

INSIDE:

ARS IN ACTION

Hot on the wanderin' bootheels of buying WTIC/Hartford for \$42 million, American Radio Systems paid \$8 million for WBLK/Buffalo.

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FORMAT-BY-FORMAT SPOTLIGHT ON THE VOICES OF AMERICA

This week, R&R's format editors turn their collective spotlight on the role that air talents play in radio today, focusing on everything from industrywide trends to format-specific issues:

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Training 'non-radio' talent
 - **CHR:**
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 - **URBAN:**
Balancing PD/air talent roles
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- Laura Hinson named Island VP/AC Promo
- Roland Edison new A&M VP/Urban Promo
- ABC, EZ debut real-time Internet audio

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- John Duncan to PD at KYYS/KC
- Marco Camacho new VP/GM at Houston Spanish trombo
- Bob Meyer now GM at WWTN/Nashville

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NEWSSTAND PRICE \$6.50



Thyret Regime Commences At Warner Bros. Records

■ 25-year label vet succeeds Goldberg at helm

BY COREY LEVITAN
R&R STAFF WRITER

Russ Thyret has replaced Danny Goldberg at the helm of Warner Bros. Records. Thyret — a 25-year label veteran who most recently was Vice Chairman — took over Monday (8/14) as Chairman/CEO. Goldberg, the former Atlantic President who served as Warner Bros. Chairman for eight months, has not yet announced his next move.

"This is beyond my wildest dreams," Thyret told R&R. "I feel happier than I can ever explain. If you get to work with an artist roster like this — with the



Thyret
THYRET/See Page 20

Many Investment Houses Cashing Out Of Radio

■ While some bankers see an opportunity to make a quick profit, others are looking to buy more

BY ROY FURCHGOTT
R&R WASHINGTON BUREAU

The Masters of the Universe are hungry for deals, and radio may just satisfy their appetite.

The rising price of radio stations, fueled by strong cash flow and looming industry deregulation, is drawing some leading investment bankers' interest — even as those who got in on the ground floor are busting a move to get out.

"[Radio] is now interesting for short-term investors who want to hit and run," said an industry expert, who requested anonymity. "Every owner has a decision to make right now: Do I buy? Or do I sell?"

Most investment houses with money already in radio have decided to sell. Liberty Broadcasting, backed by Joseph Littlejohn & Levy, is evaluating what kind of sales deal to make (see accompanying story). Ragan Henry's U.S. Radio, backed by the Blackstone Group, is on the block, and the recent Pyramid and Shamrock deals were purportedly driven by their investment bankers.

Most bankers who got into radio cheaply a few years ago now see an opportunity to sell at a healthy profit without having to worry about running a radio group. "These investment firms see a chance to recover a big chunk of their money and still retain a significant ownership position in the company," said Communications Equity Associates VP Jim Dunleavy.

One significant exception to the trend is Granum Communications, which is controlled by investment bankers Kohlberg, Kravis, Roberts (KKR). Granum is not shopping itself and has no plans to

do so, said President/CEO Herb McCord. Indeed, it is crafting a patient strategy to expand its radio holdings.

Waiting For Downturn

Like other investment houses, KKR grew fat with cash as the low interest rates of recent years drove investors away from traditional banks to riskier, higher-gain investment bankers. Thus, KKR — which briefly considered bidding for Shamrock — is poised to start buying ... when prices are right.

"I don't think we're a buyer at these prices," said McCord. He added his group will wait for an industry downturn, which is forecast for mid-1996 — although it could come sooner.

Wall Street has taken an optimistic view of the radio mega-deals, and stocks have flown high on recent successes. But some of the mergers rousing optimism are still too new to assess accurately; no year-to-year comparisons will be available for some time.

"It has been very difficult to do 'same store' analysis because everyone is growing so quickly," said McCord. "If any of the current deals unravel operationally, then Wall Street will re-

spond. Once one [company] has a hiccup, the whole market will come down."

And Granum will be there to pick up the choicest pieces.

Industry observers say plenty of investment firms are watching KKR and Granum closely. An acquisition move by KKR may spark other investors. According to Dunleavy, "There are a lot of equity dollars looking for the right deal, even people who have not traditionally looked at broadcasting."

Is Liberty Headed For Auction Block?

The "for sale" signs are going up at Liberty Broadcasting. Radio and financial industry sources told R&R the 19-station group is set to be peddled by the Goldman Sachs investment banking firm.

According to those sources, Goldman had planned to issue a sale prospectus to potential buyers this week but pulled back while Liberty reconsiders its options. The reconsideration is said to focus on how to structure a deal that will reap maximum tax benefits.

The head of a large radio group this week told R&R he was recently approached by someone he described as "one of Liberty's investors" about whether he would be interested in acquiring Liberty. The group head declined, citing a lack of compatibility between his stations and the Liberty properties. A Liberty spokesman declined to comment.

Privately held Liberty was formed two years ago and grew through acquisition to hold 19 properties in seven markets. The group is headed by CEO/President Jim Thompson and COO/Chairman Mike Craven.

Wonsiewicz Joins R&R As Music Editor



Wonsiewicz

Steve Wonsiewicz has joined R&R in its newly created Music Editor position. Working out of R&R's Nashville office, he'll be responsible for writing and editing R&R's forthcoming music section, which will cover music, artists, and related

WONSIEWICZ/See Page 20



'I Want You To Want Me!'

The folks at Jacor Classic Rocker KRFX/Denver have strung together a memorable series of celebrity billboards over the past year — its "Bad Company" board that paired Charles Manson and O.J. Simpson comes to mind. But its latest campaign, featuring Hugh Grant (above), caused an instant stir in the Mile High market. The station even had Grant's "partner in crime," Divine Brown, in town to help debut the billboard.

Incidentally, KXEZ/Los Angeles pulled its TV spot with Brown as a celebrity spokeswoman (R&R 8/11), owing to a slew of community complaints.



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COLUMBIA

UNI Convention Brings Out Stars



UNI Distribution held a three-day convention in Boca Raton, FL, showcasing both its established labels and some notable new partnerships, including Almo Sounds, Krasnow Entertainment, Dreamworks/SKG, and Rising Tide Entertainment. Posing for the picture above are (l-r) UNI Distribution President John Burns, MCA Music Entertainment Group Chairman/CEO Al Teller, Geffen/DGC Chairman/CEO Ed Rosenblatt, new SKG signee George Michael, DreamWorks/SKG co-founder David Geffen, MCA Inc. President/COO Ron Meyer, and Almo Sounds Chairman/President Jerry Moss.

Bottom picture, front row (l-r): Krasnow, GRP President Tommy LiPuma, Teller, Meyer, Gasoline Alley President Randy Phillips, and MCA/Nashville President Tony Brown. Back row (l-r): Rosenblatt, Radioactive Chairman/President Gary Kurfurst, MCA Music Ent. COO Zach Horowitz, Rising Tide Chairman/CEO Doug Morris, MCA/Nashville Chairman Bruce Hinton, MCA Records President Richard Palmese, MCA Int'l President Jorgen Larsen, and UNI Distribution's Burns.

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Island Ups Hinson To VP/AC Promo



Hinson

Laura Hinson has advanced to VP/AC Promotion at Island Records. She previously served as Sr. Director in that department.

"Laura has always been a pacesetter in the Promotion department," said label President/CEO John Barbis. "Her ability to get our artists played on AC radio has been a crucial part of the development of many of our artists." Hinson will continue to oversee radio promotion efforts at the AC and Hot AC formats.

A seven-year PolyGram veteran, Hinson began her career at Chrysalis prior to joining Polydor in 1988 as Local Promotion Manager. She moved to Los Angeles in 1990 to assume National Top 40 Promotion duties, then segued to PLG to oversee AC Promotion.

Live, Via PC! ABC, EZ Set Internet Audio Services

BY HEATHER VAN SLOOTEN
R&R WASHINGTON BUREAU

Radio continued its march into the technological future this week as both ABC Radio Networks and EZ Communications announced plans to provide real-time audio broadcasts via the Internet.

ABC RadioNet's World Wide Web site will provide 24-hour national audio news, updated hour-



ABC RadioNet home page

ly. A joint effort between ABC Radio Networks and Capital City INTERNET/See Page 20

Edison Electrifies A&M As VP/Urban

A&M Records has hired Roland Edison as VP/Urban Promotion. He most recently held the same post at Scotti Bros. Records.

"Roland is a clear, concise record man of integrity and vision," said Sr. VP/Promotion Rick Stone. "I couldn't be more pleased having him in the A&M family, and I look



Edison

forward to breaking records and developing careers with him at the label."

Prior to his Scotti Bros. stint, Edison also held the VP/Urban Promotion post at RCA Records. He began his career as a regional manager for Virgin Records in Dallas, where he was an air personality at KKDA.



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1995 DEALS TO DATE

Dollars To Date: \$4,018,034,802

(Last Year: \$1,591,171,342)

This Week's Action: \$78,452,000

(Last Year: \$37,318,236)

Stations Traded This Year: 834

(Last Year: 807)

Stations Traded This Week: 24

(Last Year: 21)

DEAL DETAILS BEGIN ON PAGE 6

Deal Of The Week

**•WTIC-AM & FM/Hartford
\$42 million**

Steven Dodge adds Chase Broadcasting's WTIC combo to his American Radio Systems' 21-station stable. In a separate deal, Dodge picks up WBLK/Buffalo for \$8 million.

Station? What Station?

❑ Oops! FCC filings reveal that Voyager Communications accidentally sold one of its stations back in 1993.

See Page 6

An Unhappy Rainbow?

❑ Rainbows aren't always a happy thing. The National Rainbow Coalition has filed to block the license renewals of 11 Norfolk-area radio stations.

See Page 6

RADIO BUSINESS

ARS Grabs WTIC/Hartford In Dereg Deal

❑ On a buying spree, company acquires Buffalo FM for \$8 million

In anticipation of the elimination of radio ownership limits, Boston-based **American Radio Systems Inc.** has purchased **WTIC-AM & FM/Hartford** for \$42 million from **Chase Communications**.

The acquisition would boost American's radio stake in Hartford to five stations; the firm already owns **WNEZ-AM, WRCH-FM & WZMX-FM**. The addition of **WTIC-AM & FM** would give ARS a formidable ratings position in the market as well. The five stations it would own had a combined 12+ share of 34.4 in the Spring '95 **Arbitron**. (Hot on the heels of the mega-deal, ARS also announced the purchase of **WBLK/ Buffalo** for \$8 million.)

The deal is contingent on enactment of pending telecommunications legislation that would remove radio ownership caps. That measure is expected to hit President **Clinton's** desk sometime in early November. While Clinton has threatened a veto, many observers expect that he will allow it to become law, largely because it passed both houses of Congress by veto-proof margins.

ARS Co-COO **John Gehron** told R&R the company is confident the bill will become law. "If our industry is going to grow and compete against the **Time Warners** of the world, we need to be allowed to have a greater presence. I think [the government] understands that — they're giving the right signals."

Nevertheless, Gehron added, ARS won't even file the **WTIC** deal with the **FCC** until the caps have actually been removed.

43% Revenue Gain

ARS posted its second-quarter results this week, reporting a 42.7% increase in revenue and a 100.9% gain in cash flow, both the result of improved operations and the purchase of 11 stations last year.

The company reported earnings of \$675,000 on revenue of \$45 million which, after a \$296,000 disbursement to preferred share-

holders, left \$379,000 (\$0.03 per share) on common stock. For the same period last year, the company posted earnings of \$1.7 million on revenue of \$19 million which, after a \$534,000 disbursement to preferred shareholders, left \$1.2 million (\$0.13 per share) on common stock.

Last year's earnings were pumped up by the sale of **WDJX-AM & FM/Louisville** to **Region Communications** for \$2.3 million. According to the firm, broadcast cash flow rose to \$7.7 million from \$3.8 million during the same period the previous year.

In addition to its Hartford properties, ARS owns **WRKO-AM, WEEL-AM, WBMX-FM & WEGQ-FM/Boston; WCMF-AM & FM & WRMM-FM/Rochester, NY; WONE-AM, WMMX-FM & WTUE-FM/Dayton; WECK-AM, WYRK-FM & WJYE-FM/Buffalo; WBZT-AM, WIRK-FM & WKGR-FM/West Palm Beach; and WBMD-AM & WQSR-FM/Baltimore.**

NEW RIAA STUDY

Music Sales Up Marginally

The wholesale market for recordings was up 800,000 units for the first half of 1995, as compared to the first half of 1994, according to a study commissioned by **RIAA**.

Highlights from the report included the overall increase in shipments, from 479.5 at midyear 1994 to 488.3 at midyear 1995, a 1.8% increase. Dollar value of those shipments increased 8.5% from \$4.8 billion to \$5.2 billion.

CD singles showed the greatest percentage change, with a 43.9% increase from 4.1 million units last year to 5.9 million units this year. CDs were also strong with a 12.6% increase from 276.8 million units at midyear 1994 to 311.8 million this year.

Cassette Sales Slip

Cassette sales slipped with shipments falling 14.6% from

148.2 million units last year at midyear to 126.5 million this year. The ongoing shift to CDs contributed to the slide, said the study.

Interestingly, vinyl showed a resurgence as cultish audiophiles bought 11.1% more than at this time last year. Sales volume went from an estimated 900,000 to about 1 million. Dollar volume was up an ironic 33.3% from \$7.5 million to \$10 million.

The **RIAA** midyear figures are based on data from distributors accounting for about 85% of the prerecorded music in the U.S. And retail sales data provides figures for the remaining 15%.

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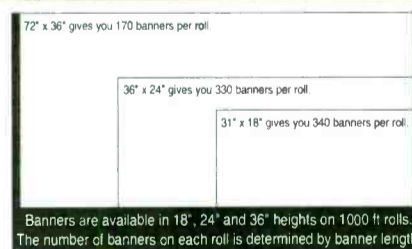
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profitability. Just ask them; Branding is simply the best way to compete. Period.

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STRATFORD RESEARCH

The Branding Authority

The Art Of The (Accidental) Deal

Did you hear the one about the company that accidentally sold one of its radio stations? Here's the somewhat embarrassing story, as revealed in recently filed FCC documents.

Back in 1993, **Hicks Muse Webber (HMW)** agreed to buy all the **Voyager Communications** radio stations. But at the last minute, HMW decided it didn't want Voyager's **WLWZ/Easley, SC**. That was fine with Voyager. Unfortu-

nately, the lawyers forgot to delete WLWZ from the sale contract.

The gaffe went unnoticed until attorneys for another potential buyer of WLWZ discovered that HMW held the real estate title to the station's studios and tower site. HMW subsequently returned the accidentally obtained property, and Voyager principals **Carl Venters** and **Jack McCarthy**, who took the station off-air because of the mess, are now seeking FCC permission to return it to the airwaves.

Rainbow Coalition Challenges 11 Station License Renewals

The **National Rainbow Coalition** announced Tuesday (8/15) an initiative to hold radio and television stations accountable for EEO compliance.

National Coalition Exec. Board Member Rev. **Ronnie Joyner** started the campaign rolling by filing petitions to deny the license renewals of 11 Norfolk-area radio stations. They include **WROX-FM/Cape Charles, VA**; **WKOC-FM/Elizabeth City, NC**; **WCMS-AM & FM, WNOR-AM & FM, WTAR-AM & WLTY-FM/Norfolk**; **WNIS-AM/Portsmouth, VA**; and **WAFX-FM & WFOG-FM/Suffolk, VA**.

TRANSACTIONS

Happy In Hartford: American Radio Systems Buys WTIC Combo For \$42 Million

□ **Douglas Broadcasting makes it a perfect '10'; acquires Family Station's KECR for \$12 mil.**

Deal Of The Week

WTIC-AM & FM/Hartford

PRICE: Estimated at \$42 million

TERMS: Cash

BUYER: American Radio Systems Inc., headed by Chairman and CEO

Steven Dodge. It owns 21 other stations. Phone: (617) 375-7500

SELLER: Chase Broadcasting Inc., owned by Arnold Chase. Phone: (203) 549-1674

FREQUENCY: 1080 kHz; 96.5 MHz

POWER: 50kw; 20kw at 810 feet

FORMAT: News/Talk; CHR

BROKER: Blackburn & Company Inc.

COMMENT: American Radio has also agreed to purchase the radio stations' tower facilities in Avon, CT and has an option to purchase the New England Weather Service.

TRANSACTIONS AT A GLANCE

- KECR-FM/EI Cajon, CA \$12 million
- KORV-AM & KEWE-FM/Oroville, CA \$400,000
- WBAR-AM/Bartow, FL \$140,000
- WIRA-AM & WOJV-FM/Ft. Pierce, FL No cash consideration for 80%
- WGCQ-FM/Immokolee, FL \$75,000
- WKKB-FM/Key Colony Beach, FL \$20,000
- WGRO-AM/Lake City, FL \$22,000
- WTMC-AM/Ocala, FL \$125,000
- WKED-AM & FM/Frankfort, KY \$550,000
- WRZI-FM/Vine Grove, KY \$300,000
- WYNK-AM & FM/Baton Rouge \$11.5 million
- WJKX-FM/Ellisville, MS \$260,000
- WSJL-FM/Cape May, NJ \$425,000
- WBLK-FM/Buffalo (DePew) \$8 million
- WNNV-FM/Aguada, PR No cash consideration
- KJIM-AM/Sherman, TX \$150,000
- KVFY-FM/Wilson Creek, WA \$220,000
- WJLW-FM/Green Bay, WI \$2.265 million

California

KECR-FM/EI Cajon

PRICE: \$12 million

TERMS: Asset sale for cash

BUYER: Douglas Broadcasting Inc., owned by N. John Douglas. It owns nine other stations, which are to be transferred to Kelso Partners IV L.P.

SELLER: Family Stations Inc. of Sacramento. Phone: (916) 641-8191

FREQUENCY: 93.3 MHz

POWER: 1.8kw at 1888 feet

FORMAT: Religious

KORV-AM & KEWE-FM/Oroville

PRICE: \$400,000

TERMS: Stock sale for cash

BUYER: Northern California Broadcasting Inc., headed by John Power of Arizona. Phone: (916) 893-8926

SELLER: Oroville Radio Inc., owned by Vernon and Alice Uecker. Phone: (916) 533-2113

FREQUENCY: 1340 kHz; 97.7 MHz

POWER: 1kw; 6kw at 950 feet

FORMAT: Gold; AC

Florida

WBAR-AM/Bartow

PRICE: \$140,000

TERMS: Asset sale for \$50,000 cash and a two-year, \$90,000 promissory note at 7% interest

BUYER: Bartow Broadcasting Co. Inc., owned by Harvey and Judy Morts of Missouri. Phone: (314) 642-2273

SELLER: WBAR Radio Inc., owned by James Livesay II of Illinois. Phone: (217) 234-6464

FREQUENCY: 1460 kHz

POWER: 1kw day/155w night

FORMAT: Gold

WIRA-AM & WOJV-FM/ Ft. Pierce

PRICE: No cash consideration for 80%

TERMS: Stock transfer

BUYER: Ardman Broadcasting Corp. of Florida President Myer Feldman, purchasing an 80% stock interest. Phone: (202) 637-9025

SELLER: Adrienne Feldman. She is the wife of the buyer. Phone: (202) 637-9025

FREQUENCY: 1400 kHz; 95.5 MHz

POWER: 1kw; 100kw at 981 feet

FORMAT: Sports; CHR

WGCQ-FM/Immokolee

PRICE: \$75,000

TERMS: Asset sale for cash

BUYER: Naples Broadcasting Group Inc. of Hutchinson, KS, owned by Leonard Titelbaum of Ann Arbor, MI. Phone: (316) 665-7201

SELLER: Radio Partners L.P. of Rocky River, OH, headed by President Barry Gerber. Phone: (216) 331-8012

FREQUENCY: 98.3 MHz

POWER: 2.11kw at 380 feet

FORMAT: Gold

BROKER: Bert Sherwood of Sarasota, FL

WKKB-FM/

Key Colony Beach

PRICE: \$20,000

TERMS: Asset sale for cash

BUYER: Keys Media Co. Inc., owned by Robert Castellanos and James Johnson. They also own WAFB-AM & FM/Clewiston, FL. Johnson has an interest in four other stations. Phone: (941) 933-6106

SELLER: WKKB Inc., headed by Richard Silva. Phone: (202) 362-1711

FREQUENCY: 105.5 MHz

POWER: 6kw at 226 feet

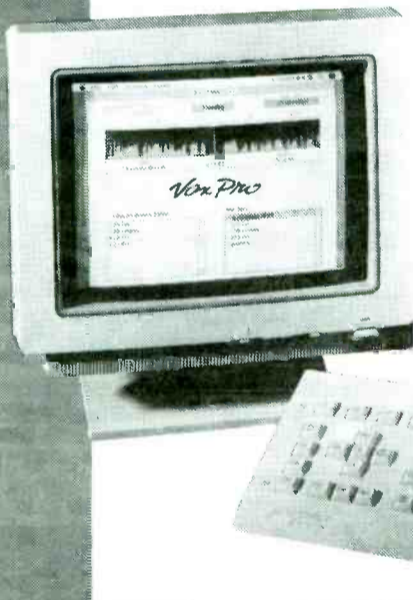
FORMAT: N/A

WGRO-AM/Lake City

PRICE: \$22,000

TERMS: Asset sale for cash

Continued on Page 8



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S&P Eyes Chancellor's Credit Rating For Boost

It seems odd that a large purchase could improve a credit standing, but that may be the case with **Chancellor Broadcasting's** purchase of **Shamrock Broadcasting**.

Standard & Poor has placed Chancellor on CreditWatch — an alert to investors that a firm's credit ratings may change — and S&P has added a "positive implication," which means it anticipates a change for the better.

"The purchase ... will improve Chancellor's cash flow substantially, as well as allow for marginal improvement

as the new stations are consolidated into the group," stated the S&P report.

Debt to cash flow ratio should remain stable. Although the \$395 million purchase price requires an estimated \$272 million in debt, Chancellor's parent company **Hicks Muse Tate & Furst Inc.** is supplying a \$100 million equity infusion, the report said.

S&P will revisit the company's credit rating after the completion of the merger in early 1996.

AT&T Sets DAB Demonstration For New Orleans

AT&T is apparently planning a digital radio demonstration for the **NAB Radio Show** in New Orleans next month.

The firm applied to the **FCC** for permission to construct an experimental broadcast station on Canal Street to broadcast in the final weeks of August through September 30.

The plan is to do demonstrations with both fixed and mobile receivers. AT&T's request said that it will "exhibit the DAB art and state of development to broadcast industry representatives," who will later make recommendations on DAB standardization to the **FCC**.

TRANSACTIONS

Continued from Page 6

BUYER: Power Country Inc., owned by **Louis Bolton II**. He also owns **WQLC-FM/Lake City**. Phone: (904) 755-4102

SELLER: WGRO Radio Inc., owned by **John Bolton Jr.** He is the brother of the buyer. Phone: (904) 752-0960
FREQUENCY: 960 kHz

POWER: 1kw
FORMAT: AC

WTMC-AM/Ocala

PRICE: \$125,000

TERMS: Asset sale for cash

BUYER: News & Travel Network Inc., owned by **W. Kenneth Jones**. Phone: (407) 644-4040

SELLER: AM 1290 WTMC Radio Inc. Phone: (407) 291-1395

FREQUENCY: 1290 kHz

POWER: 5kw day/1kw night

FORMAT: This station is dark.

Kentucky

WKED-AM & FM/Frankfort

PRICE: \$550,000

TERMS: Duopoly deal; asset sale for \$500,000 cash and a seven-year, \$50,000 promissory note at 8.5% interest

BUYER: Franklin County Broadcasting Inc., owned by **R. Lee Hagan, Gene Edwards, Sheila Hawkins, and Kenneth Mitchell**. Hagan, Edwards, and Hawkins own **WCND-AM & WTHQ-FM/Shelbyville, KY**. Hagan and Edwards own **WPAD-AM & WDDJ-FM/Paducah, KY**.

SELLER: Allian Communications Inc., owned by **Leigh Allan and Kenneth Mitchell**

FREQUENCY: 1130 kHz; 103.7 MHz

POWER: 500kw daytimer; 2.5kw at 350 feet

FORMAT: Country; AC

BROKER: Henson Media Inc.

WRZI-FM/Vine Grove

PRICE: \$300,000

TERMS: Asset sale for cash

BUYER: Basix Communications L.L.C., owned by **Ross & Linda Becker** of Westlake Village, CA. Phone: (818) 879-8165

SELLER: Broadcast Partners Inc. of Elizabethtown, KY, headed by **Mark Goodman**. He also has a 50% interest in **WXAM-AM/Bufalo, KY**. Phone: (502) 769-5556

FREQUENCY: 101.5 MHz

POWER: 6kw at 328 feet

FORMAT: AC

Louisiana

WYNK-AM & FM/Baton Rouge

PRICE: \$11.5 million

TERMS: Cash

BUYER: Gulfstar Communications of Baton Rouge Inc., headed by President **Steve Hicks**

SELLER: Narragansett Radio L.P. of Delaware, headed by CEO **Gregory Barber**. Phone: (401) 751-1000

FREQUENCY: 1380 kHz; 101.5 MHz

POWER: 5kw day/82w night; 100kw at 1500 feet

FORMAT: Country; Country

BROKER: Media Venture Partners

Mississippi

WJKX-FM/Ellisville

PRICE: \$260,000

TERMS: Asset sale for cash

BUYER: JLW Broadcasting Inc., owned by **Jimmy Walker** of Laurel, MS. Phone: (601) 649-4511

SELLER: South Jones Broadcasters Inc., owned by **Glynn Holland**. Phone: (601) 477-8859

FREQUENCY: 102.5 MHz

POWER: 50kw at 377 feet

FORMAT: This station is dark.

New Jersey

WSJL-FM/Cape May

PRICE: \$425,000

TERMS: Asset sale for cash

BUYER: The Mullen Group Inc., headed by President **Jeffrey Mullen**. Phone: (610) 359-6564

SELLER: Lighthouse Broadcasting Co. of New Jersey Inc. It also owns **WTCL-AM/Chattahoochee, FL**.

Phone: (202) 296-5950

FREQUENCY: 102.3 MHz

POWER: 3kw at 144 feet

FORMAT: Religious

New York

WBLK-FM/Bufalo (DePew)

PRICE: \$8 million

TERMS: Not disclosed

BUYER: American Radio Systems Corp., headed by Chairman/CEO **Steven Dodge**. Phone: (617) 375-7500 (See Deal of the Week)

SELLER: Lorenz Broadcasting Co., owned by **Frank Lorenz**. Phone: (617) 852-6605

Puerto Rico

WNNV-FM/Aguada

PRICE: No cash consideration

TERMS: Transfer of assets

BUYER: Juan Carlos Matos Barreto and Dominga Barreto Santiago. They are, respectively, the son and wife of the seller.

SELLER: Aurio Matos of Mayaguez,

PR. Phone: (809) 833-7100

FREQUENCY: 105.5 MHz

POWER: 3kw at 1200 feet

FORMAT: Religious

Texas

KJIM-AM/Sherman

PRICE: Estimated at \$150,000

TERMS: Asset sale for cash

BUYER: Bob Mark Allen Productions Inc., owned by **Bob Mark Allen** of Oklahoma. Phone: (903) 893-1197

SELLER: Davis Family Trust, owned by the **Owen Davis** family. It owns **KWSM-FM/Sherman; KTCY-FM/Denison, TX**; and has a 51% interest in **KDSX-AM/Denison-Sherman**.

Phone: (817) 382-8283

FREQUENCY: 1500 kHz

POWER: 1kw

FORMAT: This station is dark.

COMMENT: The parties have entered into an LMA.

Washington

KVYF-FM/Wilson Creek

PRICE: \$220,000

TERMS: Asset sale for \$170,000 cash

and a one-year, \$50,000 non-compete agreement

BUYER: Wilson Creek Communications LLC, headed by managing member **David Doherty**. He has an interest in two other stations. Phone: (201) 847-0933

SELLER: Wilson Creek Broadcasting Co., headed by **Brett Miller**. He has an interest in two other stations.

Phone: (805) 686-8933

FREQUENCY: 103.3 MHz

POWER: 25kw at 243 feet

FORMAT: Spanish

Wisconsin

WJLW-FM/Green Bay

PRICE: \$2.265 million

TERMS: Cash

BUYER: Woodward Communications Inc., headed by VP/Broadcasting **Susan Knaack**. It owns six other stations.

SELLER: American Communications Company Inc., headed by President **Jon LeDuc**

FREQUENCY: 95.9 MHz

POWER: 25kw at 328 feet

FORMAT: Country

Osgood Talks To Advertising Crowd



CBS Radio Networks' **Charles Osgood** addressed advertising agency executives on the advantages of radio. Learning some new facts are (l-r) **Bender Browning Dolby Sanderson VP/Media Marketing Bob Garrison, BBDO/Chicago Media Supervisor Linda Bocage and VP/Director Network Broadcast Buying Nancy Swiet, Osgood, BBDO Sr. VP/Director Media Services Michael Hedge, and CBS Radio Networks AE Ken Walker.**

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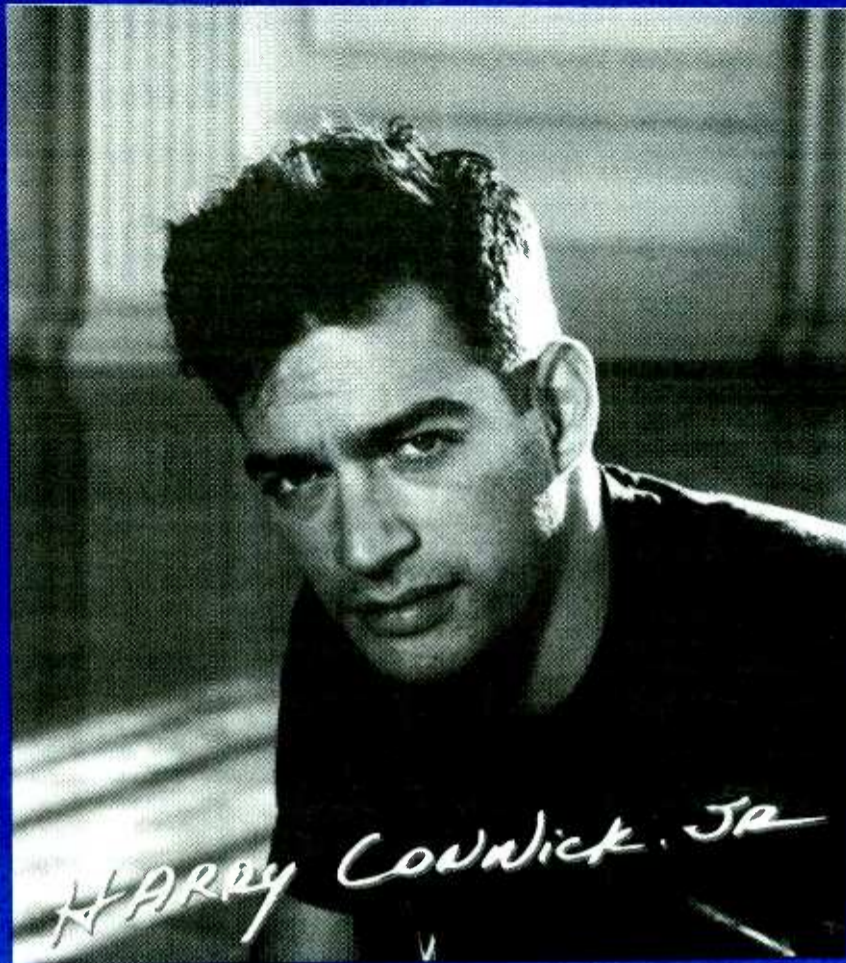
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Duncan Joins KYYS/ Kansas City As PD

John Duncan has been tapped as PD at KYYS (KY-102)/Kansas City, effective August 28. The former WRDU-FM & WTRG-FM/Raleigh OM replaces Scott Souhrada, who exited last month.



Duncan

"John has a great AOR background and we're excited to have him back at Citi-casters and in Kansas City," said VP/GM Mike Campbell. "His expertise will be a gigantic benefit in a tough, competitive market."

Duncan commented, "It's a homecoming — I worked for [Citicasters] in Milwaukee and was always impressed with their station roster, high caliber of people, and commitment to win — and for once this isn't B.S."

A 22-year radio veteran, Duncan has held programming posts at WLZR/Milwaukee, KPRI/San Diego, WABX/Detroit, WAAF/Boston, and WMAD/Madison, WI. He also has served as WQFM/Milwaukee's Director/Marketing and has been on-air at 98 Rock/Tampa and Gainesville, FL's WGVL and WRUF.

Meyer Adds Talker WWTN To GM Plate

Nine-year WSM-AM & FM/Nashville GM Bob Meyer has added identical duties at newly acquired crosstown News/Talk WWTN-FM.



Meyer

Meyer told R&R that managing a News/Talk station "is an exciting opportunity. It will allow us to take the canvas and paint the picture as we see it and really be creative."

Meyer said WWTN will take advantage of its FM position by offering a Talk sound that appeals to the younger audience that frequents that band. "The format creates some exciting possibilities because, traditionally, Talkers are on the AM dial."

Meyer served as GSM at WSM from 1982 through 1984. He shifted to WKY/Oklahoma City as GM, then returned to WSM in 1986.

Hangin' With The 'Phat' Cats



(L-r) Island Records President/CEO John Barbis, RAL/Def Jam CEO Russell Simmons, The Box Exec. VP Les Garland, Elektra Entertainment Group CEO/Chairman Sylvia Rhone, and T.J. Martell Chairman Tony Martell were all on hand to celebrate the unveiling of Box Tunes, the music video channel's new record label. The label's first release, "Big Phat Ones Of Hip-Hop, Volume One," hits the streets later this year.

Camacho Appointed VP/GM At El Dorado Houston Trio

Radio sales veteran Marco Camacho has been named VP/GM at El Dorado Communications' KEYH-AM, KQQK-FM & KXTJ-FM/Houston. He succeeds Rebecca Munoz-Diaz, who is now with Univision.



Camacho

"Marco will be an important ingredient for El Dorado's growth," said President Tom Castro. "He represents the future of Hispanic radio as it becomes more and more a part of the

general market." KQQK and KXTJ are Tejano stations; KEYH is Spanish.

Previously Sales Manager at CBS Radio Representatives' San Francisco office, Camacho's resume also includes a tour as NSM of CBS O&O KNX/Los Angeles. He has held sales management posts at several stations in his native San Antonio, where his father, Cesar Camacho, was a morning drive fixture for 30 years.

Levy, Myers Tapped As Capitol/Nash VPs

Capitol/Nashville has officially appointed Susan Levy VP/Artist Development and Michelle Myers VP/Marketing. Levy most recently served as VP/A&R Creative Development at MCA/Nashville; Myers was Asylum Records' Sr. Director/Marketing & Creative Services.



Levy



Myers

"Susan has a vision that I've admired for some time," Exec. VP/GM Walt Wilson remarked. "Her ability to focus on the issues and needs of a record company and its roster is superior. Susan will be a major component in the inner work-

ings of Capitol/Nashville." Levy began her career as Director/West Coast Publicity at MCA Records. She moved to Nashville in 1989 to head MCA's Publicity Department.

Wilson said Myers was the first person he approached to join the new Capitol/Nashville team. "Her knowledge and understanding of marketing are outstanding. Michelle will help define the direction of the label and our roster."

Launching her career as a CBS CAPITOL/NASHVILLE/See Page 20

EXECUTIVE ACTION

Divney Named To Reprise Alternative Post

Bob Divney has been elevated to National Director/Alternative Promotion at Reprise Records. He formerly served as the label's Local Promotion Rep in New York City.

"With the meteoric growth of alternative music, Reprise's commitment to the format has never been stronger," commented Exec. VP/GM Rich Fitzgerald. "There's no individual with a keener understanding or greater enthusiasm for this key field than Bob."

Divney began his career in 1986 in the mailroom of WEA's Boston branch. He became Reprise's Mid-New England Promotion Rep in 1987, then spent two years as a Local Promotion Rep in Washington, DC before moving to New York.

Elektra Ups Cohen To VP/Marketing

Brian Cohen has been upped to VP/Marketing at Elektra Entertainment Group. He has served as the label's VP/Creative Services since 1994.

"Brian has been a longstanding force of this company and has a keen sense for the big picture," stated Sr. VP/Marketing Steve Kleinberg. "He has played a big role in bringing the company together and will play an even more pivotal role in Elektra's future."

Cohen joined Elektra in 1990 as Director/Advertising. He began his career in 1987 as Manager/Sales & Distribution at Restless Records.



Cohen

Sambor Motors To Metro/Philly GM Post

Twenty-year industry veteran Michael Sambor has been tapped as GM/Philadelphia at Metro Traffic Control. He formerly was HBO Visitor Information Network's GM.

MTC Exec. VP Chuck Bortnick remarked, "We want to expand our services in the Philadelphia area and believe Michael's broadcasting and communications abilities are the perfect vehicle to do that."

Sambor also has worked as GSM at KROQ/Los Angeles, NSM at KMET/L.A., and as VP/Sales at Financial News Network.

Katz's Luongo Elected To Lead AWRT

Katz Media Group Sr. VP/Corporate Communications Lucille Luongo has been elected President of the American Women In Radio & Television (AWRT).

Luongo stated, "During my term, I hope to spotlight our efforts in the new and emerging technologies arena, find new sources of financial support, and strengthen our role as a voice for women's issues at the FCC."

As the organization's 41st president, Luongo also will serve as Chair of the AWRT Foundation.

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A seminal scientific study on American music tastes, exclusively from Coleman Research, one of the nation's top two radio research companies...The Music Clustering of America.

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The Music Clustering of America tracks listener preferences from the 1950s to the latest hits in CHR and Alternative Music. Music from every major format will be examined.

The study uses sophisticated Cluster Analysis techniques to measure the size of the audience for each style of music. The data is then subjected to Correlation Analysis to help determine which types of songs, artists and styles go together to make a format.

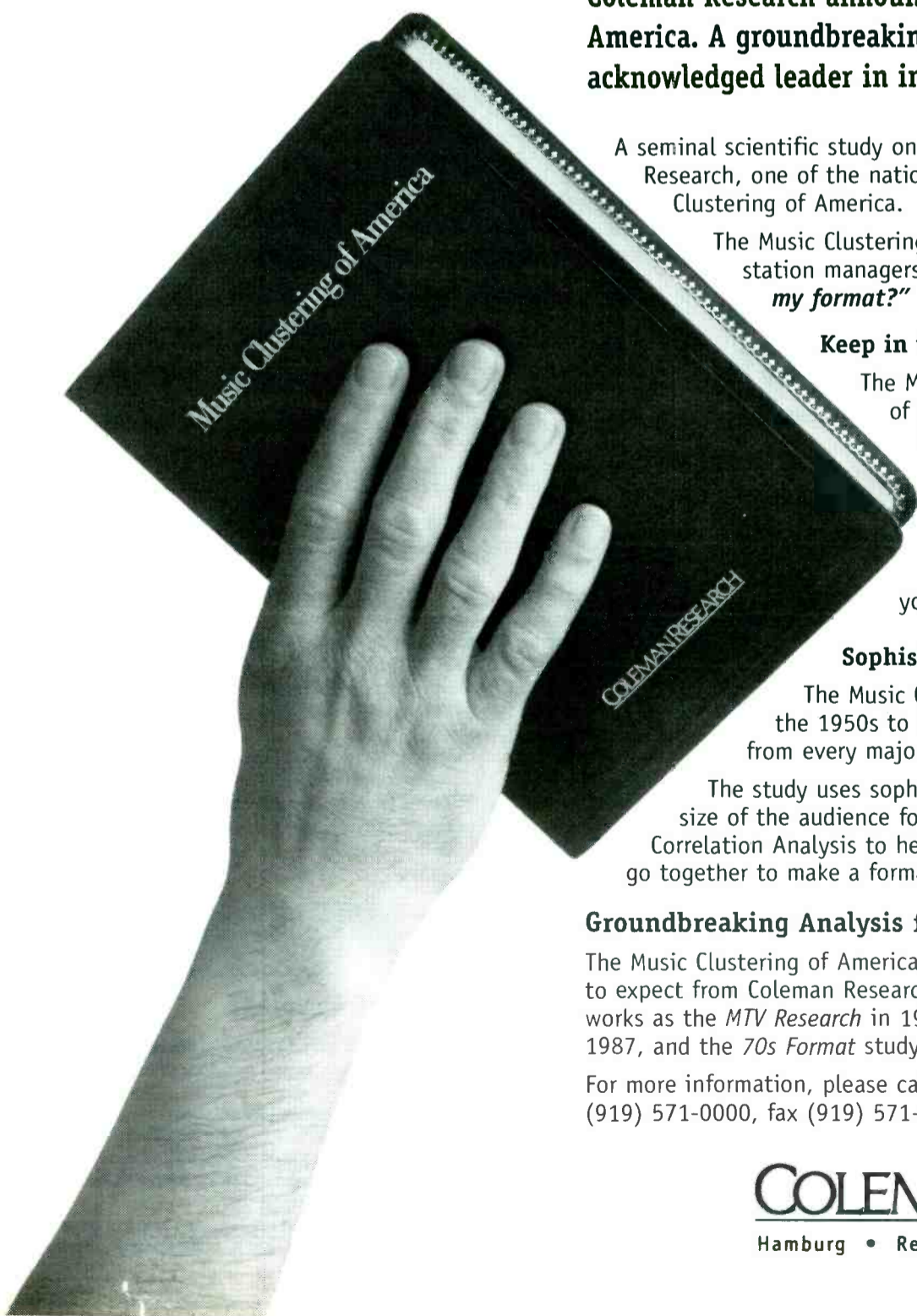
Groundbreaking Analysis from a Research Leader

The Music Clustering of America is exactly the kind of exhaustive analysis you've come to expect from Coleman Research. The company that brought you such groundbreaking works as the *MTV Research* in 1983, *The Truth about the ARB Diary Keeper* study in 1987, and the *70s Format* study last year.

For more information, please call Coleman Research Vice President Chris Ackerman at (919) 571-0000, fax (919) 571-9999.

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Arbitron Expands Qualitative To 27 Additional Markets

Seeking to bolster its qualitative services for all electronic media, Arbitron announced a new local research service for radio, TV, and cable in 38 medium markets. RetailDirect succeeds Arbitron's LocalMotion service, which had been tested in 11 markets.

The service will provide local electronic media with detailed consumer profiles, including newspaper usage as well as retailer patronage.

Phone Interviews

Consumers will be interviewed by telephone to determine where and how often they shop locally in the appliance, audio-video, banking, department and discount store, drug-store, furniture, grocery, convenience, hospital and medical, food services, and shopping mall categories.

It also gathers newspaper readership by section, TV viewing of local stations and of cable systems, readership of Yellow Pages and local advertising circulars, and radio listening (which is matched to listening levels in the Arbitron market report).

Information will then be delivered on diskette. Much like Arbitron's Maximiser system, users will be able to access information down to the respondent level.

RetailDirect will be available in Allentown-Bethlehem; Atlantic City, NJ; Bakersfield; Baton Rouge; Charleston, SC; Chattanooga; Colorado Springs; Columbia, SC; El Paso;

Evansville, IN; Flint, MI; Ft. Wayne; Gainesville-Ocala, FL; Greenville, NC; Honolulu; Huntsville, AL; Jackson, MS; Lafayette, LA; Las Vegas;

ARBITRON/See Page 20

Fleenor Upped To WLQT/Dayton PD

Three-year WLQT/Dayton APD/MD Mary Fleenor has been promoted to PD. She succeeds Scott Barrett, who exits the Regent Soft AC.

GM Don Griffin told R&R, "Mary has demonstrated outstanding programming skills and aggressive leadership qualities, which we feel

will solidify our market position. She's also one of the most-requested female voices in the Tri-State [Ohio-Kentucky-Indiana] area."

Fleenor also served as OM for WVUD (now WLQT) and spent 10 years — the last four as PD — at KHOZ/Harrison, AR.

Capricorn's Cook Elevated To Sr. VP

Capricorn Records has elevated Jeff Cook to Sr. VP/Promotion & Marketing. He most recently was VP in that department.

"Jeff Cook has been an integral part of Capricorn's success," said President/founder Phil Walden. "His drive and ambition are evidenced by the presence he has been able to establish for this label at radio."



Cook

Cook began his promotion career at Arista Records in the mid-'70s, rising in 1978 to head the label's regional AOR promotion. He became Arista's Sr. Director/Album Promotion in 1982, then accepted a similar post at Elektra in 1984. He joined the relaunched Capricorn in 1991.



KSCA/L.A. listeners communicate with the Dead.

JERRY GARCIA, 1942-1995

Radio's Reaction To Dead Leader's Demise

Rock music lost one of its enduring icons with the passing of Grateful Dead lead guitarist/vocalist Jerry Garcia, who died at the age of 53 last week (8/9).

The reaction at radio was immediate — especially in the band's San Francisco hometown — but also in such cities as L.A., New York, Denver, and Atlanta, where legions of "Deadheads" swamped stations' switchboards in disbelief. Many Rock and Progressive stations dumped their scheduled programming for nothing but Grateful Dead and Jerry Garcia Band tracks — in many cases for the rest of the day. On-air calls from distraught fans gave people a chance to express their grief as well as share their memories of the band and its music.

San Francisco's Progressive KFOG, Classic Rock KRQR, and Rock KSJO all devoted much of the day and

GARCIA/See Page 20



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Now for the first time...available for your exclusive local radio promotion in a daily 90 second call-in format.

Starring Alex Trebek along with your on-air talent.

For demo and further information contact a syndication director at
ECHO Radio Productions
1420 Chautauqua Blvd. Pacific Palisades, CA 90272 Telephone (800) 385-4612

American Promotes Geiger To VP Post

American Recordings Alternative Marketing/Artist Development exec Marc Geiger has been upped to VP/Marketing & New Media. Geiger's duties now expand in such areas as artist development, product management, marketing, and new media.

"I'm doing the same thing as I did before, just more of it," Geiger told R&R. "As the lines blur between alternative and non-alternative artists — and as online and new technologies begin to explode — there's quite a bit more responsibility to cover."

Geiger launched his music career in San Diego as a deejay and record-store manager, then became an Avalon Attractions concert promoter. Hired by Regency Artists (which later became Triad Artists Agency) in 1984, he joined American in 1991. His crowning achievement so far has been developing the annual Lollapalooza festival with Perry Farrell.



Geiger

UPDATE

Reed To Windham Hill As VP/A&R

Christine Reed has been appointed VP/A&R at Windham Hill/High Street Records. She most recently served as Director/A&R at Narada Records.

"Christine brings to Windham Hill many years of successful experience in the record business," said President/CEO Anne Robinson, to whom Reed will report. "She has a broad range of musical interests and understands Windham Hill is involved in making good, innovative music while running a successful, profitable business."

Reed's background includes stints as President/founder of Pangaea Records, VP/A&R at CBS Masterworks, and founding GM of the Spoleto Festival USA.

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Radio



Karb

• **CHRIS KARB** has been named Group Head for Flinn Broadcasting, which includes five radio and five television properties. As a successful Turn-around Specialist, he was most recently at WWTN-FM/Nashville.

• **MIKE ATTERBERRY** has joined KBOZ-AM, KATH-FM & KPXX-FM/Bozeman, MT as GM and partner. He leaves KUPL-AM & FM/Portland after six years as GSM.

• **BOB STEINBERG** rejoins Westwood One Entertainment as Director/Sales, Western Region. Steinberg, who will be based at WW1's Los Angeles headquarters, spent six years with the company before becoming Director/Media, Radio Division for Gateway Education Products.

• **JEFF WODKA** rises to LSM for KDGE-FM/Dallas. He previously was an AE.

Wodka

• **TRACI CLAUSSEN** is named GSM and **JEFF MILLER** is promoted to Promotions Director at KTMS-AM & KHTY-FM/Santa Barbara, CA. Claussen previously headed TLC Media & Public Relations and was GSM at crosstown KCQR. Miller was Promotions & Production Asst. for the stations.

• **MIKE NICKERSON** transfers to Paxson's WGTO-AM (The Team) & WJRR-FM/Orlando as Promotions Director. Also, **BRENT DUNLAP** becomes Manager of Paxson/Orlando's "Rolling Radio Show."

• **JIM BLYGH** is promoted to Managing Director/Affiliates for SJS Entertainment, and **LUANA GRAVES SELLARS** and **PAULA ROZIER** join as Affiliate Relations reps. SJS also moves ProMedia, its studio division, to 2 West 45th St. in New York; the new phone number is (212) 840-4126.

PROS ON THE LOOSE

Jon Anthony — MD KMXV/Kansas City (913) 384-4931

Scott Barrett — PD WLQT/Dayton (513) 429-3632

Tim Fox — Exec. Producer "Carolyn Fox Show" WHJY/Providence (508) 393-8035

Lola Lawson — President Tsunami Media Works (717) 234-9190

Michelle Marie — MD/afternoons WRUF/Gainesville, FL (904) 336-8047

Candy Martin — Nights WAXQ/New York (212) 724-2800

Big Ron O'Brien — Mornings KZDG/Denver (303) 469-9271

Shana — Weekends KLSX/Los Angeles (818) 249-6701

Records

• **STEVE POPOVICH** and **WILLIAM SOPKO** have reactivated Cleveland International Records. Ian Hunter, Watchman, Pilgrims, and David Essex are among the artists who are releasing a project on the label this month, with more artists debuting works in September. The label will be actively looking for innovative music of all kinds; (216) 361-2055.

• **DENISE GATTO** is elevated to VP/Release Planning at Columbia Records Group. She was most recently Assoc. Director, East Coast A&R.



Gatto

• **MARGERY GREENSPAN** steps up from Director to VP in Mercury Records' Creative Services Department.

• **CHRIS PRINGLE** becomes National Director/Street Promotion at RCA Records. He leaves a similar post at Scotti Bros. Records.

• **DAVID GRANT** and **JENNIFER FEINSOD** are upped to National College Promotion Director and East Coast College Promotion Director, respectively, at Geffen/DGC. Grant was formerly an Alternative Promotion Asst., and Feinsod was National Top 40, CHR, and New York Regional Promotion Asst.

• **FAISEL DURRANI** joins Island Records as Director/International Marketing. Durrani, who was previously Product Manager for PolyGram's international division, will head the label's new International Department.

• **MARTIN KIERSZENBAUM** has been appointed Director/International Marketing for A&M Records. He was formerly International Publicist at Warner Bros.

• **MICHAEL POLLACK** is appointed Sr. VP/General Counsel for the Elektra Entertainment Group. He was formerly VP/General Counsel for Sony Music Entertainment.

• **BERNADETTE WILLIAMS** joins Loose Cannon Records as A&R Manager. She was previously an A&R assistant for Mercury Records.

• **MARCI SHUSTER** re-enters the record industry as an attorney for Warner Bros. Records. Before joining entertainment law firm Engel & Engel three years ago, Shuster worked at Zoo Entertainment.

• AGF Entertainment Ltd. launches a new label, **PLUMP RECORDS**. AGF artist manager **JEREMY MORRISON** is named Plump's GM; **ADAM KAPLAN** joins as Director/Sales, Marketing & Promotion; and **MELISSA BAILEY** is appointed Design/Manufacturing Coordinator; phone (212) 366-6633, fax 366-0465.

• **BRAD PRESSMAN** ascends to Director/A&R and National Promotions at Sonic Images Records; he had been an A&R rep. The label also welcomes **JONATHAN PLATT** as VP/Business Affairs.

National Radio

• **ABC RADIO NETWORKS** will broadcast "The MusicMakers Special" with Bob Kingsley, a three-hour special, over the Labor Day weekend; (214) 448-3376. Also, the net's "ABC NewsWire" now includes the Ross Brittain Report show prep service and music sales data from SoundScan; (214) 991-9200.

• **BROADCAST PROGRAMMING** has announced it will offer radio stations the option of acquiring its format and consulting services with barter commercial schedules. BP will continue to provide its services on a cash basis as well. The company offers full-service consulting, music formats, music format libraries on CD and hard disk, among other programming tools. The barter option will take effect January 1, 1996.

• **MAJOR NETWORKS** signs CNBC's Bob Berkowitz to host a new daily two-hour talk program; (312) 755-1300.

• **ECHO RADIO PRODUCTIONS** offers "Radio Jeopardy," an interactive two-minute feature/contest with "Jeopardy" TV host Alex Trebek. The feature is distributed quarterly via CD and comes with its own prize packages; (800) 385-4612.

• **SOUND & STATIONS** begins distributing Joanna Langfield's "People Report," "Video Minute," and "Movie Minute." The two-minute features formerly aired on the ABC Radio Network; (214) 756-6600.

• **SALEM RADIO NETWORK** is now syndicating WAVA/Washington's "Janet Parshall's America," a conservative talk show airing 3-6pm ET; (703) 807-2266.

Industry

• **WOHL 2 WOHL PRODUCTIONS** has been formed by imaging voice for radio and television Randy Thomas and her manager Arnie Wohl. The company will focus on expanding its radio and TV promo, ID, and liner business; (818) 985-2728.

CHRONICLE

MARRIAGES

KSON/San Diego morning show host **Kris Rochester** to Corey Stein, July 29.

BIRTHS

KSKS/Fresno overnight talent **Rich Smith**, wife Kristi, daughter Amber Jannelle, August 10.

KRRV/Alexandria, LA MD **Michael Bailey**, wife Lori, son Nicholas Ryan, August 10.

Motown Records Atlanta local promo rep **Jim Davenport**, wife Jaime, daughter Hollis, August 9.

MJM Research Exec. VP **Clark Roberts**, wife Lisa, son Logan Connor, June 18.

CONDOLENCES

KVEG/Las Vegas Talk Host **Rick Talley**, 61, August 8.

Changes

AC: WFKY moves to P.O. Box 4130, 1030 Burlington Lane, Suite 4, Frankfort, KY 40604.

Alternative: Changes at KTBZ/Houston: MD **Steve Robison** becomes morning show producer, specialty show host **David Sadof** takes over MD duties, ex-KLOL Promo Asst. **Scott Erquhart** joins as Director/Creative Services, and Special Events Manager **Ethyl Miller** takes over Promo Director duties from the exiting **Andrew Huang**; meanwhile, afternoon **Shark** exits ... **KITS/San Francisco** Asst. Production Director/weekender **Morises** to late-nights, and overnigher **Drew Bennett** is elevated to nights ... **KPNT/St. Louis** night-timer **Eric Schmidt** inherits MD duties from Asst. PD/MD **Alex Luke**, who will become more involved in day-to-day programming; the station also hires **WPGU/Champaign, IL MD Sean Smyth** for weekends.

KCXX/Riverside hires ex-XHRM/San Diego MD/Marketing Director **Dwight Arnold** in the same capacity ... **WJRR/Orlando** adjusts its lineup, with APD/MD **Steve Robertson** taking 10am-noon, **Cruise** shifting from 2-6pm to noon-4pm, middayer **Townsend** joining **Zippy**

and former late-nighter **Chrissy** for afternoons, **Shark** moving from 6-10pm to 8pm-midnight (and becoming Asst. MD), and **David Hagen** extending his shift to midnight-6am ... **WENZ/Cleveland** late-nighter **Ted Kowalski** relinquishes his airshift to become Production Director, and the station adjusts the following airshifts: **Maria Farina's** midday shift is now 10am-3pm, **Rick O'Bannon's** afternoon slot becomes 3-7pm, MD/nighttimer **Sean "Bull" Robertson** is now on 7pm-midnight, and overnigher **Sue Csendes's** shift extends to midnight-6am.

KOME/San Jose's Brad Radley is upped from late-nights to middays ... **WQMF & WQNF/Louisville** financial consultant **Steve Foss** is hired as CFO ... **KROQ/Los Angeles** Publicity/Public Relations Director **Maria D'Arcangelo** departs to pursue artist management ... **KFRR/Fresno** night-timer **Carla Gonzalez** is appointed MD ... **CHTZ/St. Catharines, ON MD Kneale Mann** joins **CFNY/Buffalo** for similar duties, replacing **John Jones**, who heads for Much Music TV ... **KRSH/Santa Rosa, CA** afternoon **Bill Bowker** is promoted to MD.

KGDE/Omaha MD Tim Virgin adds Asst. PD duties ... **WCHZ/Augusta, GA MD/midday Julie Hoyt**

Continued on Page 17

MUSIC DATEBOOK

MONDAY, AUGUST 28

1922/The first radio commercial — a 10-minute real estate spot — airs on **WEAF/NY**.

1986/**Tina Turner** is awarded a star on the Hollywood Walk Of Fame.

Born: **Danny Seraphine (Chicago)** 1948

TUESDAY, AUGUST 29

1958/**George Harrison** joins the **Quarrymen** — the group that eventually becomes the **Beatles**.

1966/The **Beatles** give their last public concert, excluding rooftop gigs, at San Francisco's Candlestick Park.

Born: the late **Charlie "Bird" Parker** 1920, **Michael Jackson** 1958

WEDNESDAY, AUGUST 30

1989/Then-Guns N' Roses guitarist **Izzy Stradlin** is arrested for creating a disturbance on an airline flight — urinating on the carpet and smoking in the non-smoking section.

1993/**Billy Joel** is the first musical guest on CBS-TV's "Late Show With David Letterman."

Born: **John Phillips (Mamas & Papas)** 1935

THURSDAY, AUGUST 31

1976/**George Harrison** is found guilty of subconsciously plagiarizing the **Chiffons'** "He's So Fine" when composing "My Sweet Lord."

1988/**Bruce Springsteen** and actress **Julianne Phillips** file for divorce.

Born: **Van Morrison** 1945, **Gloria Estefan** 1957, **Gina Schock (Go-Go's)** 1957, **Glenn Tilbrook (Squeeze)** 1957, **Debbie Gibson** 1970

FRIDAY, SEPTEMBER 1

1956/**Elvis Presley** buys his mother a pink Cadillac.

1971/"The **Sonny & Cher Show**" premieres on **CBS-TV**.

1979/**U2** release their first record, an EP titled "U2-3," in Ireland.

1983/The **Clash** fire guitarist **Mick Jones**.



The **Clash** — took two guitarists to replace **Mick Jones**.

Born: **Barry Gibb** 1946

SATURDAY, SEPTEMBER 2

1970/**Phil Collins** responds to an ad in Britain's **Melody Maker** and becomes the drummer for **Genesis**.

1978/**Gloria** and **Emilio Estefan** are married.

1989/Ex-Cars frontman **Ric Ocasek** marries model **Paulina Porizkova**.

SUNDAY, SEPTEMBER 3

1967/Folk giant **Woody Guthrie**, 52, dies of the hereditary disease Huntington's Chorea.

Born: **Al Jardine (Beach Boys)** 1942

— Paul Colbert

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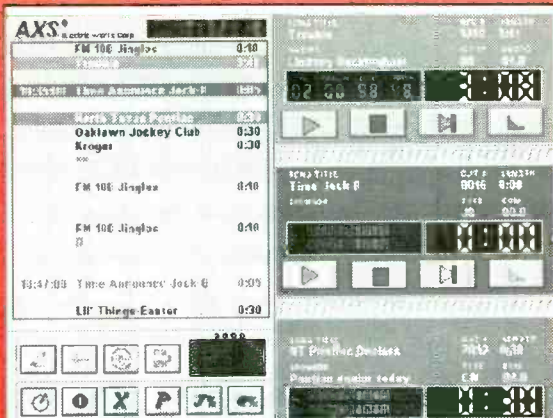
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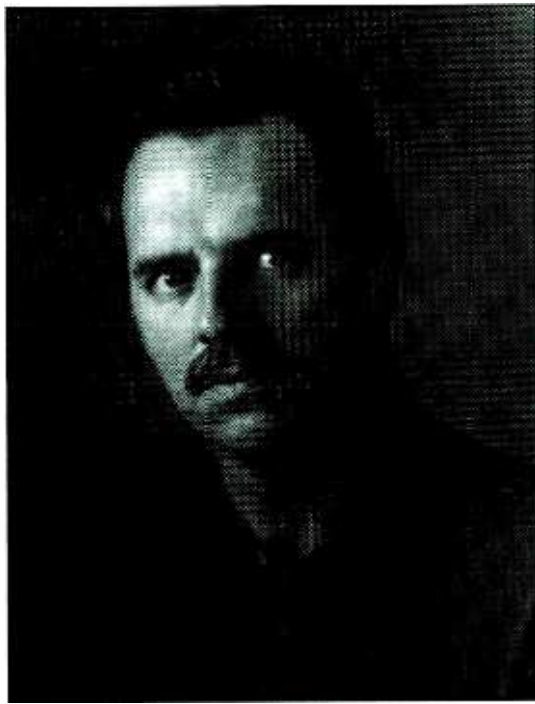
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— Jack Swart
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“Sunny 101.5”, South Bend



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Midland, MI
Gainesville-Ocala, FL
Greenville-New Bern-
Jacksonville, NC
Honolulu, HI
Huntsville, AL
Jackson, MS
Lafayette, LA
Macon, GA
Madison, WI
Mobile-Pensacola, AL-FL
Monterey-Salinas-
Santa Cruz, CA
Palm Springs, CA
Quad Cities (Davenport-
Rock Island-Moline), IA-IL
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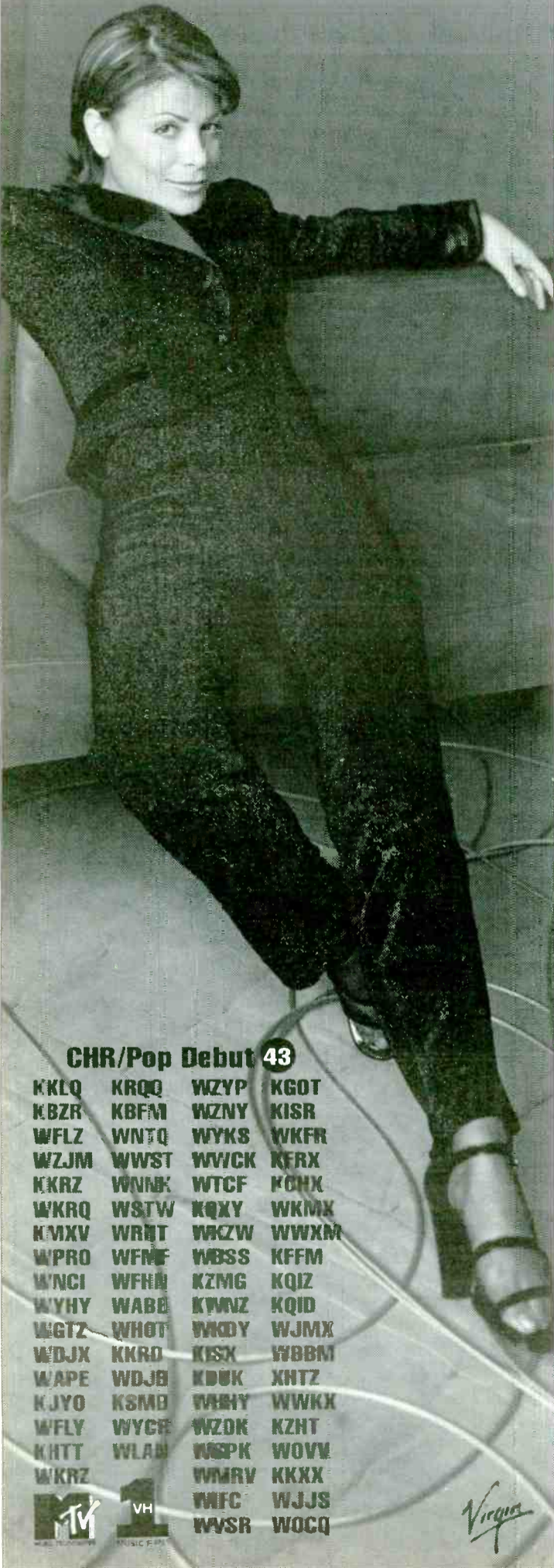
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'Real Radio' Coming To DC, N.O.?

Is "Real Radio" coming to DC? Greater Media's struggling N/T outlet **WWRC/Washington** has hired consultant **Walter Sabo**, who's come to specialize in developing Talk formats that target younger listeners with a hip, casual, entertainment-focused sound. Among his recent projects are the new **KLSX (Real Radio)/L.A.** — a Greater Media property — and **WTKS/Orlando**.

Curb chatter also has Sabo about to close a deal with **WEZB/New Orleans** and take it Talk, too. *Hmmm.*

Look for **Island VP/Promo Joe Riccitelli** to be upped to the label's Sr. VP/Promo post in the wake of **Sky Daniels'** exit.

Questions Du Jour

Did ex-WMG U.S. Chairman/CEO **Doug Morris** decline a \$10 million **Time Warner** offer to drop his \$50 million wrongful termination suit?

Will **Giant and American Recordings** bail **WEA** for **BMG**?

KSDO/San Diego PD Kelly Wheeler exits the **Gannett N/T** station. *And ...* crosstown **KYXY & KMKX GM Charlie Seraphin** is set to exit the Soft AC-Classic Rock combo.

Westwood One — in conjunction with **Infinity Broadcasting** — will begin national

distribution of **Scott Ferrall's** evening sports talk program, which originates on **KNBR/SF**. **Infinity's WFAN/NY** will air the show.

Meanwhile, **CBS Radio Network** is poised to unveil an afternoon drive talk show built around **Mary Matalin**, host of cable-TV's "Equal Time" program. More details at the **NAB Radio Show**.

Legendary **WQKI/Detroit** morning dude **Dick Purtan** came to the aid of 30-year crosstown morning competitor **J.P. McCarthy**, who needs a bone marrow transplant to combat his pre-leukemia (ST 8/11). **Purtan's** on-air promotion at two different local hospitals,

Continued on Page 24

Rumbles

- **KSD-AM/St. Louis PD Joe Blaney** resigns to pursue doctoral studies at the University of Missouri-Columbia.
- **KSOL/SF MD Jason Silva** adds APD duties.
- **KCBS-FM (Arrow 93)/L.A.** overnight sensation **Verna McKay** exits.
- **KHHT/Austin PD J.L. Fisk** becomes PD at **WCUZ-AM & FM/Grand Rapids**.
- **KZLT/Grand Forks middayer/MD Brian Michaels** adds PD duties.
- **KKLR & KWOC/Poplar Bluff, MO OM Scott Cox** becomes PD at **Zimmer** sister **WOOZ/Carbondale, IL**.

In other **Carbondale** news, **WCIL** nighttimer **Andrew Zepeda** becomes PD as **John Riley** steps down to concentrate on mornings.

- Look for **WGBF/Evansville PD Tony Couch** to become **WRGX/Westchester, NY Dir./Mktg. & Promotion** at the end of the month.
- **WPXR/Quad Cities** flips calls to **WHTS**.
- **KQRS/Minneapolis APD/MD Bryce Crousore** relinquishes his duties to concentrate on his airshift; **Reed Collins** assumes the APD role.
- **WZEE/Madison MD Dana Lundon** has been promoted to APD/MD.
- **WTFX/Louisville** welcomes the syndicated **WFBQ/Indy** morning team of **Bob & Tom**.
- Former **KKRZ/Portland MD Chet Buchanan** rejoins the station as APD/MD/afternoons.
- **WQDR/Raleigh's Brian Hoyle** takes PD/mornings at **WSAY/Rocky Mount, NC**.
- **WNVZ/Norfolk** ups **Diane Letterman** from the programming dept to co-host of the morning show with **Sean Sellers**.

Rumors

- Is **Pollack Media** thinkin' 'bout bringin' ex-91X/**SD VP/Ops. Kevin Stapleford** aboard as a consultant?
- Is Hot AC **WMYX/Milwaukee PD Jim Schaefer** about to exit?
- **Mercury VP/Mktg. & Artist Development John Mazzacco** is o-u-t. Could **A&M Exec. Dir./Product Development Celia Hirschman** be in?
- Is **Arista VP/Rock Promo Steve Schnur** ogling a VP/A&R gig in **Nashville**?
- Will **KKMG/Colorado Springs** morning man **Jonathan Wilde** be headin' in a southeasterly direction?
- Wasn't that ex-**KROQ/L.A.** and "Loveline" co-host **Jim "Poorman" Trenton** heard on crosstown **KIIS** filling in for the vacationing **Domino** on "Desperate & Dateless" — which airs at the same time as "Loveline"?

CHR/Pop Debut 43

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KBZR	KBFM	WZNY	KISR
WFLZ	WNTQ	WYKS	WKFR
WZJM	WWST	WWCK	KFRX
KKRZ	WNNK	WTCF	KOHX
WKRQ	WSTW	KQXY	WKMX
KMXV	WRHT	WKZW	WWXM
WPRO	WFNE	WBSS	KFFM
WNCI	WFHH	KZMG	KQIZ
WYHY	WABE	KTNZ	KQID
WGTZ	WHOT	WKDY	WJMX
WDJX	KKRD	KISX	WBBM
WAPE	WDJB	KDUK	XNTZ
KJYO	KSMB	WBYH	WWKX
WFLY	WYCF	WZDK	KZHT
KHTT	WLAD	WSPK	WQVV
WKRZ		WWRV	KKXX
		WIFC	WJJS
		WYSR	WOCQ

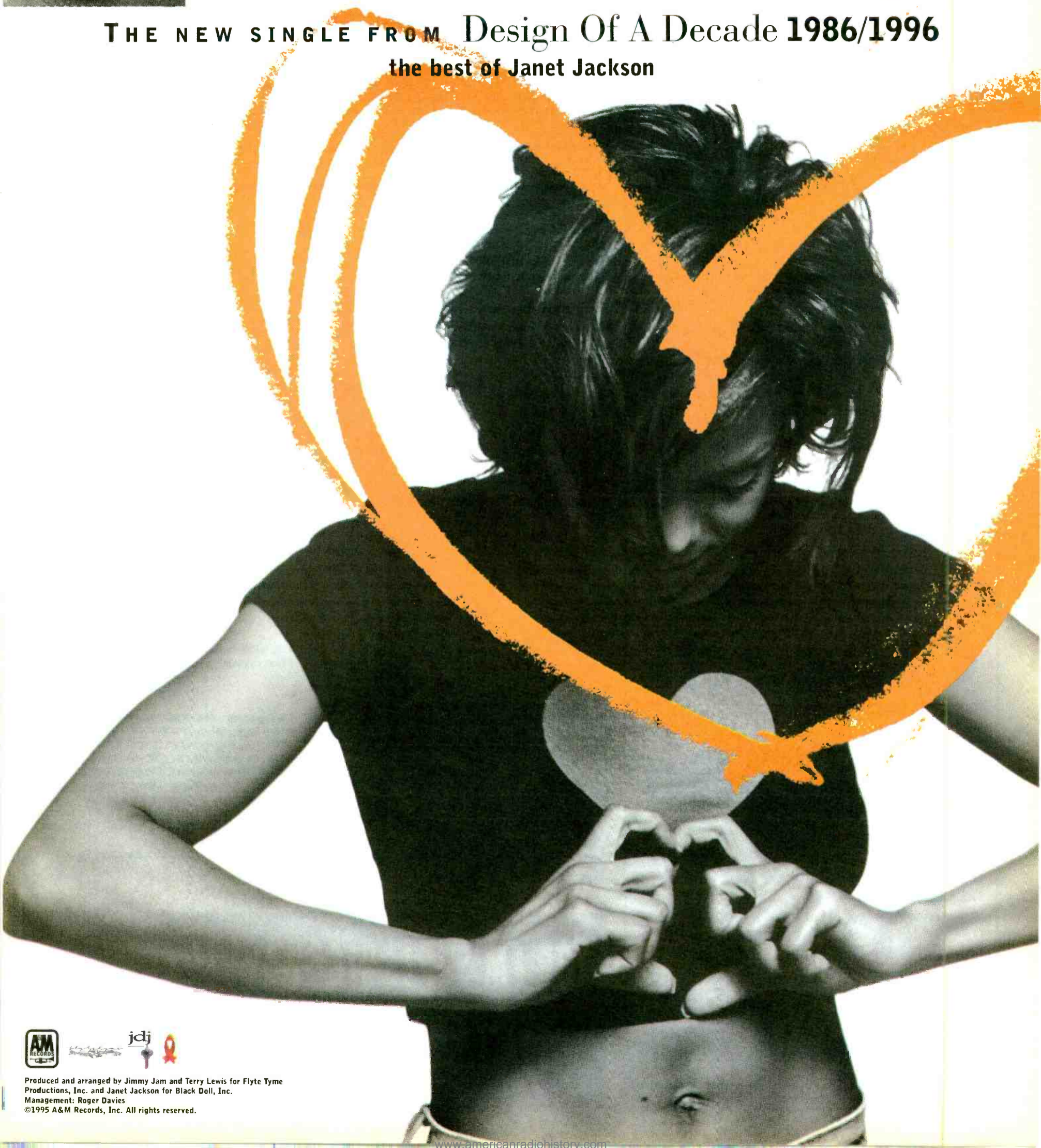


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STREET TALK®



MIDWEST MORNING MANATEE MADNESS — The Mancow vs. Stern feud continued Monday (8/14) as the WRCX/Chicago morning manimal held a funeral for his rival morning mouth. Although it's Howard who normally holds funerals for the competition after beating them in the ratings — this time Mancow was the winner.

A Stern dummy filled with pigs' blood accompanied the procession along the funeral route, which just happened to wind its way in front of the Prudential Building, home of Stern affiliate WCKG. The estimated crowd of 5000 stopped traffic, causing Chicago police to set up blockades. While one Mancow fan literally crowned the morning manatee "King Of Chicago Radio" (pictured above), Mancow returned the crown, claiming the listeners are the real kings.

Continued from Page 22

asking listeners to come by and help find a match for **WJR** air talent McCarthy's bone marrow, drew more than 2300 people.

Kudos 'n' superlatives to **Arista Records** for reporting record-setting U.S. sales of \$300 million during its fiscal year, which ended June 30.

Shot Down

WLW-AM & WEBN-FM/Cincy traffic reporter **John Phillips** was charged with endangering aircraft operations (a misdemeanor) after he allegedly shot at a groundhog from a hovering helicopter.

Records

- **Terry McGill** is upped from Nat'l Dir./Field Promo to VP/Urban Promo for **Scotti Bros./Street Life Records**. McGill will move from Dallas to L.A. as well.

- **Asylum Mgr./Southeast Regional Promo Cassandra Tynes** has left the label.

- After seven years with the label, **SOR** regional promo dude **Mike Anderson** exits to study entertainment law at Memphis University. His replacement is former **WPIK-FM/Key West MD Nancy Tunick**.

- **Sonyo** has entered the record business, pacting with audio/video label **Drive Entertainment** and merchant/investment banker **Communication Equity Associates** to exclusively manufacture Drive's CDs and CD-ROMs in North America.

- **Virgin** Detroit local **Reggie Blackwell** exits.

- **Bubble Factory** — the new entertainment company formed by ex-MCA Prez **Sid Sheinberg** — will spin off a similarly named record label, which will handle soundtracks exclusively for new.

RADIO & RECORDS



1

- Chairman **Mo Ostin** announces he'll be leaving **Warner Bros. Records** at end of the year; **Lenny Waronker** will become **Warner Bros. Records** CEO in January.
- **Zach Horowitz** upped to **MCA Music Entertainment Group COO**.
- **Bob McNeill** named **Westwood One Radio Networks'** VP/Programming.
- **Jay Cook** to retire from radio.

5

- **Gerry DeFrancesco** becomes **WSN/Philly** VP/OM.
- **Shirley Maldonado** named **WQCD/NY** OM.
- **Roger Barkley** joins **KABC/L.A.** for mornings; **Bob Arthur** exits.

10

- **Rich Piombino** promoted to **KMET/L.A.** PD.
- **Don Crawley** elevated to **WDAF/KC** PD.

15

- **Wally Clark** named **KSD-AM & FM/St. Louis** GM.
- **Tom Bigby** becomes **WIFV/Philly** Ops Dir.
- **Max Floyd** appointed **WLUP/Chicago** PD.
- **Tom Owens** chosen **KTXQ/Dallas** PD.
- **Scotty Brink** crowned **KHOW/Denver** PD.
- PD **Mike McVay** returns to **WAKY/Louisville**, after spending three days at **KBZT/San Diego**.

20

- **Jay Albright** named **KUZZ/Bakersfield** PD.

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RANDALL BLOOMQUIST

Refining Raw Crude Into Well-Oiled Station Talent

■ Tips on acclimating your new 'non-radio' Talk host

One of the most interesting aspects of the recent Talk boom is the rising prominence of the "non-radio" host.

Confronted with a fairly small air talent pool, Talk PDs are increasingly recruiting from outside radio's ranks. Politicians, entertainers, cab drivers, felons — all have been converted into yakkers.

When a station (or syndicator) hires a non-radio host, it's buying a raw material — crude programming oil that must be refined to burn hot and clean enough to power the station. This can be a long, involved process which — although often successful — comes with no guarantees.

I asked three format experts for their thoughts on turning raw talent into well-oiled radio talent.

Getting To Know You

When former WABC/New York PD John Mainelli discovered that one of his new hosts, a stand-up comic, performed best in front of a live audience, he began watching her show from outside the studio window.

That's one of the keys to molding non-radio talent, says consultant Walter Sabo — making the proto-host feel comfortable and secure. No matter how successful the hosts were in other careers, Sabo notes, they are most likely nervous and unsure of their ability to succeed at the difficult task of hosting a talk show.

"It's a very scary thing for them," says Sabo. "You have to make them feel good about what they're doing." To play that role the programmer



must get to know the talent well enough to understand what they'll respond positively to — and what they'll fear.

But at the same time, adds SW Networks Director/Talk Programming David Rimmer, the PD shouldn't be overly deferential to the rookie. "The way to win their respect and confidence is to show you aren't afraid to review their performance," says Rimmer, who's helped hone the radio skills of such personalities as Mario Cuomo and Barbara Walters.

And no matter how smart and successful new hosts have been in previous careers, rest assured they'll have some fundamental things to learn about Talk radio. "The first thing you need to do is get them away from how they communicated in their old

job," says Rimmer. "For example, politicians are trained not to make statements that will anger a large number of their constituents. You have to teach them that as a host, they have the freedom to take [tough] positions on the issues. And that they don't need a position paper and extensive research to take that position."

Practice Makes ...

Rimmer and Sabo agree that PDs should explain the rationale behind their instructions. Most would-be talkers, they note, are smart people who will execute direction even better if they understand the objective behind the orders. Sabo had KLSX/Los Angeles host-in-training Kato Kaelin fill out an Arbitron diary for one day so he would understand the importance of formatics.

Sabo also believes the best way to boost a new host's self-confidence is to give him enough practice. "You need to make [new talent] sit in the studio until they're bored; until the [process of doing a

"

The first thing you need to do is get them away from how they communicated in their old job. You have to teach them that as a host, they have the freedom to take [tough] positions on the issues.

— David Rimmer

"

radio show] is invisible to them."

KLSX Director/Program Development Perry Michael Simon applied that philosophy in preparing non-radio types Kaelin and Susan "Cindy Brady" Olsen to debut on KLSX's new youth-oriented Talk format. "You have to make them comfortable with being in the studio and being around a radio station," says Simon. "It's a long, intense process of acclimatization."

Sabo and Simon usually start training new talent in off-air studios, presenting them with mock hostile calls and other situations they might encounter on-air. Rimmer is less enthusiastic about off-air training. While he uses the technique, he prefers to let his hosts do their learning on-air.

"It's tough to simulate an on-air broadcast when you know you can say, 'Okay, let's stop for a minute,'" Rimmer says. "You can't recreate the sense of urgency that you have with a real show."

And indeed, when Simon had to get Kaelin and company in shape for the high-stakes KLSX debut, he took the unusual step of leasing time on nearby KIEV/Glendale to allow the neophytes to gain some on-air experience.

The objective of such pre-debut training isn't to teach standard responses to every on-air situation. (As with dogs, you don't want to train all the personality out of the talent.) Instead, the goal is to give the rookie a feel

for the rhythm of the format and a sense of how various situations can play out.

Focus, Please!

Once the neophyte has hit the airwaves, it's important to keep him or her focused on the show. That means insulating the new talker from criticism and other distractions.

"Don't burden the new host with things he doesn't need to know," says Sabo. "That means station gossip, disgruntled employees, and stories from when you were a PD at some other station."

Sabo says station staffers should not be allowed to criticize new talkers. With their fragile egos and lack of understanding about who is knowledgeable and important at the radio station, new talent might take unsolicited bad advice to heart. If staffers have feedback to offer, Sabo suggests, they should take it to the PD.

"On a movie set the makeup guy doesn't say to Tom Cruise, 'You know, you could have delivered that line a little differently,'" adds Sabo. "And a sales rep should not be saying to a new talk host, 'Gee, why did you make that remark about car dealers?'"

Of course, all the training in the world isn't worth much if the would-be talker doesn't have the personality traits to be successful. Unfortunately, it's sometimes impossible to measure those traits until the person is actually on-air.

Says Simon: "You can practice and train all you want, but you'll never be 100% sure whether somebody is going to be able to do this until they go on the air for three or four hours and actually start taking calls."

"

You can practice and train all you want, but you'll never be 100% sure whether somebody's able to do this until they go on the air and start taking calls.

— Perry Michael Simon

"

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TONY NOVIA

Kraddick's On-Air Krash Course

□ KHKS/Dallas morning maven on staying fresh, topical, and timely

This week, KHKS (KISS-FM)/Dallas morning personality **Kidd Kraddick** offers more how-to's on creating a successful morning show, staying fresh and on top after 12 years in the same market, and putting together memorable promotions.

Striking A Chord

Kraddick and morning show partners **Kellie Rasberry** and **J.B. Hager** are always trying to strike a chord with their audience. Kraddick notes, "Our morning show doesn't go for the knockout punch. Since I've been here for 12 years, I prefer to do little punctuation marks that remind people we're here — 'Did you hear Kraddick today' type of things. They don't have to be huge. We just try to capitalize on anything that's going on."



Kidd Kraddick

"For example, the day the Persian Gulf War started ... the security director for Dallas/Ft. Worth Airport was on [TV] talking about how safe

the airport was from terrorist attack. After echoing his comments on the air, I was inundated with calls from former airport security employees who told me what a joke it was. As

Every song we play has some singer pouring out his emotions. Why shouldn't we use that same technique to endear ourselves to our audience?

the airport was from terrorist attack. After echoing his comments on the air, I was inundated with calls from former airport security employees who told me what a joke it was. As



a '60 Minutes' type of thing, I sent my morning show producer at the time, **Rusty Humphries**, to the drugstore. He bought a plastic hand grenade and toy gun. We left them in the wrappers so if he got caught, he could explain he was just giving them to his kid.

"We sent **Rusty** through airport security, and he walked right through the X-rays three times. He finally got caught because the federal marshal's kid was listening to this on the radio and called her dad. They blocked off the airport and caught **Rusty** leaving. It was the top story on the news at a time when you wouldn't think radio could get on the news. And it was front page in the paper."

The Kidd's Kids Charity

Kidd Kraddick has long held a reputation for endearing himself to the Dallas/Ft. Worth community, especially because of his association with many non-profit charities.

One such charity is **Kidd's Kids**, devoted to helping seriously ill children. Funded solely by listener contributions and a host of KHKS fundraisers throughout the year, **Kidd's**

Kids annually flies a planeload of children to Disney World. Last year's trip was documented by the syndicated TV program "Unsung Heroes."

Kraddick and his morning team recently raised more funds for **Kidd's Kids** — in addition to pushing another audience hot button — by staging a "Second Chance Prom." The idea mushroomed when everyone on the morning show began talking about the prom season.

"It turns out we all had crappy proms," says Kraddick. "So we thought it'd be nice if we had the chance to do it all over again with the people we're with now. From there, we basically did what we do with most of our stuff — put it together on the air. It's like having an on-air promotion's meeting with listeners sitting with us in the conference room. Some 2000 people paying \$25 apiece showed up at Union Station.

As a spinoff, we also reunited single people with their original prom dates. During the event we had 15 marriage proposals."

Share Yourself

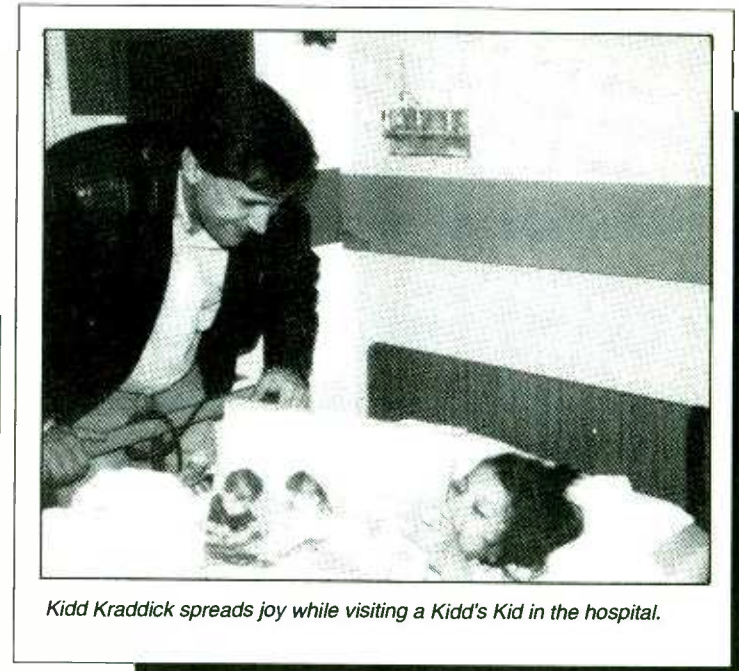
Last week, Kraddick stressed the importance of sharing personal moments with listeners. Illustrating this point further, he notes, "It takes some balls to be able to say embarrassing things. Recently we almost took up one of our entire shows talking about a 'PNS' (potential nookie situation) that I screwed up because I allowed

I wet the bed one night after getting drunk and talked about that on the air. If you can present yourself that way, you'll never fall into the trap of being 'the star.'

my daughter to sleep in our bed when my wife wanted to get romantic."

Recalling another embarrassing situation, Kraddick says, "I wet the bed one night after getting drunk and talked about that on the air. It was hilarious. I got calls from all kinds of women whose husbands had done it. Then I called the guys to start a bed-wetters support group. We had meetings on the air!"

"If you can present yourself that way, you'll never fall into the trap of being 'the star.' I watch some guys



Kidd Kraddick spreads joy while visiting a Kidd's Kid in the hospital.

who've been in their markets for years. All of a sudden you can't make fun of them anymore, and they can't make fun of themselves."

Kraddick's Rules

Kraddick explains some of the rules he lives by to achieve morning show success:

• **Make sure the morning show partners' roles are well-defined.** "On

'Seinfeld,' you wouldn't see George as a guy who gets a lot of chicks because that isn't George's role. You have to choose very carefully what you're going to do, or people become very confused about who you are."

• **Surround yourself with funny people.** "It's easier than trying to be funny."

• **Use many callers to avoid becoming predictable.** "All of our phone calls are live. We want to be as surprised as the listeners. If we didn't have the type of show that can think on its feet, then we'd tape it and think of a clever closing line. But that sounds staged and predictable. Every time you hit the phone line, neither you nor the listeners know what's going to happen. That's excitement no other medium can deliver."

• **Show your heart.** "Every song we play has some singer pouring out his emotions. Then, as personalities, we come on being fake and phony saying, 'Partly cloudy with a high of 75.' Why shouldn't we try to use that same [singer's] technique to endear ourselves to our audience? We're sharing our show with [artists] who are pouring their guts out. For us to do anything other than pour our guts out seems inconsistent."

Since the annual Morning Show Boot Camp convenes this week, I asked Kraddick to share some additional words of wisdom. "Know who you are. I remember a quote from **Johnny Carson**: 'When I get off the air after an hour and I've had a great time, then I know the show was good.' That sends a message to me that **Carson** sat there for an hour and entertained himself. That may

seem self-indulgent, but it's the only way to win. **Howard Stern** indulges himself with great success. He understands that if he has a good time, his listeners will, too.

"Don't get stuck in a situation with a radio station you're not compatible with, just for the sake of having a job. If

you're not able to use the creativity and freedom to do what you want, then you should think about going somewhere else. Be very selective about the management you work for. I'd rather be out of work than in a place where they dictate everything. Creative freedom, not money, motivates me.

"When you find a station that has strong ownership and management, and the pay is fair, stay there and work on becoming famous in your market. Don't leave and start over every two years. That's the hardest

I prefer to do little punctuation marks that remind people we're here — 'Did you hear Kraddick today' type of things. We try to capitalize on anything that's going on.

thing in the world to do. If you look around at the personalities who are legends, most have been in their markets forever. [Morning man] **Ron Chapman** has been on **KVIL** here for 25 years and [KSCS morning man] **Terry Dorsey** for 20 years. I plan to do the same."

CHR/Top 40 Asst. Editor **Paul Colbert** contributed to this column.



Kraddick and morning partner Kellie Rasberry share a good time during a live broadcast on a Kidd's Kids trip to Disney World.

EXCLUSIVE NATIONAL MUSIC RESEARCH ESTIMATES

CHR/POP

Callout America® song selection is based on the Top 30 titles from the R&R CHR/Pop chart for the week of July 24-30.

ARTIST TITLE LABEL(S)	TOTAL AVERAGE FAVORABILITY ESTIMATE (1-5)				TOTAL% FAMILIARITY	TOTAL% BURN
	TW	LW	2W	3W		
LIVE Lightning Crashes (<i>Radioactive</i>)	4.02	3.89	3.98	3.87	74.3%	16.1%
TLC Waterfalls (<i>LaFace/Arista</i>)	3.97	4.18	4.05	4.14	88.1%	27.5%
REMBRANDTS I'll Be There For You (<i>EastWest/EEG</i>)	3.91	4.05	3.95	3.91	94.6%	32.7%
SEAL Kiss From A Rose (<i>ZTT/Sire/WB</i>)	3.86	3.89	3.90	3.88	83.9%	18.8%
BLUES TRAVELER Run-Around (<i>A&M</i>)	3.83	3.82	3.81	3.81	79.5%	24.5%
BOYZ II MEN Water Runs Dry (<i>Motown</i>)	3.79	3.93	4.07	3.99	90.1%	31.4%
MONICA Don't Take It Personal (<i>Rowdy/Arista</i>)	3.78	3.90	—	—	59.9%	10.1%
DIANA KING Shy Guy (<i>WORK</i>)	3.73	3.79	3.74	3.79	55.4%	12.9%
SHERYL CROW Can't Cry Anymore (<i>A&M</i>)	3.70	3.59	3.45	3.51	56.9%	11.9%
JON B. & BABYFACE Someone To... (<i>Yab Yum/550 Music</i>)	3.68	3.76	3.72	3.76	63.6%	12.9%
HOOTIE & THE BLOWFISH Only Wanna Be... (<i>Atlantic</i>)	3.68	3.75	3.57	—	80.2%	25.5%
BETTER THAN EZRA Good (<i>Swell/Elektra/EEG</i>)	3.68	3.64	3.69	3.56	69.8%	14.1%
SOPHIE B. HAWKINS As I Lay Me Down (<i>Columbia</i>)	3.64	3.53	3.53	3.40	47.3%	11.1%
ALL-4-ONE I Can Love You Like That (<i>Blitzz/Atlantic</i>)	3.64	3.73	3.52	3.82	89.1%	24.8%
HOOTIE & THE BLOWFISH Let Her Cry (<i>Atlantic</i>)	3.63	3.78	3.66	3.74	83.9%	30.2%
SELENA I Could Fall In Love (<i>EMI Latin</i>)	3.57	3.59	—	—	46.8%	9.2%
MONTELL JORDAN This Is How We... (<i>PMP/RAL/Island</i>)	3.55	3.53	3.62	3.71	79.5%	27.2%
VANESSA WILLIAMS Colors Of The Wind (<i>Hollywood</i>)	3.55	3.64	3.57	3.70	67.6%	16.6%
U2 Hold Me, Thrill Me, Kiss Me, Kill Me (<i>Atlantic</i>)	3.54	3.43	3.63	3.52	56.7%	13.9%
DEL AMITRI Roll To Me (<i>A&M</i>)	3.50	3.45	3.35	3.12	35.9%	9.4%
COLLECTIVE SOUL December (<i>Atlantic</i>)	3.50	3.65	3.68	3.61	71.3%	23.0%
FUN FACTORY I Wanna B With U (<i>Curb</i>)	3.46	—	—	—	45.0%	11.6%
DAVE MATTHEWS BAND What Would You Say (<i>RCA</i>)	3.41	3.48	3.39	3.29	69.3%	20.0%
BRYAN ADAMS Have You Ever Really Loved... (<i>A&M</i>)	3.40	3.58	3.46	3.51	84.2%	38.9%
BLESSID UNION OF SOULS Let Me Be The One (<i>EMI</i>)	3.38	—	—	—	25.2%	5.2%
SOUL ASYLUM Misery (<i>Columbia</i>)	3.38	3.48	3.56	3.60	56.4%	19.1%
NICKI FRENCH Total Eclipse Of The Heart (<i>Critique</i>)	3.29	3.36	3.33	3.41	82.9%	30.0%
DIONNE FARRIS I Know (<i>Columbia</i>)	3.29	3.32	3.22	3.36	92.3%	41.6%
REAL McCOY Come And Get Your Love (<i>Arista</i>)	3.28	3.39	3.31	3.40	69.1%	22.5%
BON JOVI This Ain't A Love Song (<i>Mercury</i>)	3.25	3.43	3.34	3.59	66.3%	23.0%

Total sample size is 400 respondents with a +/-5 margin of error. Total average favorability estimates are based on a scale of 1-5. (1=dislike very much; 5=like very much). Total familiarity represents the percentage of respondents who recognized the song. Total burn represents the percentage of respondents who said they are tired of hearing the song. Sample composition is based on females aged 12-34 who are weekly cume listeners of at least one R&R CHR/Pop reporting station in the following regions: EAST: WXKS/Boston, WKSE/Buffalo, WKSS/Hartford, WTIC/Hartford, WHTZ/New York, WIOQ/Philadelphia, WPLY/Philadelphia, WBZZ/Pittsburgh, WPRO/Providence. SOUTH:WSTR/Atlanta, WEDJ/Charlotte, KHKS/Dallas, KRBE/Houston, WHYI/Miami, WEZB/New Orleans, WNVZ/Norfolk, WXXL/Orlando, WFLZ/Tampa. MIDWEST: WKRQ/Cincinnati, WZJM/Cleveland, WNCI/Columbus, WZPL/Indianapolis, KISF/Kansas City, KMXV/Kansas City, KDWB/Minneapolis, WKBO/St. Louis. WEST: KIIS/Los Angeles, KKFR/Phoenix, KKRZ/Portland, KUTQ/Salt Lake City, KKLO/San Diego. © 1995, R&R Inc.

Callout America. HotScores

BY TONY NOVIA

Through follow-up phone discussions, R&R has learned that our CALLOUT AMERICA survey has been of major assistance in helping you choose the hits and determine rotations. To date, CALLOUT AMERICA has contacted tens of thousands of CHR/Pop listeners across the country to ask them what music they like. And their responses are printed exclusively in R&R for your use.

We're working very hard to make CALLOUT AMERICA the music chart of the future. While other charts provide information on airplay and chart positions, CALLOUT AMERICA weekly contacts a national sample of CHR/Pop listeners and — most importantly — asks them what they think of the music.

If you've been following the chart every week, you've watched the hits rise to the top and stay there until they burn out or are succeeded by other hits. If you're lucky enough to also be doing callout at your radio station, you know that CALLOUT AMERICA's weekly accuracy in pinpointing the hits isn't a fluke. And more often than not, our survey also predicts what's going to sell.

Many record executives also understand how powerful CALLOUT AMERICA information is when they want the non-hyped picture of how one or more of their songs is faring with the Pop listening audience.

We've logged many requests for CALLOUT AMERICA's complete regional and demographic breakdowns, which are available every week. Since this is a paid service that R&R offers to the record companies, we invite you to contact your favorite label promotion person and ask him or her to fax you the complete two-page breakdown each week.

you could be into you,
but you don't know what you're like

Down-town

P.M. DAWN

GOING FOR AIRPLAY 8/21

GEE STREET

© 1995 ISLAND RECORDS, INC.

3W	2W	LW	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS				TOTAL STATIONS/ADDS
					TW	LW	2W	3W	
3	1	1	1	SEAL Kiss From A Rose (ZTT/Sire/WB)	6354	6210	5870	5302	124/0
2	3	2	2	TLC Waterfalls (LaFace/Arista)	5853	5798	5665	5511	117/2
4	4	4	3	ALL-4-ONE I Can Love You Like That (Blitzz/Atlantic)	5092	5194	5203	5123	110/0
1	2	3	4	REMBRANDTS I'll Be There For You (EastWest/EEG)	4946	5352	5724	6075	121/0
16	7	6	5	HOOTIE & THE BLOWFISH Only Wanna Be With You (Atlantic)	4900	4220	3469	2539	120/2
6	5	5	6	BLUES TRAVELER Run-Around (A&M)	4283	4268	4295	4375	111/1
5	6	7	7	BOYZ II MEN Water Runs Dry (Motown)	3598	4015	4266	4379	98/0
17	15	11	8	DEL AMITRI Roll To Me (A&M)	3204	2899	2730	2389	110/5
14	12	9	9	COLLECTIVE SOUL December (Atlantic)	3204	3023	2913	2799	107/2
15	13	10	10	SHERYL CROW Can't Cry Anymore (A&M)	3145	2941	2804	2629	105/3
11	10	8	11	REAL McCOY Come And Get Your Love (Arista)	2918	3027	3138	3182	86/1
—	33	20	12	GIN BLOSSOMS Til I Hear It From You (A&M)	2770	2160	1442	317	111/6
22	20	17	13	SOPHIE B. HAWKINS As I Lay Me Down (Columbia)	2693	2408	2142	1909	107/1
28	22	19	14	SELENA I Could Fall In Love (EMI Latin)	2535	2316	1904	1548	97/6
13	14	14	15	JON B. & BABYFACE Someone To... (Yab Yum/550 Music)	2510	2729	2790	2850	81/0
18	18	16	16	VANESSA WILLIAMS Colors Of The Wind (Hollywood)	2430	2466	2457	2341	97/1
35	28	23	17	BLESSID UNION OF SOULS Let Me Be The One (EMI)	2371	2045	1662	1062	101/4
9	9	13	18	BON JOVI This Ain't A Love Song (Mercury)	2193	2761	3147	3333	84/0
7	8	12	19	NICKI FRENCH Total Eclipse Of The Heart (Critique)	2193	2893	3312	3730	80/0
BREAKER	8	11	15	20 MICHAEL JACKSON You Are Not Alone (Epic)	2191	1611	826	270	93/8
BREAKER	8	11	15	21 TAKE THAT Back For Good (Arista)	2136	1802	1403	866	100/5
BREAKER	8	11	15	22 DIANA KING Shy Guy (WORK)	2133	1938	1805	1686	74/2
BREAKER	8	11	15	24 FUN FACTORY I Wanna B With U (Curb)	2015	1793	1568	1319	88/2
19	19	21	25	BETTER THAN EZRA Good (Swell/Elektra/EEG)	1922	2059	2143	2217	88/1
29	27	26	26	MONICA Don't Take It Personal... (Rowdy/Arista)	1918	1846	1673	1457	67/1
45	38	34	27	NATALIE MERCHANT Carnival (Elektra/EEG)	1826	1372	1113	828	95/8
12	16	18	28	SOUL ASYLUM Misery (Columbia)	1724	2364	2609	2872	76/1
20	21	25	29	MONTELL JORDAN This Is How We Do It (PMP/RAL/Island)	1689	1860	1988	2109	62/0
32	32	32	30	SOUL FOR REAL Every Little Thing I Do (Uptown/MCA)	1681	1575	1452	1342	73/0
10	17	22	31	BRYAN ADAMS Have You Ever Really Loved A Woman (A&M)	1635	2055	2495	3213	64/1
21	24	29	32	LIVE Lightning Crashes (Radioactive)	1604	1709	1721	1964	68/0
—	44	39	33	ALANIS MORISSETTE You Oughta Know (Maverick/Reprise)	1566	1176	918	621	93/24
47	42	40	34	DAVE MATTHEWS BAND Ants Marching (RCA)	1376	1171	937	786	78/3
43	39	38	35	DEEP BLUE SOMETHING Breakfast At... (RainMaker/Interscope)	1367	1176	1043	873	79/5
24	25	30	36	DIONNE FARRIS I Know (Columbia)	1202	1676	1701	1782	62/0
25	31	36	37	BLESSID UNION OF SOULS I Believe (EMI)	1149	1327	1506	1743	52/1
26	30	33	38	DAVE MATTHEWS BAND What Would You Say (RCA)	1147	1383	1546	1738	53/0
30	34	37	39	GREEN DAY When I Come Around (Reprise)	1104	1228	1410	1426	55/0
46	40	41	40	VAN HALEN Not Enough (WB)	1098	1096	983	817	64/0
23	26	35	41	U2 Hold Me, Thrill Me, Kiss Me, Kill Me (Atlantic/Island)	941	1359	1697	1802	44/0
—	—	46	42	JAMIE WALTERS Why (Atlantic)	900	807	626	551	57/2
DEBUT	—	—	43	PAULA ABDUL Crazy Cool (Captive/Virgin)	828	51	—	—	63/15
—	—	48	44	RUSTED ROOT Send Me On My Way (Mercury)	814	750	625	601	63/8
DEBUT	—	—	45	BRUCE HORNSBY Walk In The Sun (RCA)	788	444	28	—	68/8
31	37	42	46	CHRIS ISAAK Somebody's Crying (Reprise)	773	1068	1263	1417	39/0
41	41	44	47	GIOVANNI Girl In My Eyes (Sire/EEG)	733	948	966	930	42/0
40	45	45	48	ADINA HOWARD Freak Like Me (EastWest/EEG)	715	825	855	933	32/0
50	49	50	49	REAL McCOY Another Night (Arista)	660	707	729	732	36/0
DEBUT	—	—	50	WEEZER Say It Ain't So (DGC/Geffen)	654	611	527	452	48/4

This chart reflects airplay from August 7-13. Songs ranked by total plays. Highlighted songs indicate Breaker.
126 CHR/Pop reporters. 123 current playlists. © 1995, R&R Inc.

BREAKERS®

MICHAEL JACKSON You Are Not Alone (Epic)			TOTAL PLAYS/INCREASE	TOTAL STATIONS/ADDS	CHART
			2191/580	93/8	20
TAKE THAT Back For Good (Arista)			TOTAL PLAYS/INCREASE	TOTAL STATIONS/ADDS	CHART
			2136/334	100/5	21
DIANA KING Shy Guy (WORK)			TOTAL PLAYS/INCREASE	TOTAL STATIONS/ADDS	CHART
			2133/195	74/2	22
FUN FACTORY I Wanna B With U (Curb)			TOTAL PLAYS/INCREASE	TOTAL STATIONS/ADDS	CHART
			2015/222	88/2	24

MOST ADDED®

ARTIST TITLE LABEL(S)	ADDS
MICHAEL BOLTON Can I Touch You...There? (Columbia)	69
ALANIS MORISSETTE You Oughta... (Maverick/Reprise)	24
TOM PETTY A Higher Place (WB)	20
ZIGGY MARLEY & THE MELODY... Power To... (Elektra/EEG)	17
PAULA ABDUL Crazy Cool (Captive/Virgin)	15
BRANDY f/WANYA MORRIS Brokenhearted (Atlantic)	14
CYNDI LAUPER Hey Now (Girls Just Want...) (Epic)	11
LONDONBEAT Build It With Love (Radioactive)	10
BOYZ OF PARADISE Shining... (DF/Rhythm Safari/Priority)	9
SKEE-LO I Wish (Sunshine/Scotti Bros.)	9

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
PAULA ABDUL Crazy Cool (Captive/Virgin)	+777
HOOTIE & THE BLOWFISH Only Wanna... (Atlantic)	+680
GIN BLOSSOMS Til I Hear It From You (A&M)	+610
MICHAEL JACKSON You Are Not Alone (Epic)	+580
NATALIE MERCHANT Carnival (Elektra/EEG)	+454
ALANIS MORISSETTE You Oughta... (Maverick/Reprise)	+390
BRUCE HORNSBY Walk In The Sun (RCA)	+344
TAKE THAT Back For Good (Arista)	+334
BLESSID UNION OF SOULS Let Me Be The One (EMI)	+326
DEL AMITRI Roll To Me (A&M)	+305

HOTTEST RECURRENTS

Ranked By Total Plays

ARTIST TITLE LABEL(S)	TOTAL PLAYS
REAL McCOY Run Away (Arista)	3182
DES'REE You Gotta Be (550 Music)	2850
HOOTIE & THE BLOWFISH Hold My Hand (Atlantic)	2539
COUNTING CROWS Mr. Jones (Geffen/DGC)	2109
SHERYL CROW All I Wanna Do (A&M)	2045
MELISSA ETHERIDGE I'm The Only One (Island)	1964
MADONNA Take A Bow (Maverick/Sire/WB)	1909
MELISSA ETHERIDGE Come To My Window (Island)	1743
MELISSA ETHERIDGE If I Wanted To (Island)	1738
JOHN MELLENCAMP Wild Night (Mercury)	1426

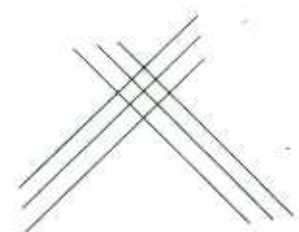
Breakers: Songs registering 2000 plays or more for the first time. Bullets awarded to songs gaining plays over the previous week. If two songs are tied in number of plays, the song being played on more stations is placed first. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Weighted chart appears on R&R ONLINE.



We're always happy to provide MusicMaster users with a comprehensive music scheduling data analysis.

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NEW & ACTIVE

GREEN DAY J.A.R. (*Reprise*)

Total Plays: 508, Total Stations: 29, Adds: 5

MOKENSTEF He's Mine (*Outburst/RAL/Island*)

Total Plays: 451, Total Stations: 17, Adds: 1

MARTIN PAGE Keeper Of The Flame (*Mercury*)

Total Plays: 439, Total Stations: 31, Adds: 0

SPONGE Molly (*WORK*)

Total Plays: 402, Total Stations: 22, Adds: 1

LIVE All Over You (*Radioactive*)

Total Plays: 400, Total Stations: 11, Adds: 0

JENNIFER TRYNIN Better Than... (*Squint/WB*)

Total Plays: 392, Total Stations: 33, Adds: 6

SKEE-LO I Wish (*Sunshine/Scotti Bros.*)

Total Plays: 390, Total Stations: 35, Adds: 9

EVERYTHING BUT THE GIRL Missing (*Atlantic*)

Total Plays: 376, Total Stations: 12, Adds: 0

SHAGGY Boombastic (*Virgin*)

Total Plays: 367, Total Stations: 22, Adds: 5

BUCKETHEADS The Bomb... (*Big Beat/Atlantic*)

Total Plays: 357, Total Stations: 14, Adds: 0

MATTHEW SWEET We're The Same (*Zoo*)

Total Plays: 333, Total Stations: 29, Adds: 2

SCATMAN JOHN Scatman (*RCA*)

Total Plays: 329, Total Stations: 32, Adds: 8

TRIPPING DAISY I Got A Girl (*Island*)

Total Plays: 307, Total Stations: 25, Adds: 6

CYNDI LAUPER Hey Now (Girls Just Want...) (*Epic*)

Total Plays: 283, Total Stations: 28, Adds: 11

SHAMPOO Trouble (*IRS/Atlantic*)

Total Plays: 273, Total Stations: 20, Adds: 0

MAX-A-MILLION Take Your Time ... (*S.O.S./Zoo*)

Total Plays: 253, Total Stations: 11, Adds: 0

MADONNA Don't Stop (*Maverick/Sire/WB*)

Total Plays: 236, Total Stations: 8, Adds: 2

MN8 I've Got A Little Something ... (*First Avenue/WORK*)

Total Plays: 225, Total Stations: 17, Adds: 2

LUSCIOUS JACKSON Here (*Grand Royal/Capitol*)

Total Plays: 210, Total Stations: 16, Adds: 0

INTONATION F/JOEE Died In Your Arms (*Metropolitan*)

Total Plays: 206, Total Stations: 7, Adds: 0

SELECTED NEW RELEASES

Here are a few hot releases for the next couple of weeks. Some release dates are subject to change.

AUGUST 22

Bush

"Comedown" (Trauma/Interscope)

Nicki French

"Did You Ever Really Love Me?" (Critique)

Inner Circle

"Summer Jammin'" (Big Beat/Atlantic)

Janet Jackson

"Runaway" (A&M)

M People

"Search For The Hero" (Epic)

PM Dawn

"Downtown Venus" (Gee Street/Island)

Prince

"Eye Hate U" (WB)

Bruce Roberts

"When The Money's Gone" (Atlantic)

Skid Row

"Breakin' Down" (Atlantic)

Jill Sobule

"Supermodel" (Lava/Atlantic)

Subway

"This Is Not A Goodbye" (Biv 10/Motown)

AUGUST 29

Brooklyn Funk Essentials "The Creator Has A ..." (Groovetown/RCA)

Heather Nova

"Walk This World" (WORK)

Rembrandts

"This House Is Not A Home" (EastWest/EEG)

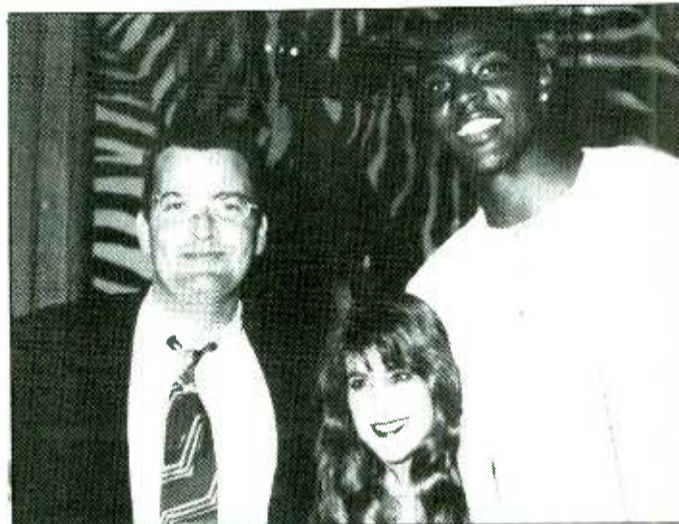
Rod Stewart

"This" (WB)

Want to see your smilin' face in **R&R**? Send shots of station promotions, artist visits, or other intriguing activities to **Tony Novia, R&R**, 10100 Santa Monica Blvd., Fifth Floor, Los Angeles, CA 90067.



MATTHEWS MARCHES INTO HOUSTON — Dave Matthews (second from left) hung out with the folks at KRBE/Houston during his tour. Checking out the autograph wall are (l-r) KRBE's APD Scott Sparks, PD Tom Poleman, and MD Paul "Cubby" Bryant.



HILDI IN THE MIDDLE — Actor Charlie Sheen (l) and Orlando Magic Player Horace Grant double-team WXXL (XL1067)/Orlando middayer Hildi during a party at Planet Hollywood.



BARSKY PAYS 'TRIBUTE' — WPLY (Y100)/Philadelphia morning talent Barsky (second from right) remembered the late Grateful Dead leader Jerry Garcia by awarding Live tickets to the listener eating "Cherry Garcia" ice cream out of a coffin the fastest. In post-contest mode are (l-r) WPLY's Chad Breuske and Sheri Lee Stevens, winner John Zellman, and Y100's Kim Douglas and (kneeling) Shemp.



THESE CATS ARE BAAAAD MUTHA... — Isaac Hayes spent a morning with the folks at WHTZ (Z100)/New York to promote his two new albums. Enjoying his presence are (l-r) Z100's Elliott Segal, morning man John Lander, Jonathan Bell, and Virgin's Bridget Hollenback.

Stations and their adds listed alphabetically by market

<p>WFLY/Albany, NY PD: Michael Morgan MD: Shawn Scott 10 MICHAEL BOLTON "Touch" BRANDY F/W MORRIS "Brokenheart" BRUCE HORNSBY "Walk" TOM PETTY "Place" ZIGGY MARLEY "Power"</p>	<p>WXKS/Boston, MA PD: John Ivey MD: Tad Bonvie 23 MARTIN PAGE "House" 11 CORONA "Baby" MICHAEL BOLTON "Touch"</p>	<p>KDUK/Eugene, OR PD/MD: Greg Adams 51 BRYAN ADAMS "Have" 49 HOOTIE & BLOWFISH "Cry" 14 MADONNA "Stop" 14 DIANA KING "Sly" 9 BRUCE HORNSBY "Walk" 9 TOM PETTY "Place" 7 MICHAEL JACKSON "Alone" PAULA ABUL "Crazy" WEEZER "Say" GREEN DAY "J.A.R." DEEP BLUE SOMETHING "Breakfast"</p>	<p>WTIC/Hartford, CT PD: Paul Cannon MD: Tony Bristol 20 TLC "Waterfalls" 14 BRUCE HORNSBY "Walk" 14 MADONNA "Stop" 13 DEL AMITRI "Roll" 9 MICHAEL BOLTON "Touch" 7 RUSTED ROOT "Send"</p>	<p>KIIS/Los Angeles, CA PD: Steve Perun MD: Tracy Austin No Adds</p>	<p>WKCI/New Haven, CT OM: Glenn Beck PD: Steve Wilson MD: John Cline MICHAEL BOLTON "Touch" 17 NATALIE MERCHANT "Carnival" 11 SELENA "Could" DEEP BLUE SOMETHING "Breakfast"</p>	<p>WBZZ/Pittsburgh, PA PD: Keith Clark MD: John Cline MICHAEL BOLTON "Touch"</p>	<p>KUTQ/Salt Lake City, UT PD: Brian DeGeus Interim MD: Geronimo FAITH NO MORE "Evidence"</p>	<p>WWKZ/Tupelo, MS Interim PD/MD: Rick Stevens TOM PETTY "Place" EDDIE MONEY "Love" GREEN DAY "J.A.R." ALANIS MORISSETTE "Dugita"</p>	
<p>KQIO/Alexandria, LA PD: Pat Cloud MD: Cindy B. Coode MICHAEL BOLTON "Touch" CYNDI LAUPER "Gris" TRIPPING DAISY "Girl" JEFF HEALEY BAND "Stuck" ZIGGY MARLEY "Power"</p>	<p>WKSE/Bufalo, NY PD: Sue D'Neil MD: Dave Universal DIANA KING "Sly" LOS DEL MAR "Macarena"</p>	<p>KMCK/Fayetteville, AR PD: Dan Hentschel MD: Mike Chase 8 GREEN DAY "J.A.R." MICHAEL BOLTON "Touch" ZIGGY MARLEY "Power" LONDONBEAT "Build" TOM PETTY "Place" BRANDY F/W MORRIS "Brokenheart"</p>	<p>KMQQ/Honolulu, HI PD: Jamie Hyatt Music Coord.: Mars Frehley 27 LOS DEL RIO/BAYSIDE "Macarena" 15 TAKE THAT "Back" 7 MICHAEL BOLTON "Touch" SHERYL CROW "Cry"</p>	<p>WDJX/Louisville, KY PD: Chris Shebel MD: Jill Meyer DEEP BLUE SOMETHING "Breakfast" SELENA "Could" PAULA ABUL "Crazy" MICHAEL JACKSON "Alone"</p>	<p>WQGN/New London, CT OM/MD: Franco MD: Rob Hayes 14 BRANDY F/W MORRIS "Brokenheart" RUSTED ROOT "Send" ZIGGY MARLEY "Power" MICHAEL BOLTON "Touch" CYNDI LAUPER "Gris"</p>	<p>KKRZ/Portland, OR PD: Ken Benson MD: Chel Buchanan 5 TAKE THAT "Back" EDDIE MONEY "Move"</p>	<p>KKLQ/San Diego, CA PD: Greg Stevens MD: Ray Kalasa 24 MICHAEL BOLTON "Touch" COLLECTIVE SOUL "December" LONDONBEAT "Build" BRANDY F/W MORRIS "Brokenheart"</p>	<p>KISX/Tyler, TX PD: Michael Storm MD: Mick Faigham ALANIS MORISSETTE "Dugita" MICHAEL BOLTON "Touch" SELENA "Could" ZIGGY MARLEY "Power"</p>	
<p>WAEB/Allentown, PA PD: Brian Check MD: Joe Friday MICHAEL BOLTON "Touch"</p>	<p>WRQK/Canton, OH PD/MD: Ruby Cheeks SILVERCHAIR "Tomorrow" FAITH NO MORE "Evidence" BROTHER CANE "Toots"</p>	<p>WWCK/Flint, MI PD: Lee Si. Michaels MD: Scott Seiple MICHAEL BOLTON "Touch" TOM PETTY "Place" EDDIE MONEY "Move"</p>	<p>KRBE/Houston, TX PD: Tom Poleman MD: Cubby Bryant 21 JOAN OSBORNE "One" 11 JENNIFER TRYNIN "Nothing" 10 PM DAWN "Downtown"</p>	<p>KZII/Lubbock, TX PD/MD: Jay Shannon 25 CAPTAIN HOLLYWOOD... "More" 13 BOYZ OF PARADISE "Shining" 11 BRANDY "Best" 10 LOS DEL RIO/BAYSIDE "Macarena" MICHAEL BOLTON "Touch"</p>	<p>WEZB/New Orleans, LA Interim PD: Joey Glovino PRESIDENTS OF... "Lump" PM DAWN "Downtown"</p>	<p>WERZ/Portsmouth, NH OM/MD: Jack O'Brien MD: Liz Jordan 10 MICHAEL BOLTON "Touch" ALANIS MORISSETTE "Dugita" BETTE MIDLER "Deserve" FUN FACTORY "Wanna"</p>	<p>KSLS/San Luis Obispo, CA OM/MD: Dave Christopher 22 PEARL JAM "Better" 11 TRIPPING DAISY "Girl" 11 WEEZER "Say" 7 SPONGE BOB "Moby" 7 SILVERCHAIR "Tomorrow" 6 R.E.M. "Crush" 6 FOO FIGHTERS "Call"</p>	<p>WKQY/Utica-Rome, NY PD: Wally McCarthy APD/MD: Shannon Steele MICHAEL BOLTON "Touch" TOM PETTY "Place" BRANDY F/W MORRIS "Brokenheart" SKEE-LO "Wish" SHAGGY "Boombastic" JEFF HEALEY BAND "Stuck" ULTIMATE KAOS "Gris"</p>	<p>KWTV/Waco, TX PD: Tom Martens MD: Flash Phillips COOLIO "Gangsta's" ZIGGY MARLEY "Power" MICHAEL BOLTON "Touch"</p>
<p>WJIM/Amarillo, TX PD/MD: Ted Kelly MICHAEL BOLTON "Touch" ZIGGY MARLEY "Power" BOYZ OF PARADISE "Shining" JODY WATLEY "Affection" CHARLES & EDDIE "Jealousy" BONETHUGS-A-HARMONY "More"</p>	<p>WVSR/Charleston, WV PD: Bill Shahan APD: Mike Edwards MICHAEL BOLTON "Touch" TOM PETTY "Place" M8 "Little" SCATMAN JOHN "Scatman"</p>	<p>WJMX/Florence, SC OM: Dave Baker MD: Dana Dziwick MICHAEL BOLTON "Touch" EDDIE MONEY "Move" TOM PETTY "Place" ALANIS MORISSETTE "Dugita" ZIGGY MARLEY "Power"</p>	<p>WZYP/Huntsville, AL PD: Ken Wall APD/MD: Nikki Nite MICHAEL BOLTON "Touch" WEEZER "Say"</p>	<p>WZEE/Madison, WI PD: Joe Larson MD: Dana Landon BRUCE HORNSBY "Walk" NATALIE MERCHANT "Carnival" SKEE-LO "Wish" TAKE THAT "Back" MICHAEL BOLTON "Touch"</p>	<p>WHTZ/New York, NY PD: Steve Kingston MD: Andy Shane 11 RED HOT CHILI... "Warped" 5 JANET JACKSON "Runaway" PM DAWN "Downtown" GOO GOO DOLLS "Name"</p>	<p>WSPK/Poughkeepsie, NY PD: Steve Schantz MD: Scotty Mac MICHAEL BOLTON "Touch" BOYZ OF PARADISE "Shining" LONDONBEAT "Build" ZIGGY MARLEY "Power"</p>	<p>KHTY/Santa Barbara, CA PD: John Fredericks MD: Damien Young 40 BETTER THAN EZRA "Blood" LONDONBEAT "Build" TOM PETTY "Place" CHARLIE SEXTON "Sunday" FAITH NO MORE "Evidence" ZIGGY MARLEY "Power"</p>	<p>WFCF/Wausau, WI PD: Kevin Kallins MD: Jackie Johnson No Adds</p>	
<p>KGOT/Anchorage, AK PD: Mark Murphy MD: Razy Loonaz PAULA ABUL "Crazy" MCKENSTEF "Mine"</p>	<p>WEDJ/Charlotte, NC PD: Brian Bridgman MD: Tom Naylor 20 BETTER THAN EZRA "Blood"</p>	<p>WZPL/Indianapolis, IN PD: Tom Gjerdrum MD: Rob Blair 36 MICHAEL JACKSON "Alone" 33 GIN BLOSSOMS "Ti" 26 BLESSID UNION OF... "Let" 21 ALANIS MORISSETTE "Dugita" 20 FUN FACTORY "Wanna"</p>	<p>WZFM/Chattanooga, TN PD/MD: Dennis Dillon No Adds</p>	<p>WZEE/Madison, WI PD: Joe Larson MD: Dana Landon BRUCE HORNSBY "Walk" NATALIE MERCHANT "Carnival" SKEE-LO "Wish" TAKE THAT "Back" MICHAEL BOLTON "Touch"</p>	<p>WVNZ/Norfolk, VA PD: Don London MD: Sean Sellers 24 MELISSA ETHERIDGE "Like" GIN BLOSSOMS "Ti" MONTELL JORDAN "Honeyz"</p>	<p>WPRO/Providence, RI PD: David Simpson MD: Tony Mascaro ALANIS MORISSETTE "Dugita" TRIPPING DAISY "Girl" MICHAEL BOLTON "Touch"</p>	<p>WNOU/South Bend, IN PD/MD: Bill Mitchell MD: Jeff Kapugi 6 MICHAEL BOLTON "Touch" MICHAEL JACKSON "Alone"</p>	<p>WVTV/Wichita, KS PD: Jack Oliver MD: Craig Hubbard MICHAEL BOLTON "Touch" BRANDY F/W MORRIS "Brokenheart" MICHAEL DAMIAN "Never" JENNIFER TRYNIN "Nothing" TOM PETTY "Place"</p>	
<p>WSTR/Atlanta, GA PD: Don Benson MD: Kevin Peterson 27 REAL MCCOY "Come" ALANIS MORISSETTE "Dugita"</p>	<p>WVTV/Wichita, KS PD: Jack Oliver MD: Craig Hubbard MICHAEL BOLTON "Touch" BRANDY F/W MORRIS "Brokenheart" MICHAEL DAMIAN "Never" JENNIFER TRYNIN "Nothing" TOM PETTY "Place"</p>	<p>WVTV/Wichita, KS PD: Jack Oliver MD: Craig Hubbard MICHAEL BOLTON "Touch" BRANDY F/W MORRIS "Brokenheart" MICHAEL DAMIAN "Never" JENNIFER TRYNIN "Nothing" TOM PETTY "Place"</p>	<p>WVTV/Wichita, KS PD: Jack Oliver MD: Craig Hubbard MICHAEL BOLTON "Touch" BRANDY F/W MORRIS "Brokenheart" MICHAEL DAMIAN "Never" JENNIFER TRYNIN "Nothing" TOM PETTY "Place"</p>	<p>WVTV/Wichita, KS PD: Jack Oliver MD: Craig Hubbard MICHAEL BOLTON "Touch" BRANDY F/W MORRIS "Brokenheart" MICHAEL DAMIAN "Never" JENNIFER TRYNIN "Nothing" TOM PETTY "Place"</p>	<p>WVTV/Wichita, KS PD: Jack Oliver MD: Craig Hubbard MICHAEL BOLTON "Touch" BRANDY F/W MORRIS "Brokenheart" MICHAEL DAMIAN "Never" JENNIFER TRYNIN "Nothing" TOM PETTY "Place"</p>	<p>WVTV/Wichita, KS PD: Jack Oliver MD: Craig Hubbard MICHAEL BOLTON "Touch" BRANDY F/W MORRIS "Brokenheart" MICHAEL DAMIAN "Never" JENNIFER TRYNIN "Nothing" TOM PETTY "Place"</p>	<p>WVTV/Wichita, KS PD: Jack Oliver MD: Craig Hubbard MICHAEL BOLTON "Touch" BRANDY F/W MORRIS "Brokenheart" MICHAEL DAMIAN "Never" JENNIFER TRYNIN "Nothing" TOM PETTY "Place"</p>	<p>WVTV/Wichita, KS PD: Jack Oliver MD: Craig Hubbard MICHAEL BOLTON "Touch" BRANDY F/W MORRIS "Brokenheart" MICHAEL DAMIAN "Never" JENNIFER TRYNIN "Nothing" TOM PETTY "Place"</p>	<p>WVTV/Wichita, KS PD: Jack Oliver MD: Craig Hubbard MICHAEL BOLTON "Touch" BRANDY F/W MORRIS "Brokenheart" MICHAEL DAMIAN "Never" JENNIFER TRYNIN "Nothing" TOM PETTY "Place"</p>

126 Total Reporters
 126 Current Reporters
 123 Current Playlists

Reported Frozen Playlist (1):
 WSTO/Evansville, IN

Did Not Report, Playlist Frozen (2):
 WNK/Elmira, NY
 KKFR/Phoenix, AZ

CHR/POP PLAYLISTS

Continued from Page 33

FIND COMPLETE PLAYLISTS FOR ALL CHR/POP REPORTERS ON R&R ONLINE

MARKET #22 WZJM/Cleveland (216) 621-9566 Rodman/Eubanks. PLAYLIST with columns 3W, 2W, LW, TW and ARTIST/TITLE.

MARKET #24 KKRZ/Portland, OR (503) 226-0100 Benson/Buchanan. PLAYLIST with columns 3W, 2W, LW, TW and ARTIST/TITLE.

MARKET #25 WKRO/Cincinnati (513) 763-5500 Steal/Douglas. PLAYLIST with columns 3W, 2W, LW, TW and ARTIST/TITLE.

MARKET #27 KMXV/Kansas City (816) 753-0933 Wall. PLAYLIST with columns 3W, 2W, LW, TW and ARTIST/TITLE.

MARKET #31 WPRO/Providence (401) 433-4200 Simpson/Mascaro. PLAYLIST with columns 3W, 2W, LW, TW and ARTIST/TITLE.

MARKET #32 WNVZ/Norfolk (804) 497-2000 London/Sellers. PLAYLIST with columns 3W, 2W, LW, TW and ARTIST/TITLE.

MARKET #33 WNCI/Columbus, OH (614) 224-9524 Robbins/Bowen. PLAYLIST with columns 3W, 2W, LW, TW and ARTIST/TITLE.

MARKET #35 KUTV/Salt Lake City (801) 264-8250 Degues/Geronimo. PLAYLIST with columns 3W, 2W, LW, TW and ARTIST/TITLE.

MARKET #36 WZPL/Indianapolis (317) 879-9999 Gjerdrum/Blair. PLAYLIST with columns 3W, 2W, LW, TW and ARTIST/TITLE.

MARKET #37 WEDJ/Charlotte (704) 331-9510 Bridgman/Naylor. PLAYLIST with columns 3W, 2W, LW, TW and ARTIST/TITLE.

MARKET #38 WEZB/New Orleans (504) 581-7002 Govingo. PLAYLIST with columns 3W, 2W, LW, TW and ARTIST/TITLE.

MARKET #39 WXIA/Orlando (407) 339-1067 Cook/Larry D. PLAYLIST with columns 3W, 2W, LW, TW and ARTIST/TITLE.

MARKET #40 WKSE/Buffalo (716) 884-5101 O'Neil/Universal. PLAYLIST with columns 3W, 2W, LW, TW and ARTIST/TITLE.

MARKET #41 Kiss95.7 WKSS/Hartford (203) 249-9577 Jones/Simonet. PLAYLIST with columns 3W, 2W, LW, TW and ARTIST/TITLE.

MARKET #41 96.5 TIC FM WTCF/Hartford (203) 522-1080 Cannon/Bristol. PLAYLIST with columns 3W, 2W, LW, TW and ARTIST/TITLE.



WALT LOVE

WUSL/Philly's Balancing Act

Programmer/air personality Gary Young describes pulling double duty and teams with Power 99 OM Dave Allan to discuss evaluation of prospective talent

With its Spring '95 5.9-6.2 jump 12+, WUSL (Power 99)/Philadelphia is ranked No. 2 in the market. What makes this feat so amazing is not only that current PD Gary Young has worked at the station for only 10 months, but he's one of the few major-market PDs who also holds down an airshift.

An 18-year industry veteran, Young has programmed Jacksonville's WHJX and WJBT as well as WCDX/Richmond. As a result, he knows what to look for when evaluating on-air talent. "I guess because I don't have the big [booming] voice, that's not an attribute I look for. But even before voice, I look at their boardwork. I'm listening to segues from a drop or a buffer to a song.

"Then I listen to the conversation the announcer or the jock is having, whether it's a one-to-one or a yell or a scream. Why? Be-

"I've set guidelines for everyone else to follow. If I want everyone else to follow them, I have to be the last person to break one of the rules. I must be more disciplined than anyone else on the staff."
—Gary Young



cause I'm looking for someone who can talk to the whole audience, while making each listener feel he or she is the only one that talent is talking to.

"After listening to the tape, I'd call around to people who know or have worked with this person. I'd want to know how he got along with other staff members wherever he has worked. I'd also like to see how they handle themselves and control a situation at a live event."

The evaluation continues after the air talent is hired. "[I observe] the way they handle themselves and deal with their co-workers. That's really important, as is their performance out in the public eye. You want somebody who will be a positive role model to the people in your audience ... somebody who listeners will come out to see because they like this person and trust anything and everything this person says."

Leading By Example
Handling programming and air talent duties sounds daunting, but

Young isn't fazed. "It's not difficult at this point in my career because it's something I practice. I've set guidelines for everyone else to follow. So, if I want everyone else to follow them, I have to be the last person to break one of the rules. I must be more disciplined than anyone else on the staff.

"All of us jocks have cheated on a music rotation at one time or another. But I'm a real stickler for playing the music that's on the playlist exactly how it comes down because I don't want anybody else to cheat on me."

Young adds it's important to work with and develop on-air talent once they've been hired. "You almost feel like it's project when you hire them. It's something you see or hear, and you say to yourself, 'Everything else is great, now we'll work on this.' I have no problem doing 'teacher/student' with a new air talent.

"In the last month, I've been listening to a lot of the airchecks I've received. There wasn't a lot of creativity; there was the basic time and temp. PDs might need to take a little more interest in teaching talent how to go about putting together a presentation to send out for a job. Not every-

one is a morning personality or a night jock, but knowing how to put together an aircheck of your work with some creativity is something that's needed out there."

Real People

Working closely with Young, OM Dave Allan shares his opinion on which qualities to look for when seeking on-air talent. "First and foremost, we're looking for a real person who also has a personality — a very difficult [combination to find]. We want to find someone who's natural ... someone you would want to listen to on a daily basis."

Allan lists four points that serve as a guideline to evaluate prospective air personalities: "1) People who will be themselves; 2) people with likeable qualities in their voice and what they say; 3) people with natural enthusiasm in

SMITHSONIAN SEEKING AIRCHECKS

'Black Radio: Telling It Like It Was'

The Smithsonian Institute in Washington, DC is currently producing a 13-part radio series entitled "Black Radio: Telling It Like It Was." The series will be distributed by Public Radio International to stations across the country in January 1996.

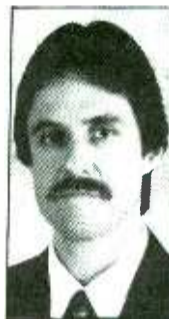
Through interviews, historical airchecks, comedy, drama, and music, the series will reveal the correlation between milestones of black-oriented radio programming and African-American culture. It will explore the role of radio during the great migration of blacks from the South, trailblazing Black disc jockeys and stations, Black radio during the Civil Rights movement, religious broadcasting to the African-American community, and the state of Black radio today in relationship to its history.

The Smithsonian is asking collectors and the public to help locate airchecks of radio personalities and programs. The receipt of all contributions will be acknowledged. If the aircheck you contribute is used in the program, you will be listed as contributor in a letter distributed during the series airing; you'll also receive duplicate copies of this letter of acknowledgement.

Since the list of the airchecks needed is too long to print in this space, please contact producer Jacquie Gales-Webb at (202) 357-4072, ext. 192 — she'll be able to fax a complete list to you. And if you happen to have any of these airchecks, please submit them to Jacquie at:

Smithsonian Institute
Radio Smithsonian
American History Building
12th and Constitution Ave., Rm. BB40, NW
Washington, DC 20560

what they do and the music they play; 4) their voice quality, especially from a 'natural' standpoint. I don't want a contrived voice on the air, like a voice [with too much bass] or that's too loud."



Dave Allan

Is a person's morality — both on-air and off — a consideration when deciding who to hire? "Morality plays a part in the hiring of employees in general. From a management standpoint, you do background checks on everybody you're thinking of hiring. If you get a bad reference on someone, you can verify it.

"But it's very important [when applied to on-air talent]. A lot of stations are very successful in hiring people who push the envelope on a daily basis. But for a mature Urban station like Power 99, we're looking for sincerity. We try to hire people who care as much about the community as they care about the music."

Someone To Follow

Good taste is also an important quality for an on-air talent to possess. "As opposed to having people who can make noise on the air, I want people who our listeners can emulate, look up to, and follow. I want people on the air who care about our listeners and where they live and who want to reflect

"Not everyone is a morning personality or a night jock, but knowing how to put together an aircheck of your work with some creativity is something that's needed out there."
—Gary Young

that in how they deliver on the air everyday."

What about finding the right person to serve as PD and air talent? "It was a very difficult and important decision in my career and for our station. In trying to find someone who could be a personality and a PD, the choices were very slim. Often, particularly in Urban radio, you move toward getting off the air when you're going to be taking on PD duties. You either do one or the other, but not both. Finding someone like Gary who could do both was extremely difficult.

"When we found Gary, he was doing afternoon drive at WHUR/Washington — but no programming. In fact, when Gary went to WHUR, I called him and said, 'You're not just going to do afternoons are you?' He said, 'Yes, I'm happy just doing this.' I told him, 'Let's make a bet that within a year you'll be back someplace doing a PD gig.' This was before we knew WUSL would have a vacant PD position — I just told him I thought he'd get back into programming because it was in his blood. Obviously, I won the bet."



SMILING FACES — KACE/Los Angeles PD Kevin Fleming (l) and Dimples (c) talked about their favorite oldies at the station recently with CRDI (California Record Distributors Inc.) rep Chuck Rush.

Vanessa Williams

You Can't Run

The New Single

From

The Platinum Plus
Album,

The Sweetest Days.

Produced by Babyface
Management: Hervey & Company



a PolyGram company

© 1995 PolyGram Records, Inc.

3W	2W	1W	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS				TOTAL STATIONS/ADDS
					TW	LW	2W	3W	
2	1	2	1	1 AFTER 7 Til You Do Me Right (Virgin) 624 523 550 562 23/1					
7	4	3	2	2 MICHAEL JACKSON You Are Not Alone (Epic) 566 508 394 276 23/1					
1	2	1	3	JON B. & BABYFACE Someone To Love (Yab Yum/550 Music) 515 544 510 579 21/0					
4	5	4	4	4 TLC Waterfalls (LaFace/Arista) 400 388 381 430 14/0					
18	9	6	5	5 BRIAN McKNIGHT On The Down Low (Mercury) 383 325 271 224 19/0					
8	7	7	6	6 PURE SOUL We Must Be In Love (Stepsun/Interscope) 357 311 301 272 19/1					
3	3	5	7	BOYZ II MEN Water Runs Dry (Motown) 344 378 414 464 15/0					
23	17	10	8	8 VANESSA WILLIAMS You Can't Run (Mercury) 319 273 237 211 19/1					
20	10	13	9	9 BROWNSTONE I Can't Tell You Why (MJJ/Epic) 300 254 265 214 18/1					
10	15	15	10	PHIL PERRY Love Don't Love Nobody (Blue Thumb/GRP) 300 243 241 268 16/0					
—	23	19	11	11 SOLO Heaven (Perspective/A&M) 296 234 202 141 17/1					
12	13	12	12	12 JODY WATLEY Affection (Bellmark) 281 258 255 257 17/2					
30	21	17	13	13 XSCAPE Feels So Good (So So Def/Columbia) 269 239 211 180 13/0					
22	14	11	14	14 D'ANGELO Brown Sugar (EMI) 266 262 242 212 13/0					
5	6	8	15	BRIAN McKNIGHT Crazy Love (Mercury) 254 286 331 392 12/0					
19	16	9	16	FAITH You Used To Love Me (Arista) 251 279 238 215 12/0					
11	8	14	17	BARRY WHITE There It Is (A&M) 247 249 283 260 11/1					
BREAKER	18			18 BLACKSTREET Tonight's The Night (Interscope) 246 196 156 149 17/1					
BREAKER	19			19 WILLIAM BECTON Be Encouraged (Intersound) 223 193 186 139 13/0					
9	12	16	20	WHISPERS Come On Home (Capitol) 216 241 260 272 14/1					
26	19	18	21	VANESSA WILLIAMS Colors Of The Wind (Hollywood) 214 237 221 200 10/0					
17	18	24	22	22 ANITA BAKER It's Been You (Elektra/EEG) 207 195 233 230 9/1					
29	24	22	23	23 MOKENSTEF He's Mine (Out Burst/RAL/Island) 203 197 200 189 8/1					
—	—	27	24	24 BEBE & CECE WINANS Stay With Me (Capitol) 193 156 123 77 15/1					
15	20	21	25	BROWNSTONE Grapevyne (MJJ/Epic) 178 201 220 249 9/0					
DEBUT	26			26 GROOVE THEORY Tell Me (Epic) 173 131 130 77 11/1					
—	—	29	27	27 MONICA Don't Take It Personal... (Rowdy/Arista) 163 154 151 145 8/0					
24	27	26	28	BRANDY Best Friend (Atlantic) 158 177 180 202 7/0					
DEBUT	29			29 AARON HALL Curiosity (Silas/MCA) 153 145 117 67 10/1					
6	11	20	30	STEVIE WONDER For Your Love (Motown) 148 204 262 323 7/0					

This chart reflects airplay from August 7-13. Songs ranked by total plays. Highlighted songs indicate Breaker. 24 Urban AC reporters. 23 current playlists. © 1995, R&R Inc.

NEW & ACTIVE

DEBORAH COX Sentimental (Arista)
Total Plays: 141, Total Stations: 15, Adds: 4

SEAN LEVERT Same One (Atlantic)
Total Plays: 141, Total Stations: 14, Adds: 1

BRANDY featuring **WANYA MORRIS** Brokenhearted (Atlantic)
Total Plays: 140, Total Stations: 13, Adds: 3

JASON WEAVER Love Ambition (Motown)
Total Plays: 137, Total Stations: 7, Adds: 0

REGINA BELLE Love T.K.O. (Columbia)
Total Plays: 137, Total Stations: 15, Adds: 2

PATRA Pull Up To The Bumper (550 Music)
Total Plays: 132, Total Stations: 6, Adds: 0

ADINA HOWARD My Up And Down (EastWest/EEG)
Total Plays: 129, Total Stations: 8, Adds: 1

SOUNDS OF BLACKNESS Black Butterfly (Perspective/A&M)
Total Plays: 128, Total Stations: 7, Adds: 0

VYBE Warm Summer Daze (Island)
Total Plays: 127, Total Stations: 7, Adds: 0

INCOGNITO Spellbound And Speechless (Verve Forecast)
Total Plays: 126, Total Stations: 11, Adds: 1

Songs ranked by total plays.

BREAKERS®

BLACKSTREET

Tonight's The Night (Interscope)

TOTAL PLAYS/INCREASE	TOTAL STATIONS/ADDS	CHART
246/50	17/1	18

WILLIAM BECTON

Be Encouraged (Intersound)

TOTAL PLAYS/INCREASE	TOTAL STATIONS/ADDS	CHART
223/30	13/0	19

MOST ADDED®

ARTIST TITLE LABEL(S)	ADDS
JON B. Pretty Girl (Yab Yum/550 Music)	5
BOYZ II MEN Vbin' (Motown)	5
WALTER BEASLEY Private Time (Mercury)	4
DEBORAH COX Sentimental (Arista)	4
BRANDY i/WANYA MORRIS Brokenhearted (Atlantic)	3
TEDDY Tell Me What You Want (Noo Trybe)	3
REGINA BELLE Love T.K.O. (Columbia)	2
MARGI COLEMAN Let Me Down Gently (Priority)	2
IMMATURE Feel The Funk (MCA)	2
COZETTE MORGAN All Out Of Love (Nina)	2

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
AFTER 7 Til You Do Me Right (Virgin)	+101
BRANDY i/WANYA MORRIS Brokenhearted (Atlantic)	+84
SOLO Heaven (Perspective/A&M)	+62
MICHAEL JACKSON You Are Not Alone (Epic)	+58
BRIAN McKNIGHT On The Down Low (Mercury)	+58
PHIL PERRY Love Don't Love Nobody (Blue Thumb/GRP)	+57
REGINA BELLE Love T.K.O. (Columbia)	+54
BLACKSTREET Tonight's The Night (Interscope)	+50
SOUNDS OF BLACKNESS Black... (Perspective/A&M)	+49
DEBORAH COX Sentimental (Arista)	+48
INCOGNITO Spellbound And Speechless (Verve Forecast)	+48

HOTTEST RECURRENTS

Ranked By Total Plays

ARTIST TITLE LABEL(S)
BARRY WHITE Come On (A&M)
TINA MOORE Never Gonna Let... (Street Life/SB)
TONY THOMPSON I Wanna Love Like... (Giant/WB)
JODECI Freek'n You (Uptown/MCA)
RAPHAEL SAADIQ Ask Of You (550 Music/Epic ST)
U.N.V. So In Love With You (Maverick/WB)
LUTHER VANDROSS Going In Circles (LV/Epic)
ANITA BAKER I Apologize (Elektra/EEG)
TOTAL i/NOTORIOUS B.I.G. Can't You See (Tommy Boy)
MONTELL JORDAN This Is How We... (PMP/RAL/Island)

Breakers: Songs registering 200 plays or more for the first time. Bullets awarded to songs gaining plays over the previous week. If two songs are tied in number of plays, the song being played on more stations is placed first. Most increased Plays lists the songs with the greatest week-to-week increases in total plays. Weighted chart appears on R&R ONLINE.

WILLIAM BECTON & FRIENDS

URBAN AC
CHART **19**
BREAKER

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WHQT KXOK WTMP WDAS KJLH WFXC WFLM WMXO

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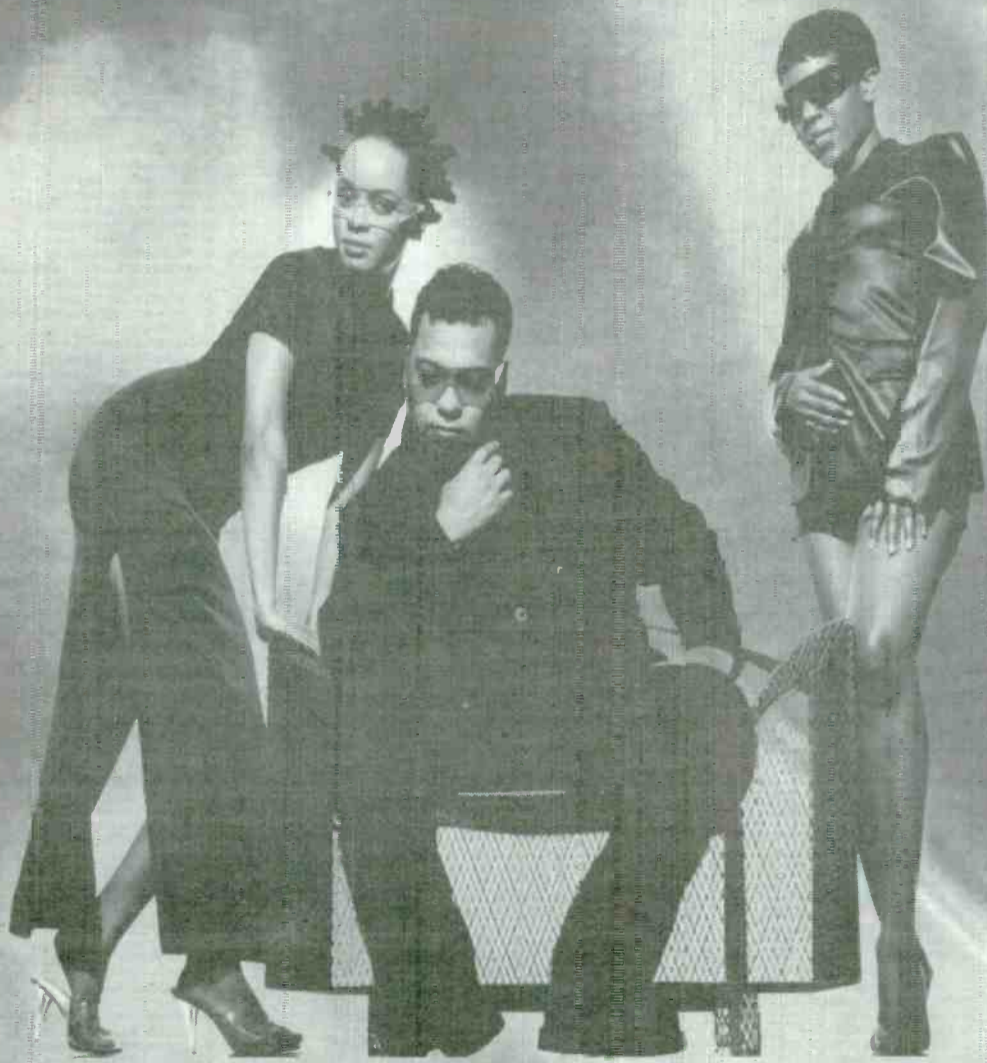
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WNOV	KJMS	KJMM	KQXL	WTLZ	WFXM	WACR
WKKV	WQQK	KTOW	WPAL	KDKS	WEAS	WESE
KPRS	KVSP	WKGN	WJTT	KMJJ	WRKE	KBCE
WCKX	WENN	KIPR	KFXZ	WJZD	WJJN	WYNN

KXZZ

WJMG
KYEA
KHRN
WJIZ

URBAN AC
MOST INCREASED
PLAY--
NEW & ACTIVE

WMMJ	WTMP	WMPZ
KMJQ	WYLD	WEUP
WILD	WBLK	WFLM
WWIN	WNOO	





LON HELTON

Personality Traits For The '90s ... And Beyond

From the Continuous Country "no bull" card readers of the early '80s to the outrageous and sometimes slightly blue Young Country jocks of the mid-'90s, the Country radio personality's role has undergone numerous incarnations.

As the format enters its latest post-boom era, what qualities must Country air talent exhibit for success in the late-'90s and beyond?

Providing some insights are **Tim Closson**, OM at Cincinnati's Sports/Talk **WUBE-AM** and Country duopoly **WUBE-FM & WYGY-FM**; **Kerry Wolfe**, OM at Milwaukee's Nostalgia-Country tandem **WOKY & WMIL**; and **Charlie Morgan**, Station Manager at 18-34/25-54 Country duopoly **WGRL-FM & WFMS-FM/Indianapolis**, where he's also morning co-host with **Jim Denny**. I asked these veteran programmers to talk about what makes a successful personality in each daypart.

Mornings: Be 'Aware'

TC: "Morning talent should be aware of everything going on around them in their markets — what their listeners do, their lifestyles, where they're listening/working, what they do in their spare time. They need to be as in touch as possible, always talking to that one listener and localizing everything.

"They also need to constantly be available for appearances. People can't be successes just by being on the radio. They must get out and be politicians for their show and the radio station, day in and day out. Whether they're shopping for groceries or pumping gas, they have to be willing to talk to people. They have to be on all the time to succeed today."

CM: "I'll fall back on WFMS's marketing slogan to describe what makes a successful personality to-

As stations do more to attract at-work listening ... you need to have a talent who can make middays a major entertainment daypart.

—Kerry Wolfe

day: 'Real people, real fun, real early.' I want 'anti-jocks.' No DJs. I'm looking for people who can talk about the music and what's going on in listeners' lives. Obviously, this isn't exclusive to mornings, but it's critical to mornings."

Morgan adds that he's changed his philosophy about morning prep in the last couple of years. Stating his new theory is "a radical departure" for him, he insists it's not a copout following his promotion to station manager.

"I had always been a master planner; I'd go in every morning with



major plans in place. Now I'm convinced better show prep is not sitting down and organizing bits and features. We still go in with topics in mind and plans to execute. But the



Tim Closson



Charlie Morgan



Kerry Wolfe

more I do this, the more I'm convinced the best prep is going into the studio with life experiences similar to those of your listeners and talking about them. Those always seem to be the best shows."

Morgan notes that doesn't mean jocks need to be in the age group of the demo they're targeting. But he adds, "They must share some common experiences with the life group."

KW: "First and foremost, morning personalities must have a passion for the music. Second, they must be local, local, local. Third, they must entertain. Listeners are looking for entertainment in all dayparts, but especially in the morning. The talent doesn't necessarily have to be funny. But he has to communicate in such a way as to keep a smile on the person's face who's driving to work. He needs to talk about topics people can relate to."

Middays: Listener Benefits

CM: "A radio station should have the same kind of feel all day long. So I don't look for radically different types of people — although I do ask different things of them. The midday talent doesn't have as many windows of opportunity to share their life experiences with the audience. But the few windows they do have become even more challenging because there's more structure in middays. Middayers still have to convey they're real people within those confines.

"Midday personalities must also understand that daypart's function. The things they do should emphasize

benefits to listeners and what they're doing at that time of day."

KW: "Listeners expect more music, but that doesn't mean they don't expect to be entertained. Radio used to be more background. But with the influx of younger listeners to Country over the last few years, people are listening to it in more places than ever before. As that happens, and as stations do more to attract at-work listening — like creating networks and using nesting strategies — you need a midday talent who can pull it off and make middays a major entertainment daypart. **WSIX/Nashville** middayer **Hoss Burns** is a great example of what this format needs in middays."

TC: "Programmers used to think middays didn't need much personality; that simply playing a

lot of music was enough. Today, there has to be some carryover from the morning show. Obviously, there's a lot more music in this daypart. But personality and being in touch is a must. And working the phones has become a very important part of middays."

Afternoons: 'Enthusiasm'

KW: "People want to be entertained after a long, hard day at work. Enthusiasm, energy, and passion are important.

"There's really not much that separates afternoon jocks from morning personalities these days. The morning talent needs to have the ability to communicate, handle multiple thoughts, and be into the lifestyle. I want the afternoon driver to be more into the music and sound like he's having a great time. He must get over and above the liners without being too 'in your face.'"

TC: "Afternoon personalities must be very entertaining. They must deliver a morning-type show, but with more music."

CM: "Afternoons today are like the traditional morning shows of years ago in that one person has to pull off the whole thing. It's a major 'traffic cop' position and requires a high-caliber person to make it work. There are five or six people on the air during most morning shows — the afternoon driver has to do it alone."

Evenings: 'Relatability'

TC: "Successful evening shows are very close to morning shows in entertainment value. The evening talent must be able to reach out and touch a different audience segment. PDs are taking a dayparted approach to this shift in some respects, especially after the way the younger demos have embraced this format in re-

Some On-Air Devices

Talent tipsters **Tim Closson**, **Charlie Morgan**, and **Kerry Wolfe** also offer thoughts about various devices personalities use to become, well, personalities.

• **Phones:** Closson says phone usage in all dayparts is more critical than it's ever been. "Talk radio has become so big, it's our way to battle it a bit by letting Country listeners know they can be in touch, voicing their opinions or just having fun."

• **Bits:** "I don't like them, unless they're local," says Wolfe. "We don't subscribe to any comedy services. Instead, we hired **American Comedy Network** founder **Bob James** and asked him to do the same thing for us, but on a local level. He's our production director, he delivers station-imaging promos and writes/develops creative bits and characters with the morning show. Everything has a local slant."

• **Characters:** Morgan says, "Characters don't fit into our 'real people' radio approach. I've heard a few jocks pull off entertaining characters — but they're few and far between. The ones who can are legendary."

• **Spontaneity:** "You have to have it in mornings. There's no show without it," says Wolfe.

• **Chemistry:** "You can't make it happen," says Morgan. "It either is or isn't. You can't fight the odds. When you get it, you have to fight to keep it. It's rare and special."

• **Voice:** Voice quality isn't as important as it once may have been, notes the trio. Adds Wolfe, "A big voice no longer matters as long as the talent sounds like a real person. I hate pukers. I'll take a terrible voice that sounds like the next door neighbor over a puker big-voice every time."

Morgan says, "Unless a voice is obnoxiously bad, I don't pay any attention. The one place I do notice voices is in a group show. I don't want everyone's voices to sound the same, so the listeners can keep the people separated in their minds."

• **Song parodies:** "We used to do a lot of them," says Morgan. "But we don't use as many anymore. They were beginning to sound contrived and out of place. We may do one when it's compelling and obvious."

Wolfe applies his localization criteria here as well. A recent example is the current hit "Any Gal Of Mine" by the **KEEY/Minneapolis** morning crew. At **WMIL**, it's announced as being by the "Bill & Debbie Singers" — **Bill** and **Debbie** being members of the **WMIL** morning show. Wolfe notes that, in competitive situations, this is also a way to keep the competitor from using the song.

• **Liners:** Morgan says, "We don't do liners anymore. We put 'who, what, where, when, and why' sheets in the studio. We schedule how often and when they are to happen so it's not a free-for-all. This keeps it fresher, without people using the same crutch every day."

• **Consistency:** "I want a station full of people who share a common vision of what the station sounds like," says Morgan. "I hate the sound of five people doing their own shows who just happened to land on the same frequency. There's a cross-promotion sheet in our studio that people use to write down the important things that happened during their shifts. Our jocks use it so it sounds like everybody listens to everybody else's show. I want it to sound like we're all into the station. If we're not, why should the listeners be?"

And Closson comments on each of the preceding topics with a blanket answer: "It all comes down to what the individual does well. I'm a fan of whatever works for each individual as long as he pulls it off and touches the audience."

"The biggest mistake PDs can make is forcing something on jocks that they don't do well. The exception might be when talent experiments in an area they've never attempted before. That's trial and error. But the more 'marquee' the talent, you both already know what he can and can't do well. Stick with what works."

To be a successful evening jock, you must be all things to all people.

—Tim Closson

cent years. We're now doing battle with CHR and Rock stations for younger listeners. The night jock must be someone who relates well to the audience available at that time. He must know the audience and what they expect. The talent has to be able to talk to the demo.

"Of course, we're also doing battle with Talk stations for the older listener, so the night jock can't offend them on the way to attracting the younger demos. We

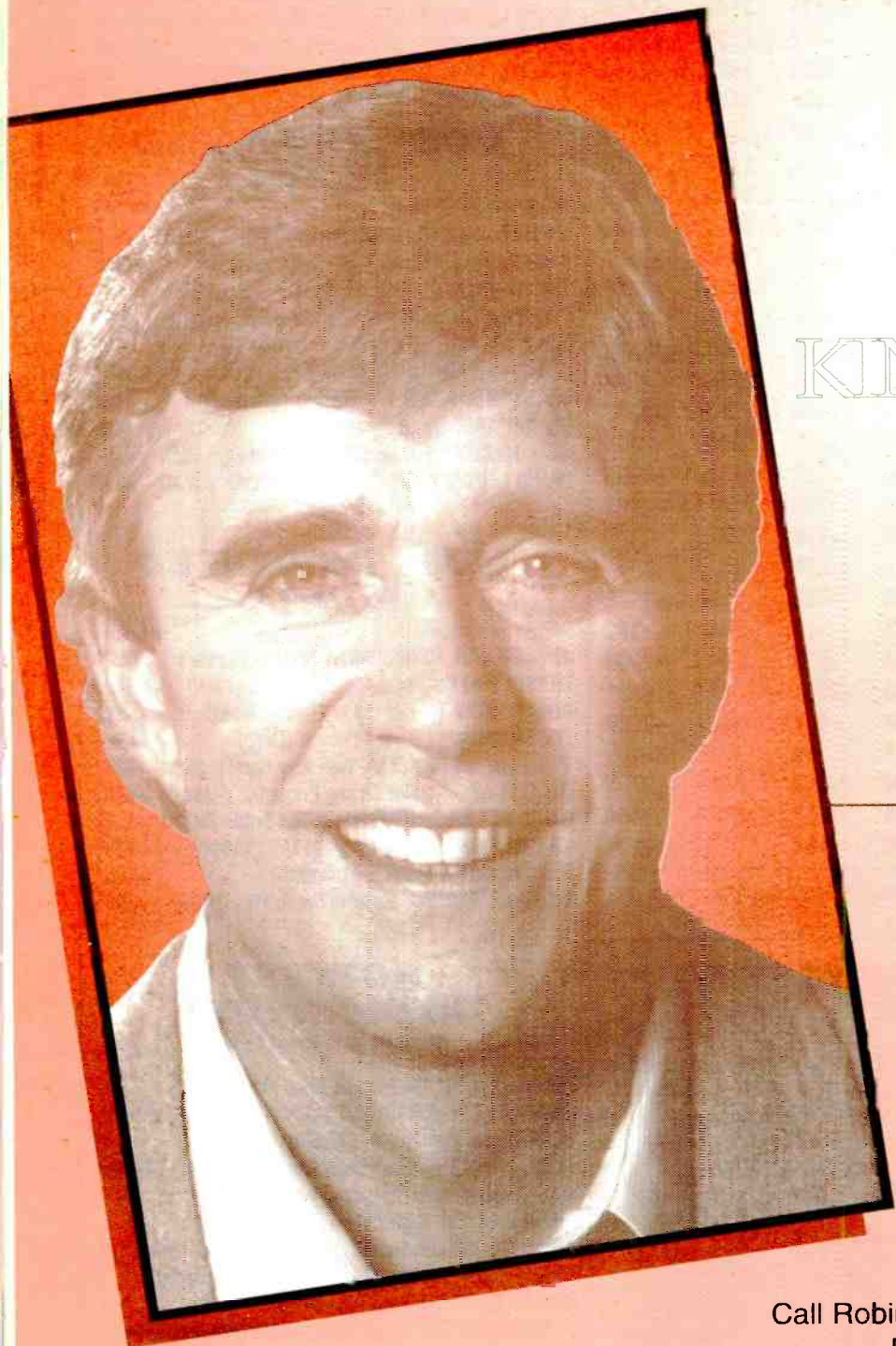
have to be careful we don't blow off our older, core listeners who comprise the bulk of our daytime audience. In effect, to be a successful evening jock, you must be all things to all people."

CM: "Evening personalities need to relate to the available audience, sound genuine, and focus on the music-related features. Many nighttime listeners are among the most ardent core listeners, and they're major country music fans. They're really into artist information and feature packages. The night jock needs to be knowledgeable and deliver a lot of music info, especially about new artists and music."

KW: "Night jocks have to be a lot more experienced than the night person who would have been hired a few years ago. Four or five years

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ROGERS & COWAN



Nashville Songwriters Honor Father Figure

□ 12th annual 'Harlan Howard Birthday Bash' will celebrate his contributions

Harlan Howard doesn't have an official national fan club. But his list of admirers represents a "who's who" of Nashville's musical elite. And they'll be paying tribute to the songwriter at "The Very Last Harlan Howard Birthday Bash."

As the birthday bash has grown, so have the planning and programming demands, prompting Howard's request that this 12th annual event (9/6) be the last. Rodney Crowell and Gretchen Peters host the outdoor party at the corner of 16th Avenue South and McGavock Street near Music Row. Among those slated to attend are Brooks & Dunn, Blackhawk, Waylon Jennings, Steve Earle, Loretta Lynn, Chet Atkins, John D. Loudermilk, Melba Montgomery, Whitey Shafer, Curly Putman, Tony Arata, Thom Schuyler, Linda Hargrove, Dickey Lee, and Kostas.

Howard's songwriting credits include such classics as "Pick Me Up On Your Way Down," "Heartaches By The Number," "Above and Beyond," "Excuse Me (I Think I've Got A Heartache)," "Streets Of Baltimore," "It's All Over (But the Crying)," "Busted," and "I Fall To Pieces." The 1967 RCA album, "Waylon Jennings Sings Ol' Harlan," was devoted to Howard's songs. Although Howard's song catalog stands on its own merit, his personal interest in aspiring songwriters is what made him a Nashville institution. Countless songwriters, many of them now famous, have benefited from his advice and encouragement.

Ticket sales from the event will be donated to the Nashville Songwriters Association International and its Nashville Songwriters Hall of Fame.

Rocky Gap Fest Rocks

The Tractors were forced to cancel their August 5 appearance at the Rocky Gap Festival in Cumberland, MD. However, perfor-

COUNTRY FLASHBACK

1 YEAR AGO

- No. 1: "Dreaming With My Eyes Open" - Clay Walker

5 YEARS AGO

- No. 1: "I'm Gonna Be Some body" - Travis Tritt

10 YEARS AGO

- No. 1: "Modern Day Romance" - Nitty Gritty Dirt Band

15 YEARS AGO

- No. 1: "Drivin' My Life Away" - Eddie Rabbit (third week)

20 YEARS AGO

- No. 1: "Wasted Days & Wasted Nights" - Freddy Fender

mances by the Mavericks, Mary Chapin Carpenter, Lee Roy Parnell, Tim McGraw, and Lari White kept the crowd happy.

To celebrate Mavericks lead vocalist Raul Malo's 30th birthday, his fellow Mavs brought a birthday cake onstage while Parnell and members of Carpenter's band led the audience in a rousing version of "Happy Birthday."

In addition to the Rocky Gap date, the Tractors canceled a September 5 show in Big Flats, NY. Band publicist Jennifer Bohler

said the cancellations were needed to allow the band more studio time to meet Arista/Nashville's deadline for delivering a Christmas album.

When it was pointed out that few acts follow up a platinum debut album with a holiday project, Bohler said, "Have the Tractors ever followed the usual path?" The band resumed its tour with an August 10 show at the Iowa State Fair in Des Moines.

In a totally unrelated matter, McGraw denied recent tabloid reports that he's about to become a married man. McGraw assured a backstage crowd at Rocky Gap that he won't be tying the knot "anytime soon."

Garth Promises New Music

Country radio could receive a new Garth Brooks single as early as next month. At a recent CEMA Distribution meeting in Montreal, the superstar said he plans to have the first single shipped approximately eight weeks before the album's November 15 in-store target date.

"I'm very pleased with what I've cut so far," Brooks told the group. "If the rest of the recording goes this well, I see no reason why we couldn't have an album in stores on November 15."

However, the superstar added a stipulation. "If, at any time during the remaining production, we feel the quality is not up to the standards we've set for ourselves, I'll postpone the release. The music has to come first."

Fancy Footwork

Is there something in the water that makes people in Minnesota so adept at dancing the two-step?

CMA Taps SRO '95 Nominees

John Berry, Tim McGraw, and Clay Walker have been nominated for New Artist of the Year by the CMA as part of its 1995 SRO Awards program. The presentation will take place October 6 at Nashville's Wildhorse Saloon during the organization's SRO '95 international entertainment expo.

The nominees are selected in 18 categories by a 100-member panel of industry professionals who are knowledgeable about the touring industry. Additional nominees include:

- Radio Station (Small Market): KRYS/Corpus Christi, TX; WLWI/Montgomery, AL; WWYN/Jackson, TN
- Radio Station (Medium Market): KASE/Austin, WESC/Greenville, WIVK/Knoxville
- Radio Station (Large Market): KPLX/Dallas, KZLA/Los Angeles, WSIX/Nashville, WSM/Nashville, WYNY/New York (a tie in the large market radio category resulted in five nominees)
- Record Label: Arista/Nashville, MCA/Nashville, Sony Music Nashville
- Touring Artist: Brooks & Dunn, Vince Gill, Reba McEntire
- Festival/Special Event: Country Jam USA (Grand Junction, CO), International Country Music Fan Fair (Nashville), Jamboree In The Hills (Wheeling, WV)
- Club: Billy Bob's Texas (Ft. Worth), Crazy Horse Steak House (Santa Ana, CA), Grizzly Rose (Denver)
- Concert Venue (capacity less than 6000): Fox Theater (Atlanta), Grand Ole Opry House (Nashville), Ryman Auditorium (Nashville)
- Concert Venue (more than 6000): Palace At Auburn Hills (Auburn Hills, MI), Red Rocks Amphitheater (Denver), Starwood Amphitheater (Nashville)

When the final decision was made by a team of distinguished judges (including Tracy Lawrence, Steve Wariner, and Little Texas lead vocalist Tim Rushlow), Bart Conger of Hastings, MN and Lori Schmidt of Coon Rapids, MN had won the "Black Velvet Smooth Steppin' Showdown," the nation's first national two-step contest for amateurs — hosted by Tanya Tucker.

Washington state claimed second place honors, with Jon and Jerrie Muir dancing their way into the judges' hearts. Third place went to two other Minnesota residents — Jim Berg of Prior Lake and Julie Gillier of St. Paul.

Bits 'N' Pieces

Doug Stone made his first public appearance following last month's minor nasal surgery when he hosted an August 11 golf tournament benefiting Mur-Ci Homes, which provides housing for severely handicapped adults in the Nashville area.

• Chris LeDoux, Michelle Wright, Pirates Of The Mississippi, Mark O'Connor, and the Kentucky Headhunters will appear Labor Day weekend at California Country Jam '95 at Long Beach, CA's Shoreline Aquatic Park. The event raises money for the Make-A-Wish Foundation.

— Calvin Gilbert

Personality Traits For The '90s ... And Beyond

Continued from Page 48

ago I was looking for someone who could press the right buttons at the right time. Often, the best partimer was moved up. That's not the case anymore because people use Country radio differently than ever before. They're more active in the format; more involved in their radio station. Here's another daypart where we can now let them be — and get them — involved."

Overnights: 'Training Ground'

CM: "Doing overnights means a morning show for third-shifters. Here again, it's talking about these listeners' lifestyles, which are far different from other people."

KW: "It's difficult to afford a major talent in this daypart. For sta-

“The more I do this, the more I'm convinced the best prep is going into the studio with life experiences similar to those of your listeners and talking about them.”
— Charlie Morgan

tions like ours that want major talent in each shift, we do the next best thing and air 'After Midnite With Blair Garner.' Third-shifters want to be entertained, too. It gets lonely at 3am."

TC: "This is a great place to grow new talent. Quite honestly, as someone who began his career doing overnights [at WAXX/Eau Claire, WI], I'm disappointed to see stations using syndication in this daypart just to save a few bucks. That's where I was given the opportunity to go on the air, make mistakes, and go over airchecks a couple of times a week while trying to become a personality.

"It's a training ground for talent so that hopefully, when you have an opening, you can move someone familiar with the station and city into that slot. Find someone with potential, turn them loose, and work with them. Developing talent is vital to the future of Country radio — which is more personality-driven than ever before."



SMILE ON YOUR BROTHER — Step One Records group Western Flyer recently performed at Camp Anytown in Whitebluff, TN, sponsored by the National Conference of Christians and Jews. Teenagers of diverse backgrounds were brought together in the hope of teaching ethnic harmony. Sharing the love were (l-r) band members Steve Charles, Bruce Gust, T.J. Klay, Roger Helton, and Danny Myrick, and two happy campers.

AUGUST 18, 1995

NEW & ACTIVE**JEFF FOXWORTHY Party All Night (WB)**

Total Stations: 40, Total Adds: 0, Total Points: 2534

Plays: WBCS 15 (15), WCTK 10 (10), WXKX 32 (27), WYAY 18 (18), WGNL 10 (8), WKML 13 (13), WYYD 12 (5), WRBQ 10 (7), WUBE 18 (18), WFMB 18 (18), KXKC 10 (10), KDDK 10 (10), WTXI 35 (35), WAVC 11 (11), WBOB 18 (18), KVOO 11 (11), KLUR 14 (14), KYGO 22 (22), KZLA 11 (5), KUPL 20 (12), KRPM 26 (26), KJUG 22 (22)

HOLLY DUNN Cowboys Are My Weakness (River North Nashville)

Total Stations: 53, Total Adds: 9, Total Points: 2116, Adds: WYNY 7,

WFRG 10, WHLZ 5, WCKT 8, WJOD 5, KQFC 7, KHAY 6, KDRK 6, KXDD 7
Plays: WWYZ 10 (10), WPKX 14 (14), WFGY 20 (20), WAYZ 10 (10), WXKX 13 (10), WGTY 17 (11), WGTR 11 (11), WYYD 15 (12), WAXX 16 (16), WBCT 18 (5), WTCM 12 (12), WTVY 10 (10), WAVC 32 (11), WWJO 11 (11), KEAN 17 (17), KGNC 10 (10), KYKR 8 (8), KOUL 10 (10), KRYS 7 (7), KLUR 14 (14), KUGN 14 (14), KTOM 8 (8)**RADNEY FOSTER If It Were Me (Arista)**

Total Stations: 45, Total Adds: 42, Total Points: 1899, Adds: WCTK 10,

WFGY 20, WXTA 5, WAYZ 10, WRKZ 5, WIOV 6, WDSY 6, WFRG 10, WKCN 10, WDN 5, WYAK 5, WRNS 18, WGH 14, WTNT 15, WFMB 10, WTHI 6, WTCR 5, KXKC 9, WAMZ 7, WSIX 13, WOW 9, KTTS 5, KFDI 5, KEAN 17, KGNC 10, KOUL 10, KGEE 7, KNFM 5, KVOO 5, WACO 10, KLUR 14, KYGO 5, KKAT 5, KSOP 7, KIKF 10, KRWQ 11, KATM 9, KNCO 15, KTOM 8, KSON 5, KYCY 5, KJUG 15
Plays: WWYZ 5 (5), WSM 7 (7), KEAY 9 (9)**RON WALLACE Listenin' Now (Columbia)**

Total Stations: 43, Total Adds: 41, Total Points: 1601, Adds: WKLB 5,

WAYZ 10, WRKZ 5, WIOV 6, WXKX 12, WDSY 6, WCKT 8, WROO 6, WDN 5, WRNS 18, WCHY 7, WJCL 8, WUSW 5, WBWN 6, WTHI 6, KMAG 7, WTCR 5, KXKC 8, WKSJ 8, WSIX 13, WAVC 11, WOW 9, KTWB 17, KTTS 5, KFDI 5, KAYD 7, KOUL 5, KGEE 7, KVOO 5, KLUR 14, KYGO 5, KKAT 5, KSOP 7, KIKF 10, KASH 6, KUZZ 7, KUGN 14, KHAY 6, KSAN 11, KYCY 5, KJUG 15
Plays: WWYZ 5 (5), WKCN 10 (10)**AARON TIPPIN That's As Close As I'll Get To... (RCA)**

Total Stations: 25, Total Adds: 24, Total Points: 1458, Adds: WWYZ 5,

WFGY 20, WSOC 13, WSSL 14, WDN 15, WYAK 5, WBWN 12, WUBE 5, WFMB 12, WUSY 9, KKIX 7, KXKC 19, WAMZ 7, WKNN 12, KIXQ 12, KBEQ 18, KEAN 17, KOUL 10, KILT 15, KSOP 7, KRWQ 11, KTOM 8, KJUG 15, KXDD 7
Plays: WESC 20 (20)**BILLY RAY CYRUS The Fastest Horse ... (Columbia)**

Total Stations: 25, Total Adds: 5, Total Points: 1328, Adds: WFRG 15,

WQYK 5, WTVY 7, KXKC 5, KQFC 7
Plays: WBCS 7 (7), WWYZ 5 (5), WGTY 17 (11), WKCN 22 (10), WDN 5 (5), WGTR 11 (11), WYAK 6 (6), WRNS 18 (18), WYYD 12 (5), WUSN 10 (10), WTCR 16 (16), WAMZ 7 (7), WSIX 14 (5), WTXI 17 (17), WAVC 11 (11), KTTS 8 (8), KFDI 5 (5), KEAN 21 (21), KLUR 14 (14), KRPM 6 (6)**LITTLE TEXAS Life Goes On (WB)**

Total Stations: 14, Total Adds: 14, Total Points: 1057, Adds: WWYZ 5, WTDR 14, WKCN 22, WSSL 6, WGTR 14, WBCT 18, WFMB 10, WUSY 9, WIVK 13, WSIX 12, WTXI 23, KEAY 18, WBOB 8, KYNG 20

CARLENE CARTER Hurricane (Giant)

Total Stations: 25, Total Adds: 20, Total Points: 984, Adds: WWYZ 5,

WAYZ 10, WRKZ 5, WIOV 6, WYNY 7, WFRG 10, WROO 6, WDN 5, WRNS 18, WTHI 6, WTCR 5, WSIX 11, WAVC 11, WOW 9, KTWB 17, KGNC 10, KVOO 5, KLUR 14, KQFC 7, KTOM 8
Plays: WXTA 5 (5), WKCN 10 (10), WTCM 12 (12), KTTS 5 (5), KFDI 5 (5)**LORRIE MORGAN Back In Your Arms Again (BNA)**

Total Stations: 13, Total Adds: 13, Total Points: 820, Adds: WWYZ 5, WTDR 7, WQIK 9, WDN 15, WGTR 11, WCHY 10, WGAR 25, WVLK 5, KRMD 10, WBOB 8, KEAN 17, KYGO 13, KNAX 9

JUNIOR BROWN Highway Patrol (MCG/Curb)

Total Stations: 15, Total Adds: 1, Total Points: 773, Add: KDRK 6

Plays: WPOC 20 (20), WKML 13 (5), WDN 5 (5), WCMS 11 (11), WIXY 15 (15), KTTS 5 (5), KFDI 12 (5), KEAN 21 (21), KNFM 13 (5), KVOO 5 (5), KLUR 14 (14), KFMS 6 (5), KRWQ 12 (38), KRKY 5 (5)

GENE WATSON He's Back In Texas (SOR)

Total Stations: 10, Total Adds: 3, Total Points: 281, Adds: WWYZ 5,

WBWN 6, KFDI 5
Plays: WGTY 10 (11), WDN 5 (5), WFMB 12 (10), KTTS 5 (5), KAGG 5 (10), KVOO 5 (5), KLUR 14 (14)**NATIONAL RADIO FORMATS****ABC/SMN**

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Coast-To-CoastHAL KETCHUM/Every Little Word
MAVERICKS/Here Comes The Rain
BILLY MONTANA/Rain Through The Roof
SHENANDOAH/Heaven Bound (I'm Ready)
SHANIA TWAIN/The Woman In Me ...**Hottest:**BROOKS & DUNN/You're Gonna Miss Me ...
LEE ROY PARNELL/A Little Bit Of You
JEFF CARSON/Not On Your Love
PERFECT STRANGER/You Have The Right To...
PAM TILLIS/In Between Dances**Real Country**Dave Nicholson • (602) 966-6236
MAVERICKS/Here Comes The Rain
NEAL MCCOY/If I Was A Drinkin' Man
DAVID LEE MURPHY/Dust On The Bottle**Hottest:**ALABAMA/She Ain't Your Ordinary Girl
GEORGE STRAIT/Lead On
JEFF CARSON/Not On Your Love
TY ENGLAND/Should've Asked Her Faster
PAM TILLIS/In Between Dances**ALTERNATIVE PROGRAMMING**

Steve Knoll • (214) 252-1426

KENNY CHESNEY/Ail I Need To Know
FAITH HILL/Let's Go To Vegas
TRACY LAWRENCE/If The World Had A Front Porch
PATTY LOVELESS/Halfway Down
TIM MCGRAW/I Like It, I Love It**Hottest:**LEE ROY PARNELL/A Little Bit Of You
JEFF CARSON/Not On Your Love
PERFECT STRANGER/You Have The Right To...
ALABAMA/She Ain't Your Ordinary Girl
DIAMOND RIO/Finish What We Started**BROADCAST PROGRAMMING**

Walter Powers • (800) 426-9082

Super Country/Pure Country — Ken Moultrie
TRAVIS TRITT/Sometimes She Forgets**Hottest:**PAM TILLIS/In Between Dances
ALABAMA/She Ain't Your Ordinary Girl
PERFECT STRANGER/You Have The Right To...
JEFF CARSON/Not On Your Love
BRYAN WHITE/Someone Else's Star**BROADCAST PROGRAMMING CONTINUED**

Digital Country — L.J. Smith

MAVERICKS/Here Comes The Rain
LORRIE MORGAN/Back In Your Arms Again
MARTY STUART/If I Ain't Got You**Hottest:**BROOKS & DUNN/You're Gonna Miss Me...
JEFF CARSON/Not On Your Love
PERFECT STRANGER/You Have The Right To...
ALABAMA/She Ain't Your Ordinary Girl
GEORGE STRAIT/Lead On

Digital New Country — Ken Moultrie

MAVERICKS/Here Comes The Rain
LORRIE MORGAN/Back In Your Arms Again
MARTY STUART/If I Ain't Got You**Hottest:**ALABAMA/She Ain't Your Ordinary Girl
PAM TILLIS/In Between Dances
BRYAN WHITE/Someone Else's Star
PERFECT STRANGER/You Have The Right To...
BROOKS & DUNN/You're Gonna Miss Me...**JONES SATELLITE NETWORKS**

Phil Barry • (800) 766-3251

U.S. Country — Jim MurphyBAKER & MYERS/These Arms (Won't Let ...)
VINCE GILL/Go Rest High On That Mountain
DARYLE SINGLETARY/I Let Her Lie**Hottest:**ALABAMA/She Ain't Your Ordinary Girl
CLINT BLACK/One Emotion
JEFF CARSON/Not On Your Love
GEORGE STRAIT/Lead On
BRYAN WHITE/Someone Else's Star**Superhit Country**

Vance Koretos (312) 755-1300

JOHN MICHAEL MONTGOMERY/No Man's Land
BILLY MONTANA/Rain Through The Roof
SHENANDOAH/Heaven Bound (I'm Ready)
TRISHA YEARWOOD/I Wanna Go Too Far
NEAL MCCOY/If I Was A Drinkin' Man**Hottest:**BROOKS & DUNN/You're Gonna Miss Me...
LORRIE MORGAN/Didn't Know My Own Strength
PERFECT STRANGER/You Have The Right To...
LEE ROY PARNELL/A Little Bit Of You
JAMES HOUSE/This Is Me Missing You**WESTWOOD ONE RADIO NETWORKS**

Bob McNeill • (805) 294-9000

Mainstream Country — Steve PennyMARK CHESNUTT/Down In Tennessee
TY ENGLAND/Should've Asked Her Faster
WADE HAYES/Don't Stop
PATTY LOVELESS/Halfway Down**Hottest:**RICK TREVINO/Bobbie Ann Mason
JAMES HOUSE/This Is Me Losing You
BROOKS & DUNN/You're Gonna Miss Me...
PERFECT STRANGER/You Have The Right To...
JEFF CARSON/Not On Your Love**Hot Country — Steve Penny**TERRI CLARK/Better Things To Do
TIM MCGRAW/I Like It, I Love It
SHANIA TWAIN/The Woman In Me ...**Hottest:**JAMES HOUSE/This Is Me Losing You
CLINT BLACK/One Emotion
BROOKS & DUNN/You're Gonna Miss Me...
PAM TILLIS/In Between Dances
ALABAMA/She Ain't Your Ordinary Girl**ELEVEN KEYS TO BETTER MUSIC SCHEDULING**

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COUNTRY PLAYLISTS

Continued from Page 55

FIND COMPLETE PLAYLISTS FOR ALL COUNTRY REPORTERS ON R&R ONLINE

MARKET #20 KNIX/Phoenix (602) 966-6236 Daniels/Owens. Table with 5 columns: PLAYS, SW, ZW, LW, TW, ARTIST/TITLE.

MARKET #21 WQYK/Tampa (813) 576-6055 Marlin/Roberts. Table with 5 columns: PLAYS, SW, ZW, LW, TW, ARTIST/TITLE.

MARKET #21 WRBQ/Tampa (813) 287-1047 Mitchell/Lane. Table with 5 columns: PLAYS, SW, ZW, LW, TW, ARTIST/TITLE.

MARKET #22 WGAR/Cleveland (216) 328-9950 Nugent/Collier. Table with 5 columns: PLAYS, SW, ZW, LW, TW, ARTIST/TITLE.

MARKET #23 KYGO/Danver (303) 321-0950 St. John/Page. Table with 5 columns: PLAYS, SW, ZW, LW, TW, ARTIST/TITLE.

MARKET #24 KUPL/Portland, OR (503) 297-3311 Rogers/Taylor. Table with 5 columns: PLAYS, SW, ZW, LW, TW, ARTIST/TITLE.

MARKET #24 KWJL/Portland, OR (503) 228-4393 Mitchell/McCrae. Table with 5 columns: PLAYS, SW, ZW, LW, TW, ARTIST/TITLE.

MARKET #25 WUBE/Cincinnati (513) 721-1050 Closson/Hamilton. Table with 5 columns: PLAYS, SW, ZW, LW, TW, ARTIST/TITLE.

MARKET #26 FM106/WIL/Waukegan (414) 545-8900 Wolfe/Morgan. Table with 5 columns: PLAYS, SW, ZW, LW, TW, ARTIST/TITLE.

MARKET #27 YOUNG COUNTRY 104/KBED/Kansas City (816) 531-2535 Kennedy/McEntire. Table with 5 columns: PLAYS, SW, ZW, LW, TW, ARTIST/TITLE.

MARKET #27 KFKF 94FM/Kansas City (816) 753-4000 Carter/Stevens. Table with 5 columns: PLAYS, SW, ZW, LW, TW, ARTIST/TITLE.

MARKET #27 WDAF/Kansas City (816) 931-6100 Cramer/Bryan. Table with 5 columns: PLAYS, SW, ZW, LW, TW, ARTIST/TITLE.

MARKET #28 KFRG/Riverside (909) 825-9525 Logan/Jeffrey. Table with 5 columns: PLAYS, SW, ZW, LW, TW, ARTIST/TITLE.

MARKET #28 KNCI/Sacramento (916) 923-9200 Evans/Wood. Table with 5 columns: PLAYS, SW, ZW, LW, TW, ARTIST/TITLE.

MARKET #30 95.3 KRTY/San Jose (408) 293-8030 Stevens/Michaels. Table with 5 columns: PLAYS, SW, ZW, LW, TW, ARTIST/TITLE.



MIKE KINOSHIAN

The Power Of Love Songs Hosts

□ PD, former night personality discuss best approach to 'After Dark' shows

Just as "Love Songs"-type programming differs from what airs the rest of the day, so, too, does an AC/Hot AC programmer's handling of Love Songs talent. Many of these personalities have developed their own unique, professional niche.

"Some Love Songs announcers focus on 'husband dying of cancer' calls," remarks KOSI/Denver PD Scott Taylor, whose Mainstream AC airs a nightly (7pm-midnight) Love Songs-oriented "KOSI After Dark" block.



Scott Taylor

"[KOSI After Dark host Mary Marlowe's] approach is very positive. I'm fortunate to have one of the best people in the country doing our show. You need to have someone who knows the show inside-out. The calls she airs are basically from wives wishing their husbands a happy anniversary and making a dedication."

But when hosts of these shows have huge egos, PDs can expect massive headaches. "I've worked with some [big-ego hosts], and they need to be babied and coddled. In those cases, programmers become more like babysitters."

Casual Review

A Love Songs host's aircheck session can be quite different from those programmers do with other

□ On a scale of one to 10, trying to find a Love Songs host is a 12. Great hosts can make [strangers] feel compelled to call and talk about intimate things they wouldn't even mention to their spouses.

station talent. "[With announcers in other dayparts], I concentrate on what's being said in the breaks and how things are localized. I talk very casually with Mary about the show's overall concept and what we're trying to achieve. We don't sit down and split hairs break by break. We talk about direction and what types of calls she's taking."

Perhaps the toughest challenge programmers like Taylor face with Love Songs talent is having them keep calls concise. "Some people just want to spill their guts. There's a digital editor in the studio, [enabling us] to quickly cut a three-minute call to 30 seconds."

Unnatural delivery is a widely held criticism of Love Songs hosts.



Taylor doesn't find that trait in Marlowe: "The regular show elements are done very [straight-forward] and with the same energy as our other announcers. When Mary takes calls [two or three times an hour], she goes into an 'intimate' mode. Some Love Songs hosts have a very hard time trying to [master] this and can sound very syrupy."

Selection Process

The consensus of the many programmers I've polled clearly underscores that finding the right Love Songs person isn't easy. Marlowe had hosted a similar show in Colorado Springs and joined KOSI several years ago as a weekend.

Taylor notes, "On a scale of one to 10, trying to find a Love Songs host is a 12. Great Love Songs hosts can make [strangers] feel compelled to call and talk about intimate things they wouldn't even mention to their spouses. There are very few people who can convey that trust and intimacy over radio."

"I feel blessed because Mary is a low-maintenance employee, knows the show's concept, and probably works harder than [anybody else on staff] with community involvement. She works with dyslexic kids at Children's Hospital several days a week and realizes that this business isn't just a five-hour show. It's promoting yourself and getting

□ When Mary takes calls, she goes into an 'intimate' mode. Some Love Songs hosts have a very hard time trying to [master] this and can sound very syrupy.

your name in the community — and she's doing it all."

Specialized Talent

Taylor doesn't recommend a Love Songs host be interchangeable with any other station announcer. "Mary has never done another shift on KOSI since she's been hosting KOSI After Dark. I'm very opposed to having her do [a weekend shift]."

□

Perhaps I'm being naive, but I don't know too many really successful male Love Songs hosts who are trying to get female listeners.

□

She's the Love Songs host, and it would break all her credibility to say she'd do anything on-air but that. Obviously, you'd want the same person doing the show 52 weeks a year. But when Mary's on vacation, I take the person I think will best fit in on the show."

It might be politically correct to say the Love Songs host's gender is unimportant. However, Taylor opines, "Most ACs are mainly female-based. Females can open up and relate better to [other females]. Perhaps I'm being naive, but I don't know too many really successful male Love Songs hosts who are trying to get female listeners."

Even after PDs hire the ideal Love Songs host, they must address the issue of burnout. "We cut Mary's schedule from six nights a week to five. Love Songs hosts sit there night after night taking mostly depressing phone calls. Most of those calls don't air because they're real 'downers' and can take a big toll on talent."

'Feeling & Emotion' Are Keys To Delivery

Many capable people currently host nightly Love Songs/Pillow Talk offerings. But, Johnny Williams's name quickly leaps to mind as one of the definitive talents in this arena. His nightly show was "must listening" for many ardent Chicago and Detroit supporters.

Away from the Love Songs routine for the past three years, the smooth-sounding Williams holds down mid-days at Hot AC WQAL/Cleveland. "It took about six months to get out of the Love Songs frame of mind," he remarks. "It's easier for me to adjust my delivery downward, but here I have to be [more upbeat]."



Johnny Williams

Unique Nature

Doing Love Songs should be totally different from any other airshift. "Many Love Songs tapes I hear from around the country sound like the rest of the station — that's not the way it's supposed to be. These shows are all about feeling and emotion. Without emotion, there's nothing unique to the show — you're just playing music."

The ideal scenario, Williams stresses, is to have the Love Songs host personally construct music segments. "PDs today have a tendency to back off and want a consistent sound all day and night. These shows, however, need to stand out. You should play songs that couldn't be heard anywhere else in the market except on your Love Songs

show. Most programmers don't seem to understand that. You don't just throw all the love songs together to make a Love Songs show."

Williams did his show in different "modes." "One was a 'love mode,' where I'd play four or five [consecutive theme-oriented] love songs. We'd stop for a commercial and come back with breakup songs. You should have a target audience in mind. The people who listen to these shows either are in love or want to be in love. Having done the show, I know that people love to be miserable because they want to listen to all the sad songs that make them cry."

First-Hand Experience

The show can sometimes suffer a setback when the host experienc-

□

You should play songs that couldn't be heard anywhere else except on your Love Songs show. You don't just throw all the love songs together to make a Love Songs show.

□

es a broken heart. "I was going through a divorce the last year I did Love Songs. The divorce took about seven months, and I was dying. In addition to reacting to the audience, I became the audience. Until you go through something like this, it's hard to know what people are going through. As a result of what I went through, I became even more sensitive to callers."

Exaggerated laid-back presentation for these shows won't play everywhere. "Having a big voice is part of the show, but it's more important to have heart and feeling. Females can do the show as well as males, provided they have the right feeling for it. While I didn't believe I was,

some people accused me of being too vanilla or syrupy. But you do what you feel works best for you and the market. These listeners are reaching out to you and can tell whether or not you're sincere."

No Sell Out

Prior to his Love Songs days, Williams was part of some great air-staffs at WRKO/Boston and CKLW/Detroit. One of his Love Songs stances was that he didn't do commercials. "When people hear you do them, they think you're

hawking yourself. We had to turn down big sponsors because I thought we were selling out and I wouldn't feel right about it."

Double Rush

Williams recalls the night when a listener returned from England on his honeymoon and asked the Love Songs host to listen to a record.

"If someone took the time to come to the station, I thought the record had to be pretty good. It turned out to be the epitome of the show. I immediately called PD Dave Now [who now programs KBIG/Los Angeles], and he told me to put it on the air. We were the first station to play Jennifer Rush's 'Power Of Love.'"

There was a different kind of "rush" for Williams several years ago when he attended Neil Diamond's Pine Knob (Detroit) concert. "We'd been playing [Diamond's] 'The Story Of My Life' for about six weeks. During the show, he introduced the song as being from his new album and something people haven't heard yet. When he began singing, he was very surprised that many people [knew the words]. Our show was the only place people could hear that song. Do you know how that made me feel? I almost started to cry."

Stations and their adds listed alphabetically by market

<p>WKLI/Albany, NY PD/MD: Jon Knott 10 CYNDI LAUPER "Girls" 10 MICHAEL BOLTON "Touch" 5 BLESSID UNION OF... "Let"</p> <p>WYJB/Albany, NY OM/MD: Buzz Brindle MD: Pat Ryan 5 MICHAEL BOLTON "Touch" 5 LEA SOLANGA "Journey"</p> <p>KYMG/Anchorage, AK PD/MD: John R. Roberts 31 MICHAEL BOLTON "Touch" 23 HOOTIE & BLOWFISH "Only"</p> <p>WROE/Appleton, WI PD/MD: J. Davis 14 HOOTIE & BLOWFISH "Only" 7 MICHAEL BOLTON "Touch" 7 BRYSON & SOLANGA "Wonderful" 5 TOMMY JAMES "Who" 5 NATALIE MERCHANT "Carnival" 5 KITARO "Kokoro"</p> <p>WFBG/Atlantic City, NJ OM/MD: Dick Fennessy MD: Marlene Aqua 7 NATALIE MERCHANT "Carnival" 7 MICHAEL BOLTON "Touch"</p> <p>WBBQ/Augusta, GA PD/MD: John Patrick 19 MICHAEL BOLTON "Touch" 19 TAKE THAT "Back"</p> <p>KKMJ/Austin, TX PD: Doc Burns MD: Nolan Cruise 7 ROD STEWART "This"</p> <p>WLIF/Baltimore, MD OM/MD: Gary Balaban MD: Mark Thoner 17 MICHAEL BOLTON "Touch" 8 ROD STEWART "This" 8 ANNIE LENNOX "Whiter"</p> <p>WMJJ/Birmingham, AL OM: John Jenkins PD/MD: Joe Madison No Adds</p> <p>KCIX/Boise, ID PD: Don Jennings MD: Jim O'Brien 16 MICHAEL BOLTON "Touch"</p> <p>WMJX/Boston, MA PD: Don Kelley MD: Mark Laurence 22 MICHAEL BOLTON "Touch" 18 SELENA "Could"</p> <p>WSSH/Boston, MA PD/MD: Bill George 17 MICHAEL BOLTON "Touch" 6 SEAL "Kiss" 5 ELTON JOHN "Made"</p>	<p>WMJO/Buffalo, NY PD: Rob Lucas MD: Roger Christian 28 SELENA "Could" 28 MICHAEL BOLTON "Touch"</p> <p>WCOD/Cape Cod, MA PD/MD: Chris Boles 5 MICHAEL BOLTON "Touch" 5 BLESSID UNION OF... "Let" 5 NATALIE MERCHANT "Carnival"</p> <p>WMT/Cedar Rapids, IA OM: Rick Sellers PD/MD: Randy Lee 7 MICHAEL BOLTON "Touch" 7 JOHN WAITE "Sunshine" 5 HOOTIE & BLOWFISH "Only"</p> <p>WVAW/Charleston, WV OM/MD: Rick Johnson MD: Amy Nutter 11 MICHAEL BOLTON "Touch" 11 SELENA "Could"</p> <p>WDEF/Chattanooga, TN PD/MD: Danny Howard 25 MICHAEL BOLTON "Touch" 12 JOHN WAITE "Sunshine" 5 SELENA "Could"</p> <p>WLMX/Chattanooga, TN OM: Bob Forster PD/MD: Joel Dearing 10 MICHAEL BOLTON "Touch"</p> <p>WRRM/Cincinnati, OH PD/MD: T.J. Holland 11 MICHAEL BOLTON "Touch"</p> <p>WWNK/Cincinnati, OH PD: Dave Mason MD: Bobbi Maxwell 15 MICHAEL BOLTON "Touch" 5 SELENA "Could"</p> <p>WDOK/Cleveland, OH PD: Sue Wilson MD: Scott Miller 15 MICHAEL BOLTON "Touch"</p> <p>WLTF/Cleveland, OH PD: Steve LaBeau MD: Jay Hudson 35 MICHAEL BOLTON "Touch" 6 SELENA "Could" 6 TAKE THAT "Back" 6 ROD STEWART "This"</p> <p>KKLI/Colorado Springs, CO PD: Steve Larson MD: Sharon Green 13 MICHAEL BOLTON "Touch"</p> <p>WTCB/Columbia, SC OM: Doug Spets PD/MD: Brent Johnson 16 MICHAEL BOLTON "Touch" 7 CHICAGO "Mood" 7 JOHN WAITE "Sunshine"</p>	<p>WGSY/Columbus, GA OM/MD: David Nolin 19 MICHAEL BOLTON "Touch"</p> <p>WSNY/Columbus, OH PD: Don Hallett MD: Bob Nunally No Adds</p> <p>KMXX/Corpus Christi, TX PD/MD: Jesse DeLeon 5 ROD STEWART "This" 5 MICHAEL BOLTON "Touch"</p> <p>KVIL/Dallas, TX PD: Bill Curtis MD: Alex O'Neal 12 LINDA EDER "Someone"</p> <p>WLQT/Dayton, OH PD/MD: Mary Fleener 7 MICHAEL BOLTON "Touch"</p> <p>WMMX/Dayton, OH PD: Jeff Ballentine MD: Dean Taylor 10 MICHAEL BOLTON "Touch"</p> <p>KOSI/Denver, CO OM/MD: Scott Taylor 13 JIMMY BUFFETT "Mexico" 13 MICHAEL BOLTON "Touch" 5 ANNIE LENNOX "Whiter" 5 LINDA RONSTADT "Feels"</p> <p>WOOF/Dorham, AL GM/MD: Leigh Simpson OM/MD: Mike Holderfield 12 HOOTIE & BLOWFISH "Only" 12 MICHAEL BOLTON "Touch" 7 JOHN WAITE "Sunshine"</p> <p>WKY/Evansville, IN PD/MD: Mark Baker 10 MICHAEL BOLTON "Touch"</p> <p>KEZA/Fayetteville, AR OM/MD: Chip Arledge APD/MD: Rich Kelly 12 ROD STEWART "This" 12 PETER CETERA "Forever"</p> <p>WCRZ/Flint, MI OM/MD: Jay Patrick MD: George McIntyre 13 ROD STEWART "This" 13 ANNIE LENNOX "Whiter" 13 MICHAEL BOLTON "Touch"</p> <p>WKTK/Gainesville, FL PD/MD: Briton Jon 15 HOOTIE & BLOWFISH "Only" 15 BETTE MIDLER "Deserve" 7 BAD COMPANY "Reason"</p>	<p>WLHT/Grand Rapids, MI PD: Steve Dirksen MD: Michael Siranni 7 MICHAEL BOLTON "Touch"</p> <p>WMAG/Greensboro, NC PD/MD: Nick Allen No Adds</p> <p>WRCH/Hartford, CT PD: Allan Camp MD: Joe Hann 17 MICHAEL BOLTON "Touch" 10 JIMMY BUFFETT "Mexico"</p> <p>KSSK/Honolulu, HI PD/MD: Michael Shishido 14 SELENA "Could" 14 SOPHIE B. HAWKINS "Lay" 10 DIANA KING "Shy"</p> <p>WAHR/Huntsville, AL PD: John Malone MD: Bonny O'Brien 10 MICHAEL BOLTON "Touch" 10 JOHN WAITE "Sunshine" 10 TOM PETTY "Place"</p> <p>WENS/Indianapolis, IN PD: Greg Dunkin MD: Daria Coop 10 MICHAEL BOLTON "Touch" 10 ROD STEWART "This"</p> <p>WTP/Indianapolis, IN PD: Gary Havens MD: Steve Cooper 8 JIMMY BUFFETT "Mexico" 8 MICHAEL BOLTON "Touch" 5 JAZZMASTERS "Freedom"</p> <p>WTFM/Johnson City, TN PD/MD: Mark E. McKinney 22 MICHAEL BOLTON "Touch" 20 JIMMY BUFFETT "Mexico" 10 ANNIE LENNOX "Whiter"</p> <p>WKYE/Johnstown, PA PD: Jack Michaels MD: Brian Wolfe 10 MICHAEL BOLTON "Touch" 5 LINDA RONSTADT "Feels" 5 CHRISTOPHER CROSS "Window"</p> <p>WQLR/Kalamazoo, MI PD: Bill Wertz MD: Brian Wertz 15 MICHAEL BOLTON "Touch" 7 AFTER 7 "Right" 7 ANNIE LENNOX "Whiter"</p> <p>KUDL/Kansas City, MO PD/MD: Tom Land 8 MICHAEL BOLTON "Touch" 8 ROD STEWART "This"</p>	<p>WJXB/Knoxville, TN PD: Jeff Jamigan MD: Jim Kelly 24 MICHAEL BOLTON "Touch" 7 MICHAEL JACKSON "Alone" 7 ROD STEWART "This"</p> <p>KTDY/Lafayette, LA OM/MD: Michael W. Kay MD: Yvonne Arceneaux 12 MICHAEL BOLTON "Touch" 12 JIMMY BUFFETT "Mexico" 5 ROD STEWART "This" 5 ANNIE LENNOX "Whiter"</p> <p>KHLA/Lake Charles, LA OM: Don Rivers MD: Lee Hudson 28 MICHAEL BOLTON "Touch" 14 PETER CETERA "Forever" 5 JIMMY BUFFETT "Mexico" 5 BLESSID UNION OF... "Let" 5 TAKE THAT "Back" 5 MICHAEL JACKSON "Alone"</p> <p>WFMK/Lansing, MI PD/MD: Ray Marshall 8 MICHAEL BOLTON "Touch" 8 BLESSID UNION OF... "Let"</p> <p>KMZQ/Las Vegas, NV PD: Jeff Cochran MD: Scott Keith 12 HOOTIE & BLOWFISH "Only" 10 SELENA "Could" 10 MICHAEL BOLTON "Touch"</p> <p>KSNE/Las Vegas, NV PD: Tom Chase MD: John Berry 22 MICHAEL BOLTON "Touch" 10 SOPHIE B. HAWKINS "Lay"</p> <p>WALK/Long Island, NY PD: Gene Michaels MD: Charlie Lombardo 7 MICHAEL BOLTON "Touch" 6 JIMMY BUFFETT "Mexico"</p> <p>KBIG/Los Angeles, CA PD: Dave Ervin MD: Dave Verdery 22 SOPHIE B. HAWKINS "Lay" 22 BOYZ II MEN "Bended" 7 ANNIE LENNOX "Whiter" 7 PETER CETERA "Forever"</p> <p>KOST/Los Angeles, CA PD: Jhani Kaye MD: Duncan Payton 8 SEAL "Kiss" 8 PETER CETERA "Forever" 8 MICHAEL JACKSON "Alone"</p> <p>WPEZ/Macon, GA PD/MD: Jim Franklin 15 MICHAEL JACKSON "Alone"</p> <p>WMGN/Madison, WI VP/Prog: Pat O'Neill MD: Kathryn Vaughn 17 MICHAEL BOLTON "Touch" 17 ANNIE LENNOX "Whiter"</p> <p>KVLY/McAllen, TX PD: Roger Scott MD: Brenda Lynn 12 SEAL "Kiss" 12 ROD STEWART "This"</p> <p>WLRQ/Melbourne, FL PD: Dave Kelly MD: Ron Anthony 20 MICHAEL BOLTON "Touch" 20 JIMMY BUFFETT "Mexico" 7 CHRISTOPHER CROSS "Window"</p> <p>WRVR/Memphis, TN PD: Joel Burke MD: Kay Manley 14 MICHAEL BOLTON "Touch" 9 JIMMY BUFFETT "Mexico"</p>	<p>WFLC/Miami, FL PD: Tip Landay MD: Wendy Bennett No Adds</p> <p>WLTE/Minneapolis, MN PD/MD: Gary Nolan 5 SELENA "Could" 5 MICHAEL BOLTON "Touch" 5 TAKE THAT "Back" 5 4 P.M. "Years"</p> <p>WJLK/Monmouth-Ocean, NJ PD: Gary Guida APD/MD: Dan Turi 14 MICHAEL BOLTON "Touch" 14 MICHAEL JACKSON "Alone"</p> <p>WOBM/Monmouth-Ocean, NJ PD: Kevin Buckelew MD: Jeff Rafter 15 MICHAEL BOLTON "Touch" 7 ANNIE LENNOX "Whiter"</p> <p>KWAV/Monterey, CA PD/MD: Bernie Moody 20 MICHAEL BOLTON "Touch" 5 AFTER 7 "Right"</p> <p>WLTS/New Orleans, LA PD: Steve Suter MD: Jim Hanzo 26 MICHAEL BOLTON "Touch" 17 SELENA "Could"</p> <p>WWDE/Norfolk, VA PD: Don London MD: Jeff Moreau 29 MICHAEL BOLTON "Touch" 8 GIN BLOSSOMS "Tii" 8 MARTIN PAGE "Keeper"</p> <p>KMGL/Oklahoma City, OK PD: Steve O'Brien MD: Kathi Yeager 5 MICHAEL BOLTON "Touch" 5 JIMMY BUFFETT "Mexico"</p> <p>WMGF/Orlando, FL PD: John Frost MD: Bob Kelley 7 TAKE THAT "Back"</p> <p>WBEB/Philadelphia, PA PD/MD: Jim Ryan 17 MICHAEL BOLTON "Touch"</p> <p>KVRY/Phoenix, AZ OM/MD: Steve Elliott MD: Dave Cooper 20 MICHAEL BOLTON "Touch" 20 BLESSID UNION OF... "Let" 20 CHRIS ISAAK "Crying"</p> <p>KKCW/Portland, OR PD/MD: Bill Minckler 20 MICHAEL BOLTON "Touch" 14 MICHAEL JACKSON "Alone" 14 SOPHIE B. HAWKINS "Lay"</p> <p>WWLI/Providence, RI PD: Tom Holt MD: Ted Edwards 5 ROD STEWART "This"</p> <p>KRNO/Reno, NV PD: Larry Irons MD: Laurie Adamson 42 MICHAEL BOLTON "Touch" 21 SEAL "Kiss" 21 MICHAEL JACKSON "Alone"</p> <p>WTVR/Richmond, VA PD/MD: Scott O'Brien 7 ROD STEWART "This"</p> <p>WSLQ/Roanoke, VA PD: Don Morrison MD: Dick Daniels No Adds</p>	<p>KSFI/Salt Lake City, UT PD: Dain Craig MD: Lyle Morris 15 MICHAEL BOLTON "Touch" 15 ROD STEWART "This" 15 ELTON JOHN "Made"</p> <p>KQXT/San Antonio, TX OM/MD: Mike Scott MD: Bill Norris 7 MICHAEL BOLTON "Touch" 5 BRYSON & SOLANGA "Wonderful"</p> <p>KLSY/Seattle, WA PD: Bobby Irwin MD: Bob Brooks 10 LINDA EDER "Someone" 10 ROD STEWART "This"</p> <p>KELO/Sioux Falls, SD PD: Reid Holsen MD: Kathy James 16 MICHAEL BOLTON "Touch" 8 HOOTIE & BLOWFISH "Only"</p> <p>KISC/Spokane, WA PD: Rob Harder MD: Dawn Marcel 7 ROD STEWART "This" 7 MICHAEL BOLTON "Touch" 7 JIMMY BUFFETT "Mexico"</p> <p>WHYN/Springfield, MA Sta Mgr/PD: Bill Hess MD: Amy Brooks 21 HOOTIE & BLOWFISH "Only" 14 MICHAEL BOLTON "Touch" 14 JIMMY BUFFETT "Mexico"</p> <p>WMAS/Springfield, MA PD: Brian White MD: Keith Stephens 34 MICHAEL BOLTON "Touch" 18 ANNIE LENNOX "Whiter" 18 ELTON JOHN "Believe" 5 LINDA RONSTADT "Feels"</p> <p>WUSA/Tampa, FL PD: Pat McMahon MD: Johnny Williams 17 MICHAEL BOLTON "Touch"</p> <p>WLQR/Toledo, OH PD: Steve Kendall MD: Geri Cooper 7 MICHAEL BOLTON "Touch" 5 JOHN WAITE "Sunshine" 5 JIMMY BUFFETT "Mexico" 5 BRYSON & SOLANGA "Wonderful"</p> <p>WWWM/Toledo, OH PD: Ron Finn MD: Rick Reynolds 20 MICHAEL BOLTON "Touch" 8 BRYSON & SOLANGA "Wonderful" 8 JOHN WAITE "Sunshine" 8 TOMMY JAMES "Who"</p>	<p>KMXZ/Tucson, AZ PD/MD: Bobby Rich 9 ROD STEWART "This"</p> <p>KTYL/Tyler, TX PD: Dave Moreland MD: Janie Baker 27 MICHAEL BOLTON "Touch" 7 JIMMY BUFFETT "Mexico" 7 ROD STEWART "This"</p> <p>WLZW/Utica, NY PD: Randy Jay MD: Jeanne Ashley 7 MICHAEL BOLTON "Touch"</p> <p>WASH/Washington, DC PD: Steve Streit MD: Randi Martin 28 MICHAEL JACKSON "Alone"</p> <p>WGAY/Washington, DC MD: Vern Anderson 5 MICHAEL BOLTON "Touch" 5 SELENA "Could" 5 TAKE THAT "Back"</p> <p>WRMF/West Palm Beach, FL PD: Reid Fieker MD: Simone Collins 23 NATALIE MERCHANT "Carnival" 22 ANNIE LENNOX "Whiter" 22 SOPHIE B. HAWKINS "Lay" 17 JOHN WAITE "Sunshine" 13 SELENA "Could" 11 JIMMY BUFFETT "Mexico" 6 REAL MCCOY "Come" 6 ELTON JOHN "Made"</p> <p>WKWK/Wheeling, WV PD/MD: Doug Daniels 30 MICHAEL BOLTON "Touch" 5 JOHN WAITE "Sunshine"</p> <p>WMGS/Wilkes Barre, PA PD: Mike Edwards MD: Stan Phillips 12 MICHAEL BOLTON "Touch" 10 EAGLES "Learn" 10 VANESSA WILLIAMS "Days"</p> <p>WJBR/Wilmington, DE PD: Michael Waite MD: Dave Banks 17 MICHAEL BOLTON "Touch" 8 SELENA "Could"</p> <p>WARM/York, PA PD/MD: Kelly West 6 MICHAEL BOLTON "Touch"</p> <p>WKBN/Youngstown, OH OM/MD: Dain Rivers MD: Jim Michaels No Adds</p>
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FAITH...NEW & ACTIVE...
"A powerful melody perfect for summer"
GAVIN AC CHART #21
 Already On: KLSY, WWLI, WWWM, WLQR, WAHR, WROE, WQLR, WCOD, WKWK, WYJB

**103 Total Reporters
 102 Current Reporters
 98 Current Playlists**

**Reported Frozen Playlist (1):
 KJSN/Modesto, CA**

**Did Not Report, Playlist Frozen (3):
 WLEV/Ailintown, PA
 WAJI/Ft. Wayne, IN
 KESZ/Phoenix, AZ**

**Did Not Report For Two Consecutive Weeks, Not Used In This Week's Data (1):
 KEZK/St. Louis, MO**

3W	2W	1W	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS				TOTAL STATIONS/ADDS
					TW	LW	2W	3W	
1	1	1	1	VANESSA WILLIAMS Colors Of... (Hollywood) 2615 2638 2623 2597 102/0					
3	2	2	2	ALL-4-ONE I Can Love You Like That (Blitz/Atlantic) 2464 2368 2285 2215 98/0					
11	7	5	3	SEAL Kiss From A Rose (ZTT/Sire/WB) 2146 1890 1679 1246 91/4					
6	5	4	4	BRUCE HORNSBY Walk In The Sun (RCA) 2025 1912 1743 1565 93/0					
2	3	3	5	BOYZ II MEN Water Runs Dry (Motown) 1858 2018 2074 2219 89/0					
4	4	6	6	BRYAN ADAMS Have You Ever Really Loved A Woman (A&M) 1617 1792 1882 2004 83/0					
17	13	11	7	SOPHIE B. HAWKINS As I Lay Me Down (Columbia) 1607 1306 1144 939 87/5					
19	15	13	8	P. CETERA w/C. BERNARD Forever Tonight (River North) 1467 1210 972 652 87/4					
10	10	10	9	CURTIS STIGERS This Time (Arista) 1430 1417 1376 1283 80/0					
5	6	7	10	JORDAN HILL Remember Me This Way (MCA) 1428 1699 1729 1612 78/0					
8	8	8	11	REMBRANDTS I'll Be There For You (EastWest/EEG) 1281 1484 1529 1483 56/0					
23	18	16	12	SELENA I Could Fall In Love (EMI Latin) 1246 947 790 614 81/13					
9	9	9	13	AMY GRANT Big Yellow Taxi (A&M) 1184 1459 1482 1445 70/0					
BREAKER	11	12	14	MICHAEL BOLTON Can I Touch You...There? (Columbia) 1154 — — — 76/76					
BREAKER	13	11	15	ELTON JOHN Made In England (Rocket/Island) 1007 1248 1266 1182 61/3					
BREAKER	12	14	17	TAKE THAT Back For Good (Arista) 909 754 672 454 67/6					
12	14	14	17	ELTON JOHN Believe (Rocket/Island) 816 1011 1081 1231 56/1					
7	12	15	18	EAGLES Learn To Be Still (Geffen) 802 1002 1197 1518 53/1					
22	21	20	19	MARTIN PAGE Keeper Of The Flame (Mercury) 767 729 684 624 55/1					
—	—	28	20	ROD STEWART This (WB) 635 409 180 25 52/18					
—	—	27	21	JIMMY BUFFETT Mexico (Margaritaville/MCA) 625 425 190 — 50/15					
18	20	19	22	HOOTIE & THE BLOWFISH Let Her Cry (Atlantic) 600 731 750 706 29/0					
25	23	23	23	DAVID SANBORN This Masquerade (Elektra/EEG) 582 547 518 498 56/0					
28	25	24	24	CHRIS ISAAK Somebody's Crying (Reprise) 561 526 459 434 39/1					
29	24	25	25	C. CROSS w/G. WORTH Open Up... (Rhythm Safari/Priority) 552 515 463 387 47/2					
—	26	26	26	L. RONSTADT w/E. HARRIS Feels Like Home (Elektra/EEG) 479 427 298 222 44/3					
—	—	29	27	ANNIE LENNOX Whiter Shade Of Pale (Arista) 447 298 154 — 40/11					
—	—	30	28	HOOTIE & THE BLOWFISH Only Wanna Be With You (Atlantic) 407 266 133 81 22/8					
DEBUT	—	—	29	MICHAEL JACKSON You Are Not Alone (Epic) 317 194 133 81 26/8					
14	19	22	30	ROD STEWART Leave Virginia Alone (WB) 305 556 786 1169 23/0					

This chart reflects airplay from August 14-20. Songs ranked by total plays. Highlighted songs indicate Breaker. 103 AC reporters. 98 current playlists. Songs that are down or flat in plays for three consecutive weeks and below No. 15 are removed from the chart. © 1995, R&R Inc.

NEW & ACTIVE

BETTE MIDLER To Deseve You (Atlantic)

Total Stations: 28, Adds: 1, Plays: 270, WCOD 5 (5), WRCH 12 (12), WWLI 7 (5), WHYN 14 (14), WKLI 10 (10), WMJQ 14 (14), WGAY 5 (5), WKWK 12 (12), WARM 6 (6), WTCB 10 (10), WKTK 15, WTVR 7 (7), WAHR 15 (15), WTFM 9 (9), WJXB 7 (7), WRVR 7 (7), KKMJ 16 (16), KQXT 5 (5), WROE 21 (14), WDOK 7 (7), WLQT 2 (2), WLQR 5 (5), WWWM 20 (20), WMT 7 (7), KELO 8 (8), KKLI 7 (7), KSNE 10 (10), KRNO 7 (7).

DEBBIE GIBSON For Better Or Worse (SBK/EMI)

Total Stations: 29, Adds: 0, Plays: 254, WSSH 6 (6), WCOD 5 (5), WWLI 7 (5), WLEV 5 (5), WFGP 7 (7), WARM 6 (6), WTCB 7 (7), WTVR 7 (7), WMJQ 5 (5), WLMX 5 (5), WOOF 12 (12), WTFM 12 (12), KTDY 6 (5), KMXR 5 (5), KQXT 5 (5), WROE 21 (14), WDOK 17 (9), WLTF 5 (6), WLQT 7 (7), WAJI 5 (5), WFMK 8 (8), WLQR 7 (5), WWWM 20 (20), WMT 7 (7), WQLR 6 (15), WLTE 12 (9), KOSI 3 (3), KRNO 21 (21), KLSY 15 (10).

BLUES TRAVELER Run-Around (A&M)

Total Stations: 11, Adds: 0, Plays: 231, WVAF 42 (42), WKYE 14 (14), WALK 15 (15), WWDE 8 (30), WRMF 38 (37), WAHR 25 (25), KVRV 23 (22), WSNY 15 (15), WMMX 10 (10), WENS 25 (25), KCIX 16 (16).

BLESSID UNION OF SOULS Let Me Be The One (EMI)

Total Stations: 18, Adds: 5, Plays: 186, WCOD 5, WKLI 5, WLEV 5 (5), WFGP 7 (7), WMJQ 14 (14), WKYE 13 (10), WLZW 10 (10), WDEF 5 (5), WOOF 7 (7), KHLA 5, KVRV 20, KQXT 7 (7), WROE 14 (7), WFMK 8, WLQR 7 (5), WWWM 12 (8), WQLR 14 (12), KYMG 28 (27).

LINDA EDER Someone Like You (Atlantic)

Total Stations: 16, Adds: 2, Plays: 131, WCOD 5 (5), WRCH 5 (5), WHYN 7 (7), WKLI 5 (5), WLIF 10 (8), WKWK 12 (12), WTVR 7 (7), WRVR 7 (7), KVIL 12, KQXT 5 (5), WROE 14 (5), WLQR 7 (7), WWWM 12 (12), WLTE 8 (5), KOSI 5 (5), KLSY 10.

SARI Faith (Eagle Eye)

Total Stations: 10, Adds: 0, Plays: 106, WCOD 5 (5), WWLI 5 (5), WYJB 5 (5), WKWK 12 (5), WAHR 15 (15), WROE 14 (5), WLQR 7 (5), WWWM 12 (12), WQLR 8 (7), KLSY 23 (15).

Songs ranked by total plays.
Station call letters followed by number of plays.

BREAKERS

MICHAEL BOLTON

Can I Touch You...There? (Columbia)

TOTAL PLAYS/INCREASE 1154/1154 TOTAL STATIONS/ADDS 76/76 CHART 14

TAKE THAT

Back For Good (Arista)

TOTAL PLAYS/INCREASE 909/155 TOTAL STATIONS/ADDS 67/6 CHART 16

MOST ADDED

ARTIST TITLE LABEL(S)	ADDS
MICHAEL BOLTON Can I Touch You...There? (Columbia)	76
ROD STEWART This (WB)	18
JIMMY BUFFETT Mexico (Margaritaville/MCA)	15
SELENA I Could Fall In Love (EMI Latin)	13
ANNIE LENNOX Whiter Shade Of Pale (Arista)	11
JOHN WAITE Ain't No Sunshine (Coyote/Imago)	9
HOOTIE & THE BLOWFISH Only Wanna Be With You (Atlantic)	8
MICHAEL JACKSON You Are Not Alone (Epic)	8
TAKE THAT Back For Good (Arista)	6
BLESSID UNION OF SOULS Let Me Be The One (EMI)	5
SOPHIE B. HAWKINS As I Lay Me Down (Columbia)	5

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
MICHAEL BOLTON Can I Touch You...There? (Columbia)	+1154
SOPHIE B. HAWKINS As I Lay Me Down (Columbia)	+301
SELENA I Could Fall In Love (EMI Latin)	+299
P. CETERA w/C. BERNARD Forever Tonight (River North)	+257
SEAL Kiss From A Rose (ZTT/Sire/WB)	+256
ROD STEWART This (WB)	+226
JIMMY BUFFETT Mexico (Margaritaville/MCA)	+200
TAKE THAT Back For Good (Arista)	+155
ANNIE LENNOX Whiter Shade Of Pale (Arista)	+149
HOOTIE & THE BLOWFISH Only Wanna Be With You (Atlantic)	+141

HOTTEST RECURRENTS

Ranked By Total Plays

ARTIST TITLE LABEL(S)
BLESSID UNION OF SOULS I Believe (EMI)
MARTIN PAGE In The House Of Stone And Light (Mercury)
EAGLES Love Will Keep Us Alive (Geffen)
JIM BRICKMAN Angel Eyes (Windham Hill)
MADONNA Take A Bow (Maverick/Sire/WB)
GLORIA ESTEFAN It's Too Late (Epic)
DES'REE You Gotta Be (550 Music)
AARON NEVILLE Can't Stop My Heart From ... (A&M)
ANNIE LENNOX No More "I Love You"s (Arista)
AMY GRANT & VINCE GILL House Of Love (A&M)

Breakers: Songs registering 850 plays or more for the first time. Buletts awarded to songs gaining plays over the previous week. If two songs are tied in number of plays, the song being played on more stations is placed first. Most increased Plays lists the songs with the greatest week-to-week increases in total plays. Weighted chart appears on R&R ONLINE.



John Waite

THE WAITING IS OVER... HIS NEW SINGLE:

"AIN'T NO SUNSHINE"

THE FOLLOW-UP TO HIS TOP 5 HIT "HOW DID I GET BY WITHOUT YOU"

Already On:

WRMF	WTCB	WOOF	3WM
KMAJ	KKMY	WDEF	WLQR
WNSN	WKWK	WMT	WAHR



Produced by Mike Shipley
Management: Gold Mountain





Chicago

This will get you. . .

"IN THE MOOD"

The Next Single.

From the album:
**NIGHT & DAY
BIG BAND**

Produced by Bruce Fairbairn
Management: HK Management / Howard Kaufman & Peter Schivarelli

giant
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HOT AC REPORTERS

Stations and their adds listed alphabetically by market

WKDD/Akron, OH PD/MD: Chuck Collins 23 MICHAEL BOLTON "Touch" 15 U2 "Thrill"	KVUU/Colorado Springs, CO PD/MD: Bobby Christian 25 MICHAEL BOLTON "Touch" 25 MICHAEL JACKSON "Alone"	WKZL/Greensboro, NC PD: Jeff McHugh MD: Doug McKnight No Adds	KRLB/Lubbock, TX OMPD: Jon Hart MD: Chris Ryan 28 MICHAEL BOLTON "Touch" 5 NATALIE MERCHANT "Carnival" 5 ROD STEWART "This" 5 TAKE THAT "Back" 5 BLESSID UNION OF... "Let" 5 PAULA ABDUL "Crazy"	KYIS/Oklahoma City, OK PD/MD: Brenda Bennett No Adds	KMGQ/Santa Barbara, CA PD: Nancy Newcomer MD: Abby Bonell 7 MICHAEL BOLTON "Touch" 7 MICHAEL JACKSON "Alone" 7 TOM PETTY "Place"
KKMY/Beaumont, TX GM/MD: Robert X. Brown MD: Gary D. 8 TOMMY JAMES "Who" 8 JOHN WAITE "Sunshine" 8 NATALIE MERCHANT "Carnival" 8 MICHAEL JACKSON "Alone" 8 MICHAEL BOLTON "Touch" 8 FUN FACTORY "Wanna"	KDMX/Dallas, TX PD: Russ Morley MD: Kim Ashley 15 MICHAEL BOLTON "Touch"	WDLX/Greenville, NC PD: Gary Jackson MD: Doug Moreland 22 MARTIN PAGE "House" 10 HOOTIE & BLOWFISH "Only" 9 TAKE THAT "Back" 9 MARTIN PAGE "Keeper" 9 MICHAEL BOLTON "Touch" 5 DAVID SANBORN "Masquerade" 4 JIM BRICKMAN "Angel"	WMC/Memphis, TN OMPD: Chuck Morgan MD: Henry Nelson 10 HOOTIE & BLOWFISH "Only" 8 MICHAEL BOLTON "Touch" 8 SELENA "Could"	WYXR/Philadelphia, PA PD: Chuck Knight MD: Joe Proke No Adds	WAEV/Savannah, GA PD/MD: Burke Allen 25 HOOTIE & BLOWFISH "Only" 25 MICHAEL BOLTON "Touch"
WMXQ/Birmingham, AL PD: Jeff Tyson MD: Gail O'Brien 14 MICHAEL BOLTON "Touch" 14 PAULA ABDUL "Crazy"	KALC/Denver, CO PD: Gregg Cassidy MD: Jim Lawson 20 GIN BLOSSOMS "Ti" 20 ALANIS MORISSETTE "Oughta"	WMYI/Greenville, SC PD/MD: Mark Pollitt 20 MICHAEL BOLTON "Touch"	WKTI/Milwaukee, WI PD: Danny Clayton MD: Leonard Peace 22 MICHAEL BOLTON "Touch" 16 TAKE THAT "Back" 10 HOOTIE & BLOWFISH "Only" 9 JIMMY BUFFETT "Mexico" 5 BAD COMPANY "Reason"	WWTY/Pittsburgh, PA PD: Bruce Gilbert MD: Scott Alexander 39 MICHAEL BOLTON "Touch"	KPLZ/Seattle, WA PD/MD: John Dimick OM: Rob Dunlop 21 JON B. & BABYFACE "Someone" 21 HOOTIE & BLOWFISH "Only" 21 TLC "Waterfalls"
WBMX/Boston, MA PD/MD: Greg Strassel 28 MICHAEL BOLTON "Touch" 21 BLESSID UNION OF... "Believe" 16 PAULA ABDUL "Crazy" 11 AFTER 7 "Right" 7 ROD STEWART "This"	KWMV/Denver, CO PD: John Peake MD: Paul Donovan 35 MELISSA ETHERIDGE "Wanted" 35 JOHN WAITE "How" 25 TAKE THAT "Back"	KHMX/Houston, TX PD: Pat Paxton MD: Rich Anhorn 5 SELENA "Could"	WXXC/Mobile, AL VP/Prog: Bill Black MD: Rich Freeman 14 MICHAEL BOLTON "Touch" 14 SOPHIE B. HAWKINS "Lay"	WCSO/Portland, ME PD: Tim Moore MD: Jeff McBride 15 MICHAEL BOLTON "Touch"	WNSN/South Bend, IN PD/MD: Rob Poulin 15 MICHAEL BOLTON "Touch" 5 JOHN WAITE "Sunshine"
WEZF/Burlington, VT PD/MD: Dave Simmons 15 NATALIE MERCHANT "Carnival" 15 MICHAEL BOLTON "Touch" 10 CYNDI LAUPER "Girls" 10 FUN FACTORY "Wanna"	KSTZ/Des Moines, IA PD: Kipper McGee MD: John Weis 12 HOOTIE & BLOWFISH "Only"	WKEE/Huntington, WV PD: Dan Persigehl MD: Gary Miller 26 JANN ARDEN "Insensitiv"	KOSO/Modesto, CA PD: Max Miller MD: Donna Miller 20 MICHAEL BOLTON "Touch" 7 BLESSID UNION OF... "Let"	KMXG/Quad Cities, IA-IL OM: David Sands PD: Matt Williams 21 TAKE THAT "Back" 21 COLLECTIVE SOUL "December"	WYYY/Syracuse, NY OM: Alan Furst PD: Jim Radford 19 HOOTIE & BLOWFISH "Only" 19 MICHAEL BOLTON "Touch" 19 GIN BLOSSOMS "Ti"
WLRW/Champaign, IL PD: Mike Blakemore MD: Jason Cox 9 MICHAEL BOLTON "Touch"	WQOI/Detroit, MI PD: Tom O'Brien MD: Fred Buchalter 14 MICHAEL BOLTON "Touch"	WJDX/Jackson, MS GM/MD: Wayne Scott 17 MICHAEL BOLTON "Touch"	WJRX/Monmouth-Ocean, NJ OMPD: Lance DeBock MD: Jim Kelly 10 COLLECTIVE SOUL "December" 8 SHERYL CROW "Cry" 8 BLESSID UNION OF... "Let"	WMXB/Richmond, VA PD: Steve Davis MD: Kat Simons 14 MICHAEL BOLTON "Touch"	WMTX/Tampa, FL PD: Mason Dixon MD: Rico Blanco 5 COLLECTIVE SOUL "December" 5 FUN FACTORY "Wanna"
WSSX/Charleston, SC PD/MD: Rich Bailey 36 TLC "Waterfalls" 13 MICHAEL BOLTON "Touch" 13 NATALIE MERCHANT "Carnival" 13 BLESSID UNION OF... "Let"	KATF/Dubuque, IA OMPD: Tommy Allen MD: Jackie Livingston 26 JIMMY BUFFETT "Mexico" 5 PETER CETERA "Forever"	WVYV/Jacksonville, FL PD: Dave Anthony APD/MD: Jeff Donovan 18 DEL AMITRI "Roll"	WJZZ/Montgomery, AL GM/MD: Larry Stevens MD: Karen Rite 33 MICHAEL BOLTON "Touch" 7 BLESSID UNION OF... "Let"	KGBY/Sacramento, CA PD: Bob Laurence MD: Vince Garcia 22 MICHAEL BOLTON "Touch"	KMAJ/Topeka, KS PD: John Lee Hooker MD: Rose Rues 28 BLESSID UNION OF... "Let" 28 MICHAEL BOLTON "Touch" 5 JOHN WAITE "Sunshine" 5 JIMMY BUFFETT "Mexico"
WWSN/Charlotte, NC OM: Tom Jackson PD/MD: John McFadden 22 MICHAEL BOLTON "Touch" 21 GIN BLOSSOMS "Ti" 15 ELTON JOHN "Believe"	WQSM/Fayetteville, NC PD: Ron Antill MD: Dave Stone 15 TLC "Waterfalls"	KURB/Little Rock, AR PD: Randy Cain MD: Kevin Miller 16 MICHAEL BOLTON "Touch"	WSGL/Naples, FL PD: Chuck Gaffney MD: Brian Lange 22 MICHAEL BOLTON "Touch"	WIOG/Saginaw, MI PD: Mike MacDonald MD: Keith Kelly 13 MARTIN PAGE "Keeper" 13 HOOTIE & BLOWFISH "Only"	WRQX/Washington, D.C. PD/MD: Randy James 27 MARTIN PAGE "Keeper"
WQMV/Charlottesville, VA PD: Dann Miller MD: Dave Reynolds 23 GIN BLOSSOMS "Ti" 16 SOUL FOR REAL "Thing"	WMEE/Fort Wayne, IN PD: Jeff D. Davis MD: Captain Chris Didier 14 MICHAEL BOLTON "Touch" 14 MICHAEL JACKSON "Alone"	WBLI/Long Island, NY PD: Stef Rybak MD: Bill Terry 11 MICHAEL BOLTON "Touch" 11 SELENA "Could"	WMXV/New York, NY PD: Steve Weed MD: Linda Silver 10 SHERYL CROW "Cry"	KYKY/St. Louis, MO PD: Smokey Rivers MD: Greg Hewitt 37 DIONNE FARRIS "Know" 25 MICHAEL BOLTON "Touch"	65 Total Reporters 65 Current Reporters 63 Current Playlists
WTMX/Chicago, IL PD: Barry James MD: Brian Kelly No Adds	KTHT/Fresno, CA PD: Jon Zellner MD: Mike Alexander 24 MICHAEL BOLTON "Touch"	WYSR/Los Angeles, CA PD: Randy Lane MD: Angela Perelli 15 TAKE THAT "Back" 15 BETTER THAN EZRA "Good"	WPLJ/New York, NY VP/Prog: Tom Cuddy PD: Scott Shannon MD: Mike Preston 12 TAKE THAT "Back"	KISN/Salt Lake City, UT PD: Jim Morales MD: Brandon Young 15 HOOTIE & BLOWFISH "Cry" 10 TAKE THAT "Back" 5 PETER CETERA "Forever"	Did Not Report, Playlist Frozen (2): WHBC/Canton, OH WQAL/Cleveland, OH

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CYNDEE MAXWELL

Keys To On-Air Longevity

■ Relating to audience lifestyle major component to personality success

These PDs are perhaps more unorthodox when it comes to giving direction to air talent. They don't bang out a list of specific things to do or not to do, but rather prefer to remain flexible according to the needs of the talent themselves. Staying close to the audience lifestyle is crucial, too.

'Know Your Audience'

Local boy and PD since 1984, WTUE/Dayton's Tom Carroll notes that while the challenges of radio are different today than 10 years ago, his basic advice to air talent is still much the same. "The most important element continues to be that it's mandatory for a personality to know the audience, the product, and how it relates to the audience. It's



Tom Carroll

also important for talent to keep on top of what's going on in our culture and society. While the tendency for successful and long-time talent is to get lazy, it's also dangerous. If they quit going to concerts, clubs, and keeping their ear to the street because they'd rather go play golf, they're going to have a problem.

"In fact, when you do become successful, it's even more important to keep your ear to the street. The biggest and most important show prep you can do is to stay in touch with the lifestyle of the audience. It helps if you can live it, but everybody gets older and that's when you must invoke all of your acting skills. So although you may no longer actually live the lifestyle, you must still know it and have the ability to make the audience think you are living it."



Looking For 'Normal Voices'

Carroll is a proponent of one of the more major changes in broadcasting in the last few years. "We're not looking for big voices anymore. In turn, there is much more compe-

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People who are interested in a career in radio often ask me what courses they should take in college. My answer is to take a lot of psychology and go to a lot of frat parties.

—Tom Carroll

“
tition from people with normal voices who really do live the lifestyle. In interviews, I can tell after talking with a person for five minutes whether they will be able to work for me without even discussing radio or the business. Finding out a little about the person in high school

— were they social, active, had a lot of friends, and if they knew how to interact with people — can tell me if they have a chance.

"That's what this business is all about — socializing. People who are interested in a career in radio often ask me what courses they should take in college. My answer is to take a lot of psychology and go to a lot of frat parties, because being able to interact with people is essential. Honestly, I don't care about a college education as much as I care whether an individual can relate to people. Also, the reason why I'd rather hire someone with a normal voice over a 'radio voice' is because they can hit the ground running. Everybody makes occasional mistakes when they're on the air, but flubbing a promo is okay for normal voiced people because they sound normal. It's not okay for the 'announcer-voiced person' because it really sounds bad."

Most of WTUE's staff has been at the station for many years, so when Carroll does have a fulltime opening he prefers the farm team mentality. "That's why I hire parttimers for those slots. Generally, they come in with little experience and I hire them based on potential. If you get someone young, hip, into the lifestyle — it rubs off on the jocks who've been around awhile and it invigorates them. The same applies in reverse — the experienced talent starts to rub off on the young guys and they try to emulate the middayer who has been around for seven years.

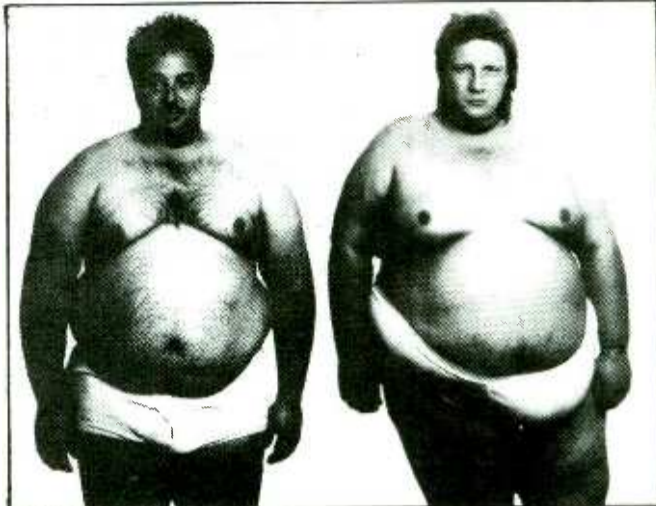
"However, that's the quickest way for new talent to get called on the carpet. I hire them to be themselves and unique, not a clone of one of the personalities I already have on the air. New personalities play a part in helping to keep the momentum of the station going forward and helping to breathe new life into the station."

'Rope Thinking'

KNRX/Denver PD Bryan Schock has been putting together a team of personalities since the station's switch to Rock this past spring. He believes in 'rope thinking.' "With this airstaff I've taken the attitude of, 'Here's the rope — either make something creative or hang yourself with it.' Certainly I



Bryan Schock



Mark And Brian: All Of Me

■ Duo's first charity CD includes 'best of' bits

KLOS/Los Angeles morning team Mark Thompson and Brian Phelps have just released their first CD of their best bits. The disc is \$5.95 and sold at participating Warehouse Record stores.

Thompson explains that the disc is a compilation of favorite bits as voted by the listeners and, "It truly represents highlights from our eight years together in L.A."

Phelps adds, "It'll make you laugh, it'll make you cry, it'll make a nice coaster."

Liner note highlights:

- The CD was dedicated to former news man/partner **Chuck Moshontz** [now at crosstown KSCA].
 - To GM **Bill Sommers** — "Thanks for the hirin', happy retirin', don't be firin'."
 - Mark's personal thank yous included the Holiday Inn, "for firing me or I might still be working there."
 - At the end of Brian's personal thank yous, he wrote, "Since there's no spouse or offspring yet, this paragraph is to fill space so my personal thank you column is as long as Mark's. I mean, thanking a motel? Anyway, just a couple more lines should do it. Correction — one more line."
- Proceeds will benefit the Mark & Brian KLOS Scholarship Fund and the KLOS Food Bank Fund. The pair are taking their show on the road to three of their 15 affiliates; holding autograph appearances in Portland, Tucson, and San Francisco.

The Spring '95 Arbitron was a good one for KLOS overall and for the morning team. Mark & Brian went from a 3.0-4.5 in the Winter book, ranking fifth in the 12+ demo; and in adults 25-54 they went from 2.7 to 4.1, ranking fourth place.

give them direction, but I'm giving them enough freedom to be themselves on the air. From my own experience, there were times I felt so restricted that I couldn't even be

myself. That may have been fine for that time and situation, but in this day and age the only way you can separate yourself is with air talent who stand out.

"I try to let them do their own thing and then if they're stepping out of line I'll let them know. One of the main things any personality can do is make

sure they're not stepping over the edge by reviewing an aircheck of every shift. Don't nitpick, but make sure you're not falling into certain habits or patterns that become annoying crutches. You can't always tell you're doing it until you listen back to your tape. I want personalities who take initiative to cover their own butt. It's not only the job of the PD, but the responsibility of the talent, too."

Elements Of Surprise

Schock treats his air talent on an individual basis, noting that some people need to be told something only once and others require more

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time and attention with specific examples. He says, "Some jocks you have to pull back and rein in, others need help stepping out more. But it's not a shift-based thing. I don't think that nights have to be crazy and afternoons have to be informative. I hope that anytime you tune in, you could hear something wacky and unexpected. At the same time, I don't want to offend or shock people."

I want personalities who take initiative to cover their own butt. It's not only the job of the PD, but the responsibility of the talent, too.

—Bryan Schock

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"It takes much more talent and creativity to surprise listeners and make them think about what you just said without being offensive or shocking. Whether it's a pre-produced bit, promo, or a break, I want listeners to think, 'What was that?' or 'What did she just say?'"



NIXONS DO COLUMBUS — MCA artists the Nixons made it perfectly clear they support station friends during a recent visit to WBZX/Columbus, OH. (Front, l-r) WBZX's Paul Mains, Promotions Director Greg Moebus, and MD Ronni Hunter; (back, l-r) Nixons' Zac Maloy, PD Hal Fish, the band's Ricky Brooks, John Humphrey, Jesse Davis, and MCA's Liz Healy.

ACTIVE ROCK PLAYLISTS

FIND COMPLETE PLAYLISTS FOR ALL ACTIVE ROCK REPORTERS ON R&R ONLINE

MARKET #1										
PURE ROCK 104.3			MARKET #1							
WAXQ/New York (212) 575-1043 Valeri/Manno			KLOS/Los Angeles (310) 840-4836 Curetop/Widze							
PLAYS	3W	2W	LW	TW	ARTIST/TITLE					
34	35	39	44		36	39	44	41		LIVE/All Over You
28	29	42	43		41	42	41			WHITE ZOMBIE/More Human Than...
33	36	41	43							ALANIS MORISSETTE/You Oughta Know
33	39	40	43							BLUES TRAVELER/Run-Around
33	37	43	43							ELASTIC/Splitter
33	36	41	42							FOO FIGHTERS/This Is A Call
30	37	40								HUM/Stars
30	37	40								SILVERCHAIR/Tomorrow
30	27	31								ALANIS MORISSETTE/You Oughta Know
28	26	30								TRIPPING DAISY/ Got A Girl
28	26	30								MAD SEASON/Don't Know...
27	28	30								BUSH/Comedown
26	28	28								GREEN DAY/J.A.R.
33	35	41								CATHERINE WHEEL/Waydown
32	32	30								DUICKSAND/Thorn in My Side
16	19	20								HUM/Stars
16	19	20								LIVE/White, Discussion
18	21	25								BETTER THAN EZRA/In The Blood
28	26	25								SOUL ASYLUM/Just Like Anyone
18	22	24								NIXONS/Head
35	34	28								WHITE ZOMBIE/More Human Than...
		11								GREEN DAY/Welcome To Paradise
5	7	8								WHITE ZOMBIE/Electric Head Pt. 2
		14								MONSTER MAGNET/Negasonic Teenage...
15	20	21								RUSTY/Wake Me
32	35	40								LIVE/All Over You
19	14	19								LIVE/All Over You
22	19	19								CORROSION OF...Clean My Wounds
17	14	16								MIRVANA/Lake Of Fire
15	12	13								BETTER THAN EZRA/Good
15	17	15								SMILE/Staring At The Sun



From the album ONE HOT MINUTE. Produced by Rick Rubin
Management: Lindy Goetz for LGM. ©1995 Warner Bros. Records Inc.
Red Hot Chili Peppers on the web—> <http://www.wbr.com/ChiliPeppers>



Stations and their adds listed alphabetically by market

ACTIVE ROCK

KEYJ/Abilene, TX
OM: Randy Jones
PD: Paula Hanson
SOU ASYLUM "Anyone"
GOOD DOLL'S "Name"
PINK FLOYD "Coming"
PAW "Die"
WILCO "Casino"
PRESIDENTS OF "Lump"
7 MARY 3 "Cumbersons"

81 Total Reporters
81 Current Reporters
76 Current Playlists
Reported Frozen Playlist (1):
WZTA/Miami, FL
Did Not Report, Playlist Frozen (4):
KZBB/Ft. Smith, AR
WRRV/Middletown, NY
KBER/Salt Lake City, UT
WQLZ/Springfield, IL

ROCK

WONE/Akron, OH
PD: J.D.
MD: Erin Carmen
PINK FLOYD "Coming"
EDWIN MCCAIN "Solitude"

86 Total Reporters
86 Current Reporters
82 Current Playlists
Reported Frozen Playlist (2):
WTAK/Huntsville, AL
WEZX/Wilkes Barre-Scranton, PA
Did Not Report, Playlist Frozen (2):
WZXL/Atlantic City, NJ
WHJY/Providence, RI



ROCK TOP 50

AUGUST 18, 1995

3W	2W	LW	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS				TOTAL STATIONS/ADDS
					TW	LW	2W	3W	
1	1	1	1	HOOTIE & THE BLOWFISH Only Wanna... (Atlantic)	1815	1831	1901	1885	79/0
6	3	2	2	BROTHER CANE And Fools Shine On (Virgin)	1669	1641	1521	1455	85/0
8	8	4	3	TOM PETTY A Higher Place (WB)	1452	1390	1271	1129	76/0
4	2	3	4	NEIL YOUNG Downtown (Reprise)	1375	1504	1630	1655	74/0
7	5	5	5	LIVE All Over You (Radioactive)	1322	1315	1458	1449	65/0
12	10	8	6	VAN HALEN Not Enough (WB)	1189	1077	898	766	68/1
39	15	11	7	GIN BLOSSOMS Til I Hear It From You (A&M)	1125	955	666	231	77/3
2	6	6	8	COLLECTIVE SOUL December (Atlantic)	1076	1246	1439	1683	64/0
3	4	7	9	U2 Hold Me, Thrill Me, Kiss Me, Kill Me (Atlantic/Island)	1059	1231	1511	1680	61/2
10	9	10	10	PEARL JAM Immortality (Epic)	1019	980	932	858	68/3
11	11	12	11	IAN MOORE Muddy Jesus (Capricorn)	934	919	861	799	66/1
5	7	9	12	SOUL ASYLUM Misery (Columbia)	878	1069	1285	1583	59/0
9	12	13	13	BLUES TRAVELER Run-Around (A&M)	875	865	842	876	57/0
BREAKER	14		14	SILVERCHAIR Tomorrow (Epic)	731	560	459	366	72/5
24	17	15	15	FOO FIGHTERS This Is A Call (Capitol)	672	640	578	478	58/0
27	21	17	16	JEFF HEALEY BAND Stuck In The Middle With You (Arista)	669	602	539	408	45/0
21	20	16	17	DAVE MATTHEWS BAND Ants Marching (RCA)	667	603	541	506	53/6
15	14	14	18	WANDERLUST I Walked (RCA)	652	728	693	704	50/0
BREAKER	19		19	ALANIS MORISSETTE You Oughta Know (Maverick/Reprise)	639	453	295	218	53/7
BREAKER	20		20	BETTER THAN EZRA In The Blood (Swell/Elektra/EEG)	612	479	352	309	54/6
14	13	18	21	BETTER THAN EZRA Good (Swell/Elektra/EEG)	554	600	732	750	49/0
18	22	19	22	TOADIES Possum Kingdom (Interscope)	546	568	525	534	48/1
—	49	27	23	COLLECTIVE SOUL Smashing Young Man (Atlantic)	530	379	190	44	54/11
—	41	28	24	R.E.M. Crush With Eyeliner (WB)	437	378	245	128	40/5
44	35	29	25	LIVE White, Discussion (Radioactive)	430	354	278	202	51/7
13	16	23	26	BLACK CROWES Wiser Time (American/Reprise)	425	475	586	760	38/0
—	—	34	27	EDWIN MCCAIN Solitude (Lava/Atlantic)	417	298	161	62	48/11
—	48	32	28	BLIND MELON Galaxie (Capitol)	414	306	193	32	45/3
19	18	21	29	JENNIFER TRYNIN Better Than Nothing (Squint/WB)	394	502	565	525	34/0
—	46	37	30	GREEN DAY J.A.R. (Reprise)	355	286	195	100	41/2
17	23	26	31	BUSH Little Things (Trauma/Interscope)	355	428	514	554	27/0
25	26	30	32	LIVE Lightning Crashes (Radioactive)	350	337	385	467	41/0
20	19	24	33	SPONGE Molly (WORK)	333	460	542	523	32/0
37	36	36	34	PHISH Bouncing Around The Room (Elektra/EEG)	302	288	270	243	26/1
40	34	33	35	MAD SEASON I Don't Know Anything (Columbia)	299	301	279	231	32/1
26	28	31	36	DAVE MATTHEWS BAND What Would You Say (RCA)	287	311	342	427	35/1
—	—	46	37	BUSH Comedown (Trauma/Interscope)	270	196	138	100	32/8
38	37	35	38	BON JOVI Hey God (Mercury)	268	288	255	239	29/0
—	—	42	39	BAD COMPANY Abandoned And Alone (EastWest/EEG)	267	224	141	113	23/1
29	32	39	40	MAD SEASON River Of Deceit (Columbia)	252	281	303	357	19/0
DEBUT	35	39	41	DANDELION Weird-Out (Ruffhouse/Columbia)	231	179	160	101	32/1
DEBUT	35	39	42	PEARL JAM Better Man (Epic)	215	251	248	267	26/0
DEBUT	35	39	43	BONEPONY Where The Water's Deep (Capitol)	213	171	185	154	21/2
16	25	38	44	PINK FLOYD What Do You Want From Me (Live) (Columbia)	204	283	458	664	22/1
43	43	47	45	DEL AMITRI Roll To Me (A&M)	196	195	219	206	13/2
31	38	41	46	WHITE ZOMBIE More Human Than Human (Geffen)	195	234	255	308	21/1
—	—	48	47	PRIMUS Wynona's Big Brown Beaver (Interscope)	194	185	161	140	20/0
—	45	44	48	TED NUGENT Fred Bear (Atlantic)	187	218	196	177	17/0
DEBUT	49		49	TRIPPING DAISY I Got A Girl (Island)	179	163	153	149	22/0
DEBUT	50		50	SOUTHERN CULTURE ON THE SKIDS Soul City (DGC/Geffen)	174	127	84	68	22/2

This chart reflects airplay from August 7-13. Songs ranked by total plays. Highlighted songs indicate Breaker. 86 Rock reporters. 82 current playlists. © 1995, R&R Inc.

NEW & ACTIVE

- HUM Stars (RCA)**
Total Plays: 170, Total Stations: 29, Adds: 6
- DEEP BLUE SOMETHING Breakfast At Tiffany's (RainMaker/Interscope)**
Total Plays: 167, Total Stations: 21, Adds: 2
- SOUL ASYLUM Just Like Anyone (Columbia)**
Total Plays: 163, Total Stations: 36, Adds: 24
- MATTHEW SWEET We're The Same (Zoo)**
Total Plays: 147, Total Stations: 19, Adds: 5
- WILCO Casino Queen (Sire/Reprise)**
Total Plays: 125, Total Stations: 20, Adds: 2
- BRUCE HORNSBY Cruise Control (RCA)**
Total Plays: 110, Total Stations: 9, Adds: 0

- JOAN OSBORNE One Of Us (Mercury)**
Total Plays: 109, Total Stations: 17, Adds: 3
- OUR LADY PEACE Naveed (Relativity)**
Total Plays: 98, Total Stations: 16, Adds: 2
- SWEET WATER Superstar (EastWest/EEG)**
Total Plays: 88, Total Stations: 14, Adds: 2
- WHITE ZOMBIE Electric Head Pt. 2 (The Ecstasy) (Geffen)**
Total Plays: 86, Total Stations: 16, Adds: 4

Songs ranked by total plays.

BREAKERS

SILVERCHAIR Tomorrow (Epic)		CHART
TOTAL PLAYS/INCREASE	TOTAL STATIONS/ADDS	
731/171	72/5	14

ALANIS MORISSETTE You Oughta Know (Maverick/Reprise)		CHART
TOTAL PLAYS/INCREASE	TOTAL STATIONS/ADDS	
639/186	53/7	19

BETTER THAN EZRA In The Blood (Swell/Elektra/EEG)		CHART
TOTAL PLAYS/INCREASE	TOTAL STATIONS/ADDS	
612/133	54/6	20

MOST ADDED

ARTIST TITLE LABEL(S)	ADDS
SOUL ASYLUM Just Like Anyone (Columbia)	24
PINK FLOYD Coming Back To Life (Columbia)	17
COLLECTIVE SOUL Smashing Young Man (Atlantic)	11
EDWIN MCCAIN Solitude (Lava/Atlantic)	11
GOO GOO DOLLS Name (Metal Blade/WB)	10
BUSH Comedown (Trauma/Interscope)	8
PRESIDENTS OF THE UNITED... Lump (Columbia)	8
LIVE White, Discussion (Radioactive)	7
ALANIS MORISSETTE You Oughta... (Maverick/Reprise)	7
BETTER THAN EZRA In The Blood (Swell/Elektra/EEG)	6
CATHERINE WHEEL Judy Staring... (Fontana/Mercury)	6
DAVE MATTHEWS BAND Ants Marching (RCA)	6
HUM Stars (RCA)	6

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
ALANIS MORISSETTE You Oughta... (Maverick/Reprise)	+186
SILVERCHAIR Tomorrow (Epic)	+171
GIN BLOSSOMS Til I Hear It From You (A&M)	+170
COLLECTIVE SOUL Smashing Young Man (Atlantic)	+151
BETTER THAN EZRA In The Blood (Swell/Elektra/EEG)	+133
EDWIN MCCAIN Solitude (Lava/Atlantic)	+119
VAN HALEN Not Enough (WB)	+112
BLIND MELON Galaxie (Capitol)	+108
LIVE White, Discussion (Radioactive)	+76
BUSH Comedown (Trauma/Interscope)	+74

HOTTEST RECURRENTS Ranked By Total Plays

- STONE TEMPLE PILOTS Interstate Love Song (Atlantic)
- VAN HALEN Can't Stop Lovin' You (WB)
- HOOTIE & THE BLOWFISH Let Her Cry (Atlantic)
- TOM PETTY You Wreck Me (WB)
- BAD COMPANY Down And Dirty (EastWest/EEG)
- TOM PETTY It's Good To Be King (WB)
- R.E.M. Strange Currencies (WB)
- MATTHEW SWEET Sick Of Myself (Zoo)
- COLLECTIVE SOUL Gel (Atlantic)
- GREEN DAY When I Come Around (Reprise)

Breakers: Songs registering 600 plays or more for the first time. Bullets awarded to songs gaining plays over the previous week. If two songs are tied in number of plays, the song being played on more stations is placed first. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Weighted chart appears on R&R ONLINE.



Already on over 100 Rock and Alternative Rock radio stations including these majors: KLOS, WIYY, KTXQ, KEGL, KISS, WRCX, KUPD, KNRX, KLOL, WRIF, and more

- Active Rock **38**-**31**
- Alternative **19**-**14**
- BDS Rock 60-36*
- BDS Modern Rock 21-15* Airpower

DANDELION

"WEIRD OUT"





SHAWN ALEXANDER

Making The On-Air Transition

Three PDs share how to mold Alternative talent from the CHR ranks

The incredible growth of the format has caused a shortage in the Alternative talent pool. There is a rising number of people in other formats looking to make the transition. Three PDs at new Alternative stations — who have backgrounds in Classic Rock, AOR, CHR, and AC — share their views on how CHR jocks can make it in this format.

'Momentary Glimmers'

WDGE (The Edge)/Providence PD/MD Brent Petersen understands the frustration of a jock trying to make the passage to Alternative. After all, he worked in the Classic Rock format for five years while trying to break into the format. "It's very difficult to get the flavor as to how someone will sound on your station in a four-minute aircheck. There are only those momentary glimmers when you can actually hear the voice."



Brent Petersen

What does Petersen suggest? "Go into the studio and customize a tape either for my radio station or for the format in general. These tapes give a much better idea of what the person is all about. The other day, I listened to a tape from a guy at a CHR station. He was talking to a listener on the air, without the 'voice'; he was talking like a regular human being. That's what I'm looking for. It's that little piece that I heard that made me think maybe he can make the transition to this format."

"If I had real concerns about whether someone could do this format, I would put them in the studio and let them cut a few breaks with a little instruction to see if there was going to be a change and whether they could follow constructive criticism. I want personalities, with the emphasis on person, not broadcasters."



Petersen is in the process of getting his airstaff on-air and plans to have intense aircheck sessions "When I'm having a conversation with a jock, I'll say, 'You know how we're talking now? That's how I want you to sound. The weird little pauses, the strange little words? That's real. That's how people talk every day.'"

Stop Announcing

"Every announcer usually has two sides to their on-air delivery," notes **WEND (The End)/Charlotte PD Jack Daniel**, who has an extensive AOR background, but recently spent time at cross-town CHR **WEDJ**. "If you are a CHR personality and you really want to do alternative, I don't think there's anything that's keeping you except for your ability to stop announcing and start talking and relating to the audience. I want people to be uptempo and sound like they're having fun. With the music we're playing, the delivery of the jocks



Jack Daniel

has to be uptempo and bright. It has to match the tempo of the music — but it's a fine line. I've listened to my own tapes and thought, 'That's a little too much ...'

"A lot of it has to do with the verbiage. When you are doing CHR there's certain lingo that you pass along to the audience in the way you deliver the information. I try and get everybody to edit down what they say. In the old days of AOR, you had a tendency to say, 'I'm going to tell you about ... Now I'm going to tell you about it, and now I'm going to tell you I told you about it.' You're repeating it three times."

"If you're talking about the weather, stay away from words like degrees, highs, and lows. If you say, 'Right now it's 84,' they know what you're talking about. It sounds kind of silly, but it makes a 20-second weather forecast 10 seconds with the same information."

Daniel stresses less hype and a more sincere approach. "CHR by definition is hype. In CHR radio we were always taught to make the station appear larger than life. The [Alternative] audience is pretty hip and smart, they want to get the feeling that [person] is real and not manufactured. An Alternative listener wants to be talked to and informed, not screamed and yelled at."

On-Air Auditions

WPBZ (The Buzz)/West Palm Beach PD/MD Amy Doyle has been holding on-air auditions for air talent not presently working at an Alternative station. "We told listeners, 'It's your radio station, give us a call and tell us what you think about the people you are hearing on the air.' We filled three cassettes full of comments — actually one of the guys I'm hiring had both good and bad comments. We're going to take some of the bad comments and turn them into a promo saying, 'Here's what you thought. Guess what, we hired him anyway.'"



Amy Doyle

While Doyle hasn't auditioned anybody with a CHR background, she has received numerous tapes and is open-minded to someone making the transition. "My response to them is I want to hear something that is geared more toward the Alternative listener. It's really hard to imagine what they would sound like on an Alternative

Is There Enough Air Talent?

Jacobs Media's Mike Stern says, 'The cupboard is bare'

I found this message on America Online from Mike Stern at Jacobs Media: "We've signed on six Alternative stations in the past few months and our stockpile of PDs, jocks, production staff, etc. is running low. Anyone interested ..."

One of Stern's many responsibilities is listening to airchecks. "We're signing on a lot of radio stations, so we need to keep an eye out for up-and-comers and people we haven't met yet. We have some good people in our files who we recommend and place, but we're always looking. There's only so much great air talent available."

Format's Secret Admirers

"We're finding a lot of people who have been in radio who've always wanted to work in the format," he continues. "We get a lot of tapes with people saying, 'I love this format. I'm doing CHR now, but don't let that stop you. I live, eat, and breathe this music when I'm off the air. I go to all the shows. This [format] is my lifestyle.' Some make the transition, others can't. I look for people with the right attitude, who can be nurtured. It's rare when I get a tape from somebody in CHR where I feel he or she is totally perfect for the format. It might be a phoner. It's really a hunt for bright spots."

"We're finding a lot of people who have been in radio who've always wanted to work in the format. Some make the transition, others can't."

Stern didn't want to reveal his list of upcoming stars from CHR — for obvious reasons — but cites **KEGE/Minneapolis** morning man **Andy Savage** as an example of someone who made the transition successfully. "He understands how to get to these listeners. His morning show appeals to the right people. It's not necessarily below the waist or too intellectual to go over people's heads. It has the right attitude. He's also one of the few real morning performers the format has right now."

station. It's a different feel, attitude, and there's more passion for the music. You can't fool the listener, so you have to be really into the music and not just here to play it.

"They need to learn how to be versatile and not just concentrate on delivery for one format," advises Doyle, who formerly worked at an AC station. "The best way to do that is to listen to other top Alternative deejays' styles and delivery and try and copy that. I'm looking for someone who sounds like a real person, not someone who's talking at you."

Who are the diamonds in the rough? Doyle believes there is a lot of talent out there, you just have to look really hard. "There are people I'd be willing to work with to turn into stars. You need to hold regular aircheck sessions with budding talent and give examples of the sound you are looking for. It's constant communication. Every time someone leaves an aircheck session, they should have one or two things to work on for next time, instead of a list of 10 things. You need to evolve, not overwhelm someone."



CONGRATS TO KDGE/DALLAS! — KDGE staffers went out in style after scoring a 4.6 12+ and No. 1 18-34 — the station's best book since signing on six years ago — in the just released Dallas Spring '95 Arbitron. Enjoying the ensuing wild night out on the town are (l-r) KDGE's Eric Harley, Steve Wilson, co-APD Alex Valentine, PD Joel Folger, Asst. MD Jeff K., co-APD Alan Smith, and (kneeling) MD Jay Michaels.



YOU OUGHTA SEE HER — Alanis Morissette stopped by WLUM/Milwaukee for an on-air visit preceding a sold-out show sponsored by the station. Pictured are (l-r) PD Ron Bunce, Morissette, air personality Andi Liesman, MD Tommy Wilde, and (kneeling) Promotion Director Bryan Erwin.

3W	2W	LW	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS				TOTAL STATIONS/ADDS
					TW	LW	2W	3W	
1	1	1	1	ALANIS MORISSETTE You Oughta Know (Maverick/Reprise) 2351 2475 2462 2491 72/0					
5	4	2	2	SILVERCHAIR Tomorrow (Epic) 2331 2232 1984 1772 72/2					
10	3	3	3	GREEN DAY J.A.R. (Reprise) 2274 2224 1995 1546 70/0					
2	2	4	4	FOO FIGHTERS This Is A Call (Capitol) 2023 2182 2203 2188 74/0					
34	12	6	5	GIN BLOSSOMS Til I Hear It From You (A&M) 1965 1832 1465 643 74/0					
16	11	8	6	BUSH Comedown (Trauma/Interscope) 1872 1648 1492 1294 68/1					
8	7	5	7	BETTER THAN EZRA In The Blood (Swell/Elektra/EEG) 1866 1862 1761 1687 70/0					
4	5	7	8	TRIPPING DAISY I Got A Girl (Island) 1752 1768 1799 1886 73/1					
6	8	9	9	WEEZER Say It Ain't So (DGC/Geffen) 1557 1604 1685 1696 63/0					
—	25	17	10	BLIND MELON Galaxie (Capitol) 1421 1212 883 304 66/5					
14	10	11	11	ELASTICA Stutter (DGC/Geffen) 1413 1525 1496 1415 61/0					
28	20	16	12	LIVE White, Discussion (Radioactive) 1310 1213 1003 784 68/2					
11	13	12	13	NATALIE MERCHANT Carnival (Elektra/EEG) 1264 1461 1462 1513 60/0					
29	23	19	14	DANDELION Weird-Out (Ruffhouse/Columbia) 1202 1081 897 747 61/1					
17	15	14	15	DAVE MATTHEWS BAND Ants Marching (RCA) 1200 1344 1377 1290 58/1					
7	9	10	16	SPONGE Molly (WORK) 1198 1565 1629 1691 55/0					
BREAKER			17	GOO GOO DOLLS Name (Metal Blade/WB) 1168 872 553 403 60/2					
33	22	18	18	LETTERS TO CLEO Awake (Giant) 1137 1102 957 659 57/2					
12	14	15	19	HUM Stars (RCA) 1079 1220 1401 1478 50/0					
BREAKER			20	PRESIDENTS OF THE UNITED... Lump (Columbia) 1064 694 399 242 65/9					
BREAKER			21	RUSTY Wake Me (TAG) 1010 862 773 711 59/3					
3	6	13	22	U2 Hold Me, Thrill Me, Kiss Me... (Atlantic/Island) 1002 1409 1779 2069 51/0					
20	19	20	23	HOOTIE & THE BLOWFISH Only Wanna Be With You (Atlantic) 969 1074 1068 1120 38/1					
BREAKER			24	HOLE Softer, Softest (DGC/Geffen) 938 816 721 452 55/2					
—	—	41	25	CATHERINE WHEEL Judy Staring At The Sun (Fontana/Mercury) 849 588 304 175 47/5					
9	16	21	26	LIVE All Over You (Radioactive) 810 1060 1245 1585 39/0					
37	35	35	27	DEL AMITRI Roll To Me (A&M) 766 683 637 584 39/1					
13	18	23	28	COLLECTIVE SOUL December (Atlantic) 750 955 1188 1442 35/0					
—	36	30	29	R.E.M. Crush With Eyeliner (WB) 745 724 625 394 35/0					
35	38	31	30	MATTHEW SWEET We're The Same (Zoo) 744 719 620 597 45/2					
15	17	22	31	JENNIFER TRYNIN Better Than Nothing (Squint/WB) 706 1048 1214 1412 38/0					
44	41	40	32	EDWYN COLLINS A Girl Like You (A&M/Bar/None) 699 611 568 491 43/8					
23	24	27	33	PEARL JAM Immortality (Epic) 692 807 891 948 34/0					
40	34	37	34	BUFFALO TOM Summer (EastWest/EEG) 667 668 639 560 41/1					
43	40	39	35	OUR LADY PEACE Naveed (Relativity) 666 616 614 534 45/3					
18	21	28	36	PRIMUS Wynona's Big Brown Beaver (Interscope) 650 784 959 1180 44/1					
21	26	32	37	FILTER Hey Man, Nice Shot (Reprise) 643 705 835 1018 41/0					
25	28	29	38	RAMONES I Don't Want To Grow Up (Radioactive) 637 773 793 857 42/0					
DEBUT			39	RANCID Time Bomb (Epitaph) 624 189 68 — 43/14					
DEBUT			40	ALANIS MORISSETTE Hand In My Pocket (Maverick/Reprise) 608 382 188 110 34/8					
—	—	44	41	INNOCENCE MISSION Bright As Yellow (A&M) 604 519 325 230 44/6					
22	30	38	42	WHITE ZOMBIE More Human Than Human (Geffen) 591 637 750 955 32/1					
DEBUT			43	HEATHER NOVA Walk This World (Big Cat/WORK) 578 273 70 — 56/18					
31	37	34	44	BLUES TRAVELER Run-Around (A&M) 558 694 625 710 29/0					
45	47	42	45	SEAL Kiss From A Rose (ZTT/Sire/WB) 554 555 505 471 28/0					
32	32	36	46	SMOKING POPES Need You Around (Capitol) 533 670 686 663 35/1					
DEBUT			47	TOADIES Possum Kingdom (Interscope) 527 364 250 167 37/9					
—	—	45	48	DEEP BLUE SOMETHING Breakfast... (RainMaker/Interscope) 509 512 414 368 26/2					
26	33	43	49	BUSH Little Things (Trauma/Int) 502 552 660 791 30/1					
DEBUT			50	DANCE HALL CRASHERS Enough (510) 431 346 303 273 34/2					

This chart reflects airplay from August 7-13. Songs ranked by total plays. Highlighted songs indicate Breaker.
78 Alternative reporters. 76 current playlists. © 1995, R&R Inc.

BREAKERS®

GOO GOO DOLLS		
Name (Metal Blade/WB)		
TOTAL PLAYS/INCREASE	TOTAL STATIONS/ADDS	CHART
1168/296	60/2	17

PRESIDENTS OF THE UNITED...		
Lump (Columbia)		
TOTAL PLAYS/INCREASE	TOTAL STATIONS/ADDS	CHART
1064/370	65/9	20

RUSTY		
Wake Me (TAG)		
TOTAL PLAYS/INCREASE	TOTAL STATIONS/ADDS	CHART
1010/148	59/3	21

HOLE		
Softer, Softest (DGC/Geffen)		
TOTAL PLAYS/INCREASE	TOTAL STATIONS/ADDS	CHART
938/122	55/2	24

MOST ADDED®

ARTIST TITLE LABEL(S)	ADDS
PM DAWN Downtown Venus (Gee Street/Island)	21
HEATHER NOVA Walk This World (Big Cat/WORK)	18
RANCID Time Bomb (Epitaph)	14
SOUL ASYLUM Just Like Anyone (Columbia)	12
SARAH McLACHLAN I Will Remember You (Arista)	10
PRESIDENTS OF THE UNITED... Lump (Columbia)	9
7 MARY 3 Cumbersome (Mammoth/Atlantic)	9
TOADIES Possum Kingdom (Interscope)	9
EDWYN COLLINS A Girl Like You (A&M/Bar/None)	8
ALANIS MORISSETTE Hand In My... (Maverick/Reprise)	8

HALF A DOZEN NEW SMART GUYS GET "TRICKY"

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
RANCID Time Bomb (Epitaph)	+435
PRESIDENTS OF THE UNITED... Lump (Columbia)	+370
HEATHER NOVA Walk This World (Big Cat/WORK)	+305
GOO GOO DOLLS Name (Metal Blade/WB)	+296
CATHERINE WHEEL Judy Staring... (Fontana/Mercury)	+261
ALANIS MORISSETTE Hand In My... (Maverick/Reprise)	+226
BUSH Comedown (Trauma/Interscope)	+224
BLIND MELON Galaxie (Capitol)	+209
SOUL ASYLUM Just Like Anyone (Columbia)	+191
TOADIES Possum Kingdom (Interscope)	+163

Breakers: Songs registering 900 plays or more for the first time. Bullets awarded to songs gaining plays over the previous week. If two songs are tied in number of plays, the song being played on more stations is placed first. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Weighted chart appears on R&R ONLINE.



you could be into you,
but you don't know what you're like



P.M. DAWN: DOWNTOWN VENUS

The new single & video from the forthcoming album JESUS WEPT
Written, Arranged, and Produced by P.M. DAWN

#1 MOST ADDED

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 MODERATOR: David Day (KJHK, Lawrence, KS)
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MARKETING
 NEW ARTIST DEVELOPMENT: A CASE STUDY
 MODERATOR: Faith Henschel (Capitol)
 MARKETING NEW MUSIC THROUGH THE ALTERNATIVE NETWORK
 MODERATOR: Russ Rieger (London)
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 COLLEGE AND ALTERNATIVE RADIO PROMOTION
 MODERATOR: Cheryl Botchick (CMJ)
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 MODERATOR: Steve Wainstead (WCSB, Cleveland)
 WHO'S LISTENING?: A LIVELY DISCUSSION OF THE PROBLEMS OF LOW-WATTAGE STATIONS
 MODERATOR: Matthew Semancik (KSDT, San Diego)
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 MODERATOR: Tom Gates (Roadrunner)
 ARE YOU CAUGHT IN THE WEB?: THE IMPORTANCE OF TECHNOLOGY AT COLLEGE RADIO STATIONS
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A & R
 A&R'S CRYSTAL BALL: WANNABE OR THE REAL THING?
 MODERATOR: Ira Robbins (Journalist)
 A&R LISTENING ROUND TABLE: UNSIGNED ARTIST SMASH OR TRASH
 MODERATOR: Johan Kugelberg (American/Onion Recordings)

TECHNOLOGY
 FROM VINYL TO HIGH DENSITY CD: NEW & OLD FORMATS, WINNERS & DUDS
 NECESSITY, THE MOTHER OF INVENTION: LEGENDARY MUSICAL INVENTORS
 MODERATOR: Neil Strauss (New York Times)

INTERNATIONAL MARKETING
 MYTH OF THE WORLD MARKET: FANTASY OR REALITY?
 MODERATOR: Peter Jenner (Sincere Management)

RETAIL
 INDEPENDENT DISTRIBUTION
 MODERATOR: Bruce Adams (Cargo)
 SELLING RECORDS IN THE 21st CENTURY: THE INTERNET VS. THE RECORD STORE

VIDEO/MARKETING
 SEX, LIES AND VIDEOTAPE: THE PACKAGING OF AN ARTIST'S IMAGE
 MTV & VH1: THE ONLY STATIONS THAT MATTER?

PRESS
 BELIEVE WHAT YOU READ: THE PRESS CONCLAVE
 MODERATOR: Ann Powers (Village Voice)

PUBLISHING
 MUSIC PUBLISHING 101: THE BASICS
 MUSIC PUBLISHING AND THE INTERNET

RADIO PROGRAMMING
 COMMERCIAL ALTERNATIVE RADIO PROGRAMMING
 MODERATOR: Steve Leeds (Island)
 ACTIVISM ON THE RADIO: POLITICAL AND MUSICAL
 MODERATOR: Delphine Blue (WBAI/WFMU)
 TRIPLE AAA RADIO: THE UPSTART FORMAT GAINS MOMENTUM
 MODERATOR: Jim Caligiuri (CMJ)
 SURVIVING AS AN INDEPENDENT, NON-COMMERCIAL RADIO STATION
 MODERATOR: Ken Freedman (WFMU)

THE ART OF BUSINESS
 REMAINING "INDEPENDENT": INDEPENDENT LABELS
 WORKING WITH THE MAJORS
 MODERATOR: John Hammond (Rykodisc)

NON-ROCK MUSIC
 LATIN MUSIC PANEL
 THE AVANT-GARDE: FORGING THE WAY
 MODERATOR: Elliott Sharp (Artist)
 THE JAZZ PANEL: SOUNDS SHAPING THE FUTURE
 MODERATOR: Jonathan Rudnick (Giant Step/Groove Academy)
 THE REGGAE PANEL: REAL ISSUES AFFECTING REGGAE TODAY
 WORLD MUSIC CIRCLE
 MEDIATOR: James Lien (CMJ)
 COWBOYS & ALIENS: COUNTRY MUSIC PANEL
 AMBIENT, TECHNO & DANCE

RAP
 RAP RADIO: WHAT KINDA POWER WE GOT?
 MODERATOR: Ron Archer (Sony Music)
 SURVIVAL OF THE RICHEST: RAP MARKETING
 HIP-HOP CONCLAVE: RAP AT THE CROSSROADS
 MODERATOR: Kier Worthy (Rhythm Alchemy Artist Representation)

METAL
 TURN IT UP: METAL RADIO PANEL
 MODERATOR: Chainsaw (Futurist)
 BACK FROM THE DEAD: THE RESURGENCE OF DEATH METAL
 MODERATOR: "The Administer Of Sinister": The Tink (WVUD, Viddream, Music From The Ledge)
 INTO THE PIT: METAL ARTIST PANEL
 MODERATOR: Dave Brockie (Gwar/X-Cops aka Oderus Urungus, Ex-Patrolman Cobb Knobler)

SONGWRITERS
 THE SONGWRITERS FORUM: DIALOGUE & PERFORMANCE

MUSIC, SOCIETY & CULTURE
 SEXISM & VIOLENCE IN MUSIC AND VIDEO
 MODERATOR: Howie Klein (Reprise)
 WOMEN IN THE MUSIC INDUSTRY: WHY MUST WE HAVE THIS PANEL EVERY YEAR?
 CO-MODERATOR: Janet Billig (Atlantic)
 CO-MODERATOR: Regina Joskow Dunton (London)
 ART FOR ART'S SAKE, MONEY FOR GOD'S SAKE: GETTING BY WITHOUT SELLING OUT

TOURING
 BOOKIES: TOURING & BOOKING AGENTS IN THE UNDERGROUND
 MODERATOR: Bruce Finkelman (Empty Bottle)
 GREED, LUST OR INTEGRITY?: BANDS ON TOUR
 MODERATOR: Frank Riley (Monterey Peninsula Artists)

LEGAL & BUSINESS AFFAIRS
 LEGAL REPRESENTATION: ASK YOUR LAWYER LICENSING NUTS & BOLTS
 MUSIC BUSINESS 101: QUESTIONS THAT EVERY MUSICIAN NEEDS ANSWERED
 DISSECTING A RECORD CONTRACT
 MODERATOR: Richard Grabel (Grubman, Indursky, Schindler and Goldstein)

INDEPENDENT INTERESTS
 REMAINING "INDEPENDENT": INDEPENDENT LABELS
 WORKING WITH THE MAJORS
 MODERATOR: John Hammond (Rykodisc)
 BOOKIES: TOURING & BOOKING AGENTS IN THE UNDERGROUND
 MODERATOR: Bruce Finkelman (Empty Bottle)
 ART FOR ART'S SAKE, MONEY FOR GOD'S SAKE: GETTING BY WITHOUT SELLING OUT
 INDEPENDENT DISTRIBUTION
 MODERATOR: Bruce Adams (Cargo)

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If you are registering more than one person, please photocopy this blank form and fill it out completely for yourself and for each individual you are registering. Registration will be held on Wednesday, September 6, 5:00PM-10:00PM; Thursday, September 7 and Friday, September 8, 9:00 AM-5:00PM; and Saturday, September 9, 9:00AM-3:00PM at Avery Fisher Hall, Lincoln Center.

Please print clearly. Please note that name and affiliation appearing on your badge will be taken directly from this registration form.

Name _____
 Company/Affiliation _____
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 Address _____
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 Business Phone (_____) _____
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Credit card payments after August 15 require registrant to present credit card in person prior to picking up registration material.
 Do not send payment after August 28. Walk-up thereafter.

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Continued from Page 77

FIND COMPLETE PLAYLISTS FOR ALL ALTERNATIVE REPORTERS ON R&R ONLINE

MARKET #22 WMMS/Cleveland (216) 781-9667 Gorman/Kubinski. PLAYLIST table with columns for plays (3W, 2W, LW, TW) and artist/title.

MARKET #23 KKXP/Denver (303) 989-1340 Clifton/Jones. PLAYLIST table with columns for plays (3W, 2W, LW, TW) and artist/title.

MARKET #24 KNRK/Portland, OR (503) 223-1441 Hamilton/Fendrich/Souther. PLAYLIST table with columns for plays (3W, 2W, LW, TW) and artist/title.

MARKET #25 WAQZ/Cincinnati (513) 621-9326 Harris/Schiessler. PLAYLIST table with columns for plays (3W, 2W, LW, TW) and artist/title.

MARKET #26 WLUM/Milwaukee (414) 771-1021 Bunce/Wilde. PLAYLIST table with columns for plays (3W, 2W, LW, TW) and artist/title.

MARKET #27 KISS 107.3 FM Kansas City (816) 254-1073 Geiger/Madison. PLAYLIST table with columns for plays (3W, 2W, LW, TW) and artist/title.

MARKET #28 KCXX/Riverside (909) 882-2575 Summers/Arnold. PLAYLIST table with columns for plays (3W, 2W, LW, TW) and artist/title.

MARKET #29 KWDD/Sacramento (916) 448-5000 Cosper. PLAYLIST table with columns for plays (3W, 2W, LW, TW) and artist/title.

MARKET #30 KOME/San Jose (408) 985-9800 Nennu/Taylor. PLAYLIST table with columns for plays (3W, 2W, LW, TW) and artist/title.

MARKET #31 WBRU/Providence (401) 272-9550 Tobin/Hindley. PLAYLIST table with columns for plays (3W, 2W, LW, TW) and artist/title.

MARKET #32 WROX/Worfolk (804) 640-8500 Corley/Castelleni/Mitchell. PLAYLIST table with columns for plays (3W, 2W, LW, TW) and artist/title.

MARKET #33 WWCD/Columbus (614) 444-9923 Purcell/Davis. PLAYLIST table with columns for plays (3W, 2W, LW, TW) and artist/title.

MARKET #35 KXRX/Salt Lake City (801) 521-9896 Summers/Ziebarth. PLAYLIST table with columns for plays (3W, 2W, LW, TW) and artist/title.

MARKET #36 WRZX/Indianapolis (317) 257-7565 Jameson/Young. PLAYLIST table with columns for plays (3W, 2W, LW, TW) and artist/title.

MARKET #37 WEND/Charlotte (704) 338-9600 Daniel/Monroe. PLAYLIST table with columns for plays (3W, 2W, LW, TW) and artist/title.

Reaching The Adult Demo

Middayers share formula for building relationship with 25-54 listeners

By Cyndee Maxwell

Several stations in the format did particularly well in their target cells in the Spring '95 Arbitron. I spoke with some of the midday personalities at **WXRT/Chicago**, **KFOG/San Francisco**, **WBOS/Boston**, and **KPIG/Monterey** to find out what elements they incorporate in their daypart to keep listeners tuned in.

Tom Marker helped make an impact on adults 25-54 at 'XRT in middays, ranking an impressive No. 1 with a six share. The daypart begins with **Terri Hemmert** from 9am-noon, then Marker takes over from noon-4pm. Both are longtime station vets — Hemmert for nearly 20 years and Marker for 15. "I'm one of the newcomers," he jokes.

More Adult Approach

Marker attributes — with a hint of playfulness — his success to station GM **Harvey Wells** and

“Our musical depth and diversity gives us an advantage ... because it gives something for everyone.”
— Tom Marker

VP/Programming **Norm Winer**. He also believes that the station's likeable personalities who program their own shows are a key ingredient. "It also probably has a lot to do with the more adult approach of 'XRT versus other Rock stations that works very well for middays. Midday listeners tend to set the dial to a station and leave it there longer because they're listening at work.

"Our musical depth and diversity gives us an advantage when people are in a position to listen over a longer period of time because it gives something for everyone. That aspect of our programming is especially beneficial for middays when a group of people are listening together, as opposed to morning drive when they're listening by themselves. We are a rock station, but we play more than just rock. And we're less abrasive than some of the other Rock stations with younger appeal, which also helps in the workplace situation. Our longevity is a real big plus, too."

Work-Friendly Radio

Susquehanna's recent purchase and simulcast on **KHQT/San Jose** has the entire station buzzing. **KFOG** midday maven **Rosalie Howarth** pulls in over four and a half shares adults 35-44, ranking fifth in the market. She says, "We try to be conscious of the fact that a



good portion of our audience is listening for a longer period of time at work.

"We don't promote it but we do a No Repeat Workday between 9am-5pm to not turn off the long-term listeners. A lot of people are working in cubicles and on computers, especially in Silicon Valley. We try to be nonrepetitious both in music and in announcing.

"Sometimes I have a theme going on during the day, such as clever bumper stickers I've seen recently. Periodically I'll put listeners on-air talking about it, and while it may last through my show, it's not on too often. The same goes for promotional announcements. I may reference the promo, but I don't over-repeat it, unless there is a tie in with one of the songs. It's all about pace and delivery. Also, I'm conscious of being intensely one-on-one. I use the 'you' singular pronoun all the time. I envision having a conversation with someone in their car or at their desk at work."

Relating To Life

Howarth adds, "I also try to be relatable in things other than rock 'n' roll. For example, being so cold

on the BART platform [the city's public transportation system] that my metal earrings hurt my ears; or being late for daycare and having to pay \$5 for each minute I was late. I don't do timechecks, but I do remind listeners of the time of day, which is important for those diary-keepers.

"I keep my personal delivery respectable enough that a boss or customer who happens to walk by wouldn't be put off. Some personalities — especially on stations targeting younger demos — tend to get on a binge about something and rag about it. Our approach is to remain understated and irreverent. We aren't here to be comedians, we just want to relate to the listeners and make them smile."

No B.S. Here

Adults 35-44 is where **Liz Solar** shines on **WBOS**. The two-year vet says, "The mission of the station is that we try to put ourselves in our listeners' shoes. There is just no B.S. about us. We recognize the audience has intelligence, so we don't talk down to them or bombard them with talk and hype. An example of that happened recently regarding **Jerry Garcia**. Some listeners said they heard the news of his death on another station but they knew that station tended to play jokes and fool

“The listeners have a sense of ownership of the station, they feel that it's their station.”
— Liz Solar



KEMPTER VISITS MAYBERRY — Zanman Records artist **Kirt Kempter** (l) stopped by **KGSR/Austin** for an interview with morning man **Ed Mayberry**.



BOSTON'S NEW RIVER — **Arista's Howard Leon** paid an early visit to **WLYT (The River)/Haverhill-Boston**, shortly after it flipped from **AC** to **Progressive**. Pictured are (l-r) **WLYT GM Dan "Kid Radio" Lankford**, **WLYT PD Joanne Doody**, **Leon**, and station MD **Mike Mullaney**.

“Our approach is to remain understated and irreverent.”
— Rosalie Howarth

around all the time. So they called us for the straight story.

"We play a lot of familiar music, album cuts they know, and new, exciting music. We're enthusiastic about music, and it translates on the air. Not all of the music is sleepy, even though we play a lot of singer-songwriters. Just because it's a singer-songwriter base doesn't mean it's slow — for example **Hootie & The Blowfish**. And all the staff is really jazzed about the music we play. The listeners have a sense of ownership of the station, they feel that it's *their* station."

BOS PD Jim Herron says, "It winds up that if you play the right music and stay out of the way, you'll have a loyal following. Personalities must insist on being who they are, being relevant to the town, know what's going on and making things happen in the market, and making a difference. The station must be spontaneous, fresh, and real. The philosophy of the progressive attitude's values are real and marketable today. There is a huge audience today that prefers a sincere approach in marketing and they expect a higher standard, such as in the **Saturn** approach. We reflect the needs of people who are tired of hype."

Give Audience Respect

In **Monterey**, **KPIG PD Laura Ellen Hopper** splits middays with **Mr. Hedge**, taking 10am-noon while **Hedge** does noon-3pm. Though the station is usually in the top five demo rankers, this is their first No. 1 book in adults 25-54. **Hedge** has been at the station for five and a half years, the last two in middays. He says his approach is to be himself and to "expect that listeners are paying attention, so I

treat them with that respect. I try to always do the best for them and to have as much fun as possible. If you're not pretending with the audience and they know it, then they respect it. If they can tell you're having fun, they enjoy it and stay tuned.

"Honesty in broadcasting' is what it's about. We're not pretending to do anything except play the music they like. In this day and age our interaction is unique, too. We're just a phone call away, which is becoming less frequent in radio. More stations are becoming more remote with the listeners. But we're a part of them and they know we're in this together."

Hopper says all the station's personalities are just themselves on-air. "We have a wide open, almost throwback [approach], to free-form radio. We have a basic outline that all the jocks follow, but the talent are almost PDs themselves. They work within the outline to create the programming for their shows. We have an adult format with local

“The personalities have the freedom to create intelligent music programming ... that's where radio will win out over programming services and CDs.”
— Laura Ellen Hopper

identification, which gives you the feel that it's happening now.

"It's not preprogrammed or prepackaged. The personalities have the freedom to create intelligent music programming — whether it's through segues, themes, or whatever. They can create sets of music that segue well and perhaps are even meaningful. That's where radio will win out over programming services and CDs."

AUGUST 18, 1995

3W	2W	LW	TW	ARTIST TITLE LABEL(S)	TOTAL STATIONS/ADDS	TOTAL PLAYS	+/-OVER LAST WEEK	EMPHASIS TRACKS (PLAYS)		
2	2	2	1	NATALIE MERCHANT Tigerlily (<i>Elektra/EEG</i>)	36/0	742	-2	"Carnival" (473)	"Wonder" (120)	"Jealousy" (94)
3	3	3	2	VAN MORRISON Days Like This (<i>Polydor/A&M</i>)	33/0	633	-22	"Days" (368)	"Perfect" (118)	"Roulette" (58)
1	1	1	3	CHRIS ISAAK Forever Blue (<i>Reprise</i>)	34/0	632	-128	"Crying" (294)	"Baby" (136)	"Walking" (75)
5	5	5	4	BRUCE HORNSBY Hot House (<i>RCA</i>)	32/0	560	-25	"Cruise" (272)	"Walk" (171)	"Spider" (45)
4	4	4	5	HOOTIE & THE BLOWFISH Cracked Rear View (<i>Atlantic</i>)	29/0	552	-73	"Only" (355)	"Hannah" (69)	"Cry" (33)
7	6	6	6	DAVE MATTHEWS BAND Under The Table And Dreaming (<i>RCA</i>)	26/1	512	-13	"Ants" (320)	"Jimi" (92)	"Satellite" (47)
-	10	7	7	VARIOUS ARTISTS Empire Records ST (<i>A&M</i>)	30/1	454	+22	"Til" (454)		
9	8	8	8	JOAN OSBORNE Relish (<i>Mercury</i>)	27/0	419	-2	"One" (165)	"Teresa" (124)	"Ladder" (76)
6	7	9	9	SOUL ASYLUM Let Your Dim Light Shine (<i>Columbia</i>)	27/0	393	-21	"Promises" (157)	"Misery" (100)	"Devices" (68)
-	25	16	10	FREDDY JONES BAND North Avenue Wake Up Call (<i>Capricorn</i>)	30/0	357	+59	"Midnight" (256)	"Waitress" (54)	"Ferris" (16)
15	13	12	11	JAMES McMURTRY Where'd You Hide The Body (<i>Columbia</i>)	29/1	351	+2	"Levelland" (214)	"Hide" (66)	"Fuller" (53)
12	12	10	12	VIGILANTES OF LOVE Blister Soul (<i>Capricorn</i>)	28/0	341	-12	"Real" (298)	"Blister" (12)	"Bolt" (10)
8	11	13	13	NEIL YOUNG Mirror Ball (<i>Reprise</i>)	24/0	303	-41	"Downtown" (225)	"Hatred" (29)	"Peace" (26)
11	9	11	14	COLLECTIVE SOUL Collective Soul (<i>Atlantic</i>)	22/1	302	-49	"December" (216)	"Water" (54)	"Reunion" (17)
17	17	17	15	DEL AMITRI Twisted (<i>A&M</i>)	22/0	287	-10	"Roll" (221)	"Driving" (48)	"Here" (14)
BREAKER	16		16	JIMMY BUFFETT Barometer Soup (<i>Margaritaville/MCA</i>)	24/1	281	+74	"Habits" (110)	"Mexico" (52)	"Barometer" (45)
21	16	14	17	TOM PETTY Wildflowers (<i>WB</i>)	21/1	276	-27	"Place" (178)	"Cabin" (35)	"Time" (21)
13	14	15	18	SONIA DADA A Day At The Beach (<i>Capricorn</i>)	23/1	262	-39	"Planes" (144)	"Screaming" (60)	"Anna" (26)
22	21	18	19	VARIOUS ARTISTS Clueless ST (<i>Capitol</i>)	24/0	257	-30	"Ghost" (240)	"Action" (10)	"Young" (7)
16	20	21	20	ROBERT CRAY Some Rainy Morning (<i>Mercury</i>)	24/0	247	-25	"Moan" (123)	"Go" (52)	"Enough" (34)
14	19	22	21	LITTLE FEAT Ain't Had Enough Fun (<i>Zoo</i>)	19/0	238	-29	"Blue" (39)	"Borderline" (38)	"Romance" (32)
24	24	23	22	PHISH A Live One (<i>Elektra/EEG</i>)	23/2	237	+13	"Bouncing" (211)	"Simple" (10)	"Gumbo" (6)
10	15	19	23	BILLY PILGRIM Bloom (<i>Atlantic</i>)	20/0	235	-41	"Sweet" (148)	"Shallow" (28)	"Tell" (27)
29	29	30	24	BLUES TRAVELER Four (<i>A&M</i>)	16/1	225	+36	"Run" (126)	"Hook" (75)	"Mountains" (14)
27	26	24	25	PATTY LARKIN Strangers World (<i>High Street/Windham Hill</i>)	21/0	215	-6	"Pyro" (159)	"Diary" (18)	"Train" (14)
DEBUT	26		26	PRETTY & TWISTED Pretty & Twisted (<i>WB</i>)	25/4	195	+35	"Ride" (193)	"Mother" (2)	
19	18	20	27	ANNIE LENNOX Medusa (<i>Arista</i>)	16/0	195	-78	"Train" (71)	"River" (38)	"Waiting" (33)
-	-	-	28	BETTER THAN EZRA Deluxe (<i>Swell/Elektra/EEG</i>)	15/0	190	+6	"Blood" (103)	"Good" (60)	"Rosalea" (23)
DEBUT	29		29	EDWIN MCCAIN Honor Among Thieves (<i>Lava/Atlantic</i>)	23/3	187	+32	"Solitude" (144)	"Guinevere" (17)	"Dreamers" (10)
20	23	25	30	REMBRANDTS LP (<i>EastWest/EEG</i>)	17/0	185	-34	"Drowning" (105)	"Home" (42)	"Hide" (22)

This chart reflects airplay from August 7-13. Albums ranked by total plays, with plays from all cuts from an album combined. Bullets awarded to albums gaining plays over the previous week. If two albums are tied in number of plays, the album being played on more stations is placed first. Breaker: Albums registering 250 or more plays for the first time. Most Increased Plays lists the album tracks with the greatest week-to-week increases in total plays. 36 Progressive reporters. 34 current playlists. © 1995, R&R Inc.

MOST ADDED ALBUMS

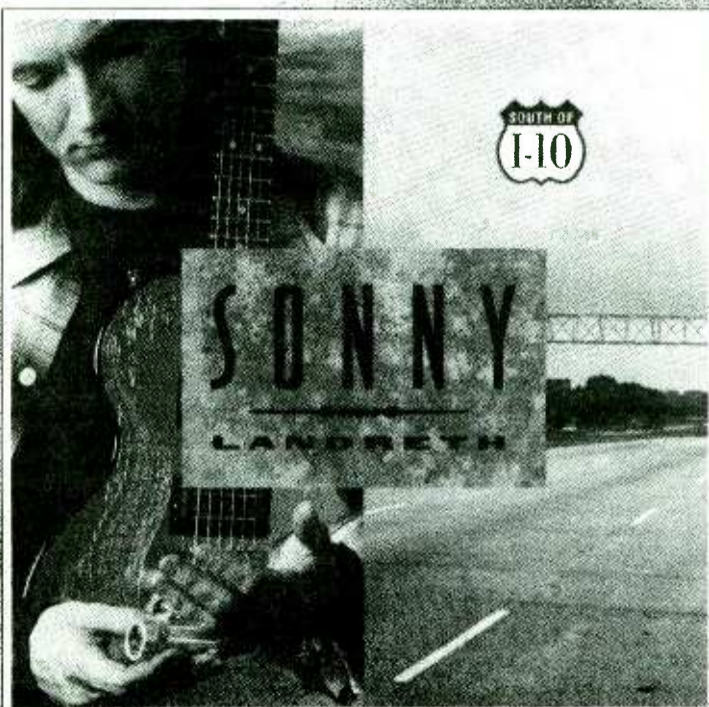
ARTIST TITLE LABEL(S)	ADDS
VARIOUS ARTISTS Brothers McMullen ST (<i>Arista</i>)	13
VARIOUS ARTISTS Virtuosity ST (<i>Radioactive</i>)	12
JONATHA BROOKE & THE STORY Plumb (<i>Blue Thumb/GRP</i>)	6
BODEANS Joe Dirt Car (<i>Slash/Reprise</i>)	5
SONNY LANDRETH South Of I-10 (<i>Zoo</i>)	5
EDWYN COLLINS Gorgeous George (<i>Setanta/Bar None</i>)	4
HEATHER NOVA Oyster (<i>Big Cat/WORK</i>)	4
PRETTY & TWISTED Pretty & Twisted (<i>WB</i>)	4
EDWIN MCCAIN Honor Among Thieves (<i>Lava/Atlantic</i>)	3
GOO GOO DOLLS A Boy Named Goo (<i>Metal Blade/WB</i>)	3
ROBBEN FORD Handful Of Blues (<i>Blue Thumb/GRP</i>)	3
SOUTHERN CULTURE ON THE SKIDS Dirt Track Date (<i>DGC/Geffen</i>)	3

MOST ADDED TRACKS

ARTIST TITLE LABEL(S)	ADDS
SARAH McLACHLAN I Will Remember You (<i>Arista</i>)	13
WORLDBEATERS & PETER GABRIEL Party Man (<i>Radioactive</i>)	12
EDWYN COLLINS A Girl Like You (<i>A&M/Bar/None</i>)	4
JONATHA BROOKE & ... Nothing Sacred (<i>Blue Thumb/GRP</i>)	4
HEATHER NOVA Walk This World (<i>Big Cat/WORK</i>)	4
PRETTY & TWISTED Ride (<i>WB</i>)	4

MOST INCREASED PLAYS BY TRACK

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
WORLDBEATERS & PETER GABRIEL Party Man (<i>Radioactive</i>)	+51
BRUCE HORNSBY Walk In The Sun (<i>RCA</i>)	+43
DEEP BLUE SOMETHING Breakfast ... (<i>RainMaker/Interscope</i>)	+41
BODEANS Good Things (<i>Slash/Reprise</i>)	+36
HEATHER NOVA Walk This World (<i>Big Cat/WORK</i>)	+36
WILLY PORTER Cool Water (<i>Private Music</i>)	+35
PRETTY & TWISTED Ride (<i>WB</i>)	+35
SONIA DADA Planes & Satellites (<i>Capricorn</i>)	+33
DAVE MATTHEWS BAND Satellite (<i>RCA</i>)	+33
JIMMY BUFFETT Bank Of Bad Habits (<i>Margaritaville/MCA</i>)	+31
BEN HARPER Ground On Down (<i>Virgin</i>)	+31



SONNY LANDRETH

THE CD SINGLE

"Son Of Native Stepson"

and from the full-length album "SOUTH OF I-10"

ADDS THIS WEEK INCLUDE:

KTCZ WRNX
KZON WMVY
KQPT

ALSO ON:

WBOS WXRT WXPB
KGSR WXLE KFMG

...and many more

R&R NEW & ACTIVE

AUGUST 18, 1995

NEW & ACTIVE

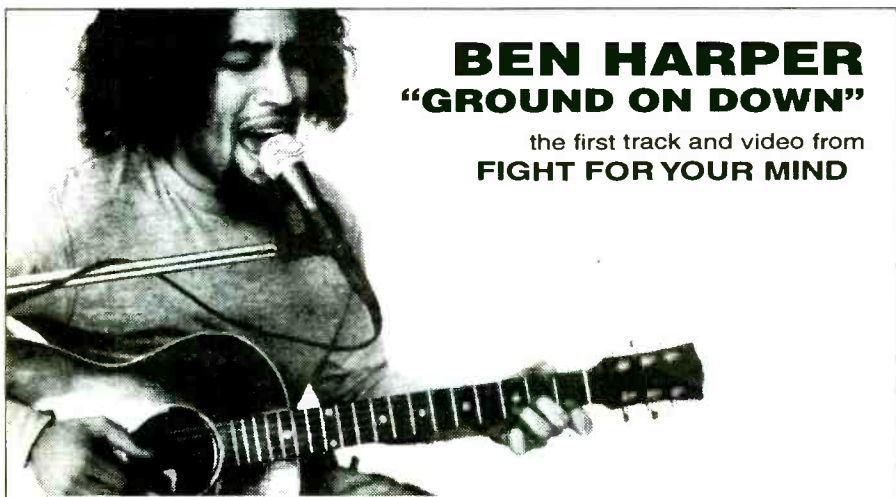
ARTIST TITLE LABEL(S)	TOTAL STATIONS/ADDS	TOTAL PLAYS	+/- over last week	EMPHASIS TRACKS (PLAYS)		
ALANIS MORISSETTE Jagged Little Pill (Maverick/Reprise)	14/1	180	+39	"Oughta"(86)	"Pocket"(59)	"Ironic"(21)
SEAL Seal (ZTT/Sire/WB)	13/0	163	+16	"Kiss"(163)		
JENNIFER TRYNIN Cockamamie (Squint/WB)	12/0	158	+6	"Nothing"(151)	"Everything"(6)	"All"(1)
SONNY LANDRETH South Of I-10 (Zoo)	20/5	143	+9	"Son"(67)	"Native"(22)	"Congo"(20)
BODEANS Joe Dirt Car (Slash/Reprise)	17/5	140	+73	"Good"(54)	"Idaho"(35)	"Fadeaway"(14)
INNOCENCE MISSION Glow (A&M)	14/0	136	+11	"Yellow"(89)	"Different"(16)	"Awake"(10)
WILLY PORTER Dog Eared Dream (Private Music)	15/1	123	+37	"Cool"(112)	"Rita"(7)	"Angry"(4)
EDWYN COLLINS Gorgeous George (Setanta/Bar/None)	16/4	110	+19	"Girl"(110)		
PAUL BRADY Spirits Colliding (Fontana/Mercury)	12/0	106	+15	"World"(58)	"Want"(25)	"Marriage"(23)
MONKEYWALK More (Off-Beat)	9/1	98	+7	"Panic"(42)	"Release"(23)	"Want"(14)
R.E.M. Monster (WB)	9/0	96	+2	"Crush"(76)	"Strange"(14)	"Bang"(6)
KEVIN GILBERT Thud (PRA)	10/0	95	+24	"Goodness"(64)	"Tea"(15)	"Joytown"(11)
DEEP BLUE SOMETHING Home (RainMaker/Interscope)	13/2	94	+34	"Breakfast"(94)		
BEN HARPER Fight For Your Mind (Virgin)	14/1	85	+34	"Ground"(58)	"Please"(9)	"Mister"(5)
SOUTHERN CULTURE ON THE SKIDS Dirt Track Date (DGC/Geffen)	10/3	77	+33	"Cadillac"(41)	"Firefly"(7)	"Chicken"(5)

Albums ranked by total plays.

REPORTERS

Stations and their adds by track listed alphabetically by market

WXLE/Albany, NY OM/MD: Zeb Norris 8 ZIGGY MARLEY "Power" SARAH McLACHLAN "Will" BODEANS "Good" EDWYN COLLINS "Girl" COLIN JAMES "Saviour" PRETTY & TWISTED "Ride"	WNCS/Burlington, VT PD: Glenn Roberts MD: Jody Peterson JONATHA BROOKE & THE STORY "Sacred" SARAH McLACHLAN "Will" FABULOUS THUNDERBIRDS "Roll" EDWYN COLLINS "Girl" STEPHEN BRUTON "Right"	KBCO/Denver, CO PD: Mike O'Connor APD: Lois Todd MD: Scott Arbough 11 SARAH McLACHLAN "Will" 1 BRYNDLE "Streets" 8 COLLECTIVE SOUL "Smashing" 8 SONIA DADA "Planes" 7 TOM PETTY "Place" 6 FURY IN THE SLAUGHTERHOUSE "Judas" 5 WORLDBEATERS & PETER GABRIEL "Party"	KLRF/Eugene, OR PD: Dan Spive MD: Tom Krumm 6 CURTIS SALGADO "Through" 5 JOHN PRINE "Lonely" 4 ROD STEWART "Luck" SARAH McLACHLAN "Will" PHISH "Bouncing" CHRIS ISAAK "Graduation" FREDDY JONES BAND "Ferra" JOAN BAEZ "Don't"	KZON/Phoenix, AZ PD: Dave Logan MD: Erica Smith COLLECTIVE SOUL "Water" FREDDY JONES BAND "Waitress" JAMES MCMURTRY "Fulle" WORLDBEATERS & PETER GABRIEL "Party" PRETTY & TWISTED "Ride" SONNY LANDRETH "Native" SONNY LANDRETH "Son"	KFOG/San Francisco, CA PD: Paul Marszalek MD: Bill Evans WORLDBEATERS & PETER GABRIEL "Party" MOTHER HIPPS "Shut"
KIOT/Albuquerque, NM PD/MD: Mike Marrone CHRIS ISAAK "Nowhere"	WMVY/Cape Cod, MA PD/MD: Barbara Dacey 1 PRETTY & TWISTED "Ride" 1 JONATHA BROOKE & THE STORY "Sacred" 1 SARAH McLACHLAN "Will" SONNY LANDRETH "Son" JEFF HEALEY BAND "Stuck" CHARLIE SEXTON "Sunday"	KFMG/Des Moines, IA GM/MD: Ron Sorenson PD: Mark Vos 2 SARAH McLACHLAN "Will" 1 BRYNDLE "Streets" 1 FABULOUS THUNDERBIRDS "Lookin" 1 GERRY RAFFERTY "Waters" BODEANS "Good" TODD RUNDGREN "Espresso" JILL SOBULE "Jig" ROBBEN FORD "Don't" HATTERS "Colors"	WTTS/Indianapolis, IN PD/MD: Rich Anton BILLY PILGRIM "Tell" SOUL ASYLUM "Promises" WORLDBEATERS & PETER GABRIEL "Party" BLUES TRAVELER "Hook" DEEP BLUE SOMETHING "Breakfast" JOHN PRINE "Ain't" HEATHER NOVA "Walk"	WCLZ/Portland, ME PD: Brian Phoenix MD: Kim Rowe 8 EDWIN MCCAIN "Kitchen" 7 JIMMY BUFFETT "Skip" 6 SONNY LANDRETH "Blues" 6 JAMES MCMURTRY "Fulle" 6 FREDDY JONES BAND "Ferra" 6 DAVID KNOPFLER "Heart" 5 BEN FOLDS FIVE "Video" 4 PATTY LARKIN "Train" 4 LITTLE FEAT "Borderline" 2 CHRIS ISAAK "Walking" MAE MOORE "Explain" SOUTHERN CULTURE ON THE SKIDS "Cadillac" DANNY TATE "Do" RADIATORS "Horizon"	KOTR/San Luis Obispo, CA PD: Drew Ross MD: Matthew Lawton 5 WORLDBEATERS & PETER GABRIEL "Party" 5 BLACK CROWES "Fathers" 3 MOTHER HIPPS "Shut" 3 MOTHER HIPPS "Stoned" 2 BODEANS "Much"
KGSR/Austin, TX PD: Jody Denberg MD: Susan Castle SARAH McLACHLAN "Will" BODEANS "Idaho" PRETTY & TWISTED "Ride" RADIATORS "Umbilical" JOHN DOE THING "Tears" ZIGGY MARLEY "Today"	WXRT/Chicago, IL VP/Programming: Norm Winer MD: Patty Martin No Adds	CIDR/Detroit, MI PD: Murray Brookshaw MD: Ann Delisi 14 PHILOSOPHER KINGS "Let" 14 SPEARHEAD "Positive" 12 DEEP BLUE SOMETHING "Breakfast" EDWYN COLLINS "Girl" HEATHER NOVA "Walk" HOLLY COLE "Jersey" KIM STOCKWOOD "Hot" MY BRILLIANT BEAST "Fall"	KSCA/Los Angeles, CA PD: Michael Morrison MD: Marilee Kelly 1 HOOTIE & THE BLOWFISH "Hey" BLIND MELON "Galaxy" SARAH McLACHLAN "Will" GOO GOO DOLLS "Name" RUSTED ROOT "Send" HEATHER NOVA "Walk" FOO FIGHTERS "Big"	KINK/Portland, OR PD: Carl Widing APD: Anita Garlock 7 WORLDBEATERS & PETER GABRIEL "Party" 7 JONATHA BROOKE & THE STORY "Point" 4 SARAH McLACHLAN "Will" 4 ROBBEN FORD "Don't"	KRSH/Santa Rosa, CA PD: Zoe Zuest MD: Bill Bowker WORLDBEATERS & PETER GABRIEL "Party" EDWIN MCCAIN "Solitude" SARAH McLACHLAN "Will" ROBBEN FORD "Don't" JONATHA BROOKE & THE STORY "Sacred" BEN HARPER "Ground" FABULOUS THUNDERBIRDS "Wanna" FABULOUS THUNDERBIRDS "Flot" PETER CASE "Baltimore"
WRNR/Baltimore, MD PD: Sean O'Mealy MD: Damian Einstein 3 AQUAVELVETS "Surf" 3 AQUAVELVETS "Samba" 2 DENNIS BRENNAN "Falling" 2 AQUAVELVETS "Marini" 2 DENNIS BRENNAN "Wander" PALACE MUSIC "Work" PALACE MUSIC "Partner"	KBXR/Columbia, MO PD: Michael Perry APD: Dave "Keefer" Fulgham SOUTHERN CULTURE ON THE SKIDS "Cadillac" COLONY "Breathe"	KTCZ/Minneapolis, MN PD: Lauren MacLeash APD/MD: Jane Fredericksen 5 SARAH McLACHLAN "Will" 1 NATALIE MERCHANT "Wonder" 1 SONNY LANDRETH "Son" 1 DEL AMITRI "Driving" WILLY PORTER "Cool"	WMMM/Madison, WI PD: Pat Gallagher MD: Sybil McGuire 6 FREDDY JONES BAND "Waitress" 4 SOUL ASYLUM "Ceivices" 4 NATALIE MERCHANT "Wonder" 3 HOOTIE & THE BLOWFISH "Time" 1 HOOTIE & THE BLOWFISH "Home" POPA CHUBBY "Hands" EDWYN COLLINS "Girl"	KTHX/Reno, NV PD: Bruce Van Dyke MD: Ken Allen 4 GERALDINE FIBBERS "Marmalade" 3 RED HOUSE PAINTERS "Geronimo" BILLY PILGRIM "Tell" FABULOUS THUNDERBIRDS "Roll" NICK LOWE "Live" WORLDBEATERS & PETER GABRIEL "Party" ELVIN BISHOP "Ace" FABULOUS THUNDERBIRDS "Easy"	KMTT/Seattle, WA PD: Chris Mays MD: Dean Carlson 1 WORLDBEATERS & PETER GABRIEL "Party" SARAH McLACHLAN "Will" HEATHER NOVA "Walk"



BEN HARPER "GROUND ON DOWN"

the first track and video from
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CIDR WXPB
KMTT KMMS
and many more

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8/31 San Francisco
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Sept. 26 through Oct. 11

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WMAX/Rochester, NY
PD: Rick MacKenzie
MD: Jennifer Vanderslice
WANDERLUST "Walked"
WORLDBEATERS & PETER GABRIEL "Party"

KOPT/Sacramento, CA
PD: Jim Trapp
APD/MD: Carrie Owens
5 SONNY LANDRETH "Shootin"
3 SONNY LANDRETH "Congo"
2 GOO GOO DOLLS "Name"
2 EDWIN MCCAIN "Solitude"
2 CHRIS ISAAK "Baby"

KUMT/Salt Lake City, UT
PD: Tom Connelly
APD/MD: Kelly Manson
8 JOHN DOE THING "Tears"
8 HEART "Crazy"
8 HEART "Barracuda"
7 BAHU BAHU "Beautiful"
7 CHRIS ISAAK "Baby"
BRYNDLE "Lucky"
NEAL CASAL "Day"
JONATHA BROOKE & THE STORY "War"
BRYNDLE "Walked"

KKOS/San Diego, CA
PD: Sherman Cohen
MD: Clark Novak
MARTIN PAGE "Keeper"
WORLDBEATERS & PETER GABRIEL "Party"
ALANIS MORISSETTE "Pocket"
EDWIN MCCAIN "Solitude"
JAYHAWKS "Run"

37 Total Reporters
36 Current Reporters
34 Current Playlists

Did Not Report, Playlist
Frozen (2):
WBOS/Boston, MA
WVGO/Richmond, VA

Did Not Report for two
consecutive weeks, Data
Not Used (1):
KXPT/Las Vegas, NV

PROGRESSIVE PLAYLISTS

PROGRESSIVE PLAYLISTS ARE RANKED BY TOTAL ALBUM PLAYS

MARKET #2 KSCA/Los Angeles (213) 845-1600 Morrison/Kelly

MARKET #3 WKRT/Chicago (312) 777-1700 Winer/Martin

MARKET #4 KFOG/San Francisco (415) 543-1045 Marszalek/Evans

MARKET #5 WXPN/Philadelphia (215) 896-6677 Alexander/Warren

MARKET #6 CDR/Detroit (519) 258-8888 Brookshaw/Delisi

MARKET #13 KMTT/Seattle (206) 233-1037 Mays/Carlson

MARKET #15 KKDS/San Diego (619) 729-5945 Coher/Novak

MARKET #16 KTCT/Minneapolis (612) 339-0000 MacLeash/Fredericksen

MARKET #17 WVRV/St. Louis (314) 231-3699 McGuinn/Strong/Richter

MARKET #18 WRNR/Baltimore (410) 626-0103 O'Mealy/Einstein

MARKET #21 KZON/Phoenix (602) 258-8181 Logan/Smith

MARKET #23 KBKO/Denver (303) 444-5600 O'Connor/Todd/Arbough

MARKET #24 KINK/Portland, OR (503) 226-5071 Widing/Garlock

MARKET #25 KQPT/Sacramento (916) 923-6800 Trapp/Owens

MARKET #36 WTTS/Indianapolis (317) 332-3366 Anton

MARKET #57 WXLE-FM (518) 383-1063 Norris

MARKET #62 KEKO/Tucson (602) 622-6711 Morriss/Cruise

MARKET #75 WRNX/Springfield (413) 256-6794 Asker/Stebbins

MARKET #162 WCLZ/Portland, ME (207) 721-0989 Phoenix/Rowe

MARKET #184 WMOV (508) 693-5000 Dacey

R&R NAC TOP 30 TRACKS

AUGUST 18, 1995

3W	2W	LW	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS				TOTAL STATIONS/ADDS
					TW	LW	2W	3W	
1	1	1	①	JAZZMASTERS Walkin' To Freedom (JVC) 478 453 450 415 47/0					
7	2	2	②	PAUL TAYLOR Exotica (Countdown/Unity) 411 385 356 327 40/0					
3	6	3	③	HEAVY SHIFT 90 Degrees In The Shade (Discovery) 377 355 335 356 35/0					
4	4	4	④	JIM BRICKMAN Angel Eyes (Windham Hill) 356 351 347 346 36/0					
18	11	9	⑤	KEVIN TONEY Celebration (Ichiban) 343 313 283 259 35/0					
5	3	5	⑥	NELSON RANGELL Grace (GRP) 332 339 355 346 33/0					
14	13	11	⑦	INCOGNITO After The Fall (Verve Forecast) 330 303 274 280 42/2					
10	10	8	⑧	JON B. & BABYFACE Someone To Love (Yab Yum/550 Music) 322 315 301 307 34/0					
6	7	10	⑨	ANITA BAKER & JAMES INGRAM When You Love...(Elektra/EEG) 314 313 329 332 32/0					
2	5	6	⑩	CHIELI MINUCCI Phat City (JVC) 304 319 344 359 35/0					
11	9	7	⑪	SLIM MAN Faith In Us (GES) 298 317 317 293 33/1					
21	19	14	⑫	RICK BRAUN Cadillac Slim (Mesa/Bluemoon) 277 256 255 251 27/1					
29	22	21	⑬	JOE TAYLOR Delphin's Daughter (RCA Victor) 271 223 205 182 34/1					
20	16	17	⑭	ISAAC HAYES The 405 (Point Blank/Virgin) 261 252 263 254 35/0					
17	17	15	⑮	VANESSA WILLIAMS Colors Of The Wind (Hollywood) 257 255 263 261 29/0					
15	14	16	⑯	AARON NEVILLE Can't Stop My Heart From... (A&M) 257 253 273 273 28/0					
13	15	13	⑰	PAUL GRAHAM Fly Away (Anacapa) 251 261 264 284 25/0					
19	21	19	⑱	KEN NAVARRO Eric's Dream (Positive) 246 245 229 256 32/0					
22	18	18	⑲	URBAN KNIGHTS The Rose (GRP) 236 250 262 245 27/0					
8	8	12	⑳	BRIAN CULBERTSON Midnight Sun (Mesa/Bluemoon) 228 268 326 317 27/0					
30	26	22	㉑	EVAN MARKS Seaview Drive (Verve Forecast) 212 210 191 178 29/0					
—	—	29	㉒	3RD FORCE Here Comes The Night (Higher Octave) 211 167 128 82 24/2					
—	—	25	㉓	RICK BRAUN Groovis (Mesa/Bluemoon) 209 196 182 172 26/0					
25	24	23	㉔	BOYZ II MEN Water Runs Dry (Motown) 208 201 198 203 21/0					
—	—	24	㉕	KIRK WHALUM Reck'n So (Columbia) 198 199 184 156 31/0					
24	25	26	㉖	DAVID SANBORN This Masquerade (Elektra/EEG) 189 187 197 228 23/0					
BREAKER			㉗	KEIKO MATSUI Safari (White Cat/Unity) 184 157 50 9 35/4					
12	12	20	㉘	HERBIE HANCOCK Bo Ba Be Da (Mercury) 182 244 281 284 27/0					
—	—	28	㉙	RAY OBIEDO Midnight Taboo (Windham Hill) 170 175 170 173 27/1					
27	27	30	㉚	GREG VAIL Just To See Her (Brainchild) 166 164 187 189 19/0					

This chart reflects airplay from August 3-9. Songs ranked by total plays. Highlighted songs indicate Breaker.
47 NAC reporters. 46 current playlists. © 1995, R&R Inc.

BREAKERS®

KEIKO MATSUI		CHART
Safari (White Cat/Unity)		
TOTAL PLAYS/INCREASE	TOTAL STATIONS/ADDS	27
184/27	35/4	

MOST ADDED®

ARTIST TITLE LABEL(S)	ADDS
MARC ANTOINE Sand Castle (NYC)	16
STANLEY CLARKE Deja's Theme (Epic)	12
MARC ANTOINE Latin Quarter (NYC)	10
MARION MEADOWS South Beach (RCA)	7
YELLOWJACKETS The Chosen (WB)	5
CLARENCE CLEMONS Into The Blue Forest (Zoo)	4
GRANT GEISSMAN Chase The Dragon (Positive)	4
KEIKO MATSUI Safari (White Cat/Unity)	4
TORCUATO MARIANO Last Look (Windham Hill)	3
PHILLIPE SAISSE Masques (Verve Forecast)	3
YELLOWJACKETS Take My Hand (WB)	3

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
LIONEL HAMPTON Jazz Me (MoJAZZ/Motown)	+55
JOE TAYLOR Delphin's Daughter (RCA Victor)	+48
3rd FORCE Here Comes The Night (Higher Octave)	+44
DEZONA Hands (Lipstick)	+34
KEVIN TONEY Celebration (Ichiban)	+30
INCOGNITO After The Fall (Verve Forecast)	+27
TORCUATO MARIANO Last Look (Windham Hill)	+27
KEIKO MATSUI Safari (White Cat/Unity)	+27
PAUL TAYLOR Exotica (Countdown/Unity)	+26
TOWER OF POWER Keep Comin' Back (Epic)	+26

Breakers: Song has achieved airplay at 65% of our reporters for the first time. Bullets awarded to songs gaining plays over the previous week. If two songs are tied in number of plays, the song being played on more stations is placed first. Most increased plays lists the songs with the greatest week-to-week increases in total plays.

NEW & ACTIVE

RANDY CRAWFORD Cajun Moon (Import)
Total Plays: 158, Total Stations: 21, + Plays: 16

TORCUATO MARIANO Last Look (Windham Hill)
Total Plays: 147, Total Stations: 25, + Plays: 27

URBAN KNIGHTS Hearts Of Longing (GRP)
Total Plays: 138, Total Stations: 25, + Plays: 11

3rd FORCE Forever Yours (Higher Octave)
Total Plays: 121, Total Stations: 18, + Plays: 21

RICK BRAUN Club Harlem (Mesa/Bluemoon)
Total Plays: 115, Total Stations: 17, + Plays: 4

AARON NEVILLE Use Me (A&M)
Total Plays: 113, Total Stations: 14, + Plays: 3

J MICHAEL VERTA Saul Steps Out (Brainchild)
Total Plays: 111, Total Stations: 17, + Plays: 14

J MICHAEL VERTA Online (Brainchild)
Total Plays: 107, Total Stations: 23, + Plays: 8

WALTER BEASLEY Private Time (Mercury)
Total Plays: 89, Total Stations: 21, + Plays: 12

ROY AYERS Treasure (RCA)
Total Plays: 88, Total Stations: 11, + Plays: 7

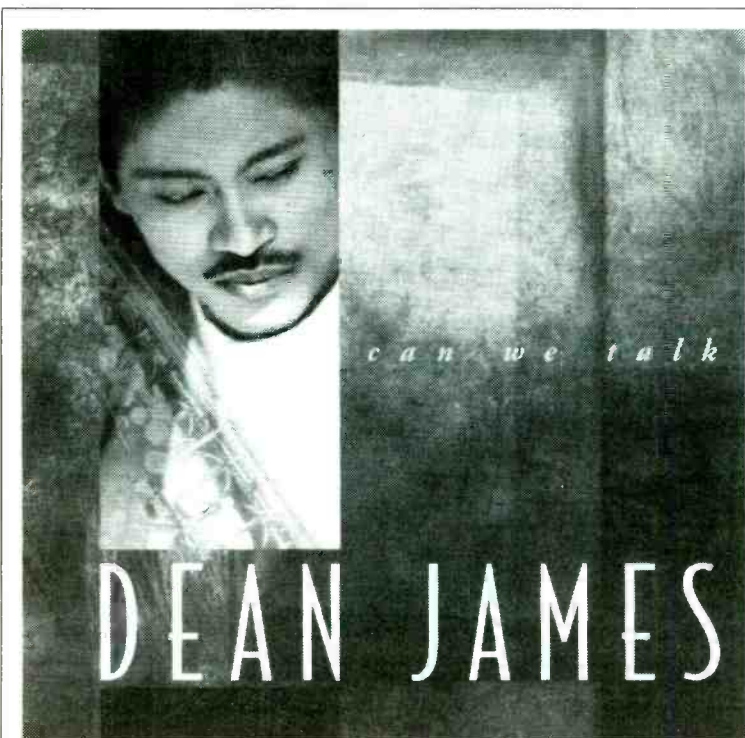
GEORGE BISHOP Midnight In Berlin (DA Music)
Total Plays: 87, Total Stations: 11, + Plays: 2

CRAIG T. COOPER Just Relax (Sin-Drome)
Total Plays: 75, Total Stations: 11, + Plays: 55

LIONEL HAMPTON Jazz Me (MoJAZZ/Motown)
Total Plays: 75, Total Stations: 15, + Plays: 2

DEZONA Hands (Lipstick)
Total Plays: 74, Total Stations: 13, + Plays: 34

Songs ranked by total plays.



DEAN JAMES

"Can We Talk"

FEATURING:

"Can We Talk" "Skylight" "A Love Song"
"All Of Me" "Lay Your Hands On Me"

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CAROL ARCHER

Out Of The Booth And Up The Station Ladder

□ Advancing from on-air to the programming ranks

Many air personalities aspire to expand their professional roles. The subsequent leap from air talent to MD, APD, or PD is a logical one and happens all the time.

But what does it take to begin that process? Several programmers offer their advice and describe how mentors have helped them — by example and by identifying and nurturing their talents.

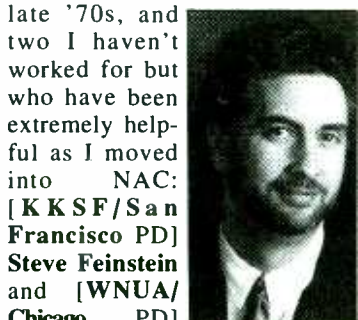
'Work Within Parameters'

WJZZ/Detroit PD O'Neal Stevens began working on-air in 1983 at 'JZZ sister station WCHB. His advice to announcers who want to move into programming? "First and foremost, don't complain! That gets you to the next step and makes you a team player. From the announcer's perspective, they often wonder, 'Why are we playing these same tunes?' or 'Why do we need



yond his or her show. "He or she must understand the larger goals of the station and the elements that get put into their shows by the PD and MD. They need a real curiosity about things beyond their four- or five-hour shift. A PD can tell who potential programmers are because they express an interest, an intellectual curiosity [about the big picture] — even when they don't need the information for their show."

He agrees that having a mentor can make all the difference. "It's true in any profession that having someone you can learn from, respect, and admire is important. My mentors were Rick Peters, my former PD at WLVE (Love 94)/Miami in the late '70s, and two I haven't worked for but who have been extremely helpful as I moved into NAC: [KKSF/San Francisco PD] Steve Feinstein and [WNUA/Chicago PD] Lee Hansen."



Michael Fischer

Tapping An Apprentice

SW Networks Smooth FM PD Michael Fischer recalls how mentors broadened his perspective, eventually allowing him to become a mentor to others. "After my first ra-

dio gig — an internship at AOR KPRI/San Diego — I worked for Unidyne Broadcasting owner/Pres. Jack McCoy, an experience that changed my life dramatically. He taught me how to manipulate numbers through outstanding programming, promotion, and research, and how to maximize each."

Fischer's mentor list includes KIFM/San Diego PD Bob O'Connor and WNUA PD Lee Hansen, about whom he says, "I learned how to be a PD from him. Lee knows how to keep a poker face, when not to give up too much, and when to bend. Now that I'm a PD, I'm in a position to mentor others, something I really believe in."

"We must remember that we're all only as good as the people we surround ourselves with," Fischer concludes. "I've designated [SW Smooth FM] air personality Haneen Hunter as apprentice APD/MD, because she really gets NAC. I'm teaching her to listen to music the way I do, to set up a format clock, to read an Arbitron book, and how to do market analysis."



Ralph Stewart

Be Indispensable

KTWV/Los Angeles APD/MD Ralph Stewart began his radio career as a jock in the Northwest. "Originally, my aspiration was to be a great air talent," Stewart remembers. "But as it turned out, I was an awful jock. I was very interested in the music, however. And by showing that interest, I evolved into management."

"I was doing overnights and came in during the day to help with music on my own time, without the MD title. And that gave me greater marketability. My advice to any air talent is to volunteer for any task and make yourself indispensable. Be inquisitive. Get your face into everything and learn as much about every area as you can. I once helped rewire the studio, and even that helped me by taking some of the mystery out of engineering."

Stewart believes every person along one's career track is a role model. "You can't help but be influenced by anyone you work for, whether it's a positive experience or not. Come away from every GM or PD you've worked for — you've either gained insight and knowledge from them, or you've



BOZ TURNS ON HARBOR LIGHTS — Boz Scaggs (r) performed a rare unplugged set before an enthralled crowd of thousands at KIFM/San Diego's recent Anniversary Festival. He's seen here with KIFM VP/Programming Bob O'Connor.

let them make some mistakes for you. And you learn from that, too."

To capitalize on the learning possibilities inherent in the relationship between himself and PD Chris Brodie (whom he calls "level-headed, objective, and adept at diplomacy without sugar-coating it — something many people in this business could use some help with"), Stewart says he tries not to go to Brodie with a dilemma for which he doesn't already have a possible answer. "It's important that anyone in the number two position not look to their PD for all the answers without asking themselves how they'd handle the situation. If they do get the chance to be in that [PD's] seat, they'd better be able to do those things pretty fast."

Personalities must understand the larger goals of the station. They need a real curiosity about things beyond their four- or five-hour shift.
— Ross Block

The Big Picture

WNUA/Chicago APD/MD Tom Miller says every colleague represents a learning opportunity for those who want to expand their horizons beyond announcing. "Working with [PD] Lee Hansen is incredible because he's so intelligent, good-hearted, and people-oriented that everyone wants to be on the team to accomplish the goals he's set. An announcer who wants to program would do well to develop these qualities in him/herself."



Tom Miller

Miller's radio career was nurtured by former KMET/Los Angeles PD Chris Brodie during Miller's eight-year stint there, NAC pioneer John Sebastian, and Broadcast Architecture CEO Frank Cody. To do a better on-air job and structure an eventual move into the upper ranks, Miller advises personalities to learn how to "work within the organization to accomplish goals, look at the big picture in a creative way, and seek information from widely diverse sources, which creates a broad vision."

to do this or that,' believing that if they were in management, they could change those things.

"The reality is there's someone over you, and you need to work within their parameters if you're going to learn from them. You have to have patience and diligence. You should also know what you might be getting into: I've been working 13 hours a day, seven days a week literally, for the past eight months."

To make the jump into program management, WSJT/Tampa PD Ross Block says the personality needs to be aware of the station be-



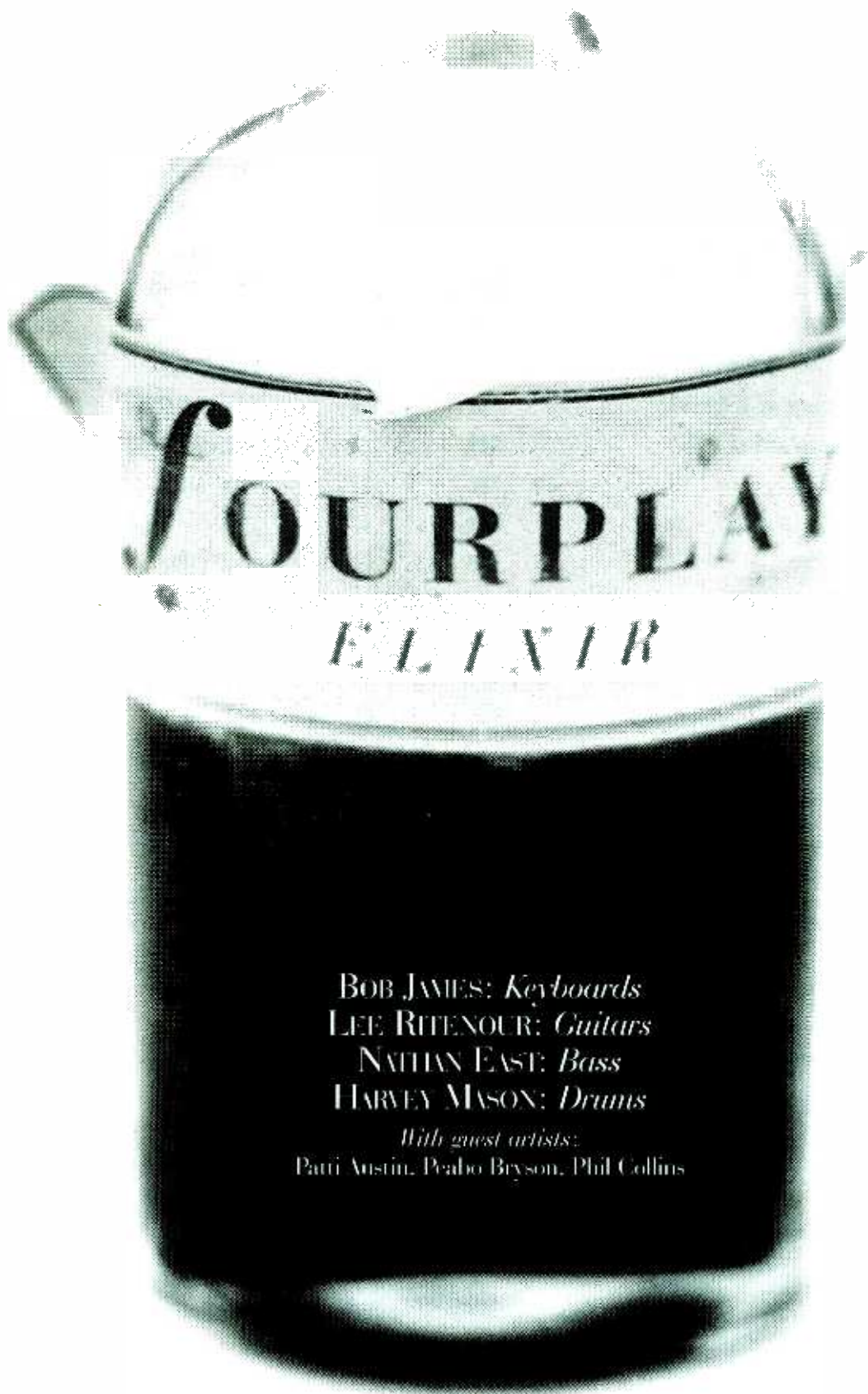
TOMS SEPARATED AT BIRTH? — GRP saxman Tom Scott (c) with GRP Dir. Natl. Promotion Beth Lewis and WNUA/Chicago APD/MD Tom Miller.



'THEY TAKE OUR BREATH AWAY' — Epic artists Tuck and Patti recently performed at the Sapphire Supper Club in Orlando. Shown here (l to r): WLOQ/Orlando PD Steve Huntington, Patti, Tuck, and Epic Florida local promo rep Anna Armington.



A potent combination of four special ingredients.



BOB JAMES: *Keyboards*
LEE RITENOUR: *Guitars*
NATHAN EAST: *Bass*
HARVEY MASON: *Drums*

With guest artists:
Patti Austin, Peabo Bryson, Phil Collins

Going for adds August 24.

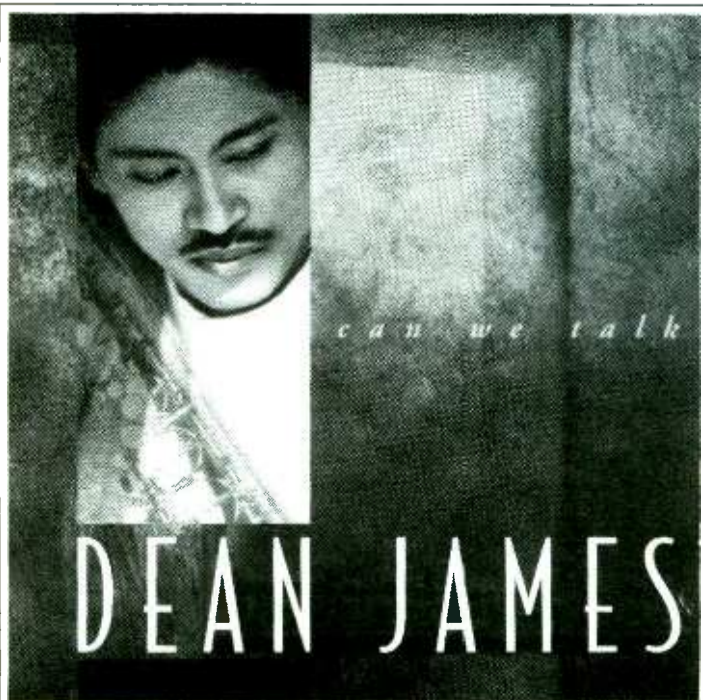
Produced by Fourplay. Management: Fourplay c/o Mark Wexler. Get the latest info on Warner Bros. artists from the Internet (<http://www.jazzonlin.com/JAZZ/WBjazz.htm>)
Lee Ritenour appears courtesy of GRP Records; Peabo Bryson appears courtesy of Columbia Records; Phil Collins appears courtesy of Atlantic Records.



AUGUST 18, 1995

3W	2W	LW	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- OVER LAST WEEK	EMPHASIS TRACKS (PLAYS)		
1	1	1	1	RICK BRAUN Beat Street (<i>Mesa/Bluemoon</i>)	713	+22	"Cadillac" (277)	"Groovis" (209)	"Harlem" (115)
5	2	2	2	JAZZMASTERS Jazzmasters II (<i>JVC</i>)	596	+19	"Freedom" (478)	"Remember" (28)	"Inner" (18)
6	5	3	3	URBAN KNIGHTS Urban Knights (<i>GRP</i>)	496	+5	"Rose" (236)	"Longing" (138)	"Wanna" (47)
13	8	6	4	PAUL TAYLOR On The Horn (<i>Countdown/Unity</i>)	469	+21	"Exotica" (411)	"Meet" (25)	"Free" (13)
3	4	4	5	NELSON RANGELL Destiny (<i>GRP</i>)	453	-26	"Grace" (332)	"Little" (63)	"Sonora" (24)
14	10	8	6	KEVIN TONEY Pastel Mood (<i>Ichiban</i>)	451	+26	"Celebration" (343)	"Midnight" (50)	"Years" (43)
4	6	7	7	LEE RITENOUR & LARRY CARLTON Larry & Lee (<i>GRP</i>)	413	-25	"Rain" (109)	"Closed" (108)	"Crosstown" (72)
11	11	10	8	INCOGNITO 100 Degrees And Rising (<i>Verve Forecast</i>)	411	+10	"Fall" (330)	"Wrong" (23)	"Spellbound" (21)
15	16	13	9	HEAVY SHIFT Unchain Your Mind (<i>Discovery</i>)	404	+23	"Shade" (377)	"Hawaii" (11)	"Mambo" (10)
—	28	20	10	3rd FORCE Force Of Nature (<i>Higher Octave</i>)	400	+66	"Night" (211)	"Forever" (121)	"Home" (40)
2	3	5	11	BRIAN CULBERTSON Modern Life (<i>Mesa/Bluemoon</i>)	396	-77	"Midnight" (228)	"Come" (93)	"Tor" (34)
10	17	11	12	KEN NAVARRO Brighter Days (<i>Positive</i>)	395	+13	"Dream" (246)	"Compassion" (70)	"Give" (50)
7	7	14	13	AARON NEVILLE The Tattooed Heart (<i>A&M</i>)	380	+9	"Heart" (257)	"Use" (113)	"Days" (4)
9	9	9	14	SLIM MAN End Of The Rainbow (<i>GES</i>)	376	-34	"Faith" (298)	"Start" (32)	"Should've" (32)
16	14	15	15	JIM BRICKMAN By Heart (<i>Windham Hill</i>)	376	+6	"Angel" (356)	"Heart" (9)	"Looking" (5)
29	24	24	16	JOE TAYLOR Spellbound (<i>RCA Victor</i>)	361	+57	"Delphin's" (271)	"Spellbound" (25)	"Storm" (24)
—	21	23	17	TORCUATO MARIANO Last Look (<i>Windham Hill</i>)	358	+53	"Last" (147)	"Ocean" (54)	"Africa" (48)
18	15	12	18	EVAN MARKS Long Way Home (<i>Verve Forecast</i>)	352	-29	"Seaview" (212)	"Long" (52)	"Feels" (29)
23	20	17	19	KIRK WHALUM In This Life (<i>Columbia</i>)	346	0	"Reck'n" (198)	"Peaceful" (44)	"Livin'" (40)
8	12	16	20	CHIELI MINUCCI Jewels (<i>JVC</i>)	326	-24	"Phat" (304)	"Hideaway" (12)	"Cats" (9)
22	22	21	21	JON B. Bonafide (<i>Yab Yum/550 Music</i>)	322	+7	"Someone" (322)		
17	18	19	22	GREG VAIL E-Motion (<i>Brainchild</i>)	315	-23	"Just" (166)	"Gift" (100)	"Ben-Jamin" (12)
20	19	22	23	VARIOUS ARTISTS Forget Paris Soundtrack (<i>Elektra/EEG</i>)	314	+1	"Someone" (314)		
—	26	25	24	J MICHAEL VERTA The Phoenix (<i>Brainchild</i>)	299	+11	"Saul" (111)	"Online" (107)	"O.B.C." (20)
27	23	26	25	ISAAC HAYES Raw & Refined (<i>Point Blank/Virgin</i>)	272	+8	"405" (261)	"Breeze" (5)	"Ocean" (4)
12	13	18	26	HERBIE HANCOCK Dis Is Da Drum (<i>Mercury</i>)	259	-82	"Bo" (182)	"Butterfly" (67)	"Call" (10)
28	30	28	27	VARIOUS ARTISTS Pocahontas Soundtrack (<i>Hollywood</i>)	257	+2	"Colors" (257)		
26	29	27	28	PAUL GRAHAM Fly Away (<i>Anacapa</i>)	251	-10	"Fly" (251)		
30	—	29	29	RAY OBIEDO Zulaya (<i>Windham Hill</i>)	235	-13	"Midnight" (170)	"Lucia" (16)	"Place" (16)
				DEBUT 30 KEIKO MATSUI Sapphire (<i>White Cat/Unity</i>)	228	+45	"Safari" (184)	"Tears" (20)	"Bouncing" (19)

This chart reflects airplay from August 3-9. Albums ranked by total plays, with plays from all cuts from an album combined.
47 NAC reporters. 46 current playlists. © 1995, R&R Inc.



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NAC REPORTERS

Stations and their adds listed alphabetically by market

<p>KRZN/Albuquerque, NM PD: Mark McGuire DANCING FANTASY "Walk" SLIM MAN "Faith"</p>	<p>WFSJ/Jacksonville, FL PD: Hank Dole PHILLIPE SAISSE "Masques" LIONEL HAMPTON "Jazz"</p>	<p>WLOQ/Orlando, FL PD: Steve Huntington MD: Bob Church STANLEY CLARKE "Deja's" STANLEY CLARKE "Curve" KEIKO MATSUI "Tears" CRAIG T. COOPER "Wine" CRAIG T. COOPER "Coast" RICK BRAUN "Cadillac" JIMMY BUFFETT "Heaven" GRANT GEISSMAN "World" GRANT GEISSMAN "Dragon" YELLOWJACKETS "Chosen"</p>	<p>KCLC/St. Charles, MO PD: Rich Reigert MD: Jason Wacker DEZONA "Hands" SHAHIN & SEPEHR "Silent" JOE TAYLOR "Delphin's" 3RD FORCE "Night" TORCUATO MARIANO "Africa" FAREED HAQUE "Tabriz" BRIAN SIMPSON "April" STEVE ALLEE "Stormfront" JOHN BOSWELL "Rikki's" J MICHAEL VERTA "Online" PATRICK O'HEARN "Synergy"</p>
<p>KNIK/Anchorage, AK PD: Dean Williams WIND MACHINE "Way" ABRAHAM LABORIEL "Slippin" DAVID SANBORN "Everything"</p>	<p>KCIY/Kansas City, MO PD: Doug Gondek MD: Michelle Chase MARION MEADOWS "South"</p>	<p>WMTQ/Panama City, FL PD: Bill Harman BRUCE HORNSBY "Changes" BRUCE HORNSBY "Night" GRANT GEISSMAN "Dragon" SHAHIN & SEPEHR "October" MARC ANTOINE "Quarter" MARC ANTOINE "Sand" GRANT GEISSMAN "World" GRANT GEISSMAN "Quiet"</p>	<p>KBZN/Salt Lake City, UT PD: Dale Nelson STANLEY CLARKE "Deja's" MARC ANTOINE "Sand" MARION MEADOWS "South"</p>
<p>WJZF/Atlanta, GA PD: Mark Edwards YELLOWJACKETS "Hand" MARC ANTOINE "Sand" STANLEY CLARKE "Deja's"</p>	<p>KTWV/Los Angeles, CA PD: Chris Brodie APD/MD: Ralph Stewart MARC ANTOINE "Quarter" GRANT GEISSMAN "Thinking"</p>	<p>WJZZ/Philadelphia, PA PD: Anne Gress No Adds</p>	<p>KCJZ/San Antonio, TX PD: Matt McCann J MICHAEL VERTA "Saul"</p>
<p>WSJZ/Buffalo, NY PD: Steve Wiersman MD: Chris Wittingham MARC ANTOINE "Sand" MARION MEADOWS "South" STANLEY CLARKE "Deja's"</p>	<p>WLVE/Miami, FL PD: Rich McMillan MD: Geoff Fischer No Adds</p>	<p>KJZZ/Phoenix, AZ MD: Bill Shedd ABRAHAM LABORIEL "Slippin" RONNIE LAWS "River" CARIBBEAN JAZZ PROJ. "Abracadabra" CARIBBEAN JAZZ PROJ. "Latin" BRIAN SIMPSON "Lake" BRIAN SIMPSON "Lake" SADAO WATANABE "Scene" SADAO WATANABE "Eye"</p>	<p>KIFM/San Diego, CA PD: Bob O'Connor MD: Kelly Cole JAZZ CRUSADERS "Part" GARY TAYLOR "Time's" MARC ANTOINE "Sand" PHILLIPE SAISSE "Masques" JIMMY BUFFETT "Heaven"</p>
<p>WFAE/Charlotte, NC PD: Paul Stribling MD: Tena Simmons MARC ANTOINE "Sand" BRIAN SIMPSON "Because"</p>	<p>KCFE/Minneapolis, MN PD: Rob Moore MD: Scott Thompson YELLOWJACKETS "Chosen" YELLOWJACKETS "Hand" MARC ANTOINE "Quarter" LORIE LINE "Moments" VANCE GILBERT "Outside"</p>	<p>KYOT-FM/Phoenix, AZ PD: Nick Francis JAZZMASTERS "Groove" PHILLIPE SAISSE "Feelin"</p>	<p>KBLX/San Francisco, CA PD: Kevin Brown MD: Ron Cadel WAYMAN TISDALE "Back" RICK BRAUN "Harlem" YELLOWJACKETS "Hand" SADAO WATANABE "Eye"</p>
<p>WNUA/Chicago, IL PD: Lee Hansen APD/MD: Tom Miller KEIKO MATSUI "Safari" STANLEY CLARKE "Deja's" MARC ANTOINE "Sand" 3RD FORCE "Eyes" VANESSA WILLIAMS "Betcha"</p>	<p>KMJZ/Minneapolis, MN PD/MD: Tom Steeker RAY OBIEDO "Midnight" KEIKO MATSUI "Safari"</p>	<p>KKJZ/Portland, OR PD: Chris Miller MD: Shaun Yu STANLEY CLARKE "Deja's" INCOGNITO "Fall" MARC ANTOINE "Quarter"</p>	<p>KKSF/San Francisco, CA PD: Steve Feinstein MD: Dore Steinberg MARC ANTOINE "Quarter" YELLOWJACKETS "Chosen" B-TRIBE "Suave" JOAO GILBERTO "Meditation"</p>
<p>WNWV/Cleveland, OH PD: Bernie Kimble MARC ANTOINE "Sand" CLARENCE CLEMONS "Forest" GRANT GEISSMAN "Dragon"</p>	<p>KSBR/Mission Viejo, CA PD: Terry Wedel ABRAHAM LABORIEL "Hide" GRANT GEISSMAN "Skin" PHILLIPE SAISSE "Masques" MARC ANTOINE "Quarter" YELLOWJACKETS "Summer" LIONEL HAMPTON "Jazz" RITENOUR & CARLTON "Steppin" STANLEY CLARKE "Deja's"</p>	<p>WOTB/Providence, RI PD: Bill Gray CLARENCE CLEMONS "Forest" MARC ANTOINE "Sand" URBAN KNIGHTS "Radio" YELLOWJACKETS "Summer" YELLOWJACKETS "Chosen" MACPHERSON/BLACKBURN "Skin" JAZZ CRUSADERS "Part" MARC ANTOINE "Quarter" YELLOWJACKETS "Blacktop" GRANT GEISSMAN "Dragon" GRANT GEISSMAN "Gypsies" GRANT GEISSMAN "Skin"</p>	<p>KWJZ/Seattle, WA PD: Dave McKay MD: Michael Eads MARC ANTOINE "Sand"</p>
<p>KOAI/Dallas, TX PD: Jim Teeson MD: Bret Michael ANNIE LENNOX "Whiter" 3RD FORCE "Night" STANLEY CLARKE "Deja's"</p>	<p>KXDC/Monterey, CA PD/MD: Scott O'Brien YELLOWJACKETS "Chosen" TORCUATO MARIANO "Last" J MICHAEL VERTA "Online" BRUCE HORNSBY "Changes" GRANT GEISSMAN "Thinking" PHILLIPE SAISSE "Madison" TOWER OF POWER "Keep"</p>	<p>WNND/Raleigh, NC PD/MD: Jim Seagull No Adds</p>	<p>WSJT/Tampa-St. Petersburg, FL PD: Ross Block RITE OF STRINGS "Renaissance" TOWER OF POWER "Keep" KEIKO MATSUI "Safari" WALTER BEASLEY "Private" TORCUATO MARIANO "Last"</p>
<p>KHHH/Denver, CO PD: Jaime Kartak MD: Becky Taylor NELSON RANGELL "Little" MARC ANTOINE "Sand" STANLEY CLARKE "Deja's" INCOGNITO "Fall"</p>	<p>KLJZ/New Orleans, LA PD: Shirley Maldonado CLARENCE CLEMONS "Forest"</p>	<p>KQBR/Sacramento, CA PD: Lawrence Tanter APD/MD: Keli Garrett AFTER 7 "Right" JAZZ CRUSADERS "Jamaica" JAZZ CRUSADERS "Un-Hon"</p>	<p>WJZE/Toledo, OH PD: Steve Athanas SOPHIE B. HAWKINS "Lay"</p>
<p>WJZZ/Detroit, MI PD: O'Neal Stevens MD: Rosetta Hines OOTSERO "Synergy" TORCUATO MARIANO "Last" YELLOWJACKETS "Lullaby" LIONEL HAMPTON "Gossamer" MARION MEADOWS "My" MARION MEADOWS "Summer's"</p>	<p>WQCD/New York, NY PD: Fleetwood Gruver APD/MD: Steve Williams GARY TAYLOR "Mood" STANLEY CLARKE "Deja's" MARC ANTOINE "Sand"</p>	<p>KSSJ/Sacramento, CA PD: Ken Jones MD: David Anderson MARC ANTOINE "Quarter" RANDY CRAWFORD "Cajun" STANLEY CLARKE "Deja's"</p>	<p>WJZW/Washington, DC PD: Steve Kosbau MARC ANTOINE "Sand" STANLEY CLARKE "Deja's" MARION MEADOWS "South"</p>
<p>WGUF/Ft. Myers-Naples, FL PD: Michael Bode MD: Greg Hammonds BRIAN SIMPSON "Hidden" MARION MEADOWS "South" MARC ANTOINE "Sand"</p>	<p>WJCD/Norfolk, VA PD: Maxine Todd MD: Larry Hollowell REGINA CARTER "Name" RANDY CRAWFORD "Cajun" MARC ANTOINE "Quarter" CRAIG T. COOPER "Play" VANESSA WILLIAMS "Can't" YELLOWJACKETS "Dreamland" YELLOWJACKETS "Lullaby"</p>	<p>KNJZ/St. Louis, MO PD: Ted Habeck MARC ANTOINE "Quarter" BRIAN CULBERTSON "Come" GRANT GEISSMAN "Business"</p>	<p>47 Total Reporters 47 Current Reporters 46 Current Playlists</p> <p>Reported Frozen Playlist (1): WEZV/Lafayette, IN</p>
<p>KEZL/Fresno, CA PD: Mike Vasquez MARC ANTOINE "Sand" MARION MEADOWS "South" CLARENCE CLEMONS "Forest"</p>	<p>KTNT/Oklahoma City, OK MD: Stephanie Stewart KEIKO MATSUI "Safari" JAZZMASTERS "Understand"</p>		
<p>KUCD/Honolulu, HI PD: Mahlon Moore MARC ANTOINE "Sand" AFTER 7 "Right" MARION MEADOWS "South"</p>			

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We're continuously in contact with stations needing personnel in all size markets, situations. If you want to be represented by us to the opportunities we're working, call today for free information. Or call any savvy GM or PD and ask about us. NEED CTRY and AC talent, those good with phones and morning talent. 4270 Aloma Ave, 124 Ste. 12 C, Winterpark, FL 32792

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Large market heritage station seeks leader to take us to the next level. Candidates must be adaptable to a unique market strategy, possess strong research background, have creative promotion and marketing savvy, and the finesse and smarts to work with a talented air staff, and do an air shift. This is a career opportunity not just your next job. Send T&R, philosophies and ratings to: Radio & Records, 10100 Santa Monica Blvd, #733, 5th Floor, Los Angeles, CA 90067 EOE

Seeking up-and-coming air talent who understand energy and communication for Country and CHR openings. Great radio stations, great opportunities. Sizzling production skills a must. Rush T&R to: Ken Moultrie (Country) or JJ Cook (CHR) BP Consulting Group 2211 5th Ave., Seattle, WA, 98121 EOE

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Articulate, energetic, creative person sought for affiliate sales position with major New York/Los Angeles based program supplier. Must have a love of radio (experience in radio a plus) and some sales experience. Must be a team player! Ability to travel required. Send resume, cover letter and salary history to: P.O. Box 5473, Rockefeller Center, New York 10019 EOE

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OPENINGS

EAST

News Talk station in New Haven, CT. Seeks anchor/reporter. T&R: WKCI, Nancy Grover, 495 Benham St., Hamden, CT 06514. EOE(8/18)

New England newest radio powerhouse seeks account executives. RESUMES: WLYT, GM, 30 How Str., Haverhill, MA 01830. EOE(8/18)

AC station seeks newperson/AM drive co-host. Top local morning show. T&R: WJYY: Harold Kozlowski, Box 1923, Concord, NH 03302. EOE(8/18)

Immediate opening for night rocker. Production/appearances. T&R: WKLC, GM, 100 Kanawha Terrace, St. Albans, WV 25177. EOE(8/18)

Traffic anchor opening in Boston. Major market on-air experience required. T&R: WMJX, Don Kelley, Box 352, Boston, MA 02117. EOE(8/18)

Country seeks morning co-host/sidekick, news, sports. Possible MD. T&R: WDLS, Jim Rising, Box U, Dallas, PA 18612. EOE(8/18)

AD sales openings in Country and 70's formats, 70 miles North of NYC. T&R: WRWD, Human Resource Director, Box 1073, Highland, NY 12528. EOE(8/18)

- Top 10 market seeking America's best Love
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- & Records, 10100 Santa Monica Blvd, #732,
- 5th Floor, Los Angeles CA 90067 EOE

MORNING TALENT

You need a great job. We need a great talent who's warm, interesting, funny, and a promotin' fool! WKSQ/Bangor, ME is a winning station in a beautiful but hotly competitive Arbitron market. There's never a dull moment! T&R to: Mark Osbourne, WKSQ, One Cumberland Place, Bangor, ME 04401. (207) 667-7573. EOE M/F

IT'S A TALENT SEARCH!

Looking for a team/someone who understands what it takes to win in mornings. Can you succeed by playing the music and delivering your personality in a way that will fit and own our market? Top notch heritage CHR! Send T&R to: Radio & Records, 10100 Santa Monica Blvd, #730, 5th Floor, Los Angeles, CA 90067 M/F EOE

OPENINGS

Young adult talk station is looking for fulltime host for future opening. Teams will be considered. Entertainment based. Top 40 background a plus. Dominant station, Northeast market. We guarantee confidentiality, Resume, references and cassette to: Radio & Records, 10100 Santa Monica Blvd, #731, 5th Floor, Los Angeles, CA 90067 EOE

AFFILIATE RELATIONS MANAGER

Articulate, energetic, creative person sought for affiliate sales position with major New York/Los Angeles based program supplier. Must have a love of radio (experience in radio a plus), and some sales experience. Must be a team player! Ability to travel required. Send resume, cover letter and salary history to: P.O. Box 5475, Rockefeller Center, New York, New York 10019. EOE



HEY EARTHLINGS ... WANNA WAKE UP THE PLANET?

THE PLANET 96.3 (WHYT-FM) in Detroit needs a morning show ...

TODAY!

If you're great, FED EX your T&R (no calls) to Rick Gillette, OM/PD, THE PLANET 96.3, 2100 Fisher Building, Detroit, MI 48202. Knowledge of alternative music and lifestyle a plus. No losers ... no wimps ... nobody with an attitude ... unless it's BAD. THE PLANET 96.3 is an equal opportunity employer.



Are you warm, friendly, topical, intelligent, fun, creative, hard-working and willing to be part of a morning team?

3 years' major market/morning show experience? Then maybe you're the right person for the Early Morning Show on TODAY'S COUNTRY, 92 WXTU, PHILADELPHIA.

Tape and resume to: Kevin O'Neal, Program Director, WXTU, 555 City Ave. Bala Cynwyd, PA 19004 No Calls. EOE



STAR 92.9 Delaware's Best Music MORNING DRIVE AIR TALENT

Benchmark Communication "Star 92.9" is accepting tapes and resumes for mornings on the Top-rated Contemporary Hit Music Station in Central Delaware. Pros; State-of-the-art digital studios, health and dental, 401-k, and the beach is just an hour away. Send T&R to: Sky Phillips, WSRV, P.O. Box 11727, Wilmington, DE. 19805, Females and Minorities Encouraged to apply. Benchmark Communications is an Equal Opportunity Employer.

OPENINGS

DREAM JOB!!!

Can you ski? Do you ride a snowboard? Sno Country Reports seeks real communicators for our active audience on the nation's top radio stations. If you love mountain sports and talk like a pro, Rush T&R. Chuck Devine, Sno Country Reports, Box 401, Woodstock, VT 05091. EOE Women and Snowboarders encouraged.

Major Market talk station is looking for a producer for its morning team.

Must be topic-driven. If you can book guests, have a good feel for what people are talking about. If you are capable of translating real life experiences and events into parody songs and/or commercials, phone bits, character bits, or warm fuzzy features while keeping a couple of talented pros on track, then we need you YESTERDAY.

Rush your resume and morning show philosophies to: Radio & Records, 10100 Santa Monica Blvd. #727, 5th Floor, Los Angeles, CA 90067.



NIGHTS IN NEW YORK!

Q104.3 is looking for a 7 to midnight talent to Rock New York! Creative, compelling character with strong phones & production wanted. T&R to: Ron Valeri, Q104.3, 1180 6th Ave, New York, NY 10036. EOE

SOUTH

Lite Rock seeks talent for immediate and future full/parttime positions. T&R: WKWK, Doug Daniels, 88 Waddles Run Rd., Wheeling, WV 26003. EOE(8/18)

Classic Rock seeks FT AT. T&R: KBRQ, PD, 510 N. Valley Mills Dr., #504, Waco, TX 76710. EOE(8/18)

Are you one of America's great unemployed AT's? Is proving yourself more important than money? CALL: KHOM, Bill Thorman, (504) 876-5466. EOE(8/18)

Country FM seeks PM driver who can handle busy slot. T&R: WULF, Mike Marshall, 815 E. Lincoln Trail Blvd. Radcliff, KY 40160. EOE(8/18)

Corpus Christi Oldies station seeks news person. T&R: KLTG, Chris Baily, 1602 South Brownlee Ave., Corpus Christi, TX 78404. EOE(8/18)

Raleigh, NC NAC seeking future openings. T&R: WNND, Jim Seagull, 2000 Regency Parkway, Cary, NC 27511. EOE(8/18)

New Country seeks energetic personalities to fill out the staff T&R: KOLZ, Sandy Scott, Box 878, Fayetteville, AR 72702. EOE(8/18)

SUBSTANCE IN THE MORNING

Current AOR, booming southern BDS mkt. needs in-your-face morning person. Res/Cas/ Photo Randy, 99x, 5005 W. Monkhouse, Shreveport, LA 71109 EOE

You: Fun, entertaining. Great Morning Show.

Us: Big Market, great environment, great company, great compensation... THE TOOLSTOWN! Tapes and resumes immediately to: Radio & Records, 10100 Santa Monica Bl. #726, 5th Floor, Los Angeles, CA 90067. EOE

OPENINGS



WANTED!

Killer midday personality (no liner jocks!) for Classic Rocker in Northwest Arkansas. Must have at least three years' fulltime experience, a great attitude on and off the air, and be willing to sell your soul to the radio gods. If the tranquility of the Ozarks and the call of the Razorbacks beckon to you, overnight Tape & Resume to: Jim Hunter, 4250 North College, Fayetteville, AR 72703 EOE

NAC in Raleigh/Durham seeks Sales Manager to carry list, train, recruit, and develop sales team. Turnaround or qualitative experience a plus. Upward potential within one year for the right person. FAX resume to WNNB; (919) 481-0250. EOE



AFTERNOON DRIVE

Heritage Country powerhouse in booming marketplace seeks afternoon driver/production monster. We're as Full Service as it gets and we need help to keep our market-leading posture intact. Shift, production, remotes & appearances... the whole enchilada. Overnight your package to: Eric Marshall, OM/PD; KKIX, 4250 N. College, Fayetteville, AR 72703. Noalmark Broadcasting Is An Equal Opportunity Employer.

IMMEDIATE OPENING MORNINGS-AUSTIN, TEXAS

Austin's new PARTY 94.7 is looking for a morning host who can communicate with 25-34 women in a music-intensive setting. No shock jocks, no huge egos. We need a communicator who understands the target. T&R and references to Dusty Hayes-Program Director KPTY Radio, 4301 Westbank Dr., B-350, Austin, TX 78746. EOE. No calls please.

SOUTHEAST COASTAL AC

We have a rare opening for a fun, upbeat personable, stable adult radio pro. If you're polished, want a good shift, 20k base plus healthy talent fees, plus competitive benefits, Rush tape, resume and photo. We are an Equal Opportunity Employer with an aggressive Affirmative Action program. Radio & Records, 10100 Santa Monica Bl. #718, 5th Floor, Los Angeles, CA 90067. EOE

Top 50AC with opportunities for bright, hungry, energetic individuals, all dayparts, except mornings. Different positions, different needs, send your qualifications! Minimum 3 years on-air required. Females and minorities are encouraged to apply. T&R to: Radio & Records, 10100 Santa Monica Blvd. #734, 5th Floor, Los Angeles, CA 90067 EOE

OPENINGS

Maternity Leave! WJYR has temporary fulltime position open, approx. Sept. to Jan. Females encouraged, EOE. T&R to: 706 21st Ave, Myrtle Beach, SC 29577. EOE

Southwest Powerhouse

Tejano station is in search of a Program Director who can...

- * Lead, motivate and coach an air staff.
- * Direct all aspects of the programming dept.
- * Develop and execute powerful promotions.
- * Good knowledge of music scheduling software.

We want a tape and resume from you if you can make our station hotter than the temperature outside. Please direct your materials to: Radio & Records, 10100 Santa Monica Blvd, #728, 5th Floor, Los Angeles CA 90067 EOE

GENERAL MANAGER

Regent Communications is looking for a proven leader for its 5 stations in Louisville, KY. Candidates should possess previous GM experience, outstanding people skills & a track record for maximizing revenue shares & ratings. Confidential replies to: 50 E. RiverCenter, Suite 180, Covington, KY 41011. EOE

TWO OPENINGS

* WZZR-FM has an immediate opening for a midday announcer. This is not an entry level position. Experience a must.

* WZZR-FM/WMXQ-FM/WAPI-AM/WJOX-AM has an immediate opening for a Creative Services Director. We're not looking for a copywriter. You provide the talent and we'll provide the toys. Send tapes and resumes to Kerry Lambert, Program Director, WZZR-FM 236 Goodwin Crest Drive, Birmingham, Alabama 35209. EOE

New Alternative in Kentucky... Looking for AM & FM drive yesterday! Must know and appreciate the music! Great attitude, on-air and production skills. Experienced! Send tape, resume and photo to: Radio & Records, 10100 Santa Monica Blvd, #729, 5th Floor, Los Angeles, CA 90067 EOE

WKBC 97.3 FM MORNINGS OVERNIGHTS & PART TIME IN WESTERN NC

WKBC-FM is searching for motivated, experienced, energetic communicators to fill fulltime slots in morning drive, and overnights. We also want talented parttime staffers who are not scared of hard work, and are willing to work toward that next plateau.

Part of our exciting new staff is already in place. You may be the person we need to round it out. We require on-air excellence, and knowledge of music. Experience with production, promotions, programming, computers and other areas is a plus.

We offer competitive pay and benefits and opportunities to advance. Send your very best air and production work on tape with a resume today. Previous applicants to WKBC need not apply again. Send to: WKBC-FM, Joe Martin, PD, Box 938, North Wilkesboro, NC 28669. EOE

OPENINGS

Progressive, nationally-known voice-over studio is looking for producer/engineer. We want your production skills, not your voice. Requires experience directing voice talent other than yourself. Must be creative self-starter. Excellent verbal and written skills. Experience with digital workstations a plus. Nonsmokers only. Send tape of the best commercials you've engineered and produced, plus resume and salary requirements to: ProComm Studios, Production Manager, P.O. Box 1168, Arden, NC 28704. EOE

PRODUCTION AIR TALENT

106.1 KISS-FM, Dallas/Fort Worth (CHR) has an immediate opening for Production/On-Air Talent. Minimum of 2 years experience. Requirements: must have the ability to write, produce, and voice spots; multitrack experience; and be able to do on-air shift and fill-in as needed. Send air check, production tape and resume to:

John Cook
KHKS/106.1 KISS-FM
8235 Douglas, Suite 300
Dallas, TX 75225
Equal Opportunity Employer



■ **WWQQ-FM**, the top rated country station in Wilmington, NC, along with Star 105.5 Classic Rock, and Hot AC Whistle 92.3 is looking for a General Sales Manager who has excellent leadership, coaching and budgeting skills, along with superior training and inventory management ability.

■ If you are a team player with a strong desire to win, fax your resume today to Bell Hennes, General Manager, 910-762-0456. Or mail your resume to:

Bill Hennes, GM,
WWQQ/WQSL/WXQR
721 Market St., Suite 101
Wilmington, NC 28401

■ Minorities and women are encouraged to apply. HVS Partners is an Equal Opportunity Employer.



TOP 10 MARKET OLDIES PD

KLDE Houston is one of the country's premiere Oldies stations. We have a unique opportunity for a strategic programming leader to maintain and build on our strong ratings and revenue position. Requires extensive proven track record in any format in large/medium markets. The ideal candidate excels in team leadership, talent development, bigger than life promotions, creativity, and superior organizational skills. Attractive compensation + benefits package. Owned by Entercom, a growing and financially secure group owner. Send your T&R with references and salary history to: General Manager, KLDE, 5353 W. Alabama, Suite 450, Houston, TX 77056. No phone calls. EOE

OPENINGS

MIDWEST

Market-dominant CHR seeks all positions. T&R: KLYV, Alan Fee, Box 1280, Dubuque, IA 52004-1280. EOE(8/18)

Seeking creative director. Great writing skills a must. T&R: KSD, PD, 3100 Market Street, St. Louis, MO 63103. EOE(8/18)

7-midnight AT/production sought. Must do hot show. College town. CHR format. T&R: KCCQ, Ron Revere, Box 728, Ames, IA 50010. EOE(8/18)

Seek a move up from small market news? Anchor/reporter opening. T&R: WOSH, Steve Bishop, Box 1039, Oshkosh, WI 54902. EOE(8/18)

Accepting T&R's for future openings at Country station. T&R: WHMQ, Todd James, Box 108, Findlay, OH 45839. EOE(8/18)

Seeking News reporter. Applicants must have at least 3 years' broadcast news experience. T&R: KRGI, Chris Lohry, Box 4907, Grand Island, NE 68802. EOE(8/18)

WLHT Radio needs an on-air Morning Show Producer/Traffic Reporter/Fill-in/Vacation. 3 years broadcast experience needed. Send tape and resume to Steve Dirksen, WLHT, P.O. Box 96, Grand Rapids, MI 49501. No calls. EOE

Join a talented team of fun and highly successful radio allstars. KGBX-FM is seeking communicator to fill a rare afternoon drive opening. Daypart currently ranked #2 in 25-54 women. Great company! Great city! Great opportunity. T&R: Mitch Baker, Broadcast Plaza, 840 South Glenstone, Springfield, MO 65802. EOE

MORNING NEWS

Can you write and deliver a newscast that will convince OJ of his guilt? We're looking for a morning team player that understands what's really important in morning information. Work with a market legend, a great staff. We're top 25. Send us your stuff now. Radio & Records, 10100 Santa Monica Bl., 5th Floor, #721, Los Angeles, CA 90067. EOE

TALK MONSTER!

Is your talk show filled with author interviews, movie reviews and questions about the audiences favorite color? Then you suck ... move on. We're looking for the next piece of our talk show host puzzle. If you're compelling and like rough competition, send us your stuff. We're top 25. Our staff, the best. Our company, even better. Radio & Records, 10100 Santa Monica Bl., 5th Floor, #720, Los Angeles, CA 90067. EOE

TOP DOLLAR FOR RIGHT TALENT

Midwest CHR seeking "responsible" 7pm-Mid, a.s.a.p. NO KIDDIE SHOWS. Good pay for right person. Phone Skills, Appearances & Production also a plus. Radio & Records, 10100 Santa Monica Blvd., #707, 5th Floor, Los Angeles, CA 90067. EOE

OPPORTUNITIES

OPENINGS

Mornings-upbeat, bright communicator needed. Have fun, interact and play lots of music, Stable environment. T&R to Jeff DeWeese, Oldies 101.7, 347 West Berry, #600, Fort Wayne, IN 46802. No calls. EOE

Kalamazoo, Michigan "70's" station in search of fun, upbeat, air personalities to fill several upcoming openings. Good phones and great attitude a must. Women/Minorities encouraged to apply. T&R to Mike McClain, 96.5 "The Point", 6021 S. Westnedge St., Kalamazoo, MI 49002. MWC, Inc. is an EOE.



The Tri-Cities only P-2 CHR still looking for America's hottest up & coming afternoon air talent! Plenty of creative freedom for someone who can work in our state-of-the-art, 100% digital studio. Good money for the right person! Send your T&R + pic. 100.5 The Fox, 3070 Kabobel, Saginaw, MI 48604.

PROGRAM DIRECTOR

Are you creative and capable of making your station sparkle? Do you thrive in a competitive environment? Can you interpret research and execute a plan? Have you coached and developed air talent into great performers? We want to talk to you for our Hot AC. Mail resume and cover letter to: Raymond Cal, 99 WMYX (Heritage Media), 11800 W. Grange Ave., Hales Corners, WI 53130. EOE

OPPORTUNITY KNOCKS

in the pages of R&R every Friday
CALL: 310-553-4330

OPENINGS

WEST

Immediate opening for experienced AT with 8 track production experience. T&R: KZJH, Sean Lowman, Box 2620, Jackson, WY 83001. EOE(8/18)

Weekends on Fresno's top rated Country station. T&R: KSKS, Ken Boesen, 1110 E. Olive, Fresno, CA 93728. EOE(8/18)

Adult progressive accepting T&R's for FT/PT positions. T&R: KKOS, Sherman Cohen, 550 Laguna Dr., Carlsbad, CA 92008. EOE(8/18)

Seeking anchor/reporter. This is an entry level position. T&R: KSAY, Jim Wagener, Box 2269, Fort Bragg, CA 95437. EOE(8/18)

Central California AC seeks adult communicators. Stable position/good benefits. T&R: KLLY, Russ Davidson, 3651 Pegasus Dr., #107, Bakersfield, CA 93308. EOE(8/18)

Air Talents, prod., PBP high school sports, S.E. New Mexico Oldies/Sports & Country combo. T&R to Bob Coker, KKEL-KPER, Box 777, Hobbs, NM 88240, EOE

Morning Talk show host/AT wanted for small N. Cali. mkt. Strong daytime talk lineup is looking for you to take the morning show to the next level. If you believe in strong show prep, can mix up local, state and national issues while remembering to be an entertainer, can stay "top of mind" and want to live in one of the most beautiful spots in America, then we're looking for you. Send T&R, sal. hist. to: Radio & Records, 10100 Santa Monica Bl., 5th Floor, #725, Los Angeles, CA 90067. EOE

Market #35

The Most Livable Place in the US
We are looking for a great Production Assistant with digital, copywriting, organization and people skills. Is it YOU? Great company and benefits. Females and minorities encouraged to apply. Radio & Records, 10100 Santa Monica Blvd, #735, 5th Floor, Los Angeles, CA 90067 EOE

OPENINGS

Shadow Broadcast Services, San Francisco, seeks program director. Knowledge of market, computer skills a plus. Strong organizational skills a must Call John Winder (415) 777-2151. EOE

OPS. MGR N.W. COUNTRY-AC DUOP

- * Team leader
- * Computer literate & automation friendly
- * Sales-promotional
- * Creative, detailed, dynamic

T&R, program philosophies, goals to:



John Lund
The Lund Consultants Inc.
1330 Millbrae Avenue
Millbrae, CA 94030 EOE

PD IN PARADISE

Citadel Communications, KMGa, Magic 99.5, is looking for its next On-Air/Program Director. Live and work in the beautiful Southwest, Albuquerque, NM.

The person who fills this position should have 3-5 years small/medium market programming and on-air experience in AC radio, plus expert skills on Selector a must.

Our ideal candidate will have good people skills and a strong desire to make our Soft AC an entertaining and compelling radio station.

Please send cassettes and resumes to: Gary Berkowitz, Berkowitz Broadcast Consulting, Inc., 4901 Champlain Circle, W. Bloomfield, MI 48323-3529. EOE

Program/Operations Manager. Experienced, mature. Top-rated Bright AC in a modest-sized Northern CA market. Selector, promotions, community involvement and training. Highly professional company backed by strategic planning resources. Competitive compensation and benefits Resume to: Radio & Records, 10100 Santa Monica Bl., 5th Floor, #724, Los Angeles, CA 90067. EOE

OPENINGS

AIR TALENT

Network ground floor opportunity. State-of-the-art technology; Hot Country or Alternative Rock formats satellite delivered coast to coast. Live in a premiere Rocky Mountain resort community. All time slots available. Send tape and resume to Radio One Network by delivery to 82 East Beaver Creek Blvd. or mail to P.O. Box 5559, Avon, CO. 81620 EOE



Extremely rare opportunity at one of the alternative pioneers. LIVE 105 has a potential opening for early evening jock and music director. Only polished pros who live the format need apply. Call us and you're disqualified. Send tape, resume and philosophy to Assistant Operations Director, LIVE 105, 730 Harrison St. #300, San Francisco, CA 94107. EOE

99.1



OUT OF THE BOX!

Can you re-invent the wheel? We want you! Creative Promotions Director, well organized, with the ability to manage your own team. Be part of Chancellor Broadcasting's KGGI/KMEN in America's fastest growing major market. Examples of your work and resume to: Carmy Ferreri, KGGI/KMEN, 2001 Iowa Ave., Ste. 200, Riverside, CA 92507. No calls please, EOE.



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For Faster Service:
FAX Credit Card Payments To
310-203-8727



Or Call R&R at:
310-553-4330

OPENINGS



ALICE 106 DENVER

Alice is looking for a 7-Midnight air talent. A minimum of 3 years' experience. Sorry, my phone has been disconnected. Please send your air check, Production samples and resume to Gregg Cassidy, KALC Radio, 1200 17th Street, Suite 2300, Denver, CO 80202. by Friday, September 1, 1995. EOE

Operations Manager AM News/Talk Program Director

Eastern Washington AM/FM combo. Automation and news experience mandatory. Send tape & resume to: Station Mgr., P.O. Box 91723, Bellevue, WA 98009. Females and Minorities encouraged to apply.

Marketing Director /KHAY, Ventura, California
Duties: Promotions, database marketing, and airshift. Team Player, able to handle multiple tasks. No calls. Experienced only need apply. T&R to: Mark Hill, 3897 Market St., Ventura, CA 93003 EOE/MF

Program Director/Air Talent needed for Hot Country station in San Luis Obispo, CA. Rush T&R to Tom Keffury, KDDB, P.O. Box 987, San Luis Obispo, CA 93406. EOE No calls please.

Large voiceover recording facility has openings for HOT production engineers. DAW experience a plus. Send demo reel and resume to: M.G.R.S., 3421 W. Burbank Blvd., Burbank, CA 91505. Attn: Studio Manager EOE

KBRQ-FM Waco's Classic Rock station is seeking a morning pro. Send tapes and resumes to Tom Barfield KBRQ Radio, 510 N. Valley Mills Dr., Suite 504, Waco, Texas 76710 EOE

POSITIONS SOUGHT

Major market News/Talk program director/ops manager. Background also as GM and network news anchor, seeks challenge. MIKE: (703) 444-0868. (8/18)

Fun digital-ready AT/moderator seeking Ohio, 75th or larger market. JEFF: (216) 225-8770, E-mail, fz251@cleveland.freenet.edu. (8/18)

Computer-friendly 13-year pro seeks live medium market Adult Alt, Country, Oldies, with production. LARRY: (702) 878-2474. (8/18)

If you're seeking a conservative host who makes issues fun, has good ratings, persuades and entertains, then call for a demo. DOUG: (800) 294-0566. (8/18)

If you seek Mr. Write then Call after 7pm Eastern. HARVEY: (410) 938-8823. (8/18)

Major market experience including Houston and Oklahoma City. Flexible with all formats. Program experience too. RANDY: (314) 635-0080. (8/18)

POSITIONS SOUGHT

Lazy worthless drunks seek millionaire sports gig that includes daily call-in show. We come to work almost every day. STEVE: (614) 792-8607. (8/18)

West coast AT with top 30 drive time experience. Non-geeky, non-cheesy, non-rookie. Call voice mail for T&R. VALENTINO: (818) 727-5662. (8/18)

Does anybody really know what time it is? Because I'm no clock watcher. Talented, motivated individual seeking AMD/APD gig. DAVE: (813) 265-8212. (8/18)

Major market personality/news. Sharp satire. Will bribe with Pearl Jam tickets. Likes long walks on the beach. Will lie for you. JOHN: (800) 713-0414. (8/18)

Very professional 16-year team player in FL. Ability, knowledge, maturity. Prefer production/news. Possible shift attachment. Mr. MIKE: (904) 746-0207. (8/18)

Make your morning show come alive with topical conversation, celebrity impressions, and crazy characters. ED: (814) 459-4566. (8/18)

My ego needs charging. RONTO: (011) 49-931-56267, AFN Wuerzburg, Unit# 26228, APO AE 09036. (8/18)

Want winning numbers? Motivated PD/MD, top 50 experience. Market size unimportant. Dedicated and hard working with pipes. GARY: (915) 676-2558. (8/18)

Alan Colosi demo. KISS 108/Boston programming department, KISS-FM/London, WXXX-FM, WAAF. AT for the rest. ALAN: (617) 325-7518. (8/18)

Music director with over 8 years' experience in Country radio & fiancée from MO. seeks move to MO. or nearby state. JASON: (505) 836-3022. (8/18)

Another battle lost to automation. AT desires to do fun radio on a winning team. Air/prod/news, any format. QUINN: (619) 327-0839. (8/18)

Living in Florida, 12 years' experience medium/large markets. CHR/AC/70's/Soft AC/Oldies, PBP too. KENT: (407) 997-2131. (8/18)

Pipes, production pro with 7 years' experience seeks FT gig in top 100 CR/Country/Oldies/AC. BO TAYLOR: (205) 945-4646. (8/18)

10 plus years' experience in Oldies, 70's, Rock, Soft hits, Country, news, production, remotes, clubs. Seek FT. DB GOODE: (714) 297-9008. (8/18)

Morning man ready to come out of semi-retirement. Age 37, lots of experience and savvy. Prefer Pacific NW California. STEVE: (503) 775-6703. (8/18)

12-year fulltime on-air/music director Country/AC/Jazz, promotions/public affairs/computer. FT Boston/Providence. JEFF: (508) 252-4715. (8/18)

Hooty-hoo. Heather does Hollywood. News, sports, traffic, and weather. Together wild and on the loose. Will go anywhere. HEATHER: (415) 255-2005. (8/18)

Major market experienced AT who knows and loves the music, seeking 70's/AC/Oldies, or Country gig. KEITH: (407) 664-2009. (8/18)

Jack of all trades, master of all too. Hot AC/Alternative on-air, news production/on-air, sports production. LESLIE: (412) 371-4904. (8/18)

Experienced air talent seeks work in Indiana or Illinois, all formats considered. Serious inquiries only. DJ: (517) 422-6205. (8/18)

POSITIONS SOUGHT



IT'S MORPHIN TIME!!!

Morphinomial team-playin' personality is ready to battle evil at your Modern Rock or CHR station! Most excellent production, promotional appearances and music experience including Selector! Resume includes TIC-FM/Hartford with Dave Shakes and The Edge/Las Vegas with Don Parker! Call Lee Cameron: (702) 895-9941.

Talk show host described as "witty" in July's Elle magazine. I want to win for you. PETER THIELE: (612) 486-8335. (8/18)

Major market PM driver, seeks Gold, MOR, Soft AC. Production, pipes, team player. RICHARD: (314) 997-4190. (8/18)

Will work for food. 4 years' experience, AT production director, digital production. Will relocate. JAMIE: (708) 303-0225. (8/18)

KNIX/Phoenix, AT past 5 years. Appearances, programming, production, and music director experience. Seeking AT/PD. ERIK: (602) 827-8840. (8/18)

I'm ready to kick some conservative butt. Liberal talk show host. JOHN: (305) 561-1792. 8/18

18 years, talented AT/PD. Small/medium markets. AC/CR/Adult CHR. Production, air sound, ratings, promotions. JOHN: (314) 365-2478. 8/18

Major market vet seeks NT, FS, or AC mornings. Funny, smart, topical, relatable. BOB: (318) 868-5720. 8/18

AT/PBP/Team leader, morning drive shift & division 1 football and hops PBP seeks new AC/Country gig in Northeast. MATT: (607) 843-6966. 8/18

Solid CHR/AC/morning entertainer & production god seeks major market air shift. RICK: (219) 468-2096. 8/18

Call me a 15-year morning pro, Mr. topicality with more bits than OJ has defense, but call me. JAY: (805) 831-6808. 8/18

Hard working, multi-talented air personality seeks better opportunity in broadcasting. Prefer to work in California. SEAN: (619) 253-7112. 8/18

I'll pay you, well, not quite, but salary is very negotiable. Currently PT, seek first fulltime. DAN: (414) 634-9978. 8/18

HEY, WHO IS THIS GUY?

He is ...
... A COMPELLING TALK SHOW HOST, a superb interviewer who can light up the phones with either the most serious or most frivolous of topics,
... AN ENGAGING MORNING PERSONALITY who takes command of morning drive with warmth, humor, and a remarkable ability to make the news, sports, weather, and traffic people sound great, and,
... A TERRIFIC MUSIC JOCK, an oldies expert who sounds right at home in any AC or full-service format.
Talent, Experience. AVAILABLE NOW:
(203) 221-2639

POSITIONS SOUGHT

If you are not going to get in the way of real talent call. ROBERT: (810) 603-0422. 8/18

Hot Talk Host/morning show. East coast major market. Great numbers, pipes, brains, wit, writing, production. Try me. MARK: (301) 309-6882. 8/18

Rockoo and the Phil called. Portland said we're too entertaining. The cowardly lion said no. PHIL: (800) 268-0196. 8/18

Available now, 20 year Country programmer, computer skills. Get T&R, call or Fax. DAVE: (219) 256-9299. 8/18

READ A GOOD BOOK THIS FALL!

Rich with content, creativity, intrigue, incisive writing, indepth interviews, spontaneous wit; designed by an original San Francisco, Seattle, AC, NAC, News personality Diane Cartwright (209) 523-0380.

R&R Opportunities Free Advertising

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, 10100 Santa Monica Blvd., Fifth Floor, Los Angeles, CA 90067.

R&R Opportunities Advertising

1x \$100/inch **2x \$75/inch**

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

Blind Box: add \$50

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 and handling.

Positions Sought: \$50/inch

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

Payable In Advance

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, AmEx 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, 10100 Santa Monica Blvd., Fifth Floor, Los Angeles, CA 90067.

MARKETPLACE

AIRCHECKS

AUDIO & VIDEO AIRCHECKS

CURRENT #184. WMTX/Mason Dixon, WFOX/Randy & Spiff, WLUP/Danny Bonaduce, KPLZ/Kent & Alan, WCBM-FM/Bob Shannon-Cousin Bruce, KSON/Mike Novak, WYHY/Tom Peace, \$7.
CURRENT #183. KVIL/Ron Chapman, KIIS/Nastyman-Domino, WSB-FM/McKee & Trevor, WRKS/Ken Webb & Jeff Fox, KKBH/Charlie Fox, B96/George McFly, KJR/Tom Murphy & Norm Gregory \$7.
PERSONALITY PLUS #PP-92. KRQQ/Kevin & Bean, KISW/Bob Rivers, WPLY/Barsky, KOST/Mark & Kim, WKHX/Moby, Cassette \$7.
PERSONALITY PLUS #PP-91. WLUP/Kevin Matthews, WZGC/GreaseMan, WPNT/Steve Cochran, KKLO/Jeff & Jer, Cassette \$7.
PERSONALITY PLUS #PP-90. WPLJ/Scott Shannon & Todd Pettengill, KIOZ/Dave Rickards, KLSY/Murdock & Hunter, WLUP/Jonathan Brandmeier, \$7.
ALL COUNTRY #CY-39. WUSN, KUPL, KWJJ, KFRG, WSM, WYNY, \$7.
ALL CHR #CHR-9. KKRZ, XHTZ, WKBO, WFLZ, WBBM-FM, WZPL, \$7.
ALL AC #AC-17. KXYQ, KFMB-FM, KLSY, KPLZ, KYKY, WYXR, \$7.
PROFILE #S-300. ST. LOUIS! CHR WKBO, UC KMJM, KXOA, AC KEZK, KYKY, Gold KLOU, KIHT, City WIL, WKXX, AOR KSHE, KSD, KPNT, \$7.
PROFILE #S-301. DETROIT! AOR WRIF, WLLZ, WGSX, WHYT, City WWWW, WYCD, AC WKDI, WNIC, WLTJ, UC WJLB, WMXD, Gold WQMC, WYST, \$7.
PROMO VAULT #PR-21. promo samples - all formats, all market sizes. Cassette, \$10.
SWEEPER VAULT #SV-7. Sweeper & Legal ID samples, all formats. Cassette, \$10.
#D-16 (ALL OLDIES). #CHN-21 (CHR NIGHTS). #F-20 (ALL FEMALE). #AOR-11 (ALL AOR). #MR-3 (MODERN ROCK). #F-3 (TALK RADIO). #UC-17 (ALL URBAN). #S-298 (NEW YORK) at \$7 each.
CLASSIC #C-177. WINS/Mad Daddy-1963, WPIX/Dr. Jerry Carroll-1974, KCBO/Tony Evans-1979, WKBW/Fred Kleistine-1970, KHJ/Rick Dees-1980, KTNQ-1978, \$11.
VIDEO #57. Atlanta's WFOX/Randy & Spiff, Tampa's WFLZ/M.J. & B.J., Dallas' KYNG/Katie Pruett, Houston's KHMX/Larry & Susan, LA's KIIS/Bruce Vidal, San Diego's KFMB/Dave Smiley, 2 Hot Hrs., VHS \$20.....overseas PAL \$50.
VIDEO #58. Detroit's WRIF/Drew & Mike, WWWW/Michael J. Fox, St. Louis' WKBO/Rikk Idol, WIL-FM/Debbie & David, NAT'L SHOW/Stevens & Grdnic, 2 HOT hours.

VISA CALIFORNIA AIRCHECK
 Box 4408 - San Diego, CA 92164 - (619) 460-6104

COMEDY

COMEDY SERVICE

Jokes, Bits, Joke Books, at a reasonable price. Send for samples & rates:

COMEDY CONNECTION

406 N. BREWSTER RD. RR1 BOX 112, VINELAND, NJ 08360
 or call (609) 697-2298 (fax available)

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 -Gary Scott Thomas, KRTY-FM

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Funny stuff for your morning show
 For free samples call with your name, station, and fax number(s)

312-464-9443

"It's the first thing I read when I get into the station every Morgan and, often, it's also the last!" -Robert W. Morgan, KRTH/Los Angeles

Alan Spector's

COMEDY

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Digital Studio Equipment for Sale. Allen Heath GS3V mixing board, Alesis ADATs & BRC w/RMB, Panasonic SV3700 DAT, Neumann Mic, Technics SP1300 Pro CD Player, Otari & Revox Reel to Reels, ADL1000 Tube Compressors, Digitec/Aphex/Valley FX processors, Digital Phone Interfaces, Audio/Video Sync interface, Sound and Music Libraries, Cases of new supplies... so much great stuff it boggles the mind! Call for a complete list and prices: (601) 466-0464

MUSIC REFERENCE

Find songs to fit any subject... instantly!

New! 4th Edition **Green Book of Songs By Subject** is the world's only thematic guide to popular music!

If you've ever needed songs to fit a particular topic, the all-new 4th Edition **Green Book of Songs By Subject** is the book you've been waiting for! Jeff Green has created the "ultimate music reference" for Program Directors, Music Directors, Production Directors, Morning Show and Talk Show Producers, and air personalities in all formats!

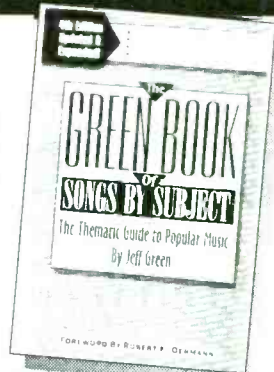
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Also available in Hardcover for \$64.95. Charge by phone at (310) 788-1622 or send check or money order to:

Radio & Records, 10100 Santa Monica Blvd. 5th Floor, Los Angeles, CA 90067 Note: Additional copies add \$1.00 add'l shipping per copy. Canada/Mexico shipping: \$10 first copy, \$5.00 add'l copies. Other international shipping: \$20 first copy, \$10 add'l copies. US Dollars Only.

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"Best parodies I've ever heard"
 - Brian James, WFLA Radio, Tampa

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COMEDY



THIS IS ONE CALLER YOUR MORNING SHOW CAN'T DO WITHOUT

Sister Burbank's Creations 513-528-3375

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 WHOK/KFRG/WDRM/KRPQ
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These stations, along with more than 100 others, have found being Politically Incorrect has never been funnier... or more popular!

Burbank's Creations

To check availability in your market, call Steve Harper at

431 OHIO PIKE, STE 311
 CINCINNATI, OH 45255

513-528-3375

Earl Pitts



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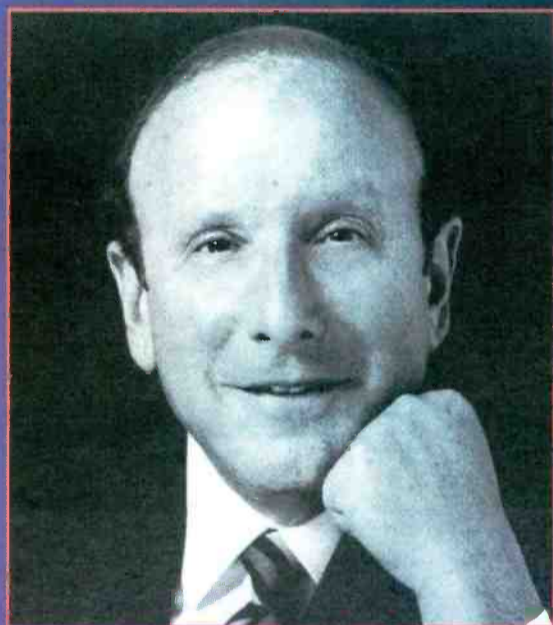
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