

# INSIDE:

## LATEST LIST OF RADIO WEB SITES

Since R&R last published a list of radio-related web sites, there've been nearly 200 new additions.

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## INSIDE THE RADIO JOB MARKET '96

Where are all the good radio jobs? And how do I get one? R&R's format editors assess the current employment climate and provide pointers on what it takes to make your tapes and resumes stand out from the pack.

- **NEWS/TALK:**  
Creating a hot demo tape
- **CHR:**  
Getting your dream gig
- **COUNTRY:**  
Preparing for your next job
- **URBAN:**  
Taking the search seriously
- **AC:**  
Putting your plan in action
- **NAC:**  
Evaluating tapes & resumes
- **ROCK:**  
Finding future air talent
- **ALTERNATIVE:**  
GMs and PDs offer advice
- **ADULT ALTERNATIVE:**  
First impressions do count

Begins Page 36

## SPECIAL EDITION

This week's issue of R&R is a special holiday edition containing news and columns, but no music charts. The charts will return in next week's issue, dated January 12.

## IN THE NEWS ...

- **Stu Bergen** becomes Epic VP/Alternative
- **Kevin Peterson** now PD at WSTR/Atlanta
- **Alan Hay** appointed WQSR/Baltimore GM

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- **Jeff Kapugi** named PD for WDUV/Tampa
- **Tom Baker** named VP/GM for Entercom/Portland

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NEWSSTAND PRICE \$6.50



## Brand New Year, But Same Old Story For Telecom Bill

Senator Larry Pressler (R-SD) spent the first working day of 1996 pushing to get the lumbering telecommunications reform bill back on the road to passage.

The bill's fate has been in question since last Friday (12/29), when Sen. Bob Dole (R-KS) — a proponent of the bill — suddenly opposed a provision that would grant television broadcasters added spectrum to develop digital TV.

Republicans had been pushing for the spectrum to be auctioned, which could give an estimated \$11 billion to \$70 billion boost to the federal treasury.

Pressler, who chairs the conference committee to reconcile the House and Senate versions of the telecom bill, said last week that revisiting already-agreed-upon provisions endangered the entire bill.

Pressler urged committee

members to move to get the bill to the floor quickly. "A Senate-House conference committee agreement should be acted on as soon as possible. Congress should put telecommunications reform first on its list of New Year's resolutions."

**"Congress should put telecommunications reform first on its list of New Year's resolutions."**  
—Sen. Larry Pressler

### Three Tiers

The provisions for radio, as they last stood, would create three tiers of ownership:

- In the Top 25 markets, the bill would allow unlimited ownership of TV and radio stations, provided there were a minimum of 10 voices — meaning owners — in the market.

- In markets 26-100, there would be unlimited ownership if there were a minimum of six voices.

- In markets 101+, there would be unlimited ownership if there were a minimum of three voices.

## ABC Banks On New Radio Show



Popular Urban personality **Doug Banks** (c) debuted his afternoon program on ABC Radio Networks Monday (1/1). Posing with him at ABC's Dallas studios are co-host **A.J. Parker** (l) and comedian **Sinbad**. Incidentally, Banks's morning compatriot, **Tom Joyner**, debuted on **WVAZ/Chicago** after a long run on crosstown **WGCI-FM**.

## Keating Set As K101/SF PD

**WHYI/Miami** PD **Casey Keating** has announced he's leaving the CHR/Pop outlet to join **KIOI/San Francisco** in a similar capacity. He'll succeed **Dave Shakes**, who recently resigned from the Evergreen Hot AC.

GM **Brent Osborne** told R&R, "Casey comes to us with a solid AC background. I've checked many references in my career,



Keating

and Casey comes with the highest praise from former employers, former employees, and competitors.

"In a business where it's common to make at least one enemy along the way, everybody thinks Keating's a great guy and a great PD. He's as highly regarded a person as any I've ever had to hire.

Even people who were competitors

KEATING/See Page 26

## The Doctor Is In: Schlessinger To Address R&R Talk Seminar

Talk radio phenomenon **Dr. Laura Schlessinger** will offer her unique insight on the format in a major address at the **R&R Talk Radio Seminar**, which is set for February 22-25 in Washington, DC.

Schlessinger, whose daily advice program is currently heard on more than 200 stations, will talk about the lessons she has learned during her two-decade rise from anonymous Talk caller

to internationally known air personality.

"Dr. Laura is one of the most accomplished personalities in the Talk format, and there is much to be learned from her experience," said R&R COO **Erica Farber**. "I'm sure her remarks will be both educational and entertaining for all of our attendees."

Schlessinger's appearance is part of the Talk Radio Seminar's

SEMINAR/See Page 26



About 70,000 fans crowd the banks of Charleston, SC's Ashley River for **WAVF/Charleston, SC's "Wave Fest,"** an annual concert event made unusual because the station refuses to accept free performances by the bands.

## At Wave Fest: It's The Station That Pays For Talent

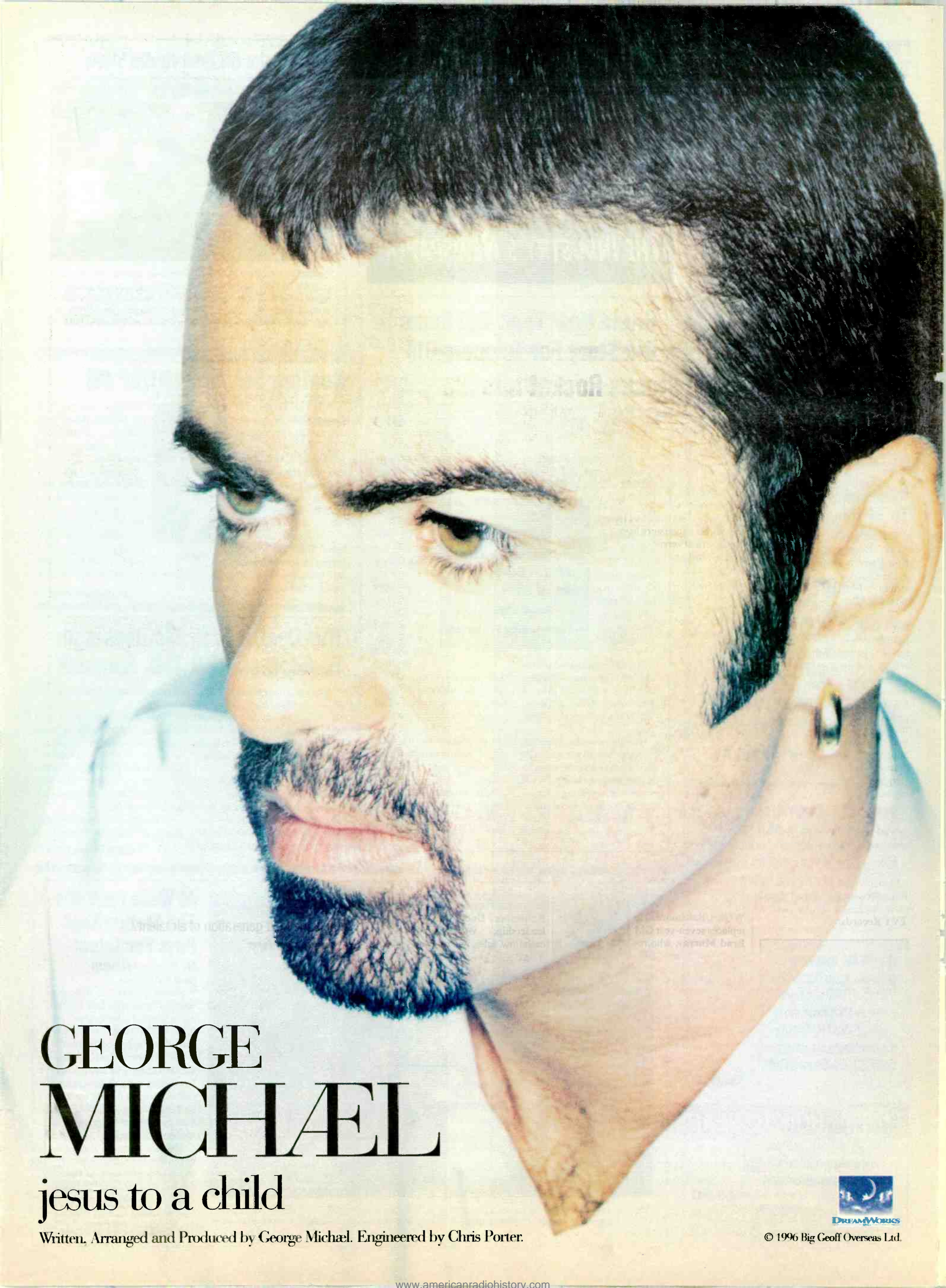
By **CYNDEE MAXWELL**  
R&R Rock Editor

It's not unusual for stations to "present" concerts in their markets, nor is it unusual for bands to perform for free at stations' holiday and listener appreciation concerts. While this practice can enhance a station's image with its listeners, it has also led to the unfortunate side effect of a great deal of bickering between stations, record companies, concert promoters, and even the bands themselves.

The rise in music sharing between the Rock and Alternative formats has only caused increased feuding over this issue. But for the last several years — and well before the fading line of differentia-

WAVE FEST/See Page 24





# GEORGE MICHAEL

jesus to a child

Written, Arranged and Produced by George Michael. Engineered by Chris Porter.



DREAMWORKS

© 1996 Big Geoff Overseas Ltd.



## Peterson Promoted To WSTR/Atlanta PD

### Ammons now MD

Jefferson-Pilot CHR WSTR/Atlanta has elevated Asst. PD/MD Kevin Peterson to PD and Music Asst./swing talent J.R. Ammons to MD.

WSTR VP/GM Kanov told R&R, "[They] are proven leaders with the ability to manage and motivate. As we move into the Olympic year, we're fortunate to have professionals of their caliber."

"Peterson's and Ammons's promotions will free Don Benson — who was named to his [Jefferson-Pilot Corporate VP/Operations & Programming/Radio Division] position in December '94 — from day-to-day involvement with the station and allow him to focus on corporate responsibilities."

Benson added, "Kevin and J.R. are a big part of the station's steady improvement over the last

WSTR/See Page 26

## Epic Ups Bergen To VP/Alt. Music

Stu Bergen has been promoted to VP/Alternative Music for Epic Records. Bergen had served as Director/Alternative Music since 1993.



Bergen

"There are three kinds of people — those who watch things happen, those who wondered what happened, and those who make things happen." Epic VP/Promotion Harvey Leeds told R&R. "Stu Bergen makes things happen in a big way."

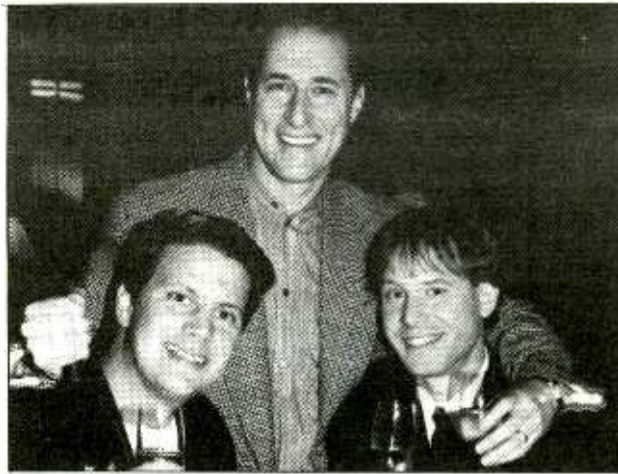
"With artists like ours, I can't believe I get paid for this," Bergen told R&R. "It beats government work."

Prior to joining Epic, the New York-based Bergen was Director/Alternative Promotion for Relativity Records, which he joined after holding a similar post at TVT Records.

## R&R Observes King Holiday

In observance of the Martin Luther King Jr. Day federal holiday, R&R's Los Angeles, Nashville, and Washington, DC offices will be closed Monday, January 15.

## A.I.R. Force



The first Boston Achievement In Radio (A.I.R.) awards soared to success, raising more than \$18,000 for the March of Dimes. Raising a glass are (l-r) honorees Mark Kroninger, Matt Seigel, and Jeff Berlin of WXKS/Boston.

## Radio Stocks Rocket Into '96

Radio stocks finished 1995 on a high note, rebounding from the December 18 market plunge to reach near all-time highs — despite hints that the pending telecommunications reform bill is not yet a done deal.

The stocks began their rally on December 21 on word that House and Senate negotiators hammering out a final version of the telecom bill had agreed on a framework for relaxation of the FCC's radio ownership rules.

But investors braced for plunging share prices a week later (12/28), when Sen. Bob Dole (R-KS) — who had been spurring the bill to a floor vote — suddenly put the measure's fate in question by attacking one of its key provisions: a set-aside of spectrum for TV broadcasters to develop digital TV. Ultimately, however, Wall Street was unfazed by Dole's actions and radio stocks rode near their all-time highs at R&R's Tuesday (1/2) presstime.

"A lot of people piled back into [radio stocks] late Friday [12/29]; some stocks took a two-point lead," said Julianne Wallace, an analyst for Paul Kagan Associates.

Among the big winners: American Radio Systems, which leaped from 25 to 28 on a 93,000 share volume, and Evergreen, which climbed from 30 1/4 to 32 on a 397,000 share volume. EZ Broadcasting jumped a point, while Infinity rose from 36 1/2 to 37 1/4.

### Comfort Level

One reason stocks have held in the face of the Dole statement is investors' faith in FCC Chairman Reed Hundt. Though reviled by broadcasters for his threats to regulate content, Hundt's promise to loosen ownership caps if Congress fails to do so helped buoy stocks.

"The one thing you need to re-

STOCKS/See Page 26

## Hay Heads To WQSR As GM

Liberty Broadcasting's WHFS/Washington VP/GM Alan Hay has been tapped as GM of American Radio Systems Oldies outlet WQSR/Baltimore. He replaces seven-year GM Brad Murray, who recently was named ARS's VP/Boston AM Operations and WRKO-AM/Boston's GM (R&R 12/15).



Hay

ARS Co-COO David Pearlman told R&R, "We love WQSR very much, and it was an arduous task to fill Brad's shoes. This gave us a chance to move a terrific manager from within and attract

one of the country's best GMs.

"Alan's been at WHFS since 1988 and has made the station a leader in both Washington and Baltimore. Under his leadership, WHFS's cash flow, sales, and ratings have skyrocketed. He's a forward-thinker with tremendous people skills. With our strong

Baltimore department heads, those were critical qualities for us."

Hay previously programmed KDFM-TV/Des Moines and was GM for WBWB/Bloomington, IN.

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## DEALS TO DATE

Owing to the federal government shut-down, updated filing information on '95 and '96 station transactions was unavailable.

## Transactions: Year In Review

 A look back at the deals that shaped radio's biggest year

Although only 116 more stations traded hands in 1995 versus 1994, the dollars involved soared to \$5.5 billion — nearly \$3.3 billion more than the year before.

On the next pages, R&R publishes the first part of a state-by-state breakout of all '95 deals. However, not all of these deals closed in '95. In fact, a couple of the largest mergers blew up before the year's end (i.e., Citicasters/OmniAmerica and Marlin Broadcasting/American Radio Systems).

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## RADIO BUSINESS

## 16 OUTLETS REMAIN

## Park Stations Going, Going ... Almost Gone

Park Communications' 16 remaining radio stations should be sold before the end of January, according to Media Venture Partners, the brokerage firm tapped by Park to handle the transactions.

Park company management is anxious to sell its radio properties so it can concentrate on its TV and newspaper holdings. "Clearly we can get more revenue by selling [the Park stations] individually," said Media Venture Partners Managing Director Brian Cobb. "It takes advantage of in-market players."

While Cobb declined to estimate how much money Park's radio stations might bring, industry analyst Jim Duncan puts the total price tag at about \$230 million-\$240 million. Duncan said the stations generated about \$33 million in revenue in 1994, with WPAT-AM & FM/New York contributing a third of that income. Duncan estimated the group's comparative 1995 revenue at \$40 million, although he is still compiling numbers for 1995.

## Short-Lived Foray

Park's foray into radio has proved short-lived. The company acquired its radio properties for about \$120 million in a deal that was struck in 1994 but didn't close until May 1995.

Park sold WPAT-AM & FM in early November. Spanish Broadcasting bought the FM for \$83.5 million; Heftel Broadcasting took the AM for \$19.5 million. "They just about made back the \$120 million on New York, so the rest is gravy to them," said Duncan.

Industry observers have noted that Park's radio holdings consist mostly of AM-FM combos in highly diverse markets, which makes selling them as a group problematic. "It is really more than one company," said an observer.

The 16 remaining Park stations are located in the following markets: WTVR-AM & FM/Richmond; WNAX-AM & FM/Yankton, SD; KJJO-AM & FM/Minneapolis; KWJJ-AM & FM/Portland, OR; KWLO-AM & KFMW-FM/Waterloo, IA; WDEF-AM & FM/Chattanooga; KEZX-AM & FM/Seattle; and WNLS-AM & WTNT-FM/Tallahassee, FL. The company's WNCT-AM & FM/Greenville went to Beasley Broadcasting for \$3 million in late November 1995.

## Star Media Lashes Out At Investment Bankers

 Brokerage pens letter warning owners to bypass financial services route

As friction continues to mount between traditional radio station brokers and investment bankers, Star Media Group has thrown down the gauntlet. It has penned a letter warning station owners not to use investment bankers and commercial lenders to sell their properties.

"[Investment bankers] are not particularly good at [selling radio stations]," said Peter Handy, a Star Media partner who signed the letter along with Bill Steding and Paul Leonard. "But if they are trying to get into the industry, we need to share that information with our clients."

The letter charges that investment bankers have so far done only easy sales of attractive properties — deals that don't require depth of knowledge of the radio industry and station marketplace. Investment bankers scoff at Star Media's assertion and contend they are better prepared to handle the mega-deals that spiraling station values demand.

"The investment bankers can provide multiple services like merger and acquisition advisory work, equity, debt, advice on restructuring, and other complicated matters," said Drew Marcus, an analyst for financial services house Alex. Brown & Sons. "As

botched the last two out there, Ragan Henry's U.S. Radio and Prism," said a group owner requesting anonymity. Among the investment houses handling recent station sales are Alex. Brown, C.S. First Boston, J.P. Morgan, and Goldman Sachs. The latter three did not return R&R's calls before the press deadline.

Even brokers who agree with Star Media say the letter campaign is probably futile. "This just shows that these [Star Media] guys don't get how it works," said another radio broker. "These deals are done on relationships. Morgan Stanley lets another bank sell its radio holdings so it can build a relationship for other deals in other industries. They [Star] are pissing up a rope if they think they are going to change it."

Indeed, the bankers appear secure in their positions. "The rhetoric is not the bankers attacking the brokers," said Marcus. "We believe investment bankers and brokers coexist well together, with the banker handling the typically larger, more complicated transactions and the broker being very good at individual station sales, especially in smaller markets."



**We believe investment bankers and brokers coexist well together**  
- Drew Marcus



[radio] companies increase in size and diversity of their financing needs, this clearly plays into the hands of the investment bankers."

## Fiercer Competition

Station values continue to rise in anticipation of deregulation, making banker-broker competition even fiercer. In fact, some brokers have traded gentlemanly reticence for frank criticism of two recent investment house-brokered deals they consider flops. "Investment bankers have

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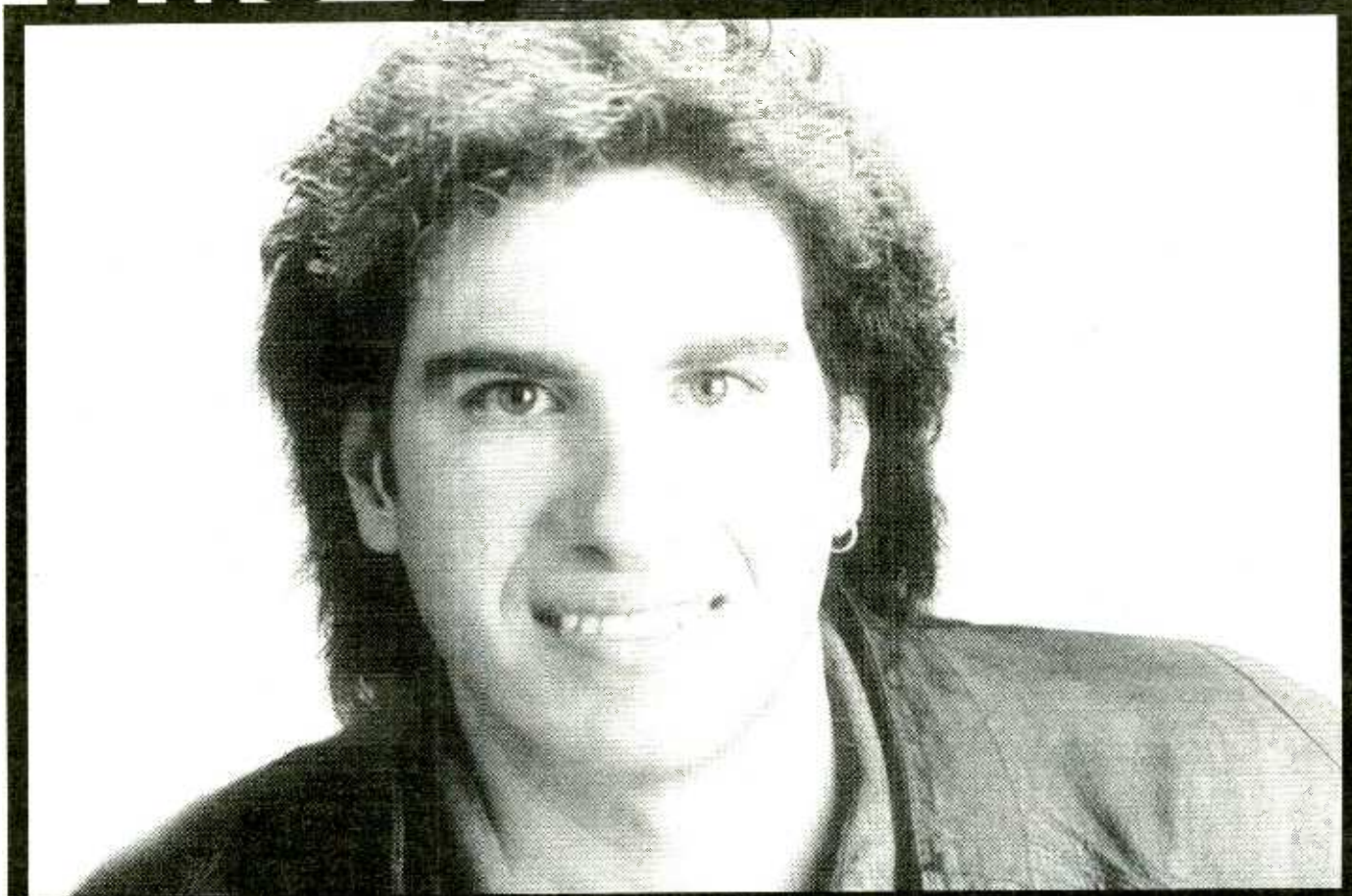
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- Bob Whyley, audio director,  
The Tonight Show with Jay Leno

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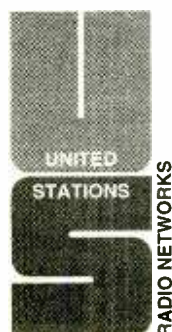
**WTIC Hartford**  
**KKRZ Portland**  
**WKTI Milwaukee**  
**WBLI Long Island**  
**WZPL Indianapolis**

**WAPE Jacksonville**  
**WBMX Boston**  
**WKQI Detroit**  
**KHMX Houston**  
**KPLZ Seattle**

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# RADIO BUSINESS

Note: Prices next to stations might be part of a group deal and therefore may not reflect the price of the individual station.

Calls	City	Buyer	Price	Band
<b>Alabama</b>				
KTDO	Columbia	Clock Broadcasting	\$23,000	FM
WBBI	Madison	Tennessee Valley	\$215,000	AM
WBIL	Tuskegee	WBIL Inc.	\$500,000	AM/FM
WCRO	Arab	Williams Broadcasting	\$675,000	FM
WDJL	Huntsville	Debco Productions	\$300,000	AM
WDJU	Meridianville	Griffith	\$300,000	FM
WGXC	Fairhope	Gordon O'Rear	\$12,770	FM
WGYV	Greenville	Golden Broadcasting	--	AM
WHHY	Montgomery	McDonald Invest.	\$7.1 million	AM/FM
WJBY	Rainbow City	Hinton Michem	\$62,500	AM
WJXL	Jacksonville	Peoples Network	\$205,300	AM
WKNI	Lexington	Pulaski Broadcasting	\$350,000	AM/FM
WFIX	Rogersville	Gardner Broadcasting	\$11 million	AM/FM/FM
WKSJ, WMYC	Prichard			
WKUL	Cullman	Jonathan Christian	--	FM
WKXM	Winfield	Ad Media Management	--	AM/FM
WLAY	Muscle Shoals	Mitchell Self Broadcasting	\$1.7 million	AM/FM
WLBI	Warrior	North South Broadcasting	\$1,049,534	FM
WQLS	Ozark	WoodsCommunications Group	\$500,000	AM/FM
WSFU	Union Springs	Montgomery Christian Radio	\$285,000	FM
WULA	Eufala	McGowan Media LLC	\$198,400	AM/FM
WWBR	Trussville	American General	\$538,927	FM
WXFL	Florence	Big River Broadcasting Corp.	\$565,850	FM
WAFX	Prattville	McDonald Investment	\$1.85 million	FM
WXWY	Robertsdale	JTL Broadcasting	\$250,000	AM
<b>Alaska</b>				
KMBQ	Wasilla	Gary Buell Sr.	\$500,000	FM
KSUA	Fairbanks	Borealis	\$46,200	FM
KUWL	Fairbanks	University of AK	\$38,000	FM
KWDA	White Hall	K. Ramsey	--	FM CP
<b>Arizona</b>				
KBLU, KTTI	Yuma	Commonwealth Broadcasting	\$1.36 million	AM/FM
KJJJ	Clifton	DWBG Media Pnt.	\$217,500	FM
KKHG	Tucson	Apogee Radio LP	\$1 million	FM
KKHG, KKND KMXZ	Tucson	Journal Broadcast Group	\$16.5 million	AM/FM/FM
KLOB	Oracle	Desert West Air Ranchers	\$75,000	FM
KMLE	Phoenix	Chancellor Broadcasting	--	FM
KMRR	South Tucson	KMRR South Tucson	\$36,000	AM
KOOL*	Phoenix	Par Broadcasting Inc.	--	AM/FM
KTAN, KZMK KCWD	Sierra Vista	D.B. Broadcasting LLC	\$900,000	AM/FM/FM
KTWC	Glendale	MacAmerica Communications	\$4,374,000	FM
KVNA	Flagstaff	Park Lane	\$575,000	AM/FM
KVOI	Ora Valley	Good News Radio Broadcasting	--	AM
KVRD	Cottonwood	Yavapai Broadcasting Corp.	\$750,000	AM/FM
<b>Arkansas</b>				
KABK	Augusta	KPIK Communications	\$62,500	FM
KAWW	Heber Springs	King-Britton Radio Inc.	\$380,000	AM/FM
KBOK	Malvern	Malvern Ent.	\$330,000	AM/FM
KBRI, QMC	Brinkley	East Arkansas Broadcasters	\$115,000	AM/FM
KBTA, KZLE	Batesville	WRD Entertainment Inc.	\$586,000	AM/FM
KCLA, KPBO KZYP	Pine Bluff	Howard Toole	\$463,000	AM/FM/FM
KCLA, KZYP	Pine Bluff	Pine Bluff Radio Inc.	\$345,000	AM/FM
KDDK	Jacksonville	USR of Little Rock	--	FM
KDRE	North Little Rock	Flinn Broadcasting	--	FM
KEWI	Benton	Landers Broadcasting	\$30,000	AM
KFFB	Fairfield Bay	FFB Spotz Media	\$350,000	FM
KGMS	Green Valley	Good News Radio Broadcasting	--	FM
KHOX	Hoxie	John Shields	\$120,000	FM
KKYR	Texarkana	William Hicks	--	AM
KMCK	Siloam Springs	Hochman Communications	\$800,000	FM
KMJX	Conway	USR of Little Rock	\$10 million	FM
KOUA	Mena	Max Pearson	\$175,000	FM CP
KRLW	Walnut Ridge	Voices Unlimited	\$314,600	AM/FM
KVOM	Morrilton	Harold Nichols	\$667,000	AM/FM
KXSA	Dermott	Midway Broadcasting	\$300,000	FM
KYGL	Texarkana	Miller Broadcasting	\$400,000	FM CP
KZRA	Springdale	Hochman Communications	\$60,000	AM
WNUA	Chicago	Ragland Broadcasting	\$225,000	AM

Calls	City	Buyer	Price	Band
<b>California</b>				
KABC, KMPC, KLOS*	Los Angeles	Walt Disney Co.	--	AM/AM/FM
KAFN	Hanford	Rolando Collantes	\$50,000	FM CP
KAGA	Santa Ynez	Grape Radio Inc.	\$45,000	FM CP
KATJ, KCIN	Victorville-George	Park Lane Group	\$1.8 million	AM/FM
KAXT, KXDC	Carmel	Electra Broadcasting	\$2.5 million	FM/FM
KAXX*	Ventura	Kelso Partners IV	--	FM
KAXX*	Ventura	Odyssey Communications Inc.	--	FM
KBAX*	Fallbrook	Kelso Partners IV	--	FM
KBAX*	Fallbrook	Odyssey Communications Inc.	\$35 million	FM
KBBV	Big Bear Lake	Broadcast Management Services	\$30,000	AM
KBCH	Kings Beach	Vernon Miller	\$300,000	FM CP
KBLA*	Santa Monica	River City Broadcasting	\$150 million	AM
KBNN	Julian	Cruce Dum Spero Fido	\$450,000	FM
KBOS, KKTR	Tulare	Patterson Fresno Broadcasting	\$6.25 million	AM/FM
KBOV, KIBS	Bishop	John Dailey	\$225,000	AM/FM
KCBQ*	San Diego	Par Broadcasting Inc.	\$68 million	AM/FM
KCTC, KYMX	Sacramento	Henry Broadcasting	\$3.5 million	AM/FM
KCTY, KRAY	Salinas	Williams Trust	--	AM/FM
KECR*	El Cajon	Douglas Broadcasting	\$12 million	FM
KECR*	El Cajon	Jacor Broadcasting Corp.	\$13.8 million	FM
KEST*	San Francisco	Kelso Partners IV	--	AM
KEWB	Anderson	Robert Salmon	--	FM
KFIE	Merced	First Yosemite Corp.	\$450,000	FM
KFIE	Merced	Nineveh Inc.	\$320,000	FM
KFRC, KYCY*	San Francisco	Infinity Broadcasting	\$275 million	AM/FM/FM
KFRE	Fresno	Harry Pappas	\$1,025,000	AM
KGJF	Los Angeles	Personal Achievement Radio	\$5.5 million	AM
KGO, KSFO*	San Francisco	Walt Disney Co.	--	AM/AM
KHQT	Los Altos	Radio San Francisco	\$8.25 million	FM
KHSL	Paradise	Alta CA Broadcasting	\$1.15 million	AM/FM
KHTN	Los Banos	Buckley Communications	\$509,530	FM
KHUM	Garberville	Lost Coast Communications	\$120,000	FM
KIEZ	Carmel Valley	KIEZ Radio	\$375,000	AM
KIOZ	Oceanside	Compass Radio of San Francisco	--	FM
KIST, KMGQ	Santa Barbara	Channel Islands Broadcasting	\$130,000	AM/FM
KKLQ	Oceanside	Palomar Community College Dist.	--	AM
KLAC, KZLA*	Los Angeles	Chancellor Broadcasting	--	AM/FM
KLOA	Ridgecrest	Adelman Communications	\$500,000	AM/FM
KLOB	Thousand Palms	Las Tres Palmas Corp.	\$1.5 million	FM
KLOQ, KFMK	Merced-Winton	Farmworker Educ. Radio Net.	\$500,000	AM/FM
KLRS	Chico	Phoenix Broadcasting	--	FM
KMAX*	Arcadia	Kelso Partners IV	\$1	FM
KMAX*	Arcadia	Odyssey Communications Inc.	--	FM
KMBY	Capitola	Personal Achievement	\$425,000	AM
KMET	Banning	Robeson	\$103,000	AM
KNEW, KABL, KBGG, KSAN*	San Francisco	Chancellor Broadcasting	--	AM/AM/FM/FM
KNJO	Thousand Oaks	Amaturo Group of L.A. Ltd.	\$2 million	FM
KNX, KCBS*	Los Angeles	Westinghouse Electric Corp.	--	AM/FM
KOBO*	Yuba City	Kelso Partners IV	--	AM
KORV, KEWE	Oroville	Northern California Broadcasting	\$400,000	AM/FM
KPIG	Freedom	Electra Broadcasting	\$1 million	FM
KPLM	Palm Springs	RM Broadcasting LLC	\$1.55 million	FM
KPOD	Crescent City	Let's Talk Radio	--	AM
KPPC	Pasadena	Personal Achievement Radio	\$25,000	AM
KRCI	Avalon	Amaturo Group of L.A.	\$600,000	FM
KRKL	Youngville	William Hammett	\$70,000	AM CP
KRSH	Middletown	Independent Broadcasting	\$345,000	FM
KRUZ	Santa Barbara	Pacific Coast Communications	\$3 million	FM
KRZQ	Tahoe City	Americom LP	\$1,225,000	FM
KRZR, KTHT*	Hanford-Fresno	Patterson Broadcasting	\$36 million	FM/FM
KSBL	Carpinteria	Criterion Media Group	\$1.33 million	FM
KSBO	Santa Maria	Padre Serra Communications	\$10,000	AM
KSJX*	San Jose	Douglas Broadcasting	\$2.1 million	AM
KSYC, KYRE	Yreka	Siskiyou Radio Partners	\$565,000	AM/FM
KTHO	South Lake Tahoe	KIDD Communications	\$425,000	AM
KTHT	Fresno	Americom II	\$2.2 million	FM
KTME	Lompoc	Los Padres Broadcasting	--	AM
KTSJ	Pomona	Personal Achievement Radio	\$875,000	AM
KUFW	Woodlake	National Farm Workers Service	--	FM
KUFX	Gilroy	Baycom San Jose	\$9.7 million	FM
KWEO	Garberville	Educational Media Foundation	\$27,000	FM

Continued on Page 8



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WORLD'S LEADING PRINTER OF STICKERS AND DECALS





Continued from Page 6

Calls	City	Buyer	Price	Band
KWIZ*	Santa Ana	Kelso Partners IV	--	FM
KWIZ*	Santa Ana	Odyssey Communications Inc.	--	FM
KWNK	Simi Valley	Sports Radio Broadcasting	\$3.65 million	AM
KXFM	Santa Maria	Bathysphere Broadcasting LP	\$550,000	FM
KYMS	Santa Ana	Multi Cultural Broadcasting	\$9.1 million	FM
KYNO, KJFX	Fresno	Mesosphere Broadcasting LP	\$3 million	AM/FM

**Colorado**

CP	Glenwood Springs	Rocky Mountain Radio Co.	\$9538	FM
KBIQ	Fountain	Hiat Media Inc.	\$2.85 million	FM
KBKS	Boulder	Unicorn Prod.	\$300,000	AM
KDMN	Buena Vista	Rocky Mountain Radio Network	\$85,000	AM
KERP	Pueblo	Public Broadcasting of CO Inc.	\$165,000	FM
KFMU	Oak Creek	EBSS LP	\$371,500	FM
KHTH	Dillon	Rocky Mountain Radio Network	\$192,000	AM
KJME	Denver	Montana Media Inc.	\$1.5 million	AM
KLIM	Limon	Roger Lewis Hoppe III	\$8000	AM
KNUS	Denver	Salem Media of Colorado Inc.	\$1.2 million	AM
KPAG, KRQS	Pagosa Springs	ROD-MAR Inc.	\$21,597	AM/FM
KPMX	Sterling	Phillip Adams	\$150,000	FM
KQMT	Eagle	L&B Broadcasting II	\$195,000	FM
KRKY, KRKM	Granby/Kremmling	Grand Broadcasting Inc.	\$105,000	AM/FM
KSKE	Vail	Global American	\$90,000	AM
KSKE	Vail	Rocky Mountain Radio Network	\$122,250	AM
KSTC	Sterling	William Arnold	\$295,000	AM/FM
KTWK, KVOR KSPZ	Colorado Springs	Triathlon Broadcasting Co.	--	AM/AM/FM
KVFC, KRTZ	Cortez	Rocky Mt. Radio Co.	\$565,000	AM/FM
KVLE	Gunnison	Vacation Communications of CO	\$150,000	FM
KVOD	Denver	Tribune Broadcasting	--	FM
KVUU*	Pueblo	Triathlon Broadcasting Co.	--	FM
KWXA	Durango	Kenneth Kendrick	\$137,500	FM
KXKL, KZDG*	Denver	Chancellor Broadcasting	--	AM/FM/FM

**Connecticut**

WINE, WRKI	Brookfield	Commodore Media Inc.	\$15 million	AM/FM
WPOP, WHCN, WMRQ*	Hartford	Multi-Market Radio Inc.	\$100.1 million	AM/FM/FM
WQQW	Waterbury	WQQW Inc.	\$60,000	FM
WREF	Ridgefield	WREF Inc.	\$650,000	AM
WSUB, WQGN	Groton	Spring Broadcasting	\$15,240,000	AM/FM
WTIC	Hartford	American Radio Systems Inc.	\$42 million	AM/FM

**Delaware**

WECY	Seaford	Connor Broadcasting	\$550,000	AM/FM
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**District of Columbia**

WARW*	Washington	Westinghouse Electric Corp.	--	FM
WMAL, WRQX*	Washington	Walt Disney Co.	--	AM/FM

**Florida**

WAQI, WRTO*	Goulds	Heffel Broadcasting Corp.	\$19.8 million	AM/FM
WBAR	Bartow	Bartow Broadcasting	\$140,000	AM
WBRD, WDUV	Palmetto	Jacor Broadcasting	\$14 million	AM/FM
WBSB	Dade City	WGUL FM Inc. Marcocci	\$700,000	FM
WCFB	Daytona Beach	NewCity Communications	\$6 million	FM
WDCQ	Pine Island	Ft. Myers Broadcasting	\$560,000	AM
WDJY	Trenton	Pinnacle Broadcasting	\$370,000	FM
WEAT*	West Palm Beach	OmniAmerica Group	\$37.3 million	AM/FM
WEBZ	Mexico Beach	Boss Radio Group Inc.	\$437,500	FM
WEJF	Titusville	FL Public Radio	\$40,000	FM
WFAV	Ft. Walton	Liberty Broadcasting	\$142,500	AM
WFIV	Kissimmee	Kissor Communications	\$900,000	AM
WFIV	Kissimmee	Radio Selecta Inc.	\$900,000	AM
WFKS, WWRD	Daytona Beach	Renda Broadcasting	\$6.5 million	FM/FM
WFTL	Ft. Lauderdale	Paxson Communications	\$1.96 million	AM
WGCO	Immokolee	Naples Broadcasting	\$75,000	FM
WGNE, WFSY	Panama City	Radio Inc.	\$1.3 million	AM/FM
WGRO	Lake City	Power Country Inc.	\$22,000	AM
WGUL	New Port Richey	Citicasters Inc.	\$5.5 million	FM
WHBS	Eatonville	Radio Luz Inc.	\$381,750	AM
WHNR	Cypress Gardens	GB Enterprises Communications	\$250,000	AM
WIIS	Key West	Keyed Up Communications	\$275,000	FM
WIRA, WOVV	Ft. Pierce	Ardman Broadcasting	--	AM/FM
WJCM	Sebring	Concord Media Group Inc.	\$240,000	AM
WKFG	Arcardia	Hall Communications	\$1.75 million	AM/FM
WKGF	Arcardia	Dakos Broadcasting	--	AM/FM
WKGR*	Ft. Pierce	American Radio Systems	\$19 million	FM

Calls	City	Buyer	Price	Band
WKGJ	Century	Dayton Communications Corp.	\$237,500	FM
WKII, WEEJ	Pt. Charlotte	Osborn Communications Corp.	\$3.6 million	AM/FM
WKIQ	Eustis	Christianson Broadcasting	\$125,000	AM
WKKB	Key Clny Beach	Keys Media Co.	\$20,000	FM
WKQS	Gifford	Media % Inc.	\$400,000	FM CP
WKZY	LaBelle	InterMart Broadcasting	\$160,000	FM
WKZY	LaBelle	LaBelle Broadcasting	\$97,500	FM
WLPJ	New Port Richey	Radio Training Network	\$100,000	FM
WLQY	Hollywood	Starter Enterprises Inc.	\$656,250	AM
WLUS	Gainesville	Pinnacle AM Broadcasting Inc.	\$75,000	AM
WLVX	Silver Spring	Hurricane Broadcasting	\$1 million	FM
WMFJ	Daytona Beach	Comerstone Broadcasting Corp.	\$225,000	AM
WMFL, WJPH	Monticello	Rebus Inc.	\$135,000	AM/FM
WMFQ	Ocala	Asterisk Communications	\$2.1 million	FM
WMMK	Destin	James Anderson	\$35,000	FM
WMMY	Solana	InterMart B-Cast SW Florida	\$800,000	FM
WMTO	Port St. Joe	Black Hawk Communications	\$500,000	FM
WNDB, WLKF	Daytona Beach	Root Communications Ltd.	--	AM/FM
WOIR	Homestead	CORPO-MEX Inc.	\$130,000	AM
WOLL	Riviera Beach	WOLL License Partnership	\$6.5 million	FM
WOTS	Kissimmee	Bryanston Group Inc.	\$510	AM
WPBZ	Indiantown	Palm Beach Radio Broad.	\$10 million	FM
WQOL	Vero Beach	CRB Broadcasting	\$3,080,000	FM
WSKP	Key West	Spanish Broadcasting Systems	\$180,000	FM CP
WSTU, WHLG	Stuart	Palm Beach Radio Broadcasting	\$7.2 million	AM/FM
WSUA	Miami	WSUA Broadcasting	\$2.75 million	AM
WSVE	Jacksonville	Willis & Sons	\$337,559	AM
WTAN	Clearwater	Eleftherios Drettakis	\$80,000	AM
WTMC	Ocala	News & Travel Network	\$125,000	AM
WTMP	Temple Ter.	Cruz Broadcast Ent. Group	\$950,000	AM
WTTB, WGYL	Vero Beach	Fairbanks Communications	\$5 million	AM/FM
WUMX	Tallahassee	Catamount I Communications	\$1.4 million	FM
WVNM	Cedar Key	Stoehr Communications	\$15,000	FM CP
WVOJ	Jacksonville	Spanish Broadcast Media	\$275,000	AM
WWFL	Clermont	Central Florida Inves.	\$85,000	AM
WWTK, WWOJ	Lake Placid	Casey Communications Inc.	\$842,500	AM/FM
WXBW*	Milton	Patterson Broadcasting Inc.	--	AM
WXQL	Baldwin	United Communications Inc.	\$25,000	FM
WXTL	Jacksonville	Hurricane Media Group	\$665,000	AM
WXXL*	Leesburg	OmniAmerica Group	--	FM
WYNF	Coral Cove	New Wave Communications	\$249,500	FM CP
WYOC	High Springs	Millstone Broadcasting	\$750,000	FM
WYOO	Springfield	Patricia Prigge	\$50,000	FM
WZAZ, WJBT	Jacksonville	Jacor Communications	\$3.75 million	AM/FM

**Georgia**

WAFI	Unadilla	Toccoa Falls College	\$167,810	FM
WCHM	Clarksville	Brian Rothell	\$70,000	AM
WCHY*	Savannah	Patterson Broadcasting	--	AM/FM
WCOH	Newnan	Coweta Communications	\$265,000	AM
WCOH, WMKJ	Newnan	Brookwood Hill Group Inc.	\$1.51 million	AM/FM
WDGR	Dahlonega	Greenwood Communications	\$170,000	AM
WEKS	Zebulon	Oak Park Broadcasting Co.	\$650,000	FM
WFOX*	Atlanta	Chancellor Broadcasting	--	FM
WGKA	Atlanta	Roy Henderson	\$1,050,000	AM
WHFX	Waycross	Rowland South GA Radio	\$1 million	FM
WHJX	Brunswick	Jacor Communications	\$4.5 million	FM
WIBV	Belleville	David Embry, trustee	--	AM
WKGQ	Milledgeville	Keystone Entertainment	\$130,000	AM
WKHX, WYAY*	Atlanta	Walt Disney Co.	--	AM/FM/FM
WMAZ, WAYS	Macon	Gannett Co.	\$5 million	AM/FM
WMJK	Newnan	Tarkenton Broadcasting	\$655,000	FM
WMOG	St. Simons	Brian Rowland	\$375,000	AM/FM
WMPZ	Ringgold	SML Communications Inc.	--	FM
WMVV	Griffin	Life Radio Ministries Inc.	\$75,000	FM
WNIV	Atlanta	Starter Enterprises Inc.	\$218,750	AM
WPMX	Statesboro	Multi-Service Corp.	\$150,000	FM
WPTB	Statesboro	Statesboro Media	\$80,000	AM
WQQT	Springfield	Phillip O'Dell	\$235,000	FM
WRCC	Warner Robins	Taylor Communications Corp.	\$500,000	AM/FM
WRDO	Fitzgerald	M&M Broadcasting	\$292,500	FM
WSOK, WAEV	Savannah	Southeastern Broadcasting	\$2.35 million	AM/FM
WSRM	Coosa	Michael McDougald	\$40,000	FM CP
WSTT	Thomasville	John Pembroke	\$45,000	AM

\* Indicates station is part of a group deal.



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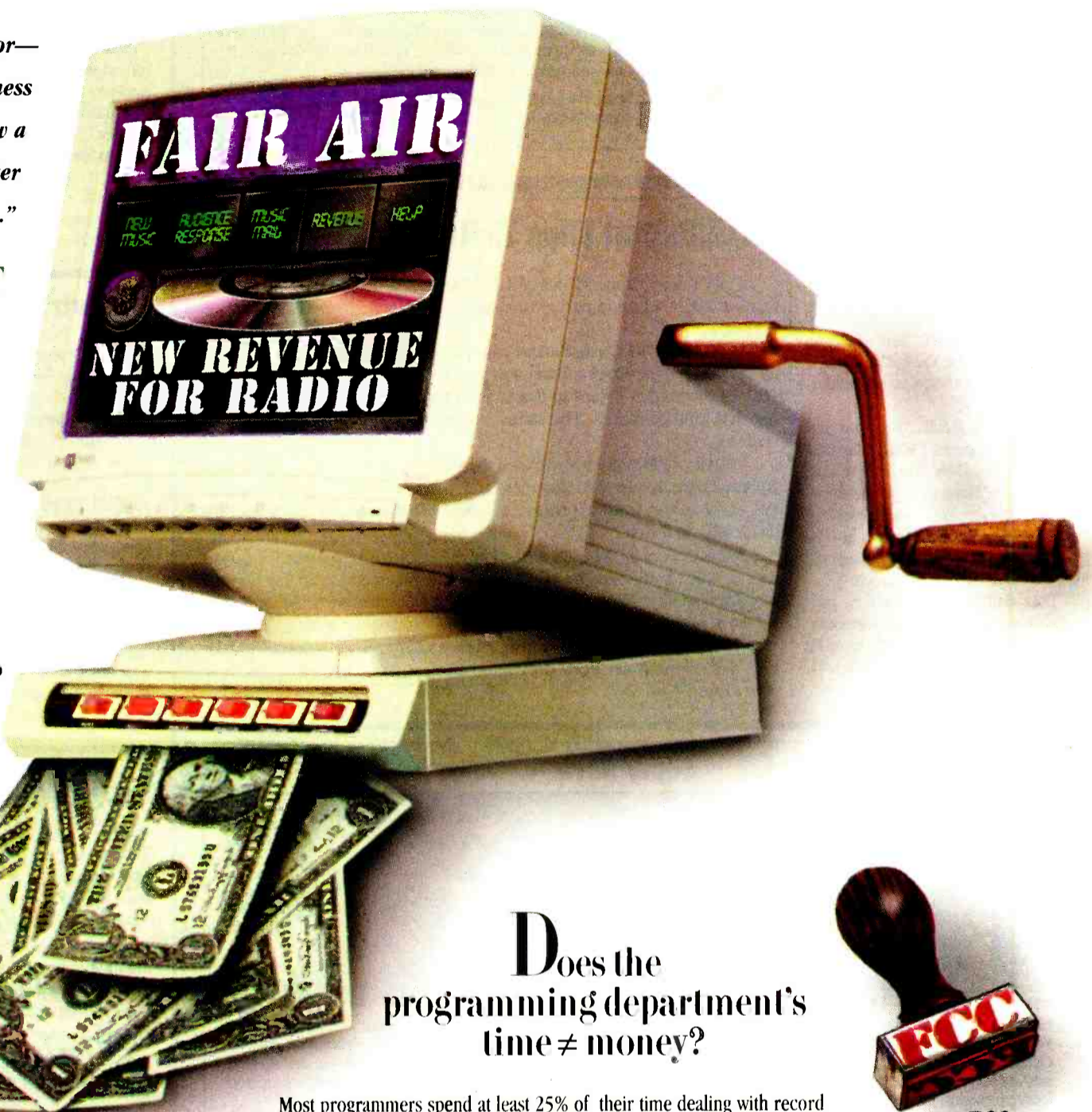
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**Kapugi Now PD At WDUV/Sarasota**



Kapugi

CHR WFLZ-FM/Tampa APD Jeff Kapugi has added PD duties at Jacor co-owned B/EZ WDUV-FM/Sarasota. He succeeds WDUV & News/Talk WBRD-AM/Sarasota OM Dav-

id Harrell, who remains as MD/Production Director.

Effective January 15, WDUV moves frequencies from 103.3 to 103.5 and relocates from Bradenton to Jacor's Tampa facilities.

According to Jacor/Tampa Bay GM Dave Reinhart, "Jeff's been an important part of WFLZ's success, and we look forward to his leadership at WDUV."

Kapugi told R&R, "Keeping [my 'FLZ duties] means I'll have the best of both worlds. We'll be able to take WDUV to a Tampa city-grade signal at 100,000 watts. WDUV has been No. 1 in Sarasota for almost forever. The signal upgrade means we're destined for the same success in Tampa."

This will be Kapugi's first programming assignment. Before coming to WFLZ seven years ago, he worked on-air at WJTW/Joliet, IL and WXLC/Waukegan, IL.

**Baker Named VP/GM, Entercom/Portland**

Tom Baker has been named VP/GM of Entercom's Portland stations: Sports KFXB-AM, Classic Rock KGON-FM, and Alternative KNRK-FM. He previously served as GM of KPOP-AM & KGB-FM/San Diego.

"I've had a wonderful 12 years at KGB and Brown Broadcasting, but I'm ready for my next challenge," Baker said. "Entercom is a company on the move, and this is an incredible opportunity to build on KGON's great heritage and on the emergence of KNRK and KFXB."

Baker had been at the San Diego combo since 1983. Prior to that, he was VP/GM at WROR/Boston.

**WLLZ/Detroit Flips To NAC As 'V98.7'**

CBS Radio flipped Rock WLLZ/Detroit to NAC "V98.7" on December 20, inspired in part by the success of sister station KTWV/Los Angeles.

V98.7 VP/GM Ozzie Sattler said the decision to embrace NAC was an easy one. "The Rock market was way too saturated here in Detroit — 18% of the market listens to Rock, and there were eight stations providing that kind of music. The shares were being carved up by too many stations.

"When we initially investigated the viability of NAC with Broadcast Architecture, we learned that there was a desire for NAC in this market. We knew it was simply a matter of time before someone did it, and we wanted to do it first."

All members of WLLZ's airstaff have been invited to make the transition to NAC. Sattler said he was surprised and pleased to learn that three of those personalities had hosted jazz-brunch or other forms of NAC specialty shows at previous on-air assignments.

Although new call letters are pending approval, slowdowns in federal government services prevented Sattler from revealing them at presstime.

**EXECUTIVE ACTION**

**Gilreath Appointed GSM At KNEW & KSAN/SF**

Twenty-year industry veteran Bill Gilreath has been named GSM of Shamrock Broadcasting's KNEW-AM & KSAN-FM/San Francisco.

"We are extremely excited to have Bill join us here at KNEW & KSAN," remarked Shamrock GM Allan Chlowitz. "His experience in the industry and excellent reputation made him a natural choice to lead these stations into future success."

Prior to joining the Shamrock operations, Gilreath served as VP/Radio for Jim Gabbert's KOFY/San Mateo, KAZA/Gilroy, and KDIA/Oakland. His experience in San Francisco includes stints as VP/GM at KIOI-FM and GSM at KCBS-AM. He also has worked as Manager at Major Market Radio in Los Angeles and began his sales career at the Torbet Radio Group in New York City.

**Schwartz Becomes CBS Inc. Sr. VP/Comm.**

Gil Schwartz has been appointed Sr. VP/Communications at CBS Inc. He served as VP/Corporate Communications for Westinghouse Broadcasting since 1993.

CBS Inc. President/CEO Peter Lund remarked, "Gil has a 14-year history with Group W, having served the communications requirements of virtually all aspects of the company's operations prior to its merger with CBS. His wide-ranging experience in media relations, corporate communications, and strategic planning will be crucial to CBS as we move forward to communicate our vision and our strategies."

In 1981, Schwartz became Public Affairs Associate for the Teleprompter Corp. When that firm was acquired by Westinghouse, he was named Manager/Public Relations. He was tapped as Director/Communications for Group W Cable in 1984, moved to Group W Television for similar duties in 1987, and was upped to VP/Communications in 1989.



Schwartz

**Pyle HMW/Greensboro-Winston Salem Sta. Mgr.**

Kim Pyle has been named Station Manager for HMW Communications' WMFR-AM, WWWC-AM, WHSL-FM & WMAG-FM/Greensboro-Winston Salem. She most recently was WMAG's GSM.

"Kim was the natural choice for this appointment," said HMW acting President George King. "She has the unique ability to understand the complexities of managing multiple radio stations so that we benefit the listener and the advertiser. Her background speaks for itself."

Pyle's 18 years of experience also includes stints at WRMX/Nashville and WKIX/Raleigh.



Pyle

**Super Nova**



Heather Nova does the hang thang backstage following her recent performance at L.A.'s Roxy. Gathered (l-r) are Work Dir./Marketing Tina Rodriquez, VP/Top 40 Promotion Justin Fontaine, Sr. Dir./National Promotion Johnny Coppola, VP/Sales Fred Croshal and VP/Rock Promotion Pam Edwards, Nova, Work Co-Presidents Jeff Ayeroff and Jordan Harris, National Dir./Alternative Promotion Geordie Gillespie, Sr. VP/Promotion Burt Baumgartner, and local promotion manager Michael Becker.



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 KXPX-FM Denver  
 WXRT-FM Chicago  
 WNEW-FM New York

## AOR/Classic Rock

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**WXRC Drops Rock, Goes 'Deep Cuts'**

The new year rang in a new format for Charlotte radio as Rock WXRC flipped to "MUSIC ONE, 95.7 FM." The new incarnation will present a "Deep Cuts" format, with PD Anthony Michaels remaining on board and Lee Abrams joining as consultant.

The station is described as "a musical alternative featuring songs and artists unavailable elsewhere in the market." GM Dave Lingafelt says the station will "play careers," not just songs, from a deep album library featuring diverse music styles and popular current songs. "This will be a one-of-a-kind pilot project exclusive to and originating from Charlotte. MUSIC ONE's primary target will be 30-to-50-year-old adults with a focus on the 35-44 age bracket."

Core artists include Bruce Springsteen, the Allman Brothers Band, the Beatles, the Rolling Stones, Stevie Ray Vaughan, Van Morrison, and Elvis Costello.

The station also has named Doc Holliday for middays. Most recently at Oldies WGCO/Savannah, GA, he replaces the exiting Jefferson Stone.

**Smith To Program WSVY & WOWI**

Urban combo WSVY-AM & WOWI-FM/Norfolk has elevated "Hurricane" Dave Smith to PD. He previously had helmed evenings on WOWI and replaces K.J. Holiday, who remains on-air at "103 Jamz."

"I'm inheriting a good organization with a lot of the groundwork already laid down for me," Smith told R&R. "It's simply a matter of following through with the programming."

Smith's last programming stint was at WAMO/Pittsburgh. Since he will be an off-air programmer in Norfolk, evening duties will be handled by another former WAMO talent, Al B. Syk.

While Smith follows the philosophy that "if it ain't broke, don't fix it," he says GM Janet Armstead believes that "if it ain't broke, break it, then rebuild it and make it better than it was" — thus presenting a new challenge to Smith.

In his spare time, Smith will continue running his own animation and TV post-production company.

**It's 'The End' For KMXB/Salt Lake City**

AC KMXB/Salt Lake City ushered in 1996 with a switch to SBR Radio Company's Rock Alternative format. While the station awaits approval on new calls KENZ, it will go by "107.5 The End." Bruce Jones — most recently MD at KXPX (The Peak)/Denver — has been tapped as PD.

SBR VP John Bradley remarked, "Salt Lake City has a long history of alternative rock. The End should be able to capitalize on that history by appealing to an adult 25-44 audience who grew up listening to the music. We were sorry to see Bruce leave [client station] the Peak. He was instrumental in its quick rise to dominance in Denver radio. But this is a great opportunity for Bruce to be a PD."

As the KMXB airstaff exits, Jones — who worked at crosstown KXRK and KNNC/Austin prior to his Denver stint — will be on-air in afternoon drive under his former Salt Lake City air name, Biff Raff. Former KTCL/Ft. Collins MD Dom Casual joins for MD/night duties, while morning man Jimmy Chunga and middayer Andrea round out the on-air staff.

**UPDATE**

**Veritas Welcomes Halper As CFO-VP/Business**

Capitol/Nashville Sr. VP/Business Affairs Wayne Halper has been named CFO-VP/Business Development for Veritas Music Entertainment.



Halper

Veritas Chairman Roy Wunsch commented, "Welcoming an industry leader like Wayne to Veritas is a great pleasure. His broad legal, multimedia, and financial experience — and his enthusiasm for the process of making music — will be an integral part of the label's growth. From the beginning, we'd hoped that champions of country music like Wayne would form the core of Veritas, and we're excited to have him aboard to help set our agenda for the future."

Before joining Capitol six years ago, Halper spent three years as VP/Finance & Operations for Praxis International.

**Gospel WWRL/NY's New Programming Team**

Gospel WWRL-AM/New York has announced its new programming team:

- Bob Law returns to WWRL as VP/Programming. From 1978 through 1981, Law was the station's PD. He then went on to host American Urban Radio Networks' "Night Talk" program for more than a decade.
  - Rev. Paul Stephens has been tapped as PD. Stephens began his career as an announcer at WHBI-FM/New York, moving on to PD/MD posts at Atlanta's WHTO-AM & FM and WIGO-AM and WYLD-AM & FM/New Orleans. He has hosted inspirational programs "Midday Praise" and "Shekinah Glory" since 1983.
  - Twelve-year veteran Donna Wilson has been appointed MD. Throughout her 13-year career, she has hosted "The Donna Wilson Talk Show," "Joyful Noise," "The Lucky Shopper Show," and "Drivetime Dialog" on WWRL.
- "These appointments will ensure that WWRL's expanded and enhanced programmatic thrust will provide our audience with a glorious, uplifting sound," commented President/GM Adriane Gaines. "The format will blend contemporary and traditional gospel with inspirational music."

**Health On Sony's Menu**



The "Women's Health '95" luncheon, sponsored by Sony, addressed women's health issues and raised funds for the Kristen Ann Carr Fund and Home Alive. Pictured at the Sony Club are (l-r) Dr. Susan Harlap, Dr. John E. Postley and Julie McCormack of Memorial Sloan-Kettering, Kristen Ann Carr, Sony Music Entertainment Exec. VP Michele Anthony, and Home Alive's Valerie Agnew and Gretta Harley.

**Cox's WRKA & WAJE Tap Millar As GM**

Cox Broadcasting has transferred WHIO-AM & WHKO-FM/Dayton GSM Brent Millar to newly acquired Oldies WRKA-FM/Louisville & WAJE-FM/New Albany, IN as GM. He succeeds the exiting Bill Hazen.

"We're always delighted to promote from within," said Cox Exec. VP/Radio Bob Neil. "Brent has done a great job for us in Dayton and will bring the same leadership and energy to our Louisville listeners and clients."

Prior to joining the Dayton combo, Millar was NSM for WSOC/Charlotte and WBBF-AM & WMJQ-FM/Buffalo. He also was an AE at WSYR/Syracuse and WBNG-TV/Binghamton, NY.

Long after the polar ice caps melt and Manhattan vanishes beneath the waves and Minneapolis gets warm enough to grow oranges and the last tree on earth is made into a postage & Label bumper stickers will still look good.





## Radio

• **JEFFREY GREENWALD** has been promoted to Group Sales Manager/Northern Region for the OmniAmerica Group, owners of WEAT-AM & FM & WOLL-FM/West Palm Beach. He had been a marketing consultant for WOLL-FM.

• **EVELYN J. SILEO** and **DEIDRA MALENO** have been named Business Manager and New Business Director of the LIB Marketing division, respectively, at WHLI-AM & WKJY-FM/Long Island. Sileo was Business Manager at New York's WHN and WAPP. Maleno was previously Manager of LIB Publishing, another division of the combo.

**JANINE JOHNS** replaces Maleno as Publishing Manager. She had been an AE at WHLI-AM & WKJY-FM.

## Records

• **MARTY GREENFIELD** has been appointed Sr. VP/CFO for Elektra Entertainment Group. He had been EEG's VP/Finance and Controller.



Marty Greenfield

• **JACK McMORROW** has been elevated to Director of Sales/Special Markets for Atlantic Records. He will continue his responsibilities as the label's Inventory Manager.

• **JOHN V. MADISON** has been named Exec. VP at PolyGram Group Distribution. He had been Sr. VP/Sales & Branch Distribution.

• **CARY BAKER** is the new VP/Media for Discovery Records, overseeing publicity efforts for the independent Warner Music Group label. Baker was formerly VP at PLA Media.

## National Radio

• **ANN KLENK** becomes producer of CBS Radio Networks' "The Mary Malin Show," a new three-hour syndicated talk program originating from Washington, DC. **STUART RUSHFIELD**, **TOM YU**, and **CAROLINE CRITCHFIELD** are named production director, researcher, and executive assistant, respectively. In other network news, **STEVE MASON** becomes co-host of the revamped "Late Late Radio Show with Tom Snyder," replacing **ELLIOTT FORREST**. Also, the East Coast-based portion of the show will relocate to Los Angeles, where Snyder's television show is taped. **BILL LALLY** remains as producer.

• **A.J. PARKER** has been tapped as co-host for ABC Radio Networks' new **DOUG BANKS SHOW**. She had been at WEJM/Chicago and has co-hosted TV's "Jerry Springer Show."

• **METRO NETWORKS** and **METRO TRAFFIC CONTROL** have reached an acquisition agreement for Salt Lake City-based **SKY WOLF TRAFFIC**. Sky Wolf owner **STEVE PLUIM** will serve as GM/Salt Lake City for Metro once the deal is approved. Metro also inks Baltimore's **WQSR** and crosstown **WCAO-AM & WXYV-FM** as affiliates.

## CHRONICLE

### MARRIAGES

**WRLT/Nashville GM/VP Ned Horton** to **Juli Garner**, December 22.

### BIRTHS

**Bob Harper Company Project Director Rick Love**, wife **Jaime**, son **Jackson Frederick**, November 30.

### CONDOLENCES

Recording artist **Dean Martin**, 78, December 25.

## MUSIC DATEBOOK

### MONDAY, JANUARY 15

1961/The **Supremes** sign with **Motown**.

1967/The **Rolling Stones** honor **CBS-TV** censors' requests and perform "Let's Spend Some Time Together" on "The **Ed Sullivan Show**."

1992/**Bobby "Blue" Bland**, **Booker T. & The MGs**, **Johnny Cash**, **Bill Graham**, **Jimi Hendrix**, the **Isley Brothers**, **Sam & Dave**, and the **Yardbirds** are inducted into the **Rock & Roll Hall Of Fame**.

1994/**Harry Nilsson** dies of heart disease.

Born: The late **Ronnie Van Zant** 1948, **Lisa Lisa** 1967

### TUESDAY, JANUARY 16

1957/**Liverpool's Cavern Club** opens.

1965/The **Temptations** release "My Girl."



Peter Frampton — head 'n' shoulders above the rest.

1976/**Peter Frampton** releases his "Frampton Comes Alive" album.

1980/**Paul McCartney** is arrested for marijuana possession in Japan. That cancels **Wings'** tour, and signals the group's breakup.

Born: **Sade** 1960, **Maxine Jones (En Vogue)** 1967

### WEDNESDAY, JANUARY 17

1972/**Elvis Presley Blvd.** is dedicated in Memphis.

1981/**Vince Neil** joins **Motley Crue**.

1990/**Hank Ballard**, the **Four Seasons**, the **Four Tops**, the **Kinks**, **Simon & Garfunkel**, the **Platters**, and the **Who** are inducted into the **Rock & Roll Hall Of Fame**.

1995/**Sir Mix-A-Lot** makes his TV acting debut in the title role of **UPN-TV's "The Watcher."**

Also... **Gilby Clarke** announces he's leaving **Guns N' Roses**, citing creative differences with **Axl Rose**.

Born: **Mick Taylor (ex-Rolling Stones)** 1948, **Steve Earle** 1955, **Paul Young** 1956, **Susanna Hoffs (ex-Bangles)** 1957

### THURSDAY, JANUARY 18

1973/**Pink Floyd** begins recording "Dark Side Of The Moon."

1975/**Minnie Riperton** releases "Lovin' You."

This 90-minute show gives listeners the chance to speak with **Seger** and features music from his career; (818) 906-1888.

• **LAWRENCE TANTER** will host "The Immortals," a series of 90-minute vignettes created for Urban outlets to air during **Black History Month**. Available from **Maelstrom Entertainment**; (310) 478-7900.

1987/**Steve Winwood** marries **Eugenia Crafton**.

1989/**Dion**, the **Ink Spots**, **Otis Redding**, the **Rolling Stones**, **Bessie Smith**, the **Soul Stirrers**, **Phil Spector**, the **Temptations**, and **Stevie Wonder** are inducted into the **Rock & Roll Hall Of Fame**.

1991/Three teenagers are killed in a rush for festival seating at a **Salt Lake City AC/DC** concert.

Born: The late **David Ruffin (ex-Temptations)** 1941

### FRIDAY, JANUARY 19

1993/**Fleetwood Mac** reunite to perform at **President Clinton's** inaugural ball. Also performing are **Michael Jackson**, **Diana Ross**, and **Barbra Streisand**. Also... **Anita Baker** and **Walter Bridgeforth Jr.** become parents to son **Walter**.

1994/The **Animals**, the **Band**, **Duane Eddy**, the **Grateful Dead**, **Elton John**, **John Lennon**, **Bob Marley**, and **Rod Stewart** are inducted into the **Rock & Roll Hall Of Fame**.

Born: **Phil Everly** 1939, the late **Janis Joplin** 1943, **Dolly Parton** 1946, **Robert Palmer** 1949

### SATURDAY, JANUARY 20

1964/The **Beatles'** first U.S. album, "Meet The Beatles," is released.

1965/Pioneering rock 'n' roll DJ **Alan Freed**, 43, dies of uremia.

1992/**Ozzy Osbourne** is hospitalized with rabies after biting the head off a dead bat thrown onstage by a fan.

1988/The **Beach Boys**, **Beatles**, **Drifters**, **Bob Dylan**, **Berry Gordy Jr.**, **Woody Guthrie**, **Leadbelly**, **Les Paul**, and the **Supremes** are inducted into the **Rock & Roll Hall Of Fame**.

1995/**George Harrison** sues his former business manager for \$25 million.

Born: **Paul Stanley (Kiss)** 1952

### SUNDAY, JANUARY 21

1965/The **Byrds** release "Mr. Tambourine Man."

1966/**George Harrison** marries **Patti Boyd**.

1984/**Jackie Wilson** dies after a long illness following a 1975 stroke.

1987/**Leonard Chess**, the **Coasters**, **Eddie Cochran**, **Bo Diddley**, **Ahmet Ertegun**, **Aretha Franklin**, **Marvin Gaye**, **Bill Haley**, **Louis Jordan**, **B.B. King**, **Lieber & Stoller**, **Clyde McPhatter**, **Rick Nelson**, **Roy Drbison**, **Carl Perkins**, **Smokey Robinson**, **Big Joe Turner**, **T-Bone Walker**, **Muddy Waters**, **Jerry Wexler**, **Hank Williams**, and **Jackie Wilson** are inducted into the **Rock & Roll Hall Of Fame**.

Born: The late **Wolfman Jack** 1939, **Edwin Starr** 1942

— Paul Colbert

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Your station is promoted to a NEW AUDIENCE:

- brochures placed in over 400 Truck Stops nationwide, and mailed directly to major trucking companies
- industry magazines with a monthly circulation in excess of 400,000
- the ROAD WATCH AMERICA home page on the Internet, which receives an excess of 3,000 "hits" per day

For more information contact Jim O'Neill at 713-621-2800. Or on the Internet at jim\_oneill@metronetworks.com





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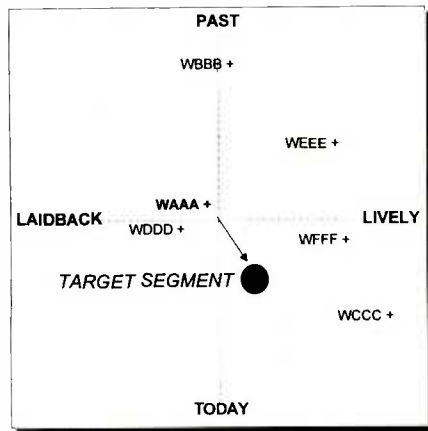
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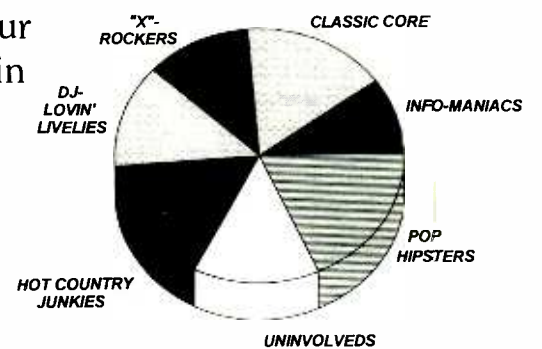
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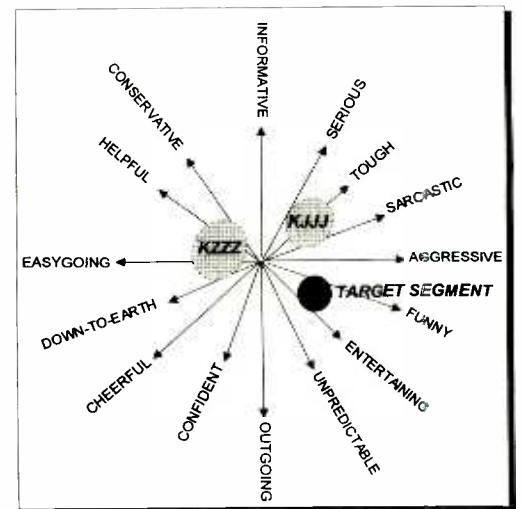
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# MANAGEMENT

## 'REAL AUDIO'

### Is The Internet Good Or Bad For Radio?

By George Burns

The recent introduction of NetRadio begs the question: Is the Internet good or bad for radio? Net surfers who happen upon <http://www.netradio.net/> can now hear a 24-hour "Vintage Rock" format. Frankly, the sound quality is poor. But office workers soon will be able to "point" their computers at NetRadio and "listen while they work" to FM-quality — albeit mono — sound.

According to the NetRadio home page, "coming soon" are a Classical format and a Soft Jazz service. A sister company, AudioNet, now regularly broadcasts college football games and a wide variety of "talk shows," including KLIF/Dallas's programming. Meanwhile, radio stations can put their programming directly on the Internet.

All this was made possible by Real Audio 1.0, an innovative program from Progressive Networks. This Seattle-based organization supplies both "server" and "client" software. The server corresponds roughly to the transmitters of our world; the client is the receiver.

#### Upgrade Expected

NetRadio and others will be able to deliver much better quality because Progressive Networks is about to issue an upgrade — Real Audio 2.0 — which is a dramatic improve-

ment in its server/client product. Progressive Networks has a few competitors, but far more Real Audio installations are now on the 'Net than any other.

Before Real Audio, it was a real pain to get sound from the Internet. You had to download an entire file first, and then play it back. I recently did this with the Rolling Stones' "Like A Rolling Stone." It took nearly 30 minutes. I love the song, but it's not worth the wait. Now I can point and click, and the song comes down the line. This is what makes 24-hour radio on the 'Net possible.

However, it would be a mistake to think that "live programming" is the only application for Real Audio. Radio stations, in particular, can make good use of short audio segments. Imagine doing music testing over the 'Net! We could program "image" songs that we wouldn't put on the radio station. And it would be a great place to air requests — listeners could tune in and hear themselves again and again ... without cluttering up the air!

#### Cost Considerations

Programming audio on the Internet is a significant expense when you consider adding it to your budget. But it's dirt-cheap when you realize what it would cost for any Joe Blow to put up his own station and broadcast to the world. It literally can be phoned in from a closet.

It will be necessary, of course, to have someone on staff who can deal with all of this. You also need two Pentium computers (about \$5000). The ongoing software and phone expenses can vary from a few hun-

dred dollars a month to \$20,000, depending on how many people are able to listen at the same time. The cheap way will enable four or five to tune in simultaneously; the high end accommodates thousands.

Progressive Networks has a long-range plan to put server-like software into the computers of Internet-access companies like America Online, CompuServe, Prodigy, or Netcom. These would function a bit like regional repeaters in radio and would effectively eliminate the problem of how many can tune in at any given moment.

#### 'Just Another Delivery System'

Is audio on the Internet an opportunity or a threat? Martin Dunsmuir — who's responsible for server technology at Progressive Networks — says radio broadcasters he's met with are split about evenly. "Half of them think it's the worst thing that ever happened. The others see it as a fabulous opportunity." Dunsmuir sees Real Audio as "just another delivery system."

We as radio folks have to ask ourselves whether we are transmitter- and tower-people or programming types. If the answer is on the programming side, we're going to have to take a hard look at this.

There's certainly no Internet audio threat — or advantage — looming on radio's immediate horizon. But more computers were bought last year than TVs. And, for the first time, more computers were purchased for home use than for office use. It may be useful, then, to look at computers as new kinds of radio receivers that current radio station technology cannot reach.

George Burns is President of Burns Media Consultants. Reach him at (310) 457-1599 or [burnsmedia@earthlink.net](mailto:burnsmedia@earthlink.net).



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"Now, we all know everyone here."

## Getting More From Meetings

Poorly planned and poorly run meetings not only waste time and money, but also sap the productivity, morale, and energy of everyone in attendance. To make every meeting a useful management tool, author/syndicated columnist Jim Scheil suggests you:

**Remember that informal is better.** If two or three people can get together informally to hash out an issue in a few minutes — don't call a meeting.

**Don't hold meetings out of habit.** Assess the need for any continuing meeting held more than once a month. If there's no real purpose — junk it.

**Have a strong facilitator.** Someone must be in charge, and this person should review who's invited (make sure they all need to be there, and make sure there are no bruised egos from those who aren't), give at least 24 hours' notice (tell people the location, time, duration, agenda, and any preparations they need to make), and get the meeting room set up properly.

**Start on time.** You can either charge latecomers a dollar a minute for being late, make the last person to arrive buy refreshments for the next meeting, or require tardy arrivals to spend a special session in the boss's office immediately following the meeting.

**State the meeting's purpose at the beginning.** Let the meeting's main focus dominate the discussion, don't get bogged down in secondary subjects.

**Don't allow interruptions.** If the subject is important enough to deserve a meeting, it shouldn't be preempted.

**Stick to the agenda.** This is more important when the meeting is designed to impart information or discuss operational concerns. If the meeting's focus is on strategic or creative issues, leave some space for brainstorming.

**Recap conclusions.** No issues should remain unresolved. Everyone should walk away knowing what decisions and commitments have been made.

**Stop on time.** Don't forget that people have other things to do.

**End on an upbeat note.** Save the best news for last. Review and conclude the meeting in a positive and encouraging tone.

**Follow up.** The facilitator should send a follow-up memo summarizing the decisions reached and any new obligations accepted as a result of the meeting.

## Another Reason To Lose Weight

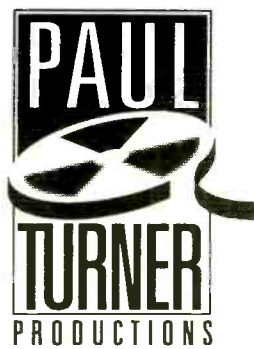
Excessively overweight people have little chance of landing jobs in the executive ranks outside their own company, according to a two-year tracking study cited in *Computer News*.

The study found that hiring managers chose execs who didn't have a weight problem, and in many cases overweight persons didn't even make the first cut. (Hiring managers equate being overweight with a lack of self-discipline.)

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# MEDIA

## 'ZINE SCENE

### The Fabulous Sports Babe Makes 'Newsweek'!

**N**ewsweek's page-long story on the Fabulous Sports Babe finds the syndicated radio personality telling the fan who gushes that he got Jerry Mathers's and the FSB's autograph the same week, "GET a life!"

The story also notes that the number of FSB affiliates has grown from fewer than 30 in 1994 to more than 170 today, and that upwards of 200,000 people try to call her monthly.

#### You're On The List

Cher, Linda Ronstadt, Naomi Judd, and Dolly Parton are the singers spotlighted in *People's* feature on celebs who'll turn 50 this year.

Michael Jackson (No. 2), Barbra Streisand (No. 26), Jerry Garcia (No. 57), and Paul & Linda McCartney (No. 91) are the only musical types to make *Spy's* "100 Worst People, Places & Things Of 1995."

#### Body Talk

Tanya Tucker, 37, recently had plastic surgery on her eyes and neck (*National Enquirer*).

Along with noting that the late Elvis Presley consumed more calories per day than the average elephant (!), the *National Enquirer's* diet-with-the-stars feature focuses on such weight-loss champs as Cher, Garth Brooks, Bette Midler, and Reba McEntire.

Ashley Judd has been spotted "necking like a teenager" with Counting Crows singer Adam Duritz (*Star*).

And ... talk about waiting to exhale! The *Globe* wonders whether Whitney Houston has gotten a boob job or a breast-boosting bra.

#### Fur Love Or Money

Stunned by the bitter cold in Toronto, Aretha Franklin spent \$12,000 on a full-length fur coat. And when she went to see Diahann Carroll star in a local production of "Sunset Boulevard," Aretha bought an extra seat — just for the fur (*Star*).

Madonna spent \$200,000 on high-tech VCRs that'll play videos from any country in the world, which she gave to 100 of her close personal pals as Christmas presents (*Star*).

A legal arbitrator ruled that Tim McGraw has to pay his former manager a settlement valued at more than \$1 million (*Star*).

#### I Want Your Sex

Pamela Anderson claims the longest time that she and hubby Motley Crue sticksman Tommy Lee have gone without having sex is ... 24 hours! (*Globe*).

Meanwhile, the *National Enquirer* says to look for photos of Pamela and Tommy Lee having sex on their wedding night to be published in the January issue of *Playboy*.

#### Anger Management 101

"I think some of the songs are angrier. They sound like the reflections of a couple of 30-year-olds rather than 20-year-olds" — Andy Bell explains the difference between Erasure's latest album and their previous efforts (*Detour*).

"She's a really incredible artist, and if anyone ever insulted her in front of me, I would punch them in the face" — Sophie B. Hawkins defends Melissa Etheridge (*Detour*).

"There are still personal problems that keep us from being able to do that ... I want to have fun, not fight about how many songs I write versus how many someone else does" — former Cars frontman Ric Ocasek explains why a reunion isn't imminent (*People*).

#### I Predict ...

Among *Star* psychic Jeane Dixon's predictions for '96: Janet Jackson will reveal the secret cause of brother Michael's recent collapse ... Whitney Houston and Bobby Brown will split for good in 1997 ... "Evita" will be a nightmare movie role for Madonna ... Hole frontwoman Courtney Love will remarry, have another child, and may retire from singing.

#### Genius At Work

"I wrote that song in 10 minutes on the back of a paper bag" — Al Green explains the genesis of "Let's Stay Together" (*Detour*).

"Black executives, they get invited to the golf tournaments. I don't give a fuck about all that. I'm not gonna play golf with you. When you playin' golf, I'ma be in the studio. While you trying to eat dinner with the other executives in the business, I'ma be havin' dinner with my family, which is the artists on the label. Without your talent, you ain't shit" — *Vibe* cover star Death Row Records CEO Suge Knight explains his label's success.

## FILMS

### WEEKEND BOX OFFICE DEC. 29-JAN. 1

1 <i>Toy Story</i> (Buena Vista)	\$19.39
2 <i>Jumanji</i> (TriStar)	\$17.75
3 <i>Grumpier Old Men</i> (WB)	\$14.91
4 <i>Waiting To Exhale</i> (Fox)	\$13.29
5 <i>Father Of The Bride Part II</i> (Buena Vista)	\$12.37
6 <i>Heat</i> (WB)	\$10.29
7 <i>Sabrina</i> (Paramount)	\$10.02
8 <i>Tom And Huck</i> (Buena Vista)	\$6.78
9 <i>Sudden Death</i> (Universal)	\$5.38
10 <i>The American President</i> (Columbia)	\$4.10

All figures in millions  
Note: Figures reflect a three-day weekend.  
Source: Entertainment Data Inc.

**COMING ATTRACTIONS:** Moving into wide release this week is "Dead Man Walking," starring Sean Penn and Susan Sarandon. The film's Columbia/CRG soundtrack sports



Bruce Springsteen's "Dead Man Walkin'" and Mary Chapin Carpenter's "Dead Man Walking (A Dream Like This)," along with tunes by Johnny Cash ("In Your Mind"), Suzanne Vega ("Woman On The Tier"), Lyle Lovett ("Promises"), Michelle Shocked ("Quality Of Mercy"), Patti Smith ("Walkin' Blind"), Tom Waits ("The Fall Of Troy" and "Walk Away"), and Steve Earle ("Ellis Unit One"). In addition, Pearl Jam frontman Eddie Vedder collaborates with Nusrat Fateh Ali Khan on "The Face Of Love" and "The Long Road."

## VIDEO

### NEW THIS WEEK

- **THE GLASS SHIELD** (Miramax)  
Starring Michael Boatman and Lori Petty as members of the L.A. Sheriff's Department, this feature film co-stars Priority recording artist Ice Cube as a young man arrested for a crime he didn't commit.
- **THE INCREDIBLY TRUE ADVENTURE OF 2 GIRLS IN LOVE** (New Line)  
Laurel Holloman and Nicole Parker star in this feature film, which spawned a Milan soundtrack with cuts by "riot grrrr!" acts Bratmobile, Scrawl, Lois, and Betty, among others.

## TELEVISION

Owing to the New Year's Day holiday, this week's Nielsen Media Research listing of the Top 10 TV shows was unavailable at press-time.

### COMING NEXT WEEK

#### Friday, 1/5



• Toad The Wet Sprocket perform and Denis Leary is interviewed on "Late Show With David Letterman."

• Spacehog, "Late Night With Conan O'Brien."

• Whitney Houston and Janet Jackson, "ABC In Concert" (check local listings).

#### Saturday, 1/6

• George Jones and Patti Page perform when the fifth season of "The Statler Bros. Show" premieres on TNN (9pm EST/6pm PST).

#### Sunday, 1/7



• L.L. Cool J stars in "The Right To Remain Silent," a made-for-cable movie premiering on Showtime (10:30pm).

#### Tuesday, 1/9

• Pam Tillis performs and Pauly Shore is interviewed on "David Letterman."

#### Wednesday, 1/10

• Mary Chapin Carpenter, Aaron Neville, and Lee Roy Parnell are profiled on "The Road" (TNN, 8pm EST/5pm PST).

## MUSIC & MOVIES

### CURRENT

- **TOY STORY** (Walt Disney)  
Single: You've Got A Friend In Me/Lyle Lovett & Randy Newman
- **WAITING TO EXHALE** (Arista)  
Single: Exhale (Shoop Shoop)/Whitney Houston  
Other Featured Artists: Toni Braxton, Brandy, TLC
- **GOLDENEYE**  
Single: Goldeneye/Tina Turner (Virgin)
- **ACE VENTURA: WHEN NATURE CALLS** (MCA)  
Single: Burnin' Rubber/Mr. Miraianga (Way Cool Music)  
Other Featured Artists: Matthew Sweet, Presidents Of The USA
- **MONEY TRAIN (550 Music/Epic Soundtrax)**  
Single: Top Of The Stairs/Skee-Lo (Sunshine/Scotti Bros.)  
Other Featured Artists: Shaggy, Neville Brothers, Luther Vandross
- **GET SHORTY** (Antilles/Verve)  
Featured Artists: Morphine, Us3, Greyboys
- **BALTO**  
Single: Reach For The Light/Steve Winwood (MCA)
- **DEAD MAN WALKING** (Columbia/CRG)  
Featured Artists: Bruce Springsteen, Mary Chapin Carpenter
- **WHITE MAN'S BURDEN** (TAG)  
Single: We Got It Goin' On/Changing Faces  
Other Featured Artists: Dave Matthews Band, Bush
- **THINGS TO DO IN DENVER WHEN YOU'RE DEAD** (A&M)  
Featured Artists: Blues Traveler, Tom Waits, Dishwalla
- **HOME FOR THE HOLIDAYS** (Mercury)  
Featured Artists: Rusted Root, Mark Isham, Nat "King" Cole
- **THE BROTHERS McMULLEN** (Arista)  
Single: I Will Remember You/Sarah McLachlan  
Other Featured Artists: Seamus Egan
- **KIDS** (London/Island)  
Single: Natural One/Folk Implosion  
Other Featured Artists: Daniel Johnston, Sebadoh
- **EMPIRE RECORDS** (A&M)  
Single: Til I Hear It From You/Gin Blossoms  
Other Featured Artists: Edwyn Collins, Toad The Wet Sprocket

### COMING

- **BEAUTIFUL GIRLS** (Elektra/EEG)  
Featured Artists: Afghan Whigs, Satchel, Howlin' Maggie

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



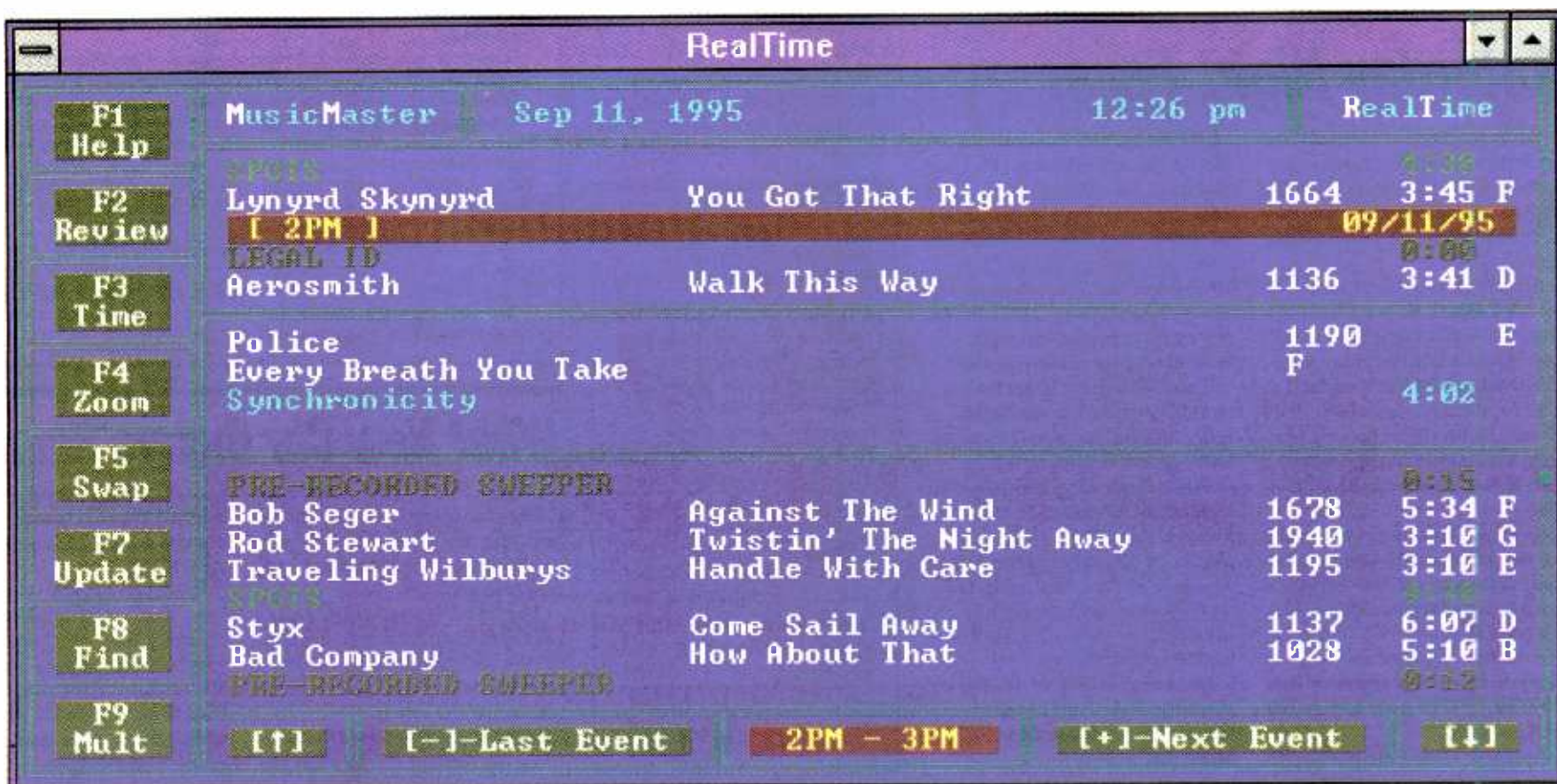
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# LIFESTYLES

## CEREAL KILLERS

### Today's Americans Really Eat The Wheaties

America's most popular breakfast food is ready-to-eat cereal. Although an American family could easily eat a different cold cereal each morning for a year, an average of two breakfast cereals are introduced each week a number that has remained steady over the past five years.

Keep in mind, however, this is actually a small number when compared with, say, condiments, which often see more than 1000 new product introductions in a year. (Lack of available shelf space for new cereals is the contributing factor here.) Nevertheless, cold cereal is one of the fastest-growing and most-popular food categories, according to the Park Ridge, IL-based NPD Group.

#### Average Expenditures

Americans spend an average of \$74.55 per household on ready-to-eat cereal per year, according to Nielsen Consumer Information Services studies. Families with chil-

dren spend the most. Those with kids under age 6 spend an average of \$88 per year, families with teenage children spend an average of \$91, and those with children aged 6-17 average a whopping \$122.

Households without children spend their share, though. Childless married couples under age 55 spend an average of \$57 on ready-to-eat breakfast cereals, and those age 55-64 spend an average of \$67 per year.

Singles of all ages spend less. While single people under age 35 spend only \$35 per year on ready-to-eat breakfast cereal, those age 35-44 spend an average of \$39, and those 55-64 average \$40 per year.

#### Growth Markets

Meanwhile, the market for pre-sweetened cereal continues to grow. After all, the U.S. currently has more than 44 million kids between the ages of 6 and 17 — a number that's expected to climb to nearly 50 million within the next 10 years.

However, cereal manufacturers also have their sights on childless households, mostly because the number of older married couples without children is expected to soar in the future. To this end, cereal makers have launched a variety of cereals designed to appeal to the health-conscious market as well as several cereals targeted toward consumers who want to indulge themselves.

Either way, such products will have a tough way making it to the breakfast table — some of America's oldest cereals (Kellogg's Corn Flakes, Raisin Bran, and Rice Crispies; General Mills' Cheerios and Post Grape Nuts) are still the most popular. But if consumption of milk, coffee, and eggs continue their two-decade decline, it'll be snap, crackle, profits!

## Saturday Night Fever

When it comes to living for the weekend — Saturday night in particular — 18-29-year-olds are the only age group in which a majority of people went out last Saturday night.

According to a recent survey by the NYC-based Roper Organization, only 43% of America's 18-29s stayed home last Saturday night, compared with 54% of the total U.S. adult population. (Incidentally, 63% of the 18-29s stayed up past midnight last Saturday night, compared with 46% of 30-44s and 41% of 45-59s.)

As far as Saturday night activities go, the 18-29 demo was twice as likely as the total public to have gone to a bar or nightclub (15% vs. 7%), to a party (13% vs. 6%), or dancing (9% vs. 4%). They're also twice as likely to have met someone new (15% vs. 7%) or gone to a movie (11% vs. 6%).

Although 18-29s are not signifi-

cantly more likely to have gone out to a restaurant for dinner (17%), had friends in for dinner (11%), or had dinner at a friend's (7%) than the total public, they are more likely to have had a late-night snack (15% vs. 10%) or an alcoholic beverage Saturday night (29% vs. 21%). By the way, that alcoholic beverage was most likely beer (21% vs. 14%).

The 18-29 demo is also slightly more likely than the total public to have watched late-night TV on Saturday night (33% vs. 27%).

While last Saturday night had its highlights (39% of 18-29s say they kissed someone), the 18-29 demo is also twice as likely to have had an argument than the total public (12% vs. 6%). They're also more likely to have gone to work (13% vs. 7% of the total public).

Incidentally, 23% of 18-29s say they stayed home and cleaned house last Saturday, compared with 18% of the total public.

## Fan Club

Ownership of ceiling fans has gone through the roof in recent years. According to the latest survey by the NYC-based Roper Organization, 57% of Americans have ceiling fans — up 21 points from 1986 (when 36% of Americans owned ceiling fans) and up 42 points from 1981 (when ownership stood at 15%).

People in rural areas (70%) and the South (67%) are more likely to own ceiling fans. However, 69% of households earning \$50,000 or more per year, 67% of dual-income married couples, and 65% of households with annual incomes of \$30,000-\$49,999 have ceiling fans as well.

## A Different Kind Of Cat Scan



Novato, CA recently enacted an ordinance that not only requires cat owners to register their felines, but also stipulates the pets be ID'd — preferably by having a tiny microchip implanted in their shoulders.

Cat owners will pay \$7 for the chip, which is half the size of a grain of rice and was developed by Burnsville, MN-based InfoPet Identification Systems several years back. The chip is encoded with a 10-digit owner ID number read by scanning equipment provided to city animal shelters by InfoPet.

The chip provides a more reliable means of identification than traditional collars and tags, and to encourage pet owners to choose the chip, officials are charging \$15 for the alternative — a tear-away collar ID.

The major problem with the new technology, however, is competition. Norco, CA-based AVID Corp. claims to have a million animal implants in its registered database, and Schering-Plough Corp.'s Animal Health Division recently entered the pet ID market. None of these three firms codings are compatible, leaving many city pounds reluctant to spend the money on different scanners.

And ... although the Atlanta Humane Society implanted 507 microchips into the local pet population — only three lost animals were found by the scanner last year. But with U.S. animal shelters euthanizing 10 million cats annually, look for pet lovers to keep chipping away at the issue of pet IDs.

## What New Car Buyers Want

Nearly one in five Americans (18%) plan to buy a new car in the next year, according to a recent survey by the NJ-based Bruskin Goldring research firm.

The most important features among new car buyers are air bags (29%), air conditioning (21%), a sound system (17%), and anti-lock brakes (16%).

More women than men (31% vs. 27%) say air bags are the most im-

portant new-car feature. Men, however, are more likely to want air conditioning (24%) and a sound system (19%).

While air bags are highly desirable, other safety features are rated relatively low. A childproof door and window locks are each cited by only 3% of those surveyed. Only 2% want passive/automatic seat belt systems, built-in child seats, and high-strength door latches.

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Non-Smoking Room Requested



# 1996 Industry Events Calendar

## JANUARY

- **January 4 (through March 29)** — Winter Arbitron
- **January 15** — Martin Luther King Jr. Day
- **January 28** — Super Bowl XXX. Sun Devil Stadium, Tempe, AZ.
- **January 29** — 23rd Annual American Music Awards. Shrine Auditorium, Los Angeles.

## FEBRUARY

- **February 2** — Groundhog Day
- **February 2-3** — The Radio Sports Sales Academy & Idea Exchange. Doubletree Suites at the Phoenix Gateway Center; (602) 970-4200.
- **February 3-4** — Dan O'Day's PD Grad School. Radisson Hotel & Suites, Dallas; (310) 476-8111.
- **February 5-6** — Radio Head Group Fly-In. ANA Hotel, Washington, DC; (202) 429-5420.
- **February 14** — Valentine's Day
- **February 14-16** — Broadcast Cable Credit Association "Light The Credit Torch" Seminar. J.W. Marriott at Lenox, Atlanta; (708) 296-0200.
- **February 15-18** — RAB '96 Mktg. Leadership Conference & Exec. Symposium. Loews Anatole, Dallas; (212) 387-2100.
- **February 19** — President's Day
- **February 20** — Mardi Gras
- **February 22-25** — R&R Talk Radio Seminar. Grand Hyatt Washington, Washington; (310) 553-4330.
- **February 28** — '96 Grammy Awards. Shrine Auditorium, Los Angeles.
- **February 28-March 2** — 27th Country Radio Seminar. Opryland, Nashville.

- **February 28-March 2** — Pollack's New Media & Music Conference. Westwood Marquis Hotel, Los Angeles; (310) 459-8556.

## MARCH

- **March 8** — NABOB 12th Annual Communications Awards Dinner. Sheraton Washington Hotel, Washington, DC; (202) 463-8970.

- **March 13-17** — South By Southwest Conference. Convention Center, Austin.

- **March 17** — St. Patrick's Day

- **March 22-25** — 38th Annual NARM Convention. Sheraton Washington Hotel, Washington, DC; (609) 596-2221.

- **March 28 (through June 19)** Spring Arbitron

## APRIL

- **April 1** — April Fool's Day
- **April 2** — Sixth Annual The Business of Entertainment: The Big Picture Conference. Pierre Hotel, New York City; (212) 492-6082.
- **April 4** — Passover
- **April 7** — Easter Sunday, Daylight Savings Time begins
- **April 15** — Income Tax Day
- **April 15-18** — 74th Annual NAB Convention. Convention Center, Las Vegas; (202) 429-5420.

## MAY

- **May (date TBA)** — 19th Annual NABOB Spring Broadcast Management Conference, site TBA; (202) 463-8970.
- **May 1-3** — Radio Only Management Conference. 5/Star/5 Diamond Camelback Inn, Scottsdale, AZ; (609) 424-6800.
- **May 4** — Kentucky Derby. Churchill Downs, Louisville.
- **May 5** — Cinco de Mayo

- **May 12** — Mother's Day
- **May 18** — Armed Forces Day
- **May 19-22** — 36th Annual Broadcast Cable Financial Management Convention. Buena Vista Palace Hotel, Lake Buena Vista, FL; (708) 296-0200.
- **May 27** — Memorial Day

## JUNE

- **June 10-16** — International Country Music Fan Fair. Tennessee State Fairgrounds, Nashville.
- **June 14** — Flag Day
- **June 15** — Father's Day
- **June 19-22** — PROMAX Convention. Los Angeles Convention Center; (310) 788-7600.
- **June 20-22** — 25th Silver Anniversary Convention & Bobby Poe Retirement. Sheraton Premiere, Tysons Corner, VA.
- **June 26 (through September 18)** Summer Arbitron
- **June 27-29** — 45th Annual AWRT Convention. Ritz Carlton, Naples, FL; (703) 506-3290.

## JULY

- **July 9** — Major League Baseball All-Star Game. Veteran's Stadium, Philadelphia.
- **July 10-12** — McVay Media Radio School. Site TBA, Cleveland; (216) 892-1910.
- **July 11-14** — Upper Midwest Conclave. Downtown Marriott, Minneapolis.

## AUGUST

- **August 1-3** — Talentmasters Morning Show Boot Camp, Westin Hotel, New Orleans (dates tentative).
- **August 22-25** — Jack The Rapper Convention & Expo. Georgia International Convention Center and Sheraton Gateway Hotel, Atlanta; (407) 290-2289.

## SEPTEMBER

- **September (date TBA)** — 20th Annual NABOB Fall Broadcast Management Conference. Sheraton Washington Hotel, Washington, DC; (202) 463-8970.

- **September 2** — Labor Day

- **September 9 (through December 11)** Fall Arbitron

- **September 14** — Rosh Hashanah

- **September 23** — Yom Kippur

## OCTOBER

- **October 2** — CMA Awards. Grand Ole Opry, Nashville.

- **October 9-12** — NAB Radio Show. Los Angeles Convention Center.

- **October 12-15** — RTNDA 51st International Conference & Exhibition. Los Angeles Convention Center.

- **October 12-15** — '96 Women In Communications Conference. Kansas City, site TBA.

- **October 14** — Columbus Day

- **October 24** — United Nations Day

- **October 27** — Daylight Savings Time ends

- **October 31** — Halloween

## NOVEMBER

- **November 5** — Election Day

- **November 11** — Veterans Day

- **November 28** — Thanksgiving Day

## DECEMBER

- **December 1** — World AIDS Day

- **December 6** — Hanukkah begins

- **December 25** — Christmas Day





## At Wave Fest: It's The Station That Pays For The Talent

Continued from Page 1

tion between formats — WAVF (96 Wave)/Charleston, SC has been opening its own wallet and paying cold, hard cash for band performances at its free listener appreciation concerts.

PD Dave Rossi instituted the station's first free concert in 1990, one year after Hurricane Hugo. It was a "release" show to help uplift the city's downtrodden hearts and souls. Originally called "Free Fall Jam," it's since been rechristened "'96 Wave Fest" and attracts thousands of listeners every year.

Market specifics are such that labels could easily give the station almost any band without having to suffer political repercussions. However, WAVF pays each band for their performances — and Rossi wouldn't have it any other way. "To be honest, we pay the bands to avoid enabling the labels to hold anything over us. I don't want to be in a position to be obligated to anyone for anything. We never throw it in people's faces that they owe us, either."

GM Woody Bartlett adds, "I don't know why all stations don't just pay the bands themselves. Common experience says that people who are getting paid work better — it just makes for a better vibe."

In fall '91, WAVF began playing new and cutting-edge product such as Nirvana, Pearl Jam, Soundgarden, Red Hot Chili Peppers, etc. That was when the station decided the following year's free show would be a great way to help convince clients and listeners its new musical direction was the right way to go.

"We brought in bands we thought were good and were going to make names for themselves," says Rossi. "That year it was Matthew Sweet, Screaming Trees, and Cracker. And now, when the audience remembers that show, it's a positive in that some successful bands have already played Wave Fest. It's an added benefit long after each show." Attendance doubled that year to 15,000, and Rossi says, "It was the turning point for both the station and the event."

### 'Musical Investment'

To help make the show successful, Rossi says it's imperative the station supports the performing artists six months in advance with a lot of airplay on multiple tracks. "We went deepest on Matthew Sweet because his record had been out the longest. But even with Cracker — whose record was only a couple of months old and had only one single ['Teen Angst'] — we played three cuts.

"Matthew Sweet taught us that if we played enough songs from the artists and made them big in our market, it didn't matter whether they were 'nobodies' in the national picture. We're playing enough of their music that when the 'unknowns' perform here, the audience is familiar with all the music and is singing the songs back to the band onstage.

"When choosing baby bands, we listen to the whole record to see if

they have the potential to be big. Several good cuts on an album obviously give us a lot of good music to put on the air, then when they perform at the show it doesn't matter if MTV doesn't have the band in hot rotation. Our audience is familiar with them and gets a quality show. We look at it as a musical investment."

### The Right Connections

Bartlett's previous relationships as a concert promoter were beneficial,

### Things To Do:

WAVF/Charleston, SC Promotion Director Jude Sloan must remember the following when planning the station's annual Wave Fest:

Alcohol permit	Press conference
Beer & soda	Recycling
Cash drawers	Security
Cleanup	Signage
Emergency medical services	Sound equipment
Entertainment	Staff assignments
Fence	Staff parking
Ice	Stage barrier
ID wristbands	T-Shirts, retail
Insurance	T-Shirts, staff
Map	Tent rentals
Park permit	Tickets/fliers
Parking passes	TV spot
Photographer	Two-way radios
Police	VIP packs
Portolets/trash	VIP passes
	"Zap" display

according to Rossi. "We know what the bands are being offered, and Woody knows how to play the negotiating game. But anyone who doesn't already have those relationships should know it's not out of line to call band management to talk up the show you're planning. However, it's way out of line to call and make demands. After a couple of years, the relationships develop to the point where some agents initiate discussions regarding bands they think we might be interested in."

"Obviously the record reps help," says Bartlett. "Ours all know any band who ends up on the Wave Fest bill will be played the crap out of on the air — at least three-singles deep,

and maybe even four or five. If you start five to six months before your date and find those good records that work for your station, you can make heroes out of zeros.

"Some people might say that our lineup consists of good bands who are unknown. But for us, they are huge. And you need to be ready to pay a little money to get who you want. You'll do well in the eyes of agents when as a radio station you're willing to pay — it gives you a good bit of clout. With enough notice they can work your event into their routing schedule."

There are some pitfalls of which first-timers should be wary, according to Rossi. "Watch out for booking agents who take advantage of people who don't know what they're doing. They offer what we call 'college rates.' The agents can get top dollar from colleges because colleges have the money and readily agree to the first price the agent quotes. They don't negotiate, so a band that's worth \$8,000 might get \$15,000.

"You need to investigate by reading *Pollstar* and seeing how the tour is going. That's where you have to rely on the record companies to help you get legitimate information. You can get screwed over because it's the booking agents' job to get as much money as possible for their artists. Agents will send you a list of their artists, but you have to disregard the price just as if you were buying a new car — you'd never pay the sticker price."

### Learning Experience

"It's frightening to think about all the things that have to be done to pull off an event like this," says Rossi. "But if you get people who've either had experience or are willing to be thorough enough to figure out every little thing that's involved, it could be easy.

"One reason to start planning the event six months ahead is the work boils down to just one phone call a day. That's more manageable considering you still have to accomplish all

## Sponsorship Opportunities

Since the bands are paid to perform and Wave Fest is free for listeners, WAVF/Charleston, SC sells sponsorships to help defray the cost.

"We could charge a buck a ticket and no one would have a problem," says PD Dave Rossi. "But it goes against the fact that we established it as a free listener-appreciation concert, so we insist that it stays free.

"There are major sponsorships available for big bucks, as well as some less expensive ones. The major sponsors have their name on everything, are prominently visible at the show, and get several 'Ticket Zaps.' To give away the tickets, we do a 96-minute Ticket Zap at client locations [included with major sponsorship] and give away pairs of tickets to all listeners who show up within the 96 minutes. We've had 3,000 to 4,000 people show up at some of these. The first Ticket Zap is about six weeks before the show, but as it gets closer we have four or five a day.

"We have 120,000 tickets to distribute through as many different locations as possible. The week leading up to the show, we'll send someone from the morning show to areas that are 60 miles away to give the tickets away in more suburban or rural areas. We also allow people who don't live close by to send us a self-addressed envelope, and we'll mail them tickets.

"Other sponsorships allow clients to be vendors on site. They can sell mostly anything as long as they don't conflict with each other. It's kind of like 'Lollapalooza,' but not as big or outrageous."

### Fall Promotion

This year's Wave Fest cost \$225,000. After sponsorships, the station broke even. Rossi says, "Because people have to listen to the station to find out where to get free tickets, they're glued to the radio, so it's perfect for our fall promotion. Some stations spend a ton of money on TV spots or giving away thousands of dollars. Our objective is not to lose more than \$30,000. And if we do make money like we did in '94, we give money to charity.

"But we never lose sight of the goal: the listeners and making it easy for them. We put on a quality event that we own, and nobody can take it from us. Over the years, we've tuned it from being just a concert to being an annual Charleston event."

The station gives the promotion added legs afterward by giving away prizes in a continued forced-listening campaign. Listeners are instructed to keep their Wave Fest ticket stub — which lists a serial number — and to listen every morning at 7:25 the following week. When the morning team draws a number and reads it on the air, the listener calls in to claim the prize.

your daily station duties."

The first thing Rossi starts working on is his wish list of bands. Last year, he started with a list of 30 and ended up with nine. The first 10 fell off immediately because they were either not touring or otherwise unavailable.

Rossi also cautions to "be reasonable — don't expect to get Soul Asylum and Nine Inch Nails. And remember that a new band you choose might explode. By the time your show rolls around, they could be superstars whom you can't afford anymore.

"The last few years have been more of an anti-headliner approach, which is more true to the nature of the festival. It's not about getting the flavor-of-the-day up there to do their one hit song. It's putting a band onstage who can deliver a great set of music for 45-50 minutes.

"We also have to consider the appropriateness of a band. We don't want a White Zombie-type band because people lose their minds and go crazy in those shows; we might have to face lawsuits. Two years ago, Jeffrey Gaines was onstage with his acoustic guitar and people were moshing, so imagine if a White Zombie was there!"

### 'Total Endorsement'

Rossi continues, "We also decide whether we want to support a band for six months because once we associate a band with the station, we hammer Wave Fest so heavily that the band is forever associated with us. People remember which bands played at which Wave Fest, so we want to have quality artists since it's a total endorsement on our part. And it doesn't matter that they're baby bands. Cracker has played three out of four Wave Fests — they'll have an album out next year, so we'll invite them again.

"Last year, [Cracker lead vocalist] David Lowry drove down with his girlfriend and his dog because he felt an obligation to us. He played a few songs acoustically. Drivin-N-Cryin played two years ago, and we

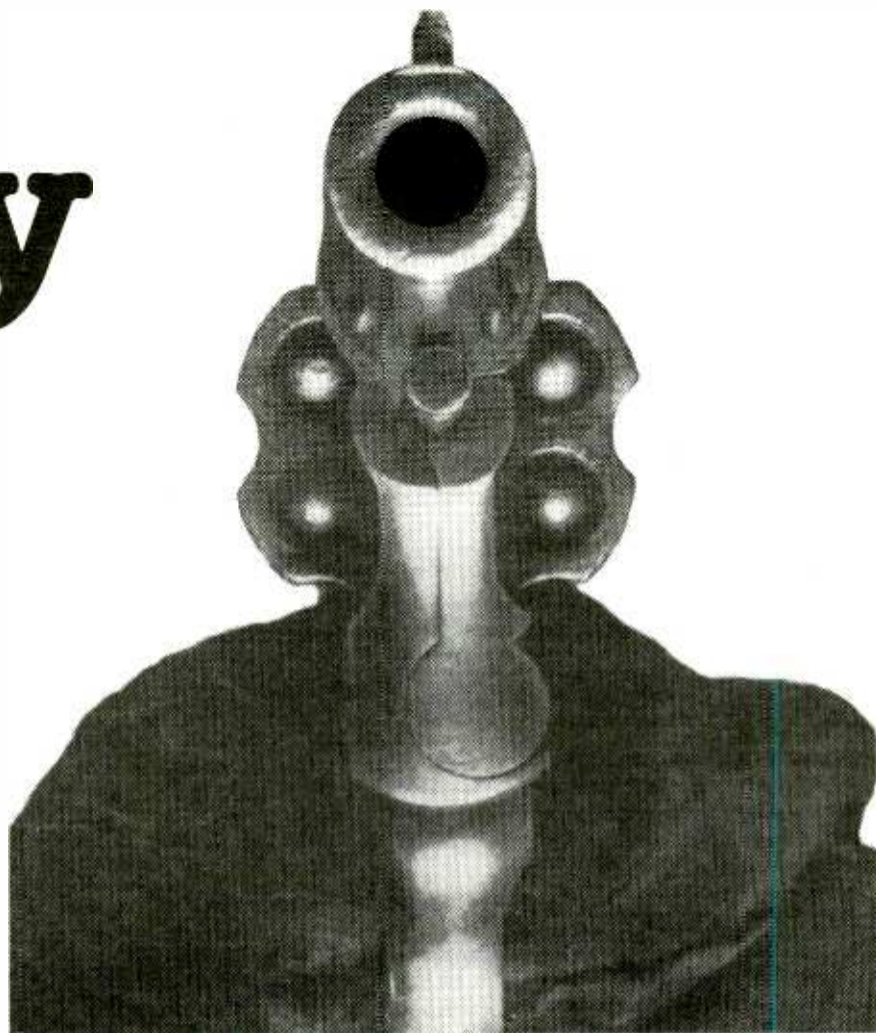


WAVE FEST PERFORMERS — Artists at the 1995 Wave Fest included Blue Mountain, Billy Pilgrim, Cake, Drivin-N-Cryin, Edwin McCain, Meat Puppets, and Wilco. Above (clockwise from top left), Jeff Tweedy of Wilco gives the crowd a shot at playing his guitar; Edwin McCain pours his heart and soul into a song; Kristian Bush (l) and Andrew Hyra of Billy Pilgrim belt out a tune; and Seven Mary Three's Jason Ross stretches his vocal cords.

Continued on Page 26



# Get Away With Murder!



Competitive reality for radio in the 90's means higher reliance on promotions than at any other time in its history. What it also means is a tireless tug of war between advertisers, stations, and listeners. While quality station promotions remain critical to the successful marketing of a station, value-added promotions have become critical to station buys. Reconciling these two views is the complex role of today's Promotion Director and the need for which **Promotional Warfare** was created.

**Promotional Warfare** is the most complete book on promotions on the market today, containing more than 1,000 pages of promotional ideas from the top stations across the country.

**Promotional Warfare** is indexed as follows: Billboard, Bumper Sticker, Charity, Contest, 42 Holiday categories, Marketing, Merchandising, Miscellaneous, 65 Sales categories, Station Vehicles, Stunts, and many more.

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**Keating**

Continued from Page 1

ing with him [for the K-101 job] understood why we picked him."

Prior to joining 'HYI, Keating — who begins his new assignment January 15 — programmed KPLZ/Seattle and was Production Director at WYTZ/Chicago.

**Stocks**

Continued from Page 3

member is the FCC has said on several occasions that if Congress does not deregulate, the FCC will, so that gives some comfort," said **Steven Shapiro**, high-yield broadcast bond analyst at **CIBC Wood Gundy Securities**.

"Investors feel they have a strong ally in Reed Hundt, who said he would consider deregulation independent of Congress," added **Smith Barney** analyst **Ed Hatch**.

Secondly, investors now see Congress as "the boy who cried wolf." Wall Street isn't taking rumors about the bill's fate as seriously as it once did. "I think when all is said and done, it will get done," said **Tim Wallace**, a media analyst for **S.G. Warburg**. "There may be some bumps between now and then, which makes for great headlines, but all the interim stuff doesn't mean much — the basics have been agreed upon."

**'Bullish Compromise'**

Finally, because it's the pro-deregulation Republicans carping over the bill, most believe any changes now can only be to the benefit of the broadcast industry.

"The current compromise is a bullish compromise, and further change is likely to be more deregulatory," said **Drew Marcus**, radio analyst at **Alex. Brown & Sons**. "The street is totally satisfied that the current language positions broadcasters for tremendous growth."

**Wave Fest**

Continued from Page 24

didn't invite them this time around. But [frontman] **Kevin Kinney** got mad about it, so they were there this year. We have to invite the **Meat Puppets** every year, too. There are some obligatory-like invitations we have to extend, but it's cool that bands are so aware of a station event and want to be part of it.

"We try to avoid has-been bands. Conversely, a band who isn't big nationally but has established itself here, such as **Billy Pilgrim**, is worth more money — and we'll pay it. We try to be as fair as possible to all the bands."

After booking the bands, Rossi points out the obligations that follow. "The station is responsible for everything on the band's rider. The more you do for these artists and the more enjoyable you make it for them, the better your chances they'll spread the word about your event. This year we had

bands calling us who wanted to be part of it because they know it's a cool and hassle-free experience. You have to think of yourself as an ambassador for the station and the event and do a good job."

As Wave Fest has grown, so has the need for reliable help at the event itself. The station has gone from using volunteers to hiring workers from an applicant pool solicited on the air. One hundred people were retained and were supervised in groups by 30 station staffers. WAVF goes one step further and gives all the employees who work the event a financial bonus.

The station employed the use of a looped tape at the entrance of the park

to help protect themselves against any potential lawsuits. Rossi explains how they had fun with it: "We did a take on a theme park and put cheesy music underneath our announcement: 'Welcome to 96 Wave Fest. To your left is Potty Land, and to your right is Beer Land. Please, no body-surfing and no moshing.' We also made similar announcements from the stage."

"The bottom line is we do the event for the listeners — we want it to run smoothly so they can have as good a time as possible. That also [required] upgrading the sound system, the stage appearance, and adding all the little things we could to dress up the whole event."

Wave Fest is held at Brittlebank Park; the station rents it from the city and pays a turf fee. It's less expensive than going with the coliseum and also allows the station to profit from the vendors. Promotions Director **Jude Sloan** is responsible for the event logistics, including booking the park, getting all the necessary permits, police security, T-shirt security, portolets, tents, dumpsters, and more (see "Things To Do," page 24, for a complete list).

Bartlett concludes, "The best way to do an event like this is to start small. We didn't start out targeting 70,000 people. Learn the ropes with a smaller venue and a few bands. Learn to do it right and build your credibility so the bands will want to be at your event. When it becomes a citywide event that the whole community knows about, it gives you a dramatic impact you see in the book immediately."

**WSTR**

Continued from Page 3

year. Their promotions are well deserved — it's great to see growth within the company."

Prior to joining WSTR, Peterson was Asst. PD/MD at **KDWB/Minneapolis**. Ammons, meanwhile, was PD at **WFMF/Baton Rouge**.

In other station news, Promotion Director **Alan Hennes** has been named Director/Marketing Operations and Programming Asst. **Paul Hildreth** has been named Database Manager.

**Seminar**

Continued from Page 1

extensive professional development agenda for Talk radio programmers, producers, and executives. The schedule includes two general sessions featuring prominent speakers and 15 workshops on topics ranging from talent management to promotion to call-screening to audience research. There will also be a working lunch devoted to brainstorming on some of the thorniest problems facing the format.

Registration for the **R&R Talk Radio Seminar** is \$300, which includes admission to all sessions and exhibits as well as two lunches, two receptions, and the closing night dinner. After January 19, the registration rate jumps to \$375. For more information, call (202) 783-3822.

**PRECIOUS METAL**

The RIAA has issued the following awards for the month of December:

**MULTIPLATINUM ALBUMS**

"I," **Boyz II Men**, Motown (11 million); "Cooleyhighharmony," **Boyz II Men** (9 million); "Off The Wall," **Michael Jackson**, Epic (7 million); "Throwing Copper," **Live**, Radioactive (6 million); "Daydream," **Mariah Carey**, Columbia/CRG; "No Need To Argue," **Cranberries**, Island; "Forrest Gump" ST, **Various Artists**, Epic; "Pure Country," **George Strait**, MCA (5 million); "The Woman In Me," **Shania Twain**, Mercury; "Purple," **Stone Temple Pilots**, Atlantic (4 million); "Dangerous Minds" ST, **Various Artists**, MCA; "My Life," **Mary J. Blige**, Uptown/MCA; "Four," **Blues Traveler**, A&M; "When Love Finds You," **Vince Gill**, MCA (3 million); "Design Of A Decade," **Janet Jackson**, A&M; "All I Want," **Tim McGraw**, Curb; "Greatest Hits 1985-1995," **Michael Bolton**, Columbia/CRG; "Strait Out Of The Box" (box set), **George Strait**; "Dreaming Of You," **Selena**, EMI Latin; "Me Against The World," **2Pac**, Interscope; "Sixteen Stone," **Bush**, Interscope; "The Commitments" ST, **Commitments**, MCA; "Melissa Etheridge," **Melissa Etheridge**, Island (2 million).

**PLATINUM ALBUMS**

"III (Temple Of Boom)," **Cypress Hill**, Ruffhouse/Columbia/CRG; "Ozzmosis," **Ozzy Osbourne**, Epic; "Design Of A Decade," **Janet Jackson**; "Starting Over," **Reba McEntire**, MCA; "All I Want," **Tim McGraw**; "Greatest Hits 1985-1995," **Michael Bolton**; "Ballbreaker," **AC/DC**, Elektra/EEG; "Presidents Of The United States Of America," **Presidents Of The United States Of America**, Columbia/CRG; "Dreaming Of You," **Selena**; "One Emotion," **Clint Black**, RCA; "Thinkin' About You," **Trisha Yearwood**, MCA; "Psalm 69," **Ministry**, Sire; "Never Enough," **Melissa Etheridge**; "Eat A Peach" and "Brothers And Sisters," **Allman Brothers**, Polydor; "Jesus Christ

Superstar" ST, **Andrew Lloyd Webber/Various Artists**, MCA.

**GOLD ALBUMS**

"III (Temple Of Boom)," **Cypress Hill**; "This Is Christmas," **Luther Vandross**, Epic; "Ozzmosis," **Ozzy Osbourne**; "Design Of A Decade," **Janet Jackson**; "Starting Over," **Reba McEntire**; "Dead Presidents" ST, **Various Artists**, Capitol; "Tails," **Lisa Loeb & Nine Stories**, Geffen; "The Gold Experience," **AFKAP**, Warner Bros.; "Friends" ST, **Various Artists**, Reprise; "All I Want," **Tim McGraw**; "Greatest Hits 1985-1995," **Michael Bolton**; "Father & Son," **Gerald Levert & Eddie Levert Sr.**, East-West/EEG; "Conspiracy," **Junior M.A.F.I.A.**, Big Beat/Atlantic; "Dreaming Of You," **Selena**; "Home," **Blessid Union Of Souls**, EMI; "Elastic," **Elastica**, DGC/Geffen; "Out With A Bang," **David Lee Murphy**, MCA; "Rubberneck," **Toadies**, Interscope; "Whaler," **Sophie B. Hawkins**, Columbia/CRG; "I'm Alive," **Jackson Browne**, Elektra/EEG; "Ballbreaker," **AC/DC**; "A Winter Solstice IV," **Various Artists**, Windham Hill; "Secret Story," **Pat Metheny**, Geffen; "Solo Para Ti," **Ottmar Liebert & Luna Negra**, Epic; "Bells Of Dublin," **Cheftains**, RCA Victor; "The Mind Is A Terrible Thing To Taste," **Ministry**; "Twisted Christmas," **Bob Rivers & Twisted Radio**, Critique; "La Cage Aux Folles" ST, **Various Artists**, RCA Victor.

**MULTIPLATINUM SHORTFORM ALBUM**

"Creepin' On Ah Come Up," **Bone Thugs-N-Harmony**, Ruthless/Relativity (2 million).

**GOLD SINGLES**

"You Remind Me Of Something," **R. Kelly**, Jive; "I'd Lie For You (And That's The Truth)," **Meat Loaf**, MCA; "So Emotional," "The Greatest Love Of All," "How Will I Know," "Saving All My Love For You," and "You Give Good Love," **Whitney Houston**, Arista.

**TOP 10 TALK TOPICS**

December 1995

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

LM	TM	Topic
1	1	Government Shutdown
4	2	Federal Budget Battle
5	3	Bosnia
-	4	Holiday Season Retail Woes
-	5	National Speed Limit Repeal
-	6	Oliver Stone's "Nixon" Film
-	7	Whitewater Probe
-	8	1996 Presidential Race
-	9	Gingrich: Time Man Of The Year
-	10	Flag-Burning Amendment

Whitewater returns after a five-month hiatus; the '96 presidential campaign returns after one month.

Reporting Stations: WRKO/Boston, Al Mayers; WWDB/Philadelphia, Matthew Zucker; WBAP/Dallas-Ft. Worth, Tyler Cox; WLS/Chicago, Diana Bodkins; KSTP/Minneapolis, Steve Konrad; KMOX/St. Louis, Tom Langmyer; KOA/Denver, Robin Bertolucci; KIRO/Seattle, Tom Clendening; KGO/San Francisco, KR Lynch.



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## World Wide Web Site Update

Here is a list of the radio station and related industry web site addresses we've received since our last update (R&R 11/17), including sites that have changed addresses. For complete web site listings by format, visit R&R on the World Wide Web (<http://www.ronline.com>). If you would like to have your radio or music-related site listed, please e-mail the info to [jaxelrod@ronline.com](mailto:jaxelrod@ronline.com) or fax to (310) 203-9763.

All sites begin with <http://>

WFLY-FM/Albany (CHR)	www.fly92.com
KIKF & KYKF/Anaheim-San Fernando, CA (Country)	www.kikf.com
KFQD-AM/Anchorage, AK (FS)	www.corcom.com/kfqd/kfqd.html
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WERC-AM/Birmingham (N/T)	www.werc960am.com
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WMXQ-FM/Birmingham (CHR)	www.quicklink.net/mix94.5.html
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WOWC-FM/Birmingham (Country)	www.wowc.com
WZRR-FM/Birmingham (CR)	www.quicklink.net.rock99.html
WZZK-AM & FM/Birmingham (Country)	www.bhm.tis.net/wzzk/
WBCN-FM/Boston (Alternative)	www.wbcn.com
WUNX & WUNZ/Cape Cod, MA (Alternative)	www.ccsnet.com/wunx
KHAK-FM/Cedar Rapids, IA (Country)	khak.com
WFAE-FM/Charlotte (NAC)	www.npr.org/members/WFAE
KEGL-FM/Dallas (Rock)	www.kegl.com
WDAQ-FM/Danbury, CT (AC)	www.98q.com
KMXG-FM/Davenport, IA (AC)	www.qconline.com/mix96/index.htm
KKDM-FM/Des Moines (Alternative)	www.kkdm.com
KKDJ-FM/Fresno (CR)	www.kkdj.com
WBCT-FM/Grand Rapids (Country)	www.b93.com/b93
WPXC-FM/Hyannis, MA (Rock)	www.capecod.net/wpzc/
WRZE-FM/Hyannis-Nantucket, MA (CHR)	www.capecod.net/wrzc/
WTLC-AM & FM/Indianapolis (Urban)	sigmaduke.iserver.com/wtlc/
KINY-AM/Juneau, AK (FS)	www.ptialaska.net/~kiny/
KSUP-FM/Juneau, AK (Rock)	www.ptialaska.net/~ksup/
WKFR-FM/Kalamazoo, MI (CHR)	www.wkfr.com
WKZO-AM/Kalamazoo, MI (N/T)	www.net-link.net/wkzo
WNTX-FM/Kalamazoo, MI (Alternative)	www.radiox.com
WQLR-FM/Kalamazoo, MI (AC)	www.net-link.net/qlite
WQSN-AM/Kalamazoo, MI (Sports)	www.net-link.net/wqsn
WRKR-FM/Kalamazoo, MI (Rock)	www.wrkr.com
KOOV-FM/Killeen, TX (Country)	www.vvm.com/~kooov
WASK-AM & FM/Lafayette, IN (N/T)	www.wask.com/wask
KSMB-FM/Lafayette, LA (CHR)	ksmb945.com
WJXQ-FM/Lansing, MI (Rock)	www.voyager.net/q106
WDRE-FM/Long Island (Alternative)	undernet.com/undernet
KKLA-FM/Los Angeles (Religious)	www.kkla.com
KLSX-FM/Los Angeles (FS)	www.realradio.com
KMPC-AM/Los Angeles (Talk)	www.kmpc710talk.com
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KYSM-FM/Mankato, MN (Country)	proradio.mankato.mn.us/country103/
KZZE-FM/Medford, OR (Rock)	www.wave.net/upg/kzze/kzze1.html
WEGR-FM/Memphis (CR)	www.ROCK103.com
KSBR-FM/Mission Viejo, CA (NAC)	www.saddleback.cc.ca.us/events/ksbr
CJFM-FM/Montreal (CHR)	www.themix.com
WMRR-FM/Muskegon, MI (Rock)	www.rock1017.com
WHTZ-FM/New York (CHR)	www.z100.com
WQCD-FM/New York (NAC)	www.wqcd.com/cd101.html
WCMS-AM & FM/Norfolk (Country)	www.infi.net/wcms
KEZO-FM/Omaha (CR)	www.expance.com/z92
WJRR-FM/Orlando (Alternative)	wjrr.com
CFRA-AM/Ottawa (N/T)	www.cfra.com
KHTC-FM/Phoenix (Oldies)	www.giacco.com/khits
KIDR-AM/Phoenix (Childrens)	www.giacco.com/kidr
KNRK-FM/Portland (Alternative)	www.teleport.com/~knrk
CHOI-FM/Quebec City (Rock)	www.megatoon.com/choi
KGB-FM/San Diego (CR)	www.tbo.com/kgb
KITS-FM/San Francisco (Alternative)	www.live105.com/live105/
KWBR-FM/San Luis Obispo, CA (Rock)	www.callamer.com/~tym
WAEV-FM/Savannah, GA (AC)	www.hargray.com/mix.htm
KING-FM/Seattle (Classical)	www.king.org
WTBT-FM/Tampa (CR)	Thunder1055.com
CKWF-FM/Toronto (CR)	www.accel.net/wolf.htm
KGTO-AM/Tulsa (Oldies)	www.krav.com/kgto.htm
KRAV-FM/Tulsa (AC)	www.krav.com
WKDY-FM/Utica-Rome, NY (CHR)	www.borg.com/~kiss102
CFMI-FM/Vancouver (Rock)	www.rock101.com
CFUN-AM/Vancouver (AC)	www.cfun.com
CHQM-FM/Vancouver (AC)	www.qmfm.com

### Other Sites Of Interest

AudioNet	www.AudioNet.com
Backstage Productions	www.hsv.tis.net/backstage/
Bailey Broadcast Services	www.LeeBailey.com
Bob Rivers's Twisted Tunes	www.twistedtunes.com
Broadcast Archive	www.oldradio.net
Classic FM (U.S.)	www.telebyte.nl/~maestro
Classified Records	www.cworld.com
CORE Entertainment	www.core-records.com
Entertainment Radio Networks	www.emsite.com
Exposure	www.xposure.com
Harris Allied	www.broadcast.harris.com
iRadio - Interactive Radio	www.iradio.com/iradio
IRS Records	rocktropolis.com/IRS/index.html
Katz Radio Group	www.katz-media.com
"Mark & Brian Show"	markandbrian.com
Metro Networks	metronetworks.com
Miami Lakes Tech Radio Broadcasting Program	www.webcom.com/radioweb/
Radio Classics	radioclassics.com
radioEARTH	www.radio-online.com/radioearth/index.htm
RadioSat	www.radiosat.com/radiosat/
TAG Records	www.tagrec.com
Taylor Subscription Talk	tstradio.com
Time Capsule	www.tcapsule.com
USRadio	www.dmi.net/rook/
Vision Broadcasting Network	www.panix.com/~vision
440: Satisfaction	www.440int.com/440sat.html



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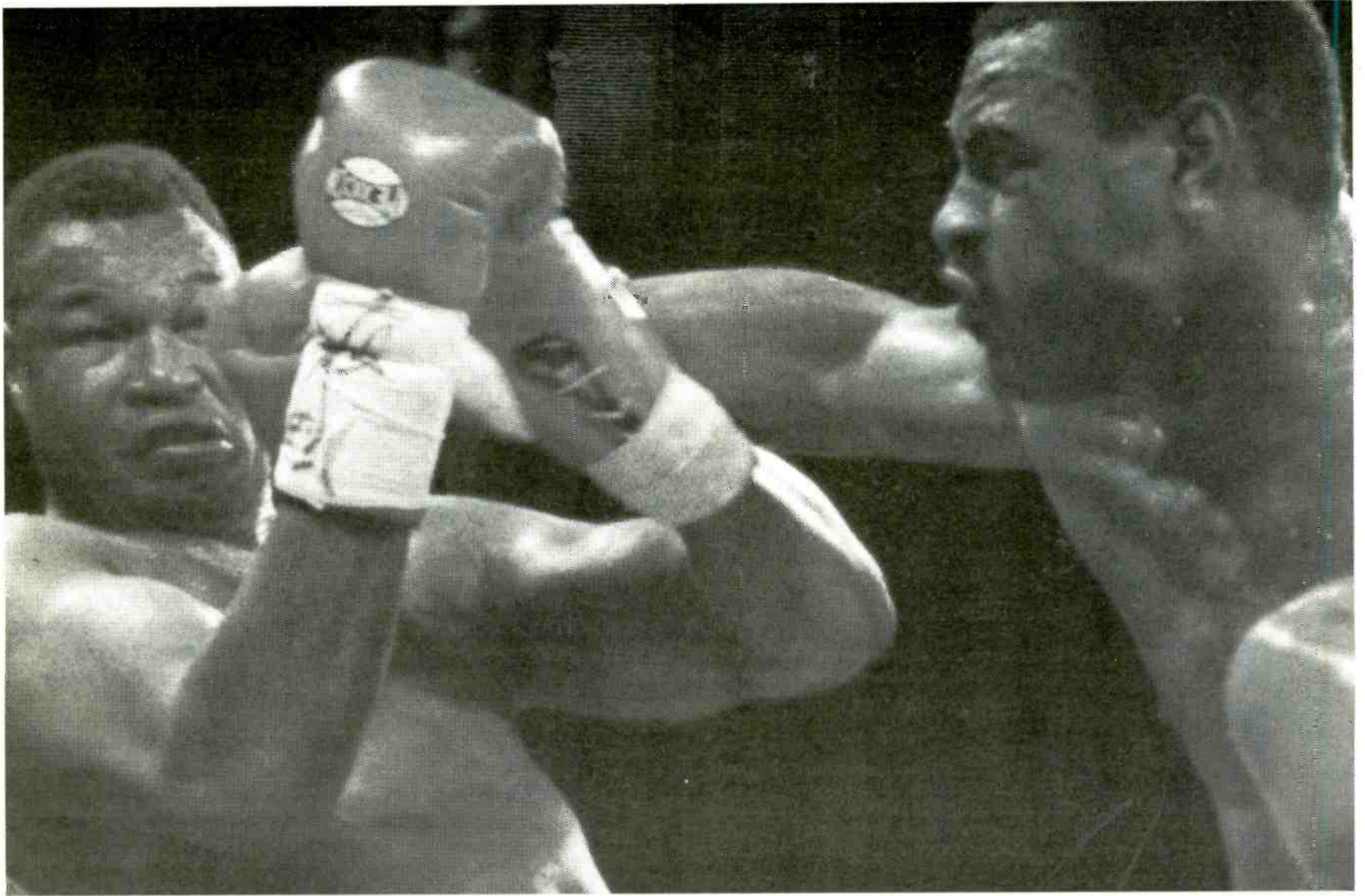
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I.R.S. SOUND BUSINESS



## STREET TALK®

### WHYT/Detroit PD Rick Gillette Exits!

The BIG news out of the Motor City this week — beyond Rock WLLZ/Detroit's format flip to "Smooth Jazz" (see Page 10) — was crosstown **WHYT PD Rick Gillette's** exit after nine years on the j-o-b. **WHYT MD Alex Tear** will hold down the fort for now, but ST hears a format flip *may* be imminent.

In other Detroit action, **WRIF APD/MD/** afternoon delight **Mark Thompson** segues to the MD position at **WYSP/Philly**, effective 1/15.

ST hears that the *L.A. Times* is set to run a story that focuses on the flourishing independent music promotion business in the very near future.

After four years with the firm, **Viacom VP/** Programming **Bob Kaake** resigns. Kaake will remain in Seattle, but Viacom won't fill his position.

#### Rumors

•Will **KXKL/Denver PD** (and former **WHYI (Y100)** Miami) PD **Rob Roberts** go back to Miami in place of the exiting **Casey Keating** (who's headed for the open PD slot at **KIO/SF**, replacing **Dave Shakes**)?

•Is **Jacor** about to buy a group of radio stations?

•Will the new **WHTZ/NY** morning show host please stand up on January 15?

•Are **WYUU/Tampa** morning drivers **Kelly & Alpha** headed for wakeups at **KXKL/Denver**? And is **WIBF/Philly** checkin' out **WYUU Dir./Marketing & Promo Mark Gullet**? And ... what's up between **WMTX/Tampa** and its former Production Dir./morning show character **Don McKenzie**?

•Will Alternative-leaning **WEDJ/Charlotte** lean back in its prior **CHR/Rhythmic** direction?

•Is **Cox** about to unleash a new format on recent acquisition **WAJE/Louisville**?

•Will **WNDB-FM/Daytona Beach** — now simulcasting **WNDB-AM's** News/Talk format — flip to **CHR** shortly?

•Did **KSOL/SF** morning driver **Don Sainte-Johnn** take a week off to prep his PD pitch in the wake of **Bob Hamilton's** segue to the crosstown **KABL-AM & KBGG-FM PD** gig?

•Will **Critique** staff up in the Southeast, Midwest, and West and hire a Nat'l R&B person?

•Will former **KGGI/Riverside** morning star **Hollywood Hamilton** resurface at **FM Talker KLSX/L.A.** or **KSFM/Sacramento**?

•Ex-**KIIS/L.A.** afternoon driver **Big Ron O'Brien** cops the morning slot at **Gannett's KKBH/San Diego**.

**WLS-FM/Chicago** became the Second City's second Country outlet last week. (Now calling itself the "All-New 94.7, Kicks Country," **WLS-FM** joins **Infinity's WUSN** in the format.)

**Alan Jackson's** "Gone Country" kicked off 10,000 songs-in-a-row. Sometime following the 10,000th song, the 94th caller will win \$10,000. By ST's dead reckoning, the *real* action ought to come somewhere 'round about January 18.

**WGZB/Louisville PD/MD Del Spencer** exits the station in the wake of new ownership. Station staffer **Paul Strong** is appointed interim PD; morning driver **Tim Jherard** becomes interim MD.

**Starlight Publishing VP/Sales Chuck Hammond** has been named GM for **Crescent Communications' Albuquerque** stations (Country **KRST-FM**, Gold-based Country **KOLT-FM**, and Sports **KRZY-AM**). A 15-year radio vet, Hammond previously served as **KOLT's** GM under different ownership.

#### The Consonant Professional?

Normally "Wheel Of Fortune" host **Pat Sajak** sells vowels, but ST hears he's about to

Continued on Page 32

#### Records

•**Columbia** elevates **Chris Woltman** to Sr. Dir./Promo, based in L.A. Meanwhile, **Trina Tombrink** exits **Big Red's** Media Dept. and heads east to work with Sr. VP/Nat'l Rock Promo **Jim Del Balzo**. And ... **Columbia/Nashville** Sr. Dir./Promo **Debi Fleischer** reports the label has picked up the option year on her contract.

•**Zoo** Nat'l Dir./CHR Promo **Dana Kell** exits.

•Look for Country radio consultant/veteran programmer **Tim Murphy** to head promo efforts at Nashville's newest label, **Rising Tide**. Murphy was VP/Programming for **EZ Communications**, when he split to set up his own consultancy last April.

•**Motown** Sr. VP/Product Mgt./Artist Development **Karen Sherlock** exits.

•Ex-**Capricorn** Sr. VP/GM **Mark Pucci** forms his own independent PR firm with **Rhino-distributed HighTone Records** as his first client. Pucci — who left **Capricorn** in December — is based in Atlanta at (404) 816-7393.

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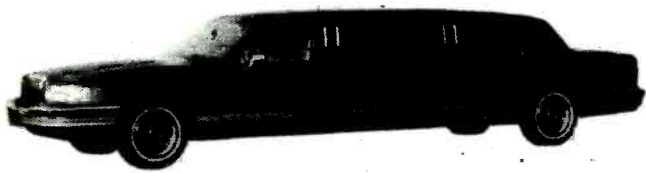


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Studio appointment 2:00 a.m.  
 Session ends 5:30 a.m. Client's plane  
 arrives 7:15 a.m. You need a haircut.  
 Forgot your wallet. Flowers for  
 Mom's birthday. Dinner reservations.  
 Kid's dental appointment and music  
 lessons. Uncle wants to see the  
 Statue of Liberty. Where's the sand-  
 wich tray? Cruise ship docks at  
 11:37 p.m. Missed the shuttle. Maid  
 can't get into the house. I've got a  
 major meeting. It's pouring. My  
 prayer is to get there on time. The  
 snow's a foot deep. I must have an  
 English-speaking chauffeur in Hong  
 Kong. Who picks us up after the  
 show? Can I send and receive a FAX  
 from the limo? Do you have a cellu-  
 lar phone? I have to go the the bath-  
 room—quick! You're stranded at Orly.  
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## STREET TALK®

Continued from Page 30

buy four consonants. That's the sound  
 echoing 'round Annapolis, where **WRNR** —  
 the small "free-form rock" station that's  
 attracted Sajak's attention — is located. While  
 the deal isn't exactly sealed, ST hears former  
**AFRTS** air talent Sajak has put up some  
 s-r---s money.

**CBS Radio's Charles Osgood** is slated  
 to keynote the **NAB's** Radio Luncheon, set for  
 April 16 during NAB '96 in Las Vegas.

After 32 years as a Big Band outlet,  
**KGRB-AML.A.** flips to a simulcast with  
 Spanish **KMQA-FM**.

As a prelude to moving to new  
 headquarters, Classic Rock **KSLX/Phoenix**  
 is holding a party on January 12 for all former  
 employees who worked in the building at  
 4601 N. Scottsdale Road (this includes  
 people who worked at **KPOK, KWBY, KDOT,**  
**KSGR, KOPA,** and **KSLX**). Call (602) 941-  
 1107 for details.

### Rumbles

•Gold-based Country **KCRZ-FM/Tucson** — which  
 has been simulcasting with AM sister **KCUB** — flipped  
 to '70s Oldies last week. The station's owned by **Jim  
 Stone's Rex Broadcasting**, which also sports the  
 market's dominant Country outlet, **KIIM**.

•**Benchmark Communications** is buying Country  
**KRMD-AM & FM/Shreveport, LA** and Urban **WJMZ-  
 FM/Greenville, SC** from **George Francis's AmCom  
 General Corp.** (Benchmark already owns Greenville  
 Country combo **WESC-AM & FM** and **WFNQ-FM**.)  
 Once the deals go down, Francis will join Benchmark  
 as a Regional Mgr., based out of Greenville.

•**WGCI/Chicago's** new line-up: The Throw Down  
 Club with **Steve Harvey** and **Jeanne Sparrow** (5-  
 10am), **Irene Mojca** (10am-2pm), **Crazy Howard  
 McGee** (2-6pm), **Rick Party** (6-10pm), ex-**WDAS/  
 Philly** and former **WVAZ/Chicago** air talent **Raymond  
 Anthony** (10pm-2am), with the overnight post TBD.

•**WROV/Roanoke** PD **Ellen Flaherty** exits.

•Ex-**WQYK/Tampa** midday maven **Dan Stevens**  
 joins crosstown **WRBQ/Tampa's** **Dave McKay** in af-  
 ternoon drive.

•**Shannon Steele** changed her mind about the  
 CHR **WSKS/Utica, NY** PD gig and will do mornings  
 at **WAYV/Atlantic City, NJ**, starting January 7.

•**Bob Harvey, Jr.** becomes PD at **KHPY/Moreno  
 Valley-San Bernardino, CA**, which will debut with a  
 Classic Country format on January 9. (Incidentally,  
 he's the son of **KIKF-FM & KYKF-FM/Anahelm-San  
 Fernando, CA** PD **Bob Harvey**.)

•Citing budget cutbacks, **WTCF/Saginaw, MI** PD/  
 morning co-host **Steve Williams** becomes a part-tim-  
 er. **Greg Fry** takes the PD reins and **Rick O'Shea**  
 now partners with **Jeanmarie Pavell** in mornings.

•**KORQ/Abilene, TX** flips from CHR to AC.

RADIO RECORDS



1

- Joe Ruyak** upped to **WIBF/Philly** GM.
- Sheila Mulcahey** named **KTCJ & KTCZ**  
 (Cities 97)/**Minneapolis** Station Mgr.
- David Bernstein** becomes **WOR/NY** PD.
- Dave Logan** now Dir./Programming at **Sundance  
 Broadcasting/Phoenix's** **KISO-KOY & KYOT-  
 KZON**.

5

- Atlanta Advances:** **Bob Green** becomes **WSB-AM  
 & FM** Station Mgr. and **Bill Wise** rises to **WYAY  
 & WYAI** GM.
- Richard Nash** elevated to **Atlantic Records** Sr. VP/  
 Black Music.
- Dr. Dave Ferguson** named **KSFM/Sacramento** PD.
- Jim Frank** upped to **WMAQ/Chicago** Exec. Editor.

10

- Tony Salvadore** elevated to **KFOG/SF** VP/GM.
- Mike Wagner** upped to **KRLA & KBZT/L.A.** OM.
- Lee Michaels** named **WGCI-FM/Chicago** PD.
- Dave Sholin** becomes **KFRC/SF** PD.
- KRBE/Houston** PD **Paul Christy** adds FM sister PD  
 duties.

15

- Dick Kline** appointed **Radio Records** Prez/COO.
- Denise Oliver** becomes **Capitol Broadcasting**  
 VP/Ops & Programming.
- Michael O'Shea** named **KBLE/Seattle** GM.
- Dean Tyler** returns to Philadelphia as PD of **WFIL**.
- Carey Curelop** appointed **WABX/Detroit** PD.

20

- Bob Pittman** becomes **WMAQ/Chicago** Program Mgr.
- Dennis Waters** named **13Q (WKTQ)/Pittsburgh** PD.
- Jo Interrante** appointed **KFRC/SF** ND.

### History 101 & 102

**KDKA/Pittsburgh** is selling lucite-  
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Speaking of history, belated  
 congratulations to **KMOX/St. Louis**, which  
 celebrated its 70th anniversary on  
 December 24th. And didja know that the  
 "X" in **KMOX** represents the station's  
 Christmas Eve sign-on?



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One Sweet Day

SOUNDS OF BLACKNESS/  
God Is Love/Mercy Me

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- 1 2 MICHAEL JACKSON/You Are Not Alone (Epic)
- 2 3 REN & STIMPY/I Wanna Be A DJ (Sony Wonder/Sony Music)
- 4 4 ANIMANIACS/The Cheese Roll Call (Kid Rhino/Rhino)
- 5 5 LYLE LOVETT & RANDY NEWMAN/You've Got A Friend In Me (Wait Disney)
- 6 6 CHIPMUNKS/I've Got No Strings (Epic/Chipmunk/Sony Wonder)
- 7 7 ELTON JOHN/Blessed (Rocket/Island)
- 8 8 LOS DEL RIO/Macarena (Ariola/BMG)
- 9 9 PARACHUTE EXPRESS/Dr. Looney (Radio AAHS Exclusive)
- 10 10 BACKSTREET BOYS/We Got It Goin' On (Jive)

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59.4 million households  
Patti Galluzzi,  
VP/Music Programming

#### Weeks On

### ADDS

- 2PAC VDR. DRE/California (Death Row/Interscope)
- GREEN DAY/Brain Stew/Jaded (Reprise)
- EVERYTHING BUT THE GIRL/Missing (Atlantic)
- ELTON JOHN/Blessed (Rocket/Island)
- LA BOUCHE/Be My Lover (Logic/RCA)
- KORN/Shoots & Ladders (Immortal/Epic)
- SPACEHOG/In The Meantime (Sire/EEG)
- WHITE ZOMBIE/Super-Charger Heaven (Geffen)

### HEAVY

- ALICE IN CHAINS/Grind (Columbia/CRG) ... 8
- BUSH/Glycerine (Trauma/Interscope) ... 6
- MARIAH CAREY/One Sweet Day (Columbia/CRG) ... 9
- COLLECTIVE SOUL/The World I Know (Atlantic) ... 9
- COOLIO/Too Hot (Tommy Boy) ... 8
- GOO GOO DOLLS/Name (Metal Blade/WB) ... 20
- GREEN DAY/Brain Stew/Jaded (Reprise) ... ADD
- WHITNEY HOUSTON/Exhale (Shoop Shoop) (Arista) ... 11
- MICHAEL JACKSON/Earth Song (Epic) ... 7
- L.L. COOL J/Hey Lover (Def Jam/Island) ... 10
- MADONNA/You'll See (Maverick/WB) ... 8
- OASIS/Wonderwall (Epic) ... 7
- JOAN OSBORNE/One Of Us (Mercury) ... 12
- RED HOT CHILI PEPPERS/My Friends (WB) ... 12
- SMASHING PUMPKINS/Bullet With Butterfly... (Virgin) ... 11
- 2PAC VDR. DRE/California (Death Row/Interscope) ... ADD

### JAM OF THE WEEK

TONY RICH PROJECT/Nobody Knows (LaFace/Arista) ... 6

### STRESS

- BEATLES/Free As A Bird (Apple/Capitol) ... 4
- BLUES TRAVELER/Hook (A&M) ... 15
- D'ANGELO/Cruisin' (EMI) ... 6
- DAVE MATTHEWS BAND/Satellite (RCA) ... 5
- DEEP BLUE.../Breakfast... (RainMaker/Interscope) ... 15
- EVERCLEAR/Santa Monica... (Capitol) ... 10
- GROOVE THEORY/Tell Me (Epic) ... 15
- DON HENLEY/The Garden Of Allah (Geffen) ... 4
- HOOTIE & THE BLOWFISH/Time (Atlantic) ... 11
- R. KELLY/You Remind Me Of Something (Jive) ... 8
- NATALIE MERCHANT/Wonder (Elektra/EEG) ... 7
- ALANIS MORISSETTE/Hand In... (Maverick/Reprise) ... 13
- RANCID/Ruby Soho (Epitaph) ... 13
- SEAL/Don't Cry (ZTT/Sire/WB) ... 5
- SEVEN MARY THREE/Thumbprints (Mammoth/Atlantic) ... 13
- THA DOGG POUND/Let's Play... (Death Row/Interscope) ... 8
- TLC/Diggin' On You (LaFace/Arista) ... 13

### BREAKTHROUGH

CANDLEBOX/Understanding (Maverick/WB) ... 5

### ACTIVE

- CYPRESS HILL/Thru... (Ruffhouse/Columbia/CRG) ... 5
- DEF LEPPARD/When Love & Hate Collide (Mercury) ... 4
- EVERYTHING BUT THE GIRL/Missing (Atlantic) ... ADD
- FOLK IMPLOSION/Natural One (London/Island) ... 6
- IMMATURE/We Got It (MCA) ... 3
- ELTON JOHN/Blessed (Rocket/Island) ... ADD
- LENNY KRAVITZ/Circus (Virgin) ... 5
- KRIS KROSS/Tonite's... (Ruffhouse/Columbia/CRG) ... 3
- L.V./Throw Your Hands Up (Tommy Boy) ... 10
- LA BOUCHE/Be My Lover (Logic/RCA) ... ADD
- MONICA/Before You Walk Out Of... (Rowdy/Arista) ... 7
- PHARCYDE/Runnin' (Capitol) ... 7
- SILK/Hooked On You (Elektra/EEG) ... 5
- SILVERCHAIR/Pure Massacre (Epic) ... 8
- TOAD THE WET.../Good... (Reprise/Columbia/CRG) ... 10
- 3T/Anything (MJJ/550 Music) ... 6

### ON

- ANTHRAX/Fueled (Elektra/EEG) ... 5
- BETTER THAN EZRA/Rosealia (Swell/Elektra/EEG) ... 5
- BLACK GRAPE/In The Name Of... (Radioactive) ... 5
- ELASTICA/Car Song (DGC/Geffen) ... 7
- FOR SQUIRRELS/Mighty K.C. (550 Music) ... 3
- KORN/Shoots & Ladders (Immortal/Epic) ... ADD
- MARILYN MANSON/Dope Hat (Nothing/Interscope) ... 6
- NO DOUBT/Just A Girl (Trauma/Interscope) ... 4
- PASSENGERS/Miss Sarajevo (Island) ... 7
- SPACEHOG/In The Meantime (Sire/EEG) ... ADD
- WHITE ZOMBIE/Super-Charger Heaven (Geffen) ... ADD

(Note: This week's chart is frozen.)



21 million households  
Les Garland,  
Exec. VP/Programming  
Frankie Blue,  
Director/Music Programming

#### LW TW

- 1 MEL-LOW/BG Thang (Poppa C/RAL)
- 2 L.A.D./Ridin' Low (Hollywood)
- 3 D'ANGELO/Cruisin' (EMI)
- 4 TOTAL/No One Else (Bad Boy/Arista)
- 5 R. KELLY/You Remind Me Of Something (Jive)
- 6 XSCAPE/Do You... (So So Def/Columbia/CRG)
- 7 3T/Anything (MJJ/550 Music)
- 8 DAS EFX/NOBB DEEP/Telephone... (EastWest/EEG)
- 9 IMMATURE/We Got It (MCA)
- 10 SPICE 1/VMC ENT/1990-Sick... (Dangerous/Jive)

Most requested for week ending December 29.



50.8 million households  
Lee Chesnut, VP/Music Programming  
Wayne Isaak, Sr. VP/Music & Talent Relations

#### Weeks On

### ADDS

- JANET JACKSON/Twenty Foreplay (A&M)
- GEORGE MICHAEL/Jesus To A Child (Dreamworks/Geffen)
- BIG MOUNTAIN/Get Together (Giant)
- DAVE MATTHEWS BAND/Satellite (RCA)
- SOUL ASYLUM/Promises Broken (Columbia/CRG)

### XL

- MARIAH CAREY/One Sweet Day (Columbia/CRG) ... 9
- WHITNEY HOUSTON/Exhale (Shoop Shoop) (Arista) ... 11
- JANET JACKSON/Twenty Foreplay (A&M) ... ADD
- MADONNA/You'll See (Maverick/WB) ... 8
- ALANIS MORISSETTE/Hand In... (Maverick/Reprise) ... 13

### LARGE

- "AFKAP"/Gold (NPG/WB) ... 5
- DEEP BLUE.../Breakfast... (RainMaker/Interscope) ... 22
- DON HENLEY/The Garden Of Allah (Geffen) ... 24
- HOOTIE & THE BLOWFISH/Time (Atlantic) ... 11
- MICHAEL JACKSON/Earth Song (Epic) ... 7
- NATALIE MERCHANT/Carnival (Elektra/EEG) ... 26
- GEORGE MICHAEL/Jesus... (Dreamworks/Geffen) ... ADD
- JOAN OSBORNE/One Of Us (Mercury) ... 15
- SEAL/Don't Cry (ZTT/Sire/WB) ... 4

### MEDIUM

- BEATLES/Free As A Bird (Apple/Capitol) ... 5
- BIG MOUNTAIN/Get Together (Giant) ... ADD
- BLUES TRAVELER/Hook (A&M) ... 15
- EVERYTHING BUT THE GIRL/Missing (Atlantic) ... 2
- JOHN HIATT/Cry Love (Capitol) ... 12
- ELTON JOHN/Blessed (Rocket/Island) ... 10
- NATALIE MERCHANT/Wonder (Elektra/EEG) ... 5
- ROLLING STONES/Like A Rolling Stone (Virgin) ... 8

### CUSTOM

- COLLECTIVE SOUL/The World I Know (Atlantic) ... 5
- D'ANGELO/Cruisin' (EMI) ... 2
- DAVE MATTHEWS BAND/Satellite (RCA) ... ADD
- TERRY ELLIS/Where Ever You Are (EastWest/EEG) ... 5
- ENYA/Anywhere Is (Reprise) ... 2
- MELISSA ETHERIDGE/Your Little Secret (Island) ... 12
- GOO GOO DOLLS/Name (Metal Blade/WB) ... 14
- GROOVE THEORY/Tell Me (Epic) ... 15
- JEWEL/You Were Meant For Me (Atlantic) ... 6
- QUINCY JONES Y/TAMIA/You Put A Move... (Qwest/WB) ... ADD
- SOUL ASYLUM/Promises Broken (Columbia/CRG) ... 10
- TONY RICH PROJECT/Nobody Knows (Arista) ... 10
- TLC/Diggin' On You (LaFace/Arista) ... 8
- TOAD THE WET.../Good... (Reprise/Columbia/CRG) ... 8
- XSCAPE/Who Will You... (So So Def/Columbia/CRG) ... 8

Information current as of January 8



36 million households  
Lydia Cole,  
VP/Music Programming

### Video Soul Top 10

#### LW TW

- 1 L.L. COOL J/Hey Lover (Def Jam/Island)
- 2 MARIAH CAREY/One Sweet Day (Columbia/CRG)
- 3 SILK/Hooked On You (Elektra/EEG)
- 4 TLC/Diggin' On You (LaFace/Arista)
- 5 WHITNEY HOUSTON/Exhale (Shoop...) (Arista)
- 6 D'ANGELO/Cruisin' (EMI)
- 7 MICHAEL JACKSON/Earth Song (Epic)
- 8 MONICA/Before You Walk Out... (Rowdy/Arista)
- 9 TERRY ELLIS/Where Ever You... (EastWest/EEG)
- 10 PURE SOUL/I Want You... (Stepsur/Interscope)

(Note: This week's chart is frozen.)

### Rap City Top 10

#### LW TW

- 1 GROUP HOME/Living Proof (Payday)
- 2 CHEF RAEKWON/Incarcerated... (Loud/RCA)
- 3 THA DOGG POUND/Let's... (Death Row/Interscope)
- 4 GENIUS/Cold World (Geffen)
- 5 BLAZHAY BLAZHAY/Danger (Mercury)
- 6 CAMP LO/Coolie High (Profile)
- 7 ONYX/All We Got Iz Us (Def Jam/RAL/Island)
- 8 L.L. COOL J/Hot Ya (Remix) (Def Jam/Island)
- 9 FAB 5/Lefleur, Leflah, Eshoika (Priority)
- 10 FUGEES/Fu-Gee-La (Columbia/CRG)

(Note: This week's chart is frozen.)



60.2 million households  
Traci Todd,  
Manager/Video Programming

#### Weeks On

### HEAVY

- JOHN BERRY/If I Had Any Pride... (Capitol) ... 12
- JUNIOR BROWN/My Wife Thinks... (MCG/Curb) ... ADD
- TRACY BYRD/Love Lessons (MCA) ... 19
- JEFF CARSON/The Car (MCG/Curb) ... 15
- TERRI CLARK/When Boy Meets Girl (Mercury) ... 10
- JOE DIFFIE/Bigger Than The Beatles (Epic) ... 8
- WADE HAYES/What I Meant... (DKC/Columbia/CRG) ... 11
- FAITH HILL/It Matters To Me (WB) ... 9
- TIM MCGRAW/Can't Be Really Gone (Curb) ... 11
- JOHN MICHAEL MONTGOMERY/Cowboy... (Atlantic) ... 20
- LEE ROY PARNELL/When A Woman Loves... (Career) ... 5
- COLLIN RAYE/Not That Different (Epic) ... 6
- GEORGE STRAIT/Check Yes Or No (MCA) ... 13
- DOUG SUPERNAW/Not Enough Hours In... (Giant) ... 15
- PAM TILLIS/Deep Down (Arista) ... 12
- SHANIA TWAIN/(If You're...) I'm Outta... (Mercury) ... 7
- BRYAN WHITE/Rebecca Lynn (Asylum/EEG) ... 14
- DWIGHT YOAKAM/Nothing (Reprise) ... 8

### ADDS

JUNIOR BROWN/My Wife Thinks You're... (MCG/Curb)  
4RUNNER/Ripples (Polydor)

Information current as of January 1.



COUNTRY MUSIC TELEVISION  
30.8 million households  
Tracy Rogers, Director/Programming  
Paul Hastaba, VP/GM

### TOP 10

#### LW TW

- 1 ALAN JACKSON/Tall, Tall Trees (Arista)
- 2 TIM MCGRAW/Can't Be Really Gone (Curb)
- 3 BRYAN WHITE/Rebecca Lynn (Asylum/EEG)
- 4 FAITH HILL/It Matters To Me (WB)
- 5 PAM TILLIS/Deep Down (Arista)
- 6 DWIGHT YOAKAM/Nothing (Reprise)
- 7 TRACY BYRD/Love Lessons (MCA)
- 8 SHANIA TWAIN/(If You're...) I'm Outta Here (Mercury)
- 9 LEE ROY PARNELL/When A Woman... (Career)
- 10 TERRI CLARK/When Boy Meets Girl (Mercury)

Weeks On

### HEAVY

- TERRI CLARK/When Boy Meets Girl (Mercury) ... 12
- JOE DIFFIE/Bigger Than The Beatles (Epic) ... 9
- FAITH HILL/It Matters To Me (WB) ... 10
- TIM MCGRAW/Can't Be Really Gone (Curb) ... 12
- JOHN MICHAEL MONTGOMERY/Cowboy... (Atlantic) ... 6
- DOUG SUPERNAW/Not Enough Hours In... (Giant) ... 16
- PAM TILLIS/Deep Down (Arista) ... 13
- SHANIA TWAIN/(If You're...) I'm Outta Here (Mercury) ... 8
- BRYAN WHITE/Rebecca Lynn (Asylum/EEG) ... 15
- DWIGHT YOAKAM/Nothing (Reprise) ... 9
- WADE HAYES/What I Meant... (DKC/Columbia/CRG) ... 12

### HOT SHOTS

- MANDY BARNETT/Now That's All Right... (Asylum/EEG) ... 3
- JUNIOR BROWN/My Wife Thinks You're... (MCG/Curb) ... 3
- EMILIO/Even If I Tried (Capitol) ... 3
- KIERAN KANE/Cool Me Down (Dead Reckoning) ... 4
- TRACY LAWRENCE/If You Loved Me (Atlantic) ... 4
- MAVERICKS/All You Ever Do Is Bring Me... (MCA) ... 3
- RICH MCCREARY/Hangin' On (Magnatone) ... 3
- JO DEE MESSINA/Heads Carolina, Tails... (Curb) ... ADD
- LORRIE MORGAN/Standing Tall (BNA) ... 4
- CLAY WALKER/Hypnotize The Moon (Giant) ... 3

### ADDS

BAKER & MYERS/Years From Here (MCG/Curb)  
LINDA DAVIS/Some Things Are Meant To Be (Arista)  
DIAMOND RIO/Walkin' Away (Arista)  
CLAIRE LYNN/My Heart Is A Diamond (Rounder)  
JO DEE MESSINA/Heads Carolina, Tails California (Curb)

Heavy rotation songs receive five plays per day. Hot Shots receive four plays per day. Breakout Videos and Picks (Pick Hits of the Week) receive an extra play above heavy rotation per day. All Top 10 videos also receive heavy rotation.

Information current as of January 3.

## AUSTRALIA

#### LW TW

- 1 1 CDB/Let's Groove
- 2 2 DENI HINES/It's Alright
- 3 3 SWOOP/Apple Eyes
- 4 4 PETER ANDRE/Mysterious Girl
- 5 5 CAVE & MINOGUE/Where The Wild Roses Grow
- 6 6 TINA ARENA/Wasn't It Good
- 7 7 SCREAMING JETS/Friend Of Mine
- 8 8 YOU AM I/Mr. Milk
- 9 9 POLLYANNA/Lemon Suck
- 10 10 MAX SHARAM/Lay Down (Candles In The Rain)

(Note: This week's chart is frozen.)

Top 10 Australian records from playlists of 3Triple M-FM/Melbourne, FOX-FM/Melbourne, MMM/Perth, PMFM/Perth, SA-FM/Adelaide, 2-DAY/Sydney, 2 Triple M-FM/Sydney, MMM-FM/Brisbane, B105/Brisbane, FM-104/Canberra.

## CANADA

#### LW TW

- 1 1 ALANIS MORISSETTE/Hand In My Pocket
- 2 2 AMANDA MARSHALL/Let It Rain
- 3 3 DEBORAH COX/Sentimental
- 4 4 BASS IS BASE/Diamond Dreams
- 5 5 JANN ARDEN/Good Mother
- 6 6 TOM COCHRANE/I Wish You Well
- 7 7 HEMINGWAY CORNER/Watch Over You
- 8 8 TOM COCHRANE/Widest Dreams
- 9 9 K.D. LANG/If I Were You
- 10 10 KIM STOCKWOOD/She's Not In Love

(Note: This week's chart is frozen.)

Top 10 Canadian CHR hits courtesy  
The Record (416) 221-3366.



### CONCERT PULSE

#### Biggest Gigs Of December

Pos.	Artist	Gross (In 000s)
1	LUIS MIGUEL	\$1734.3
Auditorio Nacional/Mexico City (five shows)		
2	REBA McENTIRE	\$426.7
ARCO Arena/Sacramento		
3	REBA McENTIRE	\$383.3
Tacoma Dome/Tacoma, WA		
4	REBA McENTIRE	\$382.1
MGM Grand Garden/Las Vegas		
5	REBA McENTIRE	\$380.1
San Jose Arena		
6	BARRY MANILOW	\$341.2
Mirage Hotel/Las Vegas (six shows)		
7	BRUCE SPRINGSTEEN	\$220.3
DAR Constitution Hall/Washington, DC (two shows)		
8	THREE DOG NIGHT	\$217.0
Tacoma Dome/Tacoma, WA		
9	PHISH	\$215.2
Cleveland State University Convention Center		
10	GREEN DAY	\$190.0
West Palm Beach Auditorium (two shows)		

The CONCERT PULSE is a weekly computerized report ranking each artist by their average box office gross reported per venue. Courtesy of Pollstar, a publication of Promoters' On-Line Listings, (800) 344-7383, or in California (209) 224-2631.



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RANDALL BLOOMQUIST

## Avoiding The Round File: Keys To Creating An Effective Demo Tape

So your new year's resolution is to *finally* go after that talk host gig you've been coveting — either your first job in the format or a slot in a bigger market. Among the first items on your to-do list is making a new demo tape.

Before you start production of that cassette calling card, take a look at what several Talk PDs had to say about what they like — and dislike — in a demo tape.

### Give It To 'Em Straight

Most programmers prefer a demo that features an entire hour of your work. They do *not* want highlight tapes consisting of program snippets.

"I hate best-of tapes where somebody condenses a year of shows into

Consultant **Walter Sabo** also demands unedited tapes. "I want to hear it [with] mistakes and all — it's

☞

**I hate best-of tapes where somebody condenses a year of shows into five minutes. That's crap. I'd rather have somebody send me a typical hour of their show.**

—Steve Konrad

☞

**The rarest demo tape is the one where the host says, 'This is what I believe, this is why I believe it, and nothing you say is going to change my mind.' I lust for that tape.**

—Walter Sabo

five minutes," says **KSTP/Minneapolis PD Steve Konrad**. "That's crap. I'd rather have somebody send me a typical hour of their show. If they want to scope it down, they can cut out the [commercial] breaks."

important to hear how [the would-be host] handles those mistakes."

Konrad adds this interesting piece of advice: Use a strong — but less than perfect — performance on your first tape. Why? "If you send me your very best hour, I'll ask for a second tape and be disappointed. I'll figure there's a good chance the first show was a fluke performance."

But what if you've never done Talk? What should you send prospective employers? (No, not a large amount of cash in small bills.) Try a tape of yourself doing a monologue. Consultant **Bill McMahon** asks prospective hosts to submit tapes in which they talk about themselves, a topic about which they are knowledgeable and passionate.

**KOA/Denver PD Robin Bertolucci** says she's more than willing to listen to a homemade tape of a

would-be host discussing the issues of the day. "Just do the [opening monologue] you'd do for that day if you had a show," she advises.

### Be Strong, Be Yourself

Sabo reminds would-be talkers that their demo tape must prove they possess the single most important

talk host trait — a powerful and vibrant personality.

"Start the tape by expressing a strong opinion about something you feel strongly about," says Sabo. "The rarest demo tape is the one where the host says, 'This is what I believe, this is why I believe it, and nothing you say is going to change my mind.' I lust for that tape."

In reviewing demo tapes, Sabo also listens for honest emotion and a genuine personal style. "I hear an awful lot of **Rush Limbaugh** imitations," he says. "We all know Rush is good. Your demo should prove that *you* are good."

### Hit 'Em Fast & Hard

Several programmers echo the conventional wisdom that says a demo must capture the PD's attention within a matter of minutes. The

☞

**You probably don't want to work for anybody who won't spend more than three minutes with your tape. The PD who won't spend time listening is the same PD who won't spend time working with you on the show.**

—Steve Wexler

basis for this thinking: PDs are swamped with tapes and don't have time to wade through hours of material for signs of talent.

"It's got to boom out at me from the start," says Bertolucci. "If you can't convince me in a couple of minutes that you are scintillating, funny, and intelligent, you're outta there."

**KDKA/Pittsburgh PD Diane Cridland** agrees: "If you don't capture my attention in the first three minutes, you're gone."

Cridland says this philosophy reflects more than just a concern with time management. A host whose demo doesn't grab her by the throat probably won't have much luck attracting potential listeners. "[A PD] listening to a demo tape is like a listener tuning up and down the dial," she explains. "If you don't catch me when I tune in, I'm gone."

But not all PDs insist on being knocked out in the first round. Indeed, **WTMJ/Milwaukee PD Steve Wexler** thinks this emphasis on hitting fast and hard is a bad thing.

"You always hear about how these PDs are so busy," he says. "My question is: doing what? Are you telling me that a programmer who is seriously looking for talent isn't willing to spend more than three minutes [evaluating a prospective hire]?"

Wexler advises hosts against obsessing over the first three minutes of their tapes. The objective of creating a tape is to provide your prospective employer with an accurate reflection of your work. If that takes more than a few minutes, he says, so be it.

"You probably don't want to work for anybody who won't spend more than three minutes with your tape," warns Wexler. "The PD who won't spend time listening to your tape is the same PD who won't spend time working with you on the show."

**WRKO/Boston PD Al Mayers** respectfully disagrees with Wexler on that point. Mayers, who has de-

☞

**[A PD] listening to a demo tape is like a listener tuning up and down the dial. If you don't catch me when I tune in, I'm gone.**

—Diane Cridland

veloped numerous non-radio personalities into successful air talents, says it is precisely *because* he spends so much time with his airstaff that he can't afford to give unsolicited demos more than about two minutes.

"I want to be fair to everybody who sends a tape," he says. "I get about 30 tapes a week, and I try to set aside time to take them into a studio and listen. But there just aren't enough hours in the day for me to give each tape more than a couple minutes to catch my attention. Based on my experience, I'm very confident of my ability to judge [a host's potential] using my system."

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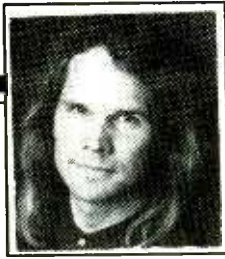
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STEVE WONSIEWICZ

## Program Directors See Alternative Acceleration In 1996

□ A wealth of talent and musical styles should contribute to continued crossover success

The year 1995 will go down in the books as the year alternative music solidified its presence in the mainstream. From newcomers **Alanis Morissette** and **Bush** to veterans **Pearl Jam** and the **Red Hot Chili Peppers**, alternative made inroads at several major formats.

Singling out one particular trend would unjustly ignore other key trends that shaped radio in the past year. Longtime blockbuster acts such as **Madonna**, the **Eagles**, and **Tom Petty** continued to deliver the goods. Performers who previously scored multiplatinum debut records — **TLC**, **Seal**, **Boyz II Men**, and **Collective Soul** — successfully built on that base to beat the sophomore jinx and move up the superstar ladder. Newcomers from across the format spectrum also supplied radio with a wealth of material. And in an informal survey of leading programmers, alternative music topped the topic list. Here's what they had to say about 1995 and what lies ahead this year:

**Joel Folger,  
KDGE/Dallas**

"There are a lot of relatively young alternative bands who are reaching their peak now. There was an introductory phase to the music, and now these bands have released their second and third albums. The time was ripe for this to happen."

If you look at the other forms of music, alternative was the next logical area where there would be a huge buzz, particularly in the big-city suburbs. Over the last few years other styles have been very hot, like urban dance. But as interest in that music peaked, people started looking for a change."

Folger is optimistic about the genre for '96, although the duration of an Alternative station owning a market is the \$64,000 question. "When something gets this big and this hot, you can't expect to own it all for very long."

Artist popularity won't diminish because a wide variety of alternative musical styles remains hot. Adult Alternative artists such as **Hootie & The Blowfish**, **Melissa Etheridge**, and **Blues Traveler** have been successful. The grungier stuff such as **Green Day** and **Offspring**, and even folksier music from artists like **Joan Osborne** and **Heather Nova**, has continued to be popular at The Edge. "People will want to know who will be the next



Joel Folger

**Dave Matthews Band** or the next **Offspring**. That will keep interest alive." Folger also believes some stations may steer away from some of the more grungier material because it's so polarized. "It's beginning to be problematic with older listeners."

Yet Alternative's future is a growing one, and Folger predicts 1996 will see more new converts. "I'm more bullish on the format simply because there are still many top 100 markets that do not have a straight-ahead Alternative station. That means more exposure for the music. You'll probably see 20 new Alternative stations sign on next year, maybe even more."

**Keith Clark,  
WBZZ/Pittsburgh**

"Hootie was bigger than anything in a long time and that opened the door for 'pop alternative' music at CHR. The tremendous explosion of Alternative stations signing on last year, however, means within the next year or two this style of music is going to reach a saturation point. When that happens and how long it will take to cycle through, I don't know."

CHR is all about instant gratification, he suggests. Loyalty to an artist or a band found in niche formats doesn't occur in a wide-ranging Top 40 spectrum such as B94's. "We are a song-driven format. And as long as those songs are popular, we're going to play them and continue to expose the music."

Clark believes the kinder, gentler rock that made inroads in '95 will roll over into the new year. "We were in a coming-out period where there was a backlash against rhythmic music that dealt mostly with dancing your butt off on the dance floor. After a while people get sick of brainless lyrics. As a result, rhythm took a back seat this year, even though it certainly had its moments. That's not to say people all of a sudden will stop wanting to dance, but they were saturated for a few years with similar-sounding records. People were looking for something different and alternative filled that void."



Keith Clark

**Sue O'Neil,  
WKSE/Buffalo**

"Artists who were traditionally thought of as being alternative are now seen as mainstream," O'Neil says. "That's doing something weird to the format — for the first time those stations are perceived as playing mainstream music, which goes against what the format is all about. Alternative stations will always have a place in breaking new music, but it will only do so much because it's a niche format and will get only so much of the audience."

The morphing of alternative into mainstream helped break down barriers to what was traditionally thought of as pop music at many CHR/Pop outlets like Kiss, adds O'Neil. "We've always underestimated what our listeners want to hear. They don't put labels on the music or talk about whether a rap song should be played next to an alternative song. They just want to hear their favorite song on the radio."



Sue O'Neil

**Tip Landay,  
WFLC/Miami**

"If I had to say one thing about last year, it was that the new [alternative] bands coming into this format resulted in a wider variety of music. That alone was the one big bump we got. I don't know if it was due to the record companies moving in that direction or that listeners were looking for something new. But it's going to continue for the foreseeable future because many of these new bands have had multiple hits in a lot of different formats."

With alternative music, it's all about adding spice to your station. As a result, it won't grow much beyond that, Landay says. "We're still about playing the hits. But the acceptance level of the new music is way up. Also, AC listeners perceive many of these acts as new artists even though they may have had several hits in other formats. A great example is **Melissa Etheridge**."

While alternative might have been the big story in '95, Landay is quick to point out that rhythmic artists and the mainstream superstars continued to supply The Coast and



Tip Landay

other ACs with great music. "During the first half of the year it was kind of slow. But there were a lot of new artists who came through — **Blessid Union Of Souls**, **Dionne Farris**, and **Des'ree**. Also, the **Eagles**, **Mariah Carey**, and **Michael Bolton** gave us great material. I don't see that changing next year."

**Tim Dukes,  
WEBN/Cincinnati**

"Every time you turned around in '95, it seemed bands like **Green Day** and **Offspring** were on **MTV** or on the cover of **Rolling Stone** or **Spin** magazine. You couldn't escape them. We initially played songs like "Come Out And Play" and "Longview" in 1994, but didn't get a lot of positive feedback. That changed in early '95, and they became more widely accepted by **WEBN** listeners."

Although alternative has made tremendous inroads at Rock outlets nationwide, core bands, including **AC/DC** and **Ozzy Osbourne**, have not been outperformed by records from new bands. "Their music has served our station well and we won't abandon them, but they don't seem to have the legs," notes Dukes.

Research initially told the Rock outlet that the older demos are not as wild about the new music as their younger counterparts. Yet the scores started improving in '95. "I don't know if that's due to the music getting better or what. But we're not getting as many calls asking for more **Bon Jovi** or old **Poison**."

Looking ahead, Dukes doesn't see alternative music flaming out in 1996. He plans to continue adding more records by those artists and the older material continues to test well. "We have more exclusivity with bands like **Bush** and **Offspring** because the only other stations playing them are two class As with weak signals. It hasn't reached a saturation point yet, although it has with **Hootie** because there are four other stations in the market playing their music. But even earlier alternative music from bands like **Nirvana** are still doing well."

**Harold Austin,  
KKBT/Los Angeles**

Without a doubt, 1995 was a great year for Urban and hip-hop music. **Mary J. Blige**, **R. Kelly** and **TLC** had sophomore projects that did

extremely well in terms of Urban. **Boyz II Men** carried over their success from last year and **Michael Jackson** was even successful to a certain extent. It was also a great year for new artists like **Brandy** and **Soul For Real**.

"In hip hop, **Montell Jordan**, **Notorious B.I.G.**, and **Tha Dogg Pound** were big. The Southern California sound and a younger generation of spinoff acts like **Dove Shack** and the **Twinz** also broke through," Austin says.

One style that did fade somewhat in his market, he says, was adult-leaning urban music. "A lot of it has to do with the evolution of our sound. We're finding it's more difficult to expose and break it in Los Angeles. It's not a primary sound for the Beat anymore. We haven't turned our back on the music and the artists. But we are a more hipper, younger station now than we were two or three years ago, and our music has to reflect that. **Brandy**, **R. Kelly**, **Monica**, **D'Angelo**, **Immature** — those artists are more reflective of our station."

Austin also says 1995 saw the return of up-front vocals in the production mix. More records that focused on the singing and vocals at the forefront of the record were successes at the Urban outlet. But he says tempo and rhythm will always be important in making a hit. "But if the vocals don't carry or match then it's not going to happen. Personally, that was very refreshing and exciting and we want to feature more of that music."

Regarding gangsta rap, Austin implies it's time to move on. "Those records will find their way to radio. If they are hits, we're going to play them. It's still a very tough call regarding lyrical content, and that's not going to go away."

Austin will also closely monitor the changing tastes of Los Angeles's growing Latino audience. "We're going to keep watching how [Latino dance] music performs in our market. It's something we know we can't play yet. For the most part our black audience is not even familiar with it. They don't know who the bands are; mostly they're turned off by it."

But with the Los Angeles success of such acts as the **Mighty Dub Kats**, **Artie The 1 Man Party**, and **Planet Soul** at crosstown **KPWR**, will the Beat be the next venue for Hispanic-influenced material?

*Next Week: Label execs assess the year ahead.*



Harold Austin



Tim Dukes





TONY NOVIA

## How To Get Your Dream Gig (Or, For That Matter, Your Next One)

So your lifelong dream is to work at **WHTZ (Z100)/New York**. Want to know how? PD **Steve Kingston**, who's hired many of America's best CHR talents, offers valuable insight on getting in the door.

If you're sending Kingston a tape, it should be short and sweet: "I form an opinion quickly. You can get it done with me in 60 seconds or less, so give me your best. Don't send your greatest hits. Your tape should be a representation of what you do day-in and day-out, as opposed to taking 30 shows and cutting them down to a 60-second aircheck."

Use a high-quality tape, because "anything that can enhance the performer's sound is going to play in his or her favor. A crummy-sounding cassette will not. I'm a stickler for processing."

Kingston adds, "Resumes are important, but references are more important. I look for character and talent. I ask myself if I can place the license and responsibilities of the station and company on their shoulders. I check people out very thoroughly."

"I don't mind if people follow up with a call, but they should call once. I try to return every call, because I've been on the other side. It took me 15 years to get here, and I'll never forget that."

In an effort to identify emerging talent, Kingston will be conducting a



Steve Kingston

national search (see "Job Openings"), looking for the next generation of great radio performers — and he strongly encourages personalities in smaller markets to submit tapes. One or more will be hired at Z100 for overnights, where they'll be encouraged to break all the rules and make new ones.

### Act Aggressively

**WPGC/Washington PD Jay Stevens** looks for candidates who are aggressive, organized, and will do whatever it takes. "Too many younger people aren't prepared to pay their dues and work 70 or 80 hours a week, holidays, or overnights for little money. I want to hear someone say, 'Jay, I'll starve for a couple of years knowing I'm going to grow in this business.'"

Stevens advises that you use a very good tape and limit your aircheck to three minutes. "It should be cued up and sound crystal-clear. If you don't get me on the first break or two, I'm gone. The average person has a 7.3-second attention span, so you've got 7.3 seconds to hook me. If you do, I'll listen for the full three min-



Jay Stevens

utes. Your tape should have the vibe and passion for this music. Tape content should be a similar format to WPGC. It doesn't have to be exact, as long as it's clear you understand the music and the station."

Stevens adds, "Packaging stunts help cut through the clutter. Overnight packages really get my attention. Resumes and cover letters should be neatly typed, look organized, and include only radio experience. If it's your first job, explain that you'll do whatever it takes to get in the door." References are very important and should be recent, because Stevens doesn't have time to track references who have moved. "The easier a person makes it on me, the more inclined I'm going to be to hire him."

To secure the job, Stevens's best advice is to "be very persistent. Follow-up calls are OK. Just remember — I genuinely don't have enough time to call everybody back. We all got our jobs calling PDs and GMs and driving them crazy. I've probably hired a half-dozen really sharp people that way. When an opening came up, I thought, 'This person is driving me crazy — I have to give them a shot.' Don't give up, and don't be frustrated."

And if you're flown in for an interview, have a credit card handy — don't make the station send someone to the airport and charge a plane ticket for you.

### Be Yourself

**KYLD & KYLZ/San Francisco PD Michael Martin** looks for a good personality. "I don't look for a certain sound, and I don't try and change their sound. Hiring good talent is like a relationship — what matters most is the person. I look for relatability to the audience. I've found a lot of personalities who seem ordinary, but really have an ability to click with the audience."

Martin also likes short, concise tapes. "I can get a real sense of a talent's ability almost immediately. It doesn't need to be longer than 90 seconds. If the talent is good, they should be able to hook me with their first break."

"I prefer candidates who've done homework. The tape should have the feel of my station. I want to hear a real person. While a tape can be edited, a show isn't. I want to get an overview of what this person is going to sound like for four hours."

CHR Asst. Editor **Paul Colbert** contributed to this column.

## Format Job Openings

Here's a listing of several opportunities that have recently opened up.

### PROGRAM DIRECTORS

- KMXV/KC** — T&R/programming philosophies to OM **Tom Land**, 3101 Broadway, Suite 460, Kansas City, MO 64111  
**KGDE/Omaha** — PD/PM driver, middayer, and nighttimer. T&R/ references to OM **Michael Steele**, 1001 Farnam On The Mall, Omaha, NE 68102  
**KWIN/Stockton** — T&R to GM **Al Crosby**, 6820 Pacific Ave. #2, Stockton, CA 95207  
**WHZZ/Lansing** — T&R/salary to GM, P.O. Box 25008, Lansing, MI 48909  
**WQSM/Fayetteville, NC** — On-air PD with Selector, digital skills. T&R to GM **Johh Dawson**, Box 35297, Fayetteville, NC 28303

### AIR PERSONALITIES

- WHTZ/NY** — looking for personalities who are ready to break all the rules. T&R to **Steve Kingston**, 333 Meadowlands Parkway, Secaucus, NJ 07094  
**Berkowitz Consulting** — PDs, morning shows, and air personalities. T&R to **Gary Berkowitz**, 4901 Charnplain Circle, West Bloomfield, MI 48323-3529; (810) 737-3727  
**Cromwell Group Stations** — Morning/afternoon talent. T&R to VP **Jim MacFarlane**, 2400 W. Nebraska, Peoria, IL 61604  
**WZST/Chattanooga** — Parttimer. T&R to **Bob Forster**, P.O. Box 989, Chattanooga, TN 37401; calls OK  
**WKMX/Dothan, AL** — Parttimers. T&R to **Phil Thomas**, 100 N. Main St., Enterprise, AL 36330  
**WIFC/Wausau, WI** — Swing talent, T&R to **Kevin Kollins**, 603 Jefferson St., Wausau, WI 54401

### MORNINGS

- WEDJ/Charlotte** — T&R to **Brian Bridgman**, 137 S. Kings Dr., Charlotte, NC 28203  
**WKZW/Peoria** — Personality and team members. T&R to VP/GM **Bill Early**, P.O. Box 180, 3641 Meadowbrook Rd., Peoria, IL 61650  
**KCMK/Fayetteville, AR** — T&R to **George Hochman**, 70 North East St., Fayetteville, AR 72701  
**KCHX/Midland-Odessa, TX** — Experienced co-host/news. T&R to **Clayton Allen**, 6 Desta Drive, Suite 2700, Midland, TX 79705; (915) 570-8833  
**WNKI/Elmira, NY** — Co-host. T&R to **Bob Selleck**, 111 N. Main St., Elmira, NY 14901

### MIDDAYS

- WKBQ/St. Louis** — T&R to PD **Michael St. John**, 6316 Hampton Ave., St. Louis, MO 63139. No calls.  
**WXLK/Roanoke** — Middayer/APD. T&R/photo to **Rich E. Cunningham**, 3934 Electric Rd., Roanoke, VA 24018

### AFTERNOONS

- WTCF/Saginaw, MI** — T&R/photo to **Rich Summers**, 3070 Kabobel Dr., Saginaw, MI 48604  
**KQID/Alexandria** — T&R/photo to **Kahuna**, 1115 Texas Ave., Alexandria, LA 71301; (318) 445-1236

### NIGHTS

- WBZZ/Pittsburgh** — T&R to **Keith Clark**, 1715 Grandview, Pittsburgh, PA 15211  
**WDGC/Raleigh** — T&R to **Brian Burns**, 1000 Park Forty Plaza #120, Durham, NC 27713  
**KRQQ/Tucson** — T&R/photo to PD **Mark Todd**, 4400 E. Broadway #200, Tucson, AZ 85711  
**WLAN/Lancaster** — T&R to **Jordan Walsh**, 252 N. Queen St., Lancaster, PA 17603; (717) 295-9700

### PRODUCTION/CREATIVE DIRECTOR

- WAYV/Atlantic City** — Prod. Dir./Nights. T&R to **Tommy Frank**, 8025 Blackhorse Pike, W. Atlantic City, NJ 08232  
**KQIZ/Amarillo, TX** — Prod. Dir./afternoon driver. T&R to **Ted Kelly**, 2903 S. Western St., Amarillo, TX 79109; (806) 353-6662  
**KSLS/San Luis Obispo, CA** — Duopoly off-air Prod. Dir. T&R to **Dave Christopher**, 51 Zaca Lane #110, San Luis Obispo, CA 93401; (805) 545-0101  
**WPLY/Philly** — Creative Dir. T&R to **Garett Michaels**, 100.3 Baltimore Pike, Media, PA 19063

### SALES/PROMOTIONS

- KKSS/Albuquerque** — GSM, 5-7 years sales/sales management, contact VP/GM **Mary Ellen Merrigan**; Promo Dir., contact Ops. Dir. **Pam Sanchez**, 5301 Cenral NE, Suite 1200, Albuquerque, NM 87108; phone (505) 265-1431, fax (505) 268-7807  
**WIFC/Wausau, WI** — Sales Manager, cover letter and resume to VP/GM **David Armstrong**, 603 Jefferson St., Wausau, WI 54401  
**WBBM-FM/Chicago** — Promotion Coordinator. Resumes to **Todd Cavanah**, 630 N. McClurg Ct., Chicago, IL 60611; (312) 951-3572

For the past 22 years, R&R has been the industry's source for job opportunities. For more information on advertising job openings or to place a free ad in Positions Sought, call (310) 553-4330 and ask for Opportunities.

## Pros On The Loose

Here's a list of people (in alphabetical order) currently exploring new endeavors.

- Hal "9000" Abrams**, mornings; (619) 944-1664  
**Brian Bell**, PD **WHZZ/Lansing, MI**; (313) 475-1282  
**Larry Berger**, PD **KSOL/SF**; (415) 441-3950  
**Ruby Cheeks**, former PD/MD **WRQK/Canton, OH**; (216) 546-9551  
**Larry D.**, former MD **WXXL/Orlando**; (407) 696-4204  
**Drew Durigan**, swinger **WSOC/Charlotte**; e-mail [vubs79a@prodigy.com](mailto:vubs79a@prodigy.com)  
**Mary Franco**, MD **WMXV/NY**; (908) 574-3008  
**Chuck Geiger**, PD **KISF/KC**; (816) 224-9122  
**Tony Gullano**, air talent **WWGR/Ft. Myers**; (941) 939-2427  
**Hollywood Hamilton**, former morning host **KGGI/Riverside**; (909) 787-8700  
**Jessica Jamison**, afternoons **WHZZ/Lansing**; (517) 887-7509  
**Kurt Kelly**; (310) 473-9785  
**John Lander**, former mornings **WHTZ/NY**; (215) 836-9366  
**Randy Lane**, consultant/PD **KYSR/L.A.**; (805) 381-0335  
**Joe Mama**, former mornings **WOVV/W. Palm Beach**; (407) 451-3794  
**Michael St. John**, nights **WMTX/Tampa**; (813) 894-2193  
**Dave Shakes**, PD **KIOI/SF**; (415) 282-4402  
**Efren Sifuentes**, music coord./middayer **KMEL/SF**; (415) 921-3067  
**Kim Stevens**, MD/APD/multiformat-all shifts; (703) 719-0990  
**Rich Stevens**, former PD **WFKS/Daytona Beach**; (904) 322-5859  
**Steve Stoff**, former **Hollywood Records** Atlanta rep; (770) 772-0362  
**Steve Wall**, former PD **KMXV/KC**; (913) 432-6935  
**Steve Williams**, PD **WTCF/Saginaw, MI**; (517) 797-4420  
**Wilbur Wright**, nights **WGTZ/Dayton**; (614) 879-7482  
**Joey Vedder**, nights **WGTZ/Dayton**; (513) 320-1699



Michael Martin



# Country Acts Roar Into New Year

Albums and tours are scheduled by some of the format's most popular artists

With the rest of us still grappling with New Year's resolutions, country stars are preparing for their '96 tours and new album projects. Two acts — **Alison Krauss & Union Station** and the **Mavericks** — have packed their bags for concerts in the UK.

Columbia recording artist **Marcus Hummon** will be opening for Krauss during a series of dates, including the Glasgow Concert Hall (January 24) and London's Royal Festival Hall (February 3).

The Mavericks' 17-date tour — which begins January 7 in Dublin — includes concerts in Amsterdam, Hamburg, Berlin, Stockholm, London, and Madrid.

## No Plans For Twain Tour

Several country acts will be mounting extensive U.S. tours in '96, but don't look for one quadruple-platinum artist to visit your local arena anytime soon.

**Shania Twain**, whose Mercury/Nashville album "The Woman In Me" hit the four-million mark in December, has no immediate plans to tour. Although touring to support a new album is the norm in country music, Twain's decision to postpone her roadwork resulted in greater flexibility when it came time to schedule television appearances and other media activities.

A spokesman says Twain could begin her first headlining tour late this year, but early '97 appears to be more likely. She's been writing songs for her third album, which she'll begin recording once producer/husband **Robert "Mutt" Lange** finishes his latest project with Canadian rocker **Bryan Adams**.

## Wy And Others

Another multiplatinum female artist is hitting the road for the first time since 1994. **Wynonna**, whose Curb/MCA album "Revelations" arrives in mid-February, kicks off her tour with a March date at L.A.'s Universal Amphitheatre. The shows will continue through next year.

- **Alan Jackson** has been in the studio to work on his new album. His '96 tour with **Wade Hayes** and **Emilio** begins January 19 in Champaign, IL and continues through early fall. Jackson will be getting some television exposure during the February television sweeps with his guest appearance on **Tim Allen's** ABC sitcom, "Home Improvement." Jackson will perform "Mercury Blues" during a segment of the fictional "Tool Time" handyman show.

- **Garth Brooks** begins his 77-city concert tour with a March date in Atlanta.

- **John Michael Montgomery** has been auditioning material for his third Atlantic album. His "Sold" tour, which began last year, continues through '96, cranking back up with a January 25 show with **Neal McCoy** in La Crosse, WI.

- **Brooks & Dunn** are on the road through June with **Tracy Byrd** and **David Lee Murphy**. The tour begins January 26 in Memphis.

- **Clint Black** plays February dates

in San Antonio and Houston, but he's indicated in several interviews that he may not tour for the remainder of '96.

## Golden Oaks

**William Lee Golden** has rejoined the **Oak Ridge Boys**. Golden replaced **Steve Sanders**, who quit the group in November. Sanders had replaced Golden when he originally departed in 1987.

Oak **Duane Allen's** son, **Dee**, and former **Exile** member **Paul Martin** took turns filling in for Sanders during the remainder of the group's '95 schedule. Golden, 56, sang lead on several Oak hits, including 1982's "Thank God For Kids."

He returns to the stage with the group during a January 19 show in East Lansing, MI.

## On The Mend

**Doug Stone** and **Mark Collie** spent the holidays recuperating at home following brief hospital stays.

Stone returned to Nashville on December 20 after being treated for a mild heart attack he suffered while on his way to visit **WKHK-FM/Richmond**. Stone was dining at the Charlotte International Airport on December 14 when he began experiencing chest pains. No surgery was required and full recovery is expected within two weeks. Stone, 39, underwent bypass surgery three years ago.

Collie underwent knee surgery on December 19 at the Murfreesboro Medical Center near Nashville. One of Collie's old football injuries recently resurfaced while he was playing basketball. He spent most of the holidays



**DON'T FENCE HER IN** — Lari White hosted a series of listening parties in New York, Los Angeles, and Nashville to debut her upcoming album, "Don't Fence Me In." Gathered at RCA Label Group Chairman Joe Galante's Nashville home are (l-r) RLG Sr. VP/A&R Tom Schuyler, RCA Records VP Tommy Daniel, VP/National Promotions Mike Wilson, and Galante, White, Almo-Irving Music Publishing VP David Conrad, and White manager Bill Carter.

on crutches, but his doctors anticipate full recovery within a matter of days.

Collie took the athletic setback in stride. "If this surgery is successful, I'm thinking about getting back into professional wrestling," he joked.

## Bits 'N' Pieces

**Garth Brooks** and his wife, **Sandy**, are expecting their third child. Brooks made the announcement during a recent appearance on TNN's "Opry Backstage." Their two daughters — 3-year-old **Taylor Mayne Pearl** and 1-year-old **August Anna** — will be meeting their younger sibling sometime in August '96. Opry star **Porter Wagoner** is already lobbying to become the child's namesake.

- **Gary Morris** joined **Jay Leno** and "Tonight Show" band leader **Kevin Eubanks** during last month's concert at Aviano Air Base in Northern Italy. The event brought holiday cheer to U.S. troops preparing to leave the next day for Bosnia.

- According to a recent Harris Poll, the **Statler Brothers** are the nation's

second most popular musical act. **Frank Sinatra** came in first, with **Reba McEntire** placing third. Some 1007 adults (18 and older) were asked to name their favorite singer, musician, or musical group. Brooks, **Vince Gill**, and **Alan Jackson** made the Top 10 list, as did **Michael Jackson**, **Barbra Streisand**, **Whitney Houston**, and the **Beatles**.

- **Trisha Yearwood** and **Wynonna** are among an all-star cast performing on "Songs Of West Side Story," a new recording featuring material written by **Leonard Bernstein** and **Stephen Sondheim** for the popular Broadway musical/Academy Award-winning feature film. Wy joins **Kenny Loggins** for a romantic duet on "Tonight," with Yearwood offering "I Have A Love." Others on the album include **All-4-One**, **Phil Collins**, **Chick Corea**, **Aretha Franklin**, and — singing "I Feel Pretty" — **Little Richard**. The RCA Victor album will be in stores January 30.

— Calvin Gilbert



**DIFFIE RENEWS EPIC CONTRACT** — After a five-year relationship yielding two platinum albums and nine No. 1 singles, Joe Diffie will continue his successful association with Epic Records/Nashville. Pictured during his re-signing are (l-r) Sony/Nashville Sr. VP Scott Siman, Exec. VP Paul Worley, and Sr. VP Doug Johnson, Diffie, Image Management's Danny Morrison, and Sony Nashville Exec. VP/GM Allen Butler.



**SHE'S EVERY WOMAN** — Co-writers **Garth Brooks** and **Victoria Shaw** visited ASCAP's Nashville offices to celebrate the success of Brooks's No. 1 single, "She's Every Woman." Sharing the moment are (l-r) Capitol/Nashville GM/Exec. VP Walt Wilson, ASCAP's **Connie Bradley**, Capitol/Nashville President/CEO **Scott Hendricks**, **BMG Songs' Randy Hart**, **Shaw**, **Brooks** and wife **Sandy**, and **Major Bob Music's Bob Doyle**.

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LON HELTON

## Preparing For Future Employment

Useful tips on finding your next job — while you still have one

It's been said that finding a job is easier when you have one. It should also be noted that *preparing* for your next opportunity is much easier while still employed.

The transitory nature of this business requires people to be constantly aware of the job market. In effect, we're always looking for that next gig. I'm not suggesting that you actively pursue other jobs while employed, but why not prepare to get another job while you still have one? Not only can you help orchestrate an upwardly mobile future for yourself, but that very preparation will come in handy should the fateful day arrive when the pink slip is presented. If you've been looking ahead, unemployment will be less stressful and your time "on the beach" minimized.

For some tips on the subject, I talked with **Don Anthony**, President of **TalentMasters**, an Atlanta-based broadcast placement firm for key level personnel including GMs, PDs, and morning shows. He also operates the annual "Morning Show Boot Camp" seminar.

### First & Foremost: Save Money

Anthony says the very first rule for those working in this business is to save money. "Always have at least enough to support yourself for three to six months. If you're let go, the panic that strikes you — aside from being jobless — is, 'What am I gonna do for money?' The funds you've set aside will take a tremendous amount of pressure off your shoulders. The lifestyle changes that take place when you're between jobs won't be as dramatic if you have a nest egg.

"It's terrible to say, but the fact is some fine people get let go for a myriad of reasons. At some point, almost everybody finds themselves looking for a job. Everybody should assume there's at least a chance that, some-



Anthony

time in their career, they'll have a period of unemployment. Thus, it's important to prepare to be out of work. It's part of our business.

"Depending on your job level and whether you hold out for a job you want — rather than take a job because you need one to survive — it's both common and realistic to expect that you might be out of work

for three to six months. That's fairly common in today's radio environment. It's important to understand that so you don't start saying, 'Oh my god, oh my god, oh my god ... I'm never going to find a job' at the two- or three-month point."

### Setting Up A Network

Networking is not a dirty word. In fact, it's critical to your future in this business. Setting up a web will keep you aware of available opportunities, as well as provide valuable contacts should you ever find yourself looking for work.

Anthony says developing a network isn't difficult. "Make it a priority to meet a variety of accomplished people in this business. Get the 'R&R Ratings Report & Directory,' look for group PDs, VPs/Programming, consultants, researchers, etc. that you admire. Write each one a letter. Simply introduce yourself, tell them you admire their company or station, and that you hope to meet them at an upcoming convention. Then follow up with that meeting or other notes as the occasions arise. Let people know who you are. The same goes for jocks who should establish relationships with PDs at stations or cities where they'd like to work or with group PDs and consultants."

Toward that end, you might con-

sider attending conventions — even if you have to pay your own way or take vacation time to attend. It's a sad, tragic reality that many managers/owners don't invest in their people by paying for trips to conventions. Some don't even give their people time off. For the sake of your long-term career, it would behoove you to attend the important conferences.

Adding to his networking advice, Anthony notes, "It's also valuable to know industry vendors. Sales reps can be a wonderful link in the net because they communicate with a lot of other people."

### Cultivate Relationships

For those fortunate enough to get offers while holding a job they're very happy with, Anthony counsels, "Be courteous. Tell them you're not looking, but you're flattered they called. It's the perfect chance to cultivate relationships. Even if you're not interested in the job they're calling you about, the contact can be important for future opportunities. Ask if it's OK to stay in touch. Drop them notes from time to time.

"Always return calls — even if you're happy and not interested. You might be searching for a job someday and find yourself calling these very same people. The better the past relationship, the easier it is to call and the more receptive they'll be to taking the call. It's important that people who were interested enough to contact you don't lose sight of you. The impression you created when first approached is long-lasting."

### Know Thy Contract

Anthony's next bit of advice is for those with work agreements. "Unfortunately, most people don't review their contract until there's a reason to do so. It's extremely important to know what it is you've signed. Make sure you fully understand it — the money, the length, any non-compete terms, etc. That way, if you're contacted and are interested, you can move quickly and proceed with a degree of confidence. "I'm amazed at the number of people who will engage in meaningful job discussions only to have their present company's lawyers call to notify the pursuing company that the person is under contract and they're going to enforce it. That situation isn't positive for anybody."

### A Job By Any Other Name ...

Job hunters are encouraged to consider all positions, regardless of title. Anthony says, "By radio's very nature and the realities of downsizing in this industry, people must accept the fact they need to be flexible in the type of job they'll take. Always be prepared to take a job that carries

## Things To Do:

- Build a nest egg
- Understand your contract
- Keep tapes and resumes current
- Establish a network
- Cultivate relationships
- Think about other jobs you could do
- Develop new skills
- Put philosophies on paper

a title a rung below the one you currently have. Doing that in today's job market doesn't mean the same thing it did years ago. It's more common now for people to switch positions when exploring new opportunities. It's not necessarily a bad thing. Too many people get caught up in 'How is this going to look to the industry?' Don't let your ego get in the way of taking a great gig. Don't worry about how things 'appear.'"

### Gather Your Thoughts

The best time to put together a job kit is when you have a job. Anthony says, "If you're a PD, any prospective employer is going to want [to know] your philosophy. You'd be surprised how many PDs haven't thought about writing down their philosophies and thoughts on research, talent, contests, promotions, hiring, and firing. When you're employed, you're in a good frame of mind. You've got the time to really think about how you feel about things at a time you're not stressed by the pressure of looking for a job."

### Alternative Employment

Anthony suggests considering employment avenues outside of radio. Here again, you're able to think more clearly about alternatives during less frantic and traumatic times. "Think about what you'd do if you aren't able to quickly find a job in radio. What other fields could you get into, even for a short time? It's a scary thought for many people. But be honest and fair with yourself, do some soul-searching, and think about what else you can do. Don't forget to look at related fields."

He also suggests furthering your education. "If you have the time or money, it's great to get additional schooling — and while you have a job, you can afford it. Take some courses in different areas of the business. Aging jocks may feel their days on the air are numbered. Some assume that since they've been a jock they can automatically segue into sales. But it doesn't always work that way. If they want to sell, they should seek some sales training while still in their present job. And, middle managers of any type would do well to plan for the future and take some time management, self-discipline, business, or computer courses."

Anthony notes those "extras" also come in handy when looking for work. "Any job usually has a number of applicants. Extra schooling or skills stand out on your resume, separating you from the pack."

### Planning Your Own Business

Preparing for the future while employed can also help people avoid a

common pitfall of the recently unemployed. Anthony says, "People between jobs often think about going into business for themselves. But it's tough enough to support a family and pay a mortgage when you're out of work, let alone invest money in a new business. The time to plan and set aside money for your own business is when you have a job."

### More Tips

Here are a few other things Anthony suggests you should be doing while you still have a job:

- Have an idea of where you want to be two, five, or even 10 years down the road. Many people pass on an opportunity that doesn't fit into their current plans without even considering whether it might be a good place to be in four or five years.

- Do a full appraisal of you as a product. Assess yourself as others would assess you. Put together your success record. Develop a sales pitch for yourself at a time when your self-esteem is high. And just like you'd fix a leaky faucet if you were planning to put your home on the market, clean up any of your personal problem areas before putting yourself on the market.

- Determine who your references will be — and don't necessarily assume you can count on them for a glowing recommendation. Before including them on your resume, ask these people if they have positive things to say about you.

- Keep your tapes and resumes current. By putting your resume in a word processor and updating it when necessary, you're set to immediately pursue any job leads.

- Develop a list of all the people to call if you find yourself out of work. Now is the time to compile a complete list of names, numbers, and addresses.

- Send your tape and resume to consultants. Tell them the kind of opportunities you'd consider.

Finally, Anthony always recommends that his clients never quit looking for good people because it's not always possible to find good people at exactly the time you need them. "And I would say the same thing to those who work in the business. Keep your eye out for great situations. They may not be there when you need them to be. You owe it to yourself to always keep your eyes open."

### TALK BACK TO R&R!

Do you have questions, comments, or feedback regarding this column or other issues?

Call me at (615) 244-8822 or e-mail: [mailroom@rronline.com](mailto:mailroom@rronline.com)



**WHEN BOYS MEET GIRL** — Mercury recording artist Terri Clark recently included KNFM/Midland-Odessa, TX on her "When Boy Meets Girl" radio promotional tour. Taking time out for a quick pic are (l-r) Mercury's Norbert Nix and Chris Stacey, Clark, and KNFM PD/MD Woody Roberts.



It's More Than A Song  
It's A Way Of Life

# Hangin' On

The first single from his forthcoming debut album  
Add Date: January 12th

# RICH MCCREADY

"Was so impressed with Rich that I couldn't wait to start playing it! Already showing up consistently in the Top 10 requests! This is the sound we've been waiting for."

-Gary Hail, Program Director, WKJN/Baton Rouge

"Played it as soon as we got an advance... took the phones out the 1st day!"

-Ralph Cherry, Program Director, KIXQ/Joplin, MO

Produced by Brian Dean Maher



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WALT LOVE

## GIVE ME A BREAK!

# Taking The Job-Search Challenge

Layoffs, unfortunately, play a major role in our business. So when WERQ (92Q)/Baltimore air talent Marcel Thornton was laid off from his job recently, he had to put a job-search plan into action.

"I'm just trying to put [my] information out there to as many people as I can come in contact with," Thornton says of his unique situation. He was let go after breaking 92Q's musical format by not playing what was on his music log: certain rap/hip-hop songs with lyrics that were profane or degrading to women.

Thornton adds, "I've been very fortunate because I've been doing a number of interviews with different organizations." His story was picked up by the *Washington Post* after it appeared in the pages of R&R (12/1/95); he's also been interviewed on several Baltimore TV and radio talk shows.

### Save, Save, Save

Thornton explains the job-search basics. "People must try to do everything they can to hold on to the

money they currently have — money they've saved over the years just in case something like this happens to them. Fortunately, I've saved. I think if you have an apartment and not much money, you have to give up that apartment and move in with family or friends who are willing to help you out for a while.

"It's also very important to maintain a positive attitude and always be good to other folks — you never know who's going to have to be thoughtful to you someday."

And how's his job search progressing? "Several local stations have shown some interest. I've also had one offer from out of state. I'm just hoping for the right thing to present itself. [Meanwhile], I'm contracted by an organization to travel the country and speak to kids at schools about positive music and its lyrical content and positive images."

Incidentally, Thornton isn't limiting his employment search to the Baltimore/Washington, DC area. "I'm actually going after the world! I'd like to do an international gig if someone offered me the opportunity for an on-air position in another country. I'm ready to go anywhere that [would provide] a good opportunity for me to show what I can do — if given the chance."

### Stay Focused

Twenty-year broadcast veteran Guy Broady has worked in a number of major markets throughout his career — including working for me twice at WGCI-FM/Chicago and stints at 92Q and in New York, L.A., and Dallas — and he's only in his late 30s!



**Stay focused on what you're trying to accomplish, which is impressing upon the decision-makers that you are the right person for them to hire to fill their vacant position.**

— Guy Broady



Broady says the most important factor in a job search is "staying focused on what you're trying to accomplish, which is impressing upon the decision-makers that you are the right person for them to hire to fill their vacant position. It's also very important to keep a positive mental attitude because it's really easy to start beating up on yourself about not having a job so you can take care of your family and yourself. You just have to stay positive and keep trying."

## UC DATA BANK

### Black Female Grads Earning More Than Male Counterparts

For the first time, black female college graduates have average earnings greater than their black male counterparts.

Since 1980, black college-educated women have made great strides to earn as much or more than white women with similar education and work experience. This could be the result of the erosion of wages of black men during the '80s, according to Census data analyzed by the Economic Policy Institute and Queens College of the City University of New York.

Among the other explanations for the disparity include racism, an unintended consequence of affirmative action (that companies meet two hiring goals when hiring black women), and the fact that the recruitable pool of recent black college grads included more women than men.

Also of note is the concern of some sociologists that this wage difference could discourage marriage within the black middle class.

Source: *Minority Markets Alert*

## Opportunities Are Knocking

Several individuals who were out of work recently suggested we use the pages of R&R to help them find jobs — an idea that also could be of service to employers looking for good people to fill open or soon-to-be-open positions.

This list of possible job opportunities was compiled over the past several weeks with the help of my Asst. Editor, Lanetta Kimmons, and a number of other individuals at Urban radio stations across the country. I thank them for their efforts and sensitivity to this project.

- **WAMO (106 Jamz)/Pittsburgh** has an opening for an experienced fulltime air personality. PD Ron Atkins seeks someone who is "a good communicator, exciting and mature-sounding, and creative." Send T&Rs/photo to Atkins's attention at WAMO, 960 Penn Ave., Suite 200, Pittsburgh, PA 15222.

- **WNHC/New Haven** is searching for a morning air talent with three years' experience. Send T&Rs to Bentley Clarke, 112 Washington Ave, North Haven, CT 06473.

- **WESE/Tupelo, MS** wants to hire a female midday personality. Send T&Rs to Stan Allen, P.O. Box 3300, Tupelo, MS 38803; (601) 842-1067, ext. 132.

"Sometimes you have to take jobs you don't want, such as selling cars or working in hotels. It may be something you've never done before, but you thank god that you can even get a job in order to take care of your family until you can do better again ... and you know you will because you have to."

### The Less, The Better

When it comes to resumes, Broady believes *less* is more. "I've found that, to get someone's attention, I've had to cut back mentions of some of my experience because potential employees with extensive major-market experience are not always greeted with open arms.

"In some cases when the person applying for the job has more experience than the person doing the hiring, the person doing the hiring is intimidated by the candidate's track record.

"Like everyone, I just want to work. I've always been a team player and I hope our PDs out there during this coming year will think in a more mature and positive nature about hiring individuals who can help them on their staffs as air talents. We've got to get rid of those old bad habits and progress to a more

positive way of thinking and doing business together."

### Persistence Pays

Jimi Bruce, formerly of WAYV/Atlantic City, has been in the industry approximately 23 years. "[Although] I worked more in the CHR arena than anything else, Urban comes naturally — I'd like to think that I can do anything if given the opportunity to sit down at the microphone. I can prove myself, so any format works for me. Just let me show you I can produce and get results."



**You have to be persistent. Otherwise, these folks will forget you and move on to the next person who sends a tape or gives them a call.**

— Jimi Bruce

Persistence, according to Bruce, is the most important thing for anyone looking for his or her next job. "A lot of PDs have told me I'm quite persistent, and I tell them, 'Well, when do I get my shot?' You have to be persistent. Otherwise, these folks will forget you and move on to the next person who sends a tape or gives them a call.

"Networking also is important. I try to network with others in the business as much as I can because they are 'living it' daily. They might hear something about a possible job situation, and that's a quick lead that may never make it to somebody's classifieds.

"I send my T&Rs to PDs, but I also let them know that I might be qualified for a position other than air talent. I've done some producing for morning shows, and I know I'm good at that, too."

## Notes From The Job Front

Two industry staffers who recently found themselves out of work share their feelings on the employment-search experience:

- **Tony Sanders** — most recently MD/afternoon driver at WYNN-FM/Florence, SC — has been in the industry eight years. "[I've been] waiting for the new year to get here so I could get back in touch with some of the individuals I've been talking to. My resume is together, I have a good aircheck that's ready to go out, and I've been talking with everyone I can in both the radio and record industries — some of those folks have been very helpful in helping me follow up some leads on possible jobs."

- Former WQMG/Greensboro, NC PD Brian Wallace remarks, "Because of [my] change occurring just prior to the holidays, I've had more time to investigate opportunities that may be available as well as whom I'd like to work for. I have a family to be concerned about, so I would like to work with a company that wants individuals who will have the opportunity to obtain longevity through proven job performance."

## Pros On The Loose

Interested in hiring one of the radio pros profiled on this page? Here's how you can reach them:

- **Guy Broady** — (410) 833-1319

- **Jimi Bruce** — (609) 927-8425

- **Tony Sanders** — (803) 665-5496

- **Marcel Thornton** — (410) 944-0399

- **Brian Wallace** — (910) 282-6212





MIKE KINOSHIAN

## Action Plan To Get Back To Work

The most gut-wrenching aspect of this job is talking with people who suddenly find themselves unemployed. While some are able to approach the situation philosophically, utter desperation is a much more typical reaction.

When Hot AC WMYX/Milwaukee PD Jim Schaefer became a duopoly victim several months ago, I was included in his networking roster. The recently named PD of Saga Hot AC KSTZ/Des Moines offers advice for those currently finding themselves "between assignments."

Comparing job termination to the death process, he says, "The shock is followed by sorrow and bitterness. It's very emotional, but you must recognize each step. The important thing is to focus on moving ahead."

### Take Action

Schaefer stresses that it's critically important to develop an immediate action plan. "There's often a lot of activity on your end, but [you get little in] return. If you don't treat job-hunting like a fulltime, 40-hour-a-week job, you won't get what you want."

His immediate action was to go through his Rolodex, phoning literally every contact. "Quality people in this business — like [American Radio Systems Co-COO] John Gehron and [consultant] Jack Taddeo — will talk with you. [One-time KSTZ programmer and present Hot AC WYXR/Philadelphia PD] Chuck Knight checked in every week and [Saga Exec. VP/Group PD] Steve Goldstein was the one who actually told me about the KSTZ opening."

While group PDs and consultants generate the most job leads, research companies should also be remembered. Many might not immediately know of any openings, but as Schaefer notes, "When the research comes back, they have a good idea if changes are forthcoming. They can help — especially if they're the ones [responsible] for developing format recommendations."

### Rainy Days And Mondays

The mental battle was the biggest frustration for Schaefer, who emotionally couldn't bring himself to listen to his former station. "Mondays are very difficult because you'd usually be gearing up for work. [Decision-makers] aren't likely to say 'yes' Monday or Friday, so these are



Jim Schaefer

great days to send resumes and letters. You must create ways to be productive — without talking with people.

"My best day to hear 'yes' was Thursday. Duopolies have made everybody busy and Thursday seems to be the day people have a vision for what they want to do and have time to do it."

Schaefer cautions to approach the job acceptance situation to the process you might go through when buying a car or house.

"Don't take the first thing that comes your way. It's better to trust your instinct and wait for what's just right for you. There were several quick offers [that didn't interest me] and another job offer that had some pretty big dollars. I [declined] and had nothing for a while. That's when you get back on the phone and call your friends."

### Size Doesn't Matter

Market size, Schaefer emphasizes, shouldn't be the determining factor in accepting job offers. By taking KSTZ's programming chair, he went from market No. 26 to No. 90. "Several of my job offers were in bigger

markets, and I tried being as objective as possible. I came to Des Moines for less money, but it really wasn't a big drop off. The KSTZ package gives me the ability to make what I did in Milwaukee.

"The quality of the company and the type of GM you'll be working for are more important than market size. I actually had a mental block about going down in market size, but ultimately took my own advice to heart. I want to learn, have fun, and get back to programming. [Being here] gives me that chance."

It's easy for some recently pink-slipped people to question their worth and self-esteem. Losing a job, though, may actually be a blessing. "It's the most difficult question

you'll be asked, but when potential employers want to know why you're out of work, be honest and upbeat.

"Everything happens for a reason. The last time I was fired, I turned down nine jobs and improved my income (\$18,000 a year to \$27,000). Being fired doesn't mean you're a piece of slime."

### Cost Of Living Facts

Sending proposals, faxing/calling potential employers, networking, and paying for health insurance is a costly proposition. "One month, my average \$45 phone bill became \$687. It cost another \$150 a month just to maintain health coverage [on the Cobra plan]. Unemployment insurance doesn't go very far in helping to pay your bills. Spend money on what you need and realize that there's a lot of sweat equity in job hunting."

If you haven't already done so, begin investing in an emergency fund. Schaefer's contract terms called for three months severance — nearly

covering the four he was out of work. "Other people may not be as fortunate, but I had enough money to stay out for another five or six months. Put yourself on a budget, however, include things you can enjoy. I got [much enjoyment] from simple things like going to a movie or having dinner with some friends."

Reading and exercising also helped Schaefer keep his sanity. "Nothing gets rid of the ups and downs and depression better than exercise, which is how I started every morning. It works out the tension and stress.

"[The Radio Consultants President] David Martin gave me some excellent book thought-starters. I just finished 'Mega Media Shake-out,' which focuses on what will happen to the entertainment industry in the next five-10 years."

Unemployment isn't usually perceived as a vacation, but Schaefer urges those in that position to enjoy the time. "I did something I never could've done [if I were still working]. On an impulse, I joined my sister and her family in Calgary for the last leg of a three-week trip out West. It's something I'll never forget."

### TALK BACK TO R&R!

Do you have questions, comments, or feedback regarding this column or other issues?

Call me at (310) 788-1664 or e-mail: [mkinosox@rronline.com](mailto:mkinosox@rronline.com)

## Employment Matchmaking

In addition to a list of selected format job openings are people who — within the past six months — have been looking for their next opportunity. Most recent position and approximate termination dates are also noted; some may already have taken another job.

### Programming Openings

- **Market No. 3:** Lite AC WLIT/Chicago Program Coordinator; new position. Contact PD Mark Edwards at (312) 329-9002.
- **Market No. 18:** Hot AC WWMX/Baltimore PD (410) 825-5400. To replace: Dave Wood, now programming Country WFMS/Indianapolis.

### On-Air Openings

- **WQLH/Green Bay, WI** is in search of on-air talent. Contact PD John Thomas at (414) 468-4100.
- **WYKZ/Hilton Head, SC** needs a morning co-host. Contact PD Mark Robertson at (800) 225-0987.
- **KBLQ/Logan, UT** has openings for a morning co-host and a midday host. Contact OM/PD Michael Steele at (801) 752-1390.
- **KOST/Los Angeles** is interested in hiring a weekender/swing. Contact Station Manager/PD Jhani Kaye at (213) 385-0101.
- **WKWK/Wheeling, WV** seeks an experienced personality. Contact PD Doug Daniels at (304) 232-2250.
- **WEBR/Washington** is looking for AM drive and PM drive vacation relief. Contact PD Jeff Silvers at (908) 247-6161.

### Pros On The Loose

- Archer & Valerie — Mornings KRWM/Seattle (206) 281-7445
- Scott Barrett — PD WLQT/Dayton (513) 429-3632
- Simone Collins — MD WRMF/West Palm Beach (407) 775-7858
- Mary Franco — MD WMXV/New York (908) 574-3008
- J.J. Hemingway — PD/Mornings KAAK/Great Falls, MT (406) 454-2100
- Eddie Holiday — Afternoons WEBE/Bridgeport, CT (203) 329-1309
- Tony Kayumi — Mornings WMEE/Ft. Wayne (219) 486-0641
- Randy Lane — PD KYSR/Los Angeles (805) 381-0355
- Sean Lynch — Afternoons Soft AC WAMG/Milwaukee (414) 942-1478
- Mike Manion — Mornings WPAT/New York (609) 936-0653
- Todd Martin — PD WCIB/Cape Cod, MA (508) 548-9189
- Peter McLaine — Evenings Hot AC KDMX/Dallas (303) 439-8102
- Tony Miranda — "Love Songs" host Rock Mix KMKX/San Diego (619) 460-8070
- Steve Morgan — Nights WMXS/Montgomery, AL (334) 409-0767
- Mike Neil — Afternoons Hot AC KALC/Denver (303) 892-8893
- Randy Stine — Afternoons WJIM-FM/Lansing, MI (517) 339-9383
- Rick Stone — MD Hot AC WOMX/Orlando (407) 788-9151
- Jeff Wade — "Love Songs" host WEBR/Washington (301) 604-9697
- Erik West — APD WBEB/Philadelphia (215) 879-8913
- Eddie Wilson — PD WSUL/Monticello, NY (201) 976-0763

## Schaefer's Survival Suggestions

Those currently out of work may find these tips from KSTZ/Des Moines PD Jim Schaefer especially helpful.

- Focus on the future — not the past.
- Regard the search as a fulltime job.
- Contact everyone you know.
- Don't forget research companies.
- Be honest with prospective employers.
- Avoid being tempted by the first offer.
- Invest in an emergency fund.
- Treat yourself to a vacation.



What Superstar Artist's First Release On A New Label Was Top 10  
In The R&R AC Chart And Stayed There For 13 Weeks?

What Superstar Artist's First Release On A New Label Has Been  
On The R&R AC Chart For 22 Weeks & Is Still There?

What Superstar Artist's First Album Release On A New Label  
With One Top 10 Single Has Sold Over 200,000 Albums?



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*Have A Happy 1996!*







**GO WEST YOUNG MAN** — During a recent East Coast swing, pianist Jim Brickman visited with WARM-FM/York, PA PD Kelly West.



**THE THRILLA ON THE HILLA** — Mugging for the camera, boxing legend George Foreman towers over Hot AC WRQX/Washington morning personalities Bert! (l) and Jack Diamond.



**HAWKINS FINDS PEACE** — Sophie B. Hawkins celebrates her No. 1 R&R Hot AC hit, "As I Lay Me Down," with Hot AC WTKI/Milwaukee MD Leonard Peace.



**MARSALIS IN MILWAUKEE** — Hot AC WMYX/Milwaukee PD Brian Kelly meets 'n' greets Columbia artist/former "Tonight Show" bandleader Branford Marsalis.



**MASON DIXON LYIN'** — Hot AC WMTX/Tampa VP/Operations Mason Dixon stretches out on the collective laps of (l-r) Mercury artist Martin Page, WMTX MD Rico Blanco, and Mercury VP/Promotion Steve Ellis.



**PARDON ME** — New Jersey Governor Christine Todd-Whitman stopped by to chat with WJLK/Monmouth-Ocean PD Gary Guida (l) and APD/MD Dan Turi.



**FREE-MONEY-MAN** — Veteran KYSR/Los Angeles midday personality Paul Freeman presents a \$20,000 check to "Say It & Win" contest winner Amy Anderson.



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WDOK	9
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CAROL ARCHER

## How Do PDs Evaluate Tapes And Resumes?

### What special qualities, skills, and presentation cut through when considering talent?

Program directors in almost every market are routinely inundated with tape and resume submissions. Most PDs, in fact, have a large cardboard carton — overflowing with padded mailers and FedEx envelopes — somewhere near their desks. I asked several PDs what they really listen for when evaluating an air talent's submission.

#### Do Your Homework

WVAE/Cincinnati PD Rich McMillan is a radio veteran who has hired many announcers over the years. But his most recent challenge was to staff a new start-up under serious deadline pressure. "When I was [PD of WLVE/Miami], I was actually willing to take a chance on formatically untested personalities when a rare on-air opening occurred because I had such a strong existing staff to surround the new guy with. And that staff presented a great [positive role model] of how new personalities should present the format."



Rich McMillan

"It was much different for me here in Cincinnati," he remembers. "We built WVAE from scratch in September and October — new music, new announcers, and new systems. For the most part, this music had never been exposed in this market. And I'm not speaking of it being exposed to just listeners, but also to the broadcast community here. Consequently, as I searched through applicants to build the airstaff, the tapes and airchecks I was receiving locally were, for the most part, way off base. The vast majority of them didn't show me any familiarity with NAC."

**More than anything, I listen to how the person communicates — whether he or she is well-intended, a clear communicator, and attentive to detail.**

— Steve Huntington

"[As] a brand-new radio station, we all know that you only get one chance to make a first impression and a lot is riding on our success.

Based on their submitted tapes, I just didn't have the luxury of taking a chance on some who may become wonderful NAC personalities." Therefore, if you're going to apply for an on-air job at a new start-up like WVAE, do some research on the format. "Understand that if you're just sending a Young Country aircheck, chances are slim that you'll make the initial cut in the job applicant pool for NAC," McMillan adds.

As for WVAE personalities, McMillan listens for true enthusiasm and passion for the music, the ability to relate and sell the concept in positioning liners (anyone can just read the words), and the ability to do everything in a way that is unobtrusive to the music. "I was completely uninterested in the ability to tell jokes or editorialize, sarcasm, or musicologist knowledge. Nobody cares who played third trombone on a song. If a bit of information isn't memorable enough for a listener to repeat to a friend, it becomes talk-for-the-sake-of-talk," McMillan says.

WVAE is still seeking a 7pm-midnight personality who can do a "Cincinnati After Dark" type of show. So do some research and knock McMillan out with a great tape!

#### No Mistakes, Please

WLOQ/Orlando PD Steve Huntington says he's alert to the basics, but there's more to the process. "A nice presentation — a well-designed, professional-looking resume, for instance — can make it easier to get through the package and learn about the person's history and aptitude. But ultimately, I don't care how the package looks or how it's sent or delivered. More than anything, I listen to hear how the person communicates — whether he or she is well-intended, a clear communicator, and attentive to detail," Huntington explains.



Steve Huntington

"Not to spin it into a negative, but flubs on the tape — embarrassing moments on the air with a listener on the phone, or talking themselves into a corner — can make me lose interest. If the person can't be mistake-free on a capsulized demo, then I don't think they have the presence of mind to do it right on the air day-in and day-out. As soon as they screw themselves up, I think, 'Oh come on, you can do better than that.' It's amazing what percentage of tapes and resumes come in that reflect a poor command of the English language. Then I can't trust them to be on WLOQ. Maybe they just settle, thinking, 'This is as good as it's going to get for now.'"

I asked Huntington whether tapes can be too sanitized and not reflect the truth of the applicant's air work. "There would be additional screening that would get them from tape to air, so I'd pick that up in the next stage. I lose interest when they demonstrate lack of word economy, for example. If you can't get from point A to point B in the most impactful way — and the tape demonstrates that all too clearly and repeatedly —



**McKNIGHT BY NIGHT** — Mercury Records recently held a party honoring artist Brian McKnight at Patsy's in New York. Schmoozing between courses are (l-r) WQCD/New York APD/MD Steve Williams, Mercury Dir. Natl. AC/NAC Promotion Bill Cason, KBLX/San Francisco MD Ron Cadet, WBLS/New York MD Helen Little, and McKnight.

well, that's a shame. The truth is you're competing in a very competitive arena where there's only one opening at a time for one shift at a time. If the PD is listening to 40 or 50 tapes, you can't afford to make a mistake," Huntington says.

"Sharing lifestyle with the audience is important, too, but it's more important on the air than off. I'd want the prospective hire to have the right feel and the right attitude. Certainly some NAC experience helps, but that's more trainable than natural talent is. If someone is a head-banger on their own time — my staff has incredibly varied personal tastes in music — that's okay. I've hired people who didn't know squat about NAC and that just means that the PD has to take more care. You can't presume they know how to pronounce Andreas Vollenweider."

Huntington's advice on starting or furthering a career in NAC announcing. Be mistake-free on the tape and in the resume, be a natural communicator, and presume that the listener has some taste and intelligence.

**I want to hear a tape of their work in any environment — rock, news, whatever — and see if they sound like a living, breathing human being with a heartbeat. You'd be surprised how many don't cut the mustard even at the most simple level.**

— Ken Jones

#### Authenticity Is Crucial

At KSSJ/Sacramento, PD Ken Jones adheres to a similar standard in judging potential announcers. "I don't know how unique to NAC the skills are that I look for," he says, "but I am looking for people who sound real, who you can't tell when they are reading a liner card or a promotional announcement. They must sound like real people talking to real people on the other end of this funny thing we call radio. What separates the wheat from the chaff is the ability to sound like you're talking on the phone to a friend. This may sound like a pat answer, but it's really the bottom line."

"Within the first couple of minutes of listening to a demo tape, one can tell whether the applicant is a person who is involved and comfortable in their environment and with the mate-

**[I] listen for true enthusiasm and passion for the music, the ability to relate and sell the concept in positioning liners (anyone can just read the words), and the ability to do everything in a way that is unobtrusive to the music.**

— Rich McMillan

rial," Jones says. For him, the format of the announcer's current station doesn't matter. "I want to hear a tape of their work in any environment — rock, news, whatever — and see if they sound like a real living, breathing human being with a heartbeat. You'd be surprised how many don't cut the mustard even at the most simple level."

Jones prefers that an announcer have something in common with his listeners, and wouldn't hire a 12-year-old or someone 65, or someone who's in a different social group. But he thought that jocks have to educate the listeners and therefore have to be intimately familiar with the music isn't a prerequisite for him. "I do want to hire someone that has an extensive music background. If you don't 'get' the music — and it's not something that touches your heart — an actor might be able to pull it off." Jones prefers someone with a natural affinity for the music. "I can tell right away whether someone is involved because you can see a spark, a glimmer in their eye."



Ken Jones



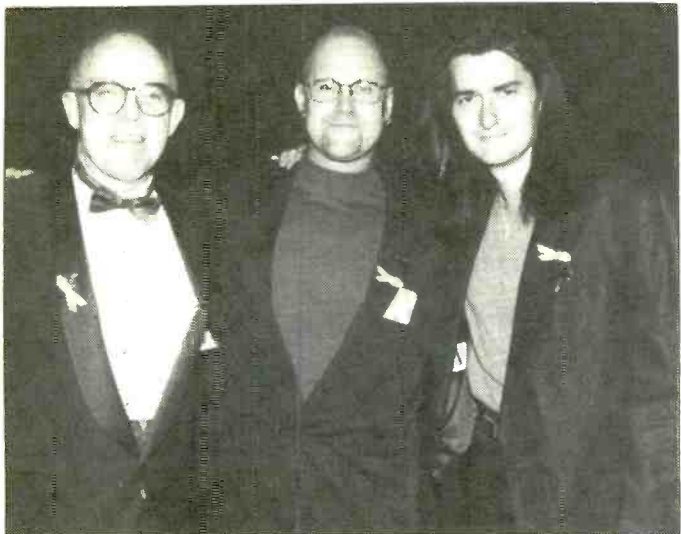
**GRP-MANIA** — GRP held a party in Peter Max's studio to celebrate the release of its Beatles tribute, "I Got No Kick ...". Among the attendees were (l-r) SW Networks Smooth FM PD Michael Fischer, WQCD/New York PD Fleetwood Gruver, KBLX/San Francisco MD Ron Cadet, WQCD APD/MD Steve Williams, artist Peter Max (who designed the album's artwork), WCLZ/Portland, ME's Kim Rowe, GRP Sr. Dir./Promotion Beth Lewis, artist George Benson, and WLOQ/Orlando PD Steve Huntington and MD Bob Church.

#### TALK BACK TO R&R!

Do you have questions, comments, or feedback regarding this column or other issues?

Call me at (310) 788-1665 or e-mail: archer@ronline.com





**NAC SUPPORTS GOOD WORKS** — WNUA/Chicago recently released its eighth "Smooth Jazz CD Sampler," the proceeds from which benefit the AIDS Foundation of Chicago and Y-ME Breast Cancer Organization. Here, WNUA PD Lee Hansen (l) poses with Midwest Artists Distribution co-owner Scott Cameron (c) and RCA artist Warren Hill, who contributed music to the project.



**FULL SPEED AHEAD** — Fontana/Mercury artist Oleta Adams, whose "Slomotion" was Top 10 at year's end, recently paid a visit to SW Networks. She's flanked by Smooth FM PD Michael Fischer (l) and Mercury Dir./AC & NAC Promotion Bill Cason.



**HANG TEN!** — KEZL/Fresno PD Mike Vasquez and Carol Archer are caught during a giddy sunset moment at the Maui Music Festival at Ka'anapali Beach.



**DO NOTHING TILL YOU HEAR FROM Q** — Qwest/Reprise artist Quincy Jones (third from right) was live in the KOAI/Dallas studios recently. Taking advantage of the photo opportunity are (l-r) MD Bret Michael, PD Jim Teeson, KOAI Promotion Dir. Diane McKenna, recording artist Tamia (who appears on "Q's Juke Joint"), and WB's Michael Tolbert.



**TORQUATO ON TOUR** — Windham Hill artist Torquato Mariano (l) dropped by KKJZ/Portland's studios to chat with newly appointed PD Shaun Yu.



**JVC'S WORLD-CLASS BASH** — During the Catalina JazzTrax Festival, JVC threw a casual party in honor of Frank Gambale. Enjoying the afternoon of music were (back row, l-r) Carol Archer, JVC Dir./Promotion Jeff Lunt, KWJZ/Seattle MD Michael Eads, R&R's Missy Haffley, Verve's Bud Hamer, A-Train Mgt.'s Melanie Jordin, and Mesa/Bluemoon artist Jeff Golub; (front row, l-r) Narada's Bridget Sholin and recording artist Jesse Cook, former KHII/Denver PD Jaime Kartak, local luminary Mona, and Cook's bassist, Andrew Morales.



**HE'S THE MAN** — GES artist Slim Man (l) reprised his July visit to Kansas City to play at another KCIY Listener Appreciation event in November. The Man himself is seen here with PD Doug Gondek.





CYNDEE MAXWELL

## Air Talent: The Next Generation

□ How to make the break from music radio and get those bizarre, unique ideas on-air

Calling all air talent! Does the music get in the way of your creativity — a necessary evil that goes with being on the air? Do you think of yourself as a performer or entertainer? Maybe you're ready to make the transition from spinning discs to spinning characters out of your head onto the air.

You could be the perfect candidate for — in the words of WIOD-AM/Miami PD Steve Nicholl — “bizarre News/Talk/Entertainment radio.” Nicholl contacted me recently in search of the next generation of talk/entertainment show hosts, and he thinks Rock radio could be the prime breeding ground.

Just what is “bizarre News/Talk/Entertainment radio?” Nicholl says, “Over the last couple of years we've discovered the taste in South Florida for typical News/Talk doesn't exist. We have a strong news image. But when the news is concluded, our talk shows are hosted by entertainers opposed to people with a political bent or current-affairs philosophy. We let the news people cover what's going on in the world; we're here just to entertain the audience.

“Another description is that nearly anytime you tune in — with the exception of nights when we do ‘Passion Phones,’ a sex talk show — it's a collection of morning shows throughout the day. It's high energy with lots of interaction, craziness, stunts — generally irritating as many of the establishment people as we can in any 15-minute period of time. We do news at the top of every hour and every half-hour during drive time Monday through Friday.”

The station's sports programming is also uncommon, according to Nicholl. “We've been the home of the Dolphins ever since they've been in Miami so we do the typical pregame, game, postgame, and coach shows throughout the week. But our nightly sports talk show is unique in that the sports figures are really enter-

tainers — they don't worry about the Xs and Os on the chalkboard. Within the context of sports they simply entertain people with the creativeness of their writing and their willingness and courage to do it on the air.”

### Meet WIOD's Entertainers

“The Rick & Suds morning show came from Rock and Classic Rock (including KZOK/Seattle and WCCC/Hartford) so they have a rock-feeling, stunt-oriented morning show. Middayer Neil Rogers has been in Miami radio for 20 years and has done everything from jock to topic talker. He's now doing a stream-of-consciousness, ‘I hate everybody and everything and here's why’ filled with bizarre parodies, strange calls, drops, and attitude that rubs some people the wrong way. But everyone knows about [his show] whether they like it or not.

“Afternoons are hosted by Phil Hendrie, who is the guy who got me thinking about the idea of jocks making the transformation from rock to talk. Phil is one of those creative people with tremendous ideas that were completely



on manatees. So many of them were being killed by drunken boaters that he thought it was a waste of the meat to throw them away so he was going to create manatee sausage, hot dogs, and burgers. All of Phil's characters are live — no tape, no preproduction. I've seen him do himself, a character, and a caller all at the same time interacting with another caller.

“So if you have an imagination with these types of things in your head and you're frustrated in being unable to find the place where they're allowed to come out and flourish, maybe we've got the outlet. All of our weirdness is surrounded by in-your-face production packaging that's delivered with an edge and rockish attitude that you don't hear on other News/Talk stations. ‘More annoying than LaToya Jackson’ is one of our liners. ‘The only radio station in America that's kicking Rush Limbaugh's ass’ is another. And Neil is beating Limbaugh about four to one.

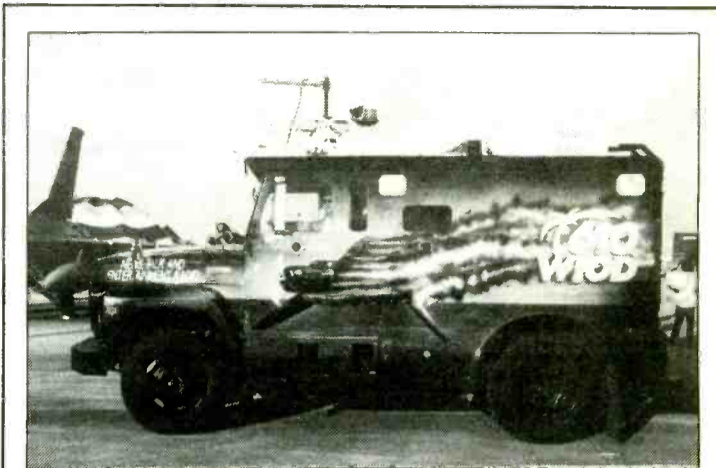
“Howard Stern is against us and has done pretty well in the morning but we're basically even with him. The reason is Stern's show is a tone-down version of what Neil has been doing for 10-15 years. The audience has already heard it so it's not new or unique to them as it might be in other markets.”

### Left-Of-Center Performers

Why does Nicholl believe the next generation of successful talk hosts could come from Rock? “Rock radio has always been the place where things happen that other people adapted later. Although personality was never really sold as the strongest suit of Rock radio, the personalities were clearly important because they were allowed to learn the concepts of relating one-to-one to target the audience lifestyle. Back in the early days, we were getting an MBA in targeting and didn't even realize it. It's natural for Rock talent to skew counter-cultural because

bottled up because of the restrictions of the music format. He invents fictitious characters. One is the stereotypical, uppity, rich Jewish woman who engages listeners in conversations as to whether Cubans, Dominicans, Jamaicans, or Bahamians are better housekeepers and why.

“Another of Phil's characters is an erstwhile Texas oilman who is basically a redneck with an opinion on everything and claims to be an insider in the National Football League fixes. Recently, this character was discussing the concept of opening a new company in Florida where he would serve a new line of specialty meats based



GOING DOWN IN FLAMES — WIOD/Miami's bulletproof, armored mobile fortress is outfitted with a complete broadcast studio. The six-ton station vehicle was acquired from a national security company, and after a stunning paint job, became the latest in ultimate station guerilla warfare.

the mainstream doesn't necessarily live the lifestyle.

“So if you've got the creative juice, do you have a place where you can plug in? From what I'm hearing, the music is still the focus except perhaps in morning drive. My question is, where are the people who really have the stuff who feel constricted by the realities of music radio? Are those personalities ready to make the break to truly become entertainers?”

“The concept of being able to go on and entertain people frequently can't be sustained when you have to play X songs in a row. Somewhere out there are people — male, female, young, not young — that at some point have decided they want to develop themselves more but don't know where or how to do it.”

Nicholl admits his quest for original and unusual air talent isn't easy. “This may be the hardest thing for anybody trying to move in that direction. I'm looking for an individual or a team that has come up with something truly unique. If you listen to all the stuff available on the satellite, it all sounds the same. And they're driven only by their stand on the issues, the voice quality, the name, or catchiness of the music bumper. We don't use any of that stuff. This is raw contemporary improv/late '60s-early '70s street theater. Instead of coming out of the back of a coffee house and going up on stage for two minutes, you're picking up the telephone and interacting with people. It's an environment that — like stand-up comedy — you've got to have a hook and be unique.

“That's the challenge from a programmer's standpoint — finding people who are unique while realistically understanding how much can be done in a strictly audio medium that hasn't already been done at some point. But that's why I'm looking for people who wake up in the morning with their brains going in 15,000 dif-

ferent directions.”

Nicholl says he's not looking for shock jocks, and he points out how the proliferation of media makes it difficult to shock people anyway. “People aren't as naive as they used to be. There are too many billboards, bus boards, and cable channels touting bizarre things that people aren't shocked anymore. But I'm not looking to shock anybody — I just want my personalities to entertain people. And if you can find a way to do that in a creatively unique way, there's a huge market out there for you. As more stations look at the demographics of News/Talk and realize they need more audience in the under-45 demo they're going to need more creative personalities to fulfill it.”

### Whole New Talent Pool

Here's an offer you're not likely to find very often. Nicholl says he'll make a deal with anybody who wants to take him up on it. “You send me a tape of what you sound like, then tell me outside of that what you'd do if you didn't have to play X songs an hour. If you're ready to take some advice, I'll communicate directly with each person who responds. There are lots of cool technological ways that personalities can try this out with little risk to see if it's for them.”

Nicholl has weekend openings where he says the pressure isn't as great. “Although cume is still pretty good, the audience doesn't listen quite the same way as they do during the week. It takes some of the pressure off the talent. Currently I'm using alternative talk programming in overnights, but if I could find the right show or personality then I would make that spot available. It's a developmental time and the hardest thing right now is finding people.”

Send your correspondence to:  
WIOD/Miami PD Steve Nicholl  
at 1401 North Bay Causeway,  
Miami, FL 33141

### TALK BACK TO R&R!

Do you have questions, comments, or feedback regarding this column or other issues?

Call me at (310) 788-1668 or e-mail: max@rronline.com





**EXCEPTIONAL ELVES** — WXRX/Rockford, IL morning team Pete & Linda drove Santa crazy.



**SGT. BEAR'S BAND** — Getting into the holiday spirit, KWBR (K-Bear)/San Luis Obispo, CA substituted staffers' mugs for several of the original faces on the cover of the Beatles' "Sgt. Peppers Lonely Heart's Club" album.



**SOUGHACK'S ROAD TRIP** — Polydor/Atlas's John Souchack hit the road with the Badlees, visiting the likes of KISS/San Antonio, KLBJ/Austin, KZRR/Albuquerque, and KFRQ/McAllen. This pic documents the KFRQ visit; (l-r) Badlees' Pete Palladino and Jeff Feltenberger, Souchack, the band's Paul Smith, KFRQ's Liza Michael, Badlees' Ron Simasek, KFRQ MD Tony Forina, and the band's Bret Alexander.



**MERRY MEN** — KATS/Yakima, WA morning men Dave (l) & Tom got tangled up in lights for their holiday greeting.



**LUMPY PRESIDENTS** — The Presidents Of The United States Of America recently presided over KRXQ/Sacramento. On hand for roll call were (l-r) PD Curtiss Johnson, Presidents drummer Jason Finn, vocalist/guitarist Chris Ballew, and bassist Dave Dederer, KRXQ MD Pat Martin, and Columbia's Cheryl Khaner.



**ANOTHER CHRISTMAS PHOTO** — WDHA/Morristown, NJ was the happening spot for Jethro Tull's Ian Anderson (c), flanked by middayer Terri Carr and PD Lenny Bloch.



**HOLY BAT CAT!** — KATT/Oklahoma City's rock auction raised \$12,000 for the Literacy Coalition with the help of emcee Adam West (c), TV's original "Batman."





SHAWN ALEXANDER

## WHAT WORKS &amp; WHAT DOESN'T

## How To Get The Job You Want

What do GMs and PDs consider when hiring new talent? I asked the advice of four station execs — all of whom have recently sifted through a pile of T&Rs.

## Show That You Want The Job

KTBBZ (The Buzz)/Houston VP/GM Pat Fant doesn't want a PD who has a having-all-the-answers attitude. "It's a turnoff. No one has the answer until they get into the market and feel the dynamics of the competitive situation, learn the lifestyle, and understand what makes the community tick and the listening patterns.

"Creativity is important; after all it is show business," Fant says. "I don't necessarily see only a slickly prepared resume that looks like

you are applying for an accounting position. Show me that you really want the job in a creative way." KTBBZ PD Cruze got the job because nobody else sent a gift basket. He also sent written material creatively dealing with things he thought would be major issues. "He did this two or three times. It convinced me that he was a thinker and knew how to communicate in writing. That's critical, but do it on one sheet..."

Fant suggests that if one wants to live in the town that they are considering work in, they should communicate this to the employer. "I have lost people to this issue; They get here and find out 'momma' didn't want to be here."

Fant warns job applicants not to drink too much at dinner meetings. "When you're applying for a job, it may not be the time to order another drink and then another drink. It's the first time you're meeting — everything you say and do is going to communicate an impression to someone else."

Applicants should also be upfront when talking dollars and sense. "I would rather have the applicant tell me what kind of compensation plan

of what kind of money I'm looking for in the event we do get together on this.' It saves a lot of grief. To me that would communicate confidence on the part of that applicant. No one expects you to work for free."

Fant prefers that an applicant ask him questions. "What is my philosophy of the station as it stands? Where do I want to see it go? What are my goals and company goals?" An applicant can sometimes take control of an interview by asking good questions. It shows confidence, but it's different than cockiness."



Pat Fant

## Persistence &amp; Versatility

"The general philosophies have to be the same for the GM and PD or it's not going to work," advises WDRE/Long Island VP/GM Dan Zako. "You have to have a gut feeling. It's like a PD's gut instinct on a record. You have to hope there's a little chemistry. The hardest thing about interviewing is that some people are uncomfortable in an interview, but end up being a great PD. Others sound so awesome, but they can't get the job done."

When hiring a PD, Zako asks the following questions: What are your personal goals? What will your plan be for the station when you get here, six months from now, or a year from now? Two years from now? "It's important to prioritize the things that need to be addressed. Organization is key," Zako says.

One PD sent him interesting articles from different newspapers about



Dan Zako

creativity will give you an edge over other applicants.

"There are ways to be persistent and keep your name in front of the GM, without being a pain in the ass. You can send humorous faxes or occasional letters. I want to hire people who really want to work here. I don't want people who didn't get the big job in New York, but will take the gig in Long Island and move somewhere else in a year."



**There are ways to be persistent and keep your name in front of the GM, without being a pain in the ass.**

— Dan Zako

## Think Out Of The Box

XTRA-FM (91X)/San Diego PD/MD Mike Halloran likes when applicants show they actually know something about his station. "You need to think out of the box. What can you do that's going to break the box and make me want to pop the tape in, short of holding a gun to my head? I'm looking for creativity. Your packaging has got to stand out," Halloran says.

Some people are now sending their resumes via hypertext by assembling a floppy disk complete with icon boxes to click on with a mouse.

Applications with Dad writing the cover letter, saying "This is my son, please get him out of my house" are good examples of what Halloran likes. "There needs to be something to make me think, if he or she is this creative in putting out a resume, then they have got to be pretty creative on-air. One guy came down here for the weekend, showed up at a promotion, introduced himself to me, and said, 'Look, I'm not bugging you, but I really want to work at your station. He presented me with a video tape and resume,'" he remarks.

What is Halloran looking for on tape? Someone who doesn't sound like a lot of other people. "I want someone who stands out so when he opens the mike he doesn't have to say this is [so-and-so]," he comments. "The difference between the [KROQ/Los Angeles air personality] Jed The Fishes of the world and the average no-name jock is when Jed opens his mouth, you know who it is."

91X's new night guy, Rossman — formerly at WZRH/New Orleans

## Acting On Alternative Opportunities

Happy New Year! We thought it would be a good gesture to start 1996 with a list of job openings at R&R Alternative reporting stations. Here is a list of stations with positions open (listed alphabetically by market). Good luck in your search!

• WEQX/Albany, NY: PD

• WPGU/Champaign, IL: LSM

• WMMS/Cleveland: Promotions Director

• KDGE/Dallas: Nights; weekends

• WHYT/Detroit: Mornings

• WMRQ/Hartford: Parttimers

• KPOL/Honolulu: PD

• KTBZ/Houston: Mornings

• KISF/Kansas City: Mornings

• WWDX/Lansing, MI: PD

• WDRE/Long Island: MD/air personality; production person; parttimers

• WKOC/Norfolk: Production Director

• KGDE/Omaha: PD: APD; Promotion Director; middays; nights

• WJRR/Orlando: Asst. MD

• WIBF/Philly: MD

• WPLY/Philly: Creative Director

• WBZU/Richmond: Mornings; parttimers

• KJEE/Santa Barbara: Mornings

• WHMP/Springfield, MA: Middays

• KTOZ/Springfield, MO: Afternoons; Promotion Director

— came so highly recommended that Halloran didn't even listen to his tape. "He jumped on the train and came out here. I'm very skeptical about things like that, but I'll always give people the time of day for coming across the country to pitch a job."

Halloran also explained why he hired Chris Muckley for weekend duties. "He's been keeping me informed of his whereabouts for the last year. He came to many of our promotions and got to know every jock. He and his mother made knickknacks and dropped them off at the station. No matter where I turned, his name was always popping up."



Decklin Halloran

## 'Brevity, Energy, Attitude'

Creativity was a key component in KNRK/Portland, OR PD Mark Hamilton's decision to hire morning co-host Mike Chase. "He faxed me two or three pages of ideas on things he would do in his first week on-air. It was funny, entertaining, and showed he had a very creative side to him," Hamilton recalls.

One thing about sending Hamilton a T&R: He listens to everything. "I can tell within 15 seconds if it's somebody I want on my station," he says. "There are two different styles of presentation that both work. When I was at Live 105 [KITS/San Francisco], Carson Daly [now at KOME] sent a tape with a handwritten letter and no resume. The presentation showed a certain attitude and when I listened to the tape I knew I wanted to hire him. Then you have the perfect-looking package. Both can work."

Gustav got the midday shift at KNRK despite his lack of radio ex-

perience. "One of the good things about not having experience in other formats or in general is if you have the natural ability, it's kind of like a diamond in the rough," Hamilton says. "You can pick up the format. I could tell right away he had a passion and knowledge for this format. He understood that you don't have to be full-in-your-face hyper and scream at your listeners. Despite his lack of experience, he sounded confident. You get a feel for the sound of a person in their delivery if they appeal to the lifestyle. It's like sort of an irreverent humor with brevity, energy, and attitude."

For a CHR jock trying to make the transition, Hamilton recommends he stay in the market he is in and seek any on-air position at the nearest Alternative station. "Be prepared to do anything to get on that station, whether it's overnights or parttime. Make sure to get the PD to aircheck you on a regular basis, so you can chisel off the sharp edges," he says. "Listen to the station and get a feel for how natural each personality sounds. One of the most distinctive things about this format is from shift to shift everybody sounds different."



**I'm looking for creativity. Your packaging has got to stand out.**

— Mike Halloran



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**I would rather have the applicant tell me what kind of compensation plan he's looking for. I don't think the employer is turned off by that, although people think they are.**

— Pat Fant



he's looking for," Fant says. "I don't think the employer is turned off by that, although people think they are. It would be refreshing for an applicant to say: 'Let me give you an idea

our format. Another applicant did a major 50-page report on the market that explained what he would do and where the niche is.

Zako says persistence and versa-



# *toadies*

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# Hip, Edgy & Twisted Holiday Happenings

With the holiday season come the anticipated Christmas concerts hosted by Alternative stations across the country. More than 35 stations put together memorable shows. While we only have space to feature a few photos from various shows, we congratulate each station on their event's success.



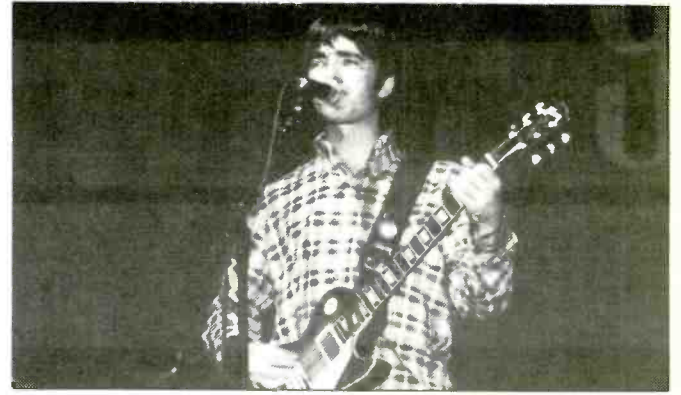
**DECK THE HALL BALL** — KNDD/Seattle's annual Deck the Hall Ball sold out in 23 minutes. More than 6000 listeners squeezed together to see a dream lineup, including Pomo For Pyros, Oasis, Everclear, the Rentals, and Tripping Daisy. Pictured is morning man Scott Alexander (c) who got jolly with members of Sonic Youth.



**WBRU'S HIP BASH** — Ben Folds Five headlined WBRU/Providence's '95 Holiday Hipster Bash and was joined by Everclear, Lisa Loeb & Nine Stories, the Inbreds, and Spearhead's Michael Franti. Getting festive are (l-r) promotions staffer Matt Yapachian, 'BRU PD Alexa Tobin and MD Stephanie Hindley, Ben Folds Five members Darren Jessee, Robert Sledge and (kneeling) Ben Folds.



**X-MAS FEST** — More than 2000 listeners turned out for KCXX/San Bernardino's X-Mas Fest. Proceeds from the show benefited various charities. Jill Sobule, Jewel, No Doubt, the Rentals, and Maissa were among the performers. Getting ready to give away a donated Fender guitar, which was signed by all performing artists, are (l-r) KCXX PD Chuck Summers, promotions assistant Mark Randall, night jock Mark Mendoza, Promotions Director/afternoon driver Mary Loos (kneeling), and parttimer Frankie DiVita.



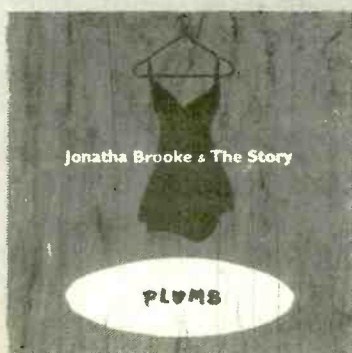
**NUTCRACKER GATHERING** — WHFS/Washington's third annual HFS-MAS Holiday Nutcracker show benefited the Chesapeake Wildlife Sanctuary, and Hope House. Among the bands rocking the crowd were the Toadies, Goo Goo Dolls, Garbage, the Dave Matthews Band, Jewel, Pomo For Pyros, and Oasis. Pictured is Oasis's Noel Gallagher.



**SHE'S DEFINITELY A GIRL!** — At least No Doubt's Gwen Stefani is enough of a girl to get a hug from KROX/Austin MD "L.A." Lloyd Hoccutt after the KROX 101X-mas bash.



**'ALMOST ACOUSTIC'** — KROQ/Los Angeles's sixth annual Almost Acoustic Christmas concerts sold out in minutes. Proceeds benefited local charities. Alanis Morissette, Foo Fighters, Garbage, No Doubt, Joan Osborne, Radiohead, and Silverchair were among the bands performing between the two nights. Catching up backstage are (front row, l-r) Virgin Records' John Boulos and Aggie Baghaei, KROQ APD Gene Sandbloom and Marketing Promotions Director Stacie Seifrit; (back row, l-r) KROQ's Zeke, Virgin's Dawn Hood, 'ROQ's Kevin Ryder, Lenny Kravitz, the station's Gene "Bean" Baxter, Rodney "On The Roq" Bingenheimer, Richard Blade, and Tami Heide.



## Jonatha Brooke & The Story

### "NOTHING SACRED"

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"We started 'Nothing Sacred' on our Sunday Music Meeting and it was Top 3 three weeks in a row. Now it's in full-time rotation and pulling big phones - especially in middays.  
- Chuck Summers, P.D./ KCXX

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## First Impressions Make The Difference

□ The basics, not fancy footwork, will give you a better chance at getting the interview

by Cyndee Maxwell

So you're looking for a job? Even if you *think* you know what PDs expect when they open up a T&R — check out what impresses and depresses a potential employer right from the source.

While some of the following do's and don'ts might seem painfully obvious — you'd be surprised how often the don'ts continue to occur. It's a given that most PDs might have specific requirements unique to their market or station. However, there are some basics that shouldn't fall by the wayside.

### Be Real, Courteous

In fact, **KFXD/Boise, ID PD Greg Roberts** is so adamant that he find the right person for an airshift, he'd rather pull a double shift himself than put on a jock who's marginal at best. "I go back to the old adage that you're only as strong as your weakest link. I'm very particular about the air talent I put on the air. Especially with this format because it's under such scrutiny. If something falls through the cracks, everybody's ready to point the finger at you.

"I look for someone who's real. It goes back to when I was first hired. The PD told me to be myself and if I couldn't be the person I normally was on the air, then I didn't have a future. What was going to happen when I went out in public and was someone completely different [than on the radio]? I listen to someone's tape first, then I call the person and have a 20- to 25-minute conversation, and then I go back to the tape. A jock's voice, attitude, ego — those things will show through real fast."

Although Roberts is particular about who he hires, he's a little more lenient about how a potential jock's resume package looks. "As long as it's clean and neat, I don't care if I get it in regular mail or overnighted to me." Of course, once he has your package (and 50 others) you'll be sure to get on his pet peeve list if you call him several times a day or week. "I return everybody's calls just because it's courteous and I wouldn't want to work for someone who didn't return calls. However, people who don't respect the fact that I have a lot of other responsibilities at the station bother me. They call every day and then start getting rude. Aggression is one thing, but being obnoxious is really crossing the line. It really turns me off to a person and I don't care how good they are. Calling once a week is enough to keep their names there."

Roberts would prefer to not have

to spend time educating potential jocks on the basics of the artists in the format. As far as cross-format experience being a help or a hindrance, it depends. "Certain formats like AC, Full-Service are pluses; CHRs are negative. Free-form AOR jocks are great because I think they really understand how to just get on the air and be themselves.



Greg Roberts



Dan O'Day

The biggest factor when I talk to someone is finding out what kind of music they like or whether they have heard of the artists we're playing.

"Also, people need to realize they can't take 'no' personally," he emphasizes. "It took me three years to get to this job in the market where I really wanted to be. I think I went through all 26 signals here. I just knew that an Adult Alternative station in this town would do well. I knew it in my gut and my heart, and no one was going to stop me from getting one on the air."

### Know The Lifestyle

**WVRV/St. Louis PD Scott Strong** is insistent that his airstaff knows who the audience is and the lifestyle.

"Just to preface it, St. Louis is unique in that we're very personality-based," he explains. "That doesn't mean talking more; it means the person is precise and really knows the music. But more than just the music, he understands the lifestyle of the listener. I get plenty of tapes where the person knows everything about the music, but when you ask what's the top movie out now or what's one of the top 10 TV shows, he can't answer.

"Knowledge is almost as important as knowing the music. For the people listening, it's more than just music. The people I hire don't have to be a local, but they do have to be someone who wants to find out

what our audience is doing. For example, I don't have kids, but I know when 'Sesame Street' comes in February, that's going to be something that's going to be a big deal to our audience — and not just our audience but our clients, too. So it's important the airstaff knows that. The person has to be hungry and understand what the audience wants outside of radio."

Like Roberts, Strong has no preference as to what an incoming package might look like, but he also feels potential jocks need to understand how busy a PD is. "The only thing that is tough is if we get a tape of a whole show — and it's hard to believe people still do that. With the amount of time a PD has, they are not going to listen to a whole show. Tapes should be skim only and about five minutes long. I mean, I've heard the **Dave Matthews** song already, I don't need to hear it on your tape."

Strong's worst nightmare? "I guess when people send the tape and resume, and they are very eager to start working ... then you can't reach them. It becomes a nightmare; it's unbelievable how often that happens." As for his take on cross-format experience: "It would depend on how long and what type. We are not looking for those typical, old-time pukey CHR jocks. But if somebody stops at a CHR station, it doesn't mean they are pukey all the time. So it depends on how long they've been doing it and the extent."

### Failing The Basics

"Where a lot of jocks fall down is purely on the basics," says consultant **Dan O'Day**. "For example, no cover letter with the tape or a six-page resume. A resume is not meant to sell you — it's meant to give information and should be no more than one page. The PD does not read the resume, he glances at it. If he can't glean the important information — who you are, where you are now, where you have worked and when — you've got a problem. Likewise, the purpose of the cover letter is not to sell you, it's to say who you are, why you're sending the package, and thank you for taking the time to consider me.

"Customize the letter; make sure you know how to spell the person's name. And avoid dumb sexism like addressing the letter 'Dear Sir' when you don't know the PD's name. Try 'Dear PD' or 'Hello.'

"In your initial package, the one thing that is supposed to sell you is your tape. If the PD likes the tape,

## Job-Search Mistakes

Here are some typical slip-ups that annoy even the most understanding PD:

- Unlabeled and/or uncued tapes
- Multiple-page resume
- Calling PD every day
- Obnoxious attitude
- No knowledge of format/audience
- "I can do anything" cover letter

he/she will go back and look at your resume more closely. Don't send a tape — especially to a specialized format — from a completely different format and say, 'I know this doesn't sound anything like what you do, but believe me, I can do what you do.'

"Another common mistake an air talent makes is applying for a job without knowing enough about it. For each job you apply for you should know what the station is looking for: what airshift, what type of person, or presentation. It's a big mistake to send a cover letter/resume that essentially says, 'I can do it all.' Those people think they are showing how versatile they are when what they are showing is they don't specialize in anything. If I'm programming an Adult Alternative

“People need to realize they can't take 'no' personally. It took me three years to get to this job in the market where I really wanted to be.”  
— Greg Roberts

station, I want somebody who I know can communicate to my audience in the style of my station. That does not necessarily mean the person has to have spent his career in the format. But if you tell me that you would just as soon do

Country as Rap as Adult Alternative, then I'm not sure you're the person for me. And don't say, 'I'm looking for any airshift' if the job is for middays. Say 'I'm interested in the midday shift.'"

### I'll Take Anything

"If you would be happy either in Adult Alternative or AC but it's an Adult Alternative job, leave AC out of the package, don't put on your resume, 'I'm looking for an airshift day or night, fulltime or parttime, in any of the following seven formats.' Leave out the job objective. When a PD is looking for a jock, he's looking for a certain kind of air talent to fit a certain kind of station, and he/she might not be able

“I get plenty of tapes where the person knows everything about the music, but when you ask what's the top movie out now or what's one of the top 10 TV shows, he can't answer.”  
— Scott Strong

to describe it to you, but they'll recognize it when they hear it."

Believe it or not, O'Day says a lot of cover letters are very defensive, sometimes without the applicant realizing it. "For example, 'Dear PD, I saw your ad in R&R and although I suspect most of them are bogus, if you're not simply trying to get a bunch of free cassettes to dub for your production room, I hope you'll listen to this. Unless of course you've already decided to hire your buddy.' People really do write letters like that. The sad thing is, the person who does it probably doesn't even know he/she does it.

"Think of it like this: I am seeing you on your best behavior when you send a resume — it's like a first date. If the tape you send me is a music tape that you have slapped a folder label over and written your name in grease pencil, then that says you're showing me your best presentation skills."

Uncued tapes are also an irritation. "Now you might think, 'Is the PD such a big shot that he/she can't rewind the tape?' Well, the fact is, if I'm trying to hire somebody, I'm not looking for someone who makes extra work for me. I want someone who makes it as easy as possible to hear the tape. One thing very few people do is tell the PD when he/she will be available at the number given. I also don't think it impresses the PD when your cover letter and resume are done on your current station's letterhead. It tells me how you will treat my radio station when I hire you.

"I really encourage jocks to remember that this is a process. When you see the ad in the trades and it sounds great and you rush off your resume, don't go back home and sit by the phone. You are not trying to get that job, you are following the process of getting your *next* job, and that process includes responding to ads in the trades, making phone calls, sending tapes, and following every step of the process."



# OPPORTUNITIES

## OPENINGS

### NATIONAL

#### Personality DJs Needed

Do you do voices? Can you handle the phones? How about drops? In other words, are you a Pro-or a Time & Temp Jock? More and more of the thousands of radio stations with whom we deal are looking and willing to pay for that something extra. If you are ready for a move, let NATIONAL, the acknowledged leader in radio person placement since 1981, help. We make the complete presentation for you. For complete registration information, call:

**NATIONAL BROADCAST TALENT**  
(205) 608-0294



#### Job Tip Sheet



We're the largest, most complete job listing service in radio offering over 400 of the hottest jobs weekly for air talent, P.D., M.D., news, talk, sports, production, promo & more, in all markets/all formats. 22 years of on-air experience helps me understand your needs. Whatever level of your experience...we can help. Call now to subscribe. You have the talent...We have the jobs!!

**800-231-7940** 937 WILD GINGER TRAIL, WEST CHICAGO, IL 60185  
(Stations: List jobs for free/cover EEO responsibility)

#### MANY STATIONS ARE CALLING

needing to hire talent IN THEIR REGION. If you're looking, how will these stations know about you? That's our job. We've placed beginners to major market talent in unadvertised openings from coast to coast. Out, moving up, getting back in; we've placed them all. Call today for free information and see why those seriously looking have us work with them.

CONFIDENTIAL - NATIONWIDE

**NETWORK**  
(407) 679 8090

#### NRJ FIRST FM RADIO GROUP IN EUROPE

\$200 MILLION TURNOVER IN 1996

NRJ is the first FM radio group in Europe. Operator of more than 250 CHR and AC stations in Germany, France, Scandinavia, Belgium, and Switzerland, we are looking for our European Commercial Director. His or her mission will consist of recruiting, training, and managing local sales teams in the main European capitals: Berlin, Paris, Hamburg, Stockholm, Munich, Brussels ...

We are seeking an experienced professional in major-market local advertising, 30-35 years old, with a minimum of five years' experience as Sales Director at one or several FM radio stations located in large U.S. cities.

Based in Paris, Munich or Berlin, the applicant will have to travel very frequently in Europe. Ability to speak a second foreign language (German, French) would be an asset. The remuneration, based on results, will be very stimulating.

This opportunity represents a real challenge for a skilled professional who is interested in gaining experience in the fast-growing European radio market.

Please send resume, photo and applications letter to:

NRJ  
Mr. Luc Marot  
International Operations Director  
22, rue Boileau  
75203 Paris Cedex 16  
France  
EOE

#### Recruiter Resumes

- 30 years Objective Experience
  - Programming-Sales-Talent
  - Confidential Interviews-Visa/MC
- (719)442-2305

## OPENINGS

### EAST

WHMP, Modern Rock, Springfield, MA F/T Jock, 7pm-Mid. Production & remote skills a must. Great college market! T&R: Adam Wright, PD, WHMP, P.O. Box #286, Northampton, MA, 01061. (1/5)

WXKX, country seeking fulltime 7-12 night air talent. 2 years experience preferred. T&R: Program Director, WKXK-FM, P.O. Box #368, Parkersburg, WV 26101. No calls please. M/F. (1/5)

95.9 The Coast, Ocean City, MD seeks morning show news anchor, night AT. T&R: WOSC, Bob Maxwell, 218 North Blvd., Salisbury, MD 21801. (1/5)

WRKE — 101.7 Kiss FM seeks fulltime AT. T&R: WRKE, Tony Q., RD1 Box 24, Ocean View, DE 19970. (1/5)

WPDH, WCZX & WEOK/Poughkeepsie seeks production department assistant. T&R: WPDH, Scott Carlin, Box 416, Poughkeepsie, NY 12602. (1/5)



#### PROGRAM DIRECTOR

Fayetteville/Fort Bragg, NC

100,000-watt Hot AC has an immediate opening for a mature, experienced on-air PD. Selector skills are required, and digital experience with the Scott Studios or similar system a definite plus. Extremely stable company with same ownership for 56 years. Please send material, including aircheck to:

John Dawson, GM  
WQSM-FM  
Box 35297  
Fayetteville, NC 28303  
Equal Opportunity Employer

Seeking great talent for immediate and future openings at some of America's best country stations. T&R to: Michael O'Malley, Moon Mullins Company, 9 Desmet Avenue, Milltown, NJ 08850. 908-937-5757 EOE/MF

Seeking HAC morning talent for Class C FM near Roanoke. One of the fastest growing chains in one of the most livable areas anywhere. T&R To: J. Randolph, OM, New River Media Group, 7080 Lee Highway, Radford, VA 24141. EOE/MF.

WZZO/Allentown seeks Promotion Director. Responsibilities include execution of contests and events, writing promo copy, setting up remotes, and maintaining station vehicles. Basic computer skills and some marketing experience necessary. Resume to: Rich Lewis, WZZO, 1541 Alta Drive, Whitehall, PA 18502. Commodore Media is an equal opportunity employer.

## OPENINGS



#### PROGRAMMING COORDINATOR

New York's #1 AC has a rare opportunity: Our programming coordinator has been appointed PD at our Los Angeles station. He's bright, hard-working, innovative, knows AC music in and out, a Selector wiz, wants new challenges, does great air work. Can you fill his shoes? Rush your tape and resume to Kurt Johnson, Program Director, WLTW, 1515 Broadway, 40th Floor, New York, NY 10036. No calls please. Women and minorities strongly encouraged. EOE  
VIACOM RADIO



#### WANT TO BE NEW YORK CITY'S NEXT GREAT MORNING SHOW?

Q104.3 - New York's Pure Rock, is searching for the Big Apple's next big morning show! We're ready to plug in a prolific, personality-driven event. Compelling entertainers should send materials now to Ron Valeri, PD, Q104.3, 1180 6th Ave., NY, NY 10036. EOE

#### NEWS DIRECTOR

If you can write it tight, deliver it with style, interact with the show's host and supervise a staff, we want to hear from you. Local news is a big reason why our AC morning show is #1. Minimum four years experience. T&R plus writing samples to: Tom, Kallechey, Ops Manager, WZLD/WFEA, Saga Communications, 500 Commercial Street, Manchester, NH 03101. Please, no phone calls. EOE M/F

#### PISS 'N VINEGAR WANTED

East Coast Active Rocker looking for energetic, music savvy PD. On-air shift, production and off-air appearances part of the package. Strong leadership skills, a street fighter mentality and drive to win a must. Women encouraged. Radio & Records, 10100 Santa Monica Bl #829, 5th Floor, Los Angeles, CA 90067 EOE

Operations Manager; experience OM/PD for small market AM and FM combo in Maryland. Must be creative, organized, energetic, great with community relations and work compatibility with sales department. Send tape and resume to: Radio & Records, 10100 Santa Monica Bl #828 5th Floor, Los Angeles, CA 90067 EOE

## OPENINGS

### SOUTH

KFXT - morning personality needed immediately, production/remotes. T&R to 1101 N. Highway 81, Marlow, OK 73055. 405-658-9292. (1/5)

WOMG - Oldies 103 seeks energetic team leader PD. T&R: Doug Spets, OM, Radio South Carolina, P.O. Box 5106, Columbia, SC 29250. (1/5)

New Country - Immediate openings for experienced PT ATs who want to win! T&R: WWGR, Paul Orr, 4210 Metro Parkway, Ft. Myers, FL 33916. (1/5)

WSLQ/WSLC - seeks news anchor for AC/Country combo. T&R: WSLQ, 1002 Newman Drive, Salem, VA 24153. (1/5)

WNOE-FM, New Orleans, #1 Country station is seeking an experienced program director. Must be able to continue long string of success in America's most fascinating city. Candidates must be able to manage an extremely talented airstaff; budgets, promotions, possess a positive attitude, and be prepared to work within an organization that views second place as failure. Materials to Tom Kennedy, WNOE, 529 Bienville, New Orleans, LA 70130. EOE



#### MORNING PERSONALITY

Need intelligent, adult relatable, phone pro for Hot AC. Strong ownership seeks community-minded people person. Rush T&R to: Dann Miller at WQMZ, 501 E. Main Street, Charlottesville, VA 22902. WQMZ is an equal opportunity employer.

#### HOT AC/TWO POSITIONS

WVMJ-FM/Blacksburg, VA (Roanoke vicinity) seeks killer morning show plus newperson. Arbitron market. Quality of life and opportunity both outstanding. Rush T&R: Johnny Randolph, OM, 7080 Lee Highway, Radford, VA 24141 EOE/MF



Charlotte's Soft AC has immediate midday opening. Upbeat, friendly person who can relate to women while they work. Experienced only. WLYT is currently #1 10am-3pm so we're looking for a winner. No CHR types or Beautiful Music "announcers", please. Tape & Resume to:  
Mike Berlak, Operations Manager  
Lite 102.9/WLYT  
301 S. McDowell  
Suite 210  
Charlotte, NC 28204  
EOE

Heritage CHR searching for Top 40 personalities. If you're local, topical and relatable, overnight your T&R. Must be strong on production. Please include picture. T&R: Radio & Records, 10100 Santa Monica Bl #826, 5th Floor, Los Angeles, CA 90067 EOE



## OPENINGS

Great station. Great climate. Great town. Great job. Need a news director/anchor host at KGNB AM 1420 (news/talk) in New Braunfels, Texas, between San Antonio and Austin. Call Wayne/Fred: 1-800-594-2056

94.5/KDGE Dallas seeks on-air announcer (7pm-12midnight). Minimum three years in major market New Rock Alternative format required. Please call for application. Mary Young, Director/Human Resources, 214-770-7777. AN EQUAL OPPORTUNITY EMPLOYER.

## MORNINGS IN NASHVILLE

Morning show partner/sidekick opening immediately at WRMX, Oldies 96.3 in Music City USA! You'll be teamed with market veteran Rhett Walker. Females are especially encouraged to apply. Send us your best stuff ASAP: Bill Jones, Group Program Director, South Central Communications, 504 Rosedale Avenue, Nashville, TN 37211 EOE M/F.

## KHFI AUSTIN IS SEARCHING FOR CENTRAL TEXAS' NEXT "TEEN IDOL"

Rhythmic/Pop Mainstream CHR with mega-ratings in market #54 has immediate opening for Night Talent. Is your delivery naturally energetic? Can you work the phones? Are your on-air production & editing skills polished? Will you "hit the street" outside the airshift to reinforce our community presence? Do you buy into these philosophies?

- 1) "Selling" the station is the most important thing you can do...
  - 2) The music is the "star" & your performance complements it...
  - 3) "Personality radio" is best judged "qualitatively", not "quantitatively"...
- If you answered "yes", and your style, sound, look, and lifestyle "fit" today's 12-24's, then you may be ready to join a nationally recognized station with an award-winning staff currently dominating one of broadcasting's most successful companies. Move fast, but DON'T call! DO get your tape, resume, references—the works, to John Roberts, OM/PD, KHFI, 811 Barton Springs Road, Suite 967, Austin, TX, 78704. Clear Channel Radio is an Equal Opportunity Employer.

Entercom owned "Oldies Radio U92", Tampa Bay Florida, is looking for the best wake-up team or person in the country. If you know how to win big in morning drive and can do it every day on and off the air, Oldies Radio U92 has the support resources to make it happen for you today. Minimum of five years experience with a winning track record in AM drive only. Entercom offers incredible benefits, advancement opportunities with a financially secure, stable group owner. Send your best today to: Dennis Andersen, 9721 Executive Center Drive #200 St. Petersburg, FL 33702 EOE

## OPENINGS

### MIDWEST

WATH/WXTQ, seeks news director - news sense more important than experience. Voice & delivery helps. Oversee 2 P/T news personnel. T&R: Dave Palmer, WATH/WXTQ, Box 210, Athens, OH 45701 (1/5)

WCIL AM/FM, South Illinois heritage news leader seeks morning co-host anchor, and news team leader. T&R: WCIL AM/FM, Box 2376, Carbondale, IL 62902. (1/5)

Country station KFXT seeks morning AT immediately. Production/remotes. T&R: KFXT, Sherry Austin, 1101 N. Highway 81, Marlow, OK 73055. (1/5)

Seeking sports/news anchor/reporter. T&R: WLKB-AM/WDEK-FM, Katie Davis, Box 448, DeKalb, IL 60115, or FAX: (815) 756-9723. (1/5)

Three-station group seeks experienced certified radio engineer. Mankato, MN. FAX T&R: KYSM, Cooley, (507) 345-4675. (1/5)

Top-rated Midwest radio station is looking for its next Production whiz! If you're an outstanding ideas person, who can copywrite and produce market-leading production, send your copywriting and production samples, resume and salary requirements to: Radio & Records, 10100 Santa Monica Bl., #825, 5th Floor, Los Angeles, CA 90067. EOE

Z101.7, Lansing's hottest hits, is looking for the Program Director to take us to the next level! If you're a team leader, committed to winning, and want to live in a great college town, then you're who we're looking for. Send tape, resume & salary requirements to: General Manager, P.O. Box 25008, Lansing, MI 48909. Females & minorities encouraged! MacDonald Broadcasting is an equal opportunity employer.

## HELP WANTED

On-air program director for South Bend's leading station, Sunny 101.5, WNSN-FM. PD or Assistant PD experience required. Must be skilled at music scheduling (Selector) & music and strategic research. Strong people and promotional skills helpful. Excellent compensation, benefits, and bonus plan. Send tape and resume to: Human Resources, WSBT/WNSN Radio, 300 W. Jefferson Blvd., South Bend, IN 46601. EOE

## IMMEDIATE OPENING!

Production and specialty on-air/tracking for central California Oldies/AC duopoly. Minimum 3 years' format experience, digital editing/automation experience a plus. T&R to: Personnel, KERN/KGFM, 1400 Easton Dr., Ste. 144, Bakersfield, CA 93309. EOE

## PRODUCTION PRO

Needed in Minnesota. 8 track & digital studios for creative mind. Ability to write, produce and assign copy. 401K and other benefits. T&R, writing samples to: Radio & Records, 10100 Santa Monica Bl., #822, 5th Floor, Los Angeles, CA 90067. EOE

WHB/Kansas City and KMZU/Carrollton, MO are now expanding staff. We are looking for upbeat, experienced jocks, all shifts. Must have great voice and personality. Good phones, computer friendly and production capable. Public appearances are required. Country format. Also seeking aggressive news anchor with ability to call sports. Promotions Director w/track record. PD Ellis Martin, WHB/KMZU, 102 N. Mason, Carrollton, MO 64633. No Calls.

## OPENINGS

### AIR TALENT

KZST California Wine country's premier AC. Great phone, great production, and pro delivery a must. Experienced only. Send T&R to Brent Farris, P.O. Box 100, Santa Rosa, CA 95402. EOE M/F

NOT looking for a morning show producer! We want a hungry, aggressive singer, musician, performer to do parody songs, light morning show production and interact with the #1 rated morning show in Kansas City - The Randy Miller Morning Show. Let us hear your stuff ASAP. Overnight to Mike Kennedy, KBEQ, 4717 Grand Ave., Suite 600, Kansas City, MO 64112. EOE

If the thought of a small market lifestyle appeals to you, I have an opportunity. We offer medium market surroundings, a new building, new equipment, and killer ratings. KGMO, All Rock and Roll Oldies is searching for a morning personality/program director. Must have computer knowledge, good programming philosophy and work ethics. We provide good salary and benefits, including 401K. Rush tape and resume to: Personnel Director/KGMO, 901 S. Kingshighway, P.O. Box 558, Cape Girardeau, MO 63702-0558. EOE

## WEST

KLLY - AC station looking for creative person with morning drive experience. Stable position, good benefits. T&R: Russ Davidson, KLLY, 3651 Pegasus Dr., Bakersfield, CA 93380 (1/5)

Southern California pure Country leader seeks parttime AT. T&R: KIK-FM, Bob Harvey, Two City Blvd. East, Orange, CA 92668, or CALL: (714) 634-9494. (1/5)

Central California AC seeking creative individual for morning show. T&R: KLLY, Russ Davidson, 3651 Pegasus Drive, Bakersfield, CA 93308. (1/5)

Parttime now, fulltime later for high desert AC. T&R: KHwy, Lance Todd, Box 1668, Barstow, CA 92312-1668. (1/5)

Seeking self-motivated individual for afternoon drive/promotion assistant & production. T&R: KDES, Danny Fox, Box 2745, Palm Springs, CA 92263. (1/5)

One of America's fastest-growing broadcast companies seeks an experienced programmer and air talent to oversee a new Classic Rock format launch for our top 50 western market FM. A great opportunity for a focused, people-skilled leader who can manage air talent, direct a personality airstaff, and implement a well-researched music plan. This challenge requires a street-smart marketing mentality and great energy. Oldies, CR or AC experience helpful. Send resume and tape to: Radio & Records, 10100 Santa Monica Bl., #820, 5th Floor, Los Angeles, CA 90067. EOE M/F

## L.A. PRODUCTION DIRECTOR

We need help creating a sound that's new in L.A. (and the world). Applicants must have 5 yrs. on-air exp., digital editing proficiency, 32-track studio mixing ability, and a vision. Send T&R to: Production Opening, KYSR-FM, 3500 W. Olive Ave., #250, Burbank, CA 91505. Viacom is an EOE.

## OPENINGS

A rapidly expanding southeast broadcast company has immediate and future opportunities for program directors, air talent (all shifts), production directors, and news/writers/reporters. Multiple formats. Join a winning radio team and grow with us. Send your tape, resume and programming philosophies to Duke Media, c/o Dave Ashcraft, P.O. Drawer 1737, Jonesboro, AR 72403. EOE

## NEWS DIRECTOR

Awesome facility, great air talent, the California Wine Country, KZST/KJZY has an immediate opening, experienced only. Send T&R to Brent Farris, P.O. Box 100, Santa Rosa, CA 95402. EOE M/F

Southern Oregon's premier CHR is accepting T&Rs for future full-and parttime openings. Send your best to: Matt Roberts, c/o KTMT-FM, P.O. Box 159, Medford, OR 97501.

L.A. fringe area rocker needs ops manager to oversee AM/FM combo. Air shift and music duties. Need knowledge of music rotation software. Send tape and resume. Supervisor references checked closely. Need experienced person with demonstrated track record. Market salary, plus benefits. T&R: Radio & Records, 10100 Santa Monica Bl., #827, 5th Floor, Los Angeles, CA 90067. EOE

## POSITIONS SOUGHT

Sportscaster, 19 years' experience, seeks program director position at Sports/News/Talk station. Any market. College PBP a plus. ED: (702) 369-1801. (1/5)

Veteran sportscaster/PBP man available. MIKE: (910) 835-4996. (1/5)

Production wizard seeking new warm climate top 50 gig. Voices, digital, copywriting, morning comedy, too! 13 years' experience. MARK: (914) 895-5141. (1/5)

The tide has turned. Rush hour is over. Experienced liberal radio talk show host. JOHN: (954) 561-1792. (1/5)

J.J. Shannon/afternoon drive Z99/Caymen Islands, Isle 95/Virgin Islands. CHR/AC/70s/soft formats. Prefer west coast, south, east. J.J.: (407) 997-2131. (1/5)

Returning home after 13 years in South Africa, seeking employment as DJ specializing in Big Band, Swing Era, Dixieland, Jazz, Ballads, and all forms of Easy Listening music presenting an alternative for listeners who enjoy the tunes we used to hum, whistle, and tap our feet to. World traveller, Mensan, totally flexible regarding hours and geographical location. Resume, demo tape etc. available. Phone, fax your requirements to: BARRY STINSON on 27 431 22861, P.O. Box 546, KINGWILLIAMSTOWN 5600, SOUTH AFRICA.



# OPPORTUNITIES

## POSITIONS SOUGHT

**First-time caller!** Shaun in Sherman Oaks. Large market experience. Most formats. Seeking long-term. West only. Happy Holidays! SHAUN: (818) 727-5662. (1/5)

**Energetic, self-motivated PD** with ideas unlimited for Oldies, AC, Country. Superb production with a voice to match. B.J.: (410) 219-9030. (1/5)

**Hot AT** at top-rated Country station in southeast Oklahoma seeks same, or Classic Rock, Oldies, Big Band in northeast. JOHNNY: (918) 452-2327. (1/5)

**Five-year team.** 10+ years in market 11 evenings. CR, AOR, CHR, Talk. Natural, relatable. BRENT & BILL: (954) 527-5781. (1/5)

**Morning show producer/sidekick,** top 50 market experience. Seeking a stable gig. In Georgia now. MARK STEELE: (800) 229-4605. (1/5)

**Been here 10 years/five as APD/MD.** I am the PD you're searching for. Ready now! ALAN: (417) 831-0202. (1/5)

**Central/south Florida.** Experienced AT seeks new challenge. Will do overnights. All formats. JAY: (407) 997-2131. (1/5)

**Available now!** 15-year vet seeks long-term PD/MD/AT slot. MIKE: (512) 582-0572. (1/5)

**10-year female host** seeks to relocate on northeast coast. Production skills right, no ego to fight. ADRIANA: (302) 684-2521. (1/5)

**Experienced PD** with lots of promotion and programming ideas you can turn into cash. GREGG: (618) 435-4325. (1/5)

**Network/L.A. Oldies AT** for AM/PM drive in top 50. OM/PD/AT 20 years on both coasts. Great phones, prod & appearances. 24-hour pager. STEVE: (818) 372-0097. (1/5)

**Hip, controversial Tom Leykis/Jerry Williams-type** libertarian seeks talk host position. TONY SCHINELLA: (617) 497-3989. (1/5)

## POSITIONS SOUGHT

**Productions engineer** with 5 years' experience in Los Angeles radio market seeks PT/FT position in western US. OSCAR: (213) 221-2864. (1/5)

**CHR/New Rock.** Mornings or nights, personality plus, phones, digital production. Large market experience. Will move for right gig. RICH: (708) 469-7155. (1/5)

**Experienced talent.** All I want for X-mas is a fulltime job in a warm southern market. It's too cold in the midwest. DAN: (517) 422-6205. (1/5)

**News reporter seeking** new challenges with a serious news operation. Experience in local, state government. Production, on-air skills. ALAN ZAREK: (304) 343-1915. (1/5)

**Hilarious high-energy** modest morning man/multivoiced production wizard seeks a loving home. JEFF: (510) 825-2200. (1/5)

**College grad with MD experience** seeks AT position with Urban/CHR station. Will consider any format, market or shift. JOHN: (216) 381-0447. (1/5)

**Want it done** right the first time? Will trade 10 years' experience and an extraordinary work ethic for a warm climate. RICK: (612) 428-4795. (1/5)

**Dear Santa: New job** for Christmas! Female AT, experienced and gift-wrapped to go now! Prefer rock/west. CONNIE: (520) 323-8495. (1/5)

**Western states, 15-year veteran,** CHR, AC, soft formats, 70s, Oldies. MIDDAYS/afternoons, west, south, eastern markets. JEFF: (516) 935-2920. (1/5)

**Hardworking radio veteran** looking for "not just a job, but an adventure". Experienced in all phases of the business. Seeking a programming challenge. Give me a call. ROGER: (423) 235-6889. (1/5)

**Santa forget** to bring you a talented, individual for your airstaff? Have inside connections in return for a AMD/PD gig. DAVE: (813) 265-8212. (1/5)

## POSITIONS SOUGHT

**Available for sports blitz,** updating, reporting at your station. Experienced. Prefer Florida - all markets. Call JAY: (407) 997-2131. (1/5)

**Involved, sports public address announcer** looking for assignments in greater Dallas area. High school/University level preferred. Call JAY: (214) 276-0999/ (214) 373-7272. (1/5)

### FREE AS A BIRD

Residing near Miami's *lady Madonna*, looking to put in a *hard days night, eight days a week.* Oldies/AC/Sports-talk veteran lights up phones. GM's dream. Sales pro by day, air-stud by night. Prefers east coast, but *we can work it out.* Call Gerard Elliott (305) 458-8113 and let the *long and winding road* lead to your door. PS: I can write great copy too!

### 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 (PST)**, 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.

## POSITIONS SOUGHT

Mom - Star 98.7 fired Melissa and me, but we're staying in L.A. anyway. Even if we have to take a pay cut. A big pay cut. Baby's fine. Say hi to Dad. Wanna buy our washer?  
Love, Jim  
Call soon: 818-347-6706

### R&R Opportunities Advertising

**1x \$100/inch**      **2x \$75/inch**  
Rates are per week (maximum 35 word per inch including heading). Includes generic border. If logo, custom border or larger heading are required, add 1/2 inch (\$50 for 1x, \$38 for 2x).

### 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.

### Online Job Listings

To post your ad on R&R's Web site (<http://www.rronline.com>), Add 20% to your weekly ad rate. Listings will include your logo if it appears in your R&R Opportunities Ad.

### 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 (PST)** eight days prior to issue date. Address all ads to: R&R Opportunities, 10100 Santa Monica Blvd., Fifth Floor, Los Angeles, CA 90067.

## OPPORTUNITY KNOCKS

in the pages of R&R every Friday

CALL: 310-553-4330

# MARKETPLACE

## AIRCHECKS

### AUDIO & VIDEO AIRCHECKS

**CURRENT #188.** WLUP/Jonathon Brandmeier, WKQ/Dick Purtan, WEGQ/Jojo Kincaid, KSFM/Billy Burke, KLOS/Mark & Brian, WJMK/Scott Miller, KSON/Mike Novak. \$7.  
**CURRENT #187.** WFMS/Jim & Charlie, WPMT/Steve Cochran, WJMK/John Landecker, WKBO/Rick Iot, WGGU/Rick Party, KALC/Mike Neil, KYKY/Phillips & Co. \$7.  
**PERSONALITY PLUS #PP-96.** WKLB/Loren & Wally, WXRK/Greaseman, KIOZ/Dave Shelly & Chainsaw, WROX/Jack Diamond & Bert. Cassette \$7.  
**PERSONALITY PLUS #PP-95.** KRFX/Lewis & Floorwax, KFRD/Gary Bryan, KDKB/Tim & Mark, KRPM/Ichabod Caine, KWMX/Eric, Robbyn & Larry Cassette \$7.  
**PERSONALITY PLUS #PP-94.** KYKY/Phillips & Co., KKKR/Bruce Kelly, KLSX/Kato Kaelin, WNCN/Morning Zoo, WNIC/Jim Harper. Cassette \$7.  
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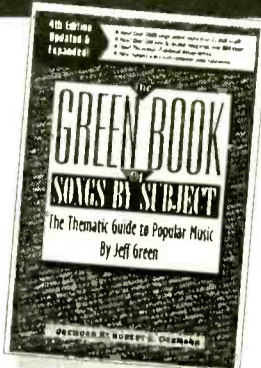
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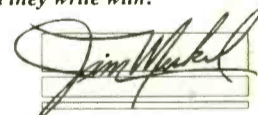
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4 0 2 • 4 2 6 • 8 3 6 1

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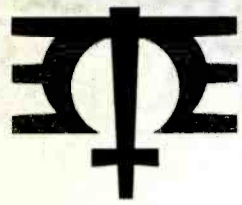
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**melissa etheridge**



**i want to come over**

from the album, your little secret

produced by hugh padgham and melissa etheridge  
management: wf leopold © 1995 island records, inc. a polygram company  
i know you're home. you left your light on

