody's Vicky Labbe, the band's Curt and Cris Kirkwood, PD Doug Kubinski, the Puppets' Troy Meiss and road manager Ben Martz, 'MMS's Cheryl Zivich, Matt Surrena, and Brian Fowler, and Peabody's Dewey Forward.

they were so creative. But after 20 years in this business I've resigned myself to the contrary.

"A commercial is a commercial — no matter how creative. Anything non-music is subject to the button push. The same is true with station promos, unless the audience is used to receiving a benefit from them. So we try to be as creative as we can, realizing that very little we do will prevent someone from leaving if that's their intent. But we still try — you never give up the ghost!"

"I've developed a sound for our promos, so the moment one comes

to a long set of music. But that's not such a great idea from an advertiser's standpoint. Consultants tell me I'm crazy — and I probably am — but I'm just trying to give a balanced view.

"A PD's job is to hold the audience as long as possible. If you know every commercial break is an opportunity to chase your audience away, then you'll opt for two breaks per hour with longer sets. However, now the production director's job becomes twice as challenging, because you have to create spots that will hold the audience all the way



I used to think I could keep listeners from tuning out during my commercials because they were so creative. But after 20 years in this business, I've resigned myself to the contrary.

— Ed Brown



on, you know it's a KSHE promo. Hopefully, over the years they've been entertaining and offered enough benefits that people don't punch out — even if they're not listening as closely as I'd like.

"That's why I'm careful about the commercials I voice. If I do a commercial that smacks of a promo, I've destroyed all the work of making the promos different and credible. I handle all the promos and liners, write and produce, and do a few commercials. My assistant handles all the day-to-day commercial work. Between the two of us we write most of the non-agency commercials, which gives us the freedom to be creative."

Focus On Reality

"Many production magazines say it's the production director's job to keep the listeners' attention through the stopsets," says Brown. "But in focus groups you find listeners don't care about commercials, and they punch out regardless of how good or creative the spot."

"Today's radio is into the mindset of long commercial breaks twice an hour. Run five or six units per break and let the audience go away so when they come back you're in-

through a longer stopset. Even if you don't believe great spots can keep the audience from tuning out, you have to produce each commercial as though it will make a difference."

Team Brain

When ideas run dry, Brown advocates brainstorming sessions. "When people get together, somebody usually comes up with a good idea — even if it's not the best. But then someone else puts a twist on it, and somebody else twists that, and before you know it you've got a great idea. Bouncing ideas off other people helps rejuvenate the creative process."

"Everybody is creative — it's just a matter of finding it. If you have a few people in the station who can get together a couple of times a week, you'll be surprised at what you come up with. In fact, some of the most creative people are doing the most mundane jobs, but that doesn't mean they're not creative. Plus, they get ideas from a different perspective. I used to try to have all the good ideas, and I found out you can't do that. Most ideas are stolen — I mean *borrowed* — from somewhere else, anyway."



YES, WE'RE 21 — WRXL/Richmond recently celebrated its 21st anniversary with a station party headlined by Yes. Pausing to commemorate the moment are (l-r): WRXL's Steve Mitchell, Promotion Director Angela Burroughs, MD Rik Maybee, the band's Trevor Rabin, 'XL's Tara Hunter, Yes-man Alan White, and 'XL's Jay Waters.



WALT LOVE

Presenting A Professional Production Image

■ Attracting and keeping advertisers establishes ongoing business and dollars

The ways in which a station presents its production image via its sound and advertiser satisfaction ultimately determine its dollar success. Three radio professionals from different market sizes discuss what works for their respective stations.

A Sound Image

WRKE/Ocean City-Salisbury, MD owner/GM **Tony Quartarone**, who did programming stints at both **WRKS/New York** and **WUSL/Philadelphia** before his new venture, says, "There" are two separate issues when you talk about production value. First you have product for station enhancement, which is when



Tony Quartarone

"What we do is have each sales rep write up his own commercials and basically give any specific instructions to the air personality he's chosen to voice that particular spot. Then that jock will produce it. We don't have a fulltime production director because when it comes to local spots we feel we really don't need one. We want our commercials to be simple and to the point with just information. Almost like 'info commercials.' When it comes to [creating] the station image, we ship that out and have someone else who has a high-tech studio do it for us."

Working With People

Quartarone adds, "One thing about small-market radio that I enjoy is I get to deal with what radio is really all about, and that's mainly local business. You can actually see and hear the response of what your radio station is doing for the client. It's very one-to-one communication."

☞

A good solid production sound gives you an edge, and if it's done correctly, it gives you a professional edge. A station's production sound helps with the overall image.

— Steve Poston

The Professional Edge

WJMI/Jackson, MS PD **Steve Poston** says, "A station's overall production is very important because it helps give the station what I call some flavor. A good solid production sound gives you an edge, and if it's done correctly, it gives you a professional edge. Also, a station's production sound helps with the overall image."

WJMI shares its Production Director, **Percy Davis**, with **Opus Media Group's** other Jackson outlets, **WKXI-AM & FM** and **WOAD-AM**. "Part of his duties is to assign projects to the different air personalities on all of the stations. Our copywriter, **Alice Stevens**, and Davis work with the AEs and their clients to give them what they want and need to have an effective radio commercial."



"I think we have a good system here because if you need to know something in particular about a specific spot, it's easy to know who's done what or who didn't do whatever. I should also mention there are a few other people here who are good at quality production, which works out well because sometimes it's necessary for others to put things together per the instructions of the AE, the client, and Davis."

Another Point Of View

WDZZ/Flint, MI PD **Ross Holland** has had major market experience working as an Assistant PD and air personality at **KMJQ/Houston** and at **WJLB/Detroit** as Asst. PD/Production Director. "I guess you could say I started as a production-type person at **WITL/Lansing, MI**, which was a Country-formatted station. I literally learned from others the real tricks of the trade about production by doing it every day — I feel pretty competent in that area."

"The biggest thing I see today in Urban radio is a lot of people are not conscientious enough when it comes to production; i.e., the quality of the spots, the length. Is it too tight at the beginning of the dub? Have we cut off some of the sponsor's commercial at the beginning or



WJMI/Jackson, MS PD Steve Poston prepares to produce a spot.

the end in our haste to complete the job, as opposed to taking our time to make sure the spot is done properly?"

Production Reality Check

"My general opinion is the commercials are in fact dollars! And that's the way I impart this to my staff. When you pick up a commercial and you get ready to insert it into a cart machine to play on the air, you are messing with dollars. The dollars that feed us and feed the remainder of our staff members and their families. So it's imperative that the spots are labeled correctly, are carted properly, and are the correct length. Is the copy being read correctly? The words pronounced properly? The ad put on the air at the prescribed time the log says? Having worked at two major market facilities, I've learned these things are critical."

"We have a fulltime production director whose job is to coordinate with the sales staff to make sure that the orders are turned in timely and correctly. The biggest [problem] is when the information/commercial comes in correctly but then goes through the system wrong."

"For example, if there are words that are unpronounceable or you think someone may have some difficulty with, then there needs to be a phonetic spelling in the copy. Things like the correct address and phone number should be checked. We really don't use too many street addresses; instead we use cross streets because most people will

remember 'so-and-so street at the corner of so-and-so street.'

Starting Out Right

Another important area for Ross is training. "We try to properly train our people with the correct production habits when they first join our staff . . . the proper procedures for dubbing, recording levels, and so forth. When I came here this was one area that was just atrocious."

"It's important that the advertisers — who are paying — get the best quality possible for their 30- or



60-second commercial in hopes that it will help sell their product and they'll be happy about doing business with us. They should get the maximum sound. That's part of how we're able to stay in business."

"There are still some very wonderful opportunities with more black advertising agencies today and more black production houses. If someone is interested in basic sound production there is room for creative professional people. And there's no telling where you can go these days besides radio production. There's cable, TV, movies, and on and on. There are radio-related industries that need people who are qualified in broadcast production. A career in production, in my opinion, is still one worth pursuing."

☞

It's important that the advertisers — who are paying — get the best quality possible for their 30- or 60-second commercial. They should get the maximum sound. That's part of how we're able to stay in business.

— Ross Holland



you have a production voiceover person you use for all your station liners, sweepers, drops, IDs, promotions, and contests. Then you have the other aspect of production, which applies to locally produced commercials."

Five Key Ingredients

"What I've found out from research and sales training seminars is that there are five important ingredients to making a commercial successful," says Quartarone. And they are:

- Mention the client's name five times
- Price and item
- Keep the spot as simple as possible; avoid bells and whistles
- Frequency — on small-market stations strive for at least 20 spots per week
- Consistency — don't do a two-week buy and then the client is off the air. You want to be on at least six months or longer for a station/client commitment.

☞

One thing about small-market radio that I enjoy is I get to deal with what radio is really all about, and that's mainly local business.

— Tony Quartarone

☞

☞

IN RECOGNITION OF
BLACK RADIO MONTH

THE THIRD ANNUAL SALUTE TO EXCELLENCE DINNER



HONORING

TERRI ROSSI

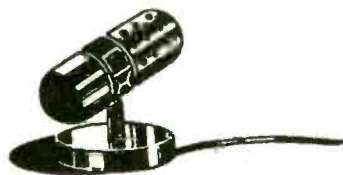
BENEFITTING

THE AMERICAN CANCER SOCIETY'S EARLY DETECTION BREAST CANCER PROGRAM

THURSDAY, OCTOBER 27, 1994 - 6:00 P.M.

SHERATON NEW YORK HOTEL & TOWERS

NEW YORK



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Elektra Entertainment/East West Records America

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Steve Corbin
Michael Ellis
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Tony Anderson
Brenda Andrews
Ornetta Barber-Dickerson
Rick Bleiweiss

Lamont Boles
Jheryl Busby
Hank Caldwell
Ed Eckstine
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Kenny Gamble
Adriane Gaines
Nelson George
Jack Gibson
Dick Griffey
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David Harleston
Andre Harrell
Ray Harris

Leon Huff
Michael Johnson
Step Johnson
Varnell Johnson
Wayman Jones
Barbara Lewis
David Linton
Walt Love
Monica Lynch
Skip Miller
Cassandra Mills
Richard Nash
Ruben Rodriguez
Vivian Scott
Louil Silas, Jr.

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CAROL ARCHER

Big Investment, Big Rewards Validate Commitment

■ Brown's Melrose takes format seriously, wins in San Francisco

In June 1987, **Brown Broadcasting**, a family-owned operation founded by the late **Willet Brown**, paid \$15 million for a San Francisco FM facility whose Yes-No format had been based on listener requests. Audiences gave that particular concept a resounding "no," and the format for newly-acquired **KKSF/San Francisco** was conceived.

Before finalizing the decision to get into a format so new it didn't even have a name, Brown President **Phil Melrose** scrutinized what was going on in the market. "All research pointed to Classic Rock as the format of choice," he recalls. "But all of us thought there was something intriguing and significant going on with **KTWV (The Wave)/Los Angeles**, which had just debuted."

Spark Of Enthusiasm

"**KIFM/San Diego PD Bob O'Connor** helped us with start-up consultation. We met with **Steve Feinstein**, who had never been a PD, and we were struck by his articulation, intelligence, and the way he seemed to consume music; there were sparks in the room that day. **GM Dave Kendrick**, who had no previous GM experience, came to us from **NBC** and immediately convinced us that he had the competitive nature, the enthusiasm, and the vision for the assignment. And as



We've made KKSF the great station it is by acknowledging that this is 'real' radio. We've put all the elements together.

—**Phil Melrose**

soon as we went on the air with a prerecorded 'Lights Out San Francisco,' listeners deluged us with calls of excitement and support."

Brown, which also owns **KQPT (The Point)** and **KXOA-AM & FM/Sacramento**, **KRWM/Seattle**, **KGB** and **KPOP/San Diego**, **KYNO** and **KJFX/Fresno**, and **KDFC-AM & FM/San Francisco**, gave a wholehearted commitment to **KKSF's** success from the outset, providing necessary budget resources. "Steve spent a lot of time fine-tuning the product by refining the music and inspiring the air staff," says Melrose. "Kendrick, who is very well-respected and is a vital force on the promotion and marketing side, carved out a unique position for the station (which is crucial because it's so challenging to remain top-of-mind with listeners). Media buyers were also critical to our early success because they 'got it' with **KKSF** right away. They didn't buy us at great rates, but they certainly gave us a chance.

No Boutique

"We've made **KKSF** the great station it is by acknowledging that this is 'real' radio. We've put all the elements together: management, programming, sales, talent, engineering, production, promotion. If you present your station as a boutique, you'll get boutique billing. But if you want full-service billing, you've got to demonstrate to the public and the buying community alike that you're here to stay. At Brown, we have a reputation for looking closely at the bottom line. That's accurate, but we also hold a strong belief that the way to increase

the bottom line is to always aim higher."

As to whether NAC can work in every market, Melrose notes, "Many listeners in Any City, USA will appreciate the quality of NAC presentation. But the issue is whether it is possible to do everything involved in creating a successful radio station and still make a profit. The best chance for NAC success is in a market of sufficiently large size and cultural diversity to support the breadth of NAC's musical base. A station must get off to a strong start with a promotion budget that reflects the belief that a mainstream, mass-appeal station is debuting. It's a mistake to think of NAC as a way to cut costs because if you do, you'll cut revenues."

Melrose says that an NAC franchise provides a great benefit to operators. "Done properly, you will own a unique position in the market, one that's easily defensible and promotable, one that's somewhat insulated from direct or guerrilla attack, and one that's very important to the lives of a highly appreciative audience."

KOAI: Granum Enhances A Rich Inheritance

When **Gannett** abandoned NAC and the calls **KOAI (The Oasis)/Dallas** in 1992, **Granum** President/CEO **Herb McCord** moved quickly to adopt the Oasis moniker and flip the existing Dallas outlet to NAC.

McCord considers himself fortunate to have stayed ahead of the curve in Dallas from the outset, capitalizing on an existing NAC listenership. "Sometimes it's as important to be



Herb McCord

lucky as it is to be smart. In effect, Gannett had done the heavy lifting [establishing the format in the market] for five years. And because they hadn't service-marked the name 'Oasis,' we grabbed it. When we went on the air, we provided continuity by hiring their morning man, **Scotty Brink**. Our frequency was only one click up the dial, so all we had to do was run a 10-second TV campaign that said, 'The Oasis has moved to 107.5' and showed our frequency on a digital radio readout. Their audience woke

Pyramid Has Finger On Format Pulse

■ CEO shares the secrets of NAC's appeal

Through its 1987 acquisition of **WNUA/Chicago**, ownership of leading NAC consultancy **Broadcast Architecture**, and recent purchase of **WJZZ/Philadelphia**, **Pyramid Broadcasting** is a highly influential player in the NAC realm. Although he acknowledges the prior role of **KTWV (The Wave)/Los Angeles** at one end of the NAC musical spectrum, Pyramid CEO **Rich Balsbaugh** says he considers Pyramid "the innovator and creator of the true 'smooth jazz' arena.

"I bought the opportunity to compete by purchasing a frequency and a stick that had last been meaningful as **WMET/Chicago**, and then experienced negative cash flow and marginal billing as **WRXR**. Given **WNUA's** very competitive signal, my first instinct was to do a really daring CHR, but the market is ethnically polarized. And when big dollars are available, it's the 35-64 audience that generates the biggest buys. We believed that there was an opportunity to do something mass-appeal [with that lucrative demo], which crossed color lines in the New Age/Jazz area.

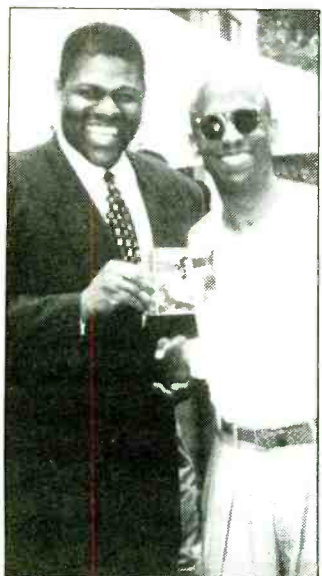


Rich Balsbaugh

Balsbaugh notes the benefits to operators of NAC stations. "Our music base is increasing monthly because there are more records and artists available for our format. NAC delivers an older, upscale audience. It's 'Beautiful Music' for the '90s; not in the elevator music sense, but in a foreground sense. And because the music is so good and so hip, we're beginning to attract younger, 25-34 listeners, too. The format has a life of its own and is becoming more mass-appeal all the time."

With a \$15 million purchase price, Pyramid's investment in **WNUA** is substantial, and Balsbaugh is confident about both its current success and the future. "We have absolutely lived up to our billing and profit expectations. The wonderful thing is we aren't even 60% complete in fulfilling our potential.

"I'm proud to say that every Pyramid station is successful; plus, we are duopolized in almost every market. Now we have finalized the **WJZZ/Philadelphia** purchase. We will certainly consider acquiring other NAC stations in the future. **Broadcast Architecture**, which is Pyramid-owned, consults nearly every NAC in the country, so we really do have our finger on the NAC pulse."



HEAVY WEATHER, SUNLIGHT AGAIN — **KBLX/San Francisco PD Kevin Brown** (l) joyfully greets **GRP Records artist Carl Anderson**, who performed at the station's second annual listener party at San Jose's Plaza Park. Despite "heavy weather" that night, more than 5000 turned out to catch Anderson's show.

really love it — you don't have to beat them over the head to convince them to listen.

"It's still a niche format. Dallas has four Country stations, four or five rock and roll stations, [no soft AC or Urban AC], but only one Oasis.



NAC isn't as expensive to run because it's not as promotion-sensitive; people who love it really love it.

—**Herb McCord**

"NAC isn't likely to emerge as an overnight hit because a lot of the music is unfamiliar to a mass audience. But as people become familiar with it, NAC really delivers. We'd love to buy an existing NAC or buy into a market without the format. We think we've proved we have considerable expertise."

NAC CHART:

23 - 20

Most Increased Play +7!

SWING OUT SISTER

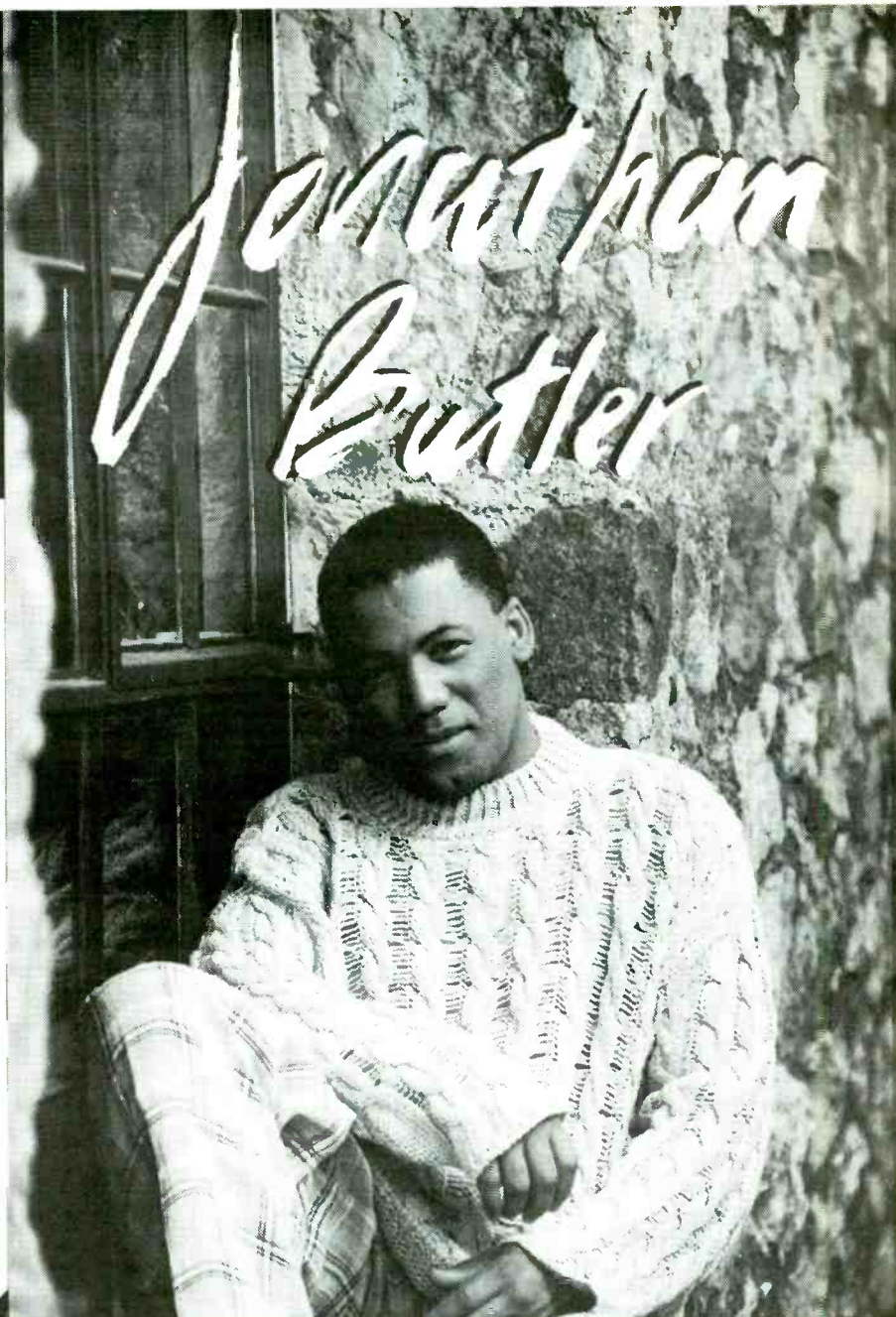
the new album

the living return

TOUR DATES

San Juan Capistrano	10/20
San Francisco	10/22
Los Angeles	10/23
Minneapolis	10/25
Chicago	10/26
Detroit	10/27
Cleveland	10/29
New York	10/31
Washington, DC	11/1
Atlanta	11/3
Miami	11/5

Produced By Swing Cut Sister
Managed By One Love Management



It's been four years since Jonathan Butler graced ears with his dynamic, passionate vocal style and jazz guitar virtuosity. But now he's back, and wants to meet you . . .

HEAD TO HEAD

NAC CHART:

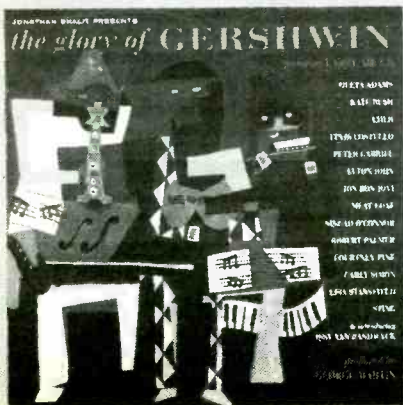
17 - 12

Most Increased Play +11!

Produced and Arranged by Gerry E. Brown and Jonathan Butler

A&R: E.E.

Sole Representation by Running Dog Management/Mike Sofie



the Glory of Gershwin

Featuring Larry Adler

Starring:

Oleta Adams
Robert Palmer
Carly Simon
Elton John

Sting
Lisa Stansfield
Peter Gabriel
Kate Bush
Meatloaf

Elvis Costello
Cher
Jon Bon Jovi
Sinead O'Conner
Courtney Pine

ON YOUR DESK FOR ADDS NOW!



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SHAWN ALEXANDER

Small-Market Success Stories

Recent format converts the Zone & the Planet earn high marks in first books

Here's how two small market stations — WPFM (The Zone)/Panama City, FL and WPGU (The Planet)/Champaign, IL — discovered success after switching to Alternative last summer.

Kelly McKann WPFM/Panama City, FL



Kelly McKann

"Millblack bought the station while it was in receivership," PD McKann explains. "There was a dilemma about what to do. It formerly was a CHR with a heritage that went back 20 years. It slowly eroded and

was as low as it could go. There was a hole in the market for Alternative. This was the only way to go that had a strong future — look at MTV, the artists, and the music.

"The owner was hesitant though, because of our duopoly with Rock 103 [WDRK]. The Rock target demo is 18-34, which gives us a heavy male following. When we were CHR, we would bring in the females. We had a balance — a strong male audience with the rock station and females with the CHR.

“One thing we learned quickly about this format is that the listeners are extremely vocal. We had listeners telling us to do it right.”
— Kelly McKann

They were afraid we would consume each other.

"We started doing research by soliciting on-air for listeners to participate in a listener advisory board. We created three categories of listeners from 12-54 male and female and had them fill out questionnaires. We asked opinions about all the stations in town and the music they like. What aren't they finding on ra-

dio? Alternative was the overwhelming [response] with all three groups."

'Ominous Cloud'

McKann pursued support from the station's bigger clients. "I discussed the possibilities of the format with them. A Top 40 nightclub — one of our biggest clients — was toying with becoming an Alternative club. They offered to spend all their money with us if we switched. Once I came back to the owner with clients who would support the format, he gave us a chance.

"It was tough in the beginning, he wanted us to blend Alternative with CHR hits. People who are into this format don't want to hear CHR hits. You need to make a decision or you won't have listener support. One thing we learned quickly about this format is that the listeners are extremely vocal. We had listeners telling us to do it right.

"The owner finally let us go full speed ahead, but he wasn't completely convinced until the book came out. He didn't even bother to change the sign outside the building from [old positioner] Power 108 until after the book. It was an ominous cloud hanging over our head."

No. 2 18-24 Males

WPFM received its first annual spring report card: 4.7 12+, fourth place 18-34, tied for fourth 18-24, and tied for second 25-34. "We knew it was working, because we were consuming listeners across the board from AC to Rock. We took a chunk out of everybody. This isn't a niche format; a great percentage of listeners are into this music.

"We went to Laurel, MD to look at the diaries, and it was amazing how we cut a swath through the entire demo, 12-54. Our highlight was 18-34 males — we're No. 2 in most dayparts. We were able to take a major chunk of this coveted pie from the major players in the market.

"We did it grass roots with no bumper stickers and didn't get T-shirts until about halfway through the book. We weren't only fighting a battle in the market, but a battle inside the station. In retrospect, management says, 'If we would have committed some money and gone after it like we should have, just think what we could have done.' "

Nevertheless, 'PFM began obtaining national agency buys before the book. McKann notes, "I hate to use WNNX (99X)/Atlanta as a crutch, but when we told agencies in Atlanta, like Katz, that our format was similar, it gave us some credibility. We rode in on some coattails, but it helped management feel more comfortable with the format."



HAVE A ROTTEN MORNING! — WDRE/Long Island morning maven Donna Donna (l) had a chat with John Lydon at a recent book-signing for his autobiography.

Jeff Wolf WPGU/Champaign, IL



Jeff Wolf

After a 26-year AOR history, WPGU flipped to Alternative when a third AOR entered the market. "This market isn't big enough to handle all three," cites PD Wolf. "WKQX (Q101)/Chicago was a big influence on us, because we're only two and half hours from Chicago. Since Champaign has one of the nation's youngest average ages per capita, we felt this would work if we marketed it right and spent the time promotionally to get our name out."

Though located at the University of Illinois, 'PGU is a commercial station run by college students with a professional GM and sales staff. "We've been fighting being perceived as a college station. When we were AOR, we did things that made us look very amateurish. Some of it was the format itself. We've changed our attitude to be as professional as we can. We don't mention college, and we go off campus as much as possible. We're young and trying hard to do the best we can — people respect that.

“We've been fighting being perceived as a college station . . . We're young and trying hard to do the best we can — people respect that.”
— Jeff Wolf

"The college is only one aspect of a much larger picture. We want to talk to the people in Champaign and the surrounding areas who listen 12 months a year. We're in this business to make money. We're owned by the Illini Media Co., which isn't related to the university."

Trusting Your Instincts

Wolf admits the station initially took a safe musical approach. "We felt super-confident we had our hands on something that could be successful. We didn't want to do anything that would prevent us from being big. In doing that, we weren't allowing ourselves the freedom to get that greatness. We began taking off the blinders toward the end of the book.

"The first way we started being more daring is by moving currents out a little bit quicker. We had songs in current rotation for four months. I knew there was a lot of good music out and was tired of waiting for everyone else to decide if it was going to be a hit. If you're going to be successful, you must trust your instincts. What's the point in sitting back and waiting?"

"Being smaller in a market like Champaign, we can be ahead of everybody. We're the adventurous station in the market. We want to be on the frontier of what's new and going to be hot. We get a lot of calls from listeners telling us about songs that haven't even been released.

"We try to keep our gold and power gold as strong as we can so that young and older people go, 'Wow.' I've heard larger markets can't get away with playing stuff like Peter Gabriel. It still fits; both the younger and upper demos like it. There's a lot of music that talks to a lot of ages."

Format's Highest 12+

WPGU's 6.7 is the highest 12+ in the format. Their demos are strong too — tied for first 25-34 and tied for fourth 18-34 and 18-24. Wolf is most impressed with the station's upper demos. "The 25-54s were our best numbers. Since Arbitron breaks it out 25-54, we generically

say that, but 40 years old is probably the edge. There are 35,000 students, and a good portion aren't polled since they live in residence halls, fraternities, and sororities. If [Arbitron] did, it would reflect how we own a much greater share in the younger demos."

The station is extremely active promotionally, having just completed a 107-day summer promotion that began in the spring and ended by giving away a car. It attracted more than 30,000 entries. "When we first switched formats we wanted [listeners] to know about us. We have a lot more people coming to our remotes. We have advertisers coming to us, asking to advertise. That was unheard of in our AOR days. People are taking a bigger interest in the station."

NEW MUSIC SCENE

- Artist: Magnapop
- Track: "Slowly, Slowly"
- LP: "Hot Boxing"
- Label: Priority

• Essentials: Produced by Bob Mould, "Hot Boxing" is the sophomore release for Atlanta's Magnapop. Vocalist Linda Hopper (former lead-singer of Georgia bands oh-OK and Holiday) and guitarist Ruthie Morris began their musical collaboration in 1989 after being introduced by mutual friends. They spent a year writing and finetuning their material before recruiting David McNair (drums) and Shannon Mulvaney (bass) in 1990. Magnapop's big break came when two Dutch journalists from *Oor Magazine* picked up their demo tape at the '91 New Music Seminar and spread the word. The quartet soon found themselves playing between the Smashing Pumpkins and Sonic Youth at Rotterdam's "The Year Punk Broke" festival. Influences include the Stooges, Ramones, Rolling Stones, Black Flag, and Circle Jerks.



• Artist POV: "Linda doesn't like to talk about the words — they're real personal," notes Mulvaney. "Lyric-wise, [Slowly, Slowly] is a frustrating song, full of frustration and anger. We all like leaving it up to our own interpretation. Many times, we don't know what words Linda will sing until we're in the studio. Often, Ruthie and I make up our own background vocals; we just like the way our melody sounds."

• Label POV: Priority Dir./Alternative Promotion Michelle St. Clair says, "It's been exciting to prove to radio that there's so much more to Magnapop than the 'chick band' definition initially given to the group."

New Music Scene highlights breaking artists charting for the first time.

Making Sense Of The Ratings

■ Katz VP Gerry Boehme says fluctuations are inherent in present system

By Cyndee Maxwell

Gut Check

To help provide a format ratings perspective, one the best-known number crunchers in the industry — Katz Radio Group VP/Research Gerry Boehme — offers his views on ratings analysis. He notes that while the industry typically identifies formats by "common approach," Progressives often elude labeling.



Gerry Boehme

"Progressives have very a strong identification with an open niche," says Boehme. "Most of what they have in common is a specific target in their markets, but how they approach it is very different. Some people, including our company, would probably try to force those stations into traditional format categories. It just helps identify them when one doesn't live in the market."

Boehme says most ratings changes are simply due to normal wobbles. "Assuming there were no programming changes in the market, the book-to-book changes are due more to statistical fluctuations than anything else. If you get a new competitor, you'll lose audience. But even then, you can predict what you should lose. It's unfortunate that sample size isn't four times greater — you'd find radio a lot more stable, particularly in markets without format changes."

Law Of Averages

In four-book markets without programming changes, Boehme advocates averaging those books to get a better idea of the ratings picture. He *doesn't* believe listening changes with the seasons. "Studies prove there's no seasonal difference in radio. In terms of people's habits, summer is no different than spring or winter. Radio listening levels don't change; it's the only medium not dependent on somebody's lifestyle. There's one exception when all markets are combined: teens in mid-days, because of school.

"We've never been able to identify a format pattern by season, such as CHR improving in summer or

35-44 Leaders

KOTR/San Luis Obispo, CA	#1
KQPT/Sacramento	#2
WHPT/Tampa	#2T
KBCO A/F/Denver	#3
KRSH/Santa Rosa, CA	#3
KGSR/Austin	#4
WNCS/Burlington, VT	#4
KTCJ & KTCZ/Minneapolis	#4
WMVY/Cape Cod, MA	#4T
WXRT/Chicago	#5
KFMG/Des Moines	#5
KPIG/Monterey	#5
KINK/Portland	#5
KOYT & KIOT/Albuquerque	#5T
KTHX/Reno	#5T
KMTT A/F/Seattle	#5T

AOR worsening in fall. People like to make those statements, but we've never been able to confirm it. You might think you see patterns in individual markets, but look at two consecutive years — the same pattern isn't repeated. That leads us to believe the sample is just fluctuating."

Boehme cautions GMs against overreacting to ratings, regardless of whether the book is good or bad. "I see GMs who get a great book say, 'Our programmer's right on, we had a great music list, we did this great promotion, we had this great contest.' When he gets a bad book, he'll say, 'My PD stinks, my music list wasn't right,' etc. They wait to see results, then come up with reasons to explain it. Radio is a more stable medium than people think. Most stations probably don't need monthly ratings unless a format change occurs. The more we work with numbers, the more we realize their limitations."

Stations with one book a year should *not* average their books, cautions Boehme. "Music lists, market conditions, and many other factors change over that amount of time. Another problem is the small sample size. In those cases, I'd look for logical reasons why stations were high, low, or had changed from the last book. You can't just take ratings at face value. Ratings sometimes simply defy your gut. When that happens, the first thing you do is a gut check. If you don't have a bias, look for a logical reason for the change."

Boehme takes a minimalist point of view when analyzing data. "We'll look for a *significant* change. When we analyze formats across the country, my rule is if all the markets are down more than 10%, that's probably significant. When we see a format off by only a few tenths, we don't call it a change. On an individual station level, if your ratings haven't changed much, it's likely they will change just because of how the process is set up — especially depending on your audience level.



Most stations probably don't need monthly ratings unless a format change occurs.



"Say there are 80 diarykeepers in a 12-week period. You usually get 10 of them, but for some reason this time you only got three. Unless I saw another book, other age cells showing the same pattern, or a competitor directly stealing — and you could track the reason for it — I'd totally dismiss it if I were GM. It will cost you money, because the ratings are gone and many people don't look closer than that. But I wouldn't fire my PD, I'd just weather the storm and have a lot of paperwork saying this thing is ridiculous. I'd probably start guaranteeing ratings — I'd feel pretty confident they would come back."

Luck Of The Draw

Boehme continues, "If you're lucky enough to have the reverse situation, I wouldn't highlight that we were way too high. But if anybody said, 'Boy, you guys are really doing great,' I'd respond that we got lucky in Arbitron. They may not believe you, but three months later they'd remember what you said. I'd also be really careful about making any adjustments in my rate card until a growth pattern had been established for at least two or three books. We've had too much experience seeing stations get their worst book ever followed by their best book ever and vice-versa."



BARENAKED LUNCH — KSCA (FM 101.9)/Los Angeles treated 50 listeners to lunch and a private concert featuring Barenaked Ladies. Hanging out in front of the stage are (front row, l-r) band members Tyler Stewart and Andy Creegan; (back row, l-r) Barenaked Lady Jim Creegan, KSCA air personality Anita Gevinson, the group's Steve Page and Ed Robertson, KSCA PD Mike Morrison, MD Merilee Kelly, and Marketing Dir. Robert Lyles, and WB's Nancy Stein.

Spring '94 Ratings

Here are Progressive's Spring '94 numbers. In averaging the consecutively measured markets, 14 stations went down from the previous book by 0.8 shares. Conversely, 17 stations went up by an average of 0.5 shares. The biggest changes: **KXPT/Las Vegas** dropped 2.5 shares; **KQPT/Sacramento** gained 1.7; **KINK/Portland** fell 1.6; **WRNX/Springfield, MA** lost 1.4. Kudos to **KOTR/San Luis Obispo, CA**, which ranked No. 1 12+ (8.6 share), 35-44, and 25-54.

Markets 1-50

Call Letters/Market	Su'93	Fe'93	Wi'94	Sp'94	35-44 Rank	25-54 Rank
WBOS/Boston	3.6	3.7	3.9	3.8	6	8
WXRT/Chicago	2.7	2.1	2.7	2.6	5	6
KBCO A/F/Denver	5.2	5.1	5.0	5.6	3	4
WTTS/Indianapolis	1.5	1.7	1.8	2.2	8	9
KTCJ & KTCZ/Minneapolis	6.0	4.4	4.2	4.1	4	6
WRLT/Nashville	3.2	3.5	2.3	2.0	12	10
WKOC/Norfolk	4.7	4.7	3.8	3.0	8	7
KZON/Phoenix	3.0	3.4	2.2	2.8	4	9
KINK/Portland	5.0	5.6	6.5	4.9	5	5
WMAX/Rochester, NY	2.3	2.7	2.8	3.9	6	8
KQPT/Sacramento	2.9	2.6	1.8	3.5	2	7
KUMT/Salt Lake City	2.1	1.6	1.6	0.8	10T	17
KENS/San Antonio	0.9	0.7	0.4	0.6	11T	16T
KKOS/San Diego	0.5	0.4	**	0.5	15T	20
KFOG/San Francisco	2.2	2.3	2.0	2.2	7T	8T
(KFOG/San Jose)	1.0	0.3	1.2	1.3	8T	14
KMTT A/F/Seattle	3.1	3.0	3.0	2.9	5T	6
WHPT/Tampa	3.8	3.9	4.0	4.9	2T	3

Markets 51-100

WXLE/Albany, NY	2.3	1.7	1.9	1.1	8	11T
(KBAC/Albuquerque)	1.4	1.1	1.0	0.3	11	17T
KOYT & KIOT/Albuquerque	0.8	0.7	2.3	3.0	5T	7T
KGSR/Austin	4.2	3.5	3.5	3.7	4	6
KKDJ/Fresno	2.5	2.8	2.6	1.5	11T	14
KXPT/Las Vegas	3.4	1.7	2.1	2.4	7	11
WZEW/Mobile	3.9	3.4	4.4	1.9	6	10
KPIG/Monterey	3.6	2.4	2.3	2.6	5	5T
WVGO/Richmond	5.1	4.8	4.1	4.5	6	6
(KKOS/San Diego)	1.7	1.4	0.7	1.3	5	15
WRNX/Springfield, MA	1.1	2.0	2.7	1.3	8T	9
WRSI/Springfield, MA	**	0.5	0.4	0.6	10T	12T
KEKO/Tucson	2.8	2.3	2.3	1.4	9T	9

Markets 101-150

KFMG/Des Moines	5.0	7.4	3.8	4.6	5	6
WMMM/Madison, WI	1.7	2.4	1.6	1.2	8T	10
KTHX/Reno	**	3.7	**	6.6	5T	2T
KRSH/Santa Rosa, CA	**	**	**	2.6	3	5

Markets 151-200

WMVY/Cape Cod, MA	**	3.1	**	2.4	4T	5T
WCLZ/Portland, ME	**	2.2	**	1.5	8T	9T
WSTG/Portland, ME	**	**	**	1.2	9T	9T
KOTR/San Luis Obispo, CA	**	**	**	8.6	1	1

Markets 201+

WNCS/Burlington, VT	**	5.7	**	5.4	4	5
KBXR/Columbia, MO	**	**	**	7.6	3	4
WVBR/Ithaca, NY	**	**	**	8.7	**	6T
KBAC/Santa Fe, NM	**	**	**	1.0	6T	8T
(KIOT & KOYT/Santa Fe)	**	**	**	4.7	3	1T

Note: KBAC/Santa Fe-Albuquerque went dark. KENS/San Antonio changed to News. KKDJ/Fresno switched to Oldies. WSTG/Portland, ME is now a simulcast as WCYY & WCYI.

All figures refer to Arbitron metro survey areas, Monday-Sunday, 6am-midnight. Stations below the line or outside of their primary metros are listed in parentheses. They're not contributed toward the format evaluation. "T" signifies tie for rank position. **Bold** indicates the station ranked first in the market. ** indicates no survey or station did not show.



MIKE KINOSIAN

Job-Hunting Imperatives: Networking & Timing

Good news: There's a significant number of plum AC and Hot AC programming openings. Bad news: Given the many talented programmers "between assignments" or looking to make changes, competition for these slots is extremely fierce.

Approximately 10 months ago, PD Laura Dane exited Gold WRMX/Nashville. Instead of jumping right into a job search, she took an extended Alaskan vacation and did some songwriting. Two months ago, she was ready to re-enter the rigors of radio programming.



Laura Dane

"I sent out some resumes for a few 'choice' openings," she recalls. "They were in big markets or involved working for some cool com-

”

For some reason, PDs seeking work don't think about calling consultants for help, but they should — consultants are almost always involved in hiring decisions.

— Laura Dane

panies. Over the July 4 weekend, I got really serious and looked through R&R to find out what was open. On August 1, I accepted this job [as PD of WKLI/Albany]."

Prior to her WRMX programming stint, Dane was APD at Gold KBSG/Seattle for almost six years. She was undaunted by a move to AC: "Good programmers can program any format. I know how to manage people, have good marketing skills, and know my audience. The only thing that's different are the songs."

Instant Response

This may come as a pleasant surprise: Dane says, "As soon as I started looking, my phone was ringing. I have a good track record, but I'm not a 20-year 'golden girl.'"

She left WRMX the day before NAB '93 started in Dallas. "My name badge still had WRMX on it, and I thought about changing it to 'on the beach,'" she jokes. "I talked to others there who were also looking for jobs, and they said it was very tough. Many radio veterans

were getting very frustrated. They said stations are looking for young, hungry programmers.

"Two people I know told me it was no longer worth it for them to stay in radio. They were so frustrated with the business, they made mid-life career changes. There's no job security in radio. You have to absolutely love this business to stay in it, because it won't treat you well."

This year's NAB Radio Show lands in Los Angeles in about two weeks, and it's certain to have its share of jobseekers. But Dane believes the change from last year's early September dates could adversely affect those looking for work. "Stations generally want programmers in place two weeks before the fall book starts. Some job opportunities will be reduced by the time the NAB starts, but it's absolutely [essential] that anyone looking to better themselves be there."

”

Good programmers can program any format. I know how to manage people, have good marketing skills, and know my audience. The only thing that's different are the songs.

— Laura Dane

Network Launching

Networking is, undoubtedly, one of the strongest keys to locating a job. Scouring through R&R's classifieds was one of Dane's top job-hunt priorities, but, as she points out, "Some companies don't want to advertise. They keep programming jobs [secret] and do their hiring behind closed doors."

"I called every GM, PD, and consultant I knew to tell them I was on

GM'S PERSPECTIVE

Don't Blame The Victims Of Circumstance

Downsizing, duopolies, and LMAs have helped displace some talented programmers. Good opportunities do exist, however, and at least one manager doesn't penalize unemployed applicants.

"Sometimes, circumstances and situations that have nothing to do with ability or capability cause people to be out of work," notes WUSA/Tampa President/GM Marc Kaye. He recently returned to the Gannett AC



Marc Kaye

and is seeking a PD. "Flags don't automatically go up when someone tells me they're not working. I might want to know about the circumstances, but for the most part, it really doesn't matter. There may be some different questions to ask these people, but I generally ask about the same things."

"It's a terrible mistake not to consider someone simply because they're out of work. The changing nature of our business has caused many good people to become victims. They deserve the opportunity to be considered for a job. Managers

who say 'no' to John or Mary because they're out of work may be missing an opportunity to hire the best person for the job. Rick Dees was out of work when [KHS/Los Angeles] hired him, and he took them to No. 1."

Highlight The Positive

It's important not to dwell on the negative aspects of being out of work. "Be positive about the existing opportunity," Kaye suggests. "Rather than being embarrassed or apologetic, people should talk about the contributions they can bring to the job."

For WUSA, Kaye wants someone who is "respectful of the history and heritage of this great AC station. At the same time, the person should keep in mind that we need to move forward and what the format means in the '90s. They should [acknowledge] the great job done by our previous programmers and be able to add to that greatness."

Prominent PD Availabilities

The list of current (and just-filled) Top 50 Market AC and Hot AC programming job opportunities is impressive. Here's a brief recap of some of the intriguing PD openings from the past several months, in order of market size.

Present PD Openings

Caused by exit of	
KYSR/Los Angeles	Greg Dunkin (to WENS/Indianapolis, 9/9)
KIOI/San Francisco	Bob Laurence (12/15/93)
WRQX/Washington	Lorin Palagi (to WPNT/Chicago, 9/23)
WUSA/Tampa	Joe Montione (8/19)
WOMX/Orlando	David Isreal (9/23)
WYSR/Hartford	Steve Weirsman (to WBUF/Buffalo, 9/9)

Recently Filled Slots

Filled by	
WYXR/Philadelphia	WENS PD Chuck Knight (7/29)
WWNK/Cincinnati	Dave Mason (7/8)
KXYQ/Portland	Alan Lawson (9/23)
KISN-FM/Salt Lake City	Dain Craig (9/9)

the market and to ask that they keep me in mind. For some reason, PDs [seeking work] don't think about calling consultants for help, but they should — consultants are almost always involved in hiring decisions. PDs usually send resumes and tapes only to stations."

Detailed questionnaires await applicants. "The funny thing is, they're all about the same," says Dane. "It's an essay, and employers want to know how you'll handle people problems. The most important area

they seem to be interested in is a PD's management skill."

Saving For Rainy Days

Dane warns programmers not to live paycheck to paycheck. "One of the smartest things you can possibly do is keep a nest egg. It would've been horrible for me to take any radio job just so I could pay the rent."

"I've always left myself a big cushion for emergencies. There are jobs out there — I could afford to be particular about which one I took."

"There are some good people available now, and we're fortunate to be able to pick and choose from a list of strong candidates."

Stamp Out The Ego

Kaye becomes cautious of a programmer who "is only interested in

”

It's a terrible mistake not to consider someone simply because they're out of work. The changing nature of our business has caused many good people to become victims.

— Marc Kaye

putting his stamp on things. I look forward to meeting someone who knows a bit about us, has researched the station, and knows where it needs to be taken. That kind of groundwork would be very impressive."

"Programmers are often more interested in making a station their own — rather than in making it the best it can be. That's what I want to

hear from people who apply for this job. WUSA was built as a great station, but we need someone to take us to the next level."

In addition to the opportunity at WUSA, AC programmers considering relocation currently have several tempting job possibilities. "I don't



RANDALL BLOOMQUIST

Stations Tackle Baseball Strike's Ripple Effect

■ Flagships reroute ad revenue to other sports and hope for a better '95 season

These are not the best of times for stations that carry major league baseball. Instead of looking back on a lucrative season, they've been scrambling to save revenues lost to this year's strike, and fretting about selling the '95 season. Here's how some sales execs are coping.

At Cardinals flagship **KMOX/St. Louis**, GSM **David Kelley** thinks his station is faring better than most. "We've saved about half the [regular] season revenue from baseball," he says. "That's better than some other stations are doing. I made some calls [to GSMs at other baseball affiliates], and the highest figure I heard was upwards of 30%."

Not A 'Perfect Situation'

But Kelley is a bit concerned about selling the 1995 season, particularly if the strike lingers until early spring. He muses, "It's not the most perfect situation, is it? Usually you want to be coming off a hot season when you're selling renewals. But we're moving ahead as if [1995] is going to be a normal season. We may be pushing bricks up a hill, but I don't know how else we can handle it."

Among the questions he expects advertisers to raise: Will a fan backlash or apathy cause audience num-

bers to dip in '95? Kelley says he'll argue it's just as likely that curiosity and pent-up fan demand for pro ball will *boost* listenership in the early part of the coming season.

In the end, he predicts all the Cardinals' key sponsors will re-up for next year. However, he adds, the "fringe advertisers" (who make up perhaps 20% of baseball spending) "may not come back so quickly."

Sales Challenge

WTOP/Washington President **Tom McKinley**, whose station carries the Orioles, agrees 1995 will present a sales challenge. "I think it's going to be harder for everybody, including the teams, to sell baseball next year," he says.

"The thing we have going for us is all the excitement over the Orioles, particularly with the new stadium. I don't think people will walk away from baseball here as fast as they might in other markets. Still,

we're going to have to put together some creative packages."

McKinley says "TOP has been able to redirect a lot of baseball revenue into other programming. Unfortunately, the station took a hit on all the Orioles-related marketing expenditures it made early in the season. include an extensive transit campaign.

"We're not getting the late-season payoff that we expect," he sighs.

Confident Outlook

On a brighter note, **KOA/Denver**, home of the brand new Colorado Rockies, feels sheltered from the strike storm. "We're confident we won't suffer any setback [next season] because of the strike," declares **KOA & KTLK** GSM **Dick Carlson**.

"The Rockies have set attendance records in their first two years. Also, we're opening Coors Field, a new stadium, next year. So we don't expect fan interest to drop off — unless the strike lasts well past opening day."

As for this season, Carlson estimates the sports-intensive combo has recovered 60%-70% of its lost baseball revenues, primarily by steering advertisers into Denver Broncos, Denver Nuggets, and University of Colorado sponsorships. "Our advertisers have been very cooperative," he says.

Other Sports Revenue

In its last year as flagship of the Braves network, **WGST/Atlanta** has also used other sports programming to recapture a significant amount of its at-risk baseball revenue.

Top Ten Talk Topics

September '94

What's on Americans' minds? Each month **R&R** conducts an exclusive survey of the nation's leading Talk radio stations to determine the 10 issues that have generated the greatest amount of listener phone response over the past four weeks. Following is a comparison of last month's and this month's hot-test topics.

LM	TM	
—	1	Haiti
—	2	U.S. Air Crash
4	3	O.J. Simpson
1	4	Health Care Reform
5	5	Baseball Strike
2	6	Cuban Refugees
—	7	Crime & Violence
—	8	White House Plane Crash
—	9	Marion Barry Re-election
—	10	Education Reform

Health care reform marks its one-year anniversary on the chart, while O.J. Simpson enters his fourth month. Education returns after an 11-month absence and crime after two months.

Reporting Stations: KGO/San Francisco, Ken Beck; KING/Seattle, Andy Ludlum; KIRO/Seattle, Billy Yeend; KMOX/St. Louis, Tom Langmyer; KOA/Denver, Kris Olinger; KSDO/San Diego, Kelly Wheeler; KSTP/Minneapolis, Steve Konrad; WABC/New York, John Mainelli; WBAI/Dallas-Ft. Worth, Tyler Cox; WFLA/Tampa, Gabe Hobbs; WGST/Atlanta, Nancy Zintak; WLS/Chicago, Diana Bodkins; WOC/Davenport, IA, Jon Zimney; WRKO/Boston, Paula O'Connor; WTAE/Pittsburgh, Bruce Gilbert; WTMJ/Milwaukee, Steve Wexler; WTSO/Madison, Bob Shomper; WWDB/Philadelphia, David Rimmer; WWRC/Washington, Gary Burns; WXYT/Detroit, Michael Packer.

"We're moving ahead as if 1995 is going to be a normal season. We may be pushing bricks up a hill, but I don't know how else we can handle it."

— David Kelley



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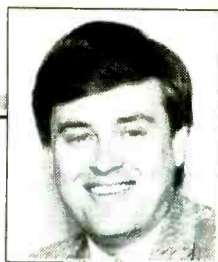
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LON HELTON

Strong Spring Keeps Format No. 1

■ Katz study shows big increases in young demos, drop in median age

Country continues its reign as the nation's dominant format, according to **Katz Radio Group's** study of Spring '94 Arbitron ratings. The analysis also shows strong increases in all young demo cells and a lowering of the format's median listener age.

The Katz data shows that Country leads all formats for the fourth consecutive spring with a 15.9 average market share. Urban ranks second with an 8.8.

Median Age Declines

Katz's statistics show the median age of the FM Country listener has fallen for the fourth consecutive year, down to a nine-year low of 38 years old. The highest median age was 43, posted in Spring '90. From Spring '86-Spring '94, the average median ages have been 40, 41, 42, 42, 43, 42, 40, 39, and 38.

This age shift can also be seen in the younger cells on the audience composition chart. Check out the 1.3-share surge among 12-17s; that cell has more than *tripled* since its nine-year low of 2.0 in Spring '90. The 18-24s continue to grow as well,

FM Stations, Listening By Sex

Sweep	% Men	% Women	# Of FM Stations
Sp '86	50	50	239
Sp '87	49	51	305
Sp '88	49	51	314
Sp '89	50	50	311
Sp '90	48	52	329
Sp '91	50	50	310
Sp '92	48	52	377
Sp '93	47	53	423
Sp '94	48	52	455

posting their fourth straight gain. After a flat move from Spring '92-

'93, the 25-34s show an increase to a new high. In fact, all three young demo cells are at nine-year record levels.

While the other cells reveal declines, remember that this is largely because of the huge influx of young people tipping the scales in that direction — not to older demos leaving the format.

AM Country Results

Katz breaks out audience composition and weekly TSL figures for both AM and FM outlets, though only FM information is listed on this page because of FM's dominance and space considerations. Here are some points made in the Katz study of AM Country stations:

- The number of stations has fallen from a high of 263 in Spring '86 to 144 this past spring.
- The median age of the AM Country listener remained at 59 years old. That's up from 50 in Spring '86 and 57 in Spring '90.
- Audience composition skews 46% men/54% women.
- Six of 10 demo/sex cells show TSL declines.

TSL Declines Again

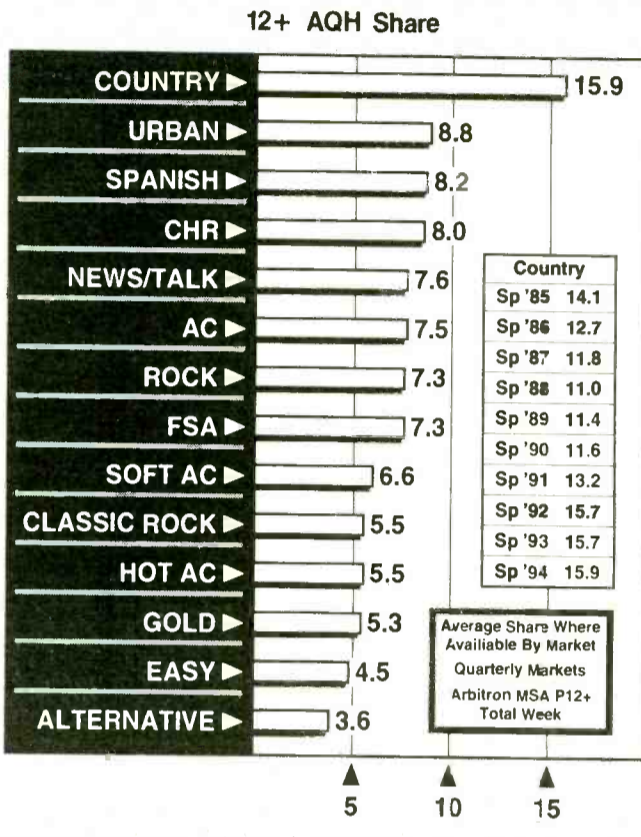
Two of 10 demo/sex cells — men 25-34 and men 55-64 — showed TSL increases for Spring '94. Katz Sr. VP/Director/Research Gerry Boehme feels the dwindling levels are a result of Country's expanding listener base, not departing partisans.

He notes, "The declines may actually be influenced by new cume listeners who use new Country stations as alternatives to established Country leaders and AC-based formats. The average market format share trend has flattened out a bit, indicating that the additional stations are now slicing up established audiences rather than adding additional listening."

Country Still King

The Katz Radio Group has again crowned Country the nation's format king. Based on Arbitron data gathered from 3353 radio stations in 263 markets, Katz produces information for 35 format classifications. Here are the average market format shares.

Average market share indicates the average share of total Country listening in all Arbitron-surveyed markets where Country is available.



FM Audience Composition

Sweep	12-17	18-24	25-34	35-44	45-54	55-64	65+
Sp '86	2.9	11.6	22.0	22.7	18.6	12.0	10.2
Sp '87	2.6	12.4	21.3	22.1	19.1	12.0	10.5
Sp '88	2.6	11.1	20.9	21.8	19.9	13.1	10.7
Sp '89	2.3	10.4	21.4	20.7	20.8	13.7	10.7
Sp '90	2.0	9.1	22.6	19.9	20.5	14.0	11.9
Sp '91	2.7	10.9	21.6	20.2	20.0	13.1	11.4
Sp '92	4.7	12.3	22.7	19.8	18.0	11.8	10.8
Sp '93	4.9	12.4	22.6	21.0	16.9	11.3	11.0
Sp '94	6.2	13.7	23.5	20.1	16.1	10.6	9.5

Audience composition figures show the percentage (on a national average) of a Country station's listenership that falls within particular cells.

For The Record

A recent Country column (R&R 9/2) referred to **KBEQ-AM & FM/Kansas City** as ranking second in its market 18-34. In fact, it is No. 1 in that demo.

Also, another column covering the Country battle in Myrtle Beach, SC (R&R 9/9) inadvertently omitted the fact that **WYAK-FM** simulcasts with **WVCO-FM** 100% of the time under an LMA. WVCO adds 1.0 to the combo 12+, no 18-34 shares, and 1.8 points 25-54. Combined, WYAK & WVCO post a market-leading 25-54 share that is 1.1 shares ahead of second-place **WGTR**.

Weekly Time Spent Listening

Sweep	25-34		25-34		35-44		45-54		55-64	
	Men	Women	Men	Women	Men	Women	Men	Women	Men	Women
Sp '86	11:13	10:35	10:57	10:06	11:10	10:53	11:13	10:35	11:23	10:59
Sp '87	10:58	11:04	10:50	9:57	10:36	10:44	10:56	11:37	9:53	9:54
Sp '88	11:05	10:59	9:53	9:32	11:03	11:07	11:28	11:42	10:25	11:08
Sp '89	11:45	11:06	10:39	9:58	11:36	10:54	12:13	12:04	11:17	10:57
Sp '90	11:06	10:52	10:31	9:41	10:32	11:00	11:30	11:34	10:00	10:42
Sp '91	11:12	10:37	10:14	9:50	11:29	9:59	11:26	11:19	11:18	10:20
Sp '92	11:17	10:20	10:39	9:59	10:42	9:51	11:07	10:53	10:24	9:49
Sp '93	10:52	10:09	10:11	9:43	10:39	9:55	10:45	10:39	9:35	9:52
Sp '94	10:16	9:23	10:17	9:10	10:01	9:12	9:46	9:34	9:56	8:53

Weekly TSL figures show, in hours and minutes, the amount of time (on a national average) a person spends with an individual Country station.



SMOKIN' SIBLINGS — WKHX/Atlanta PD Neil McGinley (c) hangs with John & Audrey Wiggins during a recent "Hot Stuff Barbecue" sponsored by Mercury/Nashville.

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NASHVILLE THIS WEEK

Fourth Quarter Full Of New Faces

The year's end will bring music from at least five new artists to the country airwaves. Here's a rundown of what's on tap through December.

Columbia/Nashville introduces the music of **Wade Hayes** next month. Hayes, who hails from Bethel Acres, OK, grew up surrounded by the sounds of **Willie Nelson**, **Gary Stewart**, and **Waylon Jennings**. Following in his father's footsteps, Hayes took to music early, playing mandolin at 9 and guitar at

14. After a brief stint in a bluegrass band and several years in college, he made the move to Nashville in 1992 and began writing with writers like **Chick Rains**, who co-penned Hayes's first single, "Old Enough To Know Better."

Polydor/Nashville debuts new music from **Clinton Gregory** dur-

ing the last quarter of '94. Gregory enjoyed success on indie label **SOR** with songs like "If It Weren't For Country Music (I'd Go Crazy)," "Who Needs It," and "Play, Ruby, Play." The Virginia native spent years honing his fiddle playing at bluegrass festivals and later opening for **Suzy Bogguss**, the **McCarters**, and others. His debut Polydor single, "The Gulf And The Shell," ships to radio October 31.

The latest sounds flowing out of **River North/Nashville** are from new artist **Steve Kolander**. As a child, native Texan Kolander wasn't allowed to listen to rock 'n' roll, so he was exposed to a lot of country from an early age. After college graduation he headed to L.A. and fell into the roots-rock community, but eventually moved to Music City. Kolander's debut single, "Listen To Your Woman," shipped this week.

WB/Nashville debuts the music of **Russ Taff** during the fourth quarter. Taff enjoyed a great deal of success in the Christian field before making the transition to country. The son of a fundamentalist preacher, he began singing gospel and found success in his 20s as part of the **Imperials**. His later solo career yielded five Grammy awards and 2 million album sales. The first single from his new LP, "Winds Of Change," is due out this fall.

Patriot Records' newest artist, **Noah Gordon**, will make his first appearance this November. The 23-year-old Illinois native joined his family's bluegrass band at the age of four. He played festivals and gigs with them for years before deciding to move to Nashville in 1991. When a friend introduced him to **Liberty Records** head **Jimmy Bowen**, it led to a deal with sister label **Patriot**. Gordon's first single, "The Blue Pages," will cross programmers' desks November 15.

— Lorie Hollabaugh



GOLDEN MOMENT — The Mavericks gathered with a few hundred of their closest friends at a Nashville eatery recently to celebrate the gold certification of their second LP, "What A Crying Shame." On the wall are dozens of gold albums, one for each MCA/Nashville staff member, personally signed by the members of the band. Pictured at the event are (l-r) label Chairman Bruce Hinton, Mavericks Nick Kane, Robert Reynolds, Paul Deakin, and Raul Malo, manager Frank Callari, and MCA/Nashville President Tony Brown.

Bryan White

NEW ARTIST FACT FILE

Label: Asylum

Single/Album: "Eugene You Genius"/"Bryan White"

Influences: Steve Wariner, Ronnie Milsap, Restless Heart, Tim Mensy, Kenny Loggins

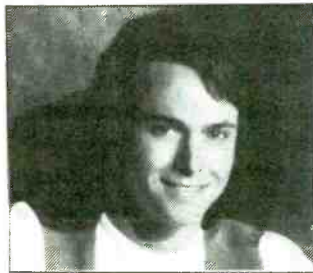
Early Days

Bryan White grew up surrounded by music. He played in his parents' band, but was so shy about singing at first that his mother literally had to push a mike in front of his face to get him to do it. "I'd sing under my breath or in my room at home growing up," he explains, "but I didn't do it publicly until I was at least 13 or 14. I don't know why I held it in for so long."

He did take to the drums, however, playing them from the time he was four. White honed his musical skills in his father's club/restaurant one summer, and by the end of his senior year of high school he was ready to make the move to follow his dream. "We came to visit Nashville on my 18th birthday, and that's when I got the fever big-time. I decided within a week to move here, and we loaded up all my stuff and drove out. At the time, I really didn't even think about what I was doing at all."

Nashville Connection

A friend of White's father put him in touch with **Billy Joe Walker Jr.**, who was looking for an act to produce, and Walker soon had



Bryan White

White's tape in hand. After they agreed to work together, Walker took White's tape to **Asylum** head **Kyle Lehning**, who later signed him to the label. When a friend of a friend, songwriter **Reese Wilson**, passed the tape to **Glen Campbell Music**, White got a publishing deal. He soon met his manager, **Marty Gambin**, and all the pieces were finally in place.

Songs

White has been writing songs since high school, but says he really focused on it after moving to Music City. "I think I'm stronger melodically than I am lyrically," he explains. He also spent some time doing demos in Nashville studios.

COUNTRY FLASHBACK

1 YEAR AGO

- No. 1: "One More Last Chance" — Vince Gill

5 YEARS AGO

- No. 1: "High Cotton" — Alabama

10 YEARS AGO

- No. 1: "I Don't Know A Thing About Love" — Conway Twitty

15 YEARS AGO

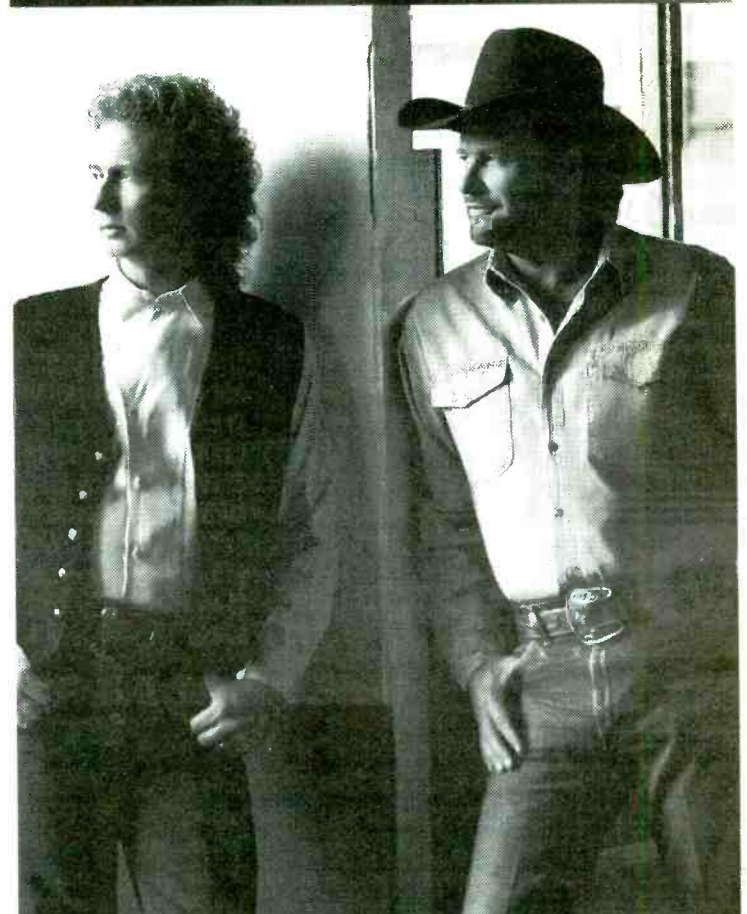
- No. 1: "It Must Be Love" — Don Williams

20 YEARS AGO

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OPENINGS

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OPPORTUNITIES

OPENINGS

ROCK & ROLL OLDIES PDS SOUGHT

Major quality broadcast group on nationwide hunt for 3 visionary Program Directors who are hungry to lead Rock & Roll Oldies stations. Must have Oldies and/or Classic Hits programming experience. Send letter with your philosophy of Seventies Oldies programming along with your resume and references to: Radio & Records, 1930 Century Park West, #357, Los Angeles, CA 90067. EOE

EAST

WZEA Seacoast 102 seeks parttime AT. T&R: WZEA, Josh Judge, 400 Lafayette Rd., Hampton, NH 03842. EOE (9/30)

Great anchor for AM/FM giants. Five years' major/medium market T&R: WEL, Nancy Grover, Box 85, New Haven, CT 06501. EOE (9/30)

News director sought for news/talk & AOR combo. T&R: WALL/WKDJ, John Morgan, One Broadcast Plaza, Middletown, NY 10940-4984. EOE (9/30)

Seeking morning news/co-host for up-beat AC personality show. T&R: WJYY, Harry Kozlowski, Box 1923 Concord, NH 03302. EOE (9/30)

Seeking morning news talent. Females and minorities encouraged to apply T&R: WFPG, Dick Fennessy, 2707 Atlantic Ave., Atlantic City, NJ 08401. EOE (9/30)

Seeking news director. Company car, nice benefits T&R: WLKE, Mark Osborne, Box 9494, Ellsworth, ME 04605. EOE (9/30)

NW New Jersey Full service AC seeks afternoon drive AT. T&R: WRNJ, Chuck Reiger, Box 1000, Hackettstown, NJ 07840. EOE (9/30)

MORNINGS ON CAPE COD

Heritage AOR WPXC seeks adult communicator for morning drive position. Possible APD. Send T&R to Phil Manicki, PD, 154 Barnstable Rd., Hyannis, MA 02601. EOE



PROMOTION DIRECTOR

Boston rocker needs an accomplished promotion director. 2 years' experience in broadcast marketing required. Send written job philosophy, resume & samples to: Ron Valeri, P.D., 200 Friberg Parkway, Suite 4000, Westboro, MA 01581. EOE

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Morning talent needed! WFOG/WJQI is seeking a warm and friendly air talent to execute a music intensive soft AC morning show. We are looking for a well disciplined team player. Good personal appearances a must. Minimum of three years' commercial on-air experience required! Reply in confidence to:

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PRODUCTION DIRECTOR

Mystic, CT Oldies station needs creative, hard-working production pro. Option to also produce mornings. Flexibility and computer skills required. T&R to Kevin O'Connor, Ops. Mgr., WVVE-FM, P.O. Box 97, Mystic, CT 06355. EOE

OPENINGS

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MORNINGS

Oldies, Cool 95.3 is actively searching for a strong talent to be part of our morning team. AM Drive experience is necessary. If you can relate to adults, are committed to prep, winning at any price, and work well with others, send T/R immediately to Scott Mason, WCQL, 1555 Islington St., Portsmouth, NH 03801. Knight Quality Stations is an EOE.

DJ105/103 Good Time Oldies & Jammin' WJJS/JX are in search of top notch full & part-time air personalities & News anchors. Experience, desire & a great attitude a must! T&R to: Russ Brown, Virginia Network Inc., Box 105, Roanoke, VA 24022. EOE M/F



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Saga Communications promotes from within creating excellent opportunity in Springfield, MA at WAQY. We need an experienced program director for this top-rated heritage classic rock station. Saga is a great company...this is a great radio station...so we need a great PD to join us. T&R immediately to: Warren Lada, General Manager, Rock 102, 45 Fisher Ave., East Longmeadow, MA 01028. EOE

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SOUTH

WAKT/WRBA is seeking full/parttime AT. T&R: WAKT/WRBA, Steve King, 2316-A West 23rd St., Panama City, FL 32405. EOE (9/30)

Evening AT for Country station. Remotes & production a must. T&R: WKMO, OM, Box L, Elizabethtown, KY 42702. EOE (9/30)

Future openings. Three years' minimum experience. Possess production and phone skills. T&R: WOMI, Chuck Urban, Box 1330, Owensboro, KY 42302. EOE (9/30)

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COUNTRY PD

KYKR is seeking experienced program director. Duties include the development and implementation of programming strategies, supervision of staff, and a possible air shift. Resume to Jim Ray, KYKR, P.O. Box 5488, Beaumont, TX 77726. No calls. EOE

OPENINGS



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CHR or Country experience and digital multi-track production skills are helpful. We don't care what market size you're in now, if you're good, rush your T&R today to:

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Program Director
KDIL - The ARMADILLO
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Suite 500
San Antonio, TX 78229

Please, no calls. EOE

KISX/Tyler (#144 close to Dallas) seeks morning show host. Can you do a show and not a shift? If so, send T&R's to Michael Storm at 3810 Brookside Dr., Tyler, TX. 75701 TEAM PLAYERS ONLY! EOE

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Tape & Resume to WUSA, Bobby Rich, 504 REO Street, Tampa, Florida 33609. Equal Opportunity Employer.

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KJ 97

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OPENINGS

94.5 THE EDGE

KDGE-DALLAS is looking for a great morning show host (New Rock Format). Call 214-580-9400 or write 1320 Greenway Drive, Suite 700, Irving, Texas 75038 for an Employment Application. EOE

GENERAL SALES MANAGER WANTED

Growing broadcast group needs a general sales manager for new opportunities in the Jacksonville-Wilmington, NC markets. If you are a proven winner hungry for greater opportunities and rewards, send a resume to WWQQ, 721 Market St., Wilmington, NC 28401. EOE

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Now accepting applications for experienced (minimum 3 years) morning personality/news position. For consideration please submit resume and audition tape to: P.O. Box 52343, Tulsa, OK 74152. EOE

SUBSTANCE IN THE MORNING

AOR in booming BDS mkt. Talk-oriented in-your-face morning person. Resume/Tape/Photo to: Radio & Records, 1930 Century Park West, #356, Los Angeles, CA 90067. EOE

STAR 95.5 WOVV needs production pro with winning attitude. You must be creative, organized, and able to handle pressure with poise and patience. CHR and eight track experience are musts; a short airshift is included. Rush your best stuff now to: Neil Sullivan, WOVV, 901 Northpoint Parkway, Suite 201, West Palm Beach, FL 33407. EOE

MIDWEST

Top-rated Country has openings for AT's that are high energy, funny, and have great production skills. CALL: KFXI, Ken Austin, (405) 658-9292. EOE (9/30)

Seeking AM drive co-host/news. Show prep/team player. T&R: KELO-AM, Warren West, 500 S. Phillips, Sioux Falls, SD 57102. EOE (9/30)

Country station has openings for AT's that are high energy, funny, and have great production skills. CALL: KFXI, PD (405) 658-9292. EOE (9/30)

Top rated CHR has IMMEDIATE opening for afternoon slammer with flame-throwing production. Send your best stuff NOW to: Radio & Records, 1930 Century Park West, #352, Los Angeles, CA 90067. EOE



WEBN, one of the nation's premier Heritage rockers, is looking for the nation's premier production pros. Commercial concepts with off-center attitude and clean fingernails preferred. Roland DM-80 DAW experience a big plus. Tapes and resumes to Joel Moss, Creative Services Director, WEBN/WPPT, 1111 St. Gregory, Cincinnati, Ohio 45202. WEBN is an EEOC.

OPENINGS
**SCONNIX BROADCASTING
COUNTRY
PROGRAM DIRECTOR**

Sconnix Broadcasting is currently accepting applications for an opening at our Country outlets in Kansas City, KFKF and KKCI. We're looking for a candidate with a track record of outstanding programming success. You must be bright, articulate, organized, and have a way of effectively motivating a talented group of professionals. While experience in programming Country music is helpful, it is not essential. Air work is a plus. Please send all pertinent materials to Dan Wastler, VP/GM, 4717 Grand Ave., Suite 600, Kansas City, MO 64112. EOE

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OPENINGS/MIDWEST

Mornings, Medium Market Classic Rock! Fun, interactive morning personality who can win in the morning. Tape, resume and salary requirements to: Radio & Records, 1930 Century Park West, #350, Los Angeles, CA 90067. EOE

We are SW Michigan's News/Talk leader and we are looking for a seasoned N/T operations manager with expertise in:

- Full service radio programming,
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- Imaging and staging the best N/T radio station in Michigan!

If these qualities are you, rush a T&R to: Chuck Dees, c/o WKZO, 590 West Maple St., Kalamazoo, MI 49008. No calls. EOE M/F

Midwest Hot Country FM looking for morning show host!! Can you communicate, localize, entertain and push the envelope? We'll give you the tools to help us turn this market over! This is a great opportunity to join a solid broadcasting group. Tape and resume to: Radio & Records, 1930 Century Park West, #353, Los Angeles, CA 90067. EOE

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The Oklahoma City Traffic Network delivers airborne and ground-based traffic information to the market's best stations and we need anchors to become stars on the top-rated morning and afternoon shows. Great job security. Traffic experience a plus. Broadcast experience a must. Send tape, resume & picture to: Traffic Network, 5891 Berkshire Court, Dublin, OH 43017. Females encouraged to apply. EOE

OPENINGS
MORNINGS

When they go to work...will they talk about you? Successful medium market Oldies station seeks morning entertainer or team. You'll have what you need to win big. Radio & Records, 1930 Century Park West, #355, Los Angeles, CA 90067. EOE

A.C.C. consultants looking for all shifts - Hot AC. If you know how to entertain and have fun on radio in medium market, send Tape & Resume to:
P.O. Box 796275
Dallas, TX 75379-6275
M-F EOE

WEST
**SPORTS-TALK
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Denver's first 24-hour all-sports radio station will hit the air soon. If you have the background experience and leadership skills necessary to help launch and direct this brand new radio station, send resume and other pertinent information to: Bob Call, General Manager, KYGO/KWMX, 1095 S. Monaco Pkwy., Denver, CO 80224. No phone calls please! A Jefferson-Pilot Communications Co. Station, M/F, EOE

We are looking for a Country programmer/air personality. Must have strong leadership and people skills and lots of passion. Must be able and willing to work with one of America's top consultants. A great company in the beautiful Pacific Northwest. Send T&R to: Ric McClary, OPS. MGR., KICKS 93 (KXXS), P.O. Box 1280, Yakima, WA 98907. EOE

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Work hard and play hard in Denver. Big Dog 92.5 is looking for a special 7-Midnight talent. If you can have fun with our listeners, have a passion for the music and relate to today's Country audience, rush your tape and resume to Bob Young, Big Dog 92.5, The Famed Thorton Space Needle, 9351 Grant, #550, Thorton, Colorado 80229. No phone calls please. Big Dog 92.5 KZDG is an equal opportunity employer.

**MORNINGS!
HELP US WIN WITH HOT
AC**

The New Star 95.5 is building Portland's future top morning show. Regardless of where you are or when you're on, if you have what it takes to win in one of America's best quality of life markets, rush your package to us. Morning host and news/sidekick needed. Females strongly encouraged to apply for both positions! Join our secure family and grow with us. No ZOO, No BLUE. T&R with photo to: Chuck Tyler, KXL-FM, 1415 SE Ankeny, Portland, OR 97214. EOE

POSITIONS SOUGHT
POSITIONS SOUGHT
Attention PDs, OMs, NDs, GMs

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SUSAN: (314) 966-2912.

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Source: Spring '94 Arbitron, 12+, Mon-Sun, 6am-12Mid.

KORG-AM Radio in Orange County is seeking an OPERATIONS MANAGER.

- * Must have good understanding of radio station technical operations, operators license preferred.
- * Develop and maintain relationships with brokered radio programmers of diverse ethnic and cultural backgrounds.
- * Supervise full and parttime board operators.
- * Responsible for preparation of daily program logs (Marketron experience preferred), collections and production schedules.
- * Previous experience in brokered radio operations preferred.
- * Women and minorities strongly encouraged to apply.

Please send resume to: KORG-AM Radio, Attn: Dept. G, 1190 E. Ball Road, Anaheim, CA 92805. No phone calls, please EOE

Power 92 is looking for an aggressive and organized promotions director to take over the streets of Phoenix! Must be creative and self motivated. Submit resume to: The Broadcast Group, 631 N. 1st Ave., Phoenix, AZ 85003. EOE

**PROMOTION
DIRECTOR**

For Los Angeles area radio station. Responsibilities include event management, remote broadcasts, promotions, contests, and staff supervision. Spanish a plus. Resume to P.O. Box 4492, N. Hollywood, CA 91607 EOE

POSITIONS SOUGHT
**SUCCESSFUL TALK,
NEWS, FULL SERVICE
PROGRAM DIRECTOR**

Major market pro available to join your team

- ✓ Guided Several Major Market Successes
- ✓ All Stations Increased Ratings And Revenue
- ✓ Architect Of America's Hottest And Most Talked About Talk Station
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**R&R Opportunities
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Radio & Records provides free (20 words or 3 lines) listings to radio stations and record companies ON A SPACE AVAILABLE BASIS in Opportunities. Free listings of the same length are also available to individuals seeking work in the industry under Positions Sought.

Deadline

To appear in the following week's issue, your ad must be received by **Thursday noon (PDT)** eight days prior to issue date. Free Opportunities listings should be typewritten or printed on 8 1/2" x 11" company/station letterhead and are accepted only by mail or fax: 310•203•8727. Address all 20-word ads to R&R Free Opportunities, 1930 Century Park West Los Angeles, CA 90067.

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1x 2x
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Rates are per week (maximum 35 words per inch including heading). Includes generic border. If logo, custom border or larger heading are required, add 1/2 inch (\$50 for 1x, \$38 for 2x).

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The R&R address and your box number adds 12 words to your ad. Regular Opportunities rates apply to Blind Box ads, but a \$50 service charge is added for shipping & handling.

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Individuals seeking employment may run ads in the Positions Sought section at the special rate of \$50/inch.

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Opportunities Advertising orders must be typewritten on company/station letterhead and accompanied by advance payment. Ads must be submitted by mail, except for credit card orders, which are also accepted by fax: 310•203•8727. Visa, MC, AmE accepted. Include card number, name as it appears on credit card, expiration date and phone number. Blind box responses are sent to advertisers every Friday by first-class mail.

Deadline

To appear in the following week's issue, your ad must be received by **Thursday noon (PDT)** eight days prior to issue date. Address all ads to: R&R Opportunities, 1930 Century Park West, Los Angeles, CA 90067. Fax: 310•203•8727.



1994 American Music Award Nominee

Lauren Christy

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COLOR OF THE
NIGHT

AC CHART: **8**

AIRPLAY ON 85 AC REPORTERS!

One of the highest charting debut artists of 1993 at A/C radio.

THE DIFFERENCE IN A WORLD OF IMITATION.

Written by Jud J. Friedman • Lauren Christy • Dominic Frontiere

Produced by Jud J. Friedman

Executive Music Producers: Barry Levine • Eric Harryman



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SWING OUT SISTER
THE LIVING RETURN

“la la (means i love you)”

NEW & ACTIVE
AIRPLAY ON 27 AC REPORTERS!

Including:

KQXT	WMMX	WWWM	WTFM	WFMK...
WTPI	KMGL	WLQR	WDEF	and many
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management by one love management

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AC ADDS

Stations listed alphabetically by market

<p>WKLI/Albany, NY PD: Laura Dane MD: Chris Holmberg</p> <p>19 MADONNA 19 SHERYL CROW 5 SEAL 5 EDIE BRICKELL</p>	<p>WMJQ/Buffalo, NY PD: Rob Lucas MD: Roger Christian</p> <p>28 KATHY TROCCOLI 14 JOSHUA KADISON</p> <p>WHBC-FM/Canton, OH PD: Gary Rivers MD: Brice Lewis</p> <p>10 GLORIA ESTEFAN 10 FOUR SEASONS 10 JOE COCKER</p> <p>WMT-FM/Cedar Rapids, IA PD/MD: Randy Lee</p> <p>10 KENNY ROGERS 10 DAVE KOZ 8 MADONNA 7 TONI BRAXTON 7 JOSHUA KADISON 7 KATHY TROCCOLI</p> <p>WVAF/Charleston, WV PD: Rick Johnson MD: Kevin Kasey</p> <p>5 KATHY TROCCOLI</p> <p>WDEF-FM/Chattanooga, TN PD/MD: Danny Howard</p> <p>12 DAVE KOZ 12 KATHY TROCCOLI 5 SWING OUT SISTER 5 GLORIA ESTEFAN 5 JACKSON BROWNE</p> <p>WLMX/Chattanooga, TN OMMD: Bob Forster</p> <p>10 GLORIA ESTEFAN</p> <p>WWNK/Cincinnati, OH PD: Dave Mason MD: Bobbi Maxwell</p> <p>No Adds</p> <p>WLTF/Cleveland, OH PD: Dave Popovich MD: Jay Hudson</p> <p>9 BOYZ II MEN</p> <p>KKLI/Colorado Springs, CO PD: Doc Bailey MD: Sharon Green</p> <p>8 ADAMS & RUSSELL 8 SARAH MCLACHLAN</p> <p>WTCB/Columbia, SC PD/MD: Doug Spets</p> <p>8 KATHY TROCCOLI</p> <p>WGSY/Columbus, GA PD/MD: David McManus</p> <p>5 KATHY TROCCOLI 5 JOSHUA KADISON 5 SWING OUT SISTER 5 BOYZ II MEN</p>	<p>KVIL/Dallas, TX PD: Bill Curtis MD: Alex O'Neal</p> <p>9 KATHY TROCCOLI</p> <p>WDAQ/Danbury, CT PD: Bill Trotta MD: Ryan Carrington</p> <p>26 BABYFACE 14 BOYZ II MEN</p> <p>WMMX/Dayton, OH PD: Randy James MD: Dean Taylor</p> <p>15 MADONNA 5 ERIC CLAPTON 5 JOSHUA KADISON 5 MAVERICKS 5 KATHY TROCCOLI</p> <p>KOSI/Denver, CO PD/MD: Scott Taylor</p> <p>5 KATHY TROCCOLI</p> <p>WIKY-FM/Evansville, IN PD/MD: Mark Baker</p> <p>20 HUEY LEWIS</p> <p>KEZA/Fayetteville, AR PD/MD: Chip Arledge</p> <p>12 BOYZ II MEN</p> <p>WCRZ/Flint, MI PD: J. Patrick MD: George McIntyre</p> <p>7 GLORIA ESTEFAN</p> <p>WTKT/Gainesville, FL PD/MD: Briton Jon</p> <p>12 KATHY TROCCOLI 12 JOSHUA KADISON 5 ERIC CLAPTON</p> <p>WLHT/Grand Rapids, MI PD: Steve Dirksen MD: Michael Sirianni</p> <p>7 ADAMS & RUSSELL 7 BOYZ II MEN</p> <p>WMAG/Greensboro, NC PD/MD: Nick Allen</p> <p>No Adds</p>	<p>WDLX/Greenville, NC PD: Gary Jackson MD: Doug Moreland</p> <p>10 SHERYL CROW 7 TONI BRAXTON 6 KATHY TROCCOLI 5 JOSHUA KADISON 5 ERIC CLAPTON</p> <p>WRCH/Hartford, CT PD: Allan Camp MD: Joe Hann</p> <p>5 KENNY ROGERS 5 JOSHUA KADISON 5 TONI BRAXTON 5 KATHY TROCCOLI</p> <p>WZMX/Hartford, CT PD/MD: Adam Goodman</p> <p>25 CELINE DION</p> <p>KSSK-FM/Honolulu, HA PD/MD: Michael Shishido</p> <p>16 ANITA BAKER 16 TYLER COLLINS 15 4 P.M.</p> <p>WAHR/Huntsville, AL PD: John Malone MD: Bonny O'Brien</p> <p>10 CROSBY/STILLS/NASH 10 ERIC CLAPTON 10 JOSHUA KADISON 10 KATHY TROCCOLI 10 ROGER CLINTON</p> <p>WENS/Indianapolis, IN PD: Greg Dunkin MD: Bernie Eagan</p> <p>6 MADONNA</p> <p>WTPI/Indianapolis, IN PD/MD: Gary Havens</p> <p>8 3RD MATINEE 8 KATHY TROCCOLI</p> <p>WJDX/Jackson, MS PD/MD: Wayne Scott</p> <p>10 MADONNA 10 MELISSA ETHERIDGE 5 SWING OUT SISTER 5 KATHY TROCCOLI</p> <p>WTFM/Johnson City, TN PD/MD: Mark E. McKinney</p> <p>10 BOYZ II MEN 5 KATHY TROCCOLI 5 SWING OUT SISTER</p>	<p>WKYE/Johnstown, PA PD: Jack Michaels MD: Brian Wolfe</p> <p>10 MADONNA 5 JOSHUA KADISON 5 ANITA BAKER 5 SWING OUT SISTER 5 TONI BRAXTON</p> <p>WQLR/Kalamazoo, MI PD/MD: William Wertz</p> <p>15 JOSHUA KADISON 11 ERIC CLAPTON 7 JOE COCKER 5 ROGER CLINTON 5 ADAMS & RUSSELL 5 KATHY TROCCOLI</p> <p>KUDL/Kansas City, MO PD/MD: Tom Land</p> <p>16 JOSHUA KADISON 8 KATHY TROCCOLI</p> <p>KHLA/Lake Charles, LA PD: Don Rivers MD: Lee Hudson</p> <p>7 MADONNA</p> <p>WFMK/Lansing, MI PD/MD: Ray Marshall</p> <p>9 KATHY TROCCOLI 9 TONI BRAXTON</p> <p>KMZQ/Las Vegas, NV PD: Jeff Cochran MD: Scott Keith</p> <p>9 MADONNA</p> <p>KSNE/Las Vegas, NV PD: Tom Chase MD: John Berry</p> <p>5 KATHY TROCCOLI</p> <p>WALK/Long Island, NY PD: Gene Free MD: Charlie Lombardo</p> <p>10 MADONNA 7 ANITA BAKER</p> <p>KBIG/Los Angeles, CA PD: Dave Ervin MD: Dave Verdery</p> <p>24 MARIAH CAREY 24 LISA LOEB 24 MADONNA</p> <p>KOST/Los Angeles, CA PD: Jhani Kaye MD: Duncan Payton</p> <p>7 ANITA BAKER 7 MADONNA</p> <p>WPEZ/Macon, GA PD/MD: Jim Franklin</p> <p>10 BOYZ II MEN</p> <p>WMGN/Madison, WI PD: Pat O'Neill MD: Kathryn Vaughn</p> <p>15 BOYZ II MEN 15 MADONNA 6 FOUR SEASONS</p> <p>WRVR/Memphis, TN PD: Jim Kirkland MD: Kay Manley</p> <p>10 JOSHUA KADISON 5 KATHY TROCCOLI 5 SEAL</p> <p>WFLC/Miami, FL PD: Tip Landay MD: Wendy Bennett</p> <p>31 AMY GRANT</p>	<p>WLTE/Minneapolis, MN PD/MD: Gary Nolan</p> <p>5 JOHN MELLENCAMP</p> <p>KJSN/Modesto, CA PD/MD: Gary Michaels</p> <p>22 MADONNA</p> <p>WJLK-FM/Monmouth-Ocean, NJ PD: Gary Guida MD: Dan Turi</p> <p>21 KATHY TROCCOLI 7 SARAH MCLACHLAN 7 JOSHUA KADISON</p> <p>WOBM-FM/Monmouth-Ocean, NJ PD: Kevin Buckelew MD: Jeff Rafter</p> <p>14 JOSHUA KADISON 14 MADONNA 14 KATHY TROCCOLI</p> <p>KWAV/Monterey, CA PD/MD: Bernie Moody</p> <p>16 EDIE BRICKELL 16 MADONNA 7 ARNOLD MCCULLER 7 TYLER COLLINS</p> <p>WMXS/Montgomery, AL PD: Larry Stevens MD: Karen Rite</p> <p>33 BABYFACE 33 JOE COCKER</p> <p>WLTS/New Orleans, LA PD: Steve Suter MD: Jim Hanzo</p> <p>11 JOSHUA KADISON 10 KATHY TROCCOLI 5 JOE COCKER</p> <p>WMXV/New York, NY PD: Bob Dunphy MD: Mary Franco</p> <p>29 HUEY LEWIS 29 BOYZ II MEN 27 ROLLING STONES</p> <p>WWDE/Norfolk, VA PD/MD: Don London</p> <p>24 WET WET WET 5 GLORIA ESTEFAN</p> <p>KMGL/Oklahoma City, OK PD: Steve O'Brien MD: Kathi Yeager</p> <p>5 KATHY TROCCOLI</p> <p>WMGF/Orlando, FL PD: John Frost MD: Joe Casey</p> <p>No Adds</p> <p>WBEB/Philadelphia, PA PD: Mark Hamlin MD: Erik West</p> <p>7 SARAH MCLACHLAN 7 MADONNA 7 KATHY TROCCOLI</p> <p>KESZ/Phoenix, AZ PD/MD: Mike Del Rosso</p> <p>11 MADONNA 11 KATHY TROCCOLI</p> <p>WPTY/Pittsburgh, PA PD: Bruce Gilbert MD: Scott Alexander</p> <p>No Adds</p>	<p>KKCW/Portland, OR PD/MD: Bill Minckler</p> <p>13 JOSHUA KADISON 10 KATHY TROCCOLI</p> <p>WWLI/Providence, RI PD/MD: Bill George</p> <p>17 KATHY TROCCOLI</p> <p>KRNO/Reno, NV PD/MD: Laurie Adamson</p> <p>7 KATHY TROCCOLI</p> <p>WMXB/Richmond, VA PD: Steve Davis MD: Kat Simons</p> <p>10 JOE COCKER 10 MADONNA</p> <p>WSLQ/Roanoke, VA PD: Don Morrison MD: Dick Daniels</p> <p>10 HUEY LEWIS 10 BOYZ II MEN</p> <p>KEZK/St. Louis, MO GMPD: Bob Burch</p> <p>14 BABYFACE</p> <p>KSFI/Salt Lake City, UT PD: Scott MacNeil MD: Lyle Morris</p> <p>10 KATHY TROCCOLI</p> <p>KQXT/San Antonio, TX PD: Mike Scott MD: Bill Norris</p> <p>7 KATHY TROCCOLI 7 JOSHUA KADISON</p> <p>KMGQ/Santa Barbara, CA PD/MD: Nancy Newcomer</p> <p>7 ERIC CLAPTON</p> <p>KLSY/Seattle, WA PD: Bobby Irwin MD: Bob Brooks</p> <p>6 BABYFACE 6 BOBBY CALDWELL</p> <p>KELO-FM/Sioux Falls, SD PD: Reid Holson MD: Kathy James</p> <p>16 HILL & FRANKS 16 BOYZ II MEN 16 SARAH MCLACHLAN</p> <p>KISC/Spokane, WA PD/MD: Rob Harder</p> <p>7 KATHY TROCCOLI 7 GLORIA ESTEFAN</p> <p>WHYN-FM/Springfield, MA PD/MD: Bill Hess</p> <p>14 ADAMS & RUSSELL 14 MADONNA 7 JOSHUA KADISON</p> <p>WYYY/Syracuse, NY PD: Alan Furst MD: Steve Marcus</p> <p>7 KATHY TROCCOLI 7 GLORIA ESTEFAN</p>	<p>WUSA/Tampa, FL MD: Johnny Williams</p> <p>No Adds</p> <p>WLQR/Toledo, OH PD: Steve Kendall MD: Geri Cooper</p> <p>10 JOSHUA KADISON 5 TONI BRAXTON 5 MADONNA 5 KATHY TROCCOLI 5 KENNY ROGERS 5 ERIC CLAPTON</p> <p>WWWM-FM/Toledo, OH PD/MD: Ron Finn</p> <p>5 KATHY TROCCOLI 5 JOSHUA KADISON</p> <p>KKLD/Tucson, AZ PD: Bobby Rich OM: Allan Hammerel</p> <p>9 KATHY TROCCOLI</p> <p>KTYL/Tyler, TX PD: Dave Moreland MD: Janie Baker</p> <p>8 JOSHUA KADISON 8 MADONNA 8 KATHY TROCCOLI</p> <p>WLZW/Utica, NY PD: Randy Jay MD: Jeanne Ashley</p> <p>7 TONI BRAXTON 7 KATHY TROCCOLI</p> <p>WGAY/Washington, DC PD/MD: Bob Moke</p> <p>18 BOYZ II MEN 12 TYLER COLLINS</p> <p>WRMF/West Palm Beach, FL PD: Russ Morley MD: Simone Collins</p> <p>8 JOSHUA KADISON 7 FOUR SEASONS</p> <p>WKWK/Wheeling, WV PD/MD: Doug Daniels</p> <p>30 BABYFACE 12 JOE COCKER 12 SHERYL CROW 12 KATHY TROCCOLI</p> <p>WMGS/Wilkes Barre, PA PD: Mike Edwards MD: Stan Phillips</p> <p>27 LISA LOEB 17 SHERYL CROW</p> <p>WJBR-FM/Wilmington, DE PD: Michael Waite MD: Dave Banks</p> <p>18 BABYFACE</p> <p>WARM-FM/York, PA PD/MD: Kelly West</p> <p>16 SHERYL CROW 6 JOE COCKER</p> <p>WKBN-FM/Youngstown, OH PD/MD: Dan Rivers</p> <p>No Adds</p>
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COYOTE RECORDS

Is Proud To Announce Their Debut Release

Arnold McCuller



ALREADY ON:

WRCH KWAV WKWK WLQR
WRMF WTPI 3WM WDLX

FIRST SINGLE
"Change All Of That"

CONTACT CALLAHAN & ASSOCIATES Boulder 800-797-7666 Los Angeles 800-656-8031

99 Total Reporters
99 Current Reporters
96 Current Playlists

Reported Frozen Playlist (2):
WMJJ/Birmingham, AL
WSNY/Columbus, OH

Did Not Report, Playlist Frozen (1):
WRRM/Cincinnati, OH

AC SONGS

ADAMS & RUSSELL
"We Will Find A Way"
RCA
LP Title: Corrina, Corrina ST
4 ADDS (Add Factor: 1)

ERIC CLAPTON
"Motherless Child"
Reprise
LP Title: From The Cradle
8 ADDS (Add Factor: 3)

FOUR SEASONS
"December 1963"
Curb
LP Title:
3 ADDS (Add Factor: 1)

MADONNA
"Secret"
Maverick/Sire/WB
LP Title: Bedtime Stories
22 ADDS (Add Factor: 11)

CHART STATS: 3W 2W LW TW 29 25 26
TOTAL POINTS: 1604 1710 2258 2535
TOTAL PLAYS: 378 396 519 586

CHART STATS: 3W 2W LW TW 18 13 10 5
TOTAL POINTS: 4333 5464 6639 7888
TOTAL PLAYS: 872 1052 1279 1557

CHART STATS: 3W 2W LW TW 28 26 24 22
TOTAL POINTS: 2406 2781 2962 3007
TOTAL PLAYS: 522 608 634 653

CHART STATS: 3W 2W LW TW 21 18 15 13
TOTAL POINTS: 3841 4403 5192 6032
TOTAL PLAYS: 821 943 1109 1283

CHART STATS: 3W 2W LW TW 21 18 15 13
TOTAL POINTS: 3841 4403 5192 6032
TOTAL PLAYS: 821 943 1109 1283

CHART STATS: 3W 2W LW TW 28 27 27
TOTAL POINTS: 1632 1789 2233 2505
TOTAL PLAYS: 344 387 486 542

CHART STATS: 3W 2W LW TW 25 24 23 23
TOTAL POINTS: 3234 3023 3075 2977
TOTAL PLAYS: 693 672 639 614

CHART STATS: 3W 2W LW TW 25 24 23 23
TOTAL POINTS: 3234 3023 3075 2977
TOTAL PLAYS: 693 672 639 614

CHART STATS: 3W 2W LW TW 30 25 19 12
TOTAL POINTS: 1635 2911 4034 6189
TOTAL PLAYS: 363 588 849 1179

CHART STATS: 3W 2W LW TW 30 26 24
TOTAL POINTS: 930 1412 2252 2789
TOTAL PLAYS: 144 253 431 554

CHART STATS: 3W 2W LW TW 25 24 23 23
TOTAL POINTS: 3234 3023 3075 2977
TOTAL PLAYS: 693 672 639 614

CHART STATS: 3W 2W LW TW 29 29
TOTAL POINTS: 1179 1396 1771 1801
TOTAL PLAYS: 212 247 331 336

CHART STATS: 3W 2W LW TW 19 17 16 16
TOTAL POINTS: 4062 4556 5100 4393
TOTAL PLAYS: 860 987 1084 1015

CHART STATS: 3W 2W LW TW 17 20 20 18
TOTAL POINTS: 4346 3837 4022 4105
TOTAL PLAYS: 788 675 702 718

CHART STATS: 3W 2W LW TW 14 14 13 9
TOTAL POINTS: 5094 5423 6135 6881
TOTAL PLAYS: 1097 1216 1360 1471

CHART STATS: 3W 2W LW TW 14 14 13 9
TOTAL POINTS: 5094 5423 6135 6881
TOTAL PLAYS: 1097 1216 1360 1471

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TOTAL POINTS: 5094 5423 6135 6881
TOTAL PLAYS: 1097 1216 1360 1471

R&R HOT AC/ADULT CHR TOP 30

SEPTEMBER 30, 1994

2W	LW	TW	ARTIST TITLE (LABEL)	TOTAL STATIONS/ADDS	PLAY RANK	TOTAL PLAYS	+/- OVER LAST WEEK	TOTAL POINTS	+/- OVER LAST WEEK
1	1	1	JOHN MELLENCAMP Wild Night (Mercury)	45/0	1	1570	+ 5	8725	+ 102
15	8	2	SHERYL CROW All I Wanna Do (A&M)	42/2	3	1254	+ 179	6946	+ 1037
4	2	3	MELISSA ETHERIDGE Come To My Window... (Island)	39/1	4	1226	- 32	6906	- 188
9	5	4	ELTON JOHN Circle Of Life (Hollywood)	44/1	2	1261	+ 83	6894	+ 290
2	3	5	ELTON JOHN Can You Feel... (Hollywood)	40/0	5	1218	- 51	6821	- 150
3	4	6	JON SECADA If You Go (SBK/EMI)	41/0	6	1213	+ 3	6809	+ 78
8	7	7	HUEY LEWIS But It's Alright (Elektra)	41/2	8	1183	+ 43	6329	+ 321
5	6	8	AMY GRANT Lucky One (A&M)	42/0	7	1200	- 50	5820	- 273
6	9	9	LISA LOEB Stay (I Missed You) (RCA)	38/1	9	1073	- 49	5517	- 235
7	11	10	JOSHUA KADISON Beautiful In My Eyes (SBK/EMI)	27/0	12	818	+ 11	5075	- 10
11	10	11	WET WET WET Love Is All Around (London/Island)	28/0	11	859	- 75	4732	- 588
14	14	12	VANDROSS & CAREY Endless Love (Columbia)	36/0	10	875	+ 28	4364	- 46
12	12	13	ACE OF BASE Don't Turn Around (Arista)	26/0	13	787	- 78	4289	- 460
13	15	14	TONI BRAXTON You Mean The... (LaFace/Arista)	26/0	16	730	- 26	4124	- 147
10	13	15	RICHARD MARX The Way She Loves Me (Capitol)	33/0	15	742	- 177	3665	- 964
18	18	16	MARIAH CAREY Anytime You Need... (Columbia)	25/0	17	617	- 46	3316	- 5
23	19	17	BOYZ II MEN I'll Make Love To You (Motown)	27/2	14	762	+ 123	3286	+ 621
17	17	18	SEAL Prayer For The Dying (ZTT/Sire/WB)	25/0	18	543	- 36	3220	- 307
16	16	19	MADONNA I'll Remember (Maverick/Sire/WB)	21/0	19	507	- 113	3078	- 845
DEBUT		20	MADONNA Secret (Maverick/Sire/WB)	28/28	20	488	+ 488	3040	+ 3040
-	23	21	GLORIA ESTEFAN Turn The Beat... (C. Moon/Epic ST)	22/5	23	437	+ 101	2664	+ 815
29	25	22	BABYFACE When Can I See You (Epic)	23/4	21	481	+ 103	2509	+ 751
22	20	23	GIN BLOSSOMS Until I Fall Away (A&M)	21/0	22	458	+ 42	2508	+ 136
26	21	24	MELISSA ETHERIDGE I'm The Only One (Island)	18/3	25	412	+ 62	2361	+ 347
28	26	25	FOUR SEASONS December 1963 (Curb)	14/1	28	353	+ 83	2245	+ 549
27	22	26	HARRY CONNICK JR. (I Could Only)... (Columbia)	23/3	26	408	+ 47	2097	+ 195
DEBUT		27	ROLLING STONES Out Of Tears (Virgin)	15/4	37	234	+ 79	1395	+ 481
30	28	28	PRETENDERS I'll Stand By You (Sire/WB)	13/0	33	265	+ 3	1381	- 46
-	29	29	ANITA BAKER Body & Soul (Elektra)	18/1	32	267	+ 17	1252	+ 72
-	30	30	JON SECADA Whipped (SBK/EMI)	12/0	39	220	+ 15	996	+ 29

This chart reflects airplay from September 26 - October 2. 45 total reporters.

NEW & ACTIVE

BON JOVI "Always" (Mercury) •

Total Stations: 9, Adds: 3 (AF: 3), Points: 870, Plays: 172, WCSO 7, WKEE 22 (13), WMTX 16 (5), WMXQ 28 (14), KHM 30, WKDD 24, WKT 20 (20), KISN 17 (10), KTH 8 (5).

JOE COCKER "The Simple Things" (550 Music/Epic) •

Total Stations: 6, Adds: 2 (AF: 4), Points: 567, Plays: 91, WRQX 28, KYIS 20 (20), WTMX 7, WKQI 7 (7), WQLH 5 (9), KOSO 24 (20).

JOSHUA KADISON "Picture Postcards..." (SBK/EMI) •

Total Stations: 8, Adds: 6 (AF: 6), Points: 454, Plays: 117, WQMZ 21, WML 5, WKDD 12, WKQI 7, WNSN 15 (15), KMAJ 21, KOSO 7, KEZR 29 (18).

KATHY TROCCOLI "If I'm Not In Love" (RCA) •

Total Stations: 9, Adds: 8 (AF: 9), Points: 442, Plays: 98, WBMX 5, WMTX 5, WML 5 (5), KYIS 10, WKDD 25, WKQI 5, KMAJ 21, KISN 17, KTH 5.

JANET JACKSON "Any Time, Any Place" (Virgin)

Total Stations: 6, Adds: 0 (AF: 0), Points: 418, Plays: 122, WBT- 28 (43), WQMZ 25 (25), WML 5 (5), WQLH 18 (18), KTH 36 (45), KXYQ 10 (14).

ROBERT PALMER "Know By Now" (EMI)

Total Stations: 5, Adds: 0 (AF: 0), Points: 338, Plays: 81, WCSO 7 (7), WKEE 20 (19), WTMX 7 (7), KVUU 30 (30), KISN 17 (15).

JACKSON BROWNE "Sky Blue And Black" (Elektra) •

Total Stations: 4, Adds: 2 (AF: 3), Points: 254, Plays: 35, WBMX 5 (5), WMTX 5, KDMX 12, KHM 13 (13).

• Refer to song information on Page 56

Songs ranked by total points. Station call letters followed by number of plays this week (last week's - if any - in parentheses).

BREAKERS

MADONNA

"Secret" (Maverick/Sire/WB)
62% of our reporters on it (28 stations)
28 Adds (AF: 35) • Debuts at number 20

BABYFACE

"When Can I See You" (Epic)
51% of our reporters on it (23 stations)
4 Adds (AF: 6) • Moves 25 - 22

HARRY CONNICK JR.

"(I Could Only) Whisper Your Name" (Columbia)
51% of our reporters on it (23 stations)
3 Adds (AF: 2) • Moves 22 - 26

MOST ADDED

Artist	Title	Adds	Add Factor
MADONNA	"Secret"	28	35
KATHY TROCCOLI	"If"	8	9
JOSHUA KADISON	"Picture"	6	6
GLORIA ESTEFAN	"Turn"	5	7
BABYFACE	"When"	4	6
ROLLING STONES	"Tears"	4	5
MELISSA ETHERIDGE	"Only"	3	4
BON JOVI	"Always"	3	3
HARRY CONNICK JR.	"Whisper"	3	2
JOE COCKER	"Simple"	2	4

MOST INCREASED PLAYS

MADONNA	"Secret"	+488
SHERYL CROW	"Wanna"	+179
BOYZ II MEN	"Make"	+123
BON JOVI	"Always"	+105
BABYFACE	"When"	+103
GLORIA ESTEFAN	"Turn"	+101
KATHY TROCCOLI	"If"	+93
JOSHUA KADISON	"Picture"	+84
FOUR SEASONS	"December"	+83
ELTON JOHN	"Circle"	+83

MOST INCREASED POINTS

MADONNA	"Secret"	+3040
SHERYL CROW	"Wanna"	+1037
GLORIA ESTEFAN	"Turn"	+815
BABYFACE	"When"	+751
BOYZ II MEN	"Make"	+621
BON JOVI	"Always"	+550
FOUR SEASONS	"December"	+549
ROLLING STONES	"Tears"	+481
KATHY TROCCOLI	"If"	+423
MELISSA ETHERIDGE	"Only"	+347

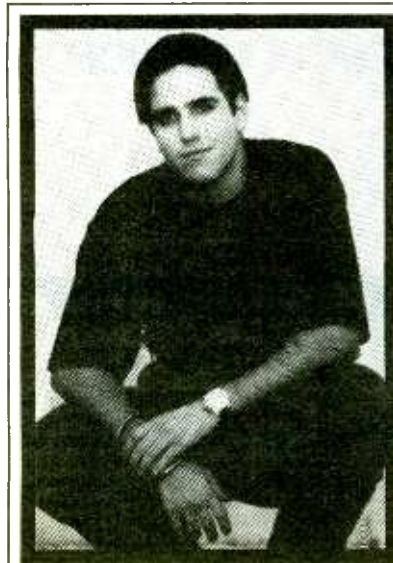
TOP RECURRENTS

Ranked By Total Plays

Artist Title (Label)

1. ACE OF BASE The Sign (Arista)
2. ALL FOR ONE I Swear (Blitz/AG)
3. LITTLE TEXAS What Might Have Been (WB)
4. PHIL COLLINS Everyday (Atlantic/AG)
5. BONNIE RAITT You (Capitol)
6. STEVE PERRY You Better Wait (Columbia)
7. BONNIE RAITT Love Sneakin' Up... (Capitol)
8. COUNTING CROWS Mr. Jones (DGC)
9. RICHARD MARX Now And Forever (Capitol)
10. GIN BLOSSOMS Found Out About You (A&M)

Breakers: Song has achieved airplay at 50% of our reporters for the first time. AF: Add Factor - total weights of stations adding a song. Points compressed to 1-50 scale for easier referencing. Total Points: The sum of each station's total plays of a song multiplied by the station's individual weight. Most Increased Points lists the songs with the greatest week-to-week increases in total points. Play Rank: Ranks all charted songs by total plays. Most Increased Play lists the songs with the greatest week-to-week increases in total plays.



Alida Ron West

"We've Got That Kind Of Love"

WMMX
KAAK
WQTU
CKEY
KFRO
KWXX
KLSS
WLQR
WRCO
WCTW
WSMU
KTWN
WEIM
WOHS

Listen for it on "As The World Turns"

WMVA
WLHM
KWAT
WCRE
WLHM
WNYR
KSHR
WEBS
KQDJ
KJNO
KSCQ
WLET
WHIZ
KLOZ
KXBN
WRJC
WXVL
WKXD
WPXZ
KTLS
KTHO
KAYL
KOJM
WNUY

KATD
KVYN
WZDQ
KBMG
KOKO
WSTU
WQXQ
KCHA
KISQ
KEZT
KKOR
WNUY
WAWV
WMQC
KJLS
KOLS
KCRE
WEVA
WQLJ
WEAI



HOT AC/ADULT CHR ADDS

Stations listed alphabetically by market

<p>WKDD/Akron, OH PD/MD: Chuck Collins 25 KATHY TROCCOLI 24 BON JOVI 12 ROLLING STONES 12 JOSHUA KADISON 7 R.E.M.</p> <p>WMXQ/Birmingham, AL PD: Mark St. John MD: John Newsom 28 LISA LOEB 28 MADONNA 28 SARAH MCLACHLAN</p> <p>WBMX/Boston, MA PD: Greg Strassell MD: Amy Doyle 17 MADONNA 10 MELISSA ETHERIDGE 5 SWING OUT SISTER 5 KATHY TROCCOLI</p> <p>WEZF/Burlington, VT PD/MD: Dave Simmons 6 SHERYL CROW 5 SARAH MCLACHLAN</p> <p>WSSX/Charleston, SC PD/MD: Rich Bailey 12 HARRY CONNICK JR.</p> <p>WBT-FM/Charlotte, NC PD: Tom Jackson MD: John McFadden 20 MADONNA 20 BABYFACE</p> <p>WQMZ/Charlottesville, VA PD: Dann Miller MD: Dave Reynolds 21 JOSHUA KADISON 18 SASS JORDAN 17 CRYSTAL WATERS</p>	<p>WTMX/Chicago, IL PD: Barry James MD: Mark M. West 25 MADONNA 25 BABYFACE 7 ROLLING STONES 7 JOE COCKER</p> <p>WQAL/Cleveland, OH PD: Steve La Beau MD: Mary Ellen Kachinske 22 BOYZ II MEN</p> <p>KVUU/Colorado Springs, CO PD/MD: Bobby Christian 30 MADONNA</p> <p>KDMX/Dallas, TX PD: Rob Roberts MD: Kim Ashley 16 MADONNA 12 JACKSON BROWNE 10 MELISSA ETHERIDGE</p> <p>KWMX/Denver, CO PD: John Peake MD: Paul Donovan 29 HUEY LEWIS 14 SHERYL CROW 5 MADONNA</p> <p>KSTZ/Des Moines, IA PD/MD: Kipper McGee 15 ELTON JOHN</p> <p>WKQI/Detroit, MI PD/MD: Steve Weed 14 MADONNA 7 MELISSA ETHERIDGE 7 JOSHUA KADISON 5 KATHY TROCCOLI</p> <p>KATF/Dubuque, IA PD: Tommy Allen MD: Jackie Livingston No Adds</p>	<p>WQSM/Fayetteville, NC PD: Kent Layton MD: Dave Stone 10 GLORIA ESTEFAN</p> <p>KTHT/Fresno, CA PD: Jon Zellner MD: Mike Alexander 12 MADONNA 7 ERIC CLAPTON 5 MAZZY STAR 5 KATHY TROCCOLI</p> <p>WQLH/Green Bay, WI PD: Michael T MD: Kenny D 23 MADONNA 11 ROLLING STONES</p> <p>WKZL/Greensboro, NC PD: Jeff McHugh MD: Doug McKnight No Adds</p> <p>KHMX/Houston, TX PD: Pat Paxton MD: Rich Anhorn 30 MADONNA 30 BON JOVI 13 ROLLING STONES</p> <p>WKEE-FM/Huntington, WV PD: Dan Persigehl MD: Gary Miller 14 MADONNA 13 SARAH MCLACHLAN</p> <p>WMXL/Lexington, KY PD: Dale O'Brian MD: Mike Graves 10 MADONNA 5 JOSHUA KADISON</p> <p>WBLI/Long Island, NY PD: Stef Rybak MD: Bill Terry 13 MADONNA</p>	<p>KYSR/Los Angeles, CA PD: Phil Gonzalez MD: Jyll Stone 15 BABYFACE</p> <p>WMC-FM/Memphis, TN PD: Steve Conley MD: Henry Nelson 26 MADONNA 25 FOUR SEASONS</p> <p>WKTJ/Milwaukee, WI PD: Danny Clayton MD: John Harrison 20 BABYFACE 20 MADONNA</p> <p>KOSO/Modesto, CA PD: Max Miller MD: Donna Miller 7 JOSHUA KADISON</p> <p>WPLJ/New York, NY VP/Prog: Tom Cuddy PD: Scott Shannon MD: Mike Preston 22 MADONNA 15 GLORIA ESTEFAN</p> <p>KYIS/Oklahoma City, OK PD/MD: Brenda Bennett 20 MADONNA 10 KATHY TROCCOLI 10 GRANT & GILL</p> <p>WYXR/Philadelphia, PA PD: Chuck Knight MD: Ann Gress 7 MADONNA</p> <p>WCSO/Portland, ME PD/MD: T.J. Holland 7 MADONNA 7 BON JOVI</p>	<p>KXYQ/Portland, OR PD/MD: Alan Lawson 19 MADONNA</p> <p>KGBY/Sacramento, CA PD: Robert John MD: Vince Garcia 22 MADONNA 21 GLORIA ESTEFAN</p> <p>WIOG/Saginaw, MI PD/MD: Jerry Noble 15 MADONNA 15 MELISSA ETHERIDGE 5 COLLECTIVE SOUL 5 REAL MCCOY</p> <p>KYKY/St. Louis, MO PD: Smokey Rivers MD: Greg Hewitt 20 MADONNA 20 HUEY LEWIS 20 GLORIA ESTEFAN</p> <p>KISN-FM/Salt Lake City, UT PD: Dain Craig MD: Jim Morales 17 HARRY CONNICK JR. 17 KATHY TROCCOLI</p> <p>KIOI/San Francisco, CA MD: Angela Perelli 20 MADONNA</p>	<p>KEZR/San Jose, CA PD/MD: Jan Jeffries 14 ANITA BAKER 14 MADONNA</p> <p>WNSN/South Bend, IN PD/MD: Rob Poulin 15 HARRY CONNICK JR.</p> <p>WMTX/Tampa, FL PD: Mason Dixon MD: Rico Blanco 18 BOYZ II MEN 5 MADONNA 5 JACKSON BROWNE 5 KATHY TROCCOLI 5 ERIC CLAPTON</p> <p>KMAJ/Topeka, KS PD: John Lee Hooker MD: Rose Rues 21 JOSHUA KADISON 21 KATHY TROCCOLI 14 GLORIA ESTEFAN</p> <p>WRQX/Washington, D.C. PD: Lorrin Palagi MD: Linda Silver 30 GIN BLOSSOMS 28 JOE COCKER 15 DENNIS DEYOUNG 14 MADONNA</p>
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45 Total Reporters
45 Current Reporters
42 Current Playlists

Reported Frozen Playlist (1):
WYSR/Hartford, CT

Did Not Report, Playlist Frozen (2):
WLRW/Champaign, IL
KPLZ/Seattle, WA

KIDD KRADDICK, SCOTT SHANNON, JEFF 'N JER, THE MANCOW, STEVE MCCOY



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NAC TOP 30

SEPTEMBER 30, 1994

2 W	LW	TW	ARTIST/TITLE (LABEL)	TOTAL STATIONS/ADDS	HEAVY	MEDIUM	LIGHT
2	2	1	PETER WHITE Reflections (<i>Sin-Drome/CGR</i>)	39/0	39	0	0
1	1	2	EARL KLUGH Move (<i>WB</i>)	38/0	36	2	0
11	4	3	RUSS FREEMAN & RIPPINGTONS Sahara (<i>GRP</i>)	39/0	33	6	0
4	3	4	EVERETTE HARP Common Ground (<i>Blue Note</i>)	38/0	33	4	1
17	8	5	ANITA BAKER Rhythm Of Love (<i>Elektra</i>)	39/1	32	4	3
13	10	6	ART PORTER Under Cover (<i>Verve Forecast</i>)	39/0	28	11	0
3	5	7	RICK BRAUN Night Walk (<i>Bluemoon</i>)	38/0	26	11	1
12	11	8	COLOUR CLUB Colour Club (<i>JVC</i>)	35/0	27	4	4
8	7	9	EVERYTHING BUT THE GIRL Amplified Heart (<i>Atlantic/AG</i>)	33/0	28	4	1
6	6	10	KEIKO MATSUI Doll (<i>White Cat</i>)	35/2	26	4	5
16	16	11	GEORGE HOWARD A Home Far Away (<i>GRP</i>)	35/0	21	12	2
23	17	12	JONATHAN BUTLER Head To Head (<i>Mercury</i>)	36/1	17	17	2
9	13	13	BOBBY LYLE Rhythm Stories (<i>Atlantic/AG</i>)	36/0	19	16	1
7	12	14	PATTI AUSTIN That Secret Place (<i>GRP/MCA</i>)	33/0	19	10	4
28	25	15	SPECIAL EFX Catwalk (<i>JVC</i>)	39/4	15	16	8
14	14	16	ZACHARY BREAUX Laid Back (<i>NYC</i>)	35/0	18	14	3
5	9	17	BONEY JAMES Backbone (<i>WB</i>)	31/0	17	10	4
35	21	18	JOE SAMPLE Did You Feel That? (<i>WB</i>)	35/2	17	11	7
10	15	19	3RD FORCE 3rd Force (<i>Higher Octave</i>)	32/0	17	12	3
29	23	20	SWING OUT SISTER The Living Return (<i>Mercury</i>)	34/1	11	20	3
19	19	21	HENRY JOHNSON Missing You (<i>Heads Up</i>)	32/0	16	14	2
33	28	22	MICHAEL WHITE So Far Away (<i>Noteworthy</i>)	34/3	9	18	7
18	18	23	NORMAN BROWN After The Storm (<i>MojAZZ</i>)	28/0	11	9	8
20	20	24	JULIA FORDHAM Falling Forward (<i>Virgin</i>)	25/0	13	10	2
27	27	25	GENE DUNLAP BAND Groove With You (<i>Avenue</i>)	34/2	8	14	12
21	24	26	ALPHONSE MOUZON On Top Of The World (<i>Tenacious</i>)	24/0	9	12	3
15	22	27	KILAEUA Midnight On The Boulevard (<i>BrainChild</i>)	24/0	8	10	6
DEBUT		28	JIM CHAPPELL & HEARSAY Manila Nights (<i>Real Music</i>)	24/1	8	9	7
22	29	29	JOE McBRIDE A Gift For Tomorrow (<i>Heads Up</i>)	19/0	8	6	5
DEBUT		30	CRAIG CHAQUICO Acoustic Planet (<i>Higher Octave</i>)	27/6	5	10	12

This chart reflects airplay from September 19-25. 39 total reporters.

BREAKERS®

CRAIG CHAQUICO

"Acoustic Planet" (Higher Octave)
69% of our reporters on it (27 stations)
Debuts #30 on chart

KIM PENSYL

"When You Were Mine" (Shanachie)
67% of our reporters on it (26 stations)

MOST ADDED®

Artist	Title	Adds
KIM PENSYL	"When"	12
GERALD VEASLEY	"Signs"	11
LUTHER VANDROSS	"Songs"	8
FORMAN/LOEB...	"Metro"	7
CRAIG CHAQUICO	"Acoustic"	6
BRYAN FERRY	"Mamouna"	6
BRUCE BecaVAR	"Time"	5
SPECIAL EFX	"Catwalk"	4

MOST INCREASED PLAYS

SPECIAL EFX	"Catwalk"
ANITA BAKER	"Rhythm"
JONATHAN BUTLER	"Head"
MICHAEL WHITE	"Far"
CRAIG CHAQUICO	"Acoustic"
ART PORTER	"Under"
JOE SAMPLE	"Feel"
SWING OUT SISTER	"Living"

Breakers: Album has achieved airplay at 60% of our reporters for the first time. **New & Active:** Albums ranked by numbers of stations.

NEW & ACTIVE

BOB MAMET "Signs Of Life" (Atlantic/AG) 22/2
Rotations: Heavy 4/0, Medium 11/1, Light 7/1, Total Adds 2, KKSF, KEZL. Heavy: WOTB, KYOT, KIFM, WGMC. Mediums include: WQCD, WJZF, WNUA, KCFE, KJZZ, KSSJ, WHRL.

TIM WEISBERG "Naked Eyes" (Fahrenheit) 22/1
Rotations: Heavy 5/0, Medium 9/0, Light 8/1, Total Adds 1, WFAE. Heavy: WOTB, KACD, KSSJ, KIFM, WHRL. Mediums include: KJZZ, WGMC, KYFX, WLOQ, KKJY, KEZL.

MATT BIANCO "Another Time Another Place" (JVC) 22/0
Rotations: Heavy 4/0, Medium 12/0, Light 6/0, Total Adds 0. Heavy: KHIH, KACD, WHRL, WJZE. Mediums include: WOTB, WJZF, WNWV, KCFE, KYOT, KQBR, KSSJ, KIFM.

DON GRUSIN "Banana Fish" (GRP) 22/0
Rotations: Heavy 3/0, Medium 12/0, Light 7/0, Total Adds 0. Heavy: WGUF, WEZV, WONB. Mediums include: WOTB, KACD, KJZZ, KYOT, KSSJ, KIFM, WHRL, KTNT.

ARNOLD McCULLER "Exception To The Rule" (Coyote) 21/2
Rotations: Heavy 1/0, Medium 9/0, Light 10/1, Total Adds 2, WFAE, WLVE. Heavy: KSSJ. Mediums include: WOTB, KCFE, KYOT, KIFM, WHRL, WGMC, WLOQ.

AL DiMEOLA "Orange And Blue" (Mesa/Bluemoon) 21/1
Rotations: Heavy 2/0, Medium 9/0, Light 10/1, Total Adds 1, WNND. Heavy: WOTB, KCLC. Mediums include: WQCD, KJZZ, WHRL, WGMC, WJZE, KKJY, WEZV.

LEO GANDELMAN "Made In Rio" (Verve Forecast) 21/1
Rotations: Heavy 3/0, Medium 13/1, Light 5/0, Total Adds 1, KNJZ. Heavy: KJZZ, WHRL, WGMC. Mediums include: WJZZ, WOTB, KOAI, WJZZ, KSSJ, KIFM, WLOQ, WJZE.

STEVAN PASERO "Songs For The Wild" (Sugo) 20/0
Rotations: Heavy 4/0, Medium 9/0, Light 7/0, Total Adds 0. Heavy: WOTB, KKJY, WGUF, KQBR. Mediums include: WNWV, KCFE, KJZZ, KYOT, KKSJ, KEZL.

FORREST GUMP "Original Soundtrack" (Epic) 19/0
Rotations: Heavy 1/0, Medium 12/0, Light 6/0, Total Adds 0. Heavy: WEZV. Mediums include: WFAE, WNUA, WNWV, KHIH, KKJZ, KSSJ, KBZN, KIFM, WLOQ.

KIM WATERS "It's Time For Love" (Warlock) 18/1
Rotations: Heavy 1/0, Medium 13/0, Light 4/1, Total Adds 1, KACD. Heavy: KCFE. Mediums include: WNWV, KJZZ, KSSJ, KIFM, KBLX, WHRL, WGMC, WLOQ.

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NAJEE

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EMI Records



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**FLY
WITH
US**

OCTOBER 13!

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JVC

NAC ADDS

Stations listed alphabetically by market

<p>WHRL/Albany, NY PD: Guy Rochelle Gerald Levert Midnight Skye Gerald Veasley Celestial Winds Bryan Ferry Bruce Becvar</p>	<p>WEZV/Lafayette, LA PD: Bob Miller Kim Pensyl Pat Kelly</p>	<p>KYOT/Phoenix, AZ PD: Nick Francis Forman/Loeb/Jackson/ Haffner Robert Palmer Bryan Ferry Gene Dunlap Band Barbara Christy</p>	<p>KNJZ/St. Louis, MO PD: Ted Habeck Luther Vandross Keiko Matsui Leo Gandelman</p>
<p>KKJY/Albuquerque, NM PD: Les Reed Anton Mizerak Bruce Becvar J.J. Cale</p>	<p>WONB/Lima, OH PD: Richard Gainey Pete Bardens Bryan Ferry Gerald Veasley</p>	<p>KKJZ/Portland, OR PD: Chris Miller MD: Shaun Yu No Adds</p>	<p>KBZN/Salt Lake City, UT PD: Dale Nelson Craig Chaquico Jim Chappell & Hearsay Keiko Matsui</p>
<p>KNIK/Anchorage, AK PD: Dean Williams Gene Dunlap Band Michael White Forman/Loeb/Jackson/ Haffner Bobby Womack Gerald Veasley Bryan Ferry</p>	<p>KYFX/Little Rock, AK PD: Vernon Wells No Adds</p>	<p>WOTB/Providence, RI PD: Bill Gray Gerald Veasley Forman/Loeb/Jackson/ Haffner Heavy Metal Horns Erotiques Luther Vandross Alan Roubik</p>	<p>KIFM/San Diego, CA PD: Bob O'Connor MD: Kelly Cole Chet McCracken Pat Kelly</p>
<p>WJZF/Atlanta, GA MD: Mark Edwards Kim Pensyl Luther Vandross Najee</p>	<p>KACD/Los Angeles, CA PD: Monica Logan Luther Vandross Kim Waters</p>	<p>WNND/Raleigh, NC PD: Shirley Maldonado Kim Pensyl Al Dimeola</p>	<p>KBLX/San Francisco, CA PD: Kevin Brown MD: Ron Cadet No Adds</p>
<p>WFAE/Charlotte, NC PD: Paul Stribling Tim Weisberg Kim Pensyl Arnold McCuller Glory of Gershwin</p>	<p>WLVE/Miami, FL MD: Geoff Fischer Arnold McCuller</p>	<p>WGMC/Rochester, NY PD: Eric Gruner John Nilsen Joshua Redman Special EFX Gerald Veasley Mark Whitfield</p>	<p>KKSF/San Francisco, CA MD: Dore Steinberg Craig Chaquico Lara & Reyes Jonathan Butler Bob Marnet Bruce Becvar Shahin & Sepehr Special EFX Anita Baker Jeff Berman Marina Lima John Gladwell In Search Of Angels</p>
<p>WNUA/Chicago, IL MD: Mike Fischer Michael White Kim Pensyl</p>	<p>KCFE/Minneapolis, MN PD: Rob Moore Taos Robert Palmer Special EFX Joe Cocker Hubert Laws Nnenna Freelon Buckshot Lefonque</p>	<p>KQBR/Sacramento, CA PD: Lawrence Tanter Luther Vandross Gerald Veasley</p>	<p>KEZX/Seattle, WA MD: Michael Eads Kim Pensyl</p>
<p>WNWV/Cleveland, OH PD: Steve Hibbard Chet McCracken Bruce Becvar</p>	<p>KSBR/Mission Viejo, CA PD: Terry Wedel Forman/Loeb/Jackson/ Haffner Michael White Gerald Veasley Kim Pensyl</p>	<p>KSSJ/Sacramento, CA PD: Tony Shondel Gerald Veasley Nita Whitaker Kim Pensyl</p>	<p>WJZE/Toledo, OH PD: Steve Athanas Forman/Loeb/Jackson/ Haffner Benny Green Eric Clapton</p>
<p>KOAI/Dallas, TX PD: Tom Miller MD: Bret Michael No Adds</p>	<p>WGUF/Naples, FL PD: Mike Bode Ken Navarro Kim Pensyl Gerald Veasley</p>	<p>KCLC/St. Charles, MO PD: Rich Reigert MD: Kammie Collins Craig Chaquico Happy Rhodes Pat Kelly Robert Palmer</p>	<p>40 Total NAC Reporters 39 Current NAC Reporters 36 Current NAC Playlists</p>
<p>KHIH/Denver, CO PD: Jamie Kartak Joe Sample Craig Chaquico Kim Pensyl</p>	<p>WQCD/New York, NY APD/MD: Steve Williams No Adds</p>	<p>Reported Frozen Playlist (2): KYFX/Little Rock KKJZ/Portland</p>	<p>Did Not Report, Playlist Frozen (1): KBLX/San Francisco</p>
<p>WJZZ/Detroit, MI MD: Rosetta Hines Swing Out Sister Special EFX Bobbi Humphrey Bobby Womack</p>	<p>KTNT/Oklahoma City, OK MD: Stephanie Stewart Luther Vandross Joe Sample</p>	<p>Playlist Frozen Two Consecutive Weeks, Data Not Used (1): KTWV/Los Angeles</p>	
<p>KEZL/Fresno, CA PD: J. Weidenheimer Bryan Ferry Kim Pensyl Craig Chaquico Gerald Veasley Bob Marnet Midnight Skye Forman/Loeb/Jackson/ Haffner</p>	<p>WLOQ/Orlando, FL PD: Steve Huntington MD: Bob Church Luther Vandross Bryan Ferry Shawn Colvin Rohn Lawrence</p>		
	<p>WJZZ/Philadelphia, PA PD: Bernie Kimble Luther Vandross Bruce Becvar</p>		
	<p>KJZZ/Phoenix, AZ PD: Bill Shedd Kim Pensyl Craig Chaquico Kal David Gerald Veasley Forman/Loeb/Jackson/ Haffner</p>		

CRAIG CHAQUICO
"Acoustic Planet"

BREAKER 30 Most Increased Play +9



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PROGRESSIVE TOP 30

SEPTEMBER 30, 1994

ZW	LW	TW	ARTIST/TITLE (LABEL)	TOTAL STATIONS/ADDS	HEAVY	MEDIUM	LIGHT
1	1	1	NEIL YOUNG & CRAZY HORSE Sleeps With... (Reprise)	30/0	26	4	0
3	2	2	ERIC CLAPTON From The Cradle (Reprise)	30/0	27	2	1
4	3	3	SHAWN COLVIN Cover Girl (Columbia)	30/0	25	4	1
2	4	4	ROLLING STONES Voodoo Lounge (Virgin)	29/0	21	8	0
8	7	5	LYLE LOVETT I Love Everybody (MCA)	30/3	20	9	1
5	5	6	EDIE BRICKELL Picture Perfect Morning (Geffen)*	30/0	17	13	0
12	11	7	R.E.M. Monster (WB)	25/1	18	7	0
9	8	8	FREEDY JOHNSTON This Perfect World (Elektra)	26/0	16	9	1
29	10	9	BRYAN FERRY Mamouna (Virgin)	28/0	10	15	3
7	6	10	SEAL Seal (ZTT/Sire/WB)	24/0	14	9	1
18	12	11	PETER GABRIEL Secret World Live (Geffen)	25/0	12	10	3
6	9	12	TOAD THE WET SPROCKET Dulcinea (Columbia)	21/0	15	6	0
17	14	13	PAULA COLE Harbinger (Imago)	25/0	8	14	3
DEBUT		14	BIG HEAD TODD & THE MONSTERS Strategem (Giant)	22/4	10	11	1
11	13	15	CROSBY, STILLS & NASH After The Storm (Atlantic/AG)	24/0	13	8	3
21	16	16	WIDESPREAD PANIC Ain't Life Grand (Capricorn)	24/0	9	12	3
25	20	17	WALTER BECKER II Tracks Of Whack (Giant)	23/3	8	11	4
15	15	18	JULES SHEAR Healing Bones (Polydor/Island)	24/0	5	14	5
19	21	19	VARIOUS ARTISTS DGC Rarities Vol. I (DGC)	18/2	10	8	0
-	30	20	BLUES TRAVELER Four (A&M)	24/5	4	15	5
DEBUT		21	VARIOUS ARTISTS Beat The Retreat (Capitol)	20/5	8	8	4
24	25	22	HOOTIE & THE BLOWFISH Cracked Rear View (Atlantic/AG)	21/1	8	9	4
16	19	23	JEFFREY GAINES Somewhat Slightly Dazed (Chrysalis/EMI)	22/1	8	11	3
13	22	24	PRETENDERS Last Of The Independents (Sire/WB)	16/0	10	6	0
-	29	25	BARENAKED LADIES Maybe You Should Drive (Sire/Reprise)	21/2	6	10	5
-	27	26	NANCI GRIFFITH Flyer (Elektra)	19/1	8	6	5
10	18	27	INDIGO GIRLS Swamp Ophelia (Epic)	15/0	6	9	0
20	24	28	JOHN MELLENCAMP Dance Naked (Mercury)	16/0	8	5	3
23	23	29	SHERYL CROW Tuesday Night Music Club (A&M)	11/0	8	3	0
DEBUT		30	SAMPLES Autopilot (W.A.R.?)	15/1	7	5	3

*Keeps bullet owing to continued growth

BREAKERS®

SANTANA BROTHERS
Santana Brothers (Island)
63% of our reporters on it.
Heavy 1, Medium, 11, Light 7

VARIOUS ARTISTS
Beat The Retreat (Capitol)
60% of our reporters on it.
Debuts #21 on chart

MOST ADDED®

Artist	Title	Adds
DAVE MATTHEWS BAND	"Under"	7
ROBERT PALMER	"Honey"	7
BLUES TRAVELER	"Four"	5
VARIOUS ARTISTS	"Beat"	5
BIG HEAD TODD & THE...	"Strategem"	4
AIMEE MANN	"Just" (Track)	4
WALTER BECKER	"I I"	3
TINSLEY ELLIS	"Storm"	3
LYLE LOVETT	"Love"	3
ROBBIE ROBERTSON	"Native"	3
TIMBUK 3	"Looks"	3
SANTANA BROTHERS	"Santana"	3

MOST INCREASED PLAY

R.E.M.	"Monster"
BRYAN FERRY	"Mamouna"
SHAWN COLVIN	"Cover"
LYLE LOVETT	"Love"
WIDESPREAD PANIC	"Ain't"
PETER GABRIEL	"Secret"
HOOTIE & THE BLOWFISH	"Cracked"
RUSTED ROOT	"Woke"
THEY MIGHT BE GIANTS	"John"

Breakers: Album has achieved airplay at 60% of our reporters for the first time.
New & Active: Albums ranked by number of stations.

This chart reflects airplay from September 26 - October 2. 30 total reporters.

NEW & ACTIVE

SANTANA BROTHERS "Santana Brothers" (Island) 19/3
Rotations: Heavy 1/0, Medium 11/3, Light 7/0, Total Adds 3, KFOG, KFMG, KTHX. Heavy: KBCO. Medium including KINK, KMTT, WXLE, WCLZ, KOTR. Light including WTTS, KTCZ, WRLT, WMMM, KIOT.

DAVE MATTHEWS BAND "Under The Table And Dreaming" (RCA) 15/7
Rotations: Heavy 4/0, Medium 6/3, Light 5/4, Total Adds 7 including KMTT, WXLE, WMAX, WNCS, WMVY. Heavy: KBCO, WVGO, WRNX, KIOT. Medium including WCLZ, WRLT, KFMG. Light including WBOS.

SARAH McLACHLAN "Fumbling Towards Ecstasy" (Nettwerk/Arista) 15/2
Rotations: Heavy 3/0, Medium 10/2, Light 2/0, Total Adds 2, WKOC, WCYY. Heavy: KFOG, WRNX, WMVY. Medium including WBOS, WTTS, KBCO, KINK, KMTT. Light: KTCZ, WXLE.

SUBDUDES "Annunciation" (High Street) 15/1
Rotations: Heavy 2/0, Medium 9/0, Light 4/1, Total Adds 1, KTHX. Heavy: KPPT, KPIG. Medium including WXRT, WMAX, WRLT, KEKO, KOTR. Light including KTCZ, KMTT, KRSH.

Continued on Page 60



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From the new album "MESSENGER" featuring

"VERY FIRST MOMENT"

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NEW & ACTIVE

Continued from Page 59

J.J. CALE "Closer To You"
(Virgin) 15/1

Rotations: Heavy 2/0, Medium 5/0, Light 8/1, Total Adds1, WNCS. Heavy: KTHX, KOTR. Medium: KMTT, WCLZ, KPIG, KRSH, WMVY. Light including WBOS, KTCZ, KBCO, WXLE, WRLT.

LOVE SPIT LOVE "Love Spit Love"
(Imago) 15/1

Rotations: Heavy 4/0, Medium 9/0, Light 2/1, Total Adds1, WMMM. Heavy: WKOC, WXRT, WTTS, KFMG. Medium including KBCO, KFOG, WXLE, KRSH, WNCS. Light including KIOT.

OVER THE RHINE "Eve" (IRS) 15/0

Rotations: Heavy 1/0, Medium 8/0, Light 6/0, Total Adds 0. Heavy: WCLZ. Medium including WMAX, WRNX, KFMG, KIOT, WMVY. Light including WBOS, KTCZ, WRLT, KKOS, KRSH.

RUSTED ROOT "When I Woke"
(Mercury) 15/0

Rotations: Heavy 0, Medium 10/0, Light 5/0, Total Adds 0. Medium including WTTS, KBCO, KUMT, KMTT, WMAX. Light: WBOS, WKOC, WXLE, WMMM, WNCS.

DADA "American Highway Flower"
(IRS) 14/2

Rotations: Heavy 2/0, Medium 8/1, Light 4/1, Total Adds 2, WXRT, KMTT. Heavy: WBOS, KFMG. Medium including WKOC, KTCZ, KBCO, KFOG, WXLE. Light including WRLT, KIOT, WNCS.

**JESUS & MARY CHAIN "Stoned And
Dethroned" (American) 13/1**

Rotations: Heavy 2/0, Medium 4/1, Light 7/0, Total Adds1, WCYY. Heavy: WXRT, KFMG. Medium including WKOC, KBCO, WCLZ. Light including KMTT, WXLE, WVGO, KRSH, WNCS.

**GRANT LEE BUFFALO "Mighty Joe
Moon" (Reprise) 11/1**

Rotations: Heavy 0, Medium 8/1, Light 3/0, Total Adds1, KFOG. Medium including WBOS, WKOC, WXRT, KMTT, KIOT. Light: WTTS, KBCO, WMMM.

WILLY PORTER "Dog Eared Dream"
(Don't) 10/1

Rotations: Heavy 0, Medium 5/0, Light 5/1, Total Adds1, KBCO. Medium: WBOS, WCLZ, KIOT, KRSH, WNCS. Light including WXLE, WMMM, KKOS, WMVY.

TIMBUK 3 "Looks Like Dark To Me"
(High Street) 9/3

Rotations: Heavy 0, Medium 6/2, Light 3/1, Total Adds 3, KFMG, KPIG, KTHX. Medium including WBOS, KBCO, WRLT, KOTR. Light including WTTS, KRSH.

TRAFFIC "Far From Home"
(Virgin) 9/1

Rotations: Heavy 3/0, Medium 5/1, Light 1/0, Total Adds1, KFMG. Heavy: KINK, WRNX, WMVY. Medium including KQPT, WCYY, KPIG, KTHX. Light: WXRT.

BLUE RODEO "Five Days In July"
(Discovery) 9/0

Rotations: Heavy 1/0, Medium 4/0, Light 4/0, Total Adds 0. Heavy: WRNX. Medium: KBCO, KMTT, KIOT, KOTR. Light: WBOS, WRLT, KPIG, KKOS.

**MAGIC DICK & JAY GEILS "I Got To
Find My Baby" (Track) (Rounder) 8/1**

Rotations: Heavy 0, Medium 2/0, Light 6/1, Total Adds1, WNCS. Medium: KRSH, WMVY. Light including WBOS, KBCO, KIOT, KPIG, KKOS.

ADDS

Stations listed alphabetically by market

WXLE/Albany, NY
PD/MD: Zeb Norris

 AIMEE MANN
 ROBERT PALMER
 DAVE MATTHEWS BAND

KIOT/Albuquerque, NM
PD: Mike Marrone
MD: Janet "Honey" Harris

 BEAT THE RETREAT
 ROBBIE ROBERTSON
 BIG HEAD TODD
 MOUNTAIN STAGE 7
 MARSHALL CRENSHAW

WBOS/Boston, MA
PD/MD: Jim Herron
 EDDI READER

WNCS/Burlington, VT
PD: Glenn Roberts
MD: Jody Peterson

 BIG HEAD TODD
 DAVE MATTHEWS BAND
 J.J. CALE
 Nanci Griffith
 JOHNNY CLEGG
 MAGIC DICK & JAY

WMVY/Cape Cod, MA
PD/MD: Barbara Dacey

 CRANBERRIES
 BLUES TRAVELER
 ROBBIE ROBERTSON
 DAVE MATTHEWS BAND
 TINSLEY ELLIS

WXRT/Chicago, IL
VP/Prog.: Norm Winer
MD: Patty Martin

 DADA
 LYLE LOVETT
 BEAT THE RETREAT
 VERUCA SALT
 HOOTIE & THE ...
 POPS STAPLES

KBCO/Denver, CO
PD: Judy McNutt
APD: Lois Todd
MD: Scott Arbough

 ROBERT PALMER
 LUCAS
 PAUL KELLY
 TINSLEY ELLIS
 GOLDEN PALOMINOS
 AIMEE MANN
 WILLY PORTER

KFMG/Des Moines, IA
GM/MD: Ron Sorenson
PD: Mark Vos

 ROB RULE
 STUART DAVIS
 ROBERT PALMER
 CONTINENTAL DRIFTERS
 RADIATORS
 JAI UTTAL

WTTS/Indianapolis, IN
PD: Rich Anton
MD: John McGue

BARENAKED LADIES

KXPT/Las Vegas, NV
PD: Richard Remsburg
MD: J.D. Davis

 MAZZY STAR
 R.E.M.
 DGC RARITIES VOL.1
 SASS JORDAN
 WALTER BECKER

WMMM/Madison, WI
PD: Pat Gallagher
MD: Sybil McGuire

 WALTER BECKER
 LOVE SPIT LOVE
 SORDID HUMOR
 WENDY BUCKLEW

KTCZ/Minneapolis, MN
PD: Lauren MacLeash
APD/MD: Jane Frederickson

 DAVE MATTHEWS BAND
 BIG HEAD TODD
 PAUL KELLY
 AIMEE MANN
 ROBBIE ROBERTSON

KPIG/Monterey, CA
PD/MD: Laura Ellen Hopper

 GREG KIHN
 RANDY BACHMAN
 KASTIN
 TIMBUK 3
 TROUT FISHING
 VICTORIA WILLIAMS

WRLT/Nashville, TN
GM/MD: Ned Horton
MD: Michael Parks

 MARSHALL CRENSHAW
 LONE KENT
 AIMEE MANN
 LIZ PHAIR
 SAMPLES

WKOC/Norfolk, VA
PD: Mark Bradley
MD: Dai Hunter

 SARAH McLACHLAN
 BLUES TRAVELER
 DAVE MATTHEWS BAND
 SORDID HUMOR

WCYY/Portland, ME
PD: Herb Ivy
MD: Brian Tarbox

 SARAH McLACHLAN
 ROBERT PALMER
 JESUS & MARY CHAIN

KINK/Portland, OR
PD: Carl Widing
MD: Anita Garlock

ROBERT PALMER

KTHX/Reno, NV
PD: Bruce Van Dyke
MD: Ken Allen

 BARENAKED LADIES
 BIG HEAD TODD
 BLUES TRAVELER
 ROY ROGERS
 SANTANA BROTHERS
 TIMBUK 3
 TINSLEY ELLIS
 HOODOO GURUS
 SUBDUDES

WVGO/Richmond, VA
PD: Paul Shugrue
MD: Kevin Matthews

BEAT THE RETREAT

WMAX/Rochester, NY
PD/MD: Rick MacKenzie

DAVE MATTHEWS BAND

KQPT/Sacramento, CA
PD: Don Daniels
APD/MD: Carrie Owens

 BEAT THE RETREAT
 LYLE LOVETT

KUMT/Salt Lake City, UT
PD: Tom Connelly
APD/MD: Kelly Monson

BEAT THE RETREAT

KFOG/San Francisco, CA
PD: Paul Marszalek
MD: Bill Evans

 LOVED ONES
 VICTORIA WILLIAMS
 SANTANA BROTHERS
 GRANT LEE BUFFALO

KOTR/San Luis Obispo, CA
PD: Drew Ross
MD: Matthew Lawton

none

KRSH/Santa Rosa, CA
PD/MD: Zoe Zuest

 ROBERT PALMER
 BLUES TRAVELER
 BOZ SCAGGS

KMTT/Seattle, CA
PD: Chris Mays
MD: Dean Carlson

 LONE KENT
 DADA
 DAVE MATTHEWS BAND

WRNX/Springfield, MA
PD: Jim Asker
MD: Bruce Stebbins

 ROBERT PALMER
 DGC RARITIES VOL.1
 DEADEYE DICK

KEKO/Tucson, AZ
PD: Charlie Morriss
MD: Corey Cruise

 LYLE LOVETT
 BLUES TRAVELER
 TODD SNIDER

single gun theory

"FALL"

On tour with Sarah McLachlan



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NETWORK



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IS SHINING
BRIGHTER
THAN EVER

"NIGHT IS FALLIN' IN MY HEART"

The follow-up to their #1 hit "Love A Little Stronger" from the hottest selling album of their career.

OFFICIAL AIRPLAY DATE: OCTOBER 3rd

ARISTA NASHVILLE This is why we do what we do.

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Management: International Artist Management, Nashville, TN

NEW & ACTIVE

BILLY DEAN "Men Will Be Boys" (Liberty) •

Total Stations: 61, Total Adds: 22 (AF: 4), Total Points: 3149, WAYZ 13 (13), WGTY 12 (11), WTDR 14 (14), WKML 13, WROO 15, WGTR 13 (11), WTNT 23 (23), WUSN 17, WAXX 16 (16), WYNG 21 (21), WBCT 18, WTCM 14 (14), WMSI 12 (12), WSIX 17 (15), KFKF 10, WBOB 11, KTWB 15 (15), WKX 21, KAGG 11 (10), KTEX 14 (10), KGEE 14, KLUR 14 (14), KYGO 13 (13), KWNR 20 (15), KIKF 15 (15), KALF 10, KUGN 13, KHAY 15 (15), KDRK 15 (15), KJUG 15 (15)

MARTY STUART "That's What Love's About" (MCA) •

Total Stations: 49, Total Adds: 5 (AF: 1), Total Points: 2394, WWYZ 19 (19), WFGY 20 (20), WOVK 14 (14), WGTY 11 (11), WROO 15 (6), WGTR 12, WCMS 11 (11), WTQR 10 (10), WBWN 11 (11), WFMS 18 (10), WFMB 16 (14), WVLC 10 (10), WSM-FM 20 (20), WTX 23 (15), KEAN 15 (15), KASE 5 (5), KAYD 7 (7), KAGG 5 (5), KTEX 7 (7), KGEE 7 (7), KEBC 5 (5), KCYY 15, KVOO 11 (5), KLUR 14 (14), KALF 23 (10), KUGN 13 (13), KRWW 11 (11), KNCQ 15 (15)

ORRALL & WRIGHT "If You Could Say What I'm Thinking" (Giant) •

Total Stations: 39, Total Adds: 38 (AF: 8), Total Points: 1643, WQBE 16, WRKZ 8, WXBQ 16, WKN 10, WROO 15, WBWN 11, WAXX 16, WUSY 9, WKDQ 24, KKIX 18, WOW 8, KRST 6, KGEE 7, KMLE 13, KLUR 14, KYGO 7, KBUL 10, KALF 10, KNAX 7, KHAY 10, KTOM 10, KRPM 6, KORD 16

JOHN BERRY "You And Only You" (Liberty)

Total Stations: 18, Total Adds: 18 (AF: 4), Total Points: 1323, WOVK 14, WTDR 14, WBTU 14, WBCT 25, KKIX 18, WTCR 16, WSM-FM 20, KIXQ 6, KZSN 17, KEAN 15, KRST 6, KTEX 10, KEBC 5, KYGO 7, KSON 15, KSAN 11, KMPS 16, KXDD 7

AMIE COMEAUX "Moving Out" (Polydor Nashville)

Total Stations: 33, Total Adds: 9 (AF: 2), Total Points: 1219, WCTK 10, WKN 10 (10), WROO 15, WXB 10, WBWN 11, KRRV 17 (16), WYNK 13 (10), WMSI 6 (6), KXKC 6 (6), KDDK 9 (8), KSSN 7 (7), WNOE 6, KIXQ 6, WOW 8 (8), KTTS 5 (5), KFDI 5 (5), KEAN 25 (15), KAYD 7 (7), KYKR 8 (8), KAGG 10 (5), KOUL 5 (5), KTEX 7 (7), KGEE 7 (7), KEBC 5, KVOO 5 (5), KLUR 14 (14), KORD 16 (16)

RED HOTS "Teach Your Children" (Mercury)

Total Stations: 16, Total Adds: 4 (AF: 1), Total Points: 984, WBCS 15 (15), WWYZ 19 (5), WCTK 10 (10), WSOC 10, WKML 5 (5), WPCV 11 (11), WWKA 26 (15), WWQQ 6, WTCR 5 (5), KFDI 5 (5), KEBC 5 (5), KVOO 5, KIKF 15 (15), KNCI 9 (9), KTOM 10

RHONDA HART "Waitin' For The Phone To Ring" (SOR)

Total Stations: 16, Total Adds: 5 (AF: 1), Total Points: 706, WWYZ 5 (5), WRKZ 5 (5), WXTU 9 (7), WRNS 5 (5), WWKA 7 (5), WRBQ 5 (5), WXCL 6 (6), WFMB 10, WTCR 5 (5), WIVK 12, KSSN 7 (7), WAMZ 7, KTTS 5 (5), KTEX 7 (5), KLUR 14, KKAT 5

JEFF FOXWORTHY "Redneck Stomp" (WB)

Total Stations: 10, Total Adds: 1 (AF: 1), Total Points: 520, WEZL 5 (5), WPCV 11 (11), WYD 15 (14), KXKC 15 (12), KHAK 8 (8), KGNC 22 (22), KAGG 5 (5), KUGN 10 (10), KZLA 11 (11)

VARIOUS ARTISTS "A Voice Still Rings True" (BNA)

Total Stations: 11, Total Adds: 1 (AF: 1), Total Points: 381, WRKZ 5 (5), WTNT 15 (15), WBWN 11 (11), WWQM 8 (8), WTHI 6 (6), WTCR 16 (16), KTTS 5 (5), KFDI 5 (5), KVOO 5 (5), KLUR 14, KJUG 7 (7)

DAN SEALS "Love Thing" (WB)

Total Stations: 10, Total Adds: 10 (AF: 2), Total Points: 309, WWYZ 5, WRKZ 5, WIOV 6, KJLO 6, KIXQ 6, WOW 8, KTWB 15, KTTS 5, KFDI 5, KLUR 14

MAC ROGERS "Honkytonkville" (Sun)

Total Stations: 10, Total Adds: 2 (AF: 1), Total Points: 285, WRKZ 5 (5), WRNS 5, WJOD 5, WFMB 10 (10), KXKC 6 (6), WOW 8 (8), KTTS 8 (5), WWJO 7 (7), KFDI 5 (5), KLUR 14 (14)

ALBUM TRACKS

Artist Title (Label)

Album Title

WYNETTE & WYNONNA/Girl Thang(Epic)Without Walls
 GARTH BROOKS/Hard Luck Woman(Mercury) Kiss My Ass
 ALAN JACKSON/Gone Country(Arista) Who I Am
 MAVERICK CHOIR/Amazing Grace(Atlantic/AG) Maverick
 ANDERSON & STUART/Mama Tried(Arista) Mama's Hungry Eyes
 BROOKS & DUNN w/CASH/Folsom... (Mercury)...Red Hot & Country

This list reflects airplay from September 26- October 2.

• Refer to song information on Pages 69 and 70

Songs ranked by total points.

Station call letters followed by number of plays this week.

(last week's plays - if any - in parentheses)

NATIONAL RADIO FORMATS

ABC/SMN

Mark Edwards (214) 991-9200

Country Coast-To-Coast —
Becky Wight

FAITH HILL/Take Me As I Am
 HAL KETCHUM/That's What I Get...
 LEE ROY PARNELL/The Power Of Love
 TANYA TUCKER/You Just Watch Me

Hottest:
 JOE DIFFIE/Third Rock From The Sun
 MARK CHESNUTT/She Dreams
 TOBY KEITH/Who's That Man
 BROOKS & DUNN/She's Not The...
 GARTH BROOKS/Callin' Baton Rouge

Real Country

Dave Nicholson (602) 966-6236
 PATTY LOVELESS/I Try To Think About ...
 GEORGE STRAIT/The Big One
 RICK TREVINO/Doctor Time

Hottest:
 KEN MELLONS/Jukebox Junkie
 JOHN/AUDREY WIGGINS/Has Anybody...
 SAMMY KERSHAW/Third Rate Romance

BROADCAST PROGRAMMING

Becky Brenner (800) 426-9082

Super Country/Pure Country —
Ken Moultrie

GEORGE STRAIT/The Big One

Hottest:
 TRACY BYRD/Watermelon Crawl
 TOBY KEITH/Who's That Man
 BROOKS & DUNN/She's Not The...
 GARTH BROOKS/Callin' Baton Rouge
 MARK CHESNUTT/She Dreams

Digital Country

MAVERICKS/There Goes My Heart
 GEORGE STRAIT/The Big One
 AARON TIPPIN/I Got It Honest
 BRYAN WHITE/Eugene You Genius

Hottest:
 BROOKS & DUNN/She's Not The...
 TOBY KEITH/Who's That Man
 PAM TILLIS/When You Walk In...
 ALAN JACKSON/Livin' On Love
 GARTH BROOKS/Callin' Baton Rouge

Digital New Country

RHETT AKINS/What They're Talkin'...

BROADCAST PROGRAMMING CONTINUED

MAVERICKS/There Goes My Heart
 RED HOTS/Teach Your Children
 GEORGE STRAIT/The Big One
 AARON TIPPIN/I Got It Honest
 RICK TREVINO/Doctor Time
 BRYAN WHITE/Eugene You Genius

Hottest:
 MARK CHESNUTT/She Dreams
 PATTY LOVELESS/I Try To Think About...
 BROOKS & DUNN/She's Not The ...
 REBA MCKENTRE/She Thinks His Name ...
 PAM TILLIS/When You Walk In The...

JONES SATELLITE NETWORKS

(800) 766-3251

U.S. Country — Jim Murphy

FAITH HILL/Take Me As I Am
 JOHN M. MONTGOMERY/If You've ...

Hottest:
 JOHN BERRY/What's In It For Me
 GARTH BROOKS/Callin' Baton Rouge
 JOE DIFFIE/Third Rock From The Sun
 VINCE GILL/What The Cowgirls Do
 TIM MCGRAW/Down On The Farm
 CD Country — John Hendricks

JONES SATELLITE NETWORKS CONTINUED

FAITH HILL/Take Me As I Am
 MAVERICKS/There Goes My Heart
 RICKY VAN SHELTON/Wherever She Is
 GEORGE STRAIT/The Big One

Hottest:
 GARTH BROOKS/Callin' Baton Rouge
 TRACY BYRD/Watermelon Crawl
 JOE DIFFIE/Third Rock From The Sun
 ALAN JACKSON/Livin' On Love
 TIM MCGRAW/Down On The Farm

MAJOR NETWORKS

Vance Koretos (312) 755-1300
 BROOKS & DUNN/Tonight The Bottle Let ...
 ORRALL & WRIGHT/If You Could Say...
 RICKY VAN SHELTON/Wherever She Is...
 GEORGE STRAIT/The Big One
 RICK TREVINO/Doctor Time

Hottest:
 TOBY KEITH/Who's That Man
 DAVID BALL/When The Thought Of You ...
 ARCHER/PARK/Where There's Smoke
 JOHN BERRY/What's In It For Me
 GARTH BROOKS/Callin' Baton Rouge

WESTWOOD ONE RADIO NETWORKS

Leslie Magdaleno (805) 294-9000
Country — Allen Spears

ALABAMA/We Can't Love Like This...
 CLAY WALKER/If I Could Make A Living
 JOHN/AUDREY WIGGINS/Has Anybody...

Hottest:
 PAM TILLIS/When You Walk In The...
 TRACY BYRD/Watermelon Crawl
 TOBY KEITH/Who's That Man
 BROOKS & DUNN/She's Not The Cheatin' ...
 ALAN JACKSON/Livin' On Love

Hot Country — Steve Penny

GIBSON/MILLER BAND/Red, White And...
 KEN MELLONS/Jukebox Junkie
 GEORGE STRAIT/The Big One
 JOHN/AUDREY WIGGINS/Has Anybody...

Hottest:
 TRACY BYRD/Watermelon Crawl
 BROOKS & DUNN/She's Not The Cheatin' ...
 PATTY LOVELESS/I Try To Think About...
 TOBY KEITH/Who's That Man
 TIM MCGRAW/Down On The Farm

COUNTRY SONGS

RHETT AKINS "What They're..." Decca LP Title: A Thousand Memories 40 ADDS (Add Factor: 8)

BLACKHAWK "I Sure Can Smell..." Arista LP Title: Blackhawk 0 ADDS (Add Factor: 0)

MARK CHESNUTT "She Dreams" Decca LP Title: What A Way To Live 0 ADDS (Add Factor: 0)

ALAN JACKSON "Livin' On Love" Arista LP Title: Who I Am 3 ADDS (Add Factor: 1)

ALABAMA "We Can't Love..." RCA LP Title: G.H. III/Alabama 8 ADDS (Add Factor: 2)

LISA BROKOP "Give Me A Ring..." Patriot LP Title: Every Little... 4 ADDS (Add Factor: 1)

MARK COLLIE "Hard Lovin' Woman" MCA LP Title: Unleashed 10 ADDS (Add Factor: 3)

TOBY KEITH "Who's That Man" Polydor Nashville LP Title: Boomtown 0 ADDS (Add Factor: 0)

JOHN ANDERSON "Country 'Til I Die" BNA LP Title: Country 'Til I Die 25 ADDS (Add Factor: 6)

BROOKS & DUNN "She's Not..." Arista LP Title: Waitin' On Sundown 0 ADDS (Add Factor: 0)

BILLY DEAN "Men Will Be Boys" Liberty LP Title: Men'll Be Boys 22 ADDS (Add Factor: 4)

SAMMY KERSHAW "Third Rate Romance" Mercury LP Title: Feelin' Good Train 4 ADDS (Add Factor: 1)

ARCHER/PARK "Where There's Smoke" Atlantic/AG LP Title: We Got A Lot In... 2 ADDS (Add Factor: 1)

GARTH BROOKS "Callin' Baton Rouge" Liberty LP Title: In Pieces 0 ADDS (Add Factor: 0)

GEORGE DUCAS "Teardrops" Liberty LP Title: George Ducas 5 ADDS (Add Factor: 1)

HAL KETCHUM "That's What I Get..." Curb LP Title: Every Little Word 39 ADDS (Add Factor: 10)

DAVID BALL "When The Thought..." Warner Bros. LP Title: Thinkin' Problem 9 ADDS (Add Factor: 3)

TRACY BYRD "Watermelon Crawl" MCA LP Title: No Ordinary Man 1 ADD (Add Factor: 1)

GIBSON/MILLER BAND "Red, White..." Epic LP Title: Red, White... 16 ADDS (Add Factor: 3)

TRACY LAWRENCE "I See It Now" Atlantic/AG LP Title: I See It Now 2 ADDS (Add Factor: 1)

CLINT BLACK "Untanglin' My Mind" RCA LP Title: One Emotion 13 ADDS (Add Factor: 3)

MARY C. CARPENTER "Shut Up And Kiss Me" Columbia LP Title: Stones In The Road 0 ADDS (Add Factor: 0)

FAITH HILL "Take Me As I Am" Warner Bros. LP Title: Take Me As I Am 26 ADDS (Add Factor: 6)

LITTLE TEXAS "Kick A Little" Warner Bros. LP Title: Kick A Little 4 ADDS (Add Factor: 1)

SEPTEMBER 30, 1994

2 W	LW	TW	ARTIST TITLE (LABEL)	TOTAL STATIONS/ADDS	TOTAL PLAYS	+/- PLAYS OVER LW	POINT RANK	TOTAL POINTS	+/- POINTS OVER LW
5	1	1	R.E.M. What's The Frequency... (WB)	47/0	1464	+73	1	6746	+42
2	2	2	STONE TEMPLE PILOTS Interstate... (Atlantic/AG)	46/0	1316	+31	2	6014	+163
4	4	3	LIVE I Alone (Radioactive)	45/0	1111	+19	5	4467	-186
7	3	4	OFFSPRING Self Esteem (Epitaph)	45/0	1100	-38	4	4686	-387
-	23	5	CRANBERRIES Zombie (Island)	47/0	1040	+515	3	4769	+2124
12	9	6	DINOSAUR JR Feel The Pain (Sire/Reprise)	45/1	993	-2	6	4271	-123
6	6	7	JESUS & MARY CHAIN Sometimes... (American)	44/1	946	-87	12	3686	-538
1	5	8	GREEN DAY Basket Case (Reprise)	38/0	931	-159	7	4087	-472
9	7	9	MAZZY STAR Fade Into You (Capitol)	38/0	919	-110	10	3855	-402
14	13	10	TOAD THE WET... Something's Always... (Columbia)	42/0	917	+60	9	3954	+109
3	8	11	LOVE SPIT LOVE Am I Wrong (Imago)	37/0	852	-166	17	3207	-712
10	10	12	SHERYL CROW All I Wanna Do (A&M)	36/0	816	-108	8	4084	-517
16	15	13	SUGAR Your Favorite Thing (Rykodisc)	39/1	792	+45	18	3086	+284
8	11	14	COUNTING CROWS Einstein On The Beach (DGC)	35/0	764	-154	13	3559	-771
20	17	15	VERUCA SALT Seether (Minty Fresh)	40/4	761	+65	11	3792	-11
11	12	16	WEEZER Undone - The Sweater Song (DGC)	35/0	738	-157	20	2701	-533
18	18	17	GRANT LEE BUFFALO Mockingbirds (Slash/Reprise)	42/1	733	+59	16	3307	+93
24	19	18	LIZ PHAIR Supernova (Matador/AG)	41/1	722	+90	15	3371	+458
15	14	19	SOUNDGARDEN Fell On Black Days (A&M)	32/0	714	-118	14	3557	-734
13	16	20	CANDLEBOX Far Behind (Maverick/Sire/WB)	28/0	626	-110	19	2966	-664
17	21	21	THEY MIGHT BE GIANTS Snail Shell (Elektra)	39/3	607	-10	24	1999	-130
19	20	22	CRACKER Euro-Trash Girl (Virgin)	32/2	555	-64	30	1785	-275
23	22	23	MAGNAPOP Slowly, Slowly (Priority)	35/1	520	-8	26	1949	-453
29	24	24	SARAH MCLACHLAN Good Enough (Arista)	33/2	499	+3	29	1787	-3
49	30	25	OASIS Supersonic (Epic)	40/7	482	+107	25	1960	+413
28	25	26	SONIC YOUTH Superstar (A&M)	36/6	458	-13	22	2163	+23
32	26	27	DADA All I Am (IRS)	30/3	458	+16	34	1527	+81
30	31	28	LIGHTNING SEEDS Lucky You (Trauma)	27/1	438	+63	35	1514	+188
36	33	29	FREEDY JOHNSTON Bad Reputation (Elektra)	26/2	413	+43	32	1705	+86
DEBUT	30	30	COWBOY JUNKIES Sweet... (Nothing/Interscope/AG)	31/14	400	+194	21	2473	+1019
31	32	31	RANCID Salvation (Epitaph)	33/1	398	+27	33	1691	+189
27	28	32	NINE INCH... Closer (Nothing/TVT/Interscope/AG)	23/1	394	-14	23	2045	-66
DEBUT	33	33	CULT Coming Down (Drug Tongue) (Sire/Reprise)	33/10	378	+189	27	1880	+935
-	48	34	LUCAS Lucas With The Lid Off (Big Beat/AG)	29/7	372	+128	31	1747	+620
47	39	35	GREEN DAY Welcome To Paradise (Reprise)	25/7	368	+49	28	1861	+107
43	38	36	VELVET CRUSH Hold Me Up (550 Music/Epic)	25/2	343	+23	46	1157	-17
45	45	37	FIGGS Favorite Shirt (Imago)	28/3	338	+59	51	989	+205
DEBUT	38	38	HOLE Doll Parts (DGC)	34/10	335	+182	37	1474	+760
37	36	39	REV. HORTON HEAT One Time... (Interscope/AG)	28/0	322	-16	41	1296	-149
26	29	40	BAD RELIGION Stranger Than Fiction (Atlantic/AG)	24/0	321	-72	40	1340	-256
38	35	41	GIGOLO AUNTS Bloom (RCA)	29/3	289	-50	47	1090	-344
-	43	42	HOODOO GURUS The Right Time (Zoo)	19/0	288	-10	49	1072	-52
-	46	43	LUSCIOUS JACKSON City Song (Grand Royal/Capitol)	20/1	279	+20	38	1444	+74
46	47	44	GIN BLOSSOMS Allison Road (A&M)	20/3	273	+28	42	1272	+141
33	42	45	PATO BANTON & UB40 Baby Come Back (IRS)	14/0	260	-39	57	864	-250
35	41	46	MATERIAL ISSUE Goin' Through Your... (Mercury)	17/0	251	-59	63	742	-179
DEBUT	47	47	SOUP DRAGONS One Way Street (Raw TV/Mercury)	18/1	245	+28	52	940	+24
DEBUT	48	48	BRYAN FERRY Mamouna (Virgin)	21/2	237	+66	54	928	+207
48	50	49	SEED Rapture (Mechanic/Giant)	16/2	235	+17	48	1083	+33
39	44	50	SINEAD O'CONNOR Fire On... (Chrysalis/EMI)	17/0	231	-49	64	726	-155

This chart reflects airplay from September 19 - 25 and ranked by total plays. 47 total reporters.

MOST ADDED®

Artist	Title	Adds	Add Factor
COWBOY JUNKIES	"Sweet"	14	12
HOLE	"Doll"	10	14
CULT	"Coming"	10	9
URGE OVERKILL	"Girl"	10	7
SOUNDGARDEN	"Wave"	9	10
R.E.M.	"Strange"	8	11
R.E.M.	"Bang"	8	8
LUCAS	"Lucas"	7	8
OASIS	"Supersonic"	7	7
GREEN DAY	"Paradise"	7	6

MOST INCREASED PLAYS

CRANBERRIES	"Zombie"	+515
COWBOY JUNKIES	"Sweet"	+194
CULT	"Coming"	+189
HOLE	"Doll"	+182
LUCAS	"Lucas"	+128
OASIS	"Supersonic"	+107
LIZ PHAIR	"Supernova"	+90
K'S CHOICE	"Happy"	+87
SMASHING PUMPKINS	"Landslide"	+87
COMPULSION	"Delivery"	+85
SOUNDGARDEN	"Wave"	+79
R.E.M.	"Frequency"	+73
BRYAN FERRY	"Mamouna"	+66
VERUCA SALT	"Seether"	+65
LIGHTNING SEEDS	"Lucky"	+63
TOAD THE WET...	"Always"	+60
FIGGS	"Favorite"	+59
GRANT LEE BUFFALO	"Mockingbirds"	+59

MOST INCREASED POINTS

CRANBERRIES	"Zombie"	+2124
COWBOY JUNKIES	"Sweet"	+1019
CULT	"Coming"	+935
HOLE	"Doll"	+760
LUCAS	"Lucas"	+620
SMASHING PUMPKINS	"Landslide"	+485
SOUNDGARDEN	"Wave"	+461
LIZ PHAIR	"Supernova"	+458
R.E.M.	"Frequency"	+426
OASIS	"Supersonic"	+413

COMPULSION "DELIVERY"



TOP RECURRENTS Ranked By Total Plays

Artist Title (Label)
1. DAMBUILDERS Shrine (EastWest/AG)
2. OFFSPRING Come Out And Play (Epitaph)
3. STONETEMPLE PILOTS Vasoline (Atlantic/AG)
4. MEAT PUPPETS Backwater (London/Island)
5. COLLECTIVE SOUL Shine (Atlantic/AG)
6. SEAL Prayer For The Dying (ZTT/Sire/WB)
7. LISA LOEB Stay (I Missed You) (RCA)
8. TOAD THE WET... Fall Down (Columbia)
9. SOUNDGARDEN Black Hole Sun (A&M)
10. PEARL JAM Yellow Ledbetter (Import)

Add Factor: Total weights of stations adding a song. Points compressed to 1-50 scale for easier referencing. Total Points: The sum of each station's total plays of a song multiplied by the station's individual weight. Point Rank: Ranks all charted songs by total points. Most Increased Points lists the songs with the greatest week-to-week increases in total points. Most Increased Play lists the songs with the greatest week-to-week increases in total plays.

THE NEW TRACK AND VIDEO FROM
THE ALBUM LIVE THROUGH THIS
SOUNDCAN ALBUM SALES OVER 200,000
DEBUT **38** ON 38 STATIONS
ADDED AT:
KROQ, KITS, CIMX, WHFS, KPNT, WENZ,
KOME, WZRH, KRZQ, WPFM, WRLG

ON EXTENSIVE NORTH
AMERICAN TOUR NOW!



BUZZ CLIP



URGE OVERKILL

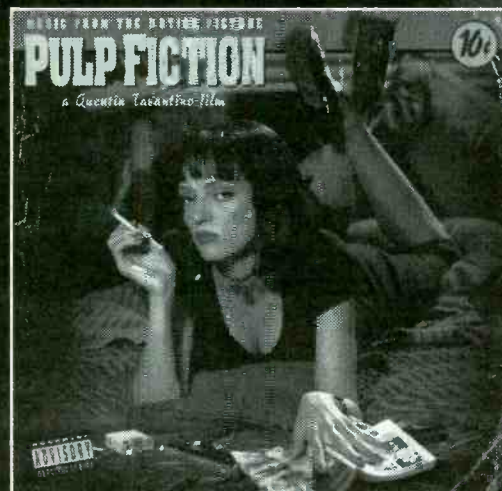


GIRL, YOU'LL BE A WOMAN SOON

"I played it for Uma,
and she flipped."
- Quentin Tarantino

the first single and video from the soundtrack
to the new Quentin Tarantino film

PULP FICTION



MCA ©1994 MCA Records, Inc.

single written by Neil Diamond
produced by Urge Overkill and Kramer

NEW & ACTIVE

ADDITIONAL REPORTER ADDS

Stations listed alphabetically by market

WEQX/Albany, NY
 PD: Alexa Tobin
 MD: Gary Schoenwetter
 3 R.E.M. "Sleep"
 3 R.E.M. "Strange"
 3 R.E.M. "Bang"
 3 R.E.M. "Crush"
 MIGHTY MIGHTY BT
 CONNELLS
 MAGNAPOP
 DRYER
 LUGHEAD
 SINGLE GUN THEORY

WCHZ/Augusta, GA
 PD: Rob Nicholson
 MD: Julie Hoyt
 DILLON FENCE
 URGE OVERKILL
 COMPULSION

KNNC/Austin, TX
 PD: Lynn Barstow
 MD: Mike Peer
 34 VERUCA SALT
 34 SMASHING PUMPKINS
 6 GREEN DAY
 3 CULT
 3 COWBOY JUNKIES
 NINE INCH NAILS
 VELOCITY GIRL
 SOUNDGARDEN
 CRACKER

WPGU/Champaign, IL
 PD: Jeff Wolf
 MD: Sean Smyth
 2 OASIS
 1 URGE OVERKILL
 1 GREEN DAY
 1 VELVET CRUSH

WWCO/Columbus, OH
 PD: Jane Purcell
 MD: Andy Davis
 2 TIMBUK3
 GIGOLO AUNTS
 OASIS
 RUGBURNS
 R.E.M. "Crush"
 R.E.M. "Sleep"
 R.E.M. "Star"
 R.E.M. "Strange"
 LOVE SPIT LOVE
 BIG HEAD TODD...
 PAULA COLE

WOXY/Dayton, OH
 PD: Phil Manning
 MD: Julie Forman
 9 CONSOLIDATED
 NIRVANA
 LYLE LOVETT
 L7
 CRACKER
 CULT
 SONIC YOUTH
 GIANT SAND
 MARK CURRY
 NOFX

KPOI/Honolulu, HI
 APD/MD: Ted Taylor
 LIZ PHAIR
 COWBOY JUNKIES
 SOUNDGARDEN
 COMPULSION

WRZX/Indianapolis, IN
 PD: Scott Jameson
 MD: Michael Young
 GIGOLO AUNTS
 FIGGS

KLZR/Kansas City, MO
 MD: Bob Osburn
 6 311 "Homebrew"
 5 311 "Grassroots"
 3 R.E.M. "Crush"
 LUCAS
 BRYAN FERRY
 SOUNDGARDEN
 COWBOY JUNKIES
 URGE OVERKILL
 PORTISHEAD
 PAW

WWDX/Lansing, MI
 PD: Sandy Horowitz
 MD: Mark Copeland
 20 OVER THE RHINE
 20 MURMURS
 20 COWBOY JUNKIES
 GIN BLOSSOMS
 URGE OVERKILL
 NIRVANA

KEDG/Las Vegas, NV
 OM: Chris Ruh
 PD: John Griffin
 MD: Freddy Snakeskin
 CRASH TEST DUMMIES
 COWBOY JUNKIES

WQNF/Louisville, KY
 PD: Gary Guthrie
 APD/MD: Randy Starr
 NINE INCH NAILS
 COMPULSION
 LUCAS
 COWBOY JUNKIES
 DAMBUILDERS

WMAD/Madison, WI
 PD: Brad Hanson
 APD/MD: Trevor Scott
 5 SONIC YOUTH
 FREEDY JOHNSTON
 DASIS
 SEAL
 R.E.M. "Star"
 R.E.M. "Bang"

WRXQ/Memphis, TN
 PD: Tony Williams
 MD: Carmen Connors
 9 LIGHTNING SEEDS
 2 WILLIAMS/PEARL JAM
 FIGGS
 VERUCA SALT
 GREEN DAY
 LUCAS
 CRASH TEST DUMMIES

WHTG/Monmouth-Ocean, NJ
 PD/MD: Matt Pinfield
 APD: Rich Scroggs
 22 SOUNDGARDEN
 14 BAD RELIGION
 9 SAMIAM
 8 SPONGE
 6 DAMBUILDERS
 SEAL
 URGE OVERKILL
 JEFF BUCKLEY
 PORTISHEAD
 SINGLE GUN THEORY
 PETE DROGE
 WATERLILLIES
 THIS PICTURE

WZRH/New Orleans, LA
 PD/MD: Christian Unruh
 APD/AMD: Mitch Cry
 16 COWBOY JUNKIES
 8 BEASTIE BOYS
 5 DAMBUILDERS
 4 HOLE
 1 SKY CRIES MARY
 1 SONIC YOUTH
 G. LOVE & SPECIAL...

WROX/Norfolk, VA
 PD: Chris Corley
 MD: Lisa Rush
 14 JESUS & MARY CHAIN
 9 DAVE MATTHEWS BAND
 6 SOUP DRAGONS
 CULT

WRXS/Ocean City, MD
 OM: Chris Kelley
 MD: Brian K. Hall
 10 SEAL
 SARAH McLACHLAN
 RANCID
 CULT
 DAMBUILDERS
 SOUNDGARDEN
 COWBOY JUNKIES

WPFM/Panama City, FL
 PD: Kelly McKann
 APD/MD: Mike Stone
 14 VERUCA SALT
 FRENTE!
 K'S CHOICE
 HOLE

WOST/Poughkeepsie, NY
 PD: Jimmy Buff
 MD: Jeanne Atwood
 14 SPIN DOCTORS
 5 SONIC YOUTH
 5 URGE OVERKILL
 5 LYLE LOVETT
 5 MOIST
 5 DAVE MATTHEWS BAND
 5 STEREO LAB
 5 PAW
 5 CULT
 5 PAULA COLE
 5 VICTORIA WILLIAMS
 3 SAINT ETIENNE

WBRU/Providence, RI
 PD: Michael Osborne
 MD: Tim Schiavelli
 MIGHTY MIGHTY BT
 URGE OVERKILL
 CULT

KRZQ/Reno, NV
 PD/MD: Rob "Blaze"
 Brooks
 1 COWBOY JUNKIES
 1 GREEN DAY
 HOLE

KWOD/Sacramento, CA
 PD/MD: Alex Cosper
 SEED
 SPONGE
 FIGGS
 CRASH TEST DUMMIES
 COWBOY JUNKIES

KXRX/Salt Lake City, UT
 VP/Ops. & Programming:
 Mike Summers
 MD: Sean Ziebarth
 7 STONE TEMPLE PILOTS
 6 R.E.M. "Crush"
 5 NINE INCH NAILS "Piggy"
 5 GREEN DAY "Welcome"
 5 GREEN DAY "She"
 4 R.E.M. "Bang"
 3 STONE TEMPLE PILOTS
 "Unglued"
 3 SMASHING PUMPKINS
 "Mayonaise"
 3 COWBOY JUNKIES
 3 NINE INCH NAILS "Hersey"
 2 SMASHING PUMPKINS
 "Soma"

KOME/San Jose, CA
 PD: Ron Nenni
 APD/MD: Jay Taylor
 13 NIRVANA
 5 SONIC YOUTH
 HOLE

KJEE/Santa Barbara, CA
 PD/MD: Heather Luke
 12 DAMBUILDERS
 6 PANTERA
 4 CONSOLIDATED
 BAD RELIGION
 PETE DROGE
 CULT
 G. LOVE & SPECIAL...

KTOZ/Springfield, MO
 OM: Eric Hall
 APD: John Lenac
 MD: Kevin Kline
 CRASH TEST DUMMIES
 SEAL
 SOUNDGARDEN
 URGE OVERKILL
 COMPULSION
 GIN BLOSSOMS

47 Total Reporters
 47 Current Reporters
 47 Current Playlists

NINE INCH NAILS "Burn" (Nothing/Interscope/AG) •
 Total Stations: 20, Adds: 2, Total Plays: 197

SMASHING PUMPKINS "Landslide" (Virgin) •
 Total Stations: 9, Adds: 4, Total Plays: 170

BEASTIE BOYS "Sure Shot" (Grand Royal/Capitol) •
 Total Stations: 18, Adds: 2, Total Plays: 160

SOUNDGARDEN "My Wave" (A&M) •
 Total Stations: 19, Adds: 9, Total Plays: 158

G. LOVE & SPECIAL SAUCE "Cold Beverage" (OKeh/Epic) •
 Total Stations: 18, Adds: 2, Total Plays: 157

MOIST "Push" (Chrysalis/EMI) •
 Total Stations: 13, Adds: 1, Total Plays: 156

OVER THE RHINE "Happy With Myself?" (IRS) •
 Total Stations: 10, Adds: 1, Total Plays: 152

PEARL JAM "Better Man" (Local)
 Total Stations: 7, Adds: 0, Total Plays: 143

COMPULSION "Delivery" (Interscope/AG) •
 Total Stations: 18, Adds: 5, Total Plays: 125

TORI AMOS "Past The Mission" (Atlantic/AG) •
 Total Stations: 9, Adds: 1, Total Plays: 116

FRENTE! "Ordinary Angels" (Mammoth/AG) •
 Total Stations: 10, Adds: 2, Total Plays: 104

VELOCITY GIRL "I Can't Stop Smiling" (Sub Pop)
 Total Stations: 10, Adds: 1, Total Plays: 95

K'S CHOICE "Me Happy" (550 Music/Epic) •
 Total Stations: 10, Adds: 1, Total Plays: 94

SKY CRIES MARY "Every Iceberg Is Afire" (World Domination)
 Total Stations: 8, Adds: 2, Total Plays: 91

SAMPLES "Water Rush" (W.A.R.?)
 Total Stations: 7, Adds: 0, Total Plays: 91

CRASH TEST DUMMIES "God Shuffled His Feet" (Arista) •
 Total Stations: 14, Adds: 6, Total Plays: 78

R.E.M. "Strange Currencies" (WB) •
 Total Stations: 8, Adds: 8, Total Plays: 55

PETE DROGE "If You Don't Love Me..." (American) •
 Total Stations: 9, Adds: 5, Total Plays: 52

Ranked by total plays (minimum 7 stations).
 • Refer to song information on pages 77 and 78.

ALBUMS

2W	LW	TW	ARTIST/TITLE (LABEL)	TOTAL PLAYS	+/- OVER LAST WEEK
1	1	1	1 STONE TEMPLE... Purple (Atlantic/AG)	1718	+ 38
DEBUT	2	2	2 R.E.M. Monster (WB)	1622	+ 231
2	2	3	3 GREEN DAY /Dookie (Reprise)	1444	- 105
3	3	4	4 OFFSPRING Smash (Epitaph)	1442	- 37
4	5	5	5 LIVE Throwing Copper (Radioactive)	1187	+ 15
-	9	6	6 TOAD THE WET... Dulcinea (Columbia)	1091	+ 90
5	4	7	7 SOUNDGARDEN Superunknown (A&M)	1064	- 141
-	10	8	8 DINOSAUR JR. Without A Sound (Sire/Reprise)	993	- 2
7	6	9	9 JESUS & MARY CHAIN Stoned ... (American)	946	- 87
10	7	10	10 MAZZY STAR So Tonight That I Might... (Capitol)	919	- 110

This chart reflects airplay from September 19-25.
 47 total reporters. Chart based on play rank, with plays for all cuts from an album combined

HOODOO GUPPIES

78 ENTERTAINMENT BMG
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PRAXIS

THE RIGHT TIME

Already on

WENZ	24 plays	WEQX	WMAD
KNDD	20 plays	WDRE	KLZR
99X	23 plays	WHTG	KKNB
WROX	25 plays	WRXX	KTOZ
WRXQ	21 plays	WCHZ	KXRX
WZRH	21 plays	KNNC	
WFNX		WOXY	

ALTERNATIVE SONGS

September 30, 1994 R&R • 77

All Reporters - At A Glance Dark type: current play stats Grey type: Station not playing this week (last week's plays in parenthesis) (a) indicates Add Stations listed by market size

TORI AMOS		CHART STATS		CRASH TEST DUMMIES		CHART STATS		FIGGS		CHART STATS		HOLE		CHART STATS					
"Past The Mission" Atlantic/AG		3W	2W	LW	TW	"God Shuffled His..." Arista		3W	2W	LW	TW	"Doll Parts" DGC		3W	2W	LW	TW		
LP Title: Under The Pink		-	-	-	-	LP Title: God Shuffled...		-	-	-	-	LP Title: Live Through This		-	-	-	-		
1 ADD		TOTAL STATIONS				TOTAL STATIONS				TOTAL STATIONS				TOTAL STATIONS					
		7	7	8	9			1	1	8	14			3	9	24	34		
		TOTAL PLAYS				TOTAL PLAYS				TOTAL PLAYS				TOTAL PLAYS					
		34	72	66	116			10	2	22	78			24	39	153	335		
KROQ 4(-)	KNDD 4(-)	KBBT 4(-)	WZRH 4(-)	WWDX 25(25)	KROQ 4(-)	KNDD 4(-)	KBBT 4(-)	WZRH 8(7)	WWDX 4(-)	KROQ 4(-)	KNDD 4(-)	KBBT 4(-)	WZRH 4(-)	WWDX 20(20)	KROQ 4(-)	KNDD 15(15)	KBBT 14(4)	WZRH 4a(-)	WWDX 20(-)
WKQX 4(-)	XHRM 4(-)	KWOD 4(-)	WRXQ 8(-)	WCHZ 4(-)	WKQX 4(-)	XHRM 3a(-)	KWOD a(-)	WRXQ a(-)	WCHZ 14(8)	WKQX 4(-)	XHRM 4(-)	KWOD a(-)	WRXQ a(-)	WCHZ 41(26)	WKQX 14(6)	XHRM 4(-)	KWOD 19(14)	WRXQ 21(11)	WCHZ 9(1)
KITS 4(-)	XTRA 4(-)	KLZR 13(8)	WHTG 4(-)	WMAD 4(-)	KITS 4(-)	XTRA 4(-)	KLZR 4(-)	WHTG 7(7)	WMAD 17(-)	KITS 4(-)	XTRA 4(-)	KLZR 13(11)	WHTG 14(9)	WMAD 14(16)	KITS a(-)	XTRA 20(-)	KLZR 5(5)	WHTG 15(5)	WMAD 4(-)
WDRE 4(-)	KEGE 4(-)	KOME 4(-)	WOXY 12(12)	KRZQ 4(-)	WDRE 4(-)	KEGE 4(-)	KOME 4(-)	WOXY 9(9)	KRZQ 4(-)	WDRE 6(-)	KEGE 6(5)	KOME 4(-)	WOXY 9(9)	KRZQ 4(-)	WDRE 5(5)	KEGE 5(-)	KOME a(-)	WOXY 14(13)	KRZQ a(-)
CIMX 4(-)	KPNT 4(-)	WBUR 8(10)	WQNF 4(-)	KTOZ 4(-)	CIMX 4(-)	KPNT 4(-)	WBUR 7(-)	WQNF 4(-)	KTOZ a(-)	CIMX 4(-)	KPNT 13(12)	WBUR 14(15)	WQNF 16(16)	KTOZ 23(22)	CIMX 3a(-)	KPNT a(-)	WBUR 22(17)	WQNF 4(-)	KTOZ 7(-)
KDGE 4(-)	KEDJ 4(-)	WROX 4(-)	KNNC 4(-)	WDST 4(-)	KDGE 4(-)	KEDJ 4(-)	WROX 4(-)	KNNC 4(-)	WDST 4(-)	KDGE 4(-)	KEDJ 19(17)	WROX 4(-)	KNNC 7(7)	WDST 14(10)	KDGE a(-)	KEDJ 16(-)	WROX 19(-)	KNNC 11(11)	WDST 4(-)
WHFS 4(-)	WENZ 24a(-)	WWCD 4(-)	WEQX 4(-)	WRXS 4(-)	WHFS 4(-)	WENZ 11(-)	WWCD 4(-)	WEQX 9(-)	WRXS 4(-)	WHFS 4(-)	WENZ 4(-)	WWCD 9(-)	WEQX 22(17)	WRXS 10(-)	WHFS a(-)	WENZ a(-)	WWCD 9(-)	WEQX 4(-)	WRXS 15(10)
WFNX 4(-)	KTCL 4(-)	KXRK 9(2)	KEDG 4(-)	KKNB 4(-)	WFNX 4(-)	KTCL 4(-)	KXRK 4(-)	KEDG a(-)	KKNB a(-)	WFNX 14(7)	KTCL 6(10)	KXRK 3(-)	KEDG 4(-)	KKNB 4(-)	WFNX 19(11)	KTCL 9(9)	KXRK 4(-)	KEDG 4(-)	KKNB 4(-)
WNNX 6(8)	WAQZ 4(-)	WRZX 4(-)	KPOI 4(-)	KJEE 4(-)	WNNX 6(8)	WAQZ 4(-)	WRZX 4(-)	KPOI 4(-)	KJEE 4(-)	WNNX 4(-)	WAQZ 4(-)	WRZX a(-)	KPOI 10(10)	KJEE 10(8)	WNNX 11(11)	WAQZ 4(-)	WRZX 4(-)	KPOI 14(5)	KJEE 4(-)

Because of space considerations, WPGU and WPFM are not included in the song boxes. They are full contributors to the chart stats.

Continued on Page 78

SEPTEMBER 30, 1994

2 W	LW	TW	ARTIST/TITLE (LABEL)	TOTAL POINTS	+/- OVER LAST WEEK	EMPHASIS TRACKS (POINTS)		
1	1	1	STONE TEMPLE PILOTS Purple (Atlantic/AG)	26050	- 1054	"Interstate" (17385)	"Vaseline" (6381)	"Empty" (1752)
2	2	2	ROLLING STONES Voodoo Lounge (Virgin)	18169	- 732	"Rocking" (13237)	"Strong" (3042)	"Tears" (1085)
3	3	3	SOUNDGARDEN Superunknown (A&M)	16979	- 203	"Fell" (9355)	"Black" (5045)	"Spoonman" (1465)
		DEBUT 4	R.E.M. Monster (WB)	14430	+ 2472	"Frequency" (13123)	"Currencies" (446)	"Bang" (367)
4	4	5	PINK FLOYD The Division Bell (Columbia)	13606	- 284	"Hopes" (10989)	"Keep" (1074)	"Take" (701)
6	5	6	ERIC CLAPTON From The Cradle (Reprise)	13367	+ 47	"Tore" (12355)	"Five" (299)	"Child" (289)
5	6	7	COUNTING CROWS August And Everything After (DGC)	11501	- 1395	"Rain" (9253)	"Round" (908)	"Murder" (727)
7	7	8	COLLECTIVE SOUL Hints, Allegations... (Atlantic/AG)	11233	- 234	"Breathe" (8116)	"Shine" (2899)	"Reach" (146)
9	8	9	HOOTIE & THE BLOWFISH Cracked Rear... (Atlantic/AG)	11182	+ 686	"Hold" (11033)	"Home" (67)	"Cry" (33)
8	9	10	TESLA Bust A Nut (DGC)	9889	- 479	"Fool" (8825)	"Games" (316)	"Need" (268)
11	10	11	OFFSPRING Smash (Epitaph)	9801	+ 348	"Play" (6377)	"Self" (3424)	
12	12	12	LIVE Throwing Copper (Radioactive)	9170	+ 142	"Alone" (4913)	"Drama" (4257)	
16	13	13	GREEN DAY Dookie (Reprise)	8952	+ 104	"Basket" (7284)	"Longview" (1633)	"Welcome" (258)
10	11	14	CANDLEBOX Candlebox (Maverick/Sire/WB)	8488	- 697	"Far" (6976)	"You" (828)	"Cover" (361)
15	15	15	NEIL YOUNG & CRAZY HORSE Sleeps... (Reprise)	7697	- 507	"Change" (7454)	"Sleeps" (112)	"Crap" (63)
14	16	16	ALICE IN CHAINS Jar Of Flies (Columbia)	7464	- 607	"Stay" (3380)	"Follow" (2068)	"Excuses" (1451)
17	17	17	TOAD THE WET SPROCKET Dulcinea (Columbia)	7369	- 481	"Fall" (4588)	"Always" (2781)	
13	14	18	JACKYL Push Comes To Shove (Geffen)	7083	- 1187	"Push" (6847)	"Headed" (163)	"Dixieland" (42)
-	18	19	GIN BLOSSOMS New Miserable Experience (A&M)	6983	- 189	"Allison" (6404)	"Found" (279)	"Until" (173)
19	19	20	GILBY CLARKE Pawnshop Guitars (Virgin)	6939	+ 10	"Cure" (6939)		

This chart reflects airplay from September 19-25. 174 total reporters. Chart based on total points, with points from all cuts from an album combined.

SEPTEMBER 30, 1994

NEW & ACTIVE

DINOSAUR JR. "Feel The Pain" (Sire/Reprise) •
Total Points: 1059, Total Stations: 21, Total Adds: 3 (AF: 1)

SASS JORDAN "Sun's Gonna Rise" (Impact/MCA) •
Total Points: 1032, Total Stations: 38, Total Adds: 12 (AF: 3)

BLUES TRAVELER "Hook" (A&M) •
Total Points: 895, Total Stations: 25, Total Adds: 3 (AF: 1)

PRIDE & GLORY "Troubled Wine" (Geffen) •
Total Points: 808, Total Stations: 42, Total Adds: 15 (AF: 3)

COUNTING CROWS "A Murder Of One" (DGC) •
Total Points: 727, Total Stations: 11, Total Adds: 5 (AF: 1)

GARY HOEY "Linus And Lucy" (Reprise) •
Total Points: 727, Total Stations: 22, Total Adds: 9 (AF: 2)

SPONGE "Plowed" (Chaos) •
Total Points: 718, Total Stations: 16, Total Adds: 8 (AF: 2)

MOIST "Push" (Chrysalis/EMI) •
Total Points: 650, Total Stations: 20, Total Adds: 11 (AF: 3)

STEVE PERRY "Young Hearts Forever" (Columbia) •
Total Points: 634, Total Stations: 25, Total Adds: 10 (AF: 2)

TOADIES "Backslider" (Interscope/AG) •
Total Points: 624, Total Stations: 12, Total Adds: 1 (AF: 1)

IAN MOORE "Satisfied" (Capricorn) •
Total Points: 614, Total Stations: 11, Total Adds: 0

MATERIAL ISSUE "Goin' Through Your Purse" (Mercury)
Total Points: 588, Total Stations: 16, Total Adds: 0

MUTHA'S DAY OUT "Green" (Chrysalis/EMI)
Total Points: 582, Total Stations: 18, Total Adds: 0

KILLING JOKE "Millennium" (Zoo)
Total Points: 533, Total Stations: 17, Total Adds: 8 (AF: 2)

WIDESPREAD PANIC "Airplane" (Capricorn)
Total Points: 502, Total Stations: 13, Total Adds: 2 (AF: 1)

SOUNDGARDEN "My Wave" (A&M)
Total Points: 477, Total Stations: 12, Total Adds: 6 (AF: 2)

R.E.M. "Strange Currencies" (WB)
Total Points: 446, Total Stations: 12, Total Adds: 12 (AF: 4)

ARCADE "Angry" (Epic)
Total Points: 444, Total Stations: 12, Total Adds: 1 (AF: 1)

LYNYRD SKYNYRD "Devil In The Bottle" (Capricorn)
Total Points: 440, Total Stations: 14, Total Adds: 2 (AF: 1)

FURY IN THE SLAUGHTERHOUSE "Waiting For Paradise" (RCA)
Total Points: 434, Total Stations: 18, Total Adds: 4 (AF: 1)

CRASH TEST DUMMIES "God Shuffled His Feet" (Arista)
Total Points: 386, Total Stations: 10, Total Adds: 2 (AF: 1)

R.E.M. "Bang And Blame" (WB)
Total Points: 367, Total Stations: 14, Total Adds: 14 (AF: 5)

LIZ PHAIR "Supernova" (Matador/AG)
Total Points: 328, Total Stations: 17, Total Adds: 15 (AF: 4)

SPIN DOCTORS "Mary Jane" (Epic)
Total Points: 90, Total Stations: 21, Total Adds: 21 (AF: 6)

• Refer to song information on Pages 84 and 85.

Songs ranked by total points.

TAB BENOIT "Cross The Line"
From his new Justice Records release "What I Live For"

Already On:
KOZT KXXZ WGLF WVVV WJEQ WJVO WSMI KMKE KFFX KROK WCDQ KLIZ KJEZ KSFX KICA KATP

2 W	LW	TW	ARTIST TITLE (LABEL)	TOTAL STATIONS/ADDS	PLAY RANK	TOTAL PLAYS	+/- OVER LAST WEEK	TOTAL POINTS	+/- OVER LAST WEEK
1	1	1	BOYZ II MEN I'll Make Love To... (Motown)	87/0	1	3355	-34	18664	-91
2	3	2	CHANGING FACES Stroke You Up (Big Beat/AG)	83/0	3	2866	-44	15991	-44
3	2	3	AALIYAH At Your Best... (BlackGround/Jive)	85/0	2	2873	-43	15904	-136
4	4	4	ANITA BAKER Body & Soul (Elektra)	86/0	4	2847	+45	15843	+257
5	5	5	GERALD LEVERT I'd Give Anything (EastWest/AG)	84/1	5	2493	-150	12995	-746
17	11	6	BRANDY I Wanna Be Down (Atlantic/AG)	85/2	9	2097	+319	11242	+1631
8	6	7	L. VANDROSS & M. CAREY Endless Love (Columbia)	86/1	6	2184	+79	11068	-80
6	8	8	PRINCE Letitgo (WB)	83/0	7	2167	-59	10572	-335
12	10	9	KARYN WHITE Hungah (WB)	87/1	8	2110	+230	10507	+846
7	7	10	IMMATURE Never Lie (MCA)	72/2	10	1941	-89	10497	-473
9	9	11	WHITEHEAD BROTHERS Your Love Is... (Motown)	77/1	11	1919	+56	10392	+171
19	16	12	TONI BRAXTON How Many Ways (LaFace/Arista)	77/3	13	1834	+260	9673	+1213
13	12	13	JADE 5-4-3-2 (Yo! Time Is Up) (Giant)	85/2	12	1888	+143	9636	+337
14	15	14	EL DEBARGE Where Is My Love? (Reprise)	85/0	14	1737	+40	8831	+37
-	22	15	B.M.U. U Will Know (Mercury)	82/6	15	1523	+488	8402	+2470
11	13	16	SHANICE Turn Down The Lights (Motown)	72/0	16	1462	-218	7983	-1046
10	14	17	BABYFACE When Can I See You (Epic)	52/0	22	1218	-160	7697	-1137
24	19	18	USHER Can U Get Wit It (LaFace/Arista)	77/4	17	1435	+72	7026	+142
41	27	19	BLACKSTREET Before I Let You Go (Interscope/AG)	82/5	18	1353	+318	6720	+1389
28	23	20	KEITH SWEAT/K. KLOSE Get Up On It (Elektra)	74/5	20	1328	+222	6638	+935
18	18	21	C & C MUSIC FACTORY Do You Wanna... (Columbia)	48/0	24	1081	-264	6130	-815
16	17	22	SOUNDS OF... Everything Is... (Perspective/A&M)	60/0	19	1339	-242	6002	-1265
30	20	23	ZHANE' Vibe (Illtown/Motown)	66/1	21	1300	+25	5920	-153
42	31	24	CRAIG MACK Flava In Ya Ear (Arista)	65/3	31	916	+173	5802	+978
27	28	25	TANYA BLOUNT Through The Rain (Polydor/Island)	57/1	26	1053	+18	5599	+305
-	44	26	BARRY WHITE Practice What You Preach (A&M)	77/10	23	1102	+308	5430	+1544
-	43	27	INI KAMOZE Here Comes... (Columbia)	52/14	37	756	+265	5397	+1491
49	35	28	TONY TERRY When A Man Cries (Virgin)	74/3	25	1065	+226	5187	+822
23	25	29	BRAT Funkdafied (So So Def/Chaos)	35/1	39	730	-123	4791	-736
22	24	30	ZHANE' Sending My Love (Illtown/Motown)	32/0	42	706	-111	4773	-885
45	36	31	ARETHA FRANKLIN Honey (Arista)	67/3	28	973	+75	4748	+386
39	37	32	CINDY MIZELLE I've Had Enough (EastWest/AG)	66/0	30	929	+74	4489	+203
20	26	33	AARON HALL I Miss You (Silas/MCA)	34/0	36	791	-244	4460	-1067
26	30	34	PATTI LABELLE The Right Kinda Lover (MCA)	33/1	44	676	-110	4426	-512
48	47	35	AARON HALL When You Need Me (Silas/MCA)	63/4	33	903	+224	4416	+948
37	34	36	GLADYS KNIGHT I Don't Want To Know (MCA)	56/0	27	981	+1	4394	-42
32	33	37	WARREN G. This DJ. (Violator/RAL/Island)	50/0	35	816	-108	4393	-318
15	21	38	TEVIN CAMPBELL Always In My Heart (Qwest/WB)	36/0	38	740	-273	4264	-1683
38	39	39	BEBE & CECE WINANS If Anything Ever... (Capitol)	65/1	29	940	+12	4240	+32
43	41	40	ILL AL SKRATCH #B. MCKNIGHT I'll Take... (Mercury)	61/10	43	680	+86	4233	+284
46	45	41	HEAVY D & THE BOYZ Black Coffee (Uptown/MCA)	32/6	47	599	+73	4217	+339
47	46	42	JONATHAN BUTLER I'm On My Knees (Mercury)	63/2	34	832	+47	3981	+213
40	42	43	BROWNSTONE Pass The Lovin' (MJJ/Epic)	58/0	32	911	+19	3888	-60
33	38	44	PATRA & YO-YO Romantic Call (Shang/Epic)	41/1	45	670	-149	3818	-446
DEBUT	50	45	MEN AT LARGE Let's Talk About It (EastWest/AG)	64/8	41	708	+316	3710	+1200
-	50	46	ALL-4-ONE Breathless (Blitz/AG)	58/5	40	717	+114	3178	+482
DEBUT	47	47	NOTORIOUS B.I.G. Juicy (Bad Boy/Arista)	51/5	61	466	+105	2892	+564
44	48	48	TERROR FABULOUS Action (EastWest/AG)	31/1	53	540	-37	3099	-361
DEBUT	49	49	Y?N-VEE Chocolate (RAL/Island)	44/8	52	542	+257	2634	+1318
DEBUT	50	50	BONE THUGS... Thuggish... (Ruthless/Relativity)	36/2	57	504	+94	2622	+436

This chart reflects airplay from September 19-25. 87 total reporters.

BREAKERS®

ILL AL SKRATCH #BRIAN MCKNIGHT
 "I'll Take Her" (Mercury)
 70% of our reporters on it (61 stations)
 10 Adds (AF: 4) • Moves 41 - 40

INI KAMOZE
 "Here Comes..." (Columbia)
 60% of our reporters on it (52 stations)
 14 Adds (AF: 8) • Moves 43 - 27

MOST ADDED®

Artist	Title	Adds	Add Factor
BRAT	"Fa"	38	21
INTRO	"Never"	37	17
MELVIN RILEY	"Makes"	26	11
RAJA-NEE	"Turn"	23	11
A FEW GOOD MEN	"Somethin'"	15	6
INI KAMOZE	"Here"	14	8
DIGABLE PLANETS	"Wonder"	12	5
CASSERINE	"Why"	11	6
BARRY WHITE	"Practice"	10	7
ILL AL SKRATCH	"I'll"	10	4

MOST INCREASED PLAYS

B.M.U.	"Know"	+488
BRANDY	"Wanna"	+319
BLACKSTREET	"Before"	+318
MEN AT LARGE	"Talk"	+316
BARRY WHITE	"Practice"	+308
CASSERINE	"Why"	+285
INI KAMOZE	"Here"	+265
TONI BRAXTON	"Many"	+260
Y?N-VEE	"Chocolate"	+257
KARYN WHITE	"Hungah"	+230

MOST INCREASED POINTS

B.M.U.	"Know"	+2470
BRANDY	"Wanna"	+1631
BARRY WHITE	"Practice"	+1544
INI KAMOZE	"Here"	+1491
BLACKSTREET	"Before"	+1389
Y?N-VEE	"Chocolate"	+1318
TONI BRAXTON	"Many"	+1213
MEN AT LARGE	"Talk"	+1200
HORACE BROWN	"Taste"	+1180
CASSERINE	"Why"	+1065

TOP RECURRENTS

Ranked By Total Plays

Artist Title (Label)

1. SWEET SABLE Tonight (Street Life/SB)
2. CECE PENISTON I'm Not... (A&M/Perspective)
3. AALIYAH Back & Forth... (BlackGround/Jive)
4. TONY TONI TONE Slow Wine (Wing/Mercury)
5. 69 BOYZ Tootsee Roll (Rip It/ILC)
6. R. KELLY Summer Bunnies (Jive)
7. ICE CUBE & G. CLINTON Bop Gun (Priority)
8. LONDON JONES Joi (Silas/MCA)
9. BLACKSTREET Booti Call (Interscope/AG)
10. BLACKSTREET Joy (Interscope/AG)

Breakers: Song has achieved airplay at 60% of our reporters for the first time.
 AF: Add Factor -- total weights of stations adding a song. Points compressed to 1-50 scale for easier referencing. Total Points: The sum of each station's total plays of a song multiplied by the station's individual weight. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Play Rank: Ranks all charted songs by total plays. Most Increased Play lists the songs with the greatest week-to-week increases in total plays.

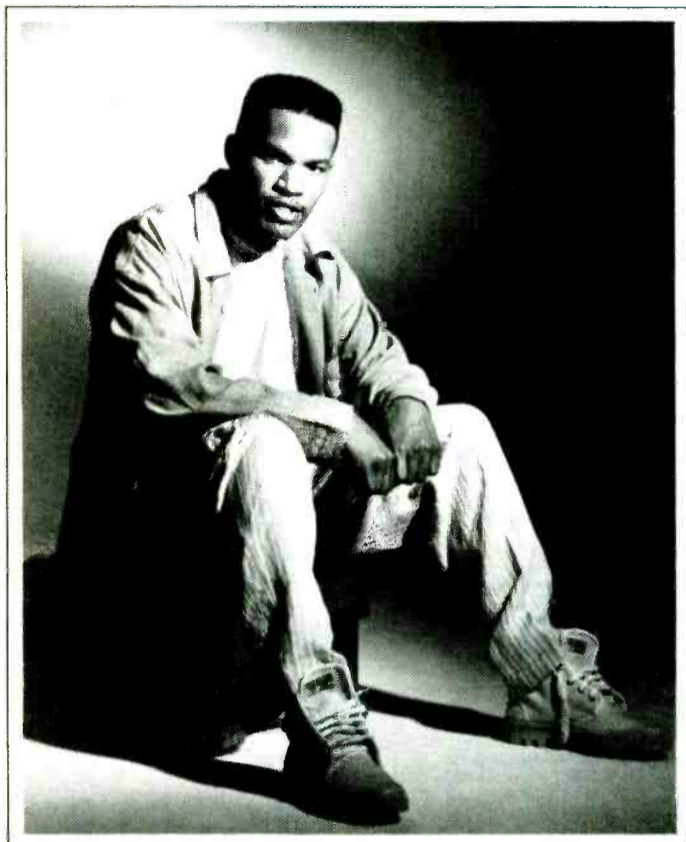
The Old School Never Had A Teacher Like This...

Coming October 10th

MCA

Play this hit and win!
“EXPERIMENT”

JAMIE
 FOXX



Now on 50 Urban reporters --
BREAKER BOUND!

KJLH	KPRS	WPLZ
WDAS	WOWI	WJMZ
WJLB	KCKX	WKGN
KMIQ	KSJL	WEUP
WZAK	WQUE	WJMG
WIZF	KJMS	KFXM
WMCS	WHRK	KBCE
WNOV	KYEA	...and
WKKV	WQQK	many more!

The second single from Jamie's
 smash album *“PEEP THIS...”*

Sales over 250,000 units at retail

EXECUTIVE PRODUCERS: WENDELL GREENE, JAMIE FOXX, AND MARCUS KING



The wait is over...

the Renaissance Woman has arrived!

Single

“BLUE JEANS”

The follow-up single to the Top 10 rap hit
“Play My Funk” is on your desk NOW!

“BLUE JEANS” ADDED AT



MANAGEMENT: JOAN RIM FOR RIM ENTERTAINMENT

Continued from Page 89

MARKET #19 WKYY/Baltimore (41D) 653-2200 Sampson/Jacobs. PLAYS 2W LW TW ARTIST/TITLE 43 41 49 GERALD LEVERT/'d Give Anything...

MARKET #20 WAMO/Pittsburgh (412) 471-2181 Dave/Stone. PLAYS 2W LW TW ARTIST/TITLE 27 27 38 PRINCE/Letigo 25 31 35 BLACKSTREET/Before I Let You Go...

MARKET #21 KMJK/Phoenix (602) 260-5655 Yasher. PLAYS 2W LW TW ARTIST/TITLE 37 35 38 BOYZ II MEN/'I Make Love To... 36 32 36 USHER/Can U Get Wit It...

MARKET #23 WZAK/Cleveland (216) 621-9300 Rusty/Stephens. PLAYS 2W LW TW ARTIST/TITLE 42 34 37 CHANGING FACES/Stroke You Up 45 34 36 USHER/Can U Get Wit It...

MARKET #25 WIZF/Cincinnati (513) 351-5900 Turner/Icy D. PLAYS 2W LW TW ARTIST/TITLE 29 31 34 BLACKSTREET/Joy 24 29 34 USHER/Can U Get Wit It...

MARKET #27 WKVV/Milwaukee (414) 321-1007 Fields/Hart. PLAYS 2W LW TW ARTIST/TITLE 51 53 52 BLACKSTREET/Joy 53 52 52 BOYZ II MEN/'I Make Love To...

MARKET #27 WMCS/Milwaukee (414) 444-1290 Young/Brown. PLAYS 2W LW TW ARTIST/TITLE 28 30 32 BOYZ II MEN/'I Make Love To... 27 30 32 ANITA BAKER/Body & Soul...

MARKET #27 WNOV/Milwaukee (414) 449-9668 Ernie G. PLAYS 2W LW TW ARTIST/TITLE 22 22 22 BOYZ II MEN/'I Make Love To... 22 22 22 ANITA BAKER/Body & Soul...

MARKET #29 KPRS/Kansas City (816) 763-2040 Weaver/Fears. PLAYS 2W LW TW ARTIST/TITLE 28 29 28 GERALD LEVERT/'d Give Anything 28 29 28 CHANGING FACES/Stroke You Up...

MARKET #33 WOW/Norfolk (804) 627-5800 Holiday/Mauzone. PLAYS 2W LW TW ARTIST/TITLE 22 21 33 CINDY MIZELLE/'ve Had Enough 23 24 32 BARRY WHITE/Practice What You...

MARKET #198 WYNN/Florence (803) 662-6364 Brown/Sanders. PLAYS 2W LW TW ARTIST/TITLE 47 45 45 BOYZ II MEN/'I Make Love To... 42 43 45 CHANGING FACES/Stroke You Up...

MARKET #203 KXZZ/Lake Charles (318) 436-7277 Williams. PLAYS 2W LW TW ARTIST/TITLE 45 45 45 BOYZ II MEN/'I Make Love To... 45 45 45 ANITA BAKER/Body & Soul...

MARKET #206 WJMG/Laurel (601) 544-1941 Jones/Jones. PLAYS 2W LW TW ARTIST/TITLE 17 20 20 BRANOYI/Wanna Be Down 19 19 20 BOYZ II MEN/'I Make Love To...

MARKET #207 WTUG/Tuscaloosa (205) 345-7200 Sloan. PLAYS 2W LW TW ARTIST/TITLE 64 62 67 ANITA BAKER/Body & Soul 66 67 68 AARON HALL/ Miss You...

MARKET #225 KYEA/West Monroe (318) 322-1491 Robinson. PLAYS 2W LW TW ARTIST/TITLE 35 35 35 BOYZ II MEN/'I Make Love To... 35 35 35 AALIYAH/At Your Best...

CHR/TOP 40 PLAYLISTS

Continued from Page 95

Contributes to Rhythmic CHR chart

Market #37 WHHH/Indianapolis (317) 293-9600 Wheeler/Frye. Playlist with 31 columns: PLAYS, 2W, LW, TW, ARTIST/TITLE.

Market #37 WZPL/Indianapolis (317) 879-9999 Cerone/Moser. Playlist with 31 columns: PLAYS, 2W, LW, TW, ARTIST/TITLE.

Market #38 WEDJ/Charlotte (704) 399-6195 Driscoll/Donovan. Playlist with 31 columns: PLAYS, 2W, LW, TW, ARTIST/TITLE.

Market #39 WEZB/New Orleans (504) 581-7002 Wright/Giovingo. Playlist with 31 columns: PLAYS, 2W, LW, TW, ARTIST/TITLE.

Market #40 WKSE/Bufalo (716) 884-5101 Burns/O'Meil. Playlist with 31 columns: PLAYS, 2W, LW, TW, ARTIST/TITLE.

Market #41 WXLL/Olando (407) 339-1067 Cook/Larry D. Playlist with 31 columns: PLAYS, 2W, LW, TW, ARTIST/TITLE.

Market #42 Kiss95.7 WKSS/Hartford (203) 249-9577 Jones/Manno. Playlist with 31 columns: PLAYS, 2W, LW, TW, ARTIST/TITLE.

Market #42 96.5 TICEM WVIC/Hartford (203) 522-1080 Cannon. Playlist with 31 columns: PLAYS, 2W, LW, TW, ARTIST/TITLE.

Market #43 102.3 Jam! WJMH/Greensboro (910) 605-5200 Douglas/Dunnings. Playlist with 31 columns: PLAYS, 2W, LW, TW, ARTIST/TITLE.

Market #43 Kiss 101.1 WKSI/Greensboro (910) 275-9895 Finley/Stevens. Playlist with 31 columns: PLAYS, 2W, LW, TW, ARTIST/TITLE.

Market #45 98 FM WPMY/Rochester, NY (716) 454-2600 Ivey/Rice. Playlist with 31 columns: PLAYS, 2W, LW, TW, ARTIST/TITLE.

Market #45 Y107 WYHY/Nashville (615) 256-6556 Peace/Brown. Playlist with 31 columns: PLAYS, 2W, LW, TW, ARTIST/TITLE.

Market #48 Z-93 WGTZ/Dayton (513) 294-5858 Kaplan/Corbett. Playlist with 31 columns: PLAYS, 2W, LW, TW, ARTIST/TITLE.

Market #49 WOVN/Palm Beach (407) 478-9688 Sullivan/Chase. Playlist with 31 columns: PLAYS, 2W, LW, TW, ARTIST/TITLE.

Market #50 105 X WJHX/Jacksonville (904) 696-1015 Clark/Virgin. Playlist with 31 columns: PLAYS, 2W, LW, TW, ARTIST/TITLE.

CHR/TOP 40 SONGS

September 30, 1994 R&R 97

Total stations number represents all stations playing the song five or more times this week.

AALIYAH "At Your Best..." BlackGround/Jive LP Title: Age Ain't Nothing 16 ADDS (Add Factor: 4)

CANDLEBOX "Far Behind" Maverick/Sire/WB LP Title: Candlebox 1-ADD (Add Factor: 1)

MELISSA ETHERIDGE "I'm The Only One" Island LP Title: Yes I Am 5 ADDS (Add Factor: 1)

GREEN DAY "Basket Case" Reprise LP Title: Dookie 3 ADDS (Add Factor: 1)

ANITA BAKER "Body & Soul" Elektra LP Title: Rhythm Of Love 5 ADDS (Add Factor: 2)

CHANGING FACES "Stroke You Up" Big Beat/AG LP Title: 9 ADDS (Add Factor: 2)

FOR REAL "You Don't Know..." A&M/Perspective LP Title: It's A Natural Thang 4 ADDS (Add Factor: 1)

SOPHIE B. HAWKINS "Right Beside You" Columbia LP Title: Whaler 2 ADDS (Add Factor: 1)

B.M.U. "U Will Know" Mercury LP Title: Jason's Lyric ST 8 ADDS (Add Factor: 2)

SHERYL CROW "All I Wanna Do" A&M LP Title: Tuesday Night Music 1 ADD (Add Factor: 1)

4 P.M. "Sukiyaki" Next Plateau LP Title: 12 ADDS (Add Factor: 3)

HOOTIE & BLOWFISH "Hold My Hand" Atlantic/AG LP Title: Cracked Rear View 5 ADDS (Add Factor: 1)

BON JOVI "Always" Mercury LP Title: Cross Road 16 ADDS (Add Factor: 4)

DEADEYE DICK "New Age Girl" Ichiban LP Title: A Different Story 11 ADDS (Add Factor: 2)

FOUR SEASONS "December 1963" Curb LP Title: 9 ADDS (Add Factor: 2)

ICE CUBE/G. CLINTON "Bop Gun" Priority LP Title: 2 ADDS (Add Factor: 1)

BOYZ II MEN "I'll Make Love To..." Motown LP Title: II 0 ADDS (Add Factor: 0)

DES'REE "You Gotta Be" 550 Music/Epic LP Title: Ain't Movin' 3 ADDS (Add Factor: 1)

GIN BLOSSOMS "Allison Road" A&M LP Title: New Miserable... 30 ADDS (Add Factor: 6)

IMMATURE "Never Lie" MCA LP Title: Playtime Is Over 7 ADDS (Add Factor: 2)

TONI BRAXTON "How Many Ways" LaFace/Arista LP Title: Toni Braxton 23 ADDS (Add Factor: 5)

GLORIA ESTEFAN "Turn The Beat Around" Crescent Moon/Epic Soundtrax LP Title: Hold Me, Thrill... 9 ADDS (Add Factor: 2)

AMY GRANT "Lucky One" A&M LP Title: House Of Love 0 ADDS (Add Factor: 0)

INI KAMOZE "Here Comes..." Columbia LP Title: Stir It Up 14 ADDS (Add Factor: 6)

STATION PLAY BY MARKET SIZE table for AALIYAH

STATION PLAY BY MARKET SIZE table for CANDLEBOX

STATION PLAY BY MARKET SIZE table for MELISSA ETHERIDGE

STATION PLAY BY MARKET SIZE table for GREEN DAY

STATION PLAY BY MARKET SIZE table for ANITA BAKER

STATION PLAY BY MARKET SIZE table for CHANGING FACES

STATION PLAY BY MARKET SIZE table for FOR REAL

STATION PLAY BY MARKET SIZE table for SOPHIE B. HAWKINS

STATION PLAY BY MARKET SIZE table for B.M.U.

STATION PLAY BY MARKET SIZE table for SHERYL CROW

STATION PLAY BY MARKET SIZE table for 4 P.M.

STATION PLAY BY MARKET SIZE table for HOOTIE & BLOWFISH

STATION PLAY BY MARKET SIZE table for BON JOVI

STATION PLAY BY MARKET SIZE table for DEADEYE DICK

STATION PLAY BY MARKET SIZE table for FOUR SEASONS

STATION PLAY BY MARKET SIZE table for ICE CUBE/G. CLINTON

NEW & ACTIVE

THE HOTTEST

MAZZY STAR "Fade Into You" (Capitol) •
Total Stations: 75, Adds: 10 (AF: 2), Points: 6788, Plays: 1613 (+160)

STONE TEMPLE PILOTS "Interstate Love Song" (Atlantic/AG) •
Total Stations: 100, Adds: 9 (AF: 2), Points: 6586, Plays: 1593 (+168)

TOAD THE WET SPROCKET "Something's Always..." (Columbia) •
Total Stations: 101, Adds: 25 (AF: 6), Points: 5640, Plays: 1426 (+627)

KARYN WHITE "Hungah" (WB) •
Total Stations: 65, Adds: 2 (AF: 1), Points: 5360, Plays: 1318 (+107)

HUEY LEWIS "But It's Alright" (Elektra) •
Total Stations: 55, Adds: 0 (AF: 0), Points: 4741, Plays: 1209 (+25)

HOOTIE & BLOWFISH "Hold My Hand" (Atlantic/AG) •
Total Stations: 59, Adds: 5 (AF: 1), Points: 4113, Plays: 1203 (+238)

4 P.M. "Sukiyaki" (Next Plateau) •
Total Stations: 50, Adds: 12 (AF: 3), Points: 5641, Plays: 1140 (+109)

GIN BLOSSOMS "Allison Road" (A&M) •
Total Stations: 83, Adds: 30 (AF: 6), Points: 4388, Plays: 1090 (+647)

R.E.M. "What's The Frequency..." (WB) •
Total Stations: 62, Adds: 17 (AF: 3), Points: 5351, Plays: 1050 (+362)

TONI BRAXTON "How Many Ways" (LaFace/Arista) •
Total Stations: 70, Adds: 23 (AF: 5), Points: 4109, Plays: 970 (+735)

ROLLING STONES "Out Of Tears" (Virgin) •
Total Stations: 73, Adds: 11 (AF: 2), Points: 3538, Plays: 965 (+334)

FOR REAL "You Don't Know..." (A&M/Perspective) •
Total Stations: 56, Adds: 4 (AF: 1), Points: 4172, Plays: 954 (+205)

NINE INCH NAILS "Closer" (Nothing/TVT/Interscope/AG) •
Total Stations: 59, Adds: 3 (AF: 1), Points: 4049, Plays: 873 (+6)

ICE CUBE/G. CLINTON "Bop Gun" (Priority) •
Total Stations: 33, Adds: 2 (AF: 1), Points: 5886, Plays: 845 (-19)

N'DOUR & CHERRY "7 Seconds" (Chaos) •
Total Stations: 56, Adds: 7 (AF: 2), Points: 3873, Plays: 834 (+122)

OFFSPRING "Come Out And Play" (Epitaph) •
Total Stations: 49, Adds: 4 (AF: 1), Points: 4094, Plays: 808 (-121)

WEEZER "Undone - The Sweater Song" (DGC) •
Total Stations: 63, Adds: 5 (AF: 1), Points: 3331, Plays: 796 (+114)

SARAH MCLACHLAN "Good Enough" (Arista) •
Total Stations: 61, Adds: 5 (AF: 1), Points: 2698, Plays: 790 (+173)

GAINING AIRPLAY

SALT-N-PEPA "None Of Your..." (Next Plateau/London/Island) •
Total Stations: 46, Adds: 4 (AF: 1), Points: 4128, Plays: 723 (+79)

TERROR FABULOUS "Action" (EastWest/AG) •
Total Stations: 29, Adds: 3 (AF: 1), Points: 5146, Plays: 712 (+81)

LISA STANSFIELD "Make It Right" (Giant) •
Total Stations: 40, Adds: 1 (AF: 1), Points: 2589, Plays: 690 (-82)

JADE "5-4-3-2 (Yo! Time...)" (Giant) •
Total Stations: 29, Adds: 2 (AF: 1), Points: 3329, Plays: 654 (-20)

LAUREN CHRISTY "The Color Of..." (Mercury) •
Total Stations: 44, Adds: 0 (AF: 0), Points: 1778, Plays: 547 (-17)

INI KAMOZE "Here Comes..." (Columbia) •
Total Stations: 27, Adds: 14 (AF: 6), Points: 4251, Plays: 528 (+259)

B.M.U. "U Will Know" (Mercury) •
Total Stations: 31, Adds: 8 (AF: 2), Points: 2980, Plays: 528 (+115)

DANIELLE BRISEBOIS "What If God Fell..." (Epic) •
Total Stations: 46, Adds: 0 (AF: 0), Points: 1867, Plays: 518 (-32)

SMASHING PUMPKINS "Today" (Virgin) •
Total Stations: 23, Adds: 1 (AF: 1), Points: 2836, Plays: 488 (+62)

RAPPIN' 4-TAY "Playaz Club" (Rag Top/EMI) •
Total Stations: 21, Adds: 2 (AF: 1), Points: 3102, Plays: 460 (+75)

COUNTING CROWS "Einstein On..." (DGC) •
Total Stations: 16, Adds: 0 (AF: 0), Points: 2803, Plays: 454 (+65)

LUCAS "Lucas With The Lid..." (Big Beat/AG) •
Total Stations: 31, Adds: 13 (AF: 3), Points: 2906, Plays: 453 (+253)

ACE OF BASE "Living In Danger" (Arista) •
Total Stations: 17, Adds: 2 (AF: 1), Points: 2362, Plays: 437 (+43)

20 FINGERS "Short Short Man" (ID) •
Total Stations: 23, Adds: 3 (AF: 1), Points: 3152, Plays: 437 (+71)

CRAIG MACK "Flava In Ya Ear" (Arista) •
Total Stations: 19, Adds: 1 (AF: 1), Points: 3893, Plays: 435 (+38)

JAKI GRAHAM "Ain't Nobody" (Avex/Critique) •
Total Stations: 25, Adds: 7 (AF: 2), Points: 2468, Plays: 433 (+5)

SHANICE "Turn Down The Lights" (Motown) •
Total Stations: 31, Adds: 5 (AF: 1), Points: 1896, Plays: 426 (+37)

SASS JORDAN "Sun's Gonna Rise" (Impact/MCA) •
Total Stations: 47, Adds: 14 (AF: 3), Points: 1181, Plays: 356 (+324)

LOVE SPIT LOVE "Am I Wrong" (Imago) •
Total Stations: 26, Adds: 5 (AF: 1), Points: 1635, Plays: 344 (+100)

BONE THUGS-N-HARMONY "Thuggish Ruggish..." (Ruthless/Relativity) •
Total Stations: 16, Adds: 2 (AF: 1), Points: 2478, Plays: 329 (+53)

69 BOYZ "Tootsee Roll" (Rip It/ILC) •
Total Stations: 14, Adds: 1 (AF: 1), Points: 2217, Plays: 325 (+46)

NOTORIOUS B.I.G. "Juicy" (Bad Boy/Arista) •
Total Stations: 19, Adds: 3 (AF: 1), Points: 2814, Plays: 290 (+47)

YOUNGSTAS "Hip Hop Ride" (EastWest/AG) •
Total Stations: 17, Adds: 3 (AF: 2), Points: 2586, Plays: 276 (+108)

BOYZ II MEN "On Bended Knee" (Motown) •
Total Stations: 9, Adds: 5 (AF: 3), Points: 2473, Plays: 274 (+96)

OFFSPRING "Self Esteem" (Epitaph) •
Total Stations: 13, Adds: 2 (AF: 1), Points: 1410, Plays: 267 (+132)

COLLECTIVE SOUL "Breathe" (Atlantic/AG) •
Total Stations: 25, Adds: 8 (AF: 2), Points: 812, Plays: 261 (+192)

SMITHEREENS "Time Won't Let Me" (RCA) •
Total Stations: 13, Adds: 0 (AF: 0), Points: 995, Plays: 257 (-27)

ERASURE "Run To The Sun" (Mute/Elektra) •
Total Stations: 16, Adds: 0 (AF: 0), Points: 1189, Plays: 243 (-10)

BRAT "Fa All Y'all" (So So Def/Chaos) •
Total Stations: 16, Adds: 5 (AF: 1), Points: 1928, Plays: 243 (+90)

CECE PENISTON "Hit By Love" (A&M) •
Total Stations: 12, Adds: 1 (AF: 1), Points: 1610, Plays: 237 (+6)

SPANISH FLY "Treasure Of My Heart" (Upstairs) •
Total Stations: 5, Adds: 1 (AF: 1), Points: 1318, Plays: 220 (+21)

BRANDY "I Wanna Be Down" (Atlantic/AG) •
Total Stations: 12, Adds: 7 (AF: 2), Points: 1987, Plays: 213 (+99)

JESUS & MARY CHAIN "Sometimes Always" (American) •
Total Stations: 18, Adds: 10 (AF: 2), Points: 767, Plays: 182 (+136)

JOAN JETT & BLACKHEARTS "As I Am" (Blackheart/WB) •
Total Stations: 18, Adds: 1 (AF: 1), Points: 676, Plays: 182 (+59)

ILL AL SKRATCH "I'll Take Her" (Mercury) •
Total Stations: 14, Adds: 4 (AF: 1), Points: 1730, Plays: 179 (+38)

Y?N-VEE "Chocolate" (RAL/Island) •
Total Stations: 10, Adds: 2 (AF: 1), Points: 1384, Plays: 178 (+14)

WHYCLIFFE "Heaven" (MCA) •
Total Stations: 13, Adds: 0 (AF: 0), Points: 461, Plays: 162 (-45)

KORELL "Paradise" (Thump) •
Total Stations: 6, Adds: 0 (AF: 0), Points: 1100, Plays: 156 (+11)

ERIC CLAPTON "Motherless Child" (Reprise) •
Total Stations: 33, Adds: 32 (AF: 5), Points: 514, Plays: 154 (+146)

PEARL JAM "Yellow Ledbetter" (Import) •
Total Stations: 5, Adds: 0 (AF: 0), Points: 1284, Plays: 153 (+48)

MIRANDA "Round & Round" (Sunshine) •
Total Stations: 8, Adds: 1 (AF: 1), Points: 1012, Plays: 153 (+69)

TANYA BLOUNT "Through The Rain" (Polydor/Island) •
Total Stations: 5, Adds: 1 (AF: 1), Points: 1279, Plays: 130 (+27)

FORTE "Girl I Want You Back" (Avenue) •
Total Stations: 10, Adds: 1 (AF: 1), Points: 448, Plays: 127 (-7)

HARRY CONNICK JR. "(I Could...) Whisper" (Columbia) •
Total Stations: 16, Adds: 12 (AF: 3), Points: 423, Plays: 117 (+24)

MAD LION "Take It Easy" (Wreck/Nervous) •
Total Stations: 5, Adds: 0 (AF: 0), Points: 954, Plays: 104 (0)

ZHANE "Vibe" (Illtown/Motown) •
Total Stations: 10, Adds: 8 (AF: 2), Points: 488, Plays: 82 (+17)

CAUSE & EFFECT "Alone" (Zoo) •
Total Stations: 14, Adds: 11 (AF: 2), Points: 187, Plays: 60 (+22)

JULIANA HATFIELD "Spin The Bottle" (Mammoth/RCA) •
Total Stations: 22, Adds: 20 (AF: 5), Points: 385, Plays: 58 (+13)

COWBOY JUNKIES "Sweet Jane" (Nothing/Interscope/AG) •
Total Stations: 13, Adds: 9 (AF: 2), Points: 192, Plays: 52 (+52)

JACKSON BROWNE "Sky Blue And Black" (Elektra) •
Total Stations: 10, Adds: 10 (AF: 2), Points: 0, Plays: 0 (0)

• Refer to song information on Pages 97 and 98
Songs ranked by total plays.

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2 W	LW	TW	ARTIST TITLE (LABEL)	TOTAL STATIONS/ADDS	PLAY RANK	TOTAL PLAYS	+/- OVER LAST WEEK	TOTAL POINTS	+/- OVER LAST WEEK
1	1	1	BOYZ II MEN I'll Make Love To You (Motown)	173/0	1	8949	+41	44856	-39
4	3	2	SHERYL CROW All I Wanna Do (A&M)	153/1	2	7079	+492	31177	+2660
2	2	3	BABYFACE When Can I See You (Epic)	155/0	3	6313	-272	29377	-739
6	5	4	VANDROSS & CAREY Endless Love (Columbia)	163/0	4	5708	+382	26233	+990
3	4	5	LISA LOEB... Stay (I Missed You) (RCA)	134/0	6	5175	-662	25064	-2847
5	6	6	JOHN MELLENCAMP Wild Night (Mercury)	130/1	5	5240	-421	23002	-1688
13	9	7	REAL MCCOY Another Night (Arista)	135/10	10	3888	+456	19278	+2449
7	7	8	COLLECTIVE SOUL Shine (Atlantic/AG)	119/1	8	3901	-286	18488	-1376
10	10	9	CRYSTAL WATERS 100% Pure Love (Mercury)	122/5	9	3900	+342	18027	+1239
24	12	10	MELISSA ETHERIDGE I'm The Only One (Island)	129/5	7	4112	+525	16317	+2070
8	8	11	ACE OF BASE Don't Turn Around (Arista)	120/1	13	3430	-430	15850	-1969
16	15	12	FOUR SEASONS December 1963 ('94) (Curb)	110/9	11	3564	+364	15288	+1272
11	11	13	CHANGING FACES Stroke You Up (Big Beat/AG)	91/9	18	2548	+43	14762	-293
12	13	14	PRINCE Letitgo (WB)	128/0	14	3424	-1	13687	-433
25	17	15	PRETENDERS I'll Stand By You (Sire/WB)	121/5	15	3423	+185	13670	+868
17	16	16	AMY GRANT Lucky One (A&M)	116/0	12	3529	+134	13312	+308
9	14	17	ELTON JOHN Can You Feel... (Hollywood)	91/0	17	2626	-389	12440	-1628
34	25	18	AALIYAH At Your Best... (BlackGround/Jive)	84/16	28	2062	+304	11930	+1895
30	26	19	SOPHIE B. HAWKINS Right Beside You (Columbia)	108/2	16	2669	+191	10608	+603
15	18	20	COOLIO Fantastic Voyage (Tommy Boy)	71/2	35	1800	-263	10283	-1727
14	19	21	COUNTING CROWS Round Here (DGC)	89/2	21	2378	-446	10239	-1605
18	20	22	SOUNDGARDEN Black Hole Sun (A&M)	105/0	22	2331	-402	9926	-1909
37	29	23	ELTON JOHN Circle Of Life (Hollywood)	114/2	19	2431	+143	9797	+779
23	21	24	AEROSMITH Crazy (Geffen)	81/0	29	2041	-317	9436	-1466
DEBUT		25	BON JOVI Always (Mercury)	126/16	25	2217	+1690	9369	+6807
-	39	26	GLORIA ESTEFAN Turn The Beat... (C. Moon/Epic ST)	115/9	23	2283	+708	9294	+2550
20	22	27	AARON HALL I Miss You (Silas/MCA)	69/1	36	1726	-372	9007	-1873
22	24	28	JON SECADA If You Go (SBK/EMI)	73/0	33	1913	-336	8983	-1247
-	37	29	IMMATURE Never Lie (MCA)	66/7	41	1486	+234	8977	+1184
35	33	30	JON SECADA Whipped (SBK/EMI)	113/3	20	2426	+140	8971	+280
19	23	31	SEAL Prayer For The Dying (ZTT/Sire/WB)	79/0	26	2177	-445	8953	-1773
DEBUT		32	MADONNA Secret (Maverick/Sire/WB)	152/152	37	1703	+1703	8868	+8868
38	35	33	GREEN DAY Basket Case (Reprise)	114/3	31	1989	+140	8802	+499
33	32	34	CANDLEBOX Far Behind (Maverick/Sire/WB)	103/1	32	1986	+14	8735	-24
32	31	35	WARREN G. This DJ. (Violator/RAL/Island)	54/0	50	1349	-15	8711	-50
39	36	36	DES'REE You Gotta Be (550 Music/Epic)	105/3	27	2071	+157	8450	+533
27	28	37	GIN BLOSSOMS Until I Fall Away (A&M)	72/2	30	2021	-257	8123	-1159
21	27	38	STEVE PERRY You Better Wait (Columbia)	73/1	24	2228	-527	7596	-1920
40	38	39	ANITA BAKER Body & Soul (Elektra)	101/5	42	1461	-36	6991	-191
-	40	40	DEADEYE DICK New Age Girl (Ichiban)	85/11	38	1618	+138	6885	+357

This chart reflects airplay from September 19-25. 181 total reporters.

SECADA

"WHIPPED"

ON OVER 110 CHR'S AND GROWING
 2426 PLAYS CHR **30** POP CHR **27**

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BREAKERS®

MADONNA

"Secret" (Maverick/Sire/WB)
 84% of our reporters on it (152 stations)
 152 Adds (AF:38) • Debuts at #32

GLORIA ESTEFAN

"Turn The Beat Around" (C. Moon/Epic ST)
 64% of our reporters on it (115 stations)
 9 Adds (AF:2) • Moves 39 - 26

FOUR SEASONS

"December 1963" (Curb)
 61% of our reporters on it (110 stations)
 9 Adds (AF:2) • Moves 15 - 12

MOST ADDED®

Artist	Title	Adds	Add Factor
MADONNA	"Secret"	152	38
ERIC CLAPTON	"Motherless"	32	5
GIN BLOSSOMS	"Allison"	30	6
TOAD THE WET...	"Always"	25	6
TONI BRAXTON	"Many"	23	5
J. HATFIELD THREE	"Spin"	20	5
R.E.M.	"Frequency"	17	3
AALIYAH	"Best"	16	4
BON JOVI	"Always"	16	4
INI KAMOZE	"Here"	14	6
SASS JORDAN	"Sun"	14	3

MOST INCREASED PLAYS

MADONNA	"Secret"	+1703
BON JOVI	"Always"	+1690
TONI BRAXTON	"Many"	+735
GLORIA ESTEFAN	"Turn"	+708
GIN BLOSSOMS	"Allison"	+647
TOAD THE WET...	"Always"	+627
MELISSA ETHERIDGE	"Only"	+525
SHERYL CROW	"Wanna"	+492
REAL MCCOY	"Night"	+456
VANDROSS & CAREY	"Endless"	+382

MOST INCREASED POINTS

MADONNA	"Secret"	+8868
BON JOVI	"Always"	+6807
TONI BRAXTON	"Many"	+2989
SHERYL CROW	"Wanna"	+2660
GLORIA ESTEFAN	"Turn"	+2550
REAL MCCOY	"Night"	+2449
TOAD THE WET...	"Always"	+2397
GIN BLOSSOMS	"Allison"	+2394
MELISSA ETHERIDGE	"Only"	+2070
INI KAMOZE	"Here"	+2058

TOP RECURRENTS

Ranked By Total Plays

Artist Title (Label)

- MELISSA ETHERIDGE Come To My... (Island)
- AALIYAH Back & Forth (BlackGround/Jive)
- TONI BRAXTON You Mean The... (LaFace/Arista)
- JANET JACKSON Any Time, Any Place (Virgin)
- ERASURE Always (Mute/Elektra)
- GERALD LEVERT I'd Give... (EastWest/AG)
- COLLAGE I'll Be Loving You (Metropolitan)
- RICHARD MARX The Way She Loves... (Capitol)
- ACE OF BASE The Sign (Arista)
- MARIAH CAREY Anytime You... (Columbia)

Breakers: Song has achieved airplay at 60% of our reporters for the first time. **AF:** Add Factor — total weights of stations adding a song. **Points** compressed to 1-50 scale for easier referencing. **Total Points:** The sum of each station's total plays of a song multiplied by the station's individual weight. **Most Increased Points** lists the songs with the greatest week-to-week increases in total points. **Play Rank:** Ranks all charted songs by total plays. **Most Increased Plays** lists the songs with the greatest week-to-week increases in total plays.

Table with columns: 2W, LW, TW, ARTIST TITLE (LABEL), TOTAL STATIONS ADDS, PLAY RANK, TOTAL PLAYS, +/- OVER LW, TOTAL POINTS, +/- OVER LW. Lists top 40 Rhythmic CHR songs.

Table with columns: 2W, LW, TW, ARTIST TITLE (LABEL), TOTAL STATIONS ADDS, PLAY RANK, TOTAL PLAYS, +/- OVER LW, TOTAL POINTS, +/- OVER LW. Lists top 40 Pop CHR songs.

This chart reflects airplay from September 19-25. 33 total reporters.

This chart reflects airplay from September 19-25. 148 total reporters.

BREAKERS®

INI KAMOZE
"Here Comes..." (Columbia)
67% of our reporters on it (22 stations)
12 Adds (AF: 19) • Moves 32-12

FOR REAL
"You Don't Know..." (A&M/Perspective)
61% of our reporters on it (20 stations)
1 Add (AF: 1) • Moves 31-28

MOST ADDED®

Table with columns: Artist, Title, Adds, Add Factor. Lists songs with most added plays.

MOST INCREASED PLAYS

Table with columns: Artist, Title, Adds, Add Factor. Lists songs with most increased plays.

MOST INCREASED POINTS

Table with columns: Artist, Title, Adds, Add Factor. Lists songs with most increased points.

TOP RECURRENTS

Table with columns: Artist Title (Label), Ranked By Total Plays. Lists top recurrent songs.

BREAKERS®

MADONNA
"Secret" (Maverick/Sire/WB)
92% of our reporters on it (136 stations)
136 Adds (AF: 45) • Debuts at #30

TOAD THE WET SPROCKET
"Something's Always Wrong" (Columbia)
68% of our reporters on it (101 stations)
25 Adds (AF: 8) • Debuts at #36

MOST ADDED®

Table with columns: Artist, Title, Adds, Add Factor. Lists songs with most added plays.

MOST INCREASED PLAYS

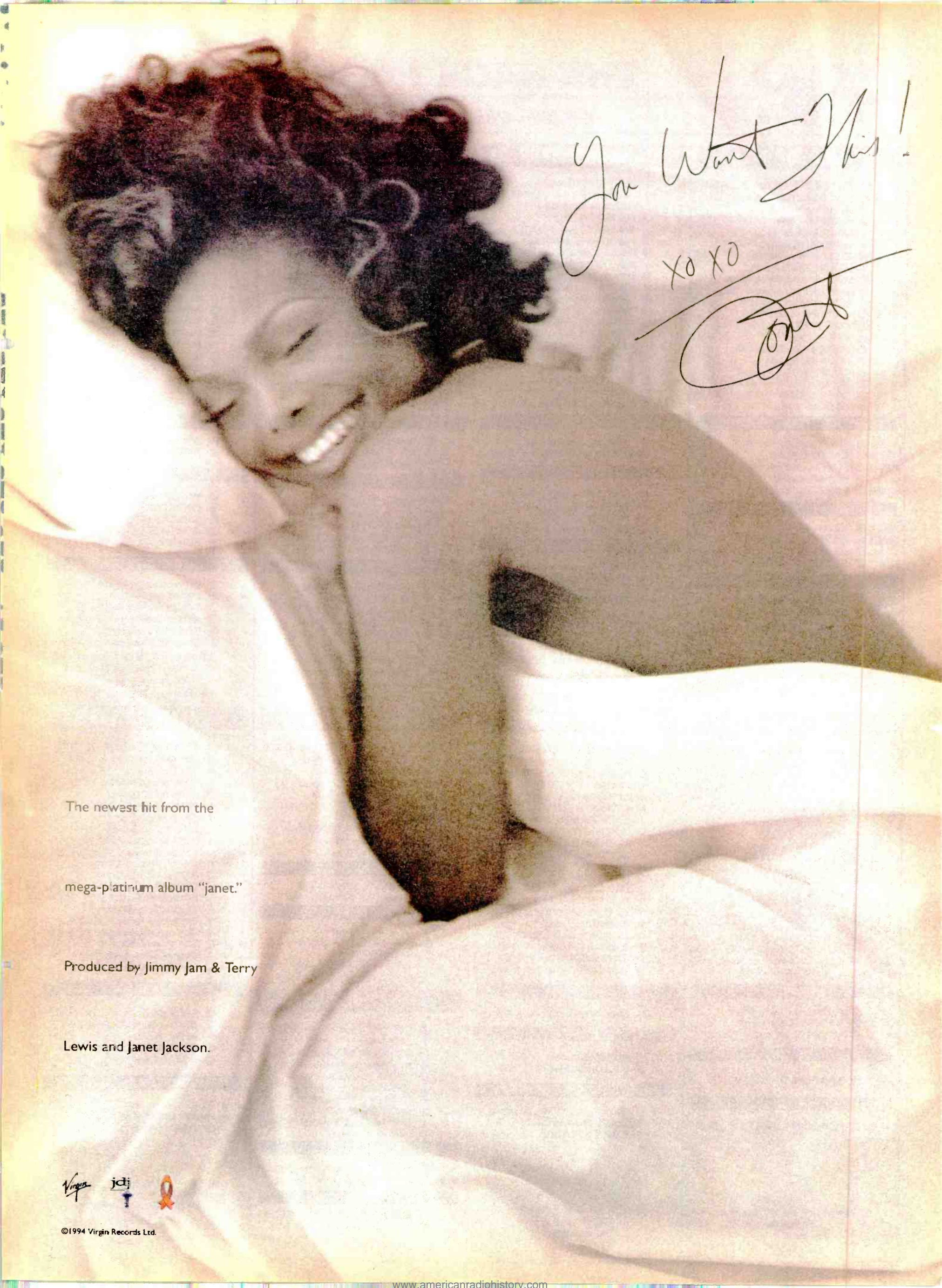
Table with columns: Artist, Title, Adds, Add Factor. Lists songs with most increased plays.

MOST INCREASED POINTS

Table with columns: Artist, Title, Adds, Add Factor. Lists songs with most increased points.

TOP RECURRENTS

Table with columns: Artist Title (Label), Ranked By Total Plays. Lists top recurrent songs.



You Want This!
XO XO
Janet

The newest hit from the

mega-platinum album "janet."

Produced by Jimmy Jam & Terry

Lewis and Janet Jackson.



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