

AIR TALENT TODAY

This week, R&R's format editors train their collective spotlights on the men and women behind the mike, reflecting on such topics as:

- **NEWS/TALK**
Battling talent burnout
- **CHR**
Staying in touch & on top
- **URBAN**
Local connection essential
- **COUNTRY**
Making it in today's market
- **AC**
What programmers look for
- **NAC**
Doing a 'virtual airshift'
- **ROCK**
Managing top air talents
- **ALTERNATIVE**
Gettin' clean, stayin' crazy
- **ADULT ALTERNATIVE**
Evaluating your airstaff

And ... R&R's weekly Management column finds former WAXQ/NY APD/MD Vinny Marino advising air talents on how to handle being "on the beach."

Begins Page 16

PEOPLE IN THE NEWS

- **Bonnie Goldner** now RCA VP/Nat'l Promo
- **Dale O'Brian** appointed PD at WXTR/DC & WXVR/Frederick, MD
- **John Hiatt** named VP/GM at KLOU-FM/St. Louis
- **Kid Curry** becomes PD for WPOW/Miami
- **Dave Dannheisser** named Warner Bros. VP/Promo
- **Ali Castellini** new WXDX/Pittsburgh PD

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THIS #1 WEEK

- CHR/POP**
• ALANIS MORISSETTE You Learn (Maverick/Reprise)
- CHR/RHYTHMIC**
• KEITH SWEAT Twisted (Elektra/EEG)
- URBAN**
• 112 Only You (Bad Boy/Arista)
- URBAN AC**
• TONI BRAXTON You're Makin' Me High (LaFace/Arista)
- COUNTRY**
• GEORGE STRAIT Carried Away (MCA)
- NAC**
• NORMAN BROWN Better Days Ahead (MoJAZZ/Motown)
- HOT AC**
• ERIC CLAPTON Change The World (Reprise)
- AC**
• ERIC CLAPTON Change The World (Reprise)
- ACTIVE ROCK**
• SOUNDGARDEN Burden In My Hand (A&M)
- ROCK**
• BLACK CROWES Good Friday (American/Reprise)
- ALTERNATIVE**
• PRIMITIVE RADIO GODS Standing... (Ergo/Columbia/CRG)
- ADULT ALTERNATIVE**
• PRIMITIVE RADIO GODS Standing... (Ergo/Columbia/CRG)

NEWSSTAND PRICE \$6.50



Clinton Nominates FCC Staffer Keeney To Commissioner's Seat

Amid glowing endorsements from all sides, Regina Keeney — a longtime congressional and FCC staffer — has been nominated by President Clinton to fill a vacant Republican seat at the Commission.

Keeney, 40, was designated to fill the remaining four years of the term vacated by Andrew Barrett, who returned to the private sector in March. The nomination

would bring the Commission back to its full complement of five and — for the first time ever — would result in a female-majority FCC.

Keeney has been at the FCC since 1994, first as chief of the Wireless & Common Carrier Bureau, then chief of the Common Carrier Bureau dealing with telephone issues. Previously, she

KEENEY/See Page 12

ARS Continues Acquisition Spree With Takeover Of EZ Communications

■ No regulatory problems expected; American Radio Systems would end up with 97 stations after \$655 million deal

BY STEVEN COLFORD
R&R WASHINGTON BUREAU

American Radio Systems anticipates no regulatory problems for its newly proposed merger with EZ Communications — a deal valued at \$655 million.

With its third major deal of the year, ARS would take another major leap in status if the merger wins approval. The emerging group would be 97 stations strong if it exercises all of its purchase options through its LMAs and JSAs, Director/Investor Relations Bruce Danziger said.

In separate deals earlier this year, ARS acquired nine and four stations from Henry Broadcasting and BayCom Partners, respectively, for \$218 million in cash and stock.

Only Clear Channel Communications, with 102 stations, would have more stations in its group than ARS. The proposed combination of Westinghouse/CBS with Infinity Broadcasting

EZ Does It

- Combined ARS registered \$333 million in annual revenues in 1995
- Three Sacramento stations likely to be sold
- EZ principals Kellar, Box to join ARS board

NEW ARS ROSTER : PAGE 28

would remain the industry's dominant financial player, with combined revenues of more than \$1 billion, about triple the combined revenues of a post-merger ARS.

The ARS-EZ combination — the latest in an ongoing streak of major deals emanating from the February implementation of the 1996 Telecommunications Act — would close early next year, assuming requisite regulatory and shareholder approvals, Danziger said. The price includes \$452

million in stock and cash, plus assumption of \$203 million of EZ debt, Danziger said.

ARS already is under the Justice Department's antitrust microscope because of its Lincoln Group acquisition, which gave the group more than 60% of the Rochester, NY revenue market. "We're waiting to hear, hopefully in the next month," Danziger said. "In a worst-case scenario,

ARS/See Page 28

Cuddy Adds VP/Music Programming At ABC Stations

Tom Cuddy been named to the newly created VP/Music Programming post for Capital Cities/ABC Radio Division's 10 music-formatted stations. He retains his duties as WPLJ-FM/

New York's VP/Programming, a position he's held since 1990.



Cuddy

In his new position, Cuddy will direct the music strategy for Alternative stations WHYT-FM/Detroit and KEGE-FM/Minneapolis; Classic Rock KQRS-FM/Minneapolis; Country outlets WKXX-FM/Chicago, KSCS-FM/Dallas, and WKHX-FM & WYAY-FM/Atlanta; Hot ACs WPLJ and WRQX-FM/Washington; and Rock KLOS-FM/Los Angeles. According to a press release, Cuddy's responsibilities "will extend to assisting

CUDDY/See Page 10

Radio Settles With ASCAP On New Licensing Contract

The radio industry and ASCAP have settled on a new blanket license that maintains the current rate through the year 2000. In addition, per-program licenses will offer more liberal terms to stations programming music on a parttime basis.

According to the Radio Music License Committee, the current blanket license rate of 1.615% (of a station's gross revenues) will remain in effect through the next cycle.

Under the terms of the new agreement, the number of allowable cost-cutting deductions will increase, and more stations will be able to itemize deductions.

Stations with gross revenues of \$15,000 or below will now pay a flat fee for their licenses (the RMLC estimates that about 2000 stations would be affected by this change).

Per-program license rules are being liberalized. Stations that play music in more than 10% of their yearly reported hours will pay about 50% less for those additional hours. This is particularly significant for those stations that program a majority of talk programming, yet offer a significant amount of music programming.

Other Changes

Other changes to the agreement include revised music reporting penalties — including allowances for occasional clerical mistakes — and provisions that exclude from gross revenue computations certain revenues not directly tied to advertising or non-broadcast events and projects.

"I am very pleased that we could reach an agreement which

ASCAP/See Page 28

Radio's Monthly Revenues More Balanced Than In Past

Radio revenue fluctuations are somewhat less seasonal than they were in the '80s, according to a breakout prepared by Miller, Kaplan, Arase & Co.

Example: The difference in billings between December and January is not as great as it used to be. Just eight years ago, there was a 37% drop in revenues between December and January. Over the last five years, that drop was measured at 25%.

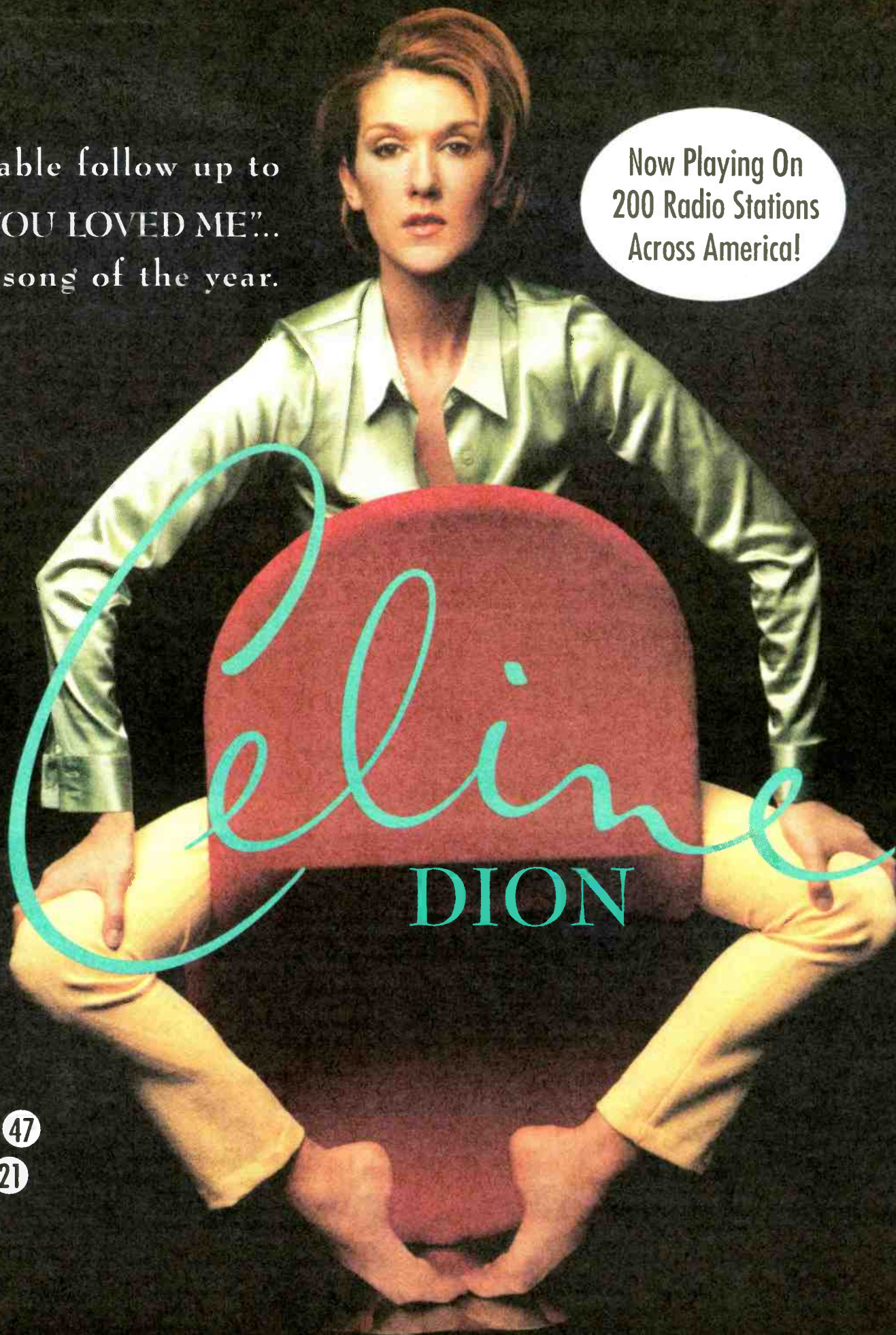
The typically light months of January and February, which contributed 11.68% to average annual revenues between 1985-88, accounted for an average 13.04% of revenues between 1991-96. On the other side of the coin, the heavy months of November and December, which made up 18.4% of revenues in the '80s, were worth 17.05% during the recent five years.

Industry Billings: Month-By-Month

Month	1985-88 % of Total	1991-96 % of Total
January	5.29	6.04
February	6.39	7.00
March	7.96	8.01
April	7.67	8.45
May	10.93	10.36
June	9.58	9.13
July	7.82	8.32
August	8.77	8.46
September	8.78	8.32
October	8.42	8.86
November	9.98	8.96
December	8.42	8.09

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- WASH
- KHMX
- WXKS
- WBMX
- Y100
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RCA VP/National Promo A Goldner Opportunity



Goldner

RCA Records VP/Promotion Bonnie Goldner has been promoted to VP/National Promotion and is relocating from L.A. to New York. Ironically, she replaces Skip Bishop, who recently moved from New York to L.A. to become Sr. VP/Promotion for MCA Records.

"This is the most exciting announcement I've had the pleasure of

GOLDNER/See Page 28

Bonneville's Z104 Taps O'Brian As PD

Former WMXL-FM/Lexington, KY PD/morning talent Dale O'Brian has been named PD at Bonneville CHR simulcast WXTR-FM/Washington & WXVR-FM/Frederick, MD, effective in late August. "Z104's new call letters — WWZZ — were approved by the FCC on Tuesday (8/6) and will be launched on the station August 12; new calls for WXVR were expected by the end of the week.



O'Brian

"There were lots of applicants, and my sense about Dale is that he's a very creative guy," WXTR &

O'BRIAN/See Page 28

Dannheisser Jumps To Bunny VP/Promo

Warner Bros. Records has elevated Dave Dannheisser from National Rock Promotion Director to VP/Promotion. He will continue to be based in Atlanta.

"Dave has been a cornerstone of our promotion department for almost as long as we've had a promotion department," said Sr. VP/Promotion Stu Cohen. "As a vital component in getting rock on the radio, there is simply no one his equal."

Dannheisser joined the Bunny in 1973 as a Local Promotion Rep in Charlotte. In 1978, he was promoted to Regional Album Promotion Manager/Southeast. He assumed his most recent post in 1987.

Setting Presidents



The Presidents Of The United States Of America were recently awarded plaques commemorating the double-platinum sales of their self-titled Columbia debut album. Marking the occasion are (l-r) Columbia Dir./A&R Josh Sarubin, the band's Chris Ballew, Columbia President Don Ienner, band members Jason Finn and Dave Dederer, band manager Staci Slater, and Sony Music Entertainment President/COO Thomas Mottola.

Hiatt Heads To KLOU/St. Louis As VP/GM

■ Appointment is pending CBS swap with SFX

Pending the approval of CBS Radio's swap of Classic Hits KKRW/Houston to SFX Broadcasting for KRLD/Dallas and the Texas State Networks, KKRW VP/GM John Hiatt will become VP/GM of CBS Oldies KLOU-FM/St. Louis. KMOX-AM & KLOU VP/GM Rod Zimmerman would then serve solely as KMOX VP/GM.



Hiatt

According to CBS Radio President Dan Mason, "John's an outstanding broadcaster, and we're very pleased to keep him in the company. This

dovetails with our plan of putting GMs at the helm of each of our FMs. KLOU has been extremely well-managed under Rod, [but the station] needs the attention of its own GM. John will take up that charge."

Hiatt has been with KKRW over the past four years. He also served a three-year (1982-85) term as GM at the station when

it was KLTR. He previously was owner/President of KCHL-AM & KMMX-FM/San Antonio and VP/GM of KISS/San Antonio.

Curry's Got The Power At WPOW/Miami

Kid Curry officially has been named PD at WPOW (Power 96)/Miami. He has served as the station's interim PD since January, when former PD Frank Walsh departed.

"We're doing this for all the trades," Curry told R&R. "In reality, I've been in charge of programming since January. When we were at our ratings party last Thursday (8/1), they decided to finally name me PD. I guess the last ratings said it all, and we're looking to take it to No. 1."

Curry said he will continue to present a more "Spanglish" approach with Power 96, using drops and sweepers in Spanish and adding bilingual songs to the playlist. The station rose to second place 12+ while he served as interim PD.

While Curry will celebrate 20 years in Miami radio in September, this is his first PD gig since 1984, when he programmed WASH/Washington. Prior to that, he served as PD of KITY/San Antonio, KTSA/San Antonio, WHYI/Miami, and the former WMJX/Miami.

AUGUST 9, 1996

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WXDX-FM Casts Castellini In PD Role

WXDX-FM/Pittsburgh MD/afternoon driver Ali Castellini has been upped to PD, replacing Cris Winter. Winter currently is MD at Rock sister WDVE-FM, where she will add morning show duties.

WDVE & WXDX Operations Manager Gene Romano stated, "Ali is going to be one terrific program director for the 'X.' After all, it's been weeks since we've had



Castellini

any major changes — we were due!"

Castellini added, "I may be in for 14-hour days, but I'm doing something I love. This is an incredible opportunity."

Castellini joined WXDX two months ago from her Asst. PD post at WNRQ/Pittsburgh. Prior to that, she was Asst. PD at WROX/Norfolk and MD at WOXY/Cincinnati.

It's All In The Games



The Fabulous Sports Babe recently took her show on the road to champion the 1996 Summer Games in Atlanta. Her daily sports talk program was the only radio show to broadcast live from Nike Park (located across the street from Centennial Olympic Park) for the two-week period. Reaching more than 180 affiliates of ABC's ESPN Radio Network, the Babe also attracted a parade of on-site visitors, including (l-r) Birmingham affiliates Tony Kurro of WZRR and Herb Winches of WJOX.

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Jacor Agrees To Divest As Condition Of Merger Approval

Jacor Communications can proceed with its proposed \$770 million acquisition of Citicasters following the group owner's agreement to divest WKRQ-FM/Cincinnati, as required by the Justice Department.

To gain the department's seal of approval, which was issued Friday (8/2), Jacor also agreed to notify the agency of certain future acquisitions in the Cincinnati market. The Justice Department said that without divesting WKRQ, one of the 19 radio stations to be acquired from Citicasters, Jacor would "dominate" the market for the sale of ad time and, subsequently, ad rates would likely increase. Without divesting, Jacor would have owned six stations in Cincinnati and controlled the sale of ad time for three more.

No Road Map

Unfortunately for Westinghouse/CBS, Infinity Broadcasting, and other groups with pending merger proposals, the Justice Department's Jacor review did not provide a clear road map of how group owners might proceed with their mergers and acquisitions without incurring the wrath of the law.

"There is not yet a [departmental] policy or formula or bright line for guidance yet," said Justice Department Sr. Counsel Charles Biggio. "We're not comfortable enun-

ciating a policy yet; if we develop one, we will inform those who would want to know."

For example, the Jacor-Citicasters deal would have resulted in Jacor enjoying a 53% share of the estimated \$100 million in annual radio ad revenue dollars in the Cincinnati market, up from its current 42%. But passing the 50% mark is no guarantee the department will even review, or reject, a proposed radio deal. "We will investigate mergers where the market shares will be less than 50%," Biggio said. "These are very much fact-specific cases."

The Jacor deal also is complicated by the inclusion of two TV stations in Cincinnati previously owned by Citicasters.

EARNINGS

SFX Has Record Revenues, Net Loss In Second Quarter

SFX Broadcasting (Nasdaq: SFXBA) posted record revenues and broadcast cash flow in the second quarter. And not even a \$42 million net loss (negative \$5.77 per share) for the three months ending June 30, compared to last year's \$2.5 million net loss (44 cents), could dampen the enthusiasm of Exec. Chairman Robert F.X. Sillerman. Net revenues for the quarter were up 34% to \$27.7 million from \$20.7 million, while broadcast cash flow jumped 23% to \$8.6 million from \$7 million.

For the first six months of the year, SFX net revenues increased 38% to \$47.5 million from \$34.4 million in 1995; broadcast cash flow rose 30% to \$14.4 million from almost \$11.1 million. SFX reported a net loss of \$43 million (negative \$5.91) for the first six months, compared to a net loss last year of \$3 million (negative 54 cents). But SFX noted that nearly \$27.5 million was from a non-recurring charge. Sillerman showed no inclination of slowing down his company's rapid rate of acquisitions.

The quarterly and half-year net losses obviously didn't trouble Wall Street: Morgan Stanley, the day after SFX issued its financial figures, had the company rated a "strong buy."

Chancellor Broadcasting (Nasdaq: CBCA), thanks largely to its acquisition of Shamrock Broadcasting, reported triple-digit increases in net revenues and broadcast cash flow for both the second quarter and the first six months of 1996. Net revenue for the quarter grew 150% to \$44.4 million from \$17.7 million, while station operating expenses were up 156% to \$26.2 million from last year's \$10.2 million. Broadcast cash flow was up 143% to nearly \$18.2 million from an estimated \$7.5 million.

Chancellor reported a net loss for the quarter of more than \$2.3 million (negative 14 cents), down 50% from \$4.7 million (negative 53 cents) a year earlier. Same-station figures showed a 6.9% increase in net revenue to \$44.4 million from \$41.5 million and a 50.6% hike in broadcast cash flow from \$12.1 million to \$18.2 million.

Net revenues for the first half of 1996 were up 127.4% to \$70.1 million from \$30.8 million a year ago; station operating expenses increased 127.3% to \$42.7 million from \$18.8 million. The group posted a net loss of \$14.6 million (negative \$2.05) compared to \$8.2 million (negative 93 cents) last year. Broadcast cash flow was up 127.5% to \$27.3 million from \$12 million. Same-station figures showed net revenues up 6.8%

for the six-month period to \$79.2 million from nearly \$74.2 million and broadcast cash flow up 40.6% to \$28.5 million from \$20.3 million.

Westwood One (Nasdaq: WONE) enjoyed a record performance for revenues, operating cash flow, and net income for the second quarter of 1996. Net revenues for the three months ending June 30 were up 21% to \$45.4 million—a jump from \$37.6 million a year earlier. Operating cash flow for the quarter was \$12.6 million, up 25% from last year's \$10.1 million. Net income increased 65% to \$7 million (20 cents) from \$4.2 million (12 cents) a year ago.

For the first six months of '96, net revenues were up about 18% to \$79.2 million from \$69 million a year ago, while net income jumped more than three-fold from last year's \$1.7 million (5 cents) to more than \$6.3 million (19 cents).

President/CEO Mel Karmazin noted that the quarterly results were the best in company history and represented the 10th consecutive quarter of record operating results since Infinity Broadcasting assumed management of Westwood One. Karmazin said third-quarter results will be strengthened by revenue from the company's Olympics broadcast and predicted favorable financial performances for the balance of the year.

BUSINESS BRIEFS

Regent Buys Bountiful; Tele-Media Acquires 4M

Regent Communications will buy the stock in Bountiful Broadcasting's KUTQ-FM & KZHT-FM/Salt Lake City for an undisclosed sum. The deal gives Regent four FMs and an AM in Salt Lake City, including KALL-AM, KKAT-FM & KODJ-FM.

Tele-Media Broadcasting Co. has agreed to buy WAZL-AM & WZMT-FM/Wilkes Barre-Scranton from 4M Broadcasting Inc. The purchase price was not disclosed. Tele-Media owns 18 other stations in Pennsylvania, Rhode Island, and Illinois.

Two Philly Stations Fined

The FCC has fined Westinghouse's WMMR-FM/Philadelphia and Beasley Broadcasting's WXTU-FM/Philadelphia a total of \$14,000 and \$12,000, respectively, for inadequate EEO recruitment efforts. However, Commissioner James Quello called the fines a "classic case of bureaucratic overkill... the FCC's inability to see the forest for the trees in implementation of its EEO regulation."

Quello pointed out that although 'XTU could not demonstrate its recruitment efforts, the station employed above 50% parity for minorities in the work force. As for 'MMR, Quello said since Westinghouse acquired the station only two years before the end of the license term, it didn't have time to implement an EEO program.

Minority Radio Ownership Static

Minorities owned 293 radio stations in 1995, only one more than the previous year, according to a report by the National Telecommunications and Information Administration (NTIA). The report noted that the inability to access capital remains the main obstacle to increased minority ownership.

African Americans, Hispanics, Asian Americans, and Native Americans owned 118 FM stations in 1995, up from six the previous year, while AM minority ownership decreased by five to 175. The NTIA report defined station ownership as holding more than 50% of a broadcast corporation's stock; having voting control in a partnership; or owning a property as an individual proprietor.

"An analysis of variation in the number of radio broadcasters in each state and in each of the top 100 markets... shows that, where the network of minority financing is best developed, there are higher numbers of minority broadcasters," the NTIA said. Minority-owned stations suffer comparatively, the report said, by generally being inferior in frequency band and signal strength to non-minority stations.

In an effort to expand minority ownership, the NTIA said it will "continue to examine ways of increasing opportunities for disadvantaged and underserved groups and communities. In particular, we will examine how best to promote majority/minority partnerships in telecommunications that would be particularly beneficial in assisting minorities to overcome obstacles to capital access."

Clear Channel Completes \$1.3 Billion Credit Line

Clear Channel Communications (NYSE: CCU) has completed a new \$1.3 billion revolving credit facility. President/CEO Lowry Mays said it will be used "to evaluate acquisition opportunities in both radio and television which meet our stringent investment criteria and which we believe will enhance shareholders' value."

The arrangement with a consortium of 29 banks will replace Clear Channel's existing \$600 million revolving credit facility. The company said more than \$1 billion of the new revolving credit facility will be committed and immediately available, with the option of increasing it to the full \$1.3 billion.

Clear Channel/Heftel Offer Expires; Deal Closes

Speaking of Clear Channel, its offer to buy all the outstanding shares of Heftel Broadcasting (NASDAQ: HBCCA) expired on Monday (8/5). Clear Channel offered \$23 per share for Heftel's Class B common stock; 269,309 shares were tendered.

Clear Channel also closed its purchase of 4,871,713 shares of Heftel common stock for \$23 per share from Heftel principals Cecil Heftel and Carl Parmer. The deal gives Clear Channel a 63.2% interest in Heftel, which it has agreed to merge with Tichenor Media Systems.



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–Harold Austin, PD

–Craig Wilbraham, VP/GM

–Maurice Devoe,
Assistant PD

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DEAL OF THE WEEK

- **American Radio Systems-EZ Com. merger \$655 million (est.)**
- **WSOC-FM & WSSS-FM/Charlotte-Gastonia-Rock Hill**
- **KBEQ-AM & FM & KFKF-FM/Kansas City**
- **WIOQ-FM & WUSL-FM/Philadelphia**
- **WBZZ-FM & WZPT-FM/Pittsburgh**
- **KHTK-AM, KNCI-FM & KRAK-FM/Sacramento**
- **KRPM-AM, KMPS-AM & FM, KBKS-FM, KYCW-FM & KZOK-FM/Seattle-Tacoma**
- **KFNS-AM, KSD-AM & FM, KEZK-FM & KYKY-FM/St. Louis**

1996 DEALS TO DATE

Dollars To Date: \$11,172,889,951
(Last Year: \$3,939,582,802)

This Week's Action: \$747,467,400
(Last Year: \$415,124,010)

Stations Traded This Year: 1531
(Last Year: 810)

Stations Traded This Week: 60
(Last Year: 54)

TRANSACTIONS AT A GLANCE

- **WGZS-AM/Dothan, AL \$65,000**
- **WGSY-FM/Phoenix City, AL \$2 million**
- **KGCB-FM/Prescott, AZ No cash consideration**
- **KMRR-AM/Tucson \$110,000**
- **KFSD-FM/San Diego \$23 million**
- **WLIS-AM/Old Saybrook, CT \$675,000**
- **WYFX-AM/Boynton Beach, FL \$2.25 million**
- **WSEY (FM CPY)Mount Morris, IL \$13,000**
- **KFMG-FM/Des Moines \$2.7 million**
- **KCII-AM & FM/Washington, IA \$800,000**
- **KKCV-FM/Waterloo-Cedar Falls, IA \$3.2 million**
- **KOEL-AM & FM/Waterloo-Cedar Falls, IA \$6.7 million**
- **KRFM-AM/Salina, KS \$500,000**
- **KVOL-AM & FM/Lafayette, LA \$1.05 million**
- **KDEA-FM/New Iberia, LA \$2 million**
- **WWTM-AM & WAAF-FM/Worcester, MA \$24.8 million**
- **KEGE-AM/Minneapolis \$3 million**
- **KYRX-FM/Chaffee, MO \$70,000**
- **KOTC-AM/Kennett, MO \$190,000**
- **WDCS-AM/Cobleskill, NY \$30,000**
- **WPGY-AM/Canton, OH \$75,000**
- **WCRE-AM/Cheraw, SC No cash consideration**
- **KCRS-AM & FM/Midland, TX \$1,004,400 (approx.)**
- **KNCN-FM/Sinton, TX \$2.1 million**
- **WIKE-AM/Newport, VT \$225,000**
- **WVMX-FM/Stowe, VT \$675,000 (approx.)**
- **WFOG-AM & FM & WPTE-FM/Norfolk \$15 million**
- **KENU-AM/Auburn, WA \$40,000**
- **KTOL-AM/Lacey, WA \$160,000**
- **WMOV-AM/Ravenswood, WV \$35,000 for 51%**

TRANSACTIONS

Ubiquitous ARS Acquires EZ

Latest mega-deal puts group in seven new markets; over the limit in Sacramento

Deal Of The Week

American Radio Systems-EZ Communications Merger
MERGER VALUE: \$655 million (estimated)
TERMS: EZ Communications shareholders will receive .9 shares of American Radio Systems Class A common stock and \$11.75 in cash per share of EZ.
BUYER: American Radio Systems, headed by Chairman/CEO Steve Dodge, owns, operates, or has agreed to buy 74 other stations, including KCTC-AM, KMJI-AM, KXOA-AM & FM, KQPT-FM, KSFM-FM, KSSJ-FM & KYMX-FM/Sacramento.
SELLER: EZ Communications, headed by Chairman Art Kellar and President/CEO Alan Box

WSOC-FM & WSSS-FM/Charlotte-Gastonia-Rock Hill
FREQUENCY: 103.7 MHz; 104.7 MHz
POWER: 99kw at 1050 feet; 96kw at 1211 feet
FORMAT: Country; Oldies

KBEQ-AM & FM & KFKF-FM/Kansas City
FREQUENCY: 1030 kHz; 104.3 MHz; 94.1 MHz
POWER: 1kw day/500 watts night;

99kw at 988 feet; 100kw at 994 feet
FORMAT: Talk; Country; Country

WIOQ-FM & WUSL-FM/Philadelphia
FREQUENCY: 102.1 MHz; 98.9 MHz
POWER: 27kw at 669 feet; 18kw at 830 feet
FORMAT: CHR; Urban

WBZZ-FM & WZPT-FM/Pittsburgh
FREQUENCY: 93.7 MHz; 100.7 MHz
POWER: 41kw at 551 feet; 17kw at 850 feet
FORMAT: CHR; Classic Hits

KHTK-AM, KNCI-FM & KRAK-FM/Sacramento
FREQUENCY: 1140 kHz; 105.1 MHz; 98.5 MHz
POWER: 50kw; 50kw at 500 feet; 50kw at 495 feet
FORMAT: Talk; Country; Country

KRPM-AM, KMPS-AM & FM, KBKS-FM, KYCW-FM & KZOK-FM/Seattle-Tacoma
FREQUENCY: 1090 kHz; 1300 kHz; 94.1 MHz; 106.1 MHz; 96.5 MHz; 102.5 MHz
POWER: 50kw; 35kw day/16kw night; 57kw at 2343 feet; 57kw at 2343 feet; 100kw at 1224 feet; 58kw at 2343 feet
FORMAT: Country; Country; Country;

Hot AC; Country; Classic Rock

KFNS-AM, KSD-AM & FM, KEZK-FM & KYKY-FM/St. Louis
FREQUENCY: 590 kHz; 550 kHz; 93.7 MHz; 102.5 MHz; 98.1 MHz
POWER: 1kw; 5kw; 100kw at 860 feet; 14.5kw at 400 feet; 90kw at 1027 feet
FORMAT: Sports; Nostalgia; Classic Rock; AC; Hot AC

Alabama

WGZS-AM/Dothan
PRICE: \$65,000
TERMS: Asset sale for cash
BUYER: Dothan Christian Radio Inc., headed by President L.E. Willis Sr. It owns 26 other stations. Phone: (804) 622-4600
SELLER: Genesis Radio Inc., headed by President Buford Hunt. It owns WARI-AM & WIZB-FM/Abbeville, AL. Phone: (334) 693-5672
FREQUENCY: 700 kHz
POWER: 1.6kw
FORMAT: Sports
BROKER: Media Services Group

WGSY-FM/Phoenix City
PRICE: \$2 million
TERMS: Asset sale for cash
BUYER: M&M Partners, headed by Thomas Milligan. It also owns WPNX-AM/Phoenix City & WVRK-FM/Columbus, GA. Phone: (904) 763-6651
SELLER: The Woodfin Group, head-

ed by Ken Woodfin. Phone: (706) 327-9955
FREQUENCY: 100.1 MHz
POWER: 6kw at 328 feet
FORMAT: AC

Arizona

KGCB-FM/Prescott
PRICE: No cash consideration
TERMS: Stock transfer
BUYER: Roger Camping, acquiring a 25% interest in Grand Canyon Broadcasters Inc. Phone: (800) 720-0909
SELLER: Leland Shaffner, selling his interest in Grand Canyon Broadcasters Inc. Phone: (800) 720-0909
FREQUENCY: 90.9 MHz
POWER: 57.8kw at 2532 feet
FORMAT: Religious

KMRR-AM/Tucson
PRICE: \$110,000
TERMS: Asset sale for cash
BUYER: Hudson Communications Inc., headed by President Aldona Sprei. Phone: (708) 579-5876

SELLER: Patricia Ruiz. Phone: (520) 297-9966
FREQUENCY: 1330 kHz
POWER: 2kw day/5kw night
FORMAT: This station is dark.

California

KFSD-FM/San Diego
PRICE: \$23 million
TERMS: Asset sale for cash
BUYER: Employers Insurance of Wausau, acquiring San Diego Lotus Corp. Phone: (715) 845-5211
SELLER: Nationwide Communications Inc., headed by President Stephen Berger. It owns 12 other stations. Phone: (614) 249-7676
FREQUENCY: 94.1 MHz
POWER: 100kw at 640 feet
FORMAT: Classical
COMMENT: Nationwide and Employers have interlocking boards of directors.

Connecticut

WLIS-AM/Old Saybrook
PRICE: \$675,000

Continued on Page 8

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TRANSACTIONS

Continued from Page 6

TERMS: Asset sale for \$505,000 cash and a 20-year, \$170,000 promissory note at 6.25% interest

BUYER: Crossroads Communications of Old Saybrook L.L.C., headed by President Donald DeCesare. Phone: (203) 847-6661

SELLER: Del Raycee. Phone: (203) 388-3546

FREQUENCY: 1420 kHz
POWER: 5kw day/500 watts night
FORMAT: AC

Florida

WYFX-AM/Boynton Beach (West Palm Beach)
PRICE: \$2.25 million

TERMS: Asset sale for cash
BUYER: Fairbanks Communications Inc., headed by President Richard Fairbanks. It owns or has agreed to buy nine other stations, including WJNO-AM, WCLB-FM, WRLX-FM & WRMF-FM/

West Palm Beach. Phone: (561) 838-4370
SELLER: Beach Broadcasting Co. Inc., headed by President Gary Lewis Schroepfer. Phone: (561) 737-1040
FREQUENCY: 1040 kHz
POWER: 10kw day/1kw night
FORMAT: Urban

Illinois

WSEY (FM CP)/Mount Morris

PRICE: \$13,000
TERMS: CP sale for cash
BUYER: Farm Belt Radio Inc., headed by President Nathan Goetz. It owns WIXN-AM/Dixon, IL.
SELLER: American Family Association Inc., headed by President Donald Wildmon. It owns nine other stations. Phone: (601) 844-5036
FREQUENCY: 95.7 MHz
POWER: 3.15kw at 358 feet

Iowa

KFMG-FM/Des Moines

PRICE: \$2.7 million
TERMS: Asset sale for cash
BUYER: Saga Communications Inc., headed by President Ed Christian. It owns 32 other stations, including KIOA-AM & FM, KRNT-FM & KSTZ-FM/Des Moines.
SELLER: Intergalactic Communica-

tions Inc., headed by President Ronald Sorenson
FREQUENCY: 103.3 MHz
POWER: 100kw
FORMAT: Rock
BROKER: Gary Stevens

KCII-AM & FM/ Washington

PRICE: \$800,000
TERMS: Asset sale for \$350,000 cash and a \$450,000 promissory note
BUYER: Home Broadcasting Inc., headed by President Mel Suhr. He has an interest in the seller.

SELLER: Washington Radio Inc., headed by President Al Leighton. Phone: (319) 653-2113
FREQUENCY: 1380 kHz; 95.3 MHz
POWER: 500 watts day/25 watts night; 3kw at 299 feet
FORMAT: AC; AC

KKCV-FM/Waterloo-Cedar Falls

PRICE: \$3.2 million
TERMS: Cash
BUYER: Connoisseur Communications, headed by President Jeff Warsaw. It owns 17 other stations and is also buying KOEL-AM & FM/Waterloo-Cedar Falls (see next deal).
SELLER: Thin Air Investments Inc., headed by President Diane Winkey
FREQUENCY: 98.5 MHz
POWER: 15.1kw at 423 feet
FORMAT: Country
BROKER: Michael Bergner of Bergner & Co.

KOEL-AM & FM/ Waterloo-Cedar Falls

PRICE: \$6.7 million
TERMS: Cash
BUYER: Connoisseur Communications (see KKCV-FM deal, above)
SELLER: Independence Broadcasting, headed by President Peter Sulick
FREQUENCY: 950 kHz; 92.3 MHz
POWER: 5kw day/500 watts night; 95kw at 991 feet
FORMAT: AC; Country
BROKER: Michael Bergner of Bergner & Co.

Kansas

KRFM-AM/Salina

PRICE: \$500,000
TERMS: Asset sale for cash
BUYER: Taylor Communications Inc., headed by President W. Kent

Lips. Phone: (813) 632-5661
SELLER: H.R.H. Broadcasting Corp. Phone: (913) 545-3377
FREQUENCY: 550 kHz
POWER: 5kw day/110 watts night
FORMAT: Country

Louisiana

KVOL-AM & FM/Lafayette

PRICE: \$1.05 million
TERMS: Asset sale for cash
BUYER: KVOL Radio Broadcasting Co., headed by President Nanette Kelley and CEO John Peroyea. KVOL is owned by Powell Broadcasting Co. Inc. It also owns KACY-AM & KSMB-FM/Lafayette. Phone: (504) 922-4540
SELLER: Cavaness Broadcasting Inc., headed by President Roger Cavaness. Phone: (318) 233-1330
FREQUENCY: 1330 kHz; 105.9 MHz
POWER: 5kw day/1kw night; 1kw at 459 feet
FORMAT: Oldies; Urban

KDEA-FM/New Iberia

PRICE: \$2 million
TERMS: Asset sale for cash
BUYER: KDEA Radio Broadcasting Co., headed by President Nanette Kelley and CEO John Peroyea. KDEA is owned by Powell Broadcasting Co. Inc. Phone: (504) 922-4540
SELLER: Cajun Consulting Inc., headed by President Roger Cavaness. Phone: (318) 233-1330
FREQUENCY: 93.7 MHz
POWER: 24kw at 591 feet
FORMAT: B/EZ

Massachusetts

WWTM-AM & WAAF-FM/ Worcester

PRICE: \$24.8 million
TERMS: Cash
BUYER: American Radio Systems (See Deal of the Week, Page 6)
SELLER: Zapis Communications, headed by President Xenophon Zapis. It owns six other stations.
FREQUENCY: 1440 kHz; 107.3 MHz
POWER: 5kw; 18.5kw at 820 feet
FORMAT: Sports; Rock
BROKER: Peter Handy of Star Media Group

Minnesota

KEGE-AM/Minneapolis

PRICE: \$3 million
TERMS: Cash

BUYER: Salem Communications Corp., headed by President Ed Atsinger III. It owns 32 other stations.
SELLER: Entercom, headed by President Joseph Field. It owns 13 other stations, including KEGE-FM.
FREQUENCY: 980 kHz
POWER: 5kw
FORMAT: Alternative
BROKER: Gary Stevens

Missouri

KYRX-FM/Chaffee

PRICE: \$70,000
TERMS: Asset sale for a 10-year promissory note at 8% interest
BUYER: Dana Withers. She has an interest in two other stations. Phone: (618) 435-8100
SELLER: Chartres Media Inc., headed by President Mark Huffman. Phone: (703) 425-6879
FREQUENCY: 104.7 MHz
POWER: 6kw at 328 feet
FORMAT: AC

KOTC-AM/Kennett

PRICE: \$190,000
TERMS: Asset sale for \$47,500 cash and a \$142,500 promissory note
BUYER: Duke Broadcasting Corp., headed by President Larry Duke Sr. He owns three other stations. Phone: (314) 888-8881
SELLER: Eagle Bluff Enterprises, headed by general partners Rochelle and Steven Fuchs. They have interests in two other stations.
FREQUENCY: 830 kHz
POWER: 10kw
FORMAT: Country

New York

WDCS-AM/Cobleskill

PRICE: \$30,000
TERMS: Asset sale for cash
BUYER: Candice Broadcasting Corp., headed by President Joseph Lalino. Phone: (718) 893-4328
SELLER: Kevin Smith Broadcast Group Inc. Phone: (518) 884-2749
FREQUENCY: 1190 kHz
POWER: 1kw
FORMAT: Oldies

Ohio

WPGY-AM/Canton

PRICE: \$75,000
TERMS: Asset sale for cash

BUYER: Pinebrook Corp., headed by President Barb Patrick. Phone: (330) 658-3423

SELLER: SabreCom Communications Inc., headed by President Paul Rothfuss. It owns 11 other stations. Phone: (717) 323-8200
FREQUENCY: 1520 kHz
POWER: 1kw
FORMAT: Nostalgia
BROKER: Ray Rosenblum

South Carolina

WCRE-AM/Cheraw

PRICE: No cash consideration
TERMS: License transfer
BUYER: Orr Broadcasting Inc., headed by President Michael Orr. Phone: (803) 537-7887
SELLER: De Hope Communications Inc., headed by President Albert De Hope. Phone: (803) 537-7887
FREQUENCY: 1420 kHz
POWER: 1kw day/97 watts night
FORMAT: AC

Texas

KCRS-AM & FM/Midland

PRICE: \$1,004,400 (approximate)
TERMS: Asset sale for \$200,000 cash and an 11-year, \$804,400 promissory note at 1% interest. The purchase price includes a Muzak franchise.
BUYER: Parker Humes Broadcasting Co., headed by President Parker Humes. Phone: (915) 563-0550
SELLER: Midland Broadcasting Co., headed by Chairman Wendell Mayes Jr. He owns five other stations. Phone: (915) 563-0550
FREQUENCY: 550 kHz; 103.3 MHz
POWER: 5kw day/1kw night; 100kw at 919 feet
FORMAT: News; Country

Continued on Page 14

Update

The sale price of WUSS-AM/Atlantic City, NJ has increased since its initial publication in Transactions (R&R 7/26). In a court auction, the total price was bid up to \$180,000, \$40,000 more than originally reported. This week's Dollars To Date total includes the revision. The buyer remains South Jersey Radio; Ray Rosenblum brokered the deal.



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Panelists:

Bob Callahan, ABC Radio, New York, NY
Steve Dodge, American Radio Systems Corp., Boston, MA
Scott Ginsburg, Evergreen Media Corp., Dallas, TX
Dan Mason, CBS Radio Group, New York, NY
Randy Michaels, JACOR Broadcasting Corp., Cincinnati, OH



KEYNOTE ADDRESS

Guy Kawasaki — bright and irreverent — but lethal! What he says might change the way you do business. *Sponsored by McVay Media*

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Rising Tide recording artist Dolly Parton will keynote The NAB Radio Show luncheon on Friday, October 11. *Sponsored by CBS Radio*



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Atlantic Promo Ups Stephens, Fritzges

Atlantic Records has upped **Kim Stephens** from National Director/Promotion & A&R to Sr. Director/Promotion & A&R and **Mark Fritzges** from National Di-



Stephens **Fritzges**

rector/Promotion to Sr. Director/National Promotion.

Stephens — who held Asst. PD posts at New Orleans stations **WNOE-FM** and **WTIX-AM** early in his career — joined Atlantic in 1981 as Local Promotion Manager for New Orleans and Houston. He served as the label's Southern Regional Pop Promotion Director between 1986-93.

Exec. VP/Promotion **Andrea Ganis** stated, "Beginning with his work in the South and continuing upwards to the national level, Kim has been one of the brightest lights in the Atlantic promotion family throughout his 15 years with the label.

"[And Mark's] ceaseless hard work, which has gained him invaluable relationships with stations across the country, has made him one of the industry's most respected and effective promotion people."

Fritzges began his career in 1979 at **WPEZ-FM/Pittsburgh** as Asst. PD/MD. He joined Atlantic in 1980 as Local Promotion Manager for Pittsburgh and Columbus, OH, rising to Northeast Regional Promotion Director in 1989 and National Director/Promotion in 1992.

Cuddy

Continued from Page 1

each of the station PDs with competitive music programming in their individual markets."

A 16-year vet of Cap Cities/ABC Radio, Cuddy was hired for nights at **WPRO-AM/Providence, RI** in 1980 and was upped to OM/PD for **WPRO-AM & FM** in 1982. In 1987, he became VP/Entertainment Programming for **ABC Radio Networks** in New York and Exec. Producer for "American Top 40" and "American Country Countdown with **Bob Kingsley**."

"Tom has done outstanding work for this company at WPLJ, the ABC Radio Networks, and WPRO," ABC Radio President **Bob Callahan** noted. "He's terrifically smart, aggressive, and has built great teams that excel. We plan to use all of Tom's experience to harness opportunities throughout our radio stations."

Cuddy told **R&R**, "This is a

Al Together Now



"Weird Al" Yankovic was presented with a platinum record for his latest album, "Bad Hair Day," as well as awards for "Even Worse" and "Alapalooza: The Videos" during a recent L.A. concert stop. The group included (l-r) All American Communications Chairman/CEO Anthony Scotti and President/COO Myron Roth, All American Music Group Director/Special Projects Tad Dowd, Imaginary Entertainment's Jay Levey, Yankovic, and AAMG President Chuck Gullo and GM Johnny Musso.

Cudd To Nat'l Dir./Radio & Artist Dev't; Hughes Dir./Nat'l Promo At A&M/Nashville

A&M/Nashville has named Director/National Promotion **Randy Cudd** to its newly created National Director/Radio & Artist Development post. Concurrently, veteran record promoter **Gene Hughes** — who's been consulting A&M/Nashville for over a year — has officially joined the label as Director/National Promotion.



Cudd **Hughes**

"As the need for more contact between labels and radio grows, we felt the need to create this new position," VP/Promotion **Sam Cerami** commented. "It fits Randy and his background perfectly.

"We're proud to have Gene join us in this post. His years of experience and knowledge of country music and Country radio will be invaluable to us."

Cudd joined A&M/Nashville (then **Polydor**) in September of last year as Director/National Promotion. He spent two years in promotion at **Liberty** and sister label **Patriot** (now **Capitol/Nashville**). He has previously worked in artist management, publicity, and booking.

Hughes has operated an independent promotion company for the better part of nine years. He was VP/Promotion for **MCA/Nashville** in the mid-'80s.

Hendrich, Morel To GMs At Cox/Orlando

Cox Broadcasting/Orlando has elevated **Bill Hendrich** and **Debbie Morel** to GM posts. Hendrich will manage News/Talk-Country combo **WDBO-AM & WWKA-FM**; Morel will manage Nostalgia **WHOO-AM**, Classic Rock **WHTQ-FM**, and Rock AC **WMMO-FM**.

Hendrich most recently was Director/Sales at **WDBO**, Urban AC **WCFB-FM & WWKA**, while Morel was GSM at Cox's **WCKG-FM & WYSY-FM/Chicago**. Both report to **WCFB** GM **Rich Reis**, who continues to oversee all Cox stations in the Orlando area.

The company currently operates **WHOO**, **WHTQ** & **WMMO** under an LMA and expects final approval later this year on its deal to acquire the stations from **Infinity Broadcasting**.

great vote of confidence from **Bob Callahan**, who's just beginning his reign at the top of this company. From talking to Bob, my longevity here — knowing where we've been and where we want to go — plus my multiformat experience at both the radio and network levels are what gave me the nod for this new post, and I'm flattered."

Asked about the company's plans for the post, Cuddy said, "This position was created by Bob

to give an extra set of ears and a sounding board to our stations. It's using the resources within the company for its benefit. [The stations] will all remain totally autonomous. Down the line, if we can accomplish something as a group that's in the best interest of the company, we may have to take a look. Presently, there's no situation meaningful enough to make group decisions about and nothing in the fire to change our philosophy on this."

EXECUTIVE ACTION

WABC-AM/New York Keen On Keane As GSM

WPLJ-FM/New York **LSM Ed Keane** has become GSM of **ABC Radio** sibling **WABC-AM**.

"In the search for a GSM, we looked for a leader with vast market experience who will propel our team to the next level and beyond," commented **WABC & WPLJ** Director/Sales **Tim McCarthy**. "In formulating the best team possible you need the best captain, and that person is **Ed Keane**. His success as part of the 'PLJ management team is an enduring testament to his ability."

Prior to joining **WPLJ** in 1991, Keane served as **NSM & Dir./Special Program Sales** at crosstown **WNEW-FM**. Beginning his career in 1970 as an **AE** at **WINS/NY**, he later served as **GSM** at **WRKO/Boston**, Eastern Sales Director for the **NBC Radio Network**, and as **Sr. AE/Network Sales** for **Blair Radio**.

Gallagher, White, David Move To Motown

Bolstering the staff at its new Big Apple headquarters, the formerly Los Angeles-based **Motown Records** has made the following executive appointments:



Gallagher **White** **David**

• **Serena Gallagher** has been named **VP/Publicity**. Most recently proprietor of **Gallagher Communications Group**, she also has served as **Sr. Account Supervisor** for the **Terrie Williams Agency** and in publicity posts at PR company **Pretty Special Inc.**, **Sutra Records**, and the **New School For Social Research's Jazz & Contemporary Music Program**.

• **Adrian White** becomes **Sr. VP/Business & Legal Affairs**. She most recently was **VP/Sony Music**, having begun her career there as **Records Counsel** before rising to **Sr. Counsel West Coast** and **VP/Sr. Counsel West Coast**.

• **Chip David** comes aboard as **VP/Controller, Finance**. He was most recently an **Audit Sr. Manager** at **Ernst & Young LLP**.

Motown President/CEO Andre Harrell told **R&R**, "I am confident that these seasoned executives will make an important contribution to **Motown** as we set up to break new artists and build a strong and productive company."

SFX/Raleigh Boosts Burns, Holt To OMs

Taylor is promoted to PD at CHR WDCG

After closing its purchase of four Raleigh outlets, **SFX Broadcasting** has restructured the stations' programming teams:

• **Brian Burns** has been elevated to **OM** of **CHR/Pop WDCG-FM** and **Rock WRDU-FM**. He most recently was **WDCG's PD**.

• **Andy Holt** has been promoted to **OM** of **Oldies WTRG-FM** and **Classic Rock WZZU-FM**; he'll retain his **TRG PD** duties until a successor is named.

• **WDCG MD Kip Taylor** has assumed **Burns's** former **PD** post.

"The dynamics in the age of deregulation are uncharted territory," commented **SFX Raleigh VP/GM Mark Kopelman**. "Brian and Andy are visionary programmers with the experience and knowledge to help maximize our stations individually, while simultaneously achieving the greatest amount of operating synergy between all four operations."

"Concerning **Kip Taylor**, we're convinced that his extensive music knowledge will play a major role in keeping **WDCG** the market ratings leader as well as carrying on the tradition of being an industry music leader."

Prior to joining **WDCG**, **Burns** was **OM** of **WWKB-AM & WKSE-FM/ Buffalo**. **Holt** has held the **PD** posts at **WGCX/Mobile** and **WQXY-FM & WTGE-FM/Baton Rouge**. After stints as **PD/mornings** at **KISF/Kansas City** and **Asst. PD/MD/mornings** at **KQKS/Denver**, **Taylor** joined **DCG** as **middy** talent; he moved to afternoons before taking on **MD** duties.

Distinguished Guests



Dishwalla stopped by A&M's landmark L.A. lot recently to hang with the brass. Dishing it up are (l-r) the band's **Rodney Browning**, A&M **VP/Alternative Promotion Jack Isquith** and **Sr. VP/Promotion Rick Stone**, the band's **Scot Alexander**, **George Pendergast** and **J.R. Richards**, and A&M **VP/National Promotion J.B. Brenner** and **Sr. VP/Sales Richie Gallo**.

More Than

You buy research to go up in the ratings. Research by itself, however, won't help—it's just numbers on a page.

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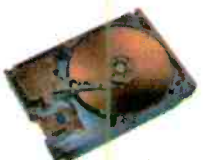
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LETTER

Turnabout Is Always Fair Play In The USA

What goes around comes around. Hearing the whining from the **American Association of Advertising Agencies** (aka the "4As") about radio station ownership consolidation proves that there is a Higher Power, who eventually levels all playing fields.

When I first heard about the 4As' complaint about their predictions that super-duopolies would/could cause agencies to lose their historic dictatorial ruling over radio salespeople and sales, I thought I'd died and gone to the Big Radio Station In The Sky.

Wait a minute ... Now, let me see if I heard the 4As correctly. They wrote to **Reed Hundt** at the FCC that, "Pending radio station mergers appear to produce excessive local concentration of advertising market power."

Aren't these the same outfits who started their own industry consolidation a tad earlier than radio station owners were permitted? Almost all radio salespeople who called on five agencies — all owned by one master agency holding company — can vividly remember the Cost Per Point party line dictated by the master. Imagine what our complaining to the 4As would have gotten us.

Back in the '50s, I started as a local salesman for **WJR/Detroit**. We didn't subscribe to any rating service. Management's view, then, was that ratings were used by agencies to punish successful stations — not to reward them for their ratings excellence.

After seven years of selling locally — and 27 years as a national sales rep — I found agencies and their al-

lied media buying services to be consistently creative in their ways to dictate what rates they'd pay. The FCC's lack of birth control in adding thousands of new stations over the past 25 years almost guaranteed our rate flexibility to agencies.

First came the Cost Per Thousand device. That was implemented so "We (the agency media planner and buyer) have a homogenous measuring tool for all markets — in spot and network." Sound familiar?

Therefore, you (the station owners and general managers) spend years and gazillions of bucks to build a mature, top-rated stations.

Then the agency CPM calculator said, "Nope, we don't buy quality unless it meets our intra-agency and media buying service CPM levels. Cut your rate and maybe you'll make the cut."

Then they invented the Cost Per Point — to take better advantage of more sophisticated research. Gotta keep control over those radio station rate cards. Golly, they may want to charge \$500 a spot in NY or L.A. Those radio people are sure getting pushy and uppity.

Remember when you went to an ad manager or product manager to debate seemingly unfair and collusive agency buying practices? You'd think the ad manager's response was scripted by the agency: "Gee, we

have to trust our five agencies who buy for all our brands to have a fair and equitable media buying formula, etc. ... "Caused by collusion or consolidation among agencies? Whatever.

Aren't these the same people who think that paying stations on the 120th day is being unusually current? You ask them why they don't pay more promptly. The agency says, "Well, we hear from other agencies that it's normal for us to take at least 90 days to process the paperwork." If this remark isn't true, why do most national agencies take more than 90 days to pay their bills?

Do you feel it's a big fat coincidence that so many agencies require "moochandising" (aka value-added promotions) — especially for all agencies serving a multi-brand advertiser?

Some of my best friends are ad agency people. They still firmly believe that radio station salespeople and their rate cards are Silly Putty — to be molded to fit the agency's media department budget needs.

For radio to now take away that historic God-given privilege is sacreligious — *quelle dommage*. How can the government permit this atrocity to happen? This ownership consolidation defies all carefully structured rate control logic!

Yes, ad agency friends, as Pogo wisely said, "We looked at the enemy and it was us." For more than 50 years, the oppressed have been waiting to be freed from the CPM-CPP rate tyranny designed by very creative ad agency executives.

As the worm turns, we promise you that we'll be kinder and gentler. We promise we'll help you learn the forthcoming new rate card lingo, such as:

CPGA — Cost Per Group Advantage
 CPSV — Cost Per Synergistic Value
 CPCD — Cost Per Cume Demo
 Look in the future mirror — you're going to have just as much fun on your receiving end as we've enjoyed calling on your media departments for the past 50 years.

What goes around, comes around — it's the law!

Frank Boyle,
 President,
 Frank Boyle & Co.

Radio Format Fans Profiled; Audience Sharing Surveyed

Both **Interp** and **Katz** conduct periodic analyses of the major radio formats that often generate interesting — if not surprising — results.

Who's Listening To What?

For example, this recent Katz study broke out audience profiles for the major formats:

	Male/Female % Comp.	Median Age	Largest Cell (% of total)
Mainstream AC	37/63	37	35-44 (29.1%)
Hot AC	38/62	31	25-34 (29.8%)
Soft AC	34/66	42	35-44 (25.8%)
Alternative	60/40	26	25-34 (36.1%)
Beautiful/Easy	43/57	56	65+ (35.2%)
CHR/Pop	41/59	25	25-34 (25.5%)
CHR/Rhythmic	44/56	22	18-24 (27.5%)
Classic Rock	69/31	33	25-34 (37.2%)
Country	47/53	39	25-34 (21.5%)
Full Service	49/51	59	65+ (39.4%)
NAC	52/48	41	35-44 (34.7%)
News	53/47	58	65+ (38.5%)
Nostalgia	40/60	68	65+ (69.8%)
Oldies	49/51	43	45-54 (32.3%)
Rock	68/32	28	25-34 (37.7%)
'70s Oldies	57/43	33	35-44 (36.0%)
Spanish (FM)	46/54	33	25-34 (28.0%)
Talk	64/36	52	65+ (31.4%)
Urban	45/55	27	25-34 (24.9%)
Urban AC	44/56	35	35-44 (30.3%)

Who Shares Who's Listeners?

Meanwhile, **Interp** conducted a nationwide survey to determine audience sharing between formats. Here are the highlights (How do they compare with your station's profile?):

- 25% of AC's audience also listens to Country.
- 33% of all-News also listens to News/Talk and Business.
- 39% of Alternative/Adult Alternative also listens to Rock.
- 26% of Rock also listens to AC.
- 36% of CHR also listens to AC.
- 34% of Classic Rock also listens to Rock.
- 31% of Classical also listens to News/Talk.
- 22% of Country also listens to AC.
- 32% of Beautiful/Easy also listens to AC.
- 23% of Full Service also listens to News/Talk.
- 32% of Oldies also listens to AC.
- 29% of NAC also listens to AC.
- 20% of News/Talk also listens to Country.
- 31% of Nostalgia also listens to News/Talk.
- 25% of Religious also listens to Country.
- 31% of Soft AC also listens to AC.
- 30% of Spanish also listens to CHR.
- 24% of Urban also listens to AC.

Salespeople On The Move

• **Errol Dengler** has become Dir./Sales of **Chancellor Broadcasting's WKYN-AM, WYGY-FM & WUBE-AM & FM/Cincinnati**. He was formerly Dir./Sales & Marketing of **OmniAmerica's Radio One**.

• **Neal Schore** has added VP/Regional Manager duties at **McGavren Guild Radio**, a division of the **Interp Radio Store**. He will continue his Director/Sales duties.

• **Eli Bockol** has been named AE at **Clear Channel Radio Sales**, a division of the **Interp Radio Store**. He was most recently a Sales Asst.



Schore
 for **Katz Radio**. In related news, **Jyll Stone** has become AE for **Interp's D&R Radio**, following completion of its Radio Apprenticeship Program. She was previously Asst. Mktg./Promotion Dir. at **Viacom's KXEZ-FM & KYSR-FM/L.A.**

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KRTH/L.A. Cashes In Charity CHiPs

By Scott Slaven, PROMAX International

KRTH-FM/Los Angeles rewarded two listeners who coughed up more than \$3000 during the recent "CHiPs For Kids" toy drive for needy children, which utilize the participation of the California Highway Patrol. The listeners originally bid on a miniature golf game between a team of station personalities and wound up scoring a dinner at posh L.A. eatery the Palm.

Hosted by KRTH morning star **Robert W. Morgan** and CHP Chief **Ed Gomez**, the dinner was inspired by **Chelsea Clinton's** school raising money by auctioning off a golf game with President **Bill Clinton**. OK, so some people have better connections than others ...

Monster Mash

The T-Rex of traffic jams was recently instigated when **KIIS-FM/Los Angeles** teamed up with **Universal Studios**. The station invited listeners to a Supersticker installation party at a San Fernando Valley gas station. The first 1000 cars to have the KIIS sticker affixed got a free pass to the popular theme park to experience the new Jurassic Park ride. Once the cars got stickered, KIIS DJ **Domino** hopped into the "Jurassic Park Monster Truck" and led a caravan down the 405 Freeway to the studio.

Motor City Madness

WCSX-FM/Detroit is throwing its Seventh Annual Radiothon to benefit the Children's Leukemia Foundation. The station will conduct an on-air auction that will include such items as a hunting excursion with the Motor City Madman himself, **Ted Nugent**, as well as a private chartered plane to the Rock And Roll Hall of Fame.



Listeners will get to hear their favorite classic rock songs in exchange for their donations. The station also will be broadcasting live over the Internet, and air personality **Danger Dave** has pledged to in-line skate through the streets of downtown Detroit until he raises \$500.

Singin' In The Shower

WENS-FM/Indianapolis lis-

Pro:Motions

- **Jennifer Markham** is the new Promotions Dir. at **KMXB/Las Vegas**. She had previously been Marketing Dir. at **WBMX/Boston**.

- **Chris Edge** adds Promotion Dir. duties at **SFX's WRDU-FM & WTRG-FM/Raleigh**. He will retain similar duties at sister stations **WDGC-FM & WZZU-FM**.

- **Allen Chase** is tapped as Promotions Dir. for **KDON/Monterey-Salinas**. He was formerly APD/MD/afternoons at crosstown **KTHN**.

teners who could carry a tune were encouraged to call in with their best performance — sung while in the shower. The 10 best on-air singers were invited down to the station to sing in a shower that had been set up in the studio. The Grand Prize winner harmonized his way to a weekend trip for two to the Scottsdale Princess Spa Resort in Arizona.

Down On The Farm

Things are getting nasty down in Corpus Christi, Texas. All summer long, Country **KRYS-FM** has been giving away \$100 bills on a daily basis with \$1000 handed out on Thursdays. Meanwhile, crosstown competitor **KOUL-FM** qualified its listeners for a "We're Giving Away The Farm" summer promotion.

However ... the ultimate winner of the farm turned out to be less than thrilled with what she'd won. The faux farmer put in a call to **KRYS**, complaining about the lousy gift she'd received and the shoddy way **KOUL** had treated her. A quick thinker at **KRYS** taped the woman's comments as she proceeded to trash **KOUL** for "giving" her the farm, then offering to buy it back — without ever giving her a deed or an estimate as to what the farm was worth.

Furthermore, the winner lamented that she was stuck with a bunch of farm animals that she didn't want. Will full permission from the disgruntled winner, the **KRYS** team slapped together a promo trumpeting the ecstatic responses of its own winners, followed by a **KOUL** winner's complaints. Can **KOUL** save face? Stay tuned ...

September Promotional Opportunities

By Irwin Pollack

Month-Long Opportunities

- Baby Safety Month
- Marriage Health Month
- National Chicken Month
- Self-Improvement Month
- National Courtesy Month
- National Ice Cream Sandwich Month
- Children's Eye Health & Safety Month
- Classical Music Month
- International Visitors' Month
- National Alcohol & Drug Treatment Month
- National Beach Clean-Up Month
- National Cholesterol Awareness Month
- National Honey Month

Special Days & Weeks

- September 1-6** — Child Injury Prevention Week
National Oral Hygiene Week
- September 2** — Bowling shirt is designed (1921).
- September 3** — First bowling league in the U.S. (1921).
First professional football game (1895).
- September 4** — **The Beatles** record their first single (1962).
- September 5** — National Shrink Day.
- September 7-13** — **Kiss A Bald Head Week**
National Housekeepers Week
- September 7** — **ESPN** premiered (1979).
First Miss America Pageant (1921).
Postal Worker Day

- September 8** — National Grandparents Day
"Star Trek"'s Birthday
 - September 9** — National Boss/Employee Exchange Day
 - September 13** — Blame Someone Else Day
First automobile fatality (1899).
 - September 15** — National Chiropractic Day
 - September 16-22** — National Singles Week
National Sports Junkie Week
National Tie Week
 - September 18** — U.S. Air Force established (1947).
 - September 19** — World's first beauty contest (1888).
 - September 21** — NFL Monday Night Football first broadcast (1970).
 - September 23-29** — Roller Skating Week
 - September 23** — National Checker Day
 - September 24** — Buy Nothing Day
Bullwinkle's Birthday
 - September 25** — First major league baseball doubleheader National One-Hit Wonder Day
 - September 26** — "Rocky Horror Picture Show" premiered (1975).
 - September 27** — Answering machine invented (1950).
 - September 28** — National Yo-Yo Day
 - September 30** — Chewing Gum Day
Ask A Stupid Question Day
The "Flintstones" birthday (1960).
- For national sponsor addresses and phone numbers for any national month, week, or day, contact **Irwin Pollack** at (412) 952-0602.

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Radio's Top Programmers Accused of Having Big Mouth.

NEW LABEL TAKES AGGRESSIVE POSITION

The music industry is buzzing over upstart label, Universal Records inflammatory accusation that one of the nation's top radio programmers has a big mouth. The fireworks erupted when **Tracy Johnson**, Program Director of **STAR 100.7/San Diego** began playing "Mouth," the new single by **Merril Bainbridge**. Within days of airing this track, the request lines at the station began ringing off the hook at a record setting pace eventually catapulting "Mouth" to the #1 position at the Southern California Top 40 outlet. The mild mannered Johnson, who is known to many within the radio and record community as an intelligent programmer with conservative instincts, surprised everyone by constantly running his mouth about the incredible success he is currently having with the record. But Universal's accusations did not stop there...



Tracy Johnson

It wasn't long before **Greg Stevens** and **Ray Kalusa** of **Q106/San Diego** soon followed suit by playing "Mouth" (#10 - 42 spins at press time), only to find similar results. Currently the Mouth sensation has reached a feverish pitch as premier programmers across the country have been adding the record into rotation weeks before the official airplay date. They



Ray Kalusa

include **Pat Paxton** and **Rich Anhorn** of **KHMX/Houston**, **Dan Persigehl** and **Dave Cooper** of **KZZP/Phoenix**, **Chris Shebel** of **PRO-FM/Providence**, and **Big Dave Eubanks** of **WZJM/Cleveland**, just to name a few.



John Ivey

John Ivey and **Tad Bonvie** of **KISS108/Boston** who committed to the record last week, stated that "Mouth" sounds great on the air and will be around for a very long time." Radio guru **Guy Zapoleon**, who has been aware of **Merril Bainbridge** for some time now, is calling this "the pop follow up to the **Donna Lewis** record." And in an unprecedented move, **Kid Curry**, Program Director of one of the nation's most successful rhythm crossover stations, **POWER96/Miami** has also made the decision to hit the record early with substantial success, already generating Top 20 requests after only one week of airplay.

Tom Gjerdrum, a former Johnson accomplice and currently Program Director of Indianapolis powerhouse **WZPL**, was overheard at a local tavern as saying he believes that Johnson's ability to hear a hit song is "nonsense," and that Johnson "couldn't hear a door slam." When asked about the "Mouth" record, Gjerdrum muttered in an inebriated state, "...it's damn good...no question, this will be a *Breaker* within weeks." In an unrelated story, Gjerdrum was later picked up by local authorities for public lewdness. No charges were filed.



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STREET TALK®

From 'Radio Movie Channel' To 'K-Hits'

After terminating its regular CHR programming at midnight last Friday (8/2), playing the familiar 20th Century-Fox fanfare and becoming America's first-ever "radio movie channel" — airing 17 hours of audio from several classic and semi-classic movies — **KWMX/Denver** introduced the station's new slogan, "The New K-Hits 107.5, Denver's Hit Music Station."

PD **Dan Bowen** says the station will be a mainstream CHR, albeit more current and younger-skewing. Meanwhile, night slammer **Rick O'Bryan** segues to middays, and parttimer **Rick Evans** will handle nights until a permanent host is named.

WMXD/Detroit PD **Skip Dillard** exited last Friday (8/2); no replacement named.

KIKF-FM & KYKF-FM/Anaheim-San Fernando PD **Bob Harvey** exits to devote more time to his syndicated "Country Connection" TV show.

Shortly after veteran L.A. air talent **Jim "Poorman" Trenton** took his "Loveline" act to the **KACD & KBCD (Groove Radio)/L.A.** morning airwaves, he was hit with a C&D claiming ownership infringement — courtesy of **Infinity** and crosstown **KROQ**. Trenton has abided by the C&D.

Look for **WVAE/Cincy** PD **Rich McMillan** to resign by summer's end because he's been unable to sell his Florida home, which has prevented his wife and children from living in

Rumors

- While VP stripes are in **Patricia Bock's** near future, will they be at **Epic**?
- Is the new **KKSS/Albuquerque** PD search down to several leading candidates? Could one of them presently be sweltering in the Lone Star heat?
- Will ex-**KALC/Denver** air talent **Alan Kabel** snag an audition for the **KYSR/L.A.** afternoon slot? Or will interim **KYSR** afternoon delight **Gary Spears** lock it up?
- Are **WSM-FM/Nashville** MD/afternoon co-host **Kim Leslie's** exit for a record promo gig and **Asylum** Midwest regional **Jennifer Lyons** leaving the label somewhat related events?
- Now that **WQCD/NY** PD **Fleetwood Gruver** has left to pursue expanding his consultancy — which includes such clients as **WJZF/Atlanta** and **WJZ/Milwaukee** — will acting PD **Steve Williams** take the official PD reins?

the market where he signed on the station last year.

WPLY/Philly welcomes new MD **Doug Kubinski**, coming from the acting PD post at **WMMS/Cleveland**.

KROQ/L.A. welcomes new night slammer **Carson Daly**, most recently afternoon driver at **KOME/San Jose**.

KIFM/San Diego MD **Kelly Cole** adds APD duties; **Larry Himmel**, who hosted "Champagne Jazz" for 12 years, exits. New **KIFM** owner **Jefferson-Pilot's** San Diego PD, **Mike Shepard**, will oversee **KIFM's**

Continued on Page 25



TOO COOL CATS — When Country **WKXK-FM/Chicago** AE **Lori Worobel** and fiancé **MCG Records** Midwest Regional Promo rep **Nathan Cruise** recently purchased the pair of pussycats pictured above, they racked their brains for names ... but proceeded to christen the kittens "Radio" and "Records" anyway. *ST* can't help but notice that the one named "Records" is on top of "Radio."

WMMS-WMJI/Cleveland KIX106/Providence KUPR/San Diego, etc.

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so much to say

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from the album *villains*

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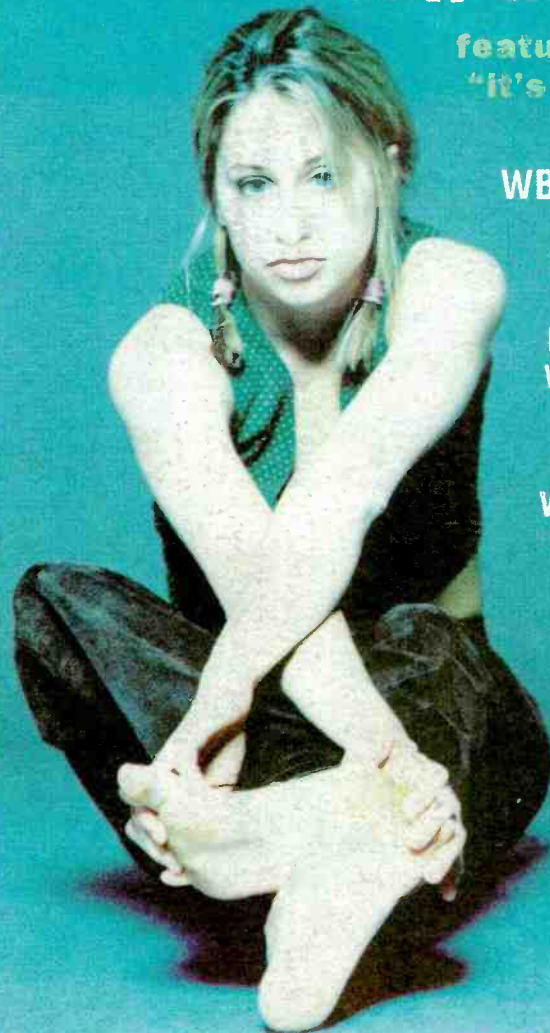
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Produced by Rick Neigher
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STREET TALK®

Continued from Page 22

programming in addition to that of crosstown Oldies KBZT and Country KSON.

New Radio Hall Of Famers

The late great **Wolfman Jack**, FCC Commissioner **James Quello**, talk host **Jerry Williams**, news anchor **Susan Stamberg**, and former Chicago Cubs sportscaster **Jack Brickhouse** will be this year's inductees into the Chicago-based Radio Hall of Fame. The ceremony is set for October 27.



Wolfman Jack



James Quello



Jerry Williams



Susan Stamberg



Jack Brickhouse

After being purchased and LMA'd by **Saga Communications**, Adult Alternative **KFMG/Des Moines** flipped to Active Rock and the "Lazer 103.3" moniker last Thursday (8/1). New calls are pending.

Saga owns crosstown **KRNT-AM, KIOA-AM & FM, and KSTZ-FM**; their Prez/GM, **Phil Hoover**, will add KFMG GM duties once the sale closes as well. KFMG GM **Ron Sorenson** will remain at the station for now; current KFMG PD **Mark Vos** takes the interim PD reins.

Kudos to **KTWV-FM/L.A.**, which saw a pair of *loong* features on the NAC outlet appear in the *L.A. Times* and the *Daily News* on the same Tuesday (8/6).

Look for AC **WASH-FM/Washington** to drop "David Letterman's Top 10 List," effective August 15. GM **Mark O'Brien** explained the decision to the *Washington Post* thusly, "Lately the content of the feature has gotten further and further away from the values of WASH-FM listeners."

Thanks to **Hollywood** recording artists **Super 8**, who wowed the crowd with their Thursday (8/1) performance at the world-famous **Club R&R**.

Continued on Page 26

Rumbles

• Frankie "Hollywood" Rodriguez — half of **WBBM (B96)/Chicago's "George & Frankie Show"** — will be doing morning drive solo in the wake of **George McFly's** exit for **WXTR/Washington**. Rodriguez will handle 5-8am, with the 8-10am slot filled by **Karen Hand** and Dr. **Kelly Johnson's** "Private Live" love advice show.

• Rock **WTGE-FM/Baton Rouge** flipped to Country last Thursday (8/1), becoming the market's fourth Country outlet. Former **KBUL/Reno, NV PD Randy Chase** becomes PD for new owner **Guaranty Broadcasting**. Chase will also program crosstown Classic Rock **WGGZ-FM** and Country **WFPR-AM & WHMD-FM/Hammond, LA**.

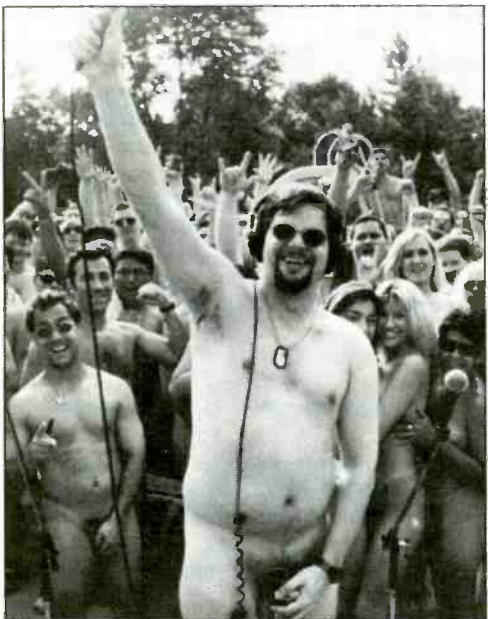
Meanwhile, **KIDX/Billings, MT** morning dudes **Scott Innes & Derrick Haskins** segue to wakeup duties at **WTGE**. Rounding out the **WTGE** airstaff are midday maven **Devan Adams**, coming from the same slot at crosstown **Country WYNK-FM**; afternoon driver **Bubba**, known as **Sean Powell** when he was APD at **KBUL**; APD/MD **Bob Pittman**, formerly weekends at **WHMD-FM**; and overnight sensation **Greg Michaels**, most recently doing weekends at the station.

• **KCAQ/Oxnard-Ventura, CA PD Rooster Rhodes** and MD **Lucy B** are out. The new PD is **Dan Garite**, coming from crosstown **KOCP (The Octopus)**. **Bill Stairs** has been retained as consultant.

Meanwhile, **KCAQ** drops its "Q105" handle for "Q104.7" and heads in a mainstream direction. Plus, **Hal "9000" Abrams** is reunited with former partner **Juanita** for the "Hal & Juanita Live From the 805" morning show.

• Former **WTIC-FM/Hartford PD Paul Cannon** fills the programming vacancy at **AC WMAS-FM/Springfield, MA**.

• **WARQ/Columbia, SC PD Austin Keyes** exits. MD **Susan Groves** becomes interim PD.



LET IT ALL HANG OUT — More than 1000 of **WRCX-FM/Chicago** morning manatee **Mancow Muller's** loyal listeners showed up at the **Ponderosa Sun Club** in **Roselawn, IN** to participate in the self-explanatory "Nudestock II" festival, which included guest appearances by the **Scorpions** and adult film star **Hyapatia Lee**. Seen on the scene displaying their shortcomings are **Mancow** (center) and his legions of naked truthseekers.

Brandy, Tamia,

Gladys Knight,

Chaka Khan

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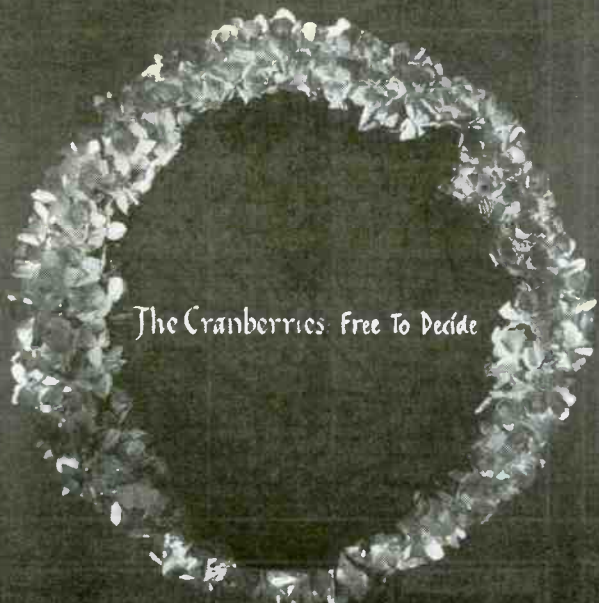
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R&R 28 - 26

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STREET TALK®

Continued from Page 25

Olympian Effort

WKLS/Atlanta sponsored a contest to get its "96rock" logo on TV during the Olympics, with the grand prize being an autographed Shaquille O'Neal basketball. However ... bombing suspect Richard Jewell was swarmed by photographers standing next to his truck, which sported a "96rock" window sticker.

The station has yet to award the prize to Jewell, pending the outcome of the investigation.

Rumbles, Pt. 2

• CHR-Rock combo WILN & WTBB/Panama City, FL welcomes new PD Tom Russell. Previously morning show producer/night slammer at KFMB/San Diego, Russell replaces WILN's Sean Phillips, who's now Programming Mgr. at WHTT/Tulsa.

• With WQLZ/Springfield, IL PD Jon "The Animal" Terry returning to KIBZ/Lincoln, NE for mornings, WQLZ APD Jeff "Fatboy" Braun rises to PD and MD John "Crash" Carroll adds APD duties.

• WKML/Fayetteville, NC APD Don Chase is upped to PD in the wake of Mac Edwards's becoming GM at crosstown WAZZ.

• Former WRCN/Nassau-Suffolk PD Tim Sheehan is named PD/MD at WGIR/Manchester, NH. He replaces Todd Thomas, who segues to the WVIC/Lansing, MI PD slot.

• KCIX/Boise, ID PD Don Jennings exits; Russ Novak becomes interim PD.

• KAPZ-AM & KKSJ-FM/Searcy, AK names Mark Mathis PD.

• KUBL/SLC MD Travis Moon becomes APD/MD/midday maven at KEEY/Minneapolis, replacing Mark Hauer, who joins the internet Netradio operation.

• Infinity Lite AC WLIF/Baltimore draws from the local TV pool to form its play-by-play team for NFL Ravens broadcasts: WMAR-TV Sports Dir. Scott Garceau and WBFF-TV Sports Dir. Bruce Cunningham.

• WZPL/Indy MD/night slammer Rob Blair steps down to concentrate on his airshift. Midday maven Dave Decker adds MD duties.

• KZHT/SLC PD Chet Buchannan adds mornings as Andy Miller exits; MD Dr. Doug trades nights for afternoons.

• WGTZ/Dayton night slammer Wilbur Wright adopts the *nom de aire* Andrew Wright and segues to nights at WEZB (B97)/New Orleans, starting next week.

• KISS/San Antonio weekender Sonny Joe shifts to nights at KISX/Tyler, TX, replacing Eric Scott.

• KFRR/Fresno MD Kozman takes the KMXB/Las Vegas MD/afternoon drive gigs.

• WXKE/Ft. Wayne ups overmigher J.J. to the newly created APD post.

• WJJS/Roanoke-Lynchburg, VA night slammer Melissa Morgan fills the vacant MD chair and moves to a noon-3pm shift, parttimer Flyin' Brian moves to nights, and Production Dir. Lisa Joe Elliott takes middays, replacing the exiting Blair Carter.

• KQID/Alexandria, LA afternoon delight/APD Sharkman exits.

• WSSX/Charleston, SC night slammer Mitch Zatto exits.

RADIO & RECORDS



1

- Chancellor Broadcasting buys Shamrock Broadcasting for \$395 million.
- Capitol Records ups Bruce Kirkland to Exec. VP; names Bruce Lundvall GM/East Coast.
- Daniel Glass becomes Rising Tide Entertainment Exec. VP.
- Kerry Wolfe promoted to WOKY & WMIL/Milwaukee OM.
- Jim Allen appointed WWRC/Washington PD.

5

- Harry Palmer elevated to Atco Records President.
- Don Troutt named KKBC-AM & FM/Houston President/GM.
- Jim Hilliard adds COO duties at Fairbank Communications, remains WVBF/Boston VP/GM.

10

- Virgin Records reactivates U.S. operations; Jeff Ayeroff and Jordan Harris appointed co-Managing Directors.
- New Gannett Missouri PDs: Dene Hallam at KBKC/KC, John Mainelli at KCMO/KC, and Ron Morgan at KSD-FM/St. Louis.
- Sylvia Rhone named Atlantic Records VP/GM of Black Music Ops.
- Frank Cody becomes KMET/L.A. PD.

15

- Richard Dudley elected Forward Communications Chairman of the Board/CEO.
- Russ Thyret promoted to Warner Bros. Records Sr. VP/Mktg.
- Bill Phippen upped to WRC/Washington Station Mgr.
- Chuck Geiger becomes KPKE/Denver MD.
- MTV debuts.

20

- Allen Shaw promoted to President/ABC-FM O&O stations.
- Hal Smith becomes KNEW/Oakland GM.
- KROQ-FM/L.A. resumes broadcasting with an AOR format.

Records

- Look for Imprint VP/Promo Anne Weaver to name a new Midwest regional promo rep shortly.
- Asylum elevates Kristi Brake from Promo Coordinator to Creative Services Mgr., Nancy Tunick segues from SOR to Asylum's Field Promo Mgr., and Julie Johnson moves from intern to Promo Coordinator.

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STEVE WONSIEWICZ

Industry Summer Madness

New-artist signings, band performances, album releases, video shoots — here's a quick pictorial catch-up on what some of the movers and shakers in the industry have been up to this summer.



DOG MEET — Discovery Records recently drew 300 industry guests to L.A.'s historic Farmers Market for a release party marking the debut album from Farm Dogs. Hosting and toasting are (l-r) Farm Dogs Jim Cregan, Bemie Taupin and Robin LeMesurier, Discovery President Syd Birenbaum, Dir./Marketing Cindy Paul, Chairman Jac Holzman, VP/Promotion Jack Ashton and VP/Media Cary Baker, and Farm Dog Dennis Tufano.



REVERSE PSYCHOLOGY — Love In Reverse and execs from their record label partied following a recent performance at L.A.'s Viper Room. Skooching in are (l-r) LIR manager Johnny Z, LIR's Andres Karu, Reprise VP/Promotion Marc Ratner and National Dir./Rock Promotion Jann Hendry, LIR's Dave Halpern, Reprise New Media's Jimmy Dickson, LIR's Mike Ferentino, Craze Management's Marsha Zazula, and Reprise VP/Artist Development & Creative Marketing Gary Briggs, Sr. VP/Artist Development & Creative Marketing Craig Kostich, Sr. VP/Promotion Steve Tipp, Manager/College Promotion Jay Harding, and VP/Promotion Michael Linehan.



WHO IS HE AND WHY IS HIS HAND ON YOUR SHOULDER? — It's Christopher Ciccone (c), the director of Me'shell Ndegeocello's video for her latest single, the Bill Withers-penned "Who Is He And What Is He To You," featured on her "Peace Beyond Passion" album on Maverick. Captured in the moment are (l-r) Handprint Entertainment's James Lassiter and Benny Medina, Ndegeocello, producer Michele Abbot, Warner Bros. Records Sr. VP/Video Randy Skinner, and exec. producer Victoria Strange.



SIMMONS GETS RICH — Def Jam Music Group CEO Russell Simmons recently welcomed East Oakland, CA-based rapper Richie Rich to his label. Sealing the deal are (l-r) Def Jam VP/Business Affairs Frank Cooper, Rich manager Kevin Washington, Rich, Simmons, and Def Jam COO Lyor Cohen.



VANCE FEVER — Kenny Vance and the Planotones marked the release of their new album, "Looking For an Echo," following a show at New York's Bitter End. Celebrating are (l-r) the band's Jerry Friedman, 32 Records co-President Robert Miller, Kenny Vance, 32 Records co-President Joel Dorn, and the band's Murray Weinstock, Eddie Hokenson and Gary Bonner.



REMBRANDTS PAINT MOUSE HOUSE — The Rembrandts recently recorded a medley from "The Lion King" for Walt Disney Records' upcoming "Music In The Park," an album honoring Disney World's 25th anniversary. Pictured are (standing, l-r) producer Allen Sides, WDR Dir./A&R and project executive producer Harold Kleiner and Product Manager Frank Keating, and project co-producer Richard Page; (seated, l-r) Rembrandts Phil Solem and Danny Wilde.



TONIC WITH LEMON — Polydor recording act Tonic recently visited the label's Hollywood offices and shot the video for its current single, "Open Up Your Eyes," from the "Lemon Parade" debut album. Enjoying their visit are (l-r) video director Thomas Mignone, Tonic drummer Kevin Shepard and guitarist Jeff Russo, Polydor A&R rep Tom Storms, Tonic vocalist/guitarist Emerson Hart, A&M Dir./Video Production John Campbell, and Tonic bassist Dan Rothchild.

R&R LAUNCHING PAD

Local H 'Bound' For Chart Greatness

A good many high-fives are probably being slapped at Alternative and Active Rock stations (not to mention **Island's** promotion team) based on early audience reaction to **Local H's** new single "Bound To The Floor."



Local H

The second track from the group's Island debut album, "As Good As Dead," is currently being played on 35 Alternative outlets, including such major-market stations as **CIMX/Detroit** and **K-Rocks East and West (WXRK/New York and KROQ/Los Angeles)**; 36 Active Rock outlets are also on the ball, among them **WDZR/Detroit** and **KUPD/Phoenix**.

Comments Active Rock **WJRR/Orlando MD Pat Lynch**, "It's the catchiest damn thing I've heard in a while. When we first added the song, the label wasn't actively working us on it yet. It kind of floated to the top of the pile and we wanted to go with it early because we liked it so much."

Reported by **WJRR** for three weeks, the track is "getting pretty good phone response," says Lynch. "It's the type of record that doesn't appeal only to a small segment of our audience. It's getting phones from all demos. The song fits in very well with the sound of our station. It's a pretty straight-ahead rocker from a good rock band. So we feel very positive about helping develop the group."

Alternative **WBRU/Providence MD Matt Maloney** agrees. "The pulsating guitar and hook in the song sounds great on the air. The opening guitar draws you in and keeps people tuned in, so we are hitting it early. It's a straight-down-the-middle rock song that segues well with a lot of different records and is already getting a lot of response. It's also a good track for us because even though the summer's about over people still want to hear uptempo songs. It helps push the station forward."

"As Good As Dead," which was released April 16, is the second album for **Zion, IL's Scott Lucas and Joe Daniels**. The duo teamed in 1987 and morphed from a quartet to a power duo when their bassist and second guitarist quit the band. Guitarist **Lucas** then added a bass pickup in his guitar (which is fed through a bass amplifier) so it sounds like he's simultaneously playing both instruments. At the same time drummer **Daniels** moved front and center during performances.

To get the ball rolling at radio, **Island** released "High-Fiving MF" to Alternative and Active Rock, all the while knowing it would get limited airplay because of lyrical content. According to **Assoc. Dir./Alternative Promotion Paul Langton**, the label "didn't want to strong-arm" radio with "High-Fiving MF" because of the nature of the song and the fact that "we knew we already had with 'Bound To The Floor.' 'High-Fiving' put a face on the band, which they never had before."

As for what's in store promotion-wise now, **Island** and **Local H** will

grind it out on the club and radio show circuit. For the past month the duo has been opening for **Magnapop** and **Trip3fastaction**. Look for more dates with other bands to be announced soon.

Geggy Tah-rific For Alternative

Rhythmic-leaning records continue to make headway at Alternative radio. The latest beneficiary: **Luaka Bop/Warner Bros.** band **Geggy Tah**, whose debut single "Whoever You Are" is being played by 32 Alternative stations. Among those are powerhouses **KROQ/Los Angeles**, **WKQX/Chicago**, **KITS/San Francisco**, **WNNX/Atlanta**, and **KNDD/Seattle**. Taken from their new album "Sacred Cow: Tornadoes And Terriers" — released on April 23 — the track has been earning programming praise.

According to Alternative **KCXX/Riverside PD Chuck Summers**, the track has "a great summertime feel to it. It has a rhythmic, hip-hop thing going on with an alternative guitar line mixed in. It's working great and has proven to be an immediate reaction record that is appealing to all demos. We plan to put it into heavy



Geggy Tah

rotation very soon."

Summers credits **Manager/Operations Dwight Arnold** with finding the record. "He brought it to my attention and we both had a gut reaction and decided to go ahead and give it a try." Another indicator of the song's appeal, says **Summers**, is audience reaction at the clubs. "It's getting a lot of requests at the clubs our station is involved with. Hopefully, the label will do a remix and really get the fans excited about the record."

Like many people, **Summers** believes Alternative needs to embrace bands like **Geggy Tah** and records like "Whoever You Are." "That's what's going to make or break the format. We need to find different records that separate us from the competition. Continuing to share too many records isn't the way to go."

This month the band will appear at the annual outdoor festivals for **WKQX/Chicago**, **WFNX/Boston**, and **KNDD/Seattle**. A national club tour is being planned for later this year.

Music News & Views

Nirvana Fans Get Their 'Wishkah'

October 8 is the date **DGC/Geffen Records** has slated for the release of "From The Muddy Banks of the Wishkah," an album of 16 live **Nirvana** tracks spanning the group's short but creatively fertile career. The disc traces the band from the passion and hunger of its salad days through the ill-fated European tour of 1994. Sound quality is said to be excellent, as sources for the tracks — mixed with engineer **Andy Wallace** — range from soundboard reference cassettes to 24-track recordings.

"Nirvana was a great live band and I always felt there should be an album to document the intensity of their best performances," says **DGC A&R exec Mark Kates**. "Unplugged In New York" represents a great moment and an important side of the band. But this record gets to the core of what it was like to see one of their shows."

Two "Wishkah" tracks ("Polly" and "Breed") were recorded in a London club in December 1989. Most of the others — including "(Smells Like) Teen Spirit," "Drain You," "Aneurysm," "Been A Son," "Lithium," "School," "Negative Creep," "Blew," and "Spank Thru" — are taken from the band's world tour in the winter of 1991.

"Wishkah" is named after a river running through the small Washington State logging town of Aberdeen, where **Kurt Cobain** and **Nirvana** bassist **Krist Novosel** were raised.

Jailhouse Country Rock

Warner Bros. country rocker **Steve Earle** and his band **The Dukes** have recorded a performance at the Cold Creek Correctional Facility in Henning, TN for broadcast by **MTV** on August 17. The special also features interviews with Earle and Cold Creek inmates. Warner is expected to ship to radio shortly a live version of Earle's latest single, "Hard Core Troubadour," culled from the sessions.

The 1996 Summer Olympics are history but **Ruthie Bolton** and **Nikki McCray** — key members of the U.S. women's basketball team — have finished lead vocals on "Shooting From The Heart." The single, which will be released within the next couple of weeks by **Turnip The Music Group**, features noted session musicians **Leland Sklar** (bass) and **Tim Pierce** (guitar).

Coming to a store near you: **Sebadoh's** "Harmacy" on **Sub Pop** on August 20 ... Hot-selling British foursome **Ocean Colour Scene's** "Moseley Shoals" on **MCA** goes to retail August 27 ... **Adrian Belew's** new album, "Op Zop Too Wah" (**Passenger**) is in stores September 10 ... **Interscope** hard-rock group **Helmet's** "Aftertaste" drops on September 24 ... **Elektra's** alternative act **They Might Be Giants'** new, as-yet-untitled album is slated for release September 24.



Steve Earle

Studio Action: Depeche, Son Volt

Depeche Mode has begun vocal work on its next album ... **Son Volt** has entered the studio with producer **Brian Paulsen** ... **Wilco** has just wrapped up work on its new double album for **Reprise**, tentatively titled "Being There" ... Founding **Earth, Wind & Fire** member and **Kalimba Records** founder **Maurice White** is currently working on "Urban Knights II," the follow-up to the **NAC** hit album of the same name on **GRP**. The second outing features **Gerald Albright**, **Jonathan Butler**, **Sonny Emory**, **Ramsey Lewis**, and others. White also produced the first set ... Former **Talking Heads** singer **David Byrne** is working with U.K. hip-hop act **Morcheeba** on material for an album to be released next year ... **Rickie Lee Jones** plans to begin work on a new album with the band backing her on select H.O.R.D.E. dates.

Pogues Disband; Morrissey To Mercury

It's the end of an era — Irish folk punkers the **Pogues** have called it quits after a 15-year career. The group — including former frontman **Shane MacGowan** — performed its farewell show in London last week ... UK singer/songwriter **Morrissey** has inked a long-term, worldwide deal with **Mercury**. He's in the studio working on an album scheduled to be released next year ... **Elastica** has hired **Sheila Chipperfield** to replace bassist **Annie Holland** ... The **Smashing Pumpkins**, currently auditioning for a new drummer to replace the fired **Jimmy Chamberlin**, are slated to begin touring again August 12 in Vancouver.



FIELD PROMOTION — Thanks to Atlantic's **Gathering Field**, who wowed the crowd at the renown **Club R&R** recently. **Gathering** after show are (l-r) **GF's Bill Deasy**, **R&R's Missy Haffley** and **Sky Daniels**, **Atlantic VP/WC Operations Bob Clark**, **R&R's Cyndee Maxwell**, and **GF's Dave Brown**.



RANDALL BLOOMQUIST

Fighting The Flames Of Talent Burnout

What's a PD or Station Mgr. to do when their air personalities lose interest?

Job burnout. It's a common problem in every profession. But for most folks, a sudden loss of job interest and satisfaction is a personal crisis that can linger for weeks, months, or years without drawing attention from anyone else. The exact opposite is true for entertainers, especially those who are expected to perform daily — such as radio talk hosts.

"Burnout happens to everybody in every job," observes **WSB/Atlanta PD Greg Mocerri**. "Unfortunately, when it happens to a talk host, it's there for everybody to see."

That's not good. So how should programmers deal with fried-out talent? According to the format execs I spoke with, the key lies in early detection of the problem and ongoing support for the afflicted talent.

Spotting The Danger

In her new book, "Creating Powerful Radio," consultant **Valerie Geller** devotes an entire chapter to the issue of creative burnout. She offers this laundry list of symptoms of the condition she calls "the number-one occupational hazard" for talk hosts:

"They complain, they call in sick, they're late for work. The ideas don't come as easily. They watch the clock. They fear the blank page and begin to rely more on other people's ideas than their



Valerie Geller

own. They want more guests, interviews, and 'easy' stuff. They seem less 'into' their jobs. Their shows aren't as good as they used to be, and they just don't seem too excited anymore."

WBAL/Baltimore Station Manager Jeff Beauchamp says he sometimes notices a looming case of burnout before the host recognizes the problem. Beauchamp starts to suspect trouble when hosts:

- Spend less time prepping for their show.
- Are less sharp on-air, both in terms of their interaction with callers and guests and their handling of format fundamentals.
- Grow irritable or grumpy with callers and station staffers.
- Suffer a steady decline in ratings that can't be explained by other factors.

Both Mocerri and Beauchamp say they have seen two distinct types of talent burnout: short-term

and potentially chronic. Determining which of these a host is experiencing takes some time and effort. According to Mocerri, an important first step in the process is to get personalities into an environment where they feel free to talk about what's troubling them — and that means getting them out of the office, a place they are likely to feel constrained. Depending on the nature and severity of the problem, this might require anything from lunch to a mini-retreat.

Jeff Beauchamp suspects trouble when hosts spend less time prepping, are less sharp on-air, grow irritable or grumpy with callers and station staffers, and suffer a steady decline in ratings that can't be explained by other factors.

You want to take them away from the station — maybe for a cup of coffee, maybe for a golf weekend — and get them to talk about what's bothering them, what's at the root of their problem.

—Greg Mocerri

If You Want 'Em, Support 'Em

While the causes of burnout can vary, the appropriate management response is always the same: understanding and support. If, for example, the talent is simply weary of the pressure of the daily grind and needs a respite, management should try to accommodate him or her with time off — a day, a week, perhaps more. According to Mocerri, hosts who feel that kind of pressure should also be assured they aren't expected to be stellar every minute of every show.

"You have to let them know that it's okay to have an off day," he says. Mocerri also believes managers should help their talent develop stress-reduction tools — encouraging them to live well-rounded lives and take up relaxing hobbies.

"I've encouraged [WSB middayer] **Neil Boortz** and other people to learn golf, and they're really enjoying it," says Mocerri. "Neil and I get some of our best work done on the golf course."

Beauchamp and Mocerri also

note that some cases of burnout are really cases of boredom or self-doubt. These situations require management to provide a different kind of support. If a host has simply become bored, Mocerri says, "It's our job as PDs to get them focused and motivated. We have to raise the bar for them — and show them how they can reach that new mark."

A host who has grown discouraged with his performance also needs encouragement — backed by unwavering support from the bosses. **WBAL** handled such a situation by sending the talent an unmistakable signal. When one of its best hosts became depressed after suffering two down **Arbitron** books, Beauchamp gave him a raise.

According to Beauchamp, the gesture helped the host bounce back by "showing him we still had respect for his talent and faith in his abilities."

Tips For Talent

Of course, no amount of management support will help a burnt talent unless he contributes to resolving the situation. Geller's book offers the following tips for air personalities trying to avoid and cope with that fried feelin':

Continued on Next Page

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ARTHUR SCHWARTZ



FAMILY VALUES — The Wall Street Journal Radio Network is poised to roll out a new weekly talk show devoted to issues of career and family life. "Work And Family" will air live 10am-noon on Saturdays beginning September 7. The program is hosted by Sue Shellenbarger (r), seen here during a test run at WWRC/Washington with WSJRN Managing Editor Sal Giangrosso (c) and guest Karol Rose.



WATCH THAT ANKLE! — KTRH/Houston "Sportsbeat" host Charlie Pallilo landed an interview with pixie-du-jour Kerri Strug the morning after her vault into Olympic gymnastics lore. The News/Sports/Talk station carried extensive play-by-play coverage of the Atlanta games.

Fighting The Flames Of Talent Burnout

Continued from Page 31

• Get real. Lower your expectations. Nobody is at his or her most creative all the time. Now may be the time to tap into the creativity of those around you. If your fire is burning low, rekindle yourself with the fires of others.

• Right job? Right now? Are you doing the right work for you, right now? Determine what you enjoy about what you do. If the list is short, it may be time to rethink your job and find something else. As scary as change can be, it's better to make the switch than burn out in a job that's not right for you.

• Understanding, humane managers. Artists, on the radio or elsewhere, need the right environment to grow. Managers need to understand that creative people are sensitive, introspective, and often insecure. Talent needs to understand that since [employees] don't come with a list of "care and feeding" instructions, open communications with management is critical. An environment that doesn't take

those factors into account will contribute to burnout.

• Get a life. Do not become your work. Do other things that make you feel good and give you a sense of accomplishment. Create a balance in your life. Burnout occurs when you can no longer grow as a person. Don't let that happen. Challenge yourself to do new things outside of work.

• Avoid energy vampires. You know the type — people who seem to suck the life right out of you by overwhelming you with their problems. Surround yourself with people who nourish you, who give, not just take.

• Feed your head. Look at art. Go to a movie or attend the theater. Read. Talk to your kids. If you don't have kids, talk to someone else's. Get out that set of watercolor paints up in the closet and make some art. Listen to music. Try gardening. Attend the theater. Do something, anything, that will stimulate your own creativity and sustain you, even if you are "not in the mood right now."

• Do what you want. On the air, when possible, do only what truly interests you. Give others assignments that you don't particularly care about. Stick to what interests and matters to you.

• Remember why you came. Rediscover your professional and personal roots. Take a look at what motivated you at the beginning of your career. What got you interested in doing this in the first place? Why did you like being on the radio in the beginning? Why was it fun? Remember what led you down this long and winding road, and, if appropriate, try to get back to the start.



[Creative burnout is] the number-one occupational hazard. The ideas don't come as easily. They watch the clock. They want more guests, interviews, and 'easy' stuff.
—Valerie Geller



• Follow your heart. Follow your true interests. Look at what really drives you and makes you feel energized and passionate about life. Do those things.

• Take a break. Take some time away; a day, a week, a month, a year. You may just need a brief change of pace to break the monotony of your daily routine and put it back in perspective.

Valerie Geller's book is available from M Street Publications by calling (800) 248-4242.

TALK BACK TO R&R!

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

Call me at (202) 783-3822 or e-mail: rnrdc@aol.com



I've encouraged [WSB middayer] Neil Boortz and other people to learn golf, and they're really enjoying it. Neil and I get some of our best work done on the golf course.

—Greg Mocerri



Radio's Full-Service Station Imaging Library



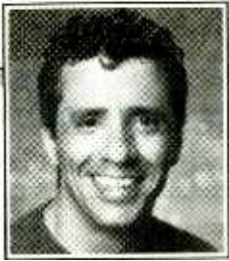
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TONY NOVIA

CONTEMPORARY HIT RADIO

Jeff & Jer's San Diego Charge

Q106 morning talents explain how they stay in touch — and on top

Anyone who's followed San Diego's CHR wars remembers the uprising that occurred when top-rated morning drivers **Jeff & Jer** left **KFMB-FM** (then-**B100**) to join former **PD Tracy Johnson** at crosstown **KKLQ-FM (Q106)** three years ago.

As expected, Jeff & Jer saw quick **Arbitron** success at **KKLQ**. While **Q106** has continually tinkered with its musical focus, Jeff & Jer have remained solidly on top. They have about a year remaining on their current contract, and market watchers are gearing up for a free-agent bidding war that'll make **NBA star Shaquille O'Neal's** negotiations look tame.

The dynamic and entertaining duo has been together for 14 years and in San Diego for the past eight. In the first of a two-part interview, **Jeff Elliott** & **Jerry St. James** discuss the reasons for their continued success.

R&R: *You've been through many ups and downs at KKLQ. How have you kept the momentum going?*

Jer: We've been very lucky. There are now six of us who do the show, and we're kind of like our own station between 6-10am.

Jeff: We do talk about station events, and they support us as well. But in general, we've created a little company of our own. It's a real tight group, and we're somewhat insulated from whatever else is going on. Over the years we've been surrounded by good and bad programming, but we just motor along.

R&R: *Is being able to set your own parameters part of your deal with the station?*

Jer: It's not contractual, but it's understood.

Jeff: I don't know how we'd do it otherwise. It puts us in a position to make sure we're not dicks. If they ask us to promote playing 42 in a row after 10:00, we know we're not too important to talk about it.

R&R: *Does the station's format matter? Could you do your show on*



Our job isn't to relate to a format, but to a city. I hope our show doesn't sound like a CHR — it should sound like San Diego.

—Jeff Elliott



a Country or Talk station?

Jer: Absolutely. We could be on a Religious station. We seem to draw people who listen to other stations after 10am.

Jeff: Our job isn't to relate to a format, but to a city. I hope our show doesn't sound like a CHR; it should sound like San Diego. The day our show became palatable for any station was when we stopped playing songs. We found that people who [otherwise] listened to the Alternative station tuned out as soon as we played a record.

Jer: Damn right!

R&R: *There are only a handful of people in each format who've had the magic touch with their audience. Is there any one reason you've remained successful?*

Jeff: The biggest reason we've had continued success is that there isn't any one reason. Our show has changed a lot over the last two years.

Jer: Exactly. We've been together for 14 years, and the show has dramatically changed at least seven times. It's not so much what we do, but how we do it. The presentation

matters even more than the product.

Jeff: We go to the Morning Show Boot Camp every year because we never stop learning and finding new ways to do things.

Jer: We've noticed a huge change in the audience since last year. Listeners don't want to participate as much as they want to be entertained.

Jeff: A couple of years ago, several personalities realized you could do great topics on the air — [topics like] "Have you ever driven anywhere naked?" "Have you ever seen your grandma naked?" or "What's the stupidest thing you did as a kid that gave you stitches?" It got people involved.

After a while, though, you get topic-ed out. You can't just be a moderator; you must have something to say. You must have balls to your show. We still do a topic every once in a while, but it got burned out. People want you to do things that make them laugh. We've put a stronger edge on the show in the last year.

Jer: [Going to] the other extreme is also successful. From time to time we've had people crying on the air. One minute of that is worth three months of laughs.

Jeff: We have maybe 10-12 shows a year when people are crying on their way to work.

Jer: Men and women both. A lot of people can tickle funny bones. But if you can reach into their heart and make them cry, you become more than entertainers — you become part of their lives.

R&R: *What factors make an audience change its expectations?*

Jeff: The country's mood plays a part, as does what other morning shows are doing. When **Howard Stern** expanded to just about every market [including San Diego], that changed people's expectations of what to hear.

Jer: In **Faith Popcorn's** book "The Popcorn Report," she talked about how people wanted to cocoon themselves — staying safe at home and not going out. That's what's happening now. It's also important to listen to what people are saying on the phones. You can tell if something you're doing isn't getting the same response it was a few months ago. Then you have to ask your staff if anyone has noticed a change.

Jeff: What's going on with morning shows is reflective of what's going on in late-night TV. **David Letterman** is behind **Jay Leno** right now. Letterman's show is about attitude and making fun of the forum he's on, which was working well on radio for a while. Then Leno worked his ass off doing funny bits. That's been the successful trend.

R&R: *There's a large military presence in San Diego. What was your show's mood after the recent bombing in Saudi Arabia?*

Jeff: That's when you have to stop



No, it's not Wynonna Judd and Barbara Mandrell. It's **KKLQ (Q106)/San Diego morning duo Jeff & Jer** demonstrating how they relate to their female listeners. (Actually, Jer looks more like **David Lee Roth!**)

worrying about being funny. We had [ABC-TV's] **Peter Jennings** on live talking about it because in this town it's not just a headline, it's people's lives.

R&R: *Was the bombing the show's main topic or did you update the story as it unfolded?*

Jer: Right now there's no threat of Americans going over there, so we just let Peter tell us what was happening.

R&R: *When you're on an emotional topic like this and getting huge phone response, how do you know when to move on to something else?*

Jer: If we're on the phones, producer **Tommy Sablan** will tell us when the calls slow down. Otherwise we just have a sense about when it's over.



A lot of people can tickle funny bones. But if you can reach into their heart and make them cry, you become more than entertainers — you become part of their lives.

— Jerry St. James

Jeff: We've worked with **George Johns**, and he told us to think of the bigger picture and our name in the community... that we're not competing with other morning shows; we're competing with the mayor and news anchors to make a name for ourselves in town. We're looking for the kind of things that people remember two or three years later.

Jer: We use that example as a benchmark for ourselves. While it may not be the funniest bit ever, you have to think about the long-term impact of establishing yourself as a personality.

R&R: *You've been in San Diego for eight years now. Are you both growing and changing with your audience?*

Jeff: That was our latest wakeup call. We thought our audience was graying a bit. We saw it in the type of calls we were getting. So we threw out all our drops and production elements. Who wants to hear an "Ani-

mal House" drop now? We wouldn't use something from "Reality Bites" either because the older audience wouldn't get it. We found more contemporary elements that appeal to older and younger demos.

Jer: We also hired a younger staff member, someone who can make sure we're talking about things for the younger people. Older people want to feel younger, especially in California. So we've been able to expand the audience base without losing older people.

Jeff: We learned that from [WOMC/Detroit morning veteran] **Dick Purtan**, who's always surrounding himself with younger people. For example, when the story broke that **Sammy Hagar** had been fired and **David Lee Roth** was back in **Van Halen**, our producer got **Alex Van Halen** on the phone that morning to talk about it.

R&R: *You've mentioned some legendary personalities. Who are some of the mentors you place on a pedestal?*

Jer: We don't have any; we're the coolest guys around!

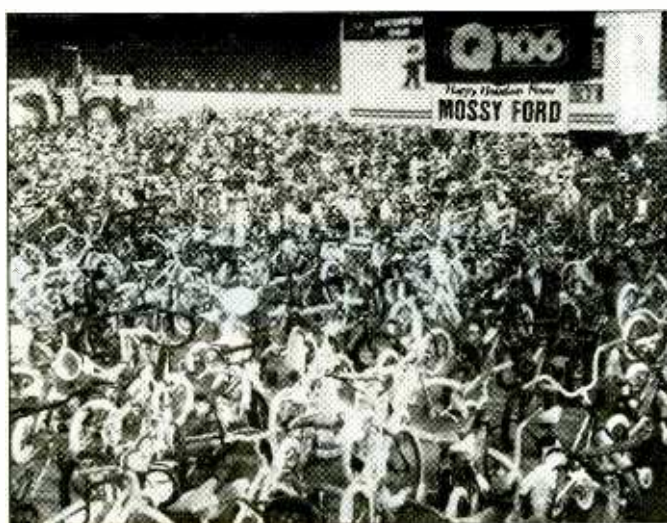
Jeff: A few PDs have given us career-changing wakeup calls. **Tracy Johnson**, [who has since returned to **KFMB-FM**], was invaluable. For present air talents, we've learned a ton from [KHKS/Dallas morning driver] **Kidd Kraddick**. I don't know of anyone in the business who's more willing to share with others or who "gets it" more. Not only does he get it, but he gets where it's going. He's like **Scott Shannon** because he'll talk and share with anybody. There aren't a lot of people like that.

Jer: **Scott Shannon** has been extremely nice to us. We can call him anytime and ask, "What do you think about this?" He calls us too. **Don Anthony** has been a 14-year friend and one of the nicest guys in the business. Whenever we don't know what to do, we can always call him.

Jeff: He's the one who got us to San Diego in the first place. We use up vacation time when we need to talk to him though.

Next Week: **Jeff & Jer** discuss syndication, staying in touch with your audience, the telecom bill, and how to beat **Howard Stern** and **Don Imus**.

CHR Asst. Editor Paul Colbert contributed to this column.



Jeff & Jer vowed to stay under a mountain of snow until 500 bicycles were donated for charity Christmas presents. Less than one day later, over 2000 bikes had been delivered.



CALLOUT AMERICA®

EXCLUSIVE NATIONAL MUSIC RESEARCH ESTIMATES AUGUST 9, 1996

CALLOUT AMERICA® song selection is based on the top titles from the R&R CHR/Pop chart for the airplay week of July 15-21.

ARTIST TITLE LABEL(S)	CHR/POP				TOTAL% FAMILIARITY	TOTAL% BURN
	TW	LW	2W	3W		
NO DOUBT Spiderwebs (Trauma/Interscope)	4.00	4.06	—	—	39.5%	6.0%
ALANIS MORISSETTE You Learn (Maverick/Reprise)	4.00	4.01	4.04	4.04	91.0%	28.3%
BONE THUGS-N-HARMONY Tha Crossroads (Ruthless/Relativity)	3.96	3.96	3.92	3.89	62.0%	13.8%
DONNA LEWIS I Love You Always Forever (Atlantic)	3.95	3.70	3.71	3.69	54.5%	7.8%
FUGEES Killing Me Softly (Ruffhouse/Columbia/CRG)	3.91	3.97	3.96	4.00	98.0%	35.0%
R. KELLY I Can't Sleep Baby (If I) (Jive)	3.90	3.88	—	—	52.3%	6.8%
JEWEL Who Will Save Your Soul (Atlantic)	3.84	3.87	3.63	3.76	76.3%	16.3%
JANN ARDEN Insensitive (A&M)	3.78	3.72	3.69	3.66	69.0%	16.5%
OASIS Champagne Supernova (Epic)	3.76	3.82	3.85	3.83	70.5%	22.8%
LOS DEL RIO/BAYSIDE BOYS MIX Macarena (RCA)	3.75	3.58	3.60	3.64	87.8%	30.0%
COLOR ME BADD The Earth, The Sun, The Rain (Giant)	3.74	3.61	3.50	3.66	55.0%	11.8%
ERIC CLAPTON Change The World (Reprise)	3.73	3.69	3.65	3.52	56.8%	12.0%
QUAD CITY DJ'S C'mon 'N Ride It... (Quadra Sound/Big Beat/Atlantic)	3.72	3.63	3.57	3.71	47.5%	11.0%
DISHWALLA Counting Blue Cars (A&M)	3.71	3.58	3.45	3.69	67.3%	19.3%
PRIMITIVE RADIO GODS Standing Outside... (Ergo/Columbia/CRG)	3.68	3.73	3.53	3.73	52.0%	11.0%
TRACY CHAPMAN Give Me One Reason (Elektra/EEG)	3.62	3.78	3.70	3.60	87.5%	32.3%
TONI BRAXTON You're Makin' Me High (LaFace/Arista)	3.59	3.66	3.67	3.65	67.5%	14.0%
MARIAH CAREY Forever (Columbia/CRG)	3.49	3.56	3.57	3.57	76.0%	22.5%
MAXI PRIEST F/SHAGGY That Girl (Virgin)	3.44	3.34	3.36	3.37	56.0%	14.8%
LA BOUCHE Sweet Dreams (RCA)	3.41	3.43	3.34	3.31	83.3%	33.0%
NATALIE MERCHANT Jealousy (Elektra/EEG)	3.39	3.62	3.57	3.51	70.5%	25.5%
NO MERCY Where Do You Go (Arista)	3.32	3.42	—	—	37.3%	9.8%
ROBERT MILES Children (Arista)	3.32	3.24	3.15	3.31	44.8%	15.5%
BADLEES Angeline Is Coming Home (Polydor/A&M)	3.30	3.53	3.18	3.26	21.0%	5.3%
BLESSID UNION OF SOULS All Along (EMI)	3.30	3.22	3.15	3.20	42.8%	10.0%
HOOTIE & THE BLOWFISH Old Man & Me (Atlantic)	3.27	3.35	3.35	3.35	77.0%	32.5%
HOOTIE & THE BLOWFISH Tucker's Town (Atlantic)	3.27	3.34	3.37	—	74.5%	30.3%
LISA LOEB Waiting For Wednesday (Geffen)	3.00	3.12	—	—	20.0%	5.0%

Total sample size is 400 respondents with a +/-5 margin of error. Total average favorability estimates are based on a scale of 1-5 (1 = dislike very much, 5 = like very much). Total familiarity represents the percentage of respondents who recognized the song. Total burn represents the number of respondents who said they are tired of hearing the song. Sample composition is based on females aged 12-34, who responded favorably to a CHR/Pop musical montage in the following regions and markets: **EAST:** Boston, Buffalo, Hartford, New York, Philadelphia, Pittsburgh, Providence, Washington. **SOUTH:** Atlanta, Charlotte, Dallas, Houston, Miami, New Orleans, Norfolk, Orlando, Tampa. **MIDWEST:** Cincinnati, Cleveland, Columbus, Indianapolis, Kansas City, Minneapolis, St. Louis. **WEST:** Denver, Los Angeles, Phoenix, Portland, Salt Lake City, San Diego. Songs are removed from Callout America after 20 weeks of testing. © 1996, R&R Inc.

CALLOUT AMERICA® Hot Scores

By TONY NOVIA

No Doubt's "Spiderwebs" (Trauma/Interscope), which debuted as the highest-testing song in Callout America last week, is in a first-place tie with **Alanis Morissette's** "You Learn" (Maverick/Reprise) this week. "Spiderwebs" is second among women 12-17 (with a 4.25 favorability score), fourth among women 18-24 (3.89), and the top tester in the East and Midwest regions.

R. Kelly has sold millions of albums over the last several years and placed several tracks atop the CHR/Rhythmic and Urban charts. His latest release, "I Can't Sleep Baby (If I)" (Jive) once again generates solid CHR/Pop research results. "Sleep" moves 3.88-3.90 in total favorability and is ranked sixth overall. "Sleep" is second among women 18-24 with a 4.11 and ranks third in the East and South with 3.92 and 4.08 scores, respectively.

"Change The World" by **Eric Clapton** (Reprise) improves its Callout America score once again. Over the past five weeks, "Change" has trended 3.39-3.52-3.65-3.69-3.73. "Change" is third among women 25-34 with a 3.83.

"I Love You Always Forever" by **Donna Lewis** (Atlantic) vaults 3.70-3.95 in total favorability this week. "Love" tests across the board, with a fourth-place 4.13 among women 12-17, 3.86 among women 18-24 (fifth), and 3.85 among women 25-34 (second).

For the record: Due to a typographical error in last week's R&R, Callout America numbers for "C'mon 'N Ride It..." by **Quad City D.J.'s** were incorrectly credited to "Always Be My Baby" by **Mariah Carey**. We apologize for any inconvenience this may have caused.

THERE'S NO DOUBT THIS IS A SMASH!

"Spiderwebs"

ACROSS THE BOARD STRENGTH!

CALLOUT AMERICA

#1 Overall (Tie)	4.00	#1 East Region	4.02
#2 Women 12-17	4.25	#2 South Region	4.09
#2 Women 18-24	3.89	#1 Midwest Region	4.13

Trauma



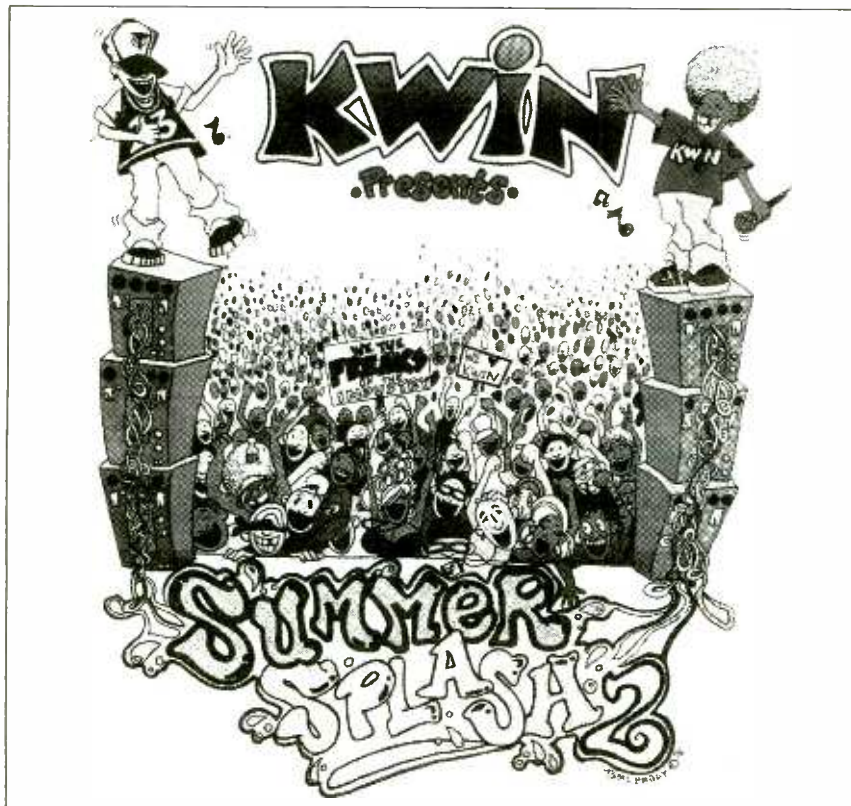
POP/ALTERNATIVE TOP 20

LW	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS		TOTAL STATIONS/ADDS
			TW	LW	
1	1	ALANIS MORISSETTE You Learn (<i>Maverick/Reprise</i>)	6705	6957	155/1
2	2	JEWEL Who Will Save Your Soul (<i>Atlantic</i>)	5564	5517	154/2
3	3	PRIMITIVE RADIO GODS Standing... (<i>Ergo/Columbia/CRG</i>)	5495	5229	199/7
5	4	DISHWALLA Counting Blue Cars (<i>A&M</i>)	4568	4581	162/0
4	5	TRACY CHAPMAN Give Me One Reason (<i>Elektra/EEG</i>)	4406	4630	121/1
6	6	GARBAGE Stupid Girl (<i>Almo Sounds/Geffen</i>)	4210	4105	173/4
7	7	NATALIE MERCHANT Jealousy (<i>Elektra/EEG</i>)	3735	4010	117/1
8	8	CRANBERRIES Free To Decide (<i>Island</i>)	3651	3622	181/2
9	9	BUTTHOLE SURFERS Pepper (<i>Capitol</i>)	3362	3553	142/4
11	10	NO DOUBT Spiderwebs (<i>Trauma/Interscope</i>)	3301	3203	148/7
10	11	SMASHING PUMPKINS Tonight, Tonight (<i>Virgin</i>)	3035	3245	133/1
12	12	DAVE MATTHEWS BAND So Much To Say (<i>RCA</i>)	3026	2845	159/7
15	13	BLUES TRAVELER But Anyway (<i>A&M</i>)	2951	2677	148/2
14	14	BECK Where It's At (<i>DGC/Geffen</i>)	2745	2753	103/4
—	15	PEARL JAM Who You Are (<i>Epic</i>)	2632	1824	97/4
13	16	STONE TEMPLE PILOTS Trippin' On A Hole In... (<i>Atlantic</i>)	2587	2817	92/0
16	17	OASIS Don't Look Back In Anger (<i>Epic</i>)	2470	2488	131/14
18	18	NADA SURF Popular (<i>Elektra/EEG</i>)	2210	2169	127/16
20	19	SOUNDGARDEN Burden In My Hand (<i>A&M</i>)	2195	2063	83/0
—	20	311 Down (<i>Capricorn</i>)	2064	1808	92/6

This chart reflects airplay from July 29-August 4. Songs ranked by total plays. 130 CHR/POP reporters and 93 Alternative reporters combine from the custom chart function on R&R ONLINE. Alternative titles are manually extrapolated. For complete reporter lists refer to Pop and Alternative sections. © 1996, R&R Inc.



MORE TATTOOS, LESS GUT — WFLZ/Tampa (and KHTS/San Diego)'s morning show recently introduced its new member — the Dennis Rodman-like "Jason The Intimidator" (second from left). Boxing out for rebounding position are (l-r) PD B.J. Harris, M.J. Kelli, and Hurricane Stevens.



A SPLASHIN' GOOD TIME — KWIN/Stockton's recent "Summer Splash 2" Leukemia Society benefit/party boasted headliners Run-DMC, Digital Underground, Sugarhill Gang, Quad City DJ's, Lina Santiago, Monifah, Deborah Cox, and CeCe Peniston, among others. It also featured this really cool T-shirt.

NEW & ACTIVE

WHITNEY HOUSTON Why Does It Hurt So Bad (<i>Arista</i>) Total Plays: 703, Total Stations: 59, Adds: 3	DEF LEPPARD All I Want Is Everything (<i>Mercury</i>) Total Plays: 387, Total Stations: 22, Adds: 0
REFRESHMENTS Banditos (<i>Mercury</i>) Total Plays: 597, Total Stations: 44, Adds: 0	ACE OF BASE Never Gonna Say I'm Sorry (<i>Arista</i>) Total Plays: 342, Total Stations: 16, Adds: 4
M.T.S. I'll Be Alright (<i>Summit</i>) Total Plays: 556, Total Stations: 20, Adds: 1	NADA SURF Popular (<i>Elektra/EEG</i>) Total Plays: 288, Total Stations: 40, Adds: 15
FUGEES No Woman, No Cry (<i>Ruffhouse/Columbia/CRG</i>) Total Plays: 527, Total Stations: 15, Adds: 0	VOICE OF THE BEEHIVE So Hard (<i>Discovery</i>) Total Plays: 275, Total Stations: 26, Adds: 6
AMBER This Is Your Night (<i>Tommy Boy</i>) Total Plays: 525, Total Stations: 20, Adds: 1	GROOVE THEORY Baby Luv (<i>Epic</i>) Total Plays: 266, Total Stations: 22, Adds: 7
WALLFLOWERS 6th Avenue Heartache (<i>Interscope</i>) Total Plays: 510, Total Stations: 44, Adds: 5	ALANIS MORISSETTE Head Over Feet (<i>Maverick/Reprise</i>) Total Plays: 225, Total Stations: 10, Adds: 3
GHOST TOWN DJ'S My Boo (<i>So So Def/Columbia/CRG</i>) Total Plays: 474, Total Stations: 29, Adds: 8	STONE TEMPLE PILOTS Trippin' On A Hole In A Paper Heart (<i>Atlantic</i>) Total Plays: 212, Total Stations: 13, Adds: 0
LINA SANTIAGO Just Because I Love You (<i>Groove Nation/Universal</i>) Total Plays: 462, Total Stations: 32, Adds: 1	BECK Where It's At (<i>DGC/Geffen</i>) Total Plays: 179, Total Stations: 15, Adds: 5
CRUSH Jellyhead (<i>Robbins</i>) Total Plays: 460, Total Stations: 19, Adds: 1	KATALINA DJ Girl (<i>Thump</i>) Total Plays: 175, Total Stations: 10, Adds: 4
PATTI ROTHBERG Inside (<i>EMI</i>) Total Plays: 402, Total Stations: 44, Adds: 12	GINUWINE Pony (<i>550 Music</i>) Total Plays: 151, Total Stations: 6, Adds: 0

Songs ranked by total plays

SELECTED NEW RELEASES

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

Adds AUGUST 13

- Gabrielle** "Give Me A Little More Time" (Go! Discs/London/Island)
- L.L. Cool J** "Loungin'" (Def Jam/RAL/Mercury)
- Once Blue** "Save Me" (EMI)
- Poe** "Angry Johnny" (Modern/Atlantic)



A TOTALLY WILD PARTY — Arista artists Total helped make KYLD (*Wild 107*)/San Francisco's Summer Beach Party a success. Enjoying the sun are (l-r) KYLD PD Michael Martin and air talent Renee Taylor, Total's Kima, Keisha, and Pam, and Arista rep Lance Walden.

CHR/POP REPORTERS

August 9, 1996 R&R • 37

Stations and their adds listed alphabetically by market

KQJD/Alexandria, LA PD: Kahana APD: Sharifan GLORIA ESTEFAN "Mine" GROOVE THEORY "Baby" GIN BLOSSOMS "Matters" BRYAN ADAMS "Lifts" AMBERSUNSHOWER "Water" NADA SURF "Poplar" BRANDY, TAMIA... "Missing" JUNIOR BROWN "Surf"	KZMG/Boise, ID PD: Mike Kasper ND: Carl Ballance NADA SURF "Poplar"	WNKI/Eimira, NY PD/MD: Bob Dalek 1 GLORIA ESTEFAN "Mine" 1 JOHN MELLENCAMP "Key"	WNNK/Harrisburg, PA PD: John O'Dea ND: Scott Shaw OASIS "Anger" CELINE DION "Coming" TOM PETTY & HB "Walls" VOICE OF THE BEEHIVE "Hard" PRIMITIVE RADIO GODS "Standing"	KIIS/Los Angeles, CA PD: John Cook APD/MD: Tracy Austin No Adds	KHOM/New Orleans, LA PD: Bill Thomas APD/MD: Jammer 19 OUTHERE BROTHERS "Boom" CRUSH "Jellyhead" BRANDY, TAMIA... "Missing" AALIYAH "Knew" GARBAGE "Stupid" BRYAN ADAMS "Lifts" ACE OF BASE "Sorry" GLORIA ESTEFAN "Mine"	KKRZ/Portland, OR PD: Ken Deason APD/MD: Rick Thomas GHOST TOWN DJS "Boo" CELINE DION "Coming"	KHTY/Santa Barbara, CA PD/MD: Damien Young 5 KRISTEN BARRY "Created" 311 "Down" BRYAN ADAMS "Lifts"	WWKZ/Tupelo, MS PD/MD: Rick Stevens BRYAN ADAMS "Lifts" BRANDY, TAMIA... "Missing" GROOVE THEORY "Baby" VOICE OF THE BEEHIVE "Hard" GLORIA ESTEFAN "Mine"
WAEB/Allentown, PA PD: Brian Check MD: Chuck McGee QUAD CITY DJS "Ride" JOHN MELLENCAMP "Key" BRYAN ADAMS "Lifts" DAVE MATTHEWS BAND "Say"	WXKS/Boston, MA PD: John Ivey MD: Tad Beavie 9 HOOTIE & BLOWFISH "Old" GLORIA ESTEFAN "Mine" BRYAN ADAMS "Lifts"	KOUK/Eugene, OR PD: Barry McGuire OASIS "Anger" PATTI ROTHBERG "Inside" BRYAN ADAMS "Lifts"	WKSS/Hartford, CT PD: Jay Boon Jones MD: Dave Vayla NDONS "Sister" R. KELLY "Sleep" CELINE DION "Coming" BRANDY, TAMIA... "Missing"	WZDJ/Louisville, KY PD: C.C. Matthews APD/MD: Karan Pille NADA SURF "Poplar" PATTI ROTHBERG "Inside" BRYAN ADAMS "Lifts" BRANDY, TAMIA... "Missing" DOG'S EYE VIEW "Small"	WEZB/New Orleans, LA APD/MD: Joey G. BRYAN ADAMS "Lifts"	WERZ/Portsmouth, NH OM/MD: Jack O'Brien MD: Liz Jordan VOICE OF THE BEEHIVE "Hard" 2 GLORIA ESTEFAN "Mine" BRYAN ADAMS "Lifts" TINA TURNER "Missing"	WNDU/South Bend, IN PD/MD: Bill Mitchell 27 JOHN MELLENCAMP "Key" 7 NO DOUBT "Spiderwebs" 6 OASIS "Anger" 6 TINA TURNER "Missing" 6 NADA SURF "Poplar" BUTTHOLE SURFERS "Pepper"	KSIX/Tyler, TX PD: Michael Storm MD: Mick Feighan OASIS "Anger" MAXI PRIEST FISHAGGY "That" BLUES TRAVELER "But" TONI BRAXTON "Make"
WQAB/Arlington, PA PD: Brian Check MD: Chuck McGee QUAD CITY DJS "Ride" JOHN MELLENCAMP "Key" BRYAN ADAMS "Lifts" DAVE MATTHEWS BAND "Say"	WKSE/Buffalo, NY PD: Sam O'Hall MD: Dave Universal KEITH SWEAT "Twisted"	WSTO/Evansville, IN PD: Barry Witherspoon HOOTIE & BLOWFISH "Tow"	KRBE/Houston, TX PD: John Peaks APD: Scotty Sparks MD: Jay Michaels 2 DOG'S EYE VIEW "Small"	WZEE/Madison, WI PD: Joe Larson APD/MD: Dana London 5 R. KELLY "Sleep" 3 CELINE DION "Coming" BRANDY, TAMIA... "Missing"	WHTZ/New York, NY PD: Tom Poleman MD: Cobby Bryant 6 REPUBLICA "Ready" 2 ERIC CLAPTON "Change"	WSPK/Poughkeepsie, NY PD: Steve Schantz MD: Scotty Minc 2 JOHN MELLENCAMP "Key" 2 BRYAN ADAMS "Lifts" NADA SURF "Poplar" WHIGFIELD "Close" BRYAN FERRY "Dance" GHOST TOWN DJS "Boo"	KHTQ/Spokane, WA PD: Scott Shannon MD: Tripp Rodgers 311 "Down" ACE OF BASE "Sorry" BECK "Where" BRYAN ADAMS "Lifts" DOG'S EYE VIEW "Small" TINA TURNER "Missing" BRANDY, TAMIA... "Missing"	WWSK/Autca, NY PD: Becky Myers MD: Steve Lawrence GLORIA ESTEFAN "Mine" DOG'S EYE VIEW "Small" BRANDY, TAMIA... "Missing"
KQIZ/Amarillo, TX PD/MD: Ted Kelly BRYAN ADAMS "Lifts" BRANDY, TAMIA... "Missing" PRIMITIVE RADIO GODS "Standing" GHOST TOWN DJS "Boo" MAGNAPOP "Open" JUNIOR BROWN "Surf"	WRQK/Canton, OH PD/MD: Rick Michaels APD: Todd Downard PATTI ROTHBERG "Inside" BECK "Where" DOG'S EYE VIEW "Small" BRYAN ADAMS "Lifts"	KMKX/Fayetteville, AR PD: Bo Shannon MD: Mike Chase 13 TINA TURNER "Missing" NADA SURF "Poplar" PATTI ROTHBERG "Inside" BRANDY, TAMIA... "Missing" BRYAN ADAMS "Lifts"	WZYP/Huntsville, AL PD: Marc Sammons MD: Kramer, 5 NO MERCY "Where" JOHN MELLENCAMP "Key" HOOTIE & BLOWFISH "Tow"	KBFM/McAllen, TX PD: Billy Santiago MD: Jeff DeWitt GLORIA ESTEFAN "Mine" DONNA LEWIS "Always" CRANBERRIES "Decide"	WNVZ/Norfolk, VA PD: Don London MD: Sean Sellers TOM PETTY & HB "Walls"	WPRO/Providence, RI PD: Chris Shebet MD: Tony Mascaro BRYAN ADAMS "Lifts" AMBER "Night" PRIMITIVE RADIO GODS "Standing"	WDBR/Springfield, IL OM: Bill Kaproth MD: Rick Blado PRIMITIVE RADIO GODS "Standing" BRANDY, TAMIA... "Missing" JOHN MELLENCAMP "Key"	WIFC/Wausau, WI PD: Kevin Collins MD: Jackie Johnson BUTTHOLE SURFERS "Pepper" DAVE MATTHEWS BAND "Say" NEW EDITION "Hi" OASIS "Anger" WALLFLOWERS "Heartache"
KGOT/Anchorage, AK OM: Mark Murphy Interim PD: Nancy Lamm BRYAN ADAMS "Lifts" NATHAN MORRIS "Wishes" JOHN MELLENCAMP "Key" NO DOUBT "Spiderwebs"	WSSX/Charleston, SC PD/MD: Calvin Hicks 14 BECK "Where" BRYAN ADAMS "Lifts" NADA SURF "Poplar" BRANDY, TAMIA... "Missing" DOG'S EYE VIEW "Small"	WWCK/Flint, MI PD/MD: Scott Seibel GLORIA ESTEFAN "Mine" BRANDY, TAMIA... "Missing" BRYAN ADAMS "Lifts" DOG'S EYE VIEW "Small" PATTI ROTHBERG "Inside"	WZPL/Indianapolis, IN PD: Tom Gjerdrum MD: Dave Decker No Adds	WAOA/Melbourne, FL PD: Scott Chase MD: J.T. Daniels 31 STING "Touch" 3 TOM PETTY & HB "Walls" CELINE DION "Coming" PATTI ROTHBERG "Inside"	KJYO/Oklahoma City, OK PD: Mike McCoy MD: Jimmy Barrows 9 GHOST TOWN DJS "Boo" 8 JUNIOR BROWN "Surf" BRYAN ADAMS "Lifts" BRANDY, TAMIA... "Missing"	WHTS/Quad Cities, IL-IA OM: Tony Malinowski MD: Brian Scott JOHN MELLENCAMP "Key"	KHTD/Springfield, MO PD: Dave Alexander MD: Ray Michaels BRYAN ADAMS "Lifts" BRANDY, TAMIA... "Missing" GROOVE THEORY "Baby" QUAD CITY DJS "Ride"	KKRD/Wichita, KS PD: Jack Oliver MD: Craig Hubbard No Adds
WSTR/Atlanta, GA PD: Kevin Peterson MD: J.R. Ammons CELINE DION "Coming"	WVSR/Charleston, WV PD: Bill Stahan APD: Mike Edwards No Adds	WJMX/Florence, SC OM: Keith Mitchell MD: Jack Kahan NO DOUBT "Spiderwebs" BRYAN ADAMS "Lifts" BRANDY, TAMIA... "Missing"	WVPE/Jacksonville, FL PD: Cat Thomas APD/MD: Tony Mann 9 GARBAGE "Stupid" PATTI ROTHBERG "Inside"	WGLU/Johnstown, PA PD: Rich Adams MD: Mitch Edwards 34 HOOTIE & BLOWFISH "Tow" BECK "Where" BRYAN ADAMS "Lifts"	KJYO/Oklahoma City, OK PD: Mike McCoy MD: Jimmy Barrows 9 GHOST TOWN DJS "Boo" 8 JUNIOR BROWN "Surf" BRYAN ADAMS "Lifts" BRANDY, TAMIA... "Missing"	WVRO/Richmond, VA PD: Lisa McKay APD/MD: Billy Sarr 27 M.T.S. "Alright" 15 LINA SANTOAGO "Because" 12 NO MERCY "Where" CELINE DION "Coming" ALANIS MORISSETTE "Head"	WVFC/Wilmington, DE PD: Mike Semers MD: Mike Rassi 14 BRYAN ADAMS "Lifts" OASIS "Anger" DOG'S EYE VIEW "Small" GLORIA ESTEFAN "Mine"	
WVWA/Washington, VA PD: Don London MD: Sean Sellers TOM PETTY & HB "Walls"	WVWA/Washington, VA PD: Don London MD: Sean Sellers TOM PETTY & HB "Walls"	WVWA/Washington, VA PD: Don London MD: Sean Sellers TOM PETTY & HB "Walls"	WVWA/Washington, VA PD: Don London MD: Sean Sellers TOM PETTY & HB "Walls"	WVWA/Washington, VA PD: Don London MD: Sean Sellers TOM PETTY & HB "Walls"	WVWA/Washington, VA PD: Don London MD: Sean Sellers TOM PETTY & HB "Walls"	WVWA/Washington, VA PD: Don London MD: Sean Sellers TOM PETTY & HB "Walls"	WVWA/Washington, VA PD: Don London MD: Sean Sellers TOM PETTY & HB "Walls"	
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130 Total Reporters
130 Current Reporters
124 Current Playlists

Reported Frozen Playlist (2):
KHKS/Dallas, TX
KZIL/Lubbock, TX

Did Not Report, Playlist Frozen (4):
WFLY/Albany, NY
WZST/Chattanooga, GA
WJET/Erie, PA
WRFY/Reading, PA

CHR/POP PLAYLISTS

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

Market #1: WHYZ/New York. Playlist for 7100 New York with columns for plays (SW, ZW, LW, TW) and artist/title.

Market #2: KIIS/Los Angeles. Playlist for KIISFM 102.7 with columns for plays (SW, ZW, LW, TW) and artist/title.

Market #3: WIOQ/Philadelphia. Playlist for Q102 with columns for plays (SW, ZW, LW, TW) and artist/title.

Market #4: WPLY/Philadelphia. Playlist for Y100 with columns for plays (SW, ZW, LW, TW) and artist/title.

Market #5: KRBE/Houston. Playlist for 104 KRBE with columns for plays (SW, ZW, LW, TW) and artist/title.

Market #10: WKKS/Boston. Playlist for KISS 105fm with columns for plays (SW, ZW, LW, TW) and artist/title.

Market #11: WHYI/Miami. Playlist for ONE WORLD 100 with columns for plays (SW, ZW, LW, TW) and artist/title.

Market #12: WSTR/Atlanta. Playlist for STAR 94 with columns for plays (SW, ZW, LW, TW) and artist/title.

Market #15: KKLQ/San Diego. Playlist for Q106 with columns for plays (SW, ZW, LW, TW) and artist/title.

Market #18: KDWB/Minneapolis. Playlist for KDWB 101.3 with columns for plays (SW, ZW, LW, TW) and artist/title.

Market #17: WKBQ/St. Louis. Playlist for Q104 with columns for plays (SW, ZW, LW, TW) and artist/title.

Market #19: WBZZ/Pittsburgh. Playlist for B94 with columns for plays (SW, ZW, LW, TW) and artist/title.

Market #20: KKFR/Phoenix. Playlist for Power 92FM with columns for plays (SW, ZW, LW, TW) and artist/title.

Market #20: KZZP/Phoenix. Playlist for KZZP 104.7 FM with columns for plays (SW, ZW, LW, TW) and artist/title.

Market #21: WFLZ/Tampa. Playlist for 89.3 FLZ with columns for plays (SW, ZW, LW, TW) and artist/title.



WALT LOVE

Air Talent Is The Heart Of WTCL's Success

□ VP/GM and PD say local connection and audience relationship essential

This week I had the opportunity to talk with WTCL-AM & FM/Indianapolis VP/GM Paul Major and WLTC-FM PD Vickie Buchanan about how air talent can contribute to a station's overall success. Major addresses the issue from a position of directing talent; Buchanan offers a general overview from her perspective as an on-air PD.

"Talent makes a radio station," Major points out, "specifically in the mornings for us. Although we have some very talented individuals in all of our dayparts. We start out first thing in the morning with Guy Black & The Breakfast Club. We have a producer and additional input by personalities L.C. Clemons and Darrian Martindale. Guy's been well-known for many years in different markets, and he has certainly made his mark here in Indianapolis. He came in third place 18-34 6-10am, Monday-Friday, which is one of the key demographics for us. This is in a market that is less than 14% black."

Reaching Adults

How does Major work with talent and what does he expect? "First, I think you have to look at the level of professionalism of the talent," he suggests. He knows what he's talking about since he was a successful talent for many years in the Detroit market. "A lot of us have talent, but are we disciplined with our talent? I find that our personalities are learning to be disciplined with their talent. In other words, they do the format but know how to inject their individual personalities and still connect to the marketplace. And they do it in a quick fashion that can be entertaining and not create a tune-out."

Major cites Buchanan, who has been doing a midday shift for the past two years. "She really has been able to touch the market — particularly with our female listeners — with her program."

And how does Buchanan approach her duties as an on-air PD?



Paul Major

Vickie Buchanan

"I know I'm in offices, so I keep it short and sweet while I keep on moving with the music. So, basically I know that I'm background; I'm never offensive. When there's information to give, I give it. Some of the special things I do are theme shows. For example I do a 'Love Your Woman Wednesday' and 'I Love My Man Thursday,' which people say they enjoy. I do most of my adult programming at this time than in any other daypart other than our 'Quiet Storm.'

"Plus, in our evening programming we have a young man, Garth Adams, who mixes music, but it's adult-oriented music. I don't want to call it a mix show because we target adults 25-54. But he gets great numbers with his mixes. He plays adult music, some rap that's not offensive with no talking. It's straight slammin'-jammin'."

Spotting Potential Talent

Can talent be spotted? If so, how can Major tell someone has what it takes to be a success? "That's a tough question," he admits. "I'd have to say that sometimes we think we know what kind of style is go-

ing to fit and work in our market and sometimes we don't know. Sometimes we can make mistakes.

"One example of success was with Guy Black. I saw him as a person who'd do well in this market because I thought he was creative and very personable. Those were the two qualities that helped us decide to go with Guy. And I found that he was consistent in the following areas: Number one, he always shows up to work on time. Number two, he always involves himself in the community and is very visible. He also goes to another level as far as doing extra work and involvement with the radio station. If there's someplace we need to be for a community event, Guy is going to be there. He's going to be bright, he's going to be fresh, and he's going to be entertaining. So in that instance we spotted his talent before he came here.

"Now, on the other hand, I've hired a personality who is also very talented," he explains. "The word talent is still there and certainly he was very disciplined — coming to work on time and doing all the things he was supposed to do. But he just didn't click with the listeners in this market; that happens. It happens in television, radio, movies, and any other type of business where you're trying to create an atmosphere.

"I really think experience in management can help you spot good people who are talented and help you make more accurate decisions. It's a feel you get for people to help make a decision that could be right or wrong. If you can see that the person you are considering has basic talent to communicate with others, then you're off to a good start."

Show Respect

As a programmer, how does Buchanan work with her on-air people? "Basically, I just let them know that my

Guy Black: 'No Cheap Laughs'

Since this week's R&R is focusing on air talents, I contacted WTCL-FM/Indianapolis morning personality Guy Black and asked him to share some of his thoughts about talent.

What does it take to be a talent in this business? "For me, I think it takes a person who's willing to be [who he is] and who also has something to offer an audience," he suggests. "People have all kinds of different talents. But in our business, it [comes down to] being creative and honest with your listeners.

"You also have to be committed to work as hard as you have to. One has to do whatever is necessary in order to succeed as a personality in our business. It's not always the person who's considered the most humorous on the air or who has the best-sounding voice who ultimately becomes popular. Instead, it is the person who's the most credible to the targeted listening audience."

Black is also well-known for his character voices, which he does for a number of other air personalities in markets around the country. Has that skill helped with his career? "Being able to do the voices is a definite plus for me," he says. "I've been blessed to be able to do voices for a lot of stations, and in this city, I'm the only person who does voices during their show. The other people use voices from syndicators or networks that they pay for."

Straightforward Style

We all have seen various air talent interviews where they often say things just to be shocking. However, for Black, when posed with the question of what he thinks his individual talents are that have kept his audience loyal, he truly had to search for the words.

"That's a hard question for me to answer because it's easier for me to hear someone else's opinion of what they think my strong points are," he allows. "Maybe that's because we're always hearing some other broadcaster's opinion of our strong points when they're thinking of hiring us for a better position. I'd have to say my strong points consist of a straightforward sense of humor and being able to get my point across whether it's a serious subject or a fun-loving comment — without using any profanity, vulgarity, or sexual innuendos. I call that kind of stuff cheap laughs.

"I don't have to do distasteful things. I don't like it, and I certainly don't respect people who do it. The only way I know how to do what I do is to relate to people in a positive, fun-loving way and make them feel good. I guess you could say I have to be myself and keep it as real as possible with the people.

"I believe you have to put God first because he gives you the talent first so you have something to work with."

door is always open, and they have the freedom to come to me with their ideas. I also let them know that a lot of times it takes us sitting together, collaborating, and making something happen. A lot of times personalities feel restricted, but they don't say anything. There are guidelines that we all have to follow. But, within those guidelines there is that room for working together to show their creativity as a talent."

Major adds, "I've always believed it's very important to have a personable atmosphere within our radio station so people feel happy and want to come to work. We always want a warm, uplifting, and pleasurable atmosphere in this radio station. When you're in a creative business, a good positive work environment is a must. You can get the best out of people and that's what we want so our business can continue to prosper."

WTCL-FM's local angle has certainly helped the company prosper. The primary target audience is adults 25-54; secondary is adults 18-34. In the most recent Arbitron, Guy Black chalked up almost three times the AQH share (mornings 6-10am, Monday-Friday) than ABC's Tom Joyner. In come, Black doubles Joyner. This is only one example of when the hometown local talent is "da bomb," they'll continue to win no matter who they're up against. Major offers this explanation, "As

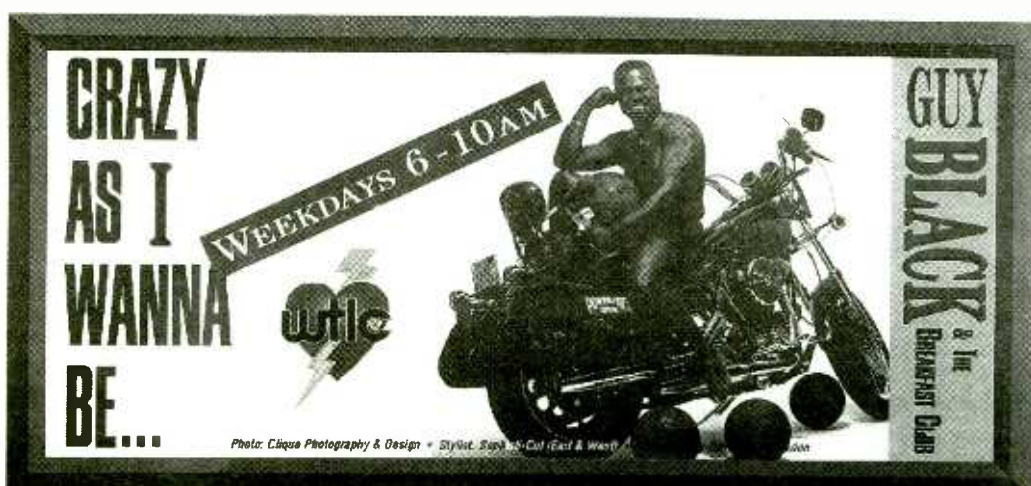
good as Joyner is, it's going to be tough for him to be competitive with any strong personality in a given market for a long while. I know our competitor spends a lot of money promoting him — we spend a lot of money promoting Guy Black. It's that local touch with a creative person that is going to win every time. It's difficult for him to compete in a marketplace where you've got someone who's touching the community every minute, every day, and who's visible."

Another strong contender is WLTC-AM gospel morning host Robert Turner, who is holding his own, despite six other Urban stations fighting for the a piece of the black audience. In the current book the show garnered a 4.4 share 12+. "This is a city with a population of less than 200,000 blacks," Major points out. "But Turner beat out Joyner on FM in the total persons 12+ demo Monday-Friday, 6-10am. In their target demo, 25-54, Robert ties with Tom at a 1.3 share and that's without any promotion from us. Now, what does that tell you?"

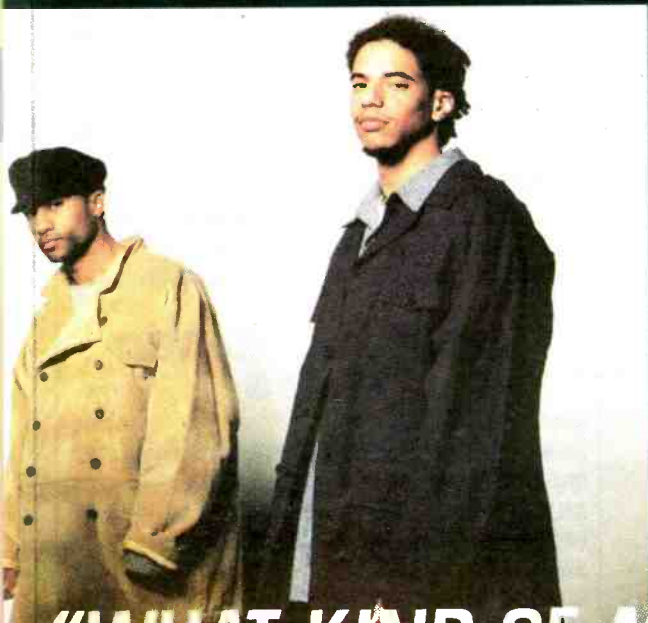
TALK BACK TO R&R!

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

Call me at (310) 788-1667 or e-mail: babylove@rronline.com



WTCL-FM/Indianapolis's outdoor campaign for morning talent Guy Black.



**"WHAT KIND OF MAN WOULD I BE" from the new release *DEFINITION*
OF A BAND**



Produced and Arranged by Mint Condition for Mint Factory Productions

Executive Producers: Jimmy Jam & Terry Lewis and Mint Condition

Management: Larkin Arnold, Esq.

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Main chart table with columns for week, rank, artist, title, label, total plays, and total stations/adds.

This chart reflects airplay from July 29-August 4. Songs ranked by total plays. Highlighted songs indicate Breaker. 82 Urban reporters. 81 current playlists. Songs that are down in plays for three consecutive weeks and below No. 25 are moved to recurrent. © 1996, R&R Inc.

NEW & ACTIVE

- List of new and active songs including Faith Evans, George Benson, Terri & Monica, Geto Boys, Quincy Jones, etc.

- List of new and active songs including Aaliyah, Lionel Richie, Immature, Too Short, Ginuwine, etc.

Songs ranked by total plays.

BREAKERS

AZ YET Last Night (LaFace/Arista) Chart 38

MC LYTE Everyday (EastWest/EEG) Chart 43

MONICA f/NAUGHTY BY NATURE Ain't Nobody (Rowdy/Arista) Chart 44

A+ All I See (Kedar/Universal) Chart 45

MOST ADDED

Table listing most added songs with artist, title, and adds.

MOST INCREASED PLAYS

Table listing most increased plays songs with artist, title, and total play increase.

HOTTEST RECURRENTS

- List of hottest recurrent songs including Joeeci, Men of Vizion, etc.

Breakers: Songs registering 800 plays or more for the first time. Bullets awarded to songs gaining plays over the previous week. If two songs are tied in number of plays, the song being played on more stations is placed first. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Weighted chart appears on R&R ONLINE.

Advertisement for 'Sweet Sable' by I'll Never Go Back, featuring a photo of the artist and promotional text.



FIND COMPLETE PLAYLISTS FOR ALL URBAN AC REPORTERS ON R&R ONLINE

96.1 MARKET #34 KSJL/San Antonio (210) 271-9600 Andrews/Olivarez

WTLG/Indianapolis (317) 923-1456 Buchanan/Buchanan

RHYTHM 102.3 KJLH MARKET #2 KJLH/Los Angeles (310) 330-5550 Winston

WVAZ/Chicago (312) 360-9000 Myrick/Muhammad

KDIA MARKET #4 KDIA/San Francisco (510) 251-1400 Warren/Jones

WPEG/Charlotte (704) 333-0311 Carson/Quick

WQVE/New Orleans (504) 827-6000 Stevens

KSOL 98.9 MARKET #4 KSOL/San Francisco (415) 989-5765 Allen

WDAS MARKET #5 WDAS/Philadelphia (215) 878-2000 Tarnbarro/Davis

W100 MARKET #7 KRBV/Dallas (214) 630-3011 Bacerra/Solis

WJHM/Orlando (407) 333-0072 Lindsey/Hollywood

93.7 WJZZ MARKET #40 WBLK/Buffalo (716) 852-5955 Fason/Sims

WMMJ MARKET #8 WMMJ/Washington DC (202) 686-9300 Gilmore

MAJIC102 MARKET #9 KNUJ/Houston (713) 623-2108 Conner/Boatner

WILD AM 1090 Stereo MARKET #10 WILD/Boston (617) 427-2222 Johnson

WQMG/Greensboro (910) 275-1657 Brown

KJMS/Memphis (901) 323-0101 Base/St. James

WHQT/Miami (305) 759-4311 Kidd/Michaels

MIX 97.1 MARKET #17 KXOK/St. Louis (314) 991-7797 Love/Scott

MAJIC 95.9 MARKET #18 WJWV/Baltimore (410) 332-8200 Brown

LIONEL RICHIE

ORDINARY GIRL

URBAN AC DEBUT **26 BREAKER
MOST ADDED AGAIN!**

WVAZ WMMJ KXOK KDKO
WDAS WHQT WTMP WMCS
AND MANY MORE!

AC CHART **15 BREAKER
MOST ADDED & INCREASED PLAY AGAIN!
NOW ON 72 AC REPORTERS**

WLIT WLTE WDOK KKCW WWNK
KVIL WLIF KOSI WRRM KGBY
AND MANY MORE!

URBAN - NEW & ACTIVE

The New Single From The Album

LOUDER THAN WORDS

PRODUCED BY LIONEL RICHIE
AND JAMES ANTHONY CARMICHAEL

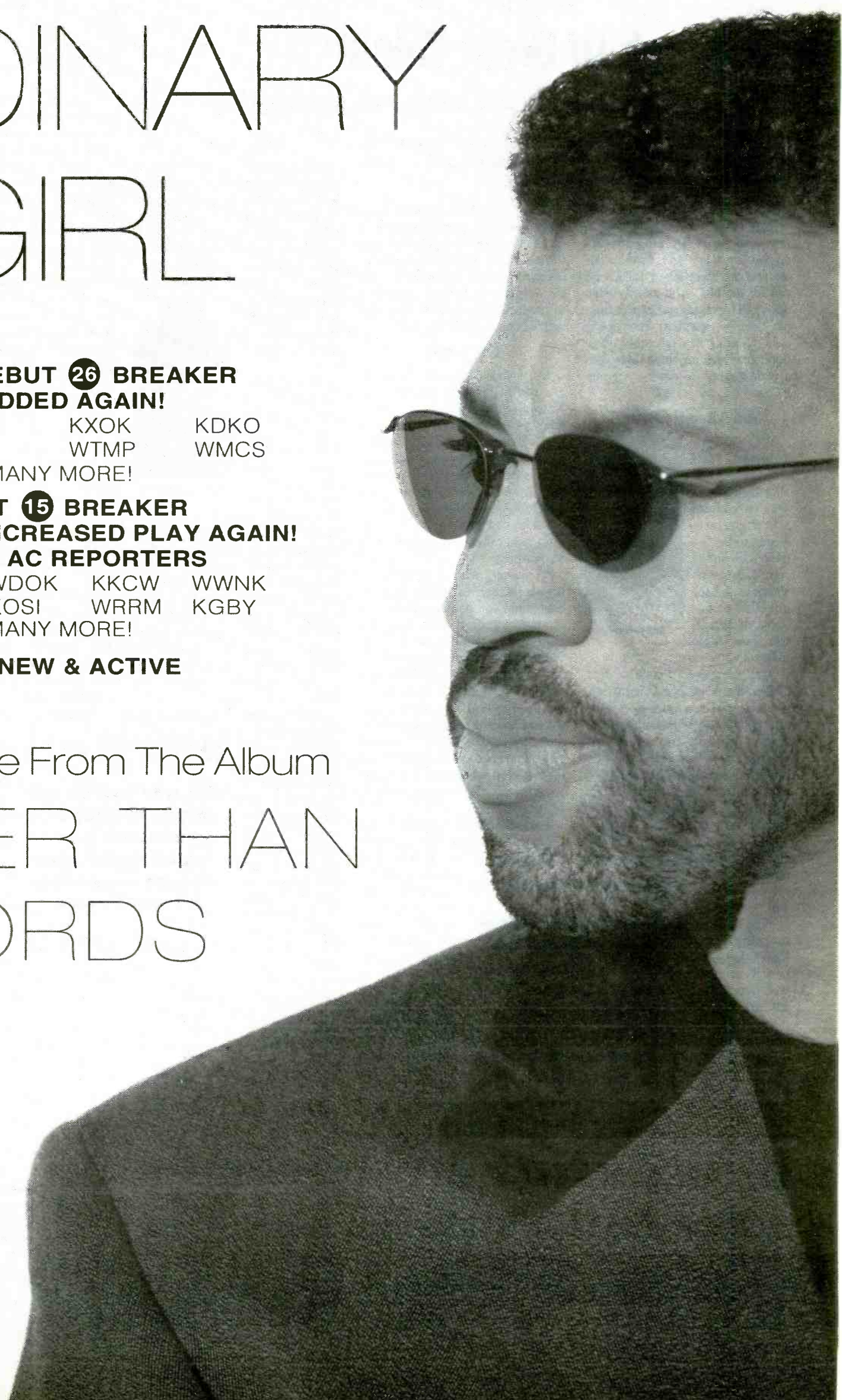
MANAGEMENT:
FREDDY DEMANN
THE DEMANN ENTERTAINMENT CO.

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LON HELTON

In Search Of Great Talent

■ A trio of experts outline what it takes to make it as a personality today

I can't remember a time in the 13 years I've been with R&R that I've heard more people lamenting the "lack of morning air talent" available to Country radio.

But what's really going on? Is the level of talent "lower" than it was a few years ago? Are programmers demanding more from their air talent and are there fewer folks who can fill the bill? And exactly what does a PD look for and expect from his jocks — especially the wakeup crew? Sorting through those questions this week are three folks with a wide variety of jobs — a group PD, an OM, and a GM.

You Must Be Better

WQYK-FM/Tampa OM/morning personality **Tom Rivers** sees two issues affecting personalities today — radio's changing competitive environment and the injection of national personalities into local markets.



Tom Rivers

Addressing the first point, he says, "When there was one Country station in a market, a morning personality could answer the bell on six or seven of the qualities needed and you had a win — or at least you were in the ballpark. Having a direct format competitor, in particular, means that competing in a market is not good enough. In a competitive environment, any weaknesses come to the surface alarmingly fast. Every jock now has to hit on all cylinders to win."

"The focus of a morning show hasn't changed — it still must be well-thought, topical, friendly, and informative. But the intensity of the mission has increased because the competitive environment has changed."

Rivers also believes the playing field upon which local personalities perform has been significantly changed by the plethora of national talent invading the local scene. "National personalities — **Howard Stern, G. Gordon Liddy, Don & Mike** — have changed the game. A market's talent used to be compared to one another, and more often than not they were roughly on the same level. Today, everybody on every level has to be better because of comparisons to

national talent. You're talking about a local air talent going up against a handful of national personalities, most of whom have a couple of writers and a fulltime producer. Not only do you have to be good, you have to produce an alternative that syndicated shows can't match."

On Target

It's not easy being on the air in this era of "instant everything." Notes Rivers, "The Internet, online news services, MSNBC, and other things like that continue to build a world where everything is immediate; where people get information instantly. Whether people are punching your button or because of who you are [as a station], you must be on target 100% of the time."

"That said, with all the stuff going on out there in this world of TV, cable, and computers, nothing has replaced morning radio. Listeners continue to want some form of 'what's going on in my world.' Today's morning shows not only have to be on the right side of the issues but need to be 100% positive that the issues being talked about are interesting to the listener. Listeners only perceive there's too much talk on a station when they don't care what the people on the air are talking about."

And what kind of things should morning shows be talking about? "Lifestyle stuff," says Rivers. "Artist news and stories, for sure. But things like where people can take their kids or save money on things they buy, things being done to improve schools — anything and everything that people who listen to you talk about and care about."

Rivers also believes accessibility — both real and perceived — is also key to being a successful personality today. "We've all said for years that one of the reasons Country artists become stars and remain so for so long is accessibility to their fans. The same goes for jocks. You can't personally touch everybody — though you should get out as much as you can. But your air sound must create the impression that the listener could 'touch' you if he wanted to."

'Be Real'

John Richards, VP/Programming for Paxson's Jacksonville outlets, brings a unique perspective to the talent search since his responsibilities include Country and Alternative. In fact, he thinks Country talent could take a page from Alternative. "The people I hear doing that format are so real. Tapes I get from people in that format are so real."

"There's been a tendency in the past for Country jocks to be a little stilted. They have to realize the people listening to them are sharing with other formats more than ever and that listeners listen to all types of music and personalities. Country jocks shouldn't be afraid to say what they really feel in a way that is human. It's way past the time to drop the stock phrases and the 'radio talk.' It's OK to be real. When you're on the air, talk to people like you talk to them in the hallway. This is something I really see in the Alternative tapes I hear."

"Some of the [on-air] stars of that format haven't been radio people at all — they've been people off the street who have great personalities. A good PD can train them to do the radio stuff. But taking people who love the music and live the lifestyle makes them relatable and a great asset to a station's airstaff."

Shifting the subject slightly to hiring jocks from other formats, Richards says he's never agreed with the philosophy of slapping CHR jocks on a Country station just to make it sound young. "What I do look for are those personalities who have energy and sound like they could work at CHR, but who really know country music and the lifestyle."

A Lasting First Impression

"So what is Richards looking for?" "I listen to the tape a number of times, focusing on different aspects each time. I'll listen once for the overall feel. Once for basics. Then again for content. I want to hear someone our target audience could get along with or relate to. Then I'll get an unscripted tape or, more than likely, have someone in the market run tape on that person for me. And



John Richards

☞

To be a dominant morning show you've got to appeal to listeners of all formats, not just Country.

— Anonymous Top 30 GM

☞

I'll call and find out about the station to see what kind of environment the person's been working in."

Richards reminds tape-sending personalities to always make that aircheck as good as it can be. "When I first hear a tape, I'm assuming it's the best that people have to offer. I go into it with that frame of mind, so anything less can lead to disappointment."

Today's competitive environment has also meant that PDs are looking for more than just a good radio show. Appearances are critical in making the leap from good to great. Because of that, Richards says he's looking for charisma and sparkle in an interview. "I'm looking for light bulbs — people who light up the room when they walk in. The key is to carry it over to on-air. That's the 'double whammy' that can make a morning team great."

Be Consistently Good

This may sound like a ridiculous thing to say, since we all know jocks do their best every minute they're on the air. But, especially if you're looking for another gig and have sent out tapes and resumes, it's more important than ever to be your best every day. That's because, more than ever, potential employers are in your town listening — and watching."

Richards says, "PDs who don't go to a market to listen to a prospective jock — especially for a key daypart — are crazy. It's the only way to tell if he or she can deliver consistently. And listening to the market as a whole and the station as a whole can provide a better perspective of what

that person can do. We're all a product of our surroundings. A talent who stands out in his market has a great chance of improving simply by moving to a bigger market where he can pick things up from other talent."

'Lots Of Mediocrity'

The third member of our trio preferred to remain anonymous. And to get the desired candor, I agreed. Suffice it to say he's a long-time GM at one of the nation's most respected major Country outlets. He's also been searching almost a year for a new morning show for his Top 30-market station. He begins on a less than optimistic note: "The saddest thing I've found is there's a lot of mediocrity out there — often there's little that distinguishes one show from another. There are lots of DJs trying to be entertainers. The end

result is you can hire one of those shows and play not to lose. But in order to play to win, I may have to go outside of the industry or go out and find individuals who are winning and bring them together."

Expanding on his "outside the industry" comment, the GM suggests "a comic, stand-up comedian, or someone from TV — someone who knows how to entertain and be more than a DJ." And when asked about importing talent from stations other than Country, he notes, "Hiring outside the format is not necessarily the answer, but one you can't exclude."

How To Be Dominant

What does our GM think it takes to win in a major market today? "To be a dominant morning show — and that's the only kind to have — you've got to appeal to listeners of all formats, not just Country. Some of them [listeners] may go back to AC, Oldies, News/Talk, or whatever after 10am. But you have to have them in your house in the morning. It's always been that way, of course. But the other format morning shows are getting better; the competition has improved. So we have to step up as well."

Sounds like a pretty tall order. What specifically is this GM looking for? "The personally funny. They need to be engaging and spontaneous. The audience seems to be tiring of recorded bits; they hate things to sound too 'planned.'"

"I'm hearing lots of bits instead of the topical things listeners relate to. Everybody seems to be important, and they are. But phones in the morning show are the gravy that make it great. You have to have personalities who know what to talk about and do so in an engaging, entertaining, spontaneous, and relatable manner. It has to sound like they're sitting in the car next to you."

Listen — And Watch

Perhaps the most frustrating part of any column I've written about personalities is the difficulty in providing specifics. I remember when I was on the air in Galesburg, IL, some, uh, years ago, and I'd read stories about "personalities." But no one ever said exactly how one goes about becoming a personality.

That frustration over lack of specifics continues. As the GM told me, "A GM or PD can't tell a morning show what works and what doesn't. All we can do is say, 'Here are the chalklines. Stay within these boundaries of the law and good taste.' Everything beyond that happens because they 'get it.' They have to know what to do and come in and do it every day."

Our GM said that when he's interested in a talent, he often spends

Continued on Page 54

The feel-good record of the year...

Healin' Hands

THE NEW SINGLE FROM

Great Plains

produced by

BRENT MAHER

and

GREAT PLAINS

ADD DATE:

August 19



MAGNATONE
RECORDS

Hall Of Fame Inductees Announced

□ Buck Owens, Ray Price, and Patsy Montana to be honored during CMA Awards

The main "Buckaroo" joins the "Cherokee Cowboy" and a "Cowboy's Sweetheart" as this year's inductees into the Country Music Hall Of Fame. CMA Exec. Director Ed Benson announced Monday (8/5) that **Buck Owens, Ray Price, and the late Patsy Montana** have been selected for country music's highest honor.

The three will be inducted October 2 during the 30th annual CMA Awards show, hosted by **Vince Gill** and broadcast on CBS-TV. **Lorrie Morgan** and **Marty Stuart** will announce this year's CMA nominees Tuesday (August 13).

Legendary Contributions

Owens, who owns **KCUZ/Bakersfield** and **KNIX/Phoenix**, signed to **Capitol** in 1957. After forming his band, the **Buckaroos** in 1963, he unleashed a string of hits, including "Love's Gonna Live Here," "Act Naturally," and "Together Again." **Dwight Yoakam** has frequently cited Owens as a primary influence.

Nicknamed the "Cherokee Cowboy," Price's honky tonk hits of the '50s and '60s include "Crazy Arms" and "Night Life." In the '70s, he became credited with adding a new sophistication to country with "For The Good Times."

Montana, who died earlier this year, became the first female country artist to sell a million records with her 1935 hit "I Want To Be A Cowboy's Sweetheart."

Prime Time Choices

TNN and **Dick Clark Productions** are still putting guest hosts through the paces at "Prime Time Country" while deciding on a permanent successor to **Tom Wopat**, who left the show in April.

A permanent host will be named later this month or in early September. At the moment, the prime candidates are:

- **Gary Chapman:** Contemporary Christian singer/songwriter, host of TNN's "Sam's Place" and "Country In the Rockies" music specials, and host of syndicated radio's "CCM Radio Countdown With Gary Chapman." He's also married to **Amy Grant**.

- **Bill Cody:** WSM-FM/Nashville air personality and co-host of syndicated "Nashville Record Review" radio show.

- **Bob Eubanks:** Los Angeles radio veteran best-known for his 22-year stint hosting TV's "The Newlywed Game."

- **Katie Haas:** Host of TNN's "Wildhorse Saloon" dance show and "PTC" roving commentator, co-host of syndicated "Nashville Record Review" radio show, former host of TNN's "Video Morning," and former WSM-FM/Nashville air personality.

- **Tom Rivers:** WQYK/Tampa OM and morning show host.

Currently running 90 minutes each weeknight, "PTC" goes to an hour starting September 30. The new host is expected to take over desk duties in October. In the meantime, Haas guest hosts August 12-16. Other guest hosts scheduled in-

COUNTRY FLASHBACK

1 YEAR AGO

• No. 1: "You're Gonna Miss Me When I'm Gone" - Brooks & Dunn

5 YEARS AGO

• No. 1: "You Know Me Better Than That" - George Strait

10 YEARS AGO

• No. 1: "Little Rock" - Reba McEntire

15 YEARS AGO

• No. 1: "I Don't Need You" - Kenny Rogers (third week)

20 YEARS AGO

• No. 1: "Say It Again" - Don Williams

clude **Billy Ray Cyrus** (August 20), **Jack Hanna** (August 21-23), **Kenny Rogers** (August 26-27), **John Schneider** (Sept 9-13), and **Dick Clark** (September 16-17).

Stormy Country

With country acts accelerating their tour schedules during the summer, a lot more of them are playing outdoor concerts. And there's nothing more enjoyable than seeing the acts playing under the skies — at least until the gentle clouds turn nasty.

Lee Roy Parnell was all set to play a July 28 concert at the Belle Chere Festival in Asheville, NC when a severe thunderstorm unleashed rain, wind, and marble-sized hail. Equipment damage and standing water onstage prompted festival organizers to suggest cancelling the show.

However, more than 2000 fans were there to hear the music, a fact which did not go unnoticed by Parnell or sponsor station **WKSF/Asheville**. Parnell asked the production crew about the possibility of using generators to restore power to part of the sound system. It was clear that a full production was not in the cards. But give a few watts to Parnell and his band, the **Hot Links**, and they'll run with it. They provided an hour-long acoustic show to the faithful throng.

In another weather-related incident, **Lonestar's** recent appearance at a county fair in Platte City, MO took an interesting turn when heavy rains converted the outdoor arena into mud. Taking mercy on one fan, covered from head to toe in mud, the band invited her on-

stage. Offering their thanks for being so devoted, they gave her a towel and a T-shirt. **Lonestar's John Rich** didn't think he'd be taken up on his humorous offer of a T-shirt to anyone else who was covered in mud. He was mistaken. Several fans rolled around in the muck for a T-shirt.

Arkansas Traveler

DeQueen, AR native **Collin Raye** continues to be one busy guy. He receives the **Arkansas Broadcasters Association's "Arkansas Of The Year"** award during ceremonies Monday (August 12). Previous recipients include **Johnny Cash** and **Bill Clinton**. He makes an August 25 appearance in Fort Smith for an Arkansas Tornado Relief fundraiser. Between those visits to his home state, Raye makes his symphonic debut during an August 10 guest appearance with the *Atlanta Symphony*.

In addition to recording "A Whole New World" (from the film "Aladdin") for **Walt Disney Records'** upcoming "The Best Of Country Sings The Best Of Disney," Raye sings "Sloop John B." with the **Beach Boys** on the soon-to-be-released **River North** tribute album "Stars & Stripes." And if that's not enough, the Beach Boys return the favor by joining in on "Winter Wonderland" for Raye's new **Epic** Christmas album "The Gift." Other guest vocalists include **Cash** and Raye's 13-year-old daughter **Britanny**.

Opry Return

Tony Toliver had previously performed on the **Grand Ole Opry**, but his recent guest appearance was his first on his own. The singer/pianist served a tenure as **Dottie West's** bandleader, and was ready to go onstage September 4, 1991 when she died in a car crash en route to the show.

For his first time center-stage at the Opry, Toliver sang **Merle Haggard's** "Swinging Doors." Haggard recorded the song with the singer for Toliver's **Curb/Rising Tide** debut album. With Haggard mending from recent heart surgery, another Dottie West protégée — **Larry Gatlin** — joined Toliver on the Opry performance.

All-Star Concerts

Several of **Conway Twitty's** friends and admirers will pay a musical tribute during a September 19 concert benefiting the **EAR Foundation**, a local agency which assists those with hearing problems. Taking place at the **Grand Ole Opry House**, "Hello Darlin' — A Tribute To Conway Twitty" will feature **Travis Tritt, Randy Travis, Tracy Lawrence, Joe Diffie, Loretta Lynn, Diamond Rio, and Sam Moore**.

Former disco diva **Donna Summer** headlines a September 7 concert to benefit **Belmont University's Mike Curb Music Business School**. Others on the bill at the **Ryman Auditorium** include **Trisha Yearwood, Little Texas, Larry Stew-**



TOBY'S TOUCH — After a recent performance in Nashville to benefit the Second Harvest Food Bank, A&M recording artist **Toby Keith** celebrated his latest R&R No. 1 single, "Does That Blue Moon Ever Shine On You." Enjoying the light are (l-r) A&M interim GM **Larry Milam**, Keith's manager **T.K. Kimbrell**, BMI's **Clay Bradley**, Keith, producer **Nelson Larkin**, and Polygram Music Publishing Group VP/GM **Doug Howard**.

art, **Michael McDonald, Amy Grant, Steven Curtis Chapman, Gary Chapman, and Christopher Cross**.

Tipper Gore will be honored during an August 18 birthday bash at the **Ryman Auditorium**. The music will be provided by **Sawyer Brown, K.T. Oslin, John Hiatt, Gretchen Peters, the Thompson Brothers Band, and Jerry Jeff Walker**.

Another Mouth To Feed

Congratulations to **Garth and Sandy Brooks**, whose third child arrived bright and early July 28 at a Nashville-area hospital. Weighing 8 pounds, 10 ounces and measuring 21 1/2 inches, **Allie Colleen** is named for **Sandy's** paternal grandfather and **Garth's** mom, **Colleen**. She'll be sharing space at the Brooks house with sisters **Taylor Mayne Pearl** and **August Anna**. Dad notes, "People are telling me that if I have two more, I'll have a basketball team. I always tell them that if the ones I have are good enough, I already have a team!"

Bits 'N' Pieces

The soundtrack album for **Kevin Costner's** new film "Tin Cup" includes songs by **Patty Loveless, George Jones, Mary Chapin Carpenter, James House, Joe Ely, and the Texas Tornados**. Loveless and **Vince Gill** provide background vocals on Jones's self-penned "Just One More." Others featured on the **Epic Soundtrax** release include **Bruce Hornsby, Shawn Colvin, and Chris Isaak**.

• **Ty Herndon** sings the National

Anthem before the **Dallas Cowboys'** Monday (August 12) pre-season home game against the **New England Patriots**. It's the first time he's tackled the song, and the performance will be televised on **ESPN**.

- **BlackHawk's Henry Paul** finally acquired his dream machine — a red 1965 Corvette Stingray — after locating the wheels in Atlanta.

- To celebrate the release of her new album "Give Me Some Wheels," **Suzy Bogguss** was met by **Capitol/Nashville** staffers, who were wheeling down the office hallways on rollerblades, skateboards, and bicycles.

- The packaging for advance CD copies of **Billy Dean's** **Capitol/Nashville** album "It's What I Do" recently won top honors from the **Printing Industries Association Of The South**. The packaging, designed by **Starstruck Entertainment's** Creative Services Department, won in the "Cartons And Containers" category.

- **Tracy Lawrence** hosts the 14th annual **ACM/Bill Boyd Golf Classic**, which takes place October 21 at the **De Bell Golf Course** in **Burbank, CA**.

- **Johnny Cash's** next album will feature his collaborations with **Tom Petty & The Heartbreakers** and **Flea** of the **Red Hot Chili Peppers**.

- All shows during **Don Williams's** 28-date concert tour of **England, Scotland, and Ireland** sold out weeks in advance. **Victoria Shaw** will open the shows, which include a stop at the **London Palladium**. The tour begins September 19.

— Calvin Gilbert

In Search Of Great Talent

Continued from Page 52

three days in the market listening. Unfortunately, he's often met with disappointment. "It's most frustrating to get a decent tape, listen, and then not hear any depth to the show whatsoever. Too often the excitement and engaging quality you hear on the tape isn't sustained every hour of every show you hear."

This GM does a lot more than listen on his excursions. "I also go to events they're emceeing. I want to see them in action rather than just hire off the tape, resume, interview, etc. The great ones can do it all — the personal touch, the ability to get out and work hard with the listeners and the sales department. It all has to be there to be great.

No one ever said being more than a run-of-the-mill radio personality was easy. It's hard work. But don't let what

you've read deter you on your way to becoming a great air talent.

In fact, to end on a positive note, the GM told me, "The fact is there's tremendous opportunity out there for good talent. But they have to make the opportunity for themselves. I'd tell them to go to the Boot Camp or anywhere else they can network with other personalities or teams. Be on the lookout for potential partners or existing teams that they could join and bring something to the table to make it great."

"Some of the sidekicks out there stand a chance to be co-hosts by partnering with the right people. They need to get together and then market that show. Too many teams are waiting for a station to come after them rather than seeing who they can partner with to make an entertaining show and then market that package to a station."

Adkins stands 6-foot-6
and sings like it...this guy has it all.

DAVID ZIMMERMAN
USA TODAY



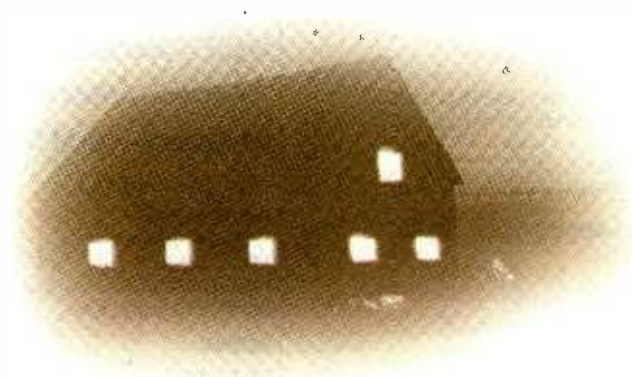
Trace Adkins

Every Light In The House

the new single from the album, Dreamin' Out Loud



© 1996 Capitol Nashville



Airplay Date: August 19



COUNTRY TOP 50

AUGUST 9, 1996

Table with columns: 3W, 2W, LW, TW, ARTIST TITLE LABEL(S), TOTAL STATIONS/ADDS, PLAY RANK, TOTAL PLAYS, +/- PLAYS, TOTAL POINTS, +/- POINTS. Lists top 50 country songs with their respective chart movements and statistics.

This chart reflects airplay from August 5-11. Songs ranked by total points. Highlighted songs indicate Breaker.

182 Country reporters. 175 current playlists. Songs that are down in points for three consecutive weeks are moved to recurrent. © 1996, R&R Inc.

BREAKERS®

No Songs Qualified For Breaker Status This Week

MOST ADDED®

Table with columns: ARTIST TITLE LABEL(S), ADDS. Lists songs with the most new adds for the week.

MOST INCREASED PLAYS

Table with columns: ARTIST TITLE LABEL(S), TOTAL PLAY INCREASE. Lists songs with the largest increase in total plays.

MOST INCREASED POINTS

Table with columns: ARTIST TITLE LABEL(S), TOTAL POINT INCREASE. Lists songs with the largest increase in total points.

HOTTEST RECURRENTS

Table with columns: ARTIST TITLE LABEL(S). Lists songs that are recurrent and have high airplay.

Breakers: Song has achieved airplay at 60% of our reporters for the first time. Bullets awarded to songs gaining in plays and/or points over the previous week. Total Points: The sum of each station's total play or plays of a song multiplied by the station's individual weight. Most Increased Points lists the songs with the greatest week-to-week increases in total points. Play Rank: Ranks all charted songs by total plays. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays.

THE POWER BALLAD OF THE SUMMER

FEATURING A POWERFUL HARMONY VOCAL BY A VERY SPECIAL GUEST ARTIST

brady seals

another you, another me



GOING FOR ADDS AUGUST 26

Stations and their adds listed alphabetically by market

WQMX/Akron, OH PD: Kevin Mason MD: Bill Shiel 18 TRACY LAWRENCE 18 JOHN BERRY	WHWK/Binghamton, NY PD: John Davison MD: John Davison 13 MILA MASON 13 DAVID LEE MURPHY 13 TRAVIS TRITT 13 SAWYER BROWN	WCOL/Columbus, OH PD: Gary Moss MD: John Crenshaw No Adds	KTCB/Ft. Smith, AR OM/MD: Mark Harper 5 MILA MASON 5 CHRIS WARD	WROO/Jacksonville, FL PD: John Richards MD: Buzz Jackson 7 TRAVIS TRITT 7 SHANIA TWAIN 7 RICOCHET 7 PAUL BRANDT	KLLS/Lubbock, TX PD: Jay Richards MD: Heather Harris 19 COLLIN RAYE	KNFV/Odessa-Midland, TX PD/MD: Dave Love 10 THRASHER SHIVER 5 LINDA DAVIS	WLLR/Quad Cities, IA-IL PD: Jim O'Hara MD: Ron Evans 10 SHANIA TWAIN 10 SAWYER BROWN 10 TERRI CLARK	KYCY/San Francisco, CA PD: Eric Logan MD: JOE DEE MESSINA 10 WESTERN FLYER	KIMN/Tucson, AZ PD: Herb Crowe MD: Phil Williams 18 RICOCHET 18 JEFF CARSON
WGNA/Albany, NY OM: Fred Horton MD: Bill Earley 13 ALABAMA 13 RICOCHET	WZZK/Birmingham, AL PD: Jim Tice MD: Scott Stewart 16 TRACY BYRD 16 MARK WILLS 16 PATTY LOVELESS	WHOK/Columbus, OH PD: Max Raines MD: Mark Clark 15 JOE DIFFIE 15 JOHN BERRY	WQWK/Ft. Wayne, IN PD: Jeff Davis MD: Jeff Moore 13 TRACY LAWRENCE 7 TRACY BYRD	WXBO/Johnson City, VA PD: Bill Hegy MD: Reggie Neel 12 PATTY LOVELESS 12 TRACY BYRD 12 KENNY CHESNEY 12 MARTY STUART	WDEB/Macon, GA PD: Gerry Marshall MD: Laura Strong 15 SAWYER BROWN 15 RICOCHET 5 MARTY STUART 5 BAKER & MYERS 5 RONNA MORGAN	KXXY/Oklahoma City, OK PD: Charlie Harrigan MD: Bill Reed 10 JOHN BERRY 10 DAVID LEE MURPHY	WKIX/Raleigh, NC Acting PD: Morgan Thomas 20 GARY ALLAN 5 JEFF CARSON 5 JOE DEE MESSINA 5 RICOCHET 5 LORRIE MORGAN	WRTY/San Jose, CA PD: Julie Stevens MD: Tony Michaels 25 PAM TILLIS 25 TOBY KEITH	KYOO/Tulsa, OK MD: Andy Oatman MD: Steve Jackson 5 MARTY STUART 5 RICOCHET 5 SAWYER BROWN
KRST/Albuquerque, NM PD: Jim Patrick MD: Chaz Malibu 5 ALABAMA 5 SHANIA TWAIN 5 TY ENGLAND	WBOS/Boston, MA PD: Harry Nelson MD: Ginny Rogers 12 BRYAN WHITE	KRYS/Corpus Christi, TX PD/MD: Danny McWilliams 19 RICOCHET 5 DEANA CARTER 5 CHRIS WARD	KNAX/Fresno, CA PD: Larry Santiago MD: Scott Stevens 9 RICOCHET 5 THRASHER SHIVER	WMTZ/Johnstown, PA PD/MD: Brian Cleary 7 SHANIA TWAIN 6 MARTY STUART 6 LORRIE MORGAN 6 CHRIS WARD	WWOM/Madison, WI OM/MD: Tom Oakes MD: Mel McKenzie No Adds	WOW/Omaha, NE PD: Tom Goodwin MD: John Glenn 14 MILA MASON 14 TRAVIS TRITT	WQDR/Raleigh, NC PD/MD: Len Schackelford No Adds	WJCL/Savannah, GA MD: Jay Morgan 5 PAUL BRANDT 5 MILA MASON	KWEN/Tulsa, OK MD: Dave Block MD: Tim Howard 18 MILA MASON 18 TRISHA YEARWOOD
KRRV/Alexandria, LA PD: Lon Harris MD: Michael Bailey 12 TRACY LAWRENCE 12 TONY TOLIVER 12 DEANA CARTER	WKLB/Boston, MA PD: Harry Nelson MD: Ginny Rogers No Adds	KPLX/Dallas, TX PD: Smokey Rivers MD: Teresa Whitney 7 TY ENGLAND	KSXS/Fresno, CA PD: Ken Boesen MD: Chris Costa 7 SHANIA TWAIN 7 RICOCHET 7 MILA MASON	KBEQ/Kansas City, MO PD: Mike Kennedy MD: T.J. McEntire 18 MILA MASON 18 RICOCHET 18 SHANIA TWAIN 18 CHRIS WARD	WGWK/Memphis, TN Interim PD: Mark Billingsley 10 DAVID LEE MURPHY 10 PAUL BRANDT	WWKA/Olando, FL PD: Mike Moore MD: Shadow Stevens 17 JOE DIFFIE 17 TOBY KEITH 17 SAMMY KERSHAW 17 TRACY LAWRENCE	KBUL/Reno, NV PD: Jeff Beard MD: Chuck Reeves 11 TY ENGLAND	WBYT/South Bend, IN PD: Ralph Cherry MD: Lisa Kostl 5 JEFF CARSON 5 RICOCHET 5 SAWYER BROWN	KRDR/Spokane, WA PD: Tim Roberts APD/MD: T.C. Patrick 8 SHANIA TWAIN 8 TY ENGLAND 8 MILA MASON
KGNC/Amarillo, TX PD: Tim Butler MD: Patrick Clark 22 RICOCHET 10 BAKER & MYERS	WYRK/Buttalo, NY PD: Ken Johnson MD: Pat O'Brien 12 BILLY RAY CYRUS 12 LORRIE MORGAN 12 JOHN BERRY	KYNG/Dallas, TX PD: Dan Pearson MD: Stacey Tackett 20 WYNONNA 10 DAVID LEE MURPHY	WTOR/Greensboro, NC PD: Wayne Franklin MD: Danny Hall 5 KENNY CHESNEY 5 DAVID LEE MURPHY	KFKF/Kansas City, MO PD: Les Acree MD: Tony Stevens 8 TRAVIS TRITT 8 MARTINA MCBRIDE	WOGY/Memphis, TN PD: Polly Wegg MD: Hopalong Cassidy 7 TRACY LAWRENCE 7 SAMMY KERSHAW 7 PAUL BRANDT	KHAY/Oxnard, CA PD/MD: Mark Hill 9 SAWYER BROWN 9 TY ENGLAND 9 WESTERN FLYER 9 LORRIE MORGAN 9 TONY TOLIVER	WYYD/Roanoke, VA PD/MD: Robynn Jaymes 16 TRACY LAWRENCE 16 PAUL BRANDT 16 TY ENGLAND 6 WESTERN FLYER	KFRG/Riverside, CA PD: Lee Logan MD: Don Jeffrey 10 WESTERN FLYER 10 PAUL BRANDT 5 LEANN RIMES	WFRG/Utica-Rome, NY PD/MD: Chris Atkins 7 DAVID KERSH 7 SAWYER BROWN 7 MARTY STUART 7 SHANIA TWAIN
KASH/Anchorage, AK PD: Dennis Carter MD: Eddie Maxwell 6 RICOCHET 6 MICHELLE WRIGHT	WBUB/Charleston, SC PD: Charlie Lindsay MD: John Dixon 15 TOBY KEITH 15 JOE DIFFIE	WGNV/Daytona Beach, FL PD: John Rivers MD: John Rivers 20 SHANIA TWAIN 11 MILA MASON 9 PAUL BRANDT	WRNS/Greenville, NC PD: Wayne Carlisle MD: Dale Knippers 15 MARTY STUART 10 RICOCHET	WMIL/Milwaukee, WI PD: Ted Cramer MD: David Bryan 10 TRISHA YEARWOOD 10 DEANA CARTER	WWMJ/Minneapolis, MN PD: Greg Swedberg MD: Travis Moon 10 CHRIS WARD 10 DEANA CARTER 10 DIAMOND RIO	WXBM/Pensacola, FL PD: Lynn West MD: Bruce Clark 15 SHANIA TWAIN 9 KENNY CHESNEY 9 MILA MASON	WBEE/Rochester, NY PD: Bob Barnett MD: Coyote Collins 15 JOE DIFFIE 15 JOE DEE MESSINA 5 SHANIA TWAIN	WPXX/Springfield, MA PD: Jim Andrews MD: Kevin Wright 14 MILA MASON 14 SHANIA TWAIN	WACO/Waco, TX OM/MD: Zack Owen APD/MD: Glenn Michaels 12 RICOCHET
WUSW/Appleton, WI PD: Mark Lewis MD: Billy Cannon 5 TY ENGLAND	WEZL/Charleston, SC PD: T.J. Phillips MD: Gary Griffin 16 SAWYER BROWN 16 RICOCHET 16 MARTY STUART	WYAY/Atlanta, GA PD: Dale Mitchell MD: Nikki Thomas 18 MILA MASON 5 RICOCHET 5 LORRIE MORGAN 5 MARTY STUART 5 SAWYER BROWN 5 RHETT AKINS	WESC/Greenville, SC PD: John Landrum MD: John Landrum 20 TRACY LAWRENCE 7 TRAVIS TRITT 7 SAMMY KERSHAW	WQTV/Daytona Beach, FL PD: Ted Cramer MD: David Bryan 10 TRISHA YEARWOOD 10 DEANA CARTER	WVWX/Phoenix, AZ PD: Steve Swedberg MD: Travis Moon 10 CHRIS WARD 10 DEANA CARTER 10 DIAMOND RIO	WVWX/Phoenix, AZ PD: Steve Swedberg MD: Travis Moon 10 CHRIS WARD 10 DEANA CARTER 10 DIAMOND RIO	WVWX/Phoenix, AZ PD: Steve Swedberg MD: Travis Moon 10 CHRIS WARD 10 DEANA CARTER 10 DIAMOND RIO	WVWX/Phoenix, AZ PD: Steve Swedberg MD: Travis Moon 10 CHRIS WARD 10 DEANA CARTER 10 DIAMOND RIO	WVWX/Phoenix, AZ PD: Steve Swedberg MD: Travis Moon 10 CHRIS WARD 10 DEANA CARTER 10 DIAMOND RIO

182 Total Reporters
182 Current Reporters
175 Current Playlists

Reported Frozen Playlist (5):
KUGN/Eugene, OR
WIOV/Lancaster, PA
WKIS/Miami, FL
KRMD/Shreveport, LA
KXDD/Yakima, WA

Did Not Report, Playlist Frozen (2):
WTNT/Tallahassee, FL
WDEZ/Wausau, WI

COUNTRY PLAYLISTS

August 9, 1996 R&R • 61

SEND COMPLETE PLAYLISTS FOR ALL COUNTRY REPORTERS ON 25 OR 36 LINE

Q103 MARKET #21 WRBQ/Tampa (813) 287-1047 Lane

Table with columns: PLAYS, 3W, 2W, LW, TW, ARTIST/TITLE. Lists top country songs for WRBQ/Tampa.

WGAR/Cleveland (216) 328-9950 Nugent/Collier

Table with columns: PLAYS, 3W, 2W, LW, TW, ARTIST/TITLE. Lists top country songs for WGAR/Cleveland.

KYGO/Denver (303) 321-0950 St. John/Page

Table with columns: PLAYS, 3W, 2W, LW, TW, ARTIST/TITLE. Lists top country songs for KYGO/Denver.

KUPL/Portland, OR (503) 223-0300 Rogers/Taylor

Table with columns: PLAYS, 3W, 2W, LW, TW, ARTIST/TITLE. Lists top country songs for KUPL/Portland, OR.

KWJZ/Portland, OR (503) 228-4393 Mitchell/McCrae

Table with columns: PLAYS, 3W, 2W, LW, TW, ARTIST/TITLE. Lists top country songs for KWJZ/Portland, OR.

WUBE/Cincinnati (513) 721-1050 Closson/Hamilton

Table with columns: PLAYS, 3W, 2W, LW, TW, ARTIST/TITLE. Lists top country songs for WUBE/Cincinnati.

KBOQ/Kansas City (816) 531-2535 Kennedy/McEntire

Table with columns: PLAYS, 3W, 2W, LW, TW, ARTIST/TITLE. Lists top country songs for KBOQ/Kansas City.

KFKF/Kansas City (816) 753-4000 Carter/Stevens

Table with columns: PLAYS, 3W, 2W, LW, TW, ARTIST/TITLE. Lists top country songs for KFKF/Kansas City.

WOAF/Kansas City (816) 931-6100 Cramer/Bryan

Table with columns: PLAYS, 3W, 2W, LW, TW, ARTIST/TITLE. Lists top country songs for WOAF/Kansas City.

KFRG/Riverside (909) 825-9525 Logan/Jettrey

Table with columns: PLAYS, 3W, 2W, LW, TW, ARTIST/TITLE. Lists top country songs for KFRG/Riverside.

FM106 MARKET #28 WMIL/Milwaukee (414) 545-8900 Wolfe/Morgan

Table with columns: PLAYS, 3W, 2W, LW, TW, ARTIST/TITLE. Lists top country songs for FM106.

KNCI/Sacramento (916) 923-9200 Evans/Wood

Table with columns: PLAYS, 3W, 2W, LW, TW, ARTIST/TITLE. Lists top country songs for KNCI/Sacramento.

95.3 KRTY MARKET #30 KRKY/San Jose (408) 293-8030 Stevens/Michaels

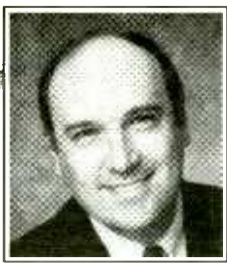
Table with columns: PLAYS, 3W, 2W, LW, TW, ARTIST/TITLE. Lists top country songs for KRKY/San Jose.

WCTK/Providence (401) 467-4366 Everett/Hill

Table with columns: PLAYS, 3W, 2W, LW, TW, ARTIST/TITLE. Lists top country songs for WCTK/Providence.

WCOL/Columbus, OH (614) 221-7811 Moss/Crenshaw

Table with columns: PLAYS, 3W, 2W, LW, TW, ARTIST/TITLE. Lists top country songs for WCOL/Columbus, OH.



MIKE KINOSHIAN

Shannon's Recipe For Success

Can a PD objectively critique an air personality when they're one in the same person? Zany, yet always insightful **Scott Shannon** tackles this and related subjects this week.

There are many good on-air programmers out there, but very few better than Shannon, who—along with tag-team partner/**World Wrestling Federation** weekend host **Todd Pettingill**—holds down mornings on Hot AC **WPLJ/New York**.



Scott Shannon

Jokes Shannon, "I don't possess the mental capacity to function with a two-track mind. I'm a pretty simple person, and the only thing I can concentrate on is talking on the radio. But there have been times when I've turned off the microphone and kicked myself for talking too long or questioning the direction of a bit. I usually know when something was a waste of time."

Shannon believes he's more effective as an on-air PD. "You know what's going on in the control room and it brings you closer to the listener. Being on the air is a continuous educational process—people should always want to improve. I try to get better every day and learn from people like Todd and others here at the station."



There've been times when I've turned off the microphone and kicked myself for talking too long or questioning the direction of a bit. You usually know when something was a waste of time.



Teacher Shortage

One of the industry's most respected PD/air talents, Shannon encourages fellow radio vets to offer input to upcoming talent. "Our business has a real shortage of great teachers and people who are willing to give their time to help others. It was very difficult for me to find suggestions on how I could improve. Many PDs never seem to have enough time to work with their staff."

"It's also important that talent learn from more than just one person. Nothing beats a one-on-one conversation with someone who has

a pretty good idea of what it takes to be a successful air personality."

If Shannon were forced to surrender one of his hats, he says, "I'd probably give up programming because I got into radio to become an entertainer and have fun. To me, the personality side is much more fun than programming. I really became a PD just to keep some jerk who didn't know what he was talking about from being my boss."

Doctors On Call

While Shannon doesn't conduct regularly scheduled aircheck meetings with his 'PLJ on-air colleagues, he holds informal ones sporadically when needed. "[VP/Programming] **Tom Cuddy** and I meet with the talent and evaluate their performance to make sure everyone is improving and progressing. Much like athletes,

radio people can experience performance lulls. Sometimes you might not think you can do anything about it. That's where we come in to nurse people through particular bad spells and help them get out of them."

Red-Light Thinking

More concerned with the big picture, Shannon refrains from hotlining air talent. "I'll check in just to see how people are doing, especially on weekends when things can get a little lonely. One of the advantages of being on the air myself is knowing how much I hated getting hotline calls. You become very self-conscious and start doing breaks for the PD—rather than for listeners. I'd be much looser and do better shows by imagining the PD wasn't listening."

"I'm not going to be over-critical with someone about one or two breaks, or for making simple mistakes. By now, most good personalities realize when they've done something wrong."

PDs Can't Teach Warmth And Friendliness

Prior to being promoted to **SFX Broadcasting VP/Programming**, **Dave Dillon** programmed SFX Soft AC powerhouse **KODA/Houston**. As part of his new corporate duties, Dillon oversees programming on ACs **KYXY/San Diego**, **WLYT/Charlotte**, and **KODA**. I recently asked Dillon what programmers look for from prospective Soft AC air personalities.

Constantly bombarded with tapes, Dillon admits, "Unless there's a specific opening, I don't have time to listen to them all anymore. Some people think it's just [a line], but we do keep tapes on file and call people back."

And there's always a clear and distinct difference when separating quality from quantity. "There are many good people who want to be great, but the number of good people who are willing to work hard to be great are few and far between. I get resumes from people who are fresh out of college and people off the street who think they have the right voice for radio."

Passion For The Business

Those wanting to become major market air talent, Dillon stresses, must possess strong qualifications because, "they are the radio station. The ones who appeal to me have the passion to be good broadcasters. Good [PDs] can program any format and good air talent can work in any format. [KODA midday air per-



Dave Dillon

sonality] **Kelly Casey's** primary background is Rock. But she fits our format perfectly because she's a pro and has adjusted her delivery [to fit our station]."

While Casey successfully adapted, finding the right "adult-sounding" Soft AC talent can be challenging. What does Dillon look for? "A human being who speaks in all vocal ranges and has a smile in their voice. They should sound warm, friendly, enthusiastic, and like they enjoy what they're doing."

"Soft AC's a wallpaper format—a utility. It's important to find someone who sounds natural. You can quicken your pace and energy, but can't change whether or not you're warm and friendly."

Okay, your tape captured the PD's attention and you're ready for an interview. But here's where some air personalities short circuit themselves. "They demand big money or won't work a sixth day," Dillon notes. "Somebody who we felt was ready for an interview de-

Tape Tips To Try

"Send me a tape." It's what PDs have been requesting for years, but not many make extraordinary impressions.

Nationwide Communications Programming Advisor/Hot AC KHM/Houston PD Pat Paxton offers a few suggestions on how to make your presentation stand out.

- **Have a powerful opening.** PDs who aren't impressed within 60 seconds will stop the tape.
- **Be familiar with the station.** The more you know about it—the better off you'll be.
- **Address the package to the PD by name.** Make sure that person is still at the station.
- **Include a one- or two-paragraph cover letter.**
- **Spend the extra money and use a good, quality tape.**

Staying Fresh

Not content with keeping the same style, the Shannon heard today on **WPLJ** has evolved from the one heard yesterday on **WRBQ (Q105)/Tampa**, **WHTZ (Z100)/New York**, or **KQLZ (Pirate Radio)/Los Angeles**. "I'm easily bored with the sound of a station and with myself. I enjoy working with a partner and teams because I don't like to hear the sound of my own voice for very long. It's very important to keep things fresh."

"Anyone who has been in this business more than a few years usually starts feeling the wear and tear and can get burned out. But I still look forward to coming to work and cracking the microphone. One reason why I'm still doing well is that I really love it. I have a problem with people who are in this business solely [to get a paycheck]. You must be excited and passionate about this business and about your performance. That's a big part of being successful."

manded to be flown in first class. Guess what—we didn't bring them in. It's all a matter of how you present yourself."

Best Foot Forward

Even some extroverted announcers can be intimidated by the interview process. "I always look for professionals who make eye contact and will shake my hand," Dillon remarks. "They must present a good image because we send our personalities out; the suc-



There are many good people who want to be great, but the number of good people who are willing to work hard to be great are few and far between.



cess of any format is having people out in the community. That doesn't mean everyone on the staff has to look like they stepped out of the pages of *GQ* or *Cosmopolitan*. They need to understand how important the business side is and must be able to relate to salespeople and sales managers.

"[KODA morning personalities] **Weaver Morrow & Dana Tyson** have gone on five days a week for the last four years and people remember it. Soft ACs can compensate their people who make personal appearances because [the format] brings results for clients. [Being a Soft AC air talent] is much more of a long-term deal than working in CHR."

Lonely Feeling

Congratulations—you've just been hired! In many cases, though, that means you're on your own. "The number one thing I hear is that air personalities don't have people going over their tapes with them," Dillon points out. "People in smaller markets get better by emulating the air talent in bigger markets. I don't know if the industry as a whole is to blame because we haven't fostered a lot of personality or hired the right people to train them. I guess many PDs haven't learned the importance of coaching air talent."

Dillon suggests PDs should meet with morning show members every day and other fulltime airstaffers once a week. One of his favorite tips for Soft AC air talent is to *act* out liners rather than *announce* them. "There's a very strong vitality with many Soft AC airstaffs. It's not a slow, sleepy, dull, boring presentation. It's not Hot AC, but there should be a natural, one-on-one presentation."

REPORTERS

Stations and their adds listed alphabetically by market

AC

HOT AC

WYJB/Albany, NY OMPD: Buzz Brindle MD: Pat Ryan 10 JANN ARDEN "Insensibility" 5 CELINE DION "Coming" 5 JOHN TESH PROJECT "Break"	WLTJ/Chicago, IL OMPD: Mark Edwards 10 TINA TURNER "Missing" WRRM/Cincinnati, OH PDMO: T.J. Holland 5 LIONEL RICHIE "Ordinary" WVWK/Cincinnati, OH PD: Dave Mason APDMO: Bobbi Maxwell 15 DONNA LEWIS "Always" 15 BEACH BOYS/TROCCOLI "Music" 5 RED SPEEDWAGON "Building"	WUOF/Dothan, AL OMPD: Leigh Simpson OMDMO: Mike Holderfield 15 BRYAN ADAMS "Lits" 8 TINA TURNER "Missing"	WJXB/Knoxville, TN PD: Jeff Jamigan MD: Barbara Bridge 7 HARRY CONNICK JR. "Hear"	KJSN/Modesto, CA PDMO: Gary Michaels 5 BETTE MIDLER "Outcasts"	KQXT/San Antonio, TX OMPD: Mike Scott MD: Bill Norris 7 GLORIA ESTEFAN "Mine" 7 BRYAN ADAMS "Lits" 5 BRANDY, TAMIA, "Missing" 5 JAE CIE "Reason"	KMXS/Anchorage, AK PD: Mark Carlson MD: Rick Sparks 30 TOM PETTY & HB "Wals"	KSIE/El Paso, TX PD: Courtney Nelson MD: Mike Martinez 15 BRANDY, TAMIA, "Missing" 5 ROBERT MILES "Children"	WTKI/Milwaukee, WI PD: Denny Clayton MD: Leonard Procca 33 ALANIS MORISSETTE "Kronic" 25 CELINE DION "Coming"	WSNE/Providence, RI OMPD/MO: Jack Aitx MD: Jack Casey 14 CELINE DION "Coming" 14 BRYAN ADAMS "Lits" 14 VANESSA WILLIAMS "Where" 14 MELISSA ETHERIDGE "Nowhere"
WLEV/Allentown, PA MD: John Lodge 14 BRANDY, TAMIA, "Missing" 14 BRYAN ADAMS "Lits"	WVWK/Cincinnati, OH PD: Dave Mason APDMO: Bobbi Maxwell 15 DONNA LEWIS "Always" 15 BEACH BOYS/TROCCOLI "Music" 5 RED SPEEDWAGON "Building"	WVWK/Cincinnati, OH PD: Dave Mason APDMO: Bobbi Maxwell 15 DONNA LEWIS "Always" 15 BEACH BOYS/TROCCOLI "Music" 5 RED SPEEDWAGON "Building"	WGLM/Lafayette, IN PDMO: Dan McKay 17 RUGES "Silly" 7 CORRS "Runaway" 7 BRANDY, TAMIA, "Missing" 7 CORRS "Forgiven"	KJLN/Santa Barbara, CA PD: Duncan Payton 7 JOHN MELLENCAMP "Key" 7 LIONEL RICHIE "Ordinary" 7 CELINE DION "Coming"	KRUZ/Santa Barbara, CA PD: Duncan Payton 7 JOHN MELLENCAMP "Key" 7 LIONEL RICHIE "Ordinary" 7 CELINE DION "Coming"	WROE/Appleton, WI PDMO: J. Devle 14 BRYAN ADAMS "Lits" 14 TINA TURNER "Missing" 14 BRANDY, TAMIA, "Missing" 14 BRADY, TAMIA, "Missing"	WQSM/Fayetteville, NC PDMO: Dave Stone 30 CELINE DION "Coming" 7 JOHN MELLENCAMP "Key" 7 PRIMITIVE RADIO GOOS "Standing"	WMXC/Mobile, AL PD: Bill Black MD: Rich Freeman 18 DISHWALLA "Cars" 15 JEWEL "Save" 7 JOHN MELLENCAMP "Key" 7 BADLIES "Angeline" 7 LYLE LOVETT "Private" 5 GLORIA ESTEFAN "Mine"	WMXB/Richmond, VA OMPD/MO: Jack Aitx MD: Jack Casey 10 CELINE DION "Coming" 10 GLORIA ESTEFAN "Mine" 10 BRYAN ADAMS "Lits" 10 JOHN MELLENCAMP "Key"
WFPG/Atlantic City, NJ OMPD: Dick Farnessey MD: Martine Aquas 14 LIONEL RICHIE "Ordinary" 14 JEWEL "Save"	WVWK/Cincinnati, OH PD: Dave Mason APDMO: Bobbi Maxwell 15 DONNA LEWIS "Always" 15 BEACH BOYS/TROCCOLI "Music" 5 RED SPEEDWAGON "Building"	WVWK/Cincinnati, OH PD: Dave Mason APDMO: Bobbi Maxwell 15 DONNA LEWIS "Always" 15 BEACH BOYS/TROCCOLI "Music" 5 RED SPEEDWAGON "Building"	KTDY/Lafayette, LA OMPD: Michael W. Kay MD: Ed Perkins 5 DONNA LEWIS "Always"	WVWK/Cincinnati, OH PD: Dave Mason APDMO: Bobbi Maxwell 15 DONNA LEWIS "Always" 15 BEACH BOYS/TROCCOLI "Music" 5 RED SPEEDWAGON "Building"	KELO/Sioux Falls, SD PD: Fred Holmes MD: Kathy James 8 ANNE MURRAY "Take" 8 TONY RICH PROJECT "Woman" 8 BRANDY, TAMIA, "Missing"	WVWK/Cincinnati, OH PD: Dave Mason APDMO: Bobbi Maxwell 15 DONNA LEWIS "Always" 15 BEACH BOYS/TROCCOLI "Music" 5 RED SPEEDWAGON "Building"	WVWK/Cincinnati, OH PD: Dave Mason APDMO: Bobbi Maxwell 15 DONNA LEWIS "Always" 15 BEACH BOYS/TROCCOLI "Music" 5 RED SPEEDWAGON "Building"	WMXC/Mobile, AL PD: Bill Black MD: Rich Freeman 18 DISHWALLA "Cars" 15 JEWEL "Save" 7 JOHN MELLENCAMP "Key" 7 BADLIES "Angeline" 7 LYLE LOVETT "Private" 5 GLORIA ESTEFAN "Mine"	KBEE/Salt Lake City, UT OMPD: Steve Kelly APDMO: Sean Michaels MD: Darla Thomas 8 JOHN MELLENCAMP "Key" 8 BRYAN ADAMS "Lits" 8 DISHWALLA "Cars"
WBBQ/Augusta, GA MD: John Patrick 18 ALL-4-ONE "Someday"	WVWK/Cincinnati, OH PD: Dave Mason APDMO: Bobbi Maxwell 15 DONNA LEWIS "Always" 15 BEACH BOYS/TROCCOLI "Music" 5 RED SPEEDWAGON "Building"	WVWK/Cincinnati, OH PD: Dave Mason APDMO: Bobbi Maxwell 15 DONNA LEWIS "Always" 15 BEACH BOYS/TROCCOLI "Music" 5 RED SPEEDWAGON "Building"	KHLA/Lake Charles, LA OMD: Don Rivers 18 CELINE DION "Coming" 5 BRANDY, TAMIA, "Missing"	WVWK/Cincinnati, OH PD: Dave Mason APDMO: Bobbi Maxwell 15 DONNA LEWIS "Always" 15 BEACH BOYS/TROCCOLI "Music" 5 RED SPEEDWAGON "Building"	WVWK/Cincinnati, OH PD: Dave Mason APDMO: Bobbi Maxwell 15 DONNA LEWIS "Always" 15 BEACH BOYS/TROCCOLI "Music" 5 RED SPEEDWAGON "Building"	WVWK/Cincinnati, OH PD: Dave Mason APDMO: Bobbi Maxwell 15 DONNA LEWIS "Always" 15 BEACH BOYS/TROCCOLI "Music" 5 RED SPEEDWAGON "Building"	WVWK/Cincinnati, OH PD: Dave Mason APDMO: Bobbi Maxwell 15 DONNA LEWIS "Always" 15 BEACH BOYS/TROCCOLI "Music" 5 RED SPEEDWAGON "Building"	WMXC/Mobile, AL PD: Bill Black MD: Rich Freeman 18 DISHWALLA "Cars" 15 JEWEL "Save" 7 JOHN MELLENCAMP "Key" 7 BADLIES "Angeline" 7 LYLE LOVETT "Private" 5 GLORIA ESTEFAN "Mine"	KISN/Salt Lake City, UT PD: Burka Altan MD: Bill Tanner 15 DONNA LEWIS "Always"
KKML/Austin, TX OMPD: Stan Mehn MD: Norman Cruick 8 MARIAN CAREY "Forever"	WVWK/Cincinnati, OH PD: Dave Mason APDMO: Bobbi Maxwell 15 DONNA LEWIS "Always" 15 BEACH BOYS/TROCCOLI "Music" 5 RED SPEEDWAGON "Building"	WVWK/Cincinnati, OH PD: Dave Mason APDMO: Bobbi Maxwell 15 DONNA LEWIS "Always" 15 BEACH BOYS/TROCCOLI "Music" 5 RED SPEEDWAGON "Building"	WVWK/Cincinnati, OH PD: Dave Mason APDMO: Bobbi Maxwell 15 DONNA LEWIS "Always" 15 BEACH BOYS/TROCCOLI "Music" 5 RED SPEEDWAGON "Building"	WVWK/Cincinnati, OH PD: Dave Mason APDMO: Bobbi Maxwell 15 DONNA LEWIS "Always" 15 BEACH BOYS/TROCCOLI "Music" 5 RED SPEEDWAGON "Building"	WVWK/Cincinnati, OH PD: Dave Mason APDMO: Bobbi Maxwell 15 DONNA LEWIS "Always" 15 BEACH BOYS/TROCCOLI "Music" 5 RED SPEEDWAGON "Building"	WVWK/Cincinnati, OH PD: Dave Mason APDMO: Bobbi Maxwell 15 DONNA LEWIS "Always" 15 BEACH BOYS/TROCCOLI "Music" 5 RED SPEEDWAGON "Building"	WVWK/Cincinnati, OH PD: Dave Mason APDMO: Bobbi Maxwell 15 DONNA LEWIS "Always" 15 BEACH BOYS/TROCCOLI "Music" 5 RED SPEEDWAGON "Building"	WMXC/Mobile, AL PD: Bill Black MD: Rich Freeman 18 DISHWALLA "Cars" 15 JEWEL "Save" 7 JOHN MELLENCAMP "Key" 7 BADLIES "Angeline" 7 LYLE LOVETT "Private" 5 GLORIA ESTEFAN "Mine"	WVWK/Cincinnati, OH PD: Dave Mason APDMO: Bobbi Maxwell 15 DONNA LEWIS "Always" 15 BEACH BOYS/TROCCOLI "Music" 5 RED SPEEDWAGON "Building"
WVWK/Cincinnati, OH PD: Dave Mason APDMO: Bobbi Maxwell 15 DONNA LEWIS "Always" 15 BEACH BOYS/TROCCOLI "Music" 5 RED SPEEDWAGON "Building"	WVWK/Cincinnati, OH PD: Dave Mason APDMO: Bobbi Maxwell 15 DONNA LEWIS "Always" 15 BEACH BOYS/TROCCOLI "Music" 5 RED SPEEDWAGON "Building"	WVWK/Cincinnati, OH PD: Dave Mason APDMO: Bobbi Maxwell 15 DONNA LEWIS "Always" 15 BEACH BOYS/TROCCOLI "Music" 5 RED SPEEDWAGON "Building"	WVWK/Cincinnati, OH PD: Dave Mason APDMO: Bobbi Maxwell 15 DONNA LEWIS "Always" 15 BEACH BOYS/TROCCOLI "Music" 5 RED SPEEDWAGON "Building"	WVWK/Cincinnati, OH PD: Dave Mason APDMO: Bobbi Maxwell 15 DONNA LEWIS "Always" 15 BEACH BOYS/TROCCOLI "Music" 5 RED SPEEDWAGON "Building"	WVWK/Cincinnati, OH PD: Dave Mason APDMO: Bobbi Maxwell 15 DONNA LEWIS "Always" 15 BEACH BOYS/TROCCOLI "Music" 5 RED SPEEDWAGON "Building"	WVWK/Cincinnati, OH PD: Dave Mason APDMO: Bobbi Maxwell 15 DONNA LEWIS "Always" 15 BEACH BOYS/TROCCOLI "Music" 5 RED SPEEDWAGON "Building"	WVWK/Cincinnati, OH PD: Dave Mason APDMO: Bobbi Maxwell 15 DONNA LEWIS "Always" 15 BEACH BOYS/TROCCOLI "Music" 5 RED SPEEDWAGON "Building"	WMXC/Mobile, AL PD: Bill Black MD: Rich Freeman 18 DISHWALLA "Cars" 15 JEWEL "Save" 7 JOHN MELLENCAMP "Key" 7 BADLIES "Angeline" 7 LYLE LOVETT "Private" 5 GLORIA ESTEFAN "Mine"	WVWK/Cincinnati, OH PD: Dave Mason APDMO: Bobbi Maxwell 15 DONNA LEWIS "Always" 15 BEACH BOYS/TROCCOLI "Music" 5 RED SPEEDWAGON "Building"


101 Total Reporters
101 Current Reporters
88 Current Playlists

Reported Frozen Playlist (6):
WMJX/Boston, MA
WEZLW/Burlington, VT
WSPG/Greenville, SC
KLSY/Seattle, WA
KEZK/SL Louis, MO

Did Not Report, Playlist Frozen (7):
WSNY/Columbus, OH
KEZA/Fayetteville, AR
WLHT/Grand Rapids, MI
WMAG/Greensboro, NC
WEAT/West Palm Beach, FL
WJBR/Wilmington, DE
WKBN/Youngstown, OH

70 Total Reporters
70 Current Reporters
65 Current Playlists

Did Not Report, Playlist Frozen (5):
WVWK/Baltimore, MD
WBMX/Boston, MA
WRAL/Raleigh, NC
KFMB/San Diego, CA
KYKY/SL Louis, MO



Tom Dolan is living with asthma. At a world-record pace.

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CAROL ARCHER

Virtual Airshift: The Art Of DAT-Jocking

■ She lives in Seattle, but Blake's digital daily commute takes her to Phoenix

Barbara Blake was KKSF/San Francisco PD Steve Feinstein's first hire at that now-legendary NAC outlet as host of "Lights Out San Francisco," a position she held for two years. Next, Blake segued to then-NAC KKNW/Seattle. She has also been an announcer on KTWV/Los Angeles and KJAZ/San Francisco.

Blake still lives in Seattle. But today her daily airshift, "Desert Nights," is heard on KYOT/Phoenix from 7pm to midnight. Additionally, she produces, hosts, and syndicates "Citizen Planet," a two-hour show of international contemporary jazz, world fusion music, and global cultural information that airs not only on KYOT, but on stations in France, Mauritius, and Vietnam. I recently asked Blake to describe the unique complexity of living in one market while hosting a show in another.



Barbara Blake

"Whenever we're doing radio, the announcer is talking to one person. We don't have [the image of] a whole audience. Rather, when you crack the mike in music radio, you talk to a single person and give them a sense of being in a cordial environment. That's what I do in my home studio, exactly as I would if I were doing the show live. In a format as music-intensive as NAC, you have to establish a rapport — a sense of one-to-oneness — in a very short time. That's the secret to all good radio. When I do my shift, I approach it as I would a live shift, by imagining different types of people to make it more interesting for myself — whether it's a 35-year-old housewife, a 42-year-old businessman, or someone in their car. I know who the audience is and I use my imagination to reach them."

Although hundreds of miles away, Blake utilizes several schemes to help create a real-time approach that "feels" like Phoenix. "I'm always aware of what the weather is. Generally in Phoenix, it's sweltering from May to December, and then they get monsoons. I'm very wired to the web and can see exactly what the conditions are. I speak with [KYOT PD] Nick Francis all the time and he helps keep me on top of everything. He faxes me PSAs and other current-events information. I've also found some fabulous pages on the web that I print out, which include everything from the big-name stars who are coming in to

do concerts to a cook-off for the local church.

"Because we cover all of Arizona, I'm also able to integrate all kinds of information for other cities, like, 'Hello to our listeners in Tucson and Flagstaff. If you're in Tucson, there's a concert under the stars Thursday night at 7:30 at such-and-such park.' There's absolutely no difference [from living in the market]. None. This fits with my whole mindset anyway: I'm on the air in Paris, Mauritius, Phoenix, and Vietnam, and I hope to do it all around the world. This is truly the global village."

Freelance Air Talent

Blake believes the future is ripe for further radio opportunities such as hers. She comments, "This is such a smart way to go, because management gets independent contractors who are major-market talent at less than major-market prices. What they get is talent seasoned in this format who really know what they're doing. NAC talent must have a sense of timing, to connect fast, have a feel for the music and of who they're talking to, and the critical ability to connect with someone on a personal level using their own humanity. A good NAC presenter establishes an ambiance, a style, and a stationality that makes people comfortable. [Other KYOT personalities] Talaya Trigueros and Blake Lawrence are fabulous at that, and I hope that I am, too.

"Another critical point is about Nick Francis: He's one of those wonderful people who trusts our professionalism. This doesn't mean that he doesn't give feedback, but what he has is a sense of respect for who we are and he knows we respect him and the whole process. He doesn't need to throw his power around to feel comfortable. If management has a clear sense of themselves and aren't threatened when dealing with top-notch professionals, then it's entirely possible to have a successful, totally digital station."

NAC

My First Radio Job

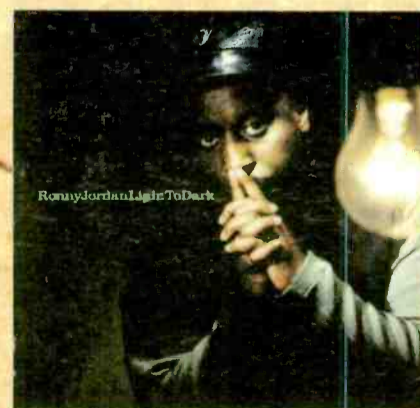
They say that you've got to start somewhere. Here's a list of where some of our NAC reporters began making deposits in their career "dues to pay" accounts.

KRZN/Albuquerque PD Mark McGuire: news stringer, WBKC/Painesville, OH, 1987
KNIK/Anchorage PD Dean Williams: afternoons, Big Band WNON/Lebanon, IN, 1974
WJZF/Atlanta PD Mark Edwards: news/mornings/production, Country WFST/Caribou, ME, 1978
KAJZ/Austin PD Doc Burns: mornings, AC then-KYSR/EI Paso, 1982
WOAS/Boston PD Bill George: production intern/board op, Soft AC WWL/Providence, 1987
WSJZ/Buffalo PD Steve Weirsman: WIOF/Hartford
WNUA/Chicago PD Lee Hansen: weekend overnights, AOR KSFM/Sacramento, 1974
WVAE/Cincinnati PD Rich McMillan: producer/host, Top 40 WOSH/Oshkosh, WI, 1975
WNWV/Cleveland PD Bernie Kimble: overnights, AOR WCMF/Rochester, 1970
WZJZ/Columbus PD Bill Harman: board op, Rel./AOR WCOL/Columbus, 1972
KOAI/Dallas PD Michael Fischer: radio diary editor, Ram Research, 1982
KHIH/Denver PD Chris Conley: weekend overnights, Country WJAI/Dayton, 1979
WVMV/Detroit PD Tom Sleeker: afternoons, KVRC/Arkadelphia, AR, 1973
KEZL/Fresno PD Mike Vasquez: Sunday night board op, B/EZ KEZL/Fresno, 1987
WGUF/Ft. Myers PD Mike Bode: mornings, AC WLEQ/Ft. Myers, 1983
KUCD/Honolulu PD Mahlon Moore: Asst. MD, MOR KAKE/Wichita, 1968
WFSJ/Jacksonville PD Hank Dole: WTBC/Tuscaloosa, AL
KCIY/Kansas City PD Bret Michael: automation board op, Jazz KJZY/Denton, TX, 1985
KTWV/L.A. PD Chris Brodie: traffic/reception/MD, AOR KNDE-AM/Sacramento, 1970
WALJ/Macon, GA PD Bob Davis: mornings, Country/Gospel WUFF/Eastman, GA, 1976
WLVE/Miami PD Shirley Maldonado: Programming Asst., AC (then-97.1) WYNY/NY
WQFM/Milwaukee PD Fred Heller: evenings, Top 40 KOSY/Texarkana, TX, 1974
KSBR/Mission Viejo, CA PD Terry Wedel: Public Affairs Producer, NPR KSBR, 1978
KRVR/Modesto, CA PD Jim Bryan: air talent, Var. KNBA/Vallejo, CA, 1972
KXDC/Monterey PD Scott O'Brien: MD/Production Dir., AC/Oldies KORJ/Garden Grove, CA, 1973
KLJZ/New Orleans PD Michael Grayson: host, NPR WVXU/Cincinnati, 1985
Former WQCD/NY PD Fleetwood Gruver: weekend host, MOR WDXB/Chattanooga, 1970
SW Networks' Smooth FM VP/Program Development Paul Goldstein: Programming Asst., AOR KPRI/San Diego, 1979
WJCD/Norfolk PD Maxine Todd: 3pm-signoff jock, MOR KSRB/Hardy, AR, 1976
KTNT/Oklahoma City PD Steve English: weekends, Country KXXX/Chickasha, OK, 1981
WLOQ/Orlando PD Steve Huntington: co-MD/host, AOR WOUR/Utica, 1973
WEBZ/Panama City, FL PD Uncle Harley: Prod. Dir./host, Classic Hits WRBA/Panama City, 1994
WJJZ/Philadelphia PD Anne Gress: music researcher, AC WUSA-FM/Tampa, 1984
KYOT/Phoenix PD Nick Francis: weekends, Soft AOR KNYN/Santa Fe, 1983
KKJZ/Portland PD Shaun Yu: weekends, NAC/AOR KINK/Portland, 1987
KSSJ/Sacramento OM Don Langford: high school football reporter, Top 40 KBLA/L.A., 1964
KQBR/Sacramento PD Lawrence Tanter: overnights, Country WDBQ/Dubuque, IA 1968
KBZN/Salt Lake City PD Rob Riesen: overnights, Full Serv. KALL/Salt Lake City, 1984
KCJZ/San Antonio PD Norm Miller: P/T board op, Top 40 WTBO/Cumberland, MD, 1977
KKSF/SF PD Steve Feinstein: weekend overnights, AOR WIOQ/Philadelphia, 1976
KBLX/SF PD Kevin Brown: overnights, Top 40 WSSC/Sumpter, SC, 1978
KJZY/Santa Rosa, CA PD Gordon Zlot: kid's show host, Var. KNBA/Vallejo, CA, 1958 (Zlot was 13 years old!)
KCLC/St. Charles, MO PD Rich Reighard: overnights, Country WHP/Herrin, IL, 1978
WSJT/Tampa PD Ross Block: overnights, Classical/Jazz WTM/Miami, 1975
KOAS/Tulsa PD Steve Fernandez: board op, Hot AC KOKE/Austin, 1982
WJZW/Washington PD Steve Kosbau: overnights, Top 40 KGGO/Des Moines, 1977



Ronny Jordan Light To Dark

the new album



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Table with columns: 3W, 2W, LW, TW, ARTIST TITLE LABEL(S), TOTAL PLAYS (TW, LW, 2W, 3W), TOTAL STATIONS/ADDS. Includes entries for Norman Brown, Ramsey Lewis, Bryan Savage, Joe Sample, Boney James, Herbie Hancock, Joe McBride, Bill Evans, Peter White, Ed Hamilton, Jeff Lorber, Eric Clapton, Vanessa Williams, George Benson, Brian Culbertson, Richard Elliot, Aaron Neville, Marilyn Scott, George Jinda, Earl Klugh, Doc Powell, Chris Camozzi, Count Basic, Doc Powell, Doug Cameron, Avenue Blue, Everything But The Girl, Chieli Minucci, Pamela Williams, and Spyro Gyra.

This chart reflects airplay from July 24-30. Songs ranked by total plays. Highlighted songs indicate Breaker. 53 NAC reporters. 52 current playlists. © 1996, R&R Inc.

BREAKERS®

COUNT BASIC On The Move (Instinct)

Table with columns: TOTAL PLAYS/INCREASE, TOTAL STATIONS/ADDS, CHART. Values: 294/24, 36/2, 23.

DOC POWELL Laid Back (Discovery)

Table with columns: TOTAL PLAYS/INCREASE, TOTAL STATIONS/ADDS, CHART. Values: 287/29, 40/3, 24.

MOST ADDED®

Table with columns: ARTIST TITLE LABEL(S), ADDS. Lists songs like Dave Koz, Gloria Estefan, Andy Snitzer, Herb Alpert, Chuck Loeb, Lionel Richie, and Tom Scott.

MOST INCREASED PLAYS

Table with columns: ARTIST TITLE LABEL(S), TOTAL PLAY INCREASE. Lists songs like Lionel Richie, Peter White, Herb Alpert, George Benson, Norman Brown, Paul Jackson Jr., Tom Scott, Hiroshima, Dave Koz, Ramsey Lewis, and Aaron Neville.

Breakers: Songs registering 275 plays or more for the first time. Bullets awarded to songs gaining plays over the previous week. If two songs are tied in number of plays, the song being played on more stations is placed first. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Weighted chart appears on R&R ONLINE.

NEW & ACTIVE

DAVE CAMP Torrid Rain (Blue Orchid) Total Plays: 209, Total Stations: 30, Adds: 2. TONI BRAXTON How Could An Angel Break... (LaFace/Arista) Total Plays: 205, Total Stations: 25, Adds: 1. HARVEY MASON It's You (Atlantic) Total Plays: 196, Total Stations: 30, Adds: 1. RIPPINGTONS First Time I Saw Her (GRP) Total Plays: 193, Total Stations: 36, Adds: 2. TOM SCOTT Tom Cat (GRP) Total Plays: 189, Total Stations: 25, Adds: 0. LIONEL RICHIE Ordinary Girl (Mercury) Total Plays: 172, Total Stations: 26, Adds: 6. KIM PENSYL That's The Way Of The World (Shanachie/Cachet) Total Plays: 161, Total Stations: 26, Adds: 1.

GEORGE BENSON That's Right (GRP) Total Plays: 137, Total Stations: 21, Adds: 2. PAUL JACKSON JR. Da Boardwalk (Blue Note) Total Plays: 128, Total Stations: 23, Adds: 2. ACOUSTIC ALCHEMY Columbia (GRP) Total Plays: 124, Total Stations: 20, Adds: 2. HERB ALPERT Second Wind (Almo Sounds/Geffen) Total Plays: 110, Total Stations: 16, Adds: 1. JOE MCBRIDE After Sunset (Heads Up) Total Plays: 105, Total Stations: 14, Adds: 1. GEORGE MICHAEL Move On (DreamWorks/Geffen) Total Plays: 99, Total Stations: 16, Adds: 2. TOM SCOTT Only You (GRP) Total Plays: 91, Total Stations: 17, Adds: 5.

PHIL UPCHURCH Bee's Blues (Gojazz/Bean Bag) Total Plays: 85, Total Stations: 10, Adds: 0. HERB ALPERT Flamingo (Almo Sounds/Geffen) Total Plays: 77, Total Stations: 18, Adds: 7. JEFF LORBER Wide Open Spaces (Verve) Total Plays: 77, Total Stations: 11, Adds: 0. HIROSHIMA Koto Blues (Qwest/WB) Total Plays: 75, Total Stations: 15, Adds: 4. PAUL JACKSON JR. End To A Perfect Day (Blue Note) Total Plays: 72, Total Stations: 10, Adds: 0. SHAHIN & SEPEHR Return To Jakarta (Higher Octave) Total Plays: 67, Total Stations: 13, Adds: 4. SOLAR SYSTEM Wes 4 Prez (Sonic Images) Total Plays: 66, Total Stations: 11, Adds: 1.

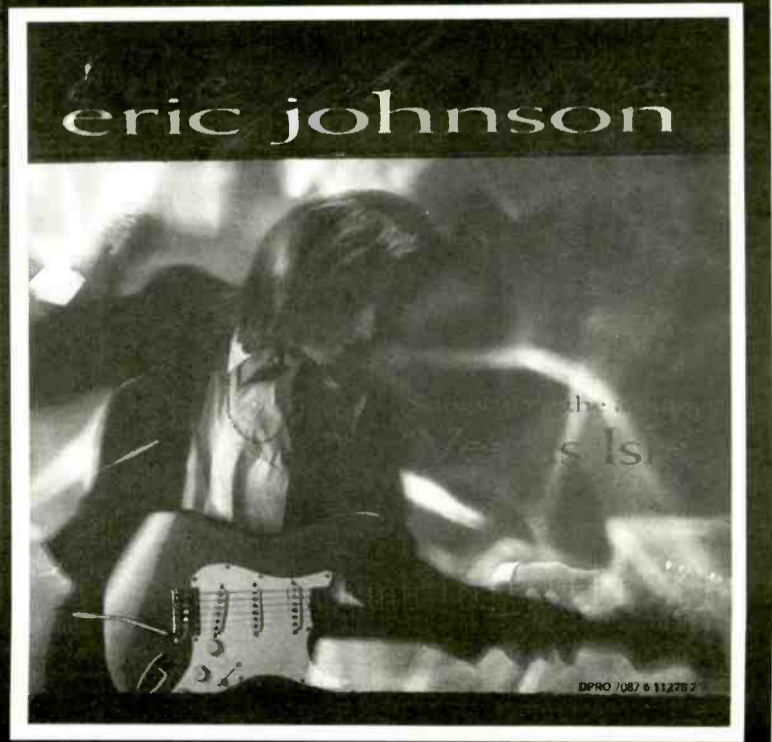
Songs ranked by total plays

FINALLY THE LONG AWAITED NEW ALBUM FROM ERIC JOHNSON "VENUS ISLE"



SELECTED SMOOTH TRACKS CD ON YOUR DESK NOW FEATURING: "MANHATTAN"

IMPACT DATE: AUGUST 8TH



AUGUST 9, 1996

3W	2W	LW	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS	± PLAYS	EMPHASIS TRACKS (PLAYS)
11	4	2	①	NORMAN BROWN Better Days Ahead (MoJAZZ/Motown)	780	+43	"Days" (673) "Time" (49) "Callin'" (15)
12	2	3	②	RAMSEY LEWIS Between The Keys (GRP)	764	+29	"Fleur" (622) "Goddess" (54) "Between" (32)
7	5	4	③	JEFF LORBER State Of Grace (Verve)	706	+13	"State" (384) "Katherine" (134) "Spaces" (77)
1	1	1	4	DOC POWELL Laid Back (Discovery)	683	-167	"Sunday" (319) "Laid" (287) "Dance" (40)
16	14	5	5	BRYAN SAVAGE Cat Food (Elation)	662	0	"Cat" (613) "Paris" (20) "Enchantment" (19)
5	6	6	6	JOE MCBRIDE Keys To Your Heart (Heads Up)	633	-25	"Highland" (456) "Sunset" (105) "Chit-Chat" (30)
—	—	14	⑦	GEORGE BENSON That's Right (GRP)	629	+106	"Summer" (359) "Right" (137) "Johnnie" (41)
8	8	8	8	JOE SAMPLE Old Places Old Faces (Warner Bros.)	624	-11	"Hippies" (589) "Places" (15) "Black" (12)
2	3	7	9	RICHARD ELLIOT City Speak (Blue Note)	585	-53	"Make" (345) "City" (111) "Lights" (57)
9	9	10	10	BONEY JAMES Seduction (Warner Bros.)	576	-52	"Lights" (503) "Sunshine" (18) "Doubt" (15)
—	—	24	⑪	PETER WHITE Caravan Of Dreams (Columbia/CRG)	569	+163	"Caravan" (422) "Just" (43) "Together" (22)
13	12	11	12	BRIAN CULBERTSON After Hours (Mesa/Bluemoon)	562	-27	"Close" (354) "After" (93) "Take" (75)
3	7	9	13	ED HAMILTON Planet Jazz (Telarc)	532	-99	"Gray" (421) "Better" (54) "Planet" (44)
10	10	13	14	EARL KLUGH Sudden Burst Of Energy (Warner Bros.)	518	-42	"Maybe" (319) "Sunset" (75) "Happy" (53)
6	13	15	15	HERBIE HANCOCK The New Standard (Verve)	476	-47	"Thieves" (475) "Norwegian" (1)
21	18	17	16	BILL EVANS Escape (Escapade)	474	-2	"Sunday" (426) "Easilee" (26) "Escape" (20)
30	21	19	17	CHIELI MINUCCI Renaissance (JVC)	457	-8	"Anything" (247) "Come" (60) "Cause" (39)
4	11	12	18	RIPPINGTONS Brave New World (GRP)	440	-140	"Hideaway" (209) "First" (193) "Brave" (21)
17	17	18	19	MARILYN SCOTT Take Me With You (Warner Bros.)	428	-43	"Calling" (334) "Beauty" (49) "Take" (15)
28	23	22	⑳	CHRIS CAMOZZI Windows Of My Soul (Higher Octave)	422	+9	"Ring" (307) "Walk" (39) "Beat" (22)
14	15	16	21	GEORGE JINDA Between Dreams (Shanachie)	411	-66	"Just" (328) "Dreams" (70) "Brokenhearted" (8)
—	29	27	⑳	SOUNDTRACK Phenomenon (Reprise)	404	+18	"Change" (377) "Crazy" (20) "Dance" (7)
15	16	25	23	HERB ALPERT Second Wind (Almo Sounds/Geffen)	397	-2	"Valentine" (132) "Second" (110) "Flamingo" (77)
23	22	23	24	COUNT BASIC Movin' In The Right Direction (Instinct)	390	-18	"Move" (294) "Joy" (70) "Got" (26)
DEBUT	25	⑳	TOM SCOTT Bluestreak (GRP)	380	+49	"Tom" (189) "Only" (91) "Eyes" (25)	
27	27	28	26	SOUNDTRACK Eraser (Mercury)	374	-8	"Erase" (362) "Where" (12)
19	19	20	27	SPYRO GYRA Heart Of The Night (GRP)	366	-64	"Night" (215) "Westwood" (104) "Surrender" (11)
18	24	21	28	AVENUE BLUE Naked City (Mesa/Bluemoon)	348	-81	"Naked" (261) "Conversation" (59) "Baby" (22)
DEBUT	29	⑳	SOUNDTRACK The Truth About Cats & Dogs (A&M)	340	+30	"Imagine" (340)	
22	20	26	30	DOUG CAMERON Rendezvous (Higher Octave)	336	-58	"Rendezvous" (267) "Town" (69)

This chart reflects airplay from July 24-30. Albums ranked by total plays, with plays from all cuts from an album combined.
53 NAC reporters. 52 current playlists. © 1996, R&R Inc.

NAC NOTES By Carol Archer

In real estate, "location, location, location" is everything. In NAC, compelling melodies coupled with strong hooks are the elements that engrave themselves in listeners' minds. **Dave Koz's** unforgettable "Let Me Count The Ways" (Capitol) catapults this format superstar into the ether! A new R&R NAC record is established for Most Added as forty-one reporters — an astonishing 79% of the panel — add it in its first week. His last two releases went to number one and Koz has "smash" written all over him once again. Five reporters added the track "Don't Look Back," too.

Peter White's "Caravan Of Dreams" (Columbia/

CRG) exploded 19-9*, while his album of the same name moved 24-11*. Everyone agrees this is perfect summer programming.

George Benson's album "That's Right" (GRP) hurtled 14-7*, with the single "Summer Love" moving 24-14* on Tracks. Out of the ballpark!

Gloria Estefan's emotional ballad, "I'm Not Giving You Up," (Epic) is second Most Added with 17 stations, gaining Broadcast Architecture's endorsement and instant airplay at WQCD/N.Y. (with 13 plays), WJJZ/Philadelphia, and KHHH/Denver, among others.

Andy Snitzer's sophomore release, "In The Eye Of The

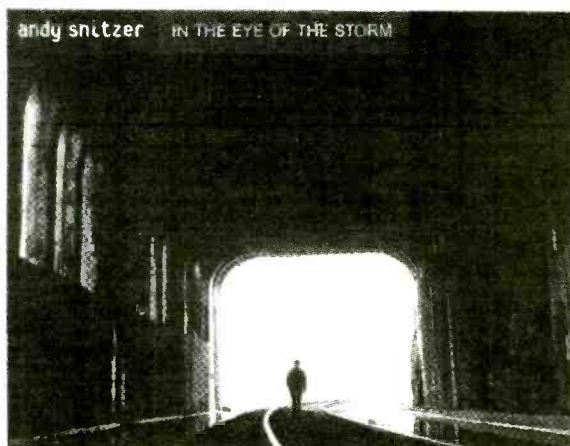
Storm," (Warner Bros.) is another artful new contender. His track, "My Dream Come True," won approval from B.A. and garnered 11 new adds, including KTWV/L.A. and KOAI/Dallas.

After their first No. 1 NAC entry — **Count Basic's** "Joy And Pain" — **Instinct Records** heats up again with **Soundscape's** "Morning Song" and a new CD, "Way Out There," from **Exodus Quartet**. The latter features several cool tracks for this format, especially "Summer Soulstice."

Also, stay tuned for upcoming releases by **Luther Vandross**, **Keiko Matsui**, **Paul Hardcastle**, **Grover Washington Jr.**, **Heavy Shift**, **Ronnie Jordan**, and **David Sanborn**.

THE FORECAST FOR TODAY IS SMOOTH AND STORMY.

ANDY SNITZER IN THE EYE OF THE STORM



Andy Snitzer, the smooth saxophone playing jazz phenomenon (who's worked with everyone from Bob James to Bette Midler, from Paul Simon to the Rolling Stones), features his unparalleled chops on his highly anticipated second album, **In The Eye Of The Storm**. Joining Andy are a who's who of studio top guns on an album written, arranged and recorded by Andy himself, who also plays keyboards, drums and bass as well.

www.wbjazz.com

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CYNDEE MAXWELL

Tips To Managing Air Talent

□ Personality types differ, but critiques, staff seminars, field trips are key

Programmers' "to do" lists seem to grow every year with additional responsibilities. One part of the PD's job that remains critical to the station's success doesn't always get the full attention or upper-management support it deserves: managing the station's personalities.

Keeping personalities on top of their game is essential to keeping (or getting) the radio station to the winner's circle. So how do you motivate different personality types? How do you get someone to stop using an on-air crutch? How do you revitalize someone who has become stagnant?

Influence & Involvement

WRXK/Ft. Myers PD Greg Gillispie says the two most important areas for programmers to focus on when managing personalities are influence and involvement. "You must determine the influence level you need to have with each individual on a scale from soft to strong. The level you use really depends on the type of people you're dealing with and how self-motivated they are, where they are in their career development, what sort of relationship you have with them, and at what point that relationship is most effective."

Greg Gillispie

Gillispie explains the soft-to-strong influence scale. "On the soft end, first you delegate responsibilities, involve them, and get their cooperation. The next step is to sell or persuade them. The strongest end of the scale is to flat-out tell them what they have to do and spell out the consequences should they not do it.

"The second area of managing personalities is the involvement you have with them. Again, it's a scale that goes from mild to strong. A mild level of your involvement would be as an observer, followed by becoming a counselor, then becoming a coach, and finally by being a doer and showing them by example.

"After influence and involvement, everything else you do becomes part of your personal/business working relationship with them. Of course, you have to be honest with people and tell them what you're doing. You should tell them how you believe they can best achieve their goals. I certainly ask everybody on the staff if they have ideas or input into anything we're doing.

"And at the appropriate times,

you have to give people an opportunity to celebrate. You can either celebrate the victories when they've accomplished their goals or celebrate the plans you've made on how you're going to achieve the goals."

While most managers in radio today probably don't have training as psychologists, Gillispie agrees it's wise to start with everyone on a mild approach until you learn their specific personality types. "If you just walk into a brand-new situation and get real heavy-handed with somebody, you can create a lot of tension right out of the chute — although some people thrive on managing people with tension."

PD Pointers

Consultant Lorna Ozmon says you don't need to look at Arbitron to be able to tell which stations are the winners in any market. "In most cases it's not just the music, it's what goes on between the music that differentiates average stations from great ones. The personalities on winning radio stations sound confident, enthusiastic, and like they're having a great time. Winning stations know the value of great personalities, and they establish nurturing, creative environments for their programming staff. If the airstaff feels that management supports them and their efforts in tangible ways, they'll perform better on the air."

Ozmon offers six points managers can use to help support the airstaff:

- **Conduct a comprehensive critique session with everyone on your airstaff.** This does not mean the typical stick-a-tape-of-a-show-you-have-not-heard-in-the-boom-box-and-make-it-up-as-you-go-critique. Rather, take a tape of each person you'll critique to a quiet place and really listen to it before you meet. Make notes on what you hear, then go back over those notes and look for patterns.

Identify the two or three major opportunities to improve the show, and focus only on those in the critique. Avoid focusing on minor mistakes. Always include praise for progress and effort. Set clear future developmental goals, and spend the last part of the session talking about new ideas for the show.

If you just walk into a brand-new situation and get real heavy-handed with somebody, you can create a lot of tension right out of the chute — although some people thrive on managing people with tension.
— Greg Gillispie

- **Schedule a brainstorming session.** Don't wait until the last minute to plan on-air ideas for the next book. Set aside time to gather everyone on your programming staff for a fun meeting designed to generate ideas for your morning show and station, especially now with the fall book fast approaching.

- **Do it away from the radio station, and serve food** — if you feed them, they will come! Establish clear goals for the session, banish negativism, and encourage open participation. After the session, select the good ideas, assign tasks, and set them in motion now!

- **Provide new show preparation sources.** When air personalities begin to sound stale, it's usually not out of laziness. It's because they are out of ideas. Most good air personalities thrive on new ideas. You can help keep your airstaff sharp by providing them with new sources of show prep such as magazines, newspapers, resource books, and audio collections.

- **Plan a trip to book, magazine, and music stores** with large selections, and buy your airstaff some new materials. Look for potential on-air content in these materials and provide usage and execution suggestions.

- **Take your airstaff on a field trip.** Many air personalities fall into the pattern of going from home to work and home again. You can break that pattern and provide them with some first-hand audience research by scheduling a field trip for your airstaff someplace where your audience plays. Take them bowling, to the zoo, to an amusement park, to the beach, on a boat, to the movies, or just for a stroll around a shopping mall. Note the obvious, entertaining, and interesting things you see, and talk about how to use them on the air.



Lorna Ozmon



KUFO's FIRST ROCKFEST — Ten bands, 100 degrees, and 10,000 people. The sold out show raised \$5000 for Artists For A Hate-Free America, a group dedicated to fighting bigotry, homophobia, racism, and censorship in America. Keeping cool are (l-r) Reacharound's Scott Capizza and Matt Caisley, KUFO/Portland PD Dave Numme, and Reacharound's Jeff Peters.



THE ELEPHANT MEN RIDE — After crossing the Alps with Hannibal, work's Elephant Ride stomped into WKLS/Atlanta: (l-r) work's Michele Block, Elephant Ride's Eric Brenner, WKLS Asst. MD Lisa Sturgis, Elephant Ride's Andrew Woodworth, Michael Sammut, and Jim Cheydleur, PD Michael Hughes, MD Beth Kepple, and Elephant Ride's Dave Martin.

- **Schedule a staff seminar.** Radio is the only industry that routinely avoids investing in the training of its product people. What makes us think our air personalities can possibly learn everything they need to know to win in their dayparts on their own — especially when so many are resistant to even minor points innocently raised in a critique session?

Every personality has an area that he or she knows could be improved, but is afraid to admit it to you. Some are afraid of using the phones or doing interviews, while others are stymied by the show-prep process. Some are terrified of making personal appearances; others just want to take that next step in their developmental process, but don't know where to begin.

By providing your airstaff with an expert from outside of your radio station in a non-threatening, group-learning environment, you circumvent these fears while exposing them to new ways to approach their performance challenges.

- **Make sure everyone on your**

- airstaff takes a vacation before Labor Day** — even if they're relatively new to the radio station. "Down time" is extremely important to the creative process, and with the fall book coming up you want everyone at their best. The life experience a creative person gathers away from the radio station is the best fodder for show content.

Give them the time they need to recharge their creative batteries.

Personnel and business managers often do not understand this concept and point to company policy on when an employee is officially entitled to a vacation and how much time should be allowed. It often gets down to the issue of money.

However, consider airstaff vacations an investment in your product. It is every bit as important as advertising and promotion and will have more impact on your fall book than that new jingle package you may be considering.

Rock Asst. Editor Frank Correia contributed to this column.

THE FOLLOW UP TO
"KING OF THE WORLD"

SUPER 8



"NATURAL"

ADD DATE

8/12

FRESH FROM THE H.O.R.D.E. TOUR SEE SUPER 8 ON TOUR WITH POE

PRODUCED BY RICK PARASHAR MIXED BY CHRIS LORD-ALGE

MANAGED BY HECTOR LIZZARDI / THE LIZZARDI COMPANY AND WIL SHARPE FOR CARR / SHARPE ENTERTAINMENT SERVICES

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Chart table with columns for 3W, 2W, LW, TW, ARTIST TITLE LABEL(S), TOTAL PLAYS (TW, LW, 2W, 3W), and TOTAL STATIONS/ADDS.

This chart reflects airplay from July 29-August 4. Songs ranked by total plays. Highlighted songs indicate Breaker. 74 Active Rock reporters. 72 current playlists. Songs below No. 25 are moved to recurrent after 26 weeks. © 1996, R&R Inc.

NEW & ACTIVE

Table of new and active songs including titles like 'Where It's At', 'You Make Me Feel Like A Whore', etc.

Songs ranked by total plays.

BREAKERS

311 Down (Capricorn)

Summary table for Breakers chart showing total plays/increase and total stations/adds.

MOST ADDED

Table of most added songs with artist titles and add counts.

Graphic featuring 'Rock 1' and 'Active Rock 8' around a stylized 'a' logo, with 'GOOD FRIDAY' and 'THE BLACK CROWES' listed below.

MOST INCREASED PLAYS

Table of most increased plays with artist titles and total play increases.

HOTTEST RECURRENTS

Table of hottest recurrent songs with artist titles.

Breakers: Songs registering 600 plays or more for the first time. Bullets awarded to songs gaining plays over the previous week...

Large advertisement for 'Lie On Lie' by Columbia, featuring station logos (WDVE, WRUF, etc.), promotional text, and the release date 'August 19th'.

Stations and their adds listed alphabetically by market

ACTIVE ROCK

KEY/Abilene, TX OMPD: Randy Jones MD: Dave Andrews 14 CHALK FARM "Lil" NEUROTIC OUTSIDERS "Jerk" ERIC JOHNSON "Pavilion" COWBOY MOUTH "Jenny" IMPERIAL DRAG "Spider" TYPE O NEGATIVE "Griffith" REFRESHMENTS "Together" MUSTARD SEEDS "Green"	WARQ/Columbia, SC MD: Susan Groves 1 ALANIS MORISSETTE "Head" 1 REFRESHMENTS "Together" EELS "Novocaine"	KRZR/Fresno, CA OMPD: E. Curtis Johnson TYPE O NEGATIVE "Griffith" NEUROTIC OUTSIDERS "Jerk" EXPANDING MAN "Download" ERIC JOHNSON "Pavilion"	KHOP/Modesto, CA OMPD: Dave Taylor APO: Chris Lloyd ALICE IN CHAINS "Over" EVERCLEAR "Where" TRACY BONHAM "One" NEUROTIC OUTSIDERS "Jerk" GRAVITY KILLS "Blame" LIFTER "Headshot" GATHERING FIELD "America"	KBER/Salt Lake City, UT MD: Randy Rose APO: Evan Lake MD: Chris Haggan 1 WHITE ZOMBIE "Boogie" 1 NEUROTIC OUTSIDERS "Jerk"	WYXX/Albany, NY OMPD: Fred Horton MD: John Cooper GARBAGE "Stupid" ERIC JOHNSON "Pavilion"	WAPL/Appleton, WI OMPD: Gerrit Hart MD: Bob Barron DOOBIE BROTHERS "Slow" ERIC JOHNSON "Pavilion" GATHERING FIELD "America" J.J. CALE "Guitar"	KJAZ/San Antonio, TX OM: Virgil Thompson APO: Kevin Vargas 10 TYPE O NEGATIVE "Griffith" ERIC JOHNSON "Pavilion" BETTER THAN EZRA "King" J.J. CALE "Guitar"	WKSS/San Diego, CA MD: Greg Stevens MD: Sharon Leder LIFTER "Headshot" NEUROTIC OUTSIDERS "Jerk" LOCAL H "Sound"	WRRV/Newburgh, NY MD: Greg O'Brien MD: Andrew Boris BLUES TRAVELER "Bur" SPICEHOG "Space" SUGARPOON "Shine" LOVENREVERSE "Blueprint" IMPERIAL DRAG "Spider" GATHERING FIELD "America"	KSJO/San Jose, CA PO: Dana Jang MD: Lucario Fine LOCAL H "Sound"	KWBR/San Luis Obispo, CA MD: Joe Alvin MD: Joe Alvin 5 EELS "Novocaine" 5 SUBLINE "What" NEUROTIC OUTSIDERS "Jerk" SUGARPOON "Shine" REFRESHMENTS "Together" EXPANDING MAN "Download"	KTYD/Santa Barbara, CA MD: Jeff Hensley MD: Dwayne Birdley NEUROTIC OUTSIDERS "Jerk" GATHERING FIELD "America" ELPHANT RIDE "Wash" TRACY BONHAM "One" FARM DOGS "Praty"	KCLB/Palm Springs, CA OMPD: Ron Strayer IMPERIAL DRAG "Spider" EXPANDING MAN "Download" GATHERING FIELD "America"	WZAT/Savannah, GA MD: Dr. Dave APO: Kevin Mitchell MD: Tripp West IMPERIAL DRAG "Spider" ELPHANT RIDE "Wash" EXPANDING MAN "Download" SUBLINE "What" LIFTER "Headshot" EGGY "Ah" "Whoever" TYPE O NEGATIVE "Griffith"	WTIX/Pensacola, FL MD: Srumsrum MD: Gregg Golden 20 KISS "Loud" 2 WHITE ZOMBIE "Boogie"	KISW/Seattle, WA MD: Cathy Faulstich No Adds	WSP/Philadelphia, PA MD: Tim Gabler APO: Mark Thompson 311 "Down"	KUPD/Phoenix, AZ OM: Tim Marcellino APO: J.J. Jeffrey 31 NADA SURF "Popstar" 1 WHITE ZOMBIE "Boogie" 19 NEUROTIC OUTSIDERS "Jerk" 12 311 "Down"	WHEB/Portsmouth, NH MD: Carolyne Stewart MD: Scott Laudani 11 BETTER THAN EZRA "King"	WGLF/Tallahassee, FL MD: Bob Fonda MD: Paul G. Davis 11 ERIC JOHNSON "Pavilion" DEF LEPPARD "Everything" REFRESHMENTS "Together" STORYVILLE "Good" HOT WATER "Same" LOCAL H "Sound" TRACY BONHAM "One"	WXTB/Tampa, FL OM: Greg Mull MD: Brian Meatin 11 TYPE O NEGATIVE "Griffith"	WBZU/Toledo, OH Co-PO: Dan Bozay Co-PO: Matt Willauer VERVE PIPE "Tea" LOCAL H "Sound" TYPE O NEGATIVE "Griffith"	WSFM/Wilmington, NC PO: John Stevens MD: Janice Sutter No Adds
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ROCK

KDDB/Duluth, MN MD: Paul S. Anderson APO: Bill Jones MD: Chris Haggan 9 TOM PETTY & HB "Waltz" BETTER THAN EZRA "King" 1 MOTHER EARTH "Astronaut" DAVE MATTHEWS BAND "Say"	KLQA/El Paso, TX OMPD: "Magic" Mike Ramsey APO: "Big" Al Jones 2 STORYVILLE "Good" 1 TRAGICALLY HIP "GIR" JEWEL "Save"	WRKT/Erie, PA VPP/Programming: Ron Kline MD: Tim Stephens SEMI-SONIC "Run" OCEAN COLOUR SCENE "Bad" PETER WOLF "Romeo"	WRXK/Ft. Myers, FL MD: Greg Gillette MD: Susan Stone 1 JEMIE VAUGHAN "Toss" 1 ERIC CLAPTON "Any" BLACK CROWES "Shave" TOM PETTY & HB "Waltz"	WZZR/Ft. Pierce, FL MD: Rich Dickerson APO: Chrisle Benke KEVIN SALEM "Underneath" BLUSH "Tea"	WBYR/Ft. Wayne, IN OMPD: Dennis Armenta MD: Eric Johnson "Pavilion" PRIMITIVE RADIO GOODS "Standing" BLUES TRAVELER "Bur"	WXKE/Ft. Wayne, IN MD: Rick West APO: Buzz Macneil 6 BLACK CROWES "Backyard" 5 WHY STORE "Faded" 2 ERIC JOHNSON "Pavilion" 2 STORYVILLE "Good" 2 TYPE O NEGATIVE "Griffith" 1 NEUROTIC OUTSIDERS "Jerk" MELISSA ETHERIDGE "Nowhere" SUGARPOON "Shine"	WNDD/Gainesville, FL MD: Jon Byrd No Adds	WCCM/Hagerstown, MD MD: David Miller MD: Will Kaufmann SOUNDGARDEN "Burden" COREY STEVENS "Blue" GATHERING FIELD "America"	WKLK/Charleston, WV MD: Mike Rapoport 2 ZACK WYLDIE "Heaven"	WCCC/Hartford, CT MD: Lich 8 CHALK FARM "Lil" 8 GARBAGE "Stupid" 7 TRACY BONHAM "Ransom" EXPANDING MAN "Download" 2 HOOIE & BLOWFISH "Town" BETTER THAN EZRA "King" COREY STEVENS "Blue"	WBOY/Medford, OR MD: Bill Meyer 16 SCREAMIN' CHEETAH "Venus" 10 DAVE MATTHEWS BAND "Mud" NIXONS "Wire" SCREAMING TREES "Know"	WOHA/Morristown, NJ MD: Lemmy Bloch 6 ERIC JOHNSON "Pavilion" COREY STEVENS "Blue"	WPLR/New Haven, CT MD: John Griffin MD: Pam Landry ERIC JOHNSON "Pavilion"	WFVY/Jacksonville, FL MD: Lex Staley APO: Charlie Waters ERIC JOHNSON "Pavilion"	WRKR/Kalamazoo, MI MD: Mike Ferris APO: Chris Wilkins DISHWALLA "Paranoid" BONNIE RAITT "I'm" SMASHING PUMPKINS "Tonight"	WJXQ/Lansing, MI VPP/Prog.: Mark Stevens MD: Bob Olson DAVE MATTHEWS BAND "Say"	KOMP/Las Vegas, NV MD: Big Mike MD: Big Mike TONIC "Eyes"	KQKX/Phoenix, AZ OM: Tim Marcellino MD: Paul Peterson 7 JEWEL "Save" 3 J.J. CALE "Guitar" 3 PRIMITIVE RADIO GOODS "Standing" 3 BADLIES "Merry"	WDOVE/Pittsburgh, PA OM: Gene Romano MD: Chris Winter No Adds	WBLM/Portland, ME MD: Herb Ivy MD: Brian James 4 PETER WOLF "Romeo" 4 BETTER THAN EZRA "King"	WHJY/Providence, RI MD: Bill Weston MD: Sharon Scifino BRIAN SETZER ORCH. "Brighton" 311 "Down" BETTER THAN EZRA "King"	WXP/Louisville, KY MD: Rick Jamie MD: Mai 6 STABBING WESTWARD "Shame" 2 METALLICA "Tested" 1 WHY STORE "Water" WHITE ZOMBIE "Boogie"	WTFX/Louisville, KY MD: Michael Lee APO: Future Bob 9 PEARL JAM "Habit" 2 SPRING MONKEY "Good" 1 TYPE O NEGATIVE "Griffith" 1 HOT WATER "Same" JOHN MELLENCAMP "Key" DASS "Rager" NEUROTIC OUTSIDERS "Jerk" REFRESHMENTS "Together"	KCAL/Riverside, CA MD: Rick Shaw MD: M.J. Matthews ERIC JOHNSON "Pavilion" GREAT WHITE "Mama"	WQWZ/Macon, GA OMPD: Eric Stevens SEVEN MARY THREE "M" ERIC JOHNSON "Pavilion"	WGRV/Manchester, NH MD: Tim Sheahan 8 GARBAGE "Stupid" SUGARPOON "Shine" TRACY BONHAM "One" EXPANDING MAN "Download" ERIC JOHNSON "Pavilion" SEMI-SONIC "Run" DAVE MATTHEWS BAND "Say" EELS "Novocaine" LOVENREVERSE "Blueprint"	WTAQ/Marion, IL OMPD: Aaron Roberts DOOBIE BROTHERS "Slow" SEVEN MARY THREE "M" BETTER THAN EZRA "King" HOT HUM "Lil"	KFRQ/McAllen, TX MD: Alan Seale MD: Tony Fortna 2 HOOIE & BLOWFISH "Town" BETTER THAN EZRA "King" COREY STEVENS "Blue"	KZQZ/San Luis Obispo, CA MD: Rich Meyer APO: Rick Andrews ERIC JOHNSON "Pavilion" REFRESHMENTS "Together"	KXFX/Santa Rosa, CA MD: Chris White MD: Heather Black BETTER THAN EZRA "King"	KATS/Yakima, WA OMPD: Troy Hanson TYPE O NEGATIVE "Griffith" DEF LEPPARD "Everything" LOVENREVERSE "Blueprint" NEUROTIC OUTSIDERS "Jerk"	WYNF/Sarasota, FL OMPD: Susan Gates DAVE MATTHEWS BAND "Say" VERVE PIPE "Tea"	WIXW/Savannah, GA OMPD: Mark Blake No Adds	WNEW/New York, NY OM: Steve Young MD: Amy Winkler TONIC "Eyes" HAZES "Sun" TRAGICALLY HIP "GIR"	WKLK/NW Michigan OMPD: Terrill Ray No Adds	KATT/Oklahoma City, OK OMPD: Chris Baker MD: Kelley Davis DEF LEPPARD "Truth" VERVE PIPE "Tea"
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74 Total Reporters
74 Current Reporters
72 Current Playlists
Reported Frozen Playlist (2):
WQBF/Ann Arbor, MI
KUFO/Portland, OR86 Total Reporters
86 Current Reporters
83 Current Playlists
Reported Frozen Playlist (2):
WTBB/Panama City, FL
WXRK/Rockford, IL
Did Not Report, Playlist Frozen (1):
WRKN/Danbury, CT



ROCK TOP 50

AUGUST 9, 1996

Main chart table with columns for week numbers (3W, 2W, LW, TW), artist, title, label, and total plays/stations/adds.

This chart reflects airplay from July 29-August 4. Songs ranked by total plays. Highlighted songs indicate Breaker. 86 Rock reporters. 83 current playlists. Songs below No. 25 are moved to recurrent after 26 weeks. © 1996, R&R Inc.

NEW & ACTIVE

JEWEL Who Will Save Your Soul (Atlantic)
Total Plays: 175, Total Stations: 10, Adds: 2
OASIS Don't Look Back In Anger (Epic)
Total Plays: 164, Total Stations: 12, Adds: 1
SEMISONIC If I Run (MCA)
Total Plays: 151, Total Stations: 24, Adds: 5
GARBAGE Stupid Girl (Almo Sounds/Geffen)
Total Plays: 136, Total Stations: 17, Adds: 5
COREY STEVENS & TEXAS FLOOD Blue Drops Of Rain (Eureka/Discover)
Total Plays: 130, Total Stations: 18, Adds: 5
UGLY AMERICANS Vulcan Death Grip (Capricorn)
Total Plays: 115, Total Stations: 13, Adds: 0

SOUNDGARDEN Blow Up The Outside World (A&M)
Total Plays: 109, Total Stations: 6, Adds: 0
NADA SURF Popular (Elektra/EEG)
Total Plays: 100, Total Stations: 12, Adds: 1
DOOBIE BROTHERS Slow Burn (Legacy)
Total Plays: 100, Total Stations: 12, Adds: 3
BRIAN SETZER ORCHESTRA Rumble In Brighton (Interscope)
Total Plays: 97, Total Stations: 9, Adds: 1

Songs ranked by total plays.

BREAKERS

SCREAMING TREES

All I Know (Epic)

Summary table for Screaming Trees: Total Plays/Increase: 544/53, Total Stations/Adds: 53/5, Chart: 24

MOST ADDED

Table listing most added songs with columns for Artist, Title, Label, and Adds.

MOST INCREASED PLAYS

Table listing most increased plays with columns for Artist, Title, Label, and Total Play Increase.

HOTTEST RECURRENTS

Table listing hottest recurrents with columns for Artist, Title, Label, and Total Play Increase.


Breakers: Songs registering 500 plays or more for the first time. Bullets awarded to songs gaining plays over the previous week. If two songs are tied in number of plays, the song being played on more stations is placed first. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Weighted chart appears on R&R ONLINE.

Advertisement for MasterAccess database software, including contact info for BIA Publications, Inc. and a call to action: 'Take the search out of research!' and 'Call 703-818-2425'.

ROCK PLAYLISTS


August 9, 1996 R&R • 81

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

MARKET #1

WJLV/New York
 (212) 489-1027
 Young/Winslow


PLAYS

SW	LW	TW	ARTIST/TITLE
25	23	24	ERIC CLAPTON/Change The World
26	25	27	TOM PETTY & HB/Walls
27	24	26	BLACK CROWES/Good Friday
23	24	25	NEIL YOUNG.../Big Time
12	15	25	DAVE MATTHEWS BAND/So Much To Say
13	14	23	WALLFLOWERS/6th Avenue Heartache
-	-	20	PEARL JAM/Who You Are
-	-	13	JOHN MELLENCAMP/Key West...
4	14	17	WHY STORE/Lack Of Water
10	13	17	KENNY WAYNE SHEPHERD/Aberdeen
-	-	16	ZACK WYLED/Between Heaven...
-	-	14	ALICE IN CHAINS/Over Now
-	-	12	DISHWALLA/Counting Blue Cars
-	-	14	GOD GOOD DOLLS/Long Way Down
12	15	16	PETE DROEGE/Fine A Door
9	12	15	SMASHING PUMPKINS/Tonight, Tonight
-	-	10	METALLICA/Until It Sleeps
8	9	11	SOUNDGARDEN/Burden In My Hand
9	11	13	ALANIS MORISSETTE/You Learn
11	13	11	PATTI ROBERTSON/Inside
9	13	11	BRIAN SETZER ORCH./Rumble In Brighton
23	23	15	HOOTIE & BLOWFISH/Tucker's Town
-	-	8	MELISSA ETHERIDGE/Nowhere To Go
-	-	7	STONE TEMPLE PILOTS/Trippin' On A Hole...
-	-	-	TONIC/Open Up Your Eyes
-	-	-	HAZIES/Skin & Bones
-	-	-	TRAGICALLY HIP/GIR Shop

MARKET #12

WKLX/Atlanta
 (404) 325-0960
 Hughes/Kepplle


PLAYS

SW	LW	TW	ARTIST/TITLE
27	27	28	METALLICA/Until It Sleeps
27	27	28	BLACK CROWES/Good Friday
26	26	28	NIXONS/Sister
30	30	28	STONE TEMPLE PILOTS/Trippin' On A Hole...
25	25	29	COLLECTIVE SOUL/Where The River...
20	20	15	NEIL YOUNG.../Big Time
16	16	20	WALLFLOWERS/6th Avenue Heartache
18	14	16	DISHWALLA/Counting Blue Cars
-	-	15	REFRESHMENTS/Banditos
7	7	18	SCREAMING TREES/All I Know
17	17	13	WALLFLOWERS/6th Avenue Heartache
18	13	14	BUSH/Machinhead
-	-	12	ALICE IN CHAINS/Over Now
7	7	14	TOM PETTY & HB/Walls
10	10	12	ALICE IN CHAINS/Again
8	8	10	KENNY WAYNE SHEPHERD/Aberdeen
6	6	9	SPONGE/Wax Ecstatic (To...)
-	-	9	PEARL JAM/Who You Are
14	14	10	SEVEN MARY THREE/My My
4	4	8	SEVEN MARY THREE/Devil Boy
3	3	8	JAMES HALL/Illnessing
13	13	8	NEIL YOUNG.../Big Time
8	8	7	SPACEHOG/Cruel To Be Kind
-	-	7	TONIC/Open Up Your Eyes
-	-	6	JOHN MELLENCAMP/Key West...
8	8	5	SMASHING PUMPKINS/Tonight, Tonight
8	8	6	DEF LEPPARD/Work It Out
4	4	5	METALLICA/Until It Sleeps
3	3	4	METALLICA/King Nothing
-	-	-	HUNGER/Vanishing Cream

MARKET #14

WBAB/Long Island
 (516) 587-1023
 Levine/Tortora


PLAYS

SW	LW	TW	ARTIST/TITLE
28	27	25	HOOTIE & BLOWFISH/Tucker's Town
27	26	25	ALANIS MORISSETTE/You Learn
15	14	28	NATALIE MERCHANT/Jalousy
17	17	25	DISHWALLA/Counting Blue Cars
25	24	25	ERIC CLAPTON/Change The World
18	17	20	BLACK CROWES/Good Friday
17	10	20	WALLFLOWERS/6th Avenue Heartache
-	-	24	JOHN MELLENCAMP/Key West...
20	19	17	BADLEES/Angeline Is...
-	-	19	PEARL JAM/Who You Are
13	14	15	TOM PETTY & HB/Walls
17	12	14	NEIL YOUNG.../Big Time
12	15	13	PETER WOLF/From Here To There
25	27	12	JARS OF CLAY/Flood
11	13	14	LITTLE FEAT/On Atlanta
12	10	12	METALLICA/Until It Sleeps
12	14	13	BLUES TRAVELER/But Anyway
11	11	13	SOUNDGARDEN/Burden In My Hand
5	5	6	STORYLINE/Good Day For...
-	-	5	DEF LEPPARD/All I Want Is...
6	6	7	KENNY WAYNE SHEPHERD/Aberdeen
10	9	5	KENNY WAYNE SHEPHERD/Born With A Broken...
-	-	6	MELISSA ETHERIDGE/Nowhere To Go
6	7	8	SPACEHOG/Cruel To Be Kind
-	-	8	TONIC/Open Up Your Eyes
-	-	6	JOHN MELLENCAMP/Key West...
8	8	5	SMASHING PUMPKINS/Tonight, Tonight
8	8	6	DEF LEPPARD/Work It Out
4	4	5	METALLICA/Until It Sleeps
3	4	4	METALLICA/King Nothing
-	-	-	HUNGER/Vanishing Cream

MARKET #14

WRCN/Long Island
 (516) 423-6740
 Thompson


PLAYS

SW	LW	TW	ARTIST/TITLE
30	29	25	METALLICA/Until It Sleeps
28	30	28	STONE TEMPLE PILOTS/Trippin' On A Hole...
21	28	28	HOOTIE & BLOWFISH/Tucker's Town
27	26	27	DISHWALLA/Counting Blue Cars
-	-	20	TOM PETTY & HB/Walls
-	-	19	SEVEN MARY THREE/My My
20	19	22	BLACK CROWES/Good Friday
20	17	20	GOD GOOD DOLLS/Long Way Down
20	19	19	KENNY WAYNE SHEPHERD/Aberdeen
-	-	19	JOHN MELLENCAMP/Key West...
20	19	20	SMASHING PUMPKINS/Tonight, Tonight
-	-	19	DEF LEPPARD/All I Want Is...
-	-	19	BETTER THAN EZRA/King Of New Orleans
-	-	19	SOUNDGARDEN/Burden In My Hand
10	11	11	HAZIES/Skin & Bones
18	18	18	WALLFLOWERS/6th Avenue Heartache
18	18	18	ZACK WYLED/Between Heaven...
-	-	11	ALICE IN CHAINS/Over Now
-	-	17	JOHN MELLENCAMP/Key West...
10	11	10	PETER WOLF/From Here To There
11	12	13	SPONGE/Wax Ecstatic (To...)
-	-	11	NADA SURF/Popular
-	-	11	TONIC/Open Up Your Eyes
-	-	12	METALLICA/Until It Sleeps
-	-	11	EVERCLEAR/Santa Monica...
29	9	9	JOHN MELLENCAMP/Key West...
9	7	8	SMASHING PUMPKINS/1979
10	8	9	BUSH/Machinhead
12	8	9	SEVEN MARY THREE/Cumbersome

MARKET #19

WDVE/Pittsburgh
 (412) 937-1441
 Romano/Winter

PLAYS

SW	LW	TW	ARTIST/TITLE
27	25	26	JARS OF CLAY/Flood
25	24	19	KENNY WAYNE SHEPHERD/Born With A Broken...
19	19	18	CLARKS/Cerulean
27	26	26	WHY STORE/Lack Of Water
25	25	26	BADLEES/Angeline Is...
27	23	27	DISHWALLA/Counting Blue Cars
23	21	26	REFRESHMENTS/Banditos
20	18	15	BLACK CROWES/Good Friday
17	19	14	ZACK WYLED/Between Heaven...
16	23	11	TOM PETTY & HB/Walls
12	11	11	NIXONS/Sister
13	9	13	WALLFLOWERS/6th Avenue Heartache
17	11	11	HAZIES/Skin & Bones
16	13	17	OZZY OSBOURNE/Just Want You
5	4	6	BUSH/Machinhead
5	4	6	DAVE MATTHEWS BAND/So Much To Say
-	-	6	HO HUMMS/A Lie
10	9	9	METALLICA/Until It Sleeps
7	6	5	HOOTIE & BLOWFISH/Tucker's Town
-	-	7	JOHN MELLENCAMP/Key West...
4	4	5	GOD GOOD DOLLS/Long Way Down
21	9	13	GOD GOOD DOLLS/Flat Top
7	6	5	EVERCLEAR/Santa Monica...
8	7	6	BONEAPP/Where The Waters...
12	7	6	OZZY OSBOURNE/See You On...
-	-	6	SPACEHOG/In The Meantime
-	-	6	CHALK FARM/Lie On Lies
9	7	3	NEIL YOUNG.../Big Time

MARKET #20

KDKB/Phoenix
 (602) 897-9300
 Maranville/Peterson

PLAYS

SW	LW	TW	ARTIST/TITLE
25	22	31	BLACK CROWES/Good Friday
23	23	30	HAZIES/Skin & Bones
1	12	31	TOM PETTY & HB/Walls
-	-	10	JOHN MELLENCAMP/Key West...
20	17	25	TRACY CHAPMAN/Give Me One Reason
31	24	31	ERIC CLAPTON/Change The World
-	-	2	BETTER THAN EZRA/King Of New Orleans
25	18	20	ALANIS MORISSETTE/Not The Doctor
-	-	3	REFRESHMENTS/Blue Collar Suicide
20	18	19	NEIL YOUNG.../Big Time
6	4	7	TRAGICALLY HIP/GIR Shop
21	17	20	SCREAMIN' CHEETAH.../Hello From Venus
5	4	6	WALLFLOWERS/6th Avenue Heartache
-	-	3	STING/Hung My Head
7	7	10	SPACEHOG/In The Meantime
8	4	7	DOG'S EYE VIEW/Everything Falls...
9	6	8	JOAN OSBORNE/One Of Us
9	8	7	BADLEES/Angeline Is...
34	22	14	DAVE MATTHEWS BAND/Too Much
7	9	7	BLUES TRAVELER/Run-Around
8	6	8	COLLECTIVE SOUL/The World I Know
6	6	9	DISHWALLA/Counting Blue Cars
8	5	9	EVERCLEAR/Santa Monica...
-	-	7	JEWEL/Who Will Save...
-	-	1	STORYLINE/Good Day For...
6	4	6	WHY STORE/Lack Of Water
3	3	5	ALANIS MORISSETTE/You Learn
-	-	2	DEEP PURPLE/Vavoom: Ted...
-	-	3	REFRESHMENTS/Down Together
7	6	5	VAN HALEN/Humans Being

MARKET #25

WEBN/Cincinnati
 (513) 621-9326
 Hardin/Reinhart

PLAYS


SW	LW	TW	ARTIST/TITLE
33	33	33	ALICE IN CHAINS/Again
17	17	25	SOUNDGARDEN/Burden In My Hand
16	16	23	SOUNDGARDEN/Blow Up...
29	29	25	METALLICA/Until It Sleeps
5	32	39	SOUNDGARDEN/Pretty Noose
3	2	18	HUNGER/Vanishing Cream
20	20	19	SCREAMING TREES/All I Know
7	7	16	SPONGE/Wax Ecstatic (To...)
13	13	16	TONIC/Open Up Your Eyes
-	-	16	ALICE IN CHAINS/Over Now
30	30	26	METALLICA/Until It Sleeps
-	-	15	PEARL JAM/Who You Are
10	10	12	METALLICA/Until It Sleeps
15	15	15	JERRY CANTRELL/Leave Me Alone
14	14	16	REFRESHMENTS/Banditos
20	20	15	BLACK CROWES/Good Friday
17	17	15	SEVEN MARY THREE/My My
16	16	17	STONE TEMPLE PILOTS/Adhesive
31	31	16	STONE TEMPLE PILOTS/Trippin' On A Hole...
-	-	12	SMASHING PUMPKINS/Tonight, Tonight
11	11	10	PANTERA/Suicide Note Pt. 1
-	-	2	STABBING WESTWARD/Shane
-	-	6	VERVE/Pipe Cup Of Tea
8	8	8	DAVE MATTHEWS BAND/So Much To Say
-	-	6	I MOTHER EARTH/One More Astronaut
12	12	10	HAZIES/Skin & Bones
12	12	8	METALLICA/Until It Sleeps
-	-	5	BUSH/testosterone
-	-	6	FILTER/Jurassit

MARKET #27

KCAL/Riverside
 (909) 793-3554
 Shaw/Matthews


PLAYS

SW	LW	TW	ARTIST/TITLE
21	22	23	METALLICA/Until It Sleeps
27	24	22	ALICE IN CHAINS/Again
22	21	22	VAN HALEN/Humans Being
19	23	21	STONE TEMPLE PILOTS/Trippin' On A Hole...
11	16	14	GARY HOEY/Wipe Out
13	23	22	SCORPIONS/Wild Child
15	15	15	GREAT WHITE/My World
-	-	9	PEARL JAM/Who You Are
7	11	13	TOM PETTY & HB/Walls
6	10	12	SMASHING PUMPKINS/Tonight, Tonight
-	-	8	TONIC/Open Up Your Eyes
10	12	11	EVERCLEAR/Santa Monica...
11	10	8	SOUNDGARDEN/Burden In My Hand
11	14	20	KISS/Dominio
9	8	9	SEVEN MARY THREE/Cumbersome
17	15	12	DISHWALLA/Counting Blue Cars
8	4	5	SEVEN MARY THREE/My My
9	8	9	SOUNDGARDEN/Pretty Noose
12	10	8	DZZY OSBOURNE/Just Want You
10	10	11	SPACEHOG/In The Meantime
9	7	12	BUSH/Machinhead
8	8	10	GOD GOOD DOLLS/Naked
22	21	8	AC/DC/Boogie Man
-	-	1	JOHN MELLENCAMP/Key West...
9	9	8	WALLFLOWERS/6th Avenue Heartache
9	11	11	GOD GOOD DOLLS/Long Way Down
7	8	8	STONE TEMPLE PILOTS/Big Bang Baby
-	-	5	SPONGE/Wax Ecstatic (To...)
-	-	7	GREEN DAY/Brain Stew
-	-	6	HAZIES/Skin & Bones

MARKET #31

WHJY/Providence
 (401) 438-6110
 Weston/Schifino

PLAYS

SW	LW	TW	ARTIST/TITLE
24	25	28	JEWEL/Who Will Save...
-	-	14	PEARL JAM/Who You Are
12	10	13	STONE TEMPLE PILOTS/Trippin' On A Hole...
30	26	30	METALLICA/Until It Sleeps
19	14	24	TOM PETTY & HB/Walls
12	11	15	BLACK CROWES/Good Friday
-	-	14	ALICE IN CHAINS/Over Now
12	15	16	KENNY WAYNE SHEPHERD/Aberdeen
-	-	8	BLUES TRAVELER/But Anyway
17	12	15	COLLECTIVE SOUL/The World I Know
-	-	6	JOHN MELLENCAMP/Key West...
13	14	15	WALLFLOWERS/6th Avenue Heartache
10	24	19	HOOTIE & BLOWFISH/Tucker's Town
28	23	19	SMASHING PUMPKINS/Tonight, Tonight
15	11	26	DAVE MATTHEWS BAND/Too Much
16	10	12	BUSH/Comedown
14	12	9	DAVE MATTHEWS BAND/So Much To Say
-	-	3	BUSH/Glycerine
15	10	14	SMASHING PUMPKINS/1979
15	12	12	DOG'S EYE VIEW/Everything Falls...
28	14	15	OASIS/Champagne Supernova
8	12	11	RED HOT CHILLI.../Aeroplane
14	8	10	WHY STORE/Lack Of Water
14	9	12	SOUNDGARDEN/Burden In My Hand
7	5	9	BUTTHOLE SURFERS/Pepper
14	14	9	GOD GOOD DOLLS/Name
-	-	6	STONE TEMPLE PILOTS/Interstate Love Song
10	6	9	METALLICA/Until It Sleeps
7	7	7	SCREAMING TREES/All I Know
-	-	7	NEIL YOUNG.../Big Time

MARKET #36

WCKW/New Orleans
 (504) 831-8811
 Levitt

PLAYS

SW	LW	TW	ARTIST/TITLE
31	29	28	SMASHING PUMPKINS/Tonight, Tonight
29	29	29	SOUNDGARDEN/Pretty Noose
31	29	29	STONE TEMPLE PILOTS/Trippin' On A Hole...
28	29	26	METALLICA/Until It Sleeps
-	-	16	PEARL JAM/Who You Are
14	21	22	BETTER THAN EZRA/King Of New Orleans
12	15	21	WALLFLOWERS/6th Avenue Heartache
11	19	20	TOM PETTY & HB/Walls
19	18	20	KENNY WAYNE SHEPHERD/Aberdeen</



SKY DANIELS

Jed The Fish: Clean And Crazy

□ The professional and personal rebirth of one of the format's leading personalities

Last week, we looked at how Alternative radio has dealt with the increasing number of artist drug tragedies making news in our industry. This week, we look inside Alternative radio itself—examining the problem of substance abuse among radio personnel.

Air personalities are a unique breed. They may be heard by a million listeners, but they talk alone in a room. Moving from town to town, their nomadic existence can foster a sense of rootlessness. And the fickle axe of ratings performance falls often, fueling a constant lack of job security.

There are other issues affecting this breed of character. The same self-esteem problems encountered by musicians can and do plague radio's air personalities, leading to areas of talent management that go far beyond aircheck review sessions. Drug and alcohol abuse are long-standing "occupational hazards" that befall even the best of talents.

One of Alternative radio's acknowledged best, Jed "The Fish" Gould, PM drive host for KROQ/Los Angeles, is one of those personalities who has grappled with a drug dependency. Unlike many who are fearful of the repercussions of coming forward and openly discussing their problems and need for help, Gould has been and is willing — as evidenced by this column — to talk about the personal and professional issues that led to his problems.

'Different Drummer'

Gould didn't always envision radio as a career; his first choice was acting. He confesses, "In high school I got involved in drama class, mostly to meet girls. A lot of girls I know were going to a speech-theater camp prior to going to USC, so I went along. When I went to school, I enrolled in radio-TV, figuring it was more practical than drama. I got my third-class license and came back to Arizona to work at KPIN/Casa Grande. To show you what a small world it is: After working there two years, Kevin Weatherly's father, Dean, bought the station. Figuring he was going to dump me anyway, I went on-air and played George Carlin's infamous obscene bit 'Shoot.'

"Basically, I was being loyal to the previous owner and trying to rebel against the sale. I went from that into Mahavisnu John McLaughlin when in came the senior Weatherly, pulling the tone arm off the LP — and the plug on my show. Obviously, my tenure with Kevin has outlasted mine with his father. His dad to

☞

I really never thought I was that good, never had much confidence in my ability or in radio as a career. I thought being a DJ was here today, gone tomorrow.

— Jed "The Fish"

☞

this day swears there's no way I can be the same guy he threw off the air all those years ago."

After his KPIN experience, Gould returned to L.A., where an attempt to join USC's college station was rejected. "They said my tape wasn't good enough. Listening to it, I'd have to agree." It is at this point that Gould utters a very telling self-assessment. "I really never thought I was that good, never had much confidence in my ability or in radio as a career. I thought being a DJ was here today, gone tomorrow."

Gould did manage to secure an off-air job at neighboring KEZY/Anaheim, then programmed by current WZRH/New Orleans PD Jack Snyder. Snyder vividly recalls Gould's interview for the position. "He walked in wearing a robe and carrying a bong. I thought, 'This guy is a daring original.' His tape was brilliant. Jed is one of the most truly creative individuals I've known. He's always walked to the different drummer. He's always been an experimental person, pushing the envelope of conformity. I wasn't surprised when I heard he was experimenting with harder drugs. Saddened, but not surprised."

'Slacker Vibe'

By now Gould was hardly thinking about radio as a career. "I had a laissez-faire attitude, an original 'slacker' vibe. I figured if it happens, it happens; I started sending tapes around to the various L.A. radio stations. One I sent to [L.A. News outlet] KFWB outlined what I thought was the real issue of the day — legalizing fireworks! During this time, I remember my friends telling me to listen to KROQ because all the DJ's were quitting on-air, saying they weren't being paid. I made up this flyer that said 'I'll work for free for 90 days.' Getting hired was still difficult because no one would answer the phone. KROQ had no receptionist, no sales department, just OM

Daryl Wayne. He finally got hold of me and hired me at 2am on July 28, 1978 as I returned from a Rolling Stones concert."

Gould's on-air persona was inspired by L.A. personality Frazier Smith. "No one goes on-air sounding like themselves. They start out trying to sound like someone they admire. Frazier was my idol. Later on, he would unwittingly criticize my air work and I was devastated."

He wouldn't develop confidence in himself or his profession for some time. "I didn't really think KROQ was going to last. I wanted to work at KMET and play with 'the big boys.' All KROQ had was Rodney Bingenheimer. I thought it was too underground, too hipper than thou. It wasn't until Sam Bellamy [then-KMET PD] threw me out of the 'Paraquat Lounge' [KMET's infamous hidden jock lounge noted for extracurricular activities] that I felt KROQ was remotely valid. We weren't a factor in the industry."

KROQ would become a factor in the early '80s, though. For that Gould credits "Duran Duran, Culture Club, and Devo. Through the '80s I kept waiting for the shoe to drop. Around '83, I figured it was over; everyone was playing Elvis Costello." Deja vu, anyone?

At this time Gould began to get caught up in the industry web of hard living. "In '84 KROQ and I both went into a slump. I went on a full-tilt, hard-drug sabbatical and was fired after three drug treatments failed to take hold."

He realizes now that KROQ management's intentions were positive, but they were inexperienced in dealing with the situation. "They knew enough to say 'get treatment,' but they couldn't be responsible for making it stick."

Learning To Be Real

Gould's eventual PD, Andy Schoun, is now Exec. VP at MTV Networks. He played a major role in Gould's rebirth at KROQ. "The first time I heard Jed, I was taken aback by his on-air potential," remembers Schoun. "I was excited by his ability to be naturally offbeat. Then the PD in me kicked in, and

Andy Schoun

I realized he didn't even mention the call letters the last three breaks, though I was glued to the station nonetheless. Jed knew how to make his real self come across the airwaves."

Schoun handled Gould's return af-

Finding Your Own Way

■ AFTRA commits to caring for its own

Radio personnel grappling with alcohol and substance abuse problems don't have to go far to find support. The American Federation of Television & Radio Artists (AFTRA) has been dedicated to building a support system to assist those willing to seek help.

AFTRA Health Plans has recently expanded its services through an alliance with a managed care group, Value Behavioral Health (VBH). Dick Moore, spokesperson for AFTRA Health and Retirement Funds, states, "Both performers and management have been equally dedicated to making this an integral part of employee benefits. We have made a renewed attempt to call attention to this program; to approach these problems on a more sophisticated scale. There's more willingness now to seek help, and management is more willing to be patient in leading employees to recovery."

The program is funded by employer contributions, based on a percentage of pay. The substance abuse program is also available to union members who fail to qualify for the \$7500 annual earnings scale. For more information, call VBH at (800) 704-1421.

Stigma Lessened

In addition, Lou Sanman, who has operated the AFTRA/Industry Program for Alcohol and Drug Abuse (AIPADA), continues to consult VBH in this expanded effort. Sanman says the number of people seeking assistance keeps going up. "About five years ago, we saw a tremendous increase in the number of caseloads. These situations have largely been destigmatized, though there still exists fear on the part of those seeking help. We emphasize confidentiality in our dealings as a result. Everything in our industry gets magnified for the public's attention, so this is an area where we avoid the sensationalizing the media is prone to."

Sanman feels the number of those seeking help reveals two things: "One, there is a significant number of people, particularly young people, falling prey to this disease. Two, as a result of greater cognizance by management that this is a disease, that these are not moral problems or weak-willed individuals, more employees feel confident to come forward. While the stigma has been lessened, there's still dreadful ignorance about substance abuse, still a biased segment in our industry against those seeking treatment. We are grateful to AFTRA for being committed to caring for and educating its members in the area of substance abuse."

So if you think you need help — you've got it.

ter rehabilitation the best he could at the time. He confesses, "I was naive on how to handle a serious drug addiction. All I tried to do was offer him a clean slate, a more positive environment for renewal. I always believed being a manager meant managing more than the professional; it meant managing the personal aspects as well, helping your talent feel complete. Since then, I've learned a lot about dealing formally with these problems. At MTV we now have an enlightened human resources infrastructure. It's more than mere benefits; it acts as a net to catch you when your problems are bigger than you are. As we learn more about these issues as an industry, we're becoming better at identifying the problems. If you are honest and come forward, the likelihood for respect — not repercussion — is greater now.

"I don't know a better air personality in the world than Jed. He's part of the Southern California fabric. It's no surprise to me that Jed has gotten better in sobriety. He may be straight, but he still recognizes the creature."

And Gould is appreciative of the guidance and understanding both Schoun, and later Weatherly, gave him. "When I didn't believe in myself, Andy instilled confidence in me. He and Kevin have helped me to think clearly, to be concise on-air. Before that, no one guided me or inspired me. I grew frustrated and desperate to be on the edge, and somehow I drifted into heroin. There really was no drama; it was just the doldrums. I don't

think I had a particularly self-destructive bent. Finally getting busted in 1989 was one of the lowest points of my existence. TV in L.A. kept running the stories, and it was humiliating. I kept thinking about how I had let down my mother and the people I worked with.

"Just recently, when Kevin and Bean did their on-air look at these problems, I kept thinking, 'Look how neat and organized everything is — they've got the segments all planned out.' The only problem is you never plan any descent into drug abuse. It just eventually takes hold of you. I really was hypercritical of myself to begin with; never comfortable with who I was. The artists I respect, like a Mark Mothersbaugh or a Trent Reznor, aren't comfortable with their stardom. Neither was I. First, I had to learn to be comfortable with who I was. Only then could I learn to be real on the air."

Gould would take years to finally find his footing in life and, in turn, his profession. He still shies away from the recognition an article like this can bring. "I don't have a real message for others starting out in this format, nor do I feel comfortable suggesting means of dealing with drugs. I was fortunate. It takes a supportive environment and people who love you and have the patience to let you find yourself and your talent. Being great on-air means striving to be yourself without some phony self-awareness. It's being able to be that friend that a lot of people like yourself really need."

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single and
video from the
debut album
high/low

**R&R Alternative
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Modern Rock!**



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ALTERNATIVE TOP 50

AUGUST 9, 1996

3W	2W	LW	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS				TOTAL STATIONS/ADDS
					TW	LW	2W	3W	
2	1	1	1	PRIMITIVE RADIO GODS Standing... (Ergo/Columbia/CRG)	2860	2971	3004	2928	87/0
4	3	3	2	GARBAGE Stupid Girl (Almo Sounds/Geffen)	2750	2791	2834	2733	87/0
1	2	2	3	BUTTHOLE SURFERS Pepper (Capitol)	2623	2829	2989	2937	86/0
7	5	4	4	BECK Where It's At (DGC/Geffen)	2566	2650	2588	2388	89/0
—	—	15	5	PEARL JAM Who You Are (Epic)	2498	1701	—	—	90/4
3	4	5	6	STONE TEMPLE PILOTS Trippin' On A Hole In... (Atlantic)	2424	2633	2766	2827	80/0
15	13	10	7	SOUNDGARDEN Burden In My Hand (A&M)	2181	2034	1903	1623	82/0
5	6	6	8	SMASHING PUMPKINS Tonight, Tonight (Virgin)	2167	2353	2492	2565	78/0
6	7	7	9	NO DOUBT Spiderwebs (Trauma/Interscope)	2124	2221	2390	2393	75/0
19	15	13	10	311 Down (Capricorn)	2028	1785	1547	1395	84/0
11	8	8	11	CRANBERRIES Free To Decide (Island)	1961	2065	2086	1979	88/0
10	9	9	12	SCREAMING TREES All I Know (Epic)	1958	2064	2068	1993	87/0
12	10	11	13	NADA SURF Popular (Elektra/EEG)	1932	2003	2023	1825	88/1
9	11	12	14	OASIS Don't Look Back In Anger (Epic)	1737	1942	1984	1995	71/0
—	30	19	15	BETTER THAN EZRA King Of New Orleans (Swell/Elektra/EEG)	1640	1410	1001	197	85/5
18	17	17	16	SUPERDRAG Sucked Out (Elektra/EEG)	1568	1513	1490	1444	76/1
22	18	18	17	DAVE MATTHEWS BAND So Much To Say (RCA)	1532	1472	1424	1286	73/1
23	21	20	18	BLUES TRAVELER But Anyway (A&M)	1436	1339	1305	1269	69/1
32	24	23	19	POE Angry Johnny (Modern/Atlantic)	1425	1265	1162	1019	73/5
16	14	16	20	SPONGE Wax Ecstatic (To Sell Angelina) (Columbia/CRG)	1397	1585	1620	1577	68/0
8	12	14	21	PORNO FOR PYROS Tahitian Moon (Warner Bros.)	1397	1768	1934	2081	64/0
35	29	24	22	REPUBLICA Ready To Go (RCA)	1331	1255	1075	794	71/3
37	34	28	23	WALLFLOWERS 6th Avenue Heartache (Interscope)	1211	1065	916	713	69/4
33	25	26	24	HOLE Gold Dust Woman (Hollywood)	1119	1174	1161	992	69/0
21	20	22	25	GOO GOO DOLLS Long Way Down (Metal Blade/WB)	1109	1271	1353	1289	57/0
13	16	21	26	DISHWALLA Counting Blue Cars (A&M)	1105	1278	1522	1779	51/0
34	32	27	27	REACHAROUND Big Chair (Trauma/Interscope)	1096	1078	982	852	68/1
BREAKER	28	EELS Novocaine For The Soul (DreamWorks/Geffen)	1070	747	343	102	73/7		
24	23	25	29	PATTI ROTHBERG Inside (EMI)	1023	1197	1240	1255	56/0
BREAKER	30	ALICE IN CHAINS Over Now (Columbia/CRG)	1001	702	300	—	55/7		
36	35	32	31	WHY STORE Lack Of Water (Way Cool Music/MCA)	960	904	860	755	50/0
40	36	33	32	STABBING WESTWARD Shame (Columbia/CRG)	929	873	815	690	64/3
—	48	42	33	TRACY BONHAM The One (Island)	920	693	462	273	65/10
14	19	30	34	CURE Mint Car (Fiction/EEG)	792	1017	1357	1672	40/0
45	40	39	35	IMPERIAL TEEN You're One (London/Island)	737	720	690	592	50/5
25	28	34	36	JEWEL Who Will Save Your Soul (Atlantic)	737	827	1094	1247	36/1
44	41	40	37	ASH Goldfinger (Reprise)	716	708	654	623	53/4
28	27	31	38	MAGNAPOP Open The Door (Priority)	696	904	1095	1217	43/0
20	26	36	39	ALANIS MORISSETTE You Learn (Maverick/Reprise)	681	759	1120	1298	33/0
46	42	43	40	SEMISONIC If I Run (MCA)	636	636	627	528	44/3
27	31	37	41	GOLDFINGER Here In Your Bedroom (Mojo/Universal)	636	751	987	1226	36/0
17	22	29	42	GREEN DAY Walking Contradiction (Reprise)	622	1040	1279	1464	32/0
26	38	44	43	SOUNDGARDEN Pretty Noose (A&M)	571	578	753	1240	32/0
DEBUT	44	SUBLIME What I Got (Gasoline Alley/MCA)	559	328	148	33	42/13		
29	33	35	45	REFRESHMENTS Banditos (Mercury)	548	761	945	1134	32/0
DEBUT	46	SOUL COUGHING Soundtrack To Mary (Slash/WB)	532	342	162	39	42/8		
DEBUT	47	VERVE PIPE Cup Of Tea (RCA)	483	372	255	119	35/2		
42	43	45	48	METALLICA Until It Sleeps (Elektra/EEG)	478	570	577	630	23/0
DEBUT	49	FUN LOVIN' CRIMINALS Scooby Snacks (EMI)	471	276	101	22	37/5		
DEBUT	50	FILTER Jurassitol (Hollywood)	466	396	375	298	49/4		

This chart reflects airplay from July 29-August 4. Songs ranked by total plays. Highlighted songs indicate Breaker. 93 Alternative reporters. 89 current playlists. Songs below No. 25 are moved to recurrent after 26 weeks. © 1996, R&R Inc.

BREAKERS®

EELS		
Novocaine For The Soul (DreamWorks/Geffen)		
TOTAL PLAYS/INCREASE	TOTAL STATIONS/ADDS	CHART
1070/323	73/7	28

ALICE IN CHAINS		
Over Now (Columbia/CRG)		
TOTAL PLAYS/INCREASE	TOTAL STATIONS/ADDS	CHART
1001/299	55/7	30

MOST ADDED®

ARTIST TITLE LABEL(S)	ADDS
GEGGY TAH Whoever You Are (Luaka Bop/WB)	16
SUBLIME What I Got (Gasoline Alley/MCA)	13
NEUROTIC OUTSIDERS Jerk (Maverick/WB)	12
CAKE The Distance (Capricorn)	11
EVERCLEAR You Make Me Feel Like A Whore (Capitol)	11
SOLUTION A.D. Haunt (TAG)	11
TRACY BONHAM The One (Island)	10
SEBADOH Ocean (Sub Pop)	8
SOUL COUGHING Soundtrack To Mary (Slash/WB)	8
ALICE IN CHAINS Over Now (Columbia/CRG)	7
EELS Novocaine For The Soul (DreamWorks/Geffen)	7
RAGE AGAINST THE MACHINE People Of The Sun (Epic)	7
SCARCE All Sideways (A&M)	7

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
PEARL JAM Who You Are (Epic)	+797
EELS Novocaine For The Soul (DreamWorks/Geffen)	+323
ALICE IN CHAINS Over Now (Columbia/CRG)	+299
311 Down (Capricorn)	+243
SUBLIME What I Got (Gasoline Alley/MCA)	+231
BETTER THAN EZRA King Of New Orleans (Swell/Elektra/EEG)	+230
TRACY BONHAM The One (Island)	+227
REFRESHMENTS Down Together (Mercury)	+225
FUN LOVIN' CRIMINALS Scooby Snacks (EMI)	+195
SOUL COUGHING Soundtrack To Mary (Slash/WB)	+190

HOTTEST RECURRENTS

ARTIST TITLE LABEL(S)
BUSH Machinehead (Trauma/Interscope)
TRACY BONHAM Mother Mother (Island)
SPACEHOG In The Meantime (HiFi/Sire/EEG)
EVERCLEAR Santa Monica (Watch The World Die) (Capitol)
JARS OF CLAY Flood (Silvertone)
SEVEN MARY THREE Cumbersome (Mammoth/Atlantic)
DAVE MATTHEWS BAND Too Much (RCA)
CRANBERRIES Salvation (Island)
FOO FIGHTERS Big Me (Roswell/Capitol)
STONE TEMPLE PILOTS Big Bang Baby (Atlantic)

Breakers: Songs registering 1000 plays or more for the first time. Bullets awarded to songs gaining plays over the previous week. If two songs are tied in number of plays, the song being played on more stations is placed first. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Weighted chart appears on R&R ONLINE.

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THE FIRST TRACK FROM THE ALBUM THE BEGINNING. THE MIDDLE. THE END.

EARLY BELIEVERS:

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WNTX
KWOD
KHTY
WXRA
WBOP

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Stations and their adds listed alphabetically by market

Table listing radio stations across various markets (e.g., Albany, NY; Cape Cod, MA; Detroit, MI) with their respective Program Directors, Add Managers, and current playlist items.

NEW & ACTIVE

Table listing new and active songs with columns for song title, artist, total plays, total stations, and number of adds.

Songs ranked by total plays.

Large advertisement for 'THE WALLFLOWERS' featuring a large 'W' logo, the text '6th Avenue Heartache', and a list of stations including WHFS, KBBT, KEGE, and KMYZ.

ALTERNATIVE PLAYLISTS

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

MARKET #1

WXXR/New York
(212) 750-0550
Milkman/Tobin

PLAYS

SW	ZW	LW	TW	ARTIST/TITLE
24	41	40		SOUNDGARDEN/Burden In My Hand
30	37	38		311/Down
29	30	29		STONE TEMPLE PILOTS/Trippin' On A Hole...
33	21	33		ALICE IN CHAINS/Again
34	37	38		PORNO FOR PYROS/Tahitian Moon
38	36	38		METALLICA/Until It Sleeps
33	15	27		GRAVITY KILLS/Guilty
-	-	28		PEARL JAM/Who You Are
35	42	33		BECK/Where It's At
40	33	25		PRIMITIVE RADIO GODS/Standing Outside...
21	21	24		GARBAGE/Stupid Girl
39	35	26		BUTTHOLE SURFERS/Pepper
19	17	25		SMASHING PUMPKINS/Tonight, Tonight
16	19	23		SMASHING PUMPKINS/Zero
32	19	24		SOUNDGARDEN/Pretty Noose
23	24	24		RAGE AGAINST...Bulls On Parade
30	36	30		SMASHING PUMPKINS/Muzzle
4	12	20		WALLFLOWERS/6th Avenue Heartache
19	23	24		NO DOUBT/Spiderwebs
13	22	21		BLUES TRAVELER/But Anyway
3	15	21		BETTER THAN EZRA/King Of New Orleans
19	27	20		NADA SURF/Popular
-	-	2		STABBING WESTWARD/Shame
-	15	16		GOLDFINGER/Mable
14	7	12		HOLE/Gold Dust Woman
29	20	21		LOCAL H/Bound For The Floor
14	18	15		TRACY BONHAM/The One
16	16	18		DISHWALLA/Counting Blue Cars
13	7	14		REACHAROUND/Big Chair
13	14	16		SPONGE/Wax Ecstatic (To...)

MARKET #2

KROQ/Los Angeles
(818) 567-1067
Weatherly/Sandbloom/
Worden

PLAYS

SW	ZW	LW	TW	ARTIST/TITLE
43	37	32	40	BUTTHOLE SURFERS/Pepper
-	-	-	31	311/Down
15	27	28		GRAVITY KILLS/Guilty
40	39	31		PORNO FOR PYROS/Tahitian Moon
40	39	41		BECK/Where It's At
32	34	35		POE/Angrny Johnny
36	31	22		PRIMITIVE RADIO GODS/Standing Outside...
41	37	32		STONE TEMPLE PILOTS/Trippin' On A Hole...
21	23	24		LUSH/Ladykillers
23	21	25		NO DOUBT/Happy Now?
40	38	28		GARBAGE/Stupid Girl
-	10	23		SUBLIME/What I Got
26	25	20		SOUNDGARDEN/Burden In My Hand
-	-	33		PEARL JAM/Who You Are
20	19	20		SMASHING PUMPKINS/Tonight, Tonight
-	-	19		GEGGY TAH/Whoever You Are
-	-	6		ALANIS MORISSETTE/Head Over Feet
16	17	16		NADA SURF/Popular
-	21	20		WALLFLOWERS/6th Avenue Heartache
21	29	18		CRANBERRIES/Free To Decide
16	11	12		EELS/Novocaine For...
27	23	15		LOCAL H/Bound For The Floor
17	15	14		CURE/Mini Car
12	9	6		JEREMY TOBACK/The Word Behind...
24	17	14		TRACY BONHAM/The One
15	14	11		SUPERDRAG/Sucked Out
5	11	8		BETTER THAN EZRA/King Of New Orleans
-	9	8		BLUES TRAVELER/But Anyway
-	-	8		FUN LOVIN' CRIMINALS/Scooby Snacks
18	13	7		RAGE AGAINST...Bulls On Parade

MARKET #3

WKQX/Chicago
(312) 527-8348
Gamble/Shuminas

PLAYS

SW	ZW	LW	TW	ARTIST/TITLE
36	39	32	58	311/Down
37	29	21	58	NO DOUBT/Spiderwebs
15	23	24		POE/Angrny Johnny
36	26	27		GRAVITY KILLS/Guilty
-	11	19		SUBLIME/What I Got
24	32	24		SUPERDRAG/Sucked Out
28	34	22		SOUNDGARDEN/Burden In My Hand
18	26	24		STABBING WESTWARD/Shame
-	-	20		PEARL JAM/Who You Are
-	11	29		SOUL COUGHING/Soundtrack To Mary
12	24	28		DISHWALLA/Counting Blue Cars
38	41	27		BUTTHOLE SURFERS/Pepper
37	34	21		STONE TEMPLE PILOTS/Trippin' On A Hole...
-	-	28		JEWEL/Who Will Save...
29	34	24		CURE/Mini Car
13	18	24		GEGGY TAH/Whoever You Are
-	11	20		BETTER THAN EZRA/King Of New Orleans
33	33	23		BECK/Where It's At
27	18	21		SPONGE/Wax Ecstatic (To...)
18	20	15		WHY STORE/Lack Of Water
-	-	16		CURE/Strange Attraction
-	11	18		LOCAL H/Bound For The Floor
32	31	16		GARBAGE/Stupid Girl
13	15	10		NADA SURF/Popular
30	29	23		OASIS/Don't Look Back...
-	-	15		DAVE MATTHEWS BAND/So Much To Say
16	25	22		CRANBERRIES/Free To Decide
40	31	11		PRIMITIVE RADIO GODS/Standing Outside...
34	35	22		PORNO FOR PYROS/Tahitian Moon
18	17	6		REACHAROUND/Big Chair

MARKET #4

KITS/San Francisco
(415) 512-1053
Sands/West/Axelsen

PLAYS

SW	ZW	LW	TW	ARTIST/TITLE
12	22	30	31	GARBAGE/Stupid Girl
28	31	29	31	IMPERIAL TEEN/You're One
14	18	20		DISHWALLA/Counting Blue Cars
8	18	26		BETTER THAN EZRA/King Of New Orleans
-	-	12		PEARL JAM/Who You Are
28	29	27		SUPERDRAG/Sucked Out
16	26	24		SMASHING PUMPKINS/Muzzle
20	20	20		EELS/Novocaine For...
30	29	24		PRIMITIVE RADIO GODS/Standing Outside...
30	30	28		BUTTHOLE SURFERS/Pepper
-	15	26		EVERCLEAR/You Make Me Feel...
-	11	19		SOUNDGARDEN/Burden In My Hand
23	19	17		GOLDFINGER/Mable
15	15	17		POE/Angrny Johnny
22	18	17		FUN LOVIN' CRIMINALS/Scooby Snacks
18	17	17		REPUBLICA/Ready To Go
15	18	17		TRACY BONHAM/Who You Are
-	14	17		BOOTH AND THE BAD...I Believe
18	17	16		SCREAMING TREES/All I Know
16	15	17		ASH/Golddigger
26	20	15		CURE/Mini Car
18	11	13		NADA SURF/Popular
8	12	13		GARBAGE/Stupid Girl
5	5	9		311/Down
-	-	12		GEGGY TAH/Whoever You Are
28	22	16		BECK/Where It's At
-	15	16		SPECIALS/A Little Bit Me...
14	10	9		JARS OF CLAY/Liquid
13	11	8		ELECTRONIC/Forbidden City
28	21	11		PORNO FOR PYROS/Tahitian Moon

MARKET #6

CIMX/Detroit
(313) 961-9811
Brookshaw/Cannova

PLAYS

SW	ZW	LW	TW	ARTIST/TITLE
58	52	49	52	STONE TEMPLE PILOTS/Trippin' On A Hole...
57	54	52		SPONGE/Wax Ecstatic (To...)
40	47	51		311/Down
42	51	50		BUTTHOLE SURFERS/Pepper
50	52	48		NO DOUBT/Spiderwebs
-	-	30		PEARL JAM/Who You Are
-	16	40		STABBING WESTWARD/Shame
12	40	38		LOCAL H/Bound For The Floor
29	26	32		OASIS/Don't Look Back...
42	36	41		BECK/Where It's At
21	25	30		SMASHING PUMPKINS/Tonight, Tonight
31	39	36		SOUNDGARDEN/Burden In My Hand
41	33	26		ALANIS MORISSETTE/You Learn
30	28	27		GARBAGE/Stupid Girl
38	26	27		SCREAMING TREES/All I Know
29	34	32		PRIMITIVE RADIO GODS/Standing Outside...
-	22	26		WALLFLOWERS/6th Avenue Heartache
-	-	26		BETTER THAN EZRA/King Of New Orleans
-	-	16		STARBUCKERS/Get Up
24	28	25		COWBOY JUNKIES/A Common Disaster
25	24	25		CRANBERRIES/Free To Decide
29	27	26		SLOAM/The Good In Everyone
-	-	5		PLUTO/When She Was Happy
17	39	21		SMASHING PUMPKINS/Muzzle
27	27	14		YUM YUM/Apiary
-	33	35		GREEN DAY/Walking...
18	15	15		JONNY POLONSKY/Love Lovely Love
-	2	15		HOLE/Gold Dust Woman
-	-	11		RAGE AGAINST...People Of The Sun
26	14	10		NADA SURF/Popular

MARKET #8

WHYY/Detroit
(313) 871-3030
Michaels/Tear

PLAYS

SW	ZW	LW	TW	ARTIST/TITLE
44	46	44	45	ALANIS MORISSETTE/You Learn
27	27	44	45	LENNY KRAVITZ/Cant' Get You Off...
44	41	44	41	TRACY BONHAM/Give Me One Reason
45	41	39	39	JEWEL/Who Will Save...
46	47	37	39	DISHWALLA/Counting Blue Cars
25	28	39	39	PRIMITIVE RADIO GODS/Standing Outside...
18	24	31	38	NO DOUBT/Spiderwebs
26	38	39	33	BUSH/Machinehead
27	30	30	33	CURE/Mini Car
31	35	31	32	SPACEHOG/In The Meantime
45	43	31	31	REFRESHMENTS/Bandits
45	41	38	39	CRANBERRIES/Free To Decide
29	28	34	34	SMASHING PUMPKINS/Tonight, Tonight
5	13	26	28	BUTTHOLE SURFERS/Pepper
32	30	29	29	VERVE PIPE/Photograph
16	21	27	28	OASIS/Don't Look Back...
20	17	21	28	BARINAKED LADIES/The Old Apartment
41	32	30	27	NIXONS/Sister
12	24	26	27	HOOTIE & BLOWFISH/Tucker's Town
23	22	22	28	NATALIE MERCHAMT/Wonder
30	16	18	26	DAVE MATTHEWS BAND/Too Much
11	8	15	26	PATTI ROTBERG/Inside
15	17	23	25	WHY STORE/Lack Of Water
43	29	26	25	DOG'S EYE VIEW/Everything Falls...
17	24	24	21	TRACY BONHAM/Mother Mother
28	19	25	23	JOHN OSBORNESL/Teresa
16	19	20	23	BETTER THAN EZRA/King Of New Orleans
11	9	11	21	WALLFLOWERS/6th Avenue Heartache
11	14	18	18	GARBAGE/Stupid Girl
-	19	14	19	DOMNA LEWIS/I Love You Always...

MARKET #7

KDGE/Dallas
(214) 770-7777
Folger/Smith/Peer

PLAYS

SW	ZW	LW	TW	ARTIST/TITLE
22	41	44	47	TOADIES/Tyler
27	43	26	46	GARBAGE/Stupid Girl
45	45	45	45	BUTTHOLE SURFERS/Pepper
44	42	46	45	STONE TEMPLE PILOTS/Trippin' On A Hole...
22	23	45	43	PRIMITIVE RADIO GODS/Standing Outside...
26	30	34	34	REPUBLICA/Ready To Go
28	26	27	33	311/Down
23	29	25	31	SUPERDRAG/Sucked Out
-	-	20	28	PEARL JAM/Who You Are
25	25	22	27	FUGES/No Woman, No Cry
25	26	27	27	GOLDFINGER/Here In Your Bedroom
24	21	23	28	REACHAROUND/Big Chair
25	22	26	25	SMASHING PUMPKINS/Tonight, Tonight
23	26	23	25	OASIS/Don't Look Back...
24	22	23	24	NO DOUBT/Spiderwebs
20	24	15	24	DAVE MATTHEWS BAND/Too Much
-	28	24	24	SOUNDGARDEN/Burden In My Hand
23	27	27	23	PORNO FOR PYROS/Tahitian Moon
-	-	23		SUBLIME/What I Got
-	-	24		EELS/Novocaine For...
20	21	19	21	SPONGE/Wax Ecstatic (To...)
17	18	18	28	JACKPOPE/Trials
-	-	20		BETTER THAN EZRA/King Of New Orleans
17	13	15	19	BLUES TRAVELER/But Anyway
21	19	13	19	CRANBERRIES/Free To Decide
-	8	10		WHY STORE/Lack Of Water
11	16	20	18	DAVE MATTHEWS BAND/So Much To Say
27	25	19	18	SCREAMING TREES/All I Know
18	14	13	18	PATTI ROTBERG/Inside
-	-	19	15	GRAVITY KILLS/Blame

MARKET #8

WHFS/Washington
(301) 306-0991
Benjamin/Waugh/Ferriss

PLAYS

SW	ZW	LW	TW	ARTIST/TITLE
35	35	35	35	BUTTHOLE SURFERS/Pepper
-	25	35	35	EELS/Novocaine For...
35	35	35	35	NO DOUBT/Spiderwebs
-	-	-	35	PEARL JAM/Who You Are
25	25	25	35	POE/Angrny Johnny
35	35	35	35	PORNO FOR PYROS/Tahitian Moon
25	25	25	35	STONE TEMPLE PILOTS/Trippin' On A Hole...
25	25	25	31	311/Down
-	15	25		ALICE IN CHAINS/Over Now
35	35	35	25	BECK/Where It's At
25	25	25	25	BETTER THAN EZRA/King Of New Orleans
25	25	25	25	BLUES TRAVELER/But Anyway
25	25	25	25	CRANBERRIES/Free To Decide
25	25	25	25	DAVE MATTHEWS BAND/So Much To Say
25	25	25	25	GRAVITY KILLS/Guilty
25	25	25	25	GREEN DAY/Walking...
15	15	15	25	IMPERIAL TEEN/You're One
35	35	25	26	SCREAMING TREES/All I Know
35	35	25	25	SMASHING PUMPKINS/Tonight, Tonight
35	35	25	25	SOUNDGARDEN/Burden In My Hand
-	15	25		SUBLIME/What I Got
15	25	25	25	SUPERDRAG/Sucked Out
15	15	15	25	CURE/Mini Car
-	-	-	15	EMMET SWIMMING/Arlington
-	-	-	15	Filter/Innervest
35	35	25	18	GARBAGE/Stupid Girl
25	25	15	15	GOLDFINGER/Here In Your Bedroom
25	25	15	15	NADA SURF/Popular
25	25	25	15	PATTI ROTBERG/Inside
35	35	15	15	PRIMITIVE RADIO GODS/Standing Outside...

MARKET #8

BUZZ/Dayton
(937) 233-1100
Cruze/Sadof

PLAYS

SW	ZW	LW	TW	ARTIST/TITLE
29	22	38	41	PRIMITIVE RADIO GODS/Standing Outside...
17	25	44	40	SUPERDRAG/Sucked Out
40	41	43	39	FOO FIGHTERS/Down In The Park
41	41	39	38	BUTTHOLE SURFERS/Pepper
23	23	22	38	PORNO FOR PYROS/Tahitian Moon
41	39	22	38	SMASHING PUMPKINS/Tonight, Tonight
32	40	40	40	GARBAGE/Stupid Girl
22	31	21	25	NADA SURF/Popular
42	42	41	24	STONE TEMPLE PILOTS/Trippin' On A Hole...
19	19	19	19	PEARL JAM/Who You Are
17	21	25	25	METALLICA/Until It Sleeps
25	22	22	22	SCREAMING TREES/All

ALTERNATIVE PLAYLISTS

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MARKET #20
KEDJ/Phoenix
(602) 266-1360
Hart/Patyk

PLAYS	ARTIST/TITLE			
3W	2W	1W	TW	
44	58	53	56	GARBAGE/Stupid Girl
42	58	55	56	311/Down
57	60	56	55	NO DOUBT/Spiderwebs
58	56	54	55	STONE TEMPLE PILOTS/Trippin' On A Hole...
54	56	54	46	SOUNDGARDEN/Pretty Noose
25	40	53	46	TRACY BONHAM/Mother Mother
20	30	25	39	BUTTHOLE SURFERS/Pepper
17	20	18	27	SMASHING PUMPKINS/Zero
56	25	36	36	BUSH/Machinehead
24	25	30	36	BECK/Where It's At
24	29	35	35	RAGE AGAINST.../People Of The Sun
24	29	35	35	PEARL JAM/Who You Are
27	18	33	33	ALICE IN CHAINS/Over Now
33	31	41	42	WHY ZOMBIE?/In Your Boogie Man
29	24	23	30	NADA SURF/Popular
24	24	25	25	METALLICA/Until It Sleeps
31	34	26	25	SPONGE/Wax Ecstatic (To...)
53	39	25	23	RAGE AGAINST.../Bulls On Parade
42	21	17	19	JEWEL/Who Will Save...
15	15	15	15	ALANIS MORISSETTE/Head Over Feet
22	27	22	15	SUPERDRAG/Sucked Out
5	15	15	15	BECK/DeVil's Haircut
2	14	14	14	SMASHING PUMPKINS/Muzzle
17	13	13	13	MAGNAPOP/Open The Door
2	11	11	13	VOODOO GLOW SKULLS/Fat Randy
12	26	13	12	PERNO FOR PYROS/Tahitian Moon
24	22	19	12	GREEN DAY/Walking...
8	15	22	11	OASIS/Don't Look Back...
9	17	22	11	SOUNDGARDEN/Burden In My Hand
23	27	16	11	SCREAMING TREES/All I Know

MARKET #20
KZON/Phoenix
(602) 258-8181
Ebbott/Smith

PLAYS	ARTIST/TITLE			
3W	2W	1W	TW	
27	30	31	32	DISHWALLA/Counting Blue Cars
27	30	32	32	PRIMITIVE RADIO GODS/Standing Outside...
27	29	32	31	OASIS/Don't Look Back...
4	11	20	31	REFRESHMENTS/Mekong
18	26	31	29	BLUES TRAVELER/But Anyway
26	28	30	28	CRANBERRIES/Free To Decide
16	23	28	28	CURE/Mint Car
20	18	23	28	ALANIS MORISSETTE/You Learn
-	8	16	18	BETTER THAN EZRA/King Of New Orleans
18	14	18	18	EVERCLEAR/Santa Monica...
16	16	13	17	DDG'S EYE VIEW/Everything Falls...
17	17	13	17	GARBAGE/Stupid Girl
11	10	16	17	GIN BLOSSOMS/As Long As It...
17	16	12	17	MAGNAPOP/Open The Door
17	15	16	17	SMASHING PUMPKINS/Tonight, Tonight
28	12	13	17	VERVE PIPE/Photograph
23	15	14	16	DAVE MATTHEWS BAND/So Much To Say
14	15	13	16	DAVE MATTHEWS BAND/So Much To Say
-	-	11	16	PEARL JAM/Who You Are
17	16	16	16	STONE TEMPLE PILOTS/Lady Picture Show
27	27	25	15	HOTIIE & BLOWFISH/Old Man & Me
6	9	10	15	SCREAMING TREES/All I Know
12	17	17	15	WHY STORE/Lack Of Water
18	15	13	14	PATTI ROTHBERG/Inside
-	5	11	13	EELS/Novocaine For...
12	11	11	13	JEWEL/Who Will Save...
18	17	11	12	TRACY BONHAM/Give Me One Reason
-	-	4	11	REPUBLICA/Ready To Go
13	14	16	10	ALANIS MORISSETTE/Head Over Feet
13	15	16	10	ALANIS MORISSETTE/Head Over Feet

MARKET #22
WENZ/Cleveland
(216) 861-0100
Neumann/Robertson

PLAYS	ARTIST/TITLE			
3W	2W	1W	TW	
51	46	49	50	PORNO FOR PYROS/Tahitian Moon
47	49	48	49	BUTTHOLE SURFERS/Pepper
49	47	48	49	STONE TEMPLE PILOTS/Trippin' On A Hole...
12	44	44	49	SOUNDGARDEN/Burden In My Hand
46	45	48	48	GARBAGE/Stupid Girl
20	46	48	48	NO DOUBT/Spiderwebs
18	46	48	48	BECK/Where It's At
46	45	43	48	SMASHING PUMPKINS/Tonight, Tonight
47	47	46	45	PRIMITIVE RADIO GODS/Standing Outside...
20	17	20	26	WHY STORE/Lack Of Water
20	21	21	22	SCREAMING TREES/All I Know
18	21	22	20	METALLICA/Until It Sleeps
20	21	18	20	311/Down
21	18	20	20	PATTI ROTHBERG/Inside
22	20	17	20	POE/Angrny Johnny
23	17	21	19	SUPERDRAG/Sucked Out
22	14	19	19	MAGNAPOP/Open The Door
23	14	19	19	3.1.B. THRILL/Somebody Will Come
17	19	18	19	BLUES TRAVELER/But Anyway
-	21	18	18	EELS/Novocaine For...
19	21	22	18	NADA SURF/Popular
-	21	18	18	BETTER THAN EZRA/King Of New Orleans
13	17	20	18	HOLE/Gold Dust Woman
18	19	19	18	SPONGE/Wax Ecstatic (To...)
21	17	18	18	DAVE MATTHEWS BAND/So Much To Say
20	17	18	18	GOO GOO DOLLS/Long Way Down
16	18	17	18	CRANBERRIES/Free To Decide
-	28	17	18	PEARL JAM/Who You Are
-	19	17	17	SEVEN MARY THREE/My My
19	18	17	17	ALICE IN CHAINS/Again

MARKET #22
WMMs/Cleveland
(216) 781-9667
Kubinski

PLAYS	ARTIST/TITLE			
3W	2W	1W	TW	
39	44	46	47	STONE TEMPLE PILOTS/Trippin' On A Hole...
46	44	41	44	PRIMITIVE RADIO GODS/Standing Outside...
34	38	43	43	GARBAGE/Stupid Girl
41	39	43	42	NO DOUBT/Spiderwebs
40	31	38	40	SMASHING PUMPKINS/Tonight, Tonight
22	20	28	36	WALLFLOWERS/6th Avenue Heartache
-	19	33	33	OASIS/Don't Look Back...
15	20	26	32	SOUNDGARDEN/Burden In My Hand
25	26	32	32	311/Down
33	29	25	32	BLUES TRAVELER/But Anyway
44	40	43	29	REFRESHMENTS/Banditos
18	25	28	20	ALICE IN CHAINS/Again
44	41	47	28	BUTTHOLE SURFERS/Pepper
-	17	27	27	PEARL JAM/Who You Are
33	27	26	25	SCREAMING TREES/All I Know
27	22	21	25	METALLICA/Until It Sleeps
-	18	24	24	BETTER THAN EZRA/King Of New Orleans
28	25	29	24	REACHAROUND/Big Chair
15	18	20	24	NADA SURF/Popular
29	25	23	23	BUSH/Machinehead
21	17	19	22	STABBING WESTWARD/Shame
30	21	23	21	GOLDFINGER/Here In Your Bedroom
23	20	20	20	BECK/Where It's At
28	25	20	20	POE/Angrny Johnny
7	19	17	20	WHY STORE/Lack Of Water
33	29	33	30	GOO GOO DOLLS/Long Way Down
-	20	21	19	BLUES TRAVELER/But Anyway
25	18	18	18	NIXONS/Sister
13	21	18	18	REPUBLICA/Ready To Go
-	7	18	18	BOOTH AND THE BAD.../I Believe

MARKET #23
KTCL/Denver
(303) 571-1232
Hayes

PLAYS	ARTIST/TITLE			
3W	2W	1W	TW	
23	22	23	26	EELS/Novocaine For...
52	19	22	25	DADA/Rob The Drummer
5	19	22	24	GEGGY YAH/Whoever You Are
-	8	21	24	SUBMERC/What I Got
27	24	24	24	REPUBLICA/Ready To Go
-	16	23	23	MESHELL NEDOGCELLO/eviticus: Fagot
20	22	22	22	PRIMITIVE RADIO GODS/Standing Outside...
22	22	21	22	IMPERIAL TEEN/You're One
-	14	21	21	TRACY BONHAM/The One
27	26	22	20	BECK/Where It's At
29	20	22	20	GARBAGE/Stupid Girl
-	11	20	20	REVEREND HORTON HEAT/It's Martini Time
23	15	15	15	SCREAMING TREES/All I Know
11	12	15	15	POE/Angrny Johnny
-	10	15	15	LOCAL H/Bound For The Floor
-	12	10	15	BOOTH AND THE BAD.../I Believe
10	10	14	15	WALLFLOWERS/6th Avenue Heartache
10	10	14	15	SEMISONIC/I Run
26	22	16	14	PERNO FOR PYROS/Tahitian Moon
5	14	14	14	YUM YUM/Plajy
7	13	15	13	WALLFLOWERS/6th Avenue Heartache
26	16	14	13	OASIS/Don't Look Back...
5	14	14	13	SOUL COUGHING/Soundtrack To Mary
27	8	14	13	CRANBERRIES/Free To Decide
7	17	13	13	PATTI ROTHBERG/Inside
23	8	10	13	WHY STORE/Lack Of Water
5	7	9	13	HOWLIN' MAGGIE/In A Slut
-	-	13	13	HOLLY PALMER/Different Languages

MARKET #24
KBBT/Portland, OR
(503) 222-1011
Nunme/Scott

PLAYS	ARTIST/TITLE			
3W	2W	1W	TW	
40	53	45	45	GARBAGE/Stupid Girl
38	34	44	44	PRIMITIVE RADIO GODS/Standing Outside...
48	39	43	43	STONE TEMPLE PILOTS/Trippin' On A Hole...
39	43	42	42	BUTTHOLE SURFERS/Pepper
18	18	42	42	SOUNDGARDEN/Burden In My Hand
45	49	42	42	BECK/Where It's At
-	42	42	42	PEARL JAM/Who You Are
20	18	28	28	SMASHING PUMPKINS/Tonight, Tonight
19	21	21	28	SPONGE/Wax Ecstatic (To...)
22	11	21	27	NO DOUBT/Spiderwebs
39	43	47	47	PERNO FOR PYROS/Tahitian Moon
20	18	27	27	NADA SURF/Popular
14	14	27	27	EELS/Novocaine For...
15	20	20	23	CRANBERRIES/Free To Decide
-	15	26	26	SOUL COUGHING/Soundtrack To Mary
19	-	26	26	TRACY BONHAM/The One
-	-	26	26	ALICE IN CHAINS/Over Now
19	20	26	26	311/Down
21	27	27	28	REPUBLICA/Ready To Go
42	48	48	48	SCREAMING TREES/All I Know
20	17	17	17	SUPERDRAG/Sucked Out
-	18	25	25	EVERCLEAR/You Make Me Feel...
-	-	25	25	FUN LOVIN' CRIMINALS/Scooby Snacks
21	21	25	25	REACHAROUND/Big Chair
-	19	25	25	BETTER THAN EZRA/King Of New Orleans
22	19	25	25	OASIS/Don't Look Back...
-	-	23	23	SUBMERC/What I Got
8	8	21	21	DISHWALLA/Counting Blue Cars
15	17	17	17	ALICE IN CHAINS/Again
-	-	14	14	SUPER DELUXE/Famous

MARKET #24
KNRK/Portland, OR
(503) 223-1441
Hamilton/Souther

PLAYS	ARTIST/TITLE			
3W	2W	1W	TW	
22	20	37	38	311/Down
35	37	36	38	BUTTHOLE SURFERS/Pepper
16	20	37	38	OASIS/Don't Look Back...
36	36	36	38	SMASHING PUMPKINS/Tonight, Tonight
36	37	38	37	DISHWALLA/Counting Blue Cars
36	37	36	37	STONE TEMPLE PILOTS/Trippin' On A Hole...
12	12	37	36	PERNO FOR PYROS/Tahitian Moon
-	22	35	35	BETTER THAN EZRA/King Of New Orleans
14	13	24	24	BECK/Where It's At
25	20	24	24	REACHAROUND/Big Chair
-	20	24	24	EVERCLEAR/You Make Me Feel...
20	19	24	23	FUN LOVIN' CRIMINALS/Scooby Snacks
20	19	24	23	IMPERIAL TEEN/You're One
38	36	23	23	PRIMITIVE RADIO GODS/Standing Outside...
-	20	25	23	REFRESHMENTS/Down Together
-	23	23	23	TRACY BONHAM/The One
20	20	23	22	REPUBLICA/Ready To Go
7	18	23	22	STABBING WESTWARD/Shame
37	35	22	20	CRANBERRIES/Free To Decide
6	5	19	20	POE/Angrny Johnny
20	17	19	18	SOUNDGARDEN/Pretty Noose
18	17	19	18	SOUNDGARDEN/Burden In My Hand
18	13	13	13	CRACKER/Nothing To Believe...
14	13	13	13	HOLE/Gold Dust Woman
19	21	9	13	SCREAMING TREES/All I Know
21	13	14	13	SPONGE/Wax Ecstatic (To...)
19	13	11	12	NO DOUBT/Spiderwebs
19	11	11	12	PATTI ROTHBERG/Inside
16	11	5	12	WALLFLOWERS/6th Avenue Heartache

MARKET #25
WAOZ/Cincinnati
(513) 621-9326
Harris/Schlesler

PLAYS	ARTIST/TITLE			
3W	2W	1W	TW	
45	48	40	45	DISHWALLA/Counting Blue Cars
22	41	45	45	BUTTHOLE SURFERS/Pepper
21	40	42	42	PRIMITIVE RADIO GODS/Standing Outside...
-	23	42	42	PEARL JAM/Who You Are
29	49	41	41	NO DOUBT/Spiderwebs
22	44	41	41	BECK/Where It's At
30	18	34	34	CRANBERRIES/Salvation
19	19	35	32	PERNO FOR PYROS/Tahitian Moon
16	17	28	31	REFRESHMENTS/Banditos
24	27	31	30	DAVE MATTHEWS BAND/So Much To Say
20	19	30	27	SMASHING PUMPKINS/Tonight, Tonight
20	23	24	23	NADA SURF/Popular
17	23	23	23	WHY STORE/Lack Of Water
20	22	23	23	MAGNAPOP/Open The Door
17	20	24	22	CRANBERRIES/Free To Decide
21	16	22	22	CURE/Mint Car
20	20	26	22	STABBING WESTWARD/Shame
21	21	21	22	SUPERDRAG/Sucked Out
24	23	22	22	BLUES TRAVELER/But Anyway
21	18	21	21	GARBAGE/Stupid Girl
14	16	24	21	311/Down
12	18	23	18	SCREAMING TREES/All I Know
13	16	17	17	GREEN DAY/Walking...
14	15	17	17	SOUNDGARDEN/Burden In My Hand
12	11	14	14	WALLFLOWERS/6th Avenue Heartache
15	15	12	13	REPUBLICA/Ready To Go
-	-	13	13	EELS/Novocaine For...
3	10	10	11	LYVE LOVETT/That's Right...
11	11	10	11	PATTI SMITH/Summer Cannibals

MARKET #25
WOXY/Cincinnati
(513) 523-4114
Teffmann/Tyffe

PLAYS	ARTIST/TITLE			
3W	2W	1W	TW	
9	11	20	22	NADA SURF/Popular
6	21	20	22	REVEREND HORTON HEAT/It's Martini Time
7	10	5	21	KMFDM/Power
10	12	20	21	RAINCOATS/Pretty
4	11	9	12	MAGNAPOP/Juicy Fruit
7	11	6	12	TORI AMOS/Hay Jupiter
-	12	12	12	FINN BROTHERS/Suffer Never
12	11	10	12	BECK/Where It's At
12	10	10	12	GUIDED BY VOICES/Cut-Out-With

NEW MUSIC SPECIALTY SHOWS

The 'Heat' Of Summer Intensifies

Reverend Horton Heat's full-length was fully appreciated by the R&R Specialty Show Panel coming out on top this week with play at WMRQ/Hartford, KDGE/Dallas, KNDD/Seattle, and more. The Connells' "Fifth Fret" placed second, boding well for their return. Play included WBCN/Boston, KPNT/St. Louis, and WNNX/Atlanta. Sleeper remained strong at No. 3 overall, with Prolapse coming in at No. 4 with "T.C.R." at WFNX/Boston, KREV/Minneapolis, and more. Gaining momentum were the format's forefathers Sex Pistols and Devo, respectively. Who says this format has no sense of history?

SIGNIFICANT ACTION

Here is a look at the top artists from R&R's exclusive panel of specialty reporters:

- Reverend Horton Heat (*Interscope*)
- Connells (*TVT*)
- Sleeper (*Arista*)
- Prolapse (*Jetset/Big Cat*)
- Soul Coughing (*Slash/WB*)
- Throwing Muses (*Rykodisc*)
- Chimera (*Grass*)
- Jason Falkner (*Elektra/EEG*)
- Kevin Salem (*Roadrunner*)
- Eels (*DreamWorks/Geffen*)

GAINING MOMENTUM

- Sex Pistols (*Virgin*)
Airplay Includes: KDGE, WLUM, KREV
- Devo (*Interscope*)
Airplay Includes: KPNT, KXRK, KFMA
- Jawbox (*TAG*)
Airplay Includes: WHFS, WOXY, WZRH
- Sublime (*Gasoline Alley/MCA*)
Airplay Includes: KNDD, XHRM, WQXA
- Suicide Machines (*Hollywood*)
Airplay Includes: KOME, KDGE, WXSJ
- D Generation (*Columbia/CRG*)
Airplay Includes: WROX, KREV, WBCN
- Muzzle (*Reprise*)
Airplay Includes: KISF, WLUM, KPNT
- Orbital (*London*)
Airplay Includes: WRLG, XHRM, WCHZ
- Me'Shell Ndegeocello (*Maverick/Reprise*)
Airplay Includes: WWDX, KFMA, KCXX
- Versus (*Caroline/Teen Beat*)
Airplay Includes: WFNX, WHFS, WRLG

KPNT/St. Louis
New Music Sunday
Sunday, July 28th



- LIFE OF AGONY Don't You (Forget About Me) (*Roadrunner*)
- CONNELLS Fifth Fret (*TVT*)
- LUSH 500 (*4AD/Reprise*)
- SLEEPER Sale Of The Century (*Arista*)
- CHIXDIGGIT Hemp Hemp Hooray (*Sub Pop*)
- EELS Novocaine For The Soul (*DreamWorks/Geffen*)
- BIG FAT LOVE Balance (*Republic*)
- FRENTE Horrible (*Mammoth/Atlantic*)
- KULA SHAKER Tativa (*Import*)
- SUEDE Trash (*Import*)

NEW MUSIC SCENE



- Artist: Eels
- Track: "Novocaine For The Soul"
- LP: "Beautiful Freak"
- Producer: E/Mark Goldenberg/ Michael Simpson
- Label: Dreamworks/Geffen

• **Essentials:** The Man called E decided maybe he needed a few more letters to make it big, so he added E-L-S (as well as bandmembers Tommy (bass/vocals) and Butch (drums/vocals), and yes, the letters S, K, and G don't seem to hurt, either. Voila! The band concept is paying off, with huge early enthusiasm for the project.

This pop has enough edge to satisfy Alternative's needs and, as always, the lyrical vision of E is registering with the more critically aware. E is clearly inspired by his new bandmates, as well as long-time friend Mark Goldenberg and new-found friend Michael Simpson (he of the Dust Brothers), and the results are

a fuller realization of his music. I should stop, because by now it's apparent that I am a huge fan of E's. It's OK for you to become one, too.

• **Influences:** Beatles, Todd Rundgren, George Clinton

• **Artist POV:** "I'm trying to put something in the music that says it's OK to be sad today," says E. "I don't think that there's such a thing as happiness in the sense that most people seek it — nonstop bliss. To be happy is to be happy and sad ... to be able to feel."

—Sky Daniels

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

SPECIALTY SHOW REPORTERS

Shows and their Top 5 songs listed alphabetically by market

<p>WNNX/Atlanta, GA Planet Jill Weeknights 11-midnight Jill Melancon</p> <ul style="list-style-type: none"> Robyn Hitchcock "Alright, Yeah" Ocean Colour Scene "The Day We Caught..." Dig "Whose Side You On" Local H "High Frivin' MF" Fun Lovin' Criminals "Scooby Snacks" 	<p>WAOZ/Cincinnati, OH Before The Revolution Weeknights midnight-1am</p> <ul style="list-style-type: none"> Meat Beat Manifesto "Asbestos Lead Asbestos" Three Fish "Laced" Cast "Sandstorm" Jason Falkner "I Live" Chimera "Catch Me" 	<p>WMRQ/Hartford, CT Spinning Unrest Sunday 9-9:30pm Steve Picard</p> <ul style="list-style-type: none"> Land Of The Loops "Multi-Family Garage Sale" Urusei Yatsura "Silver Krest" Red Five "Seven" Throwing Muses "Ruthie's Knocking" Jawbox "Mirrorful" 	<p>KREV & WREV/Minneapolis, MN Counter Revolution Wednesday 10-11pm Christine Kass</p> <ul style="list-style-type: none"> Versus "Yeah You" Eels "Novocaine For The Soul" Prolapse "T.C.R." Sex Pistols "Pretty Vacant" Scarce "Honeysuckle" 	<p>KUKQ/Phoenix, AZ Generation U Saturday 9pm-2am Larry Mac</p> <ul style="list-style-type: none"> Soul Coughing "Soundtrack To Mary" Voodoo Glow Skulls "Fat Randy" Eels "Novocaine For The Soul" Type-O-Negative "My Girlfriends Girlfriend" Jimmy Eat World "Thinking, That's All" 	<p>XHRM/San Diego, CA The Flash Zone Saturday 9pm-2am Greg Pearson</p> <ul style="list-style-type: none"> Meat Beat Manifesto "Asbestos Lead Asbestos" Electronic "Second Nature" Suicide Machines "No Face" Cardigans "Rise & Shine" Charm Farm "Superstar"
<p>WCHZ/Augusta, GA Renegade Radio Sunday 9-10:30pm Steve Bingham</p> <ul style="list-style-type: none"> Jack Frost "Pony Express" Versus "Shower Song" June Of 44 "Lustania" Resolve "Boxed In" East River Pipe "Kill The Action" 	<p>WOXY/Cincinnati, OH Gridloxx Sunday 11pm-1am Rob Ervin & Dan Cromer</p> <ul style="list-style-type: none"> Come "Hurricane" Frogs "God Is Gay" Ween "Help Me Scrape..." MX-80 "I've Seen Enough" Kevin Salem "Run Run Run" 	<p>KTBB/Houston, TX Lunar Rotation Sunday 7-9:30pm David Sadof</p> <ul style="list-style-type: none"> Kristen Barry "Created" Bush "In A Lonely Place" PJ Harvey "Naked Cousin" Scrawl "Good Under Pressure" Throwing Muses "Ruthie's Knocking" 	<p>WRLG/Nashville, TN Thunderground Radio Sunday 6-8pm Jason Moon</p> <ul style="list-style-type: none"> My Bloody Valentine "Map Ref 41N 93W" Lambchop "The Tin Chime" Liquor Giants "All I Get" Brian Jonestown Massacre "David Bowie..." Holiday "Prostitutes In Town" 	<p>KNRK/Portland, OR Something Cool Sunday 11pm-midnight Yum Yum "Aplary"</p> <ul style="list-style-type: none"> Richmond Fontaine "1968" Jale "All Ready" Chimera "Catch Me" Lush "500" 	<p>KOME/San Jose, CA Nocturnal Noise Friday Midnight-1am Jim & Jeanette</p> <ul style="list-style-type: none"> Pluto "When She Was Happy" Tuscadero "Hollywood Handsome" Sleeper "What Do I Do Now" Gravity Kills "Blame" Prolapse "T.C.R."
<p>WBCN/Boston, MA Nocturnal Emissions Sunday 8-10pm Oedipus</p> <ul style="list-style-type: none"> Devo "Head Like A Hole" Sublime "What I Got" D Generation "Frankie" Soul Coughing "Super Bon Bon" Throwing Muses "Ruthie's Knocking" 	<p>KDGE/Dallas, TX The Adventure Club Sunday 7-10 pm Josh & Kevin</p> <ul style="list-style-type: none"> Manic Street Preachers "Everything Must Go" Sebadoh "Beauty Of The Ride" Suede "Trash" Lambchop "The Tin Chime" Catherine Wheel "Wish You Were Here" 	<p>KISF/Kansas City, MO Living Room Sunday 8-10pm Stan & Joel</p> <ul style="list-style-type: none"> Muzzle "What A Bore" Jason Falkner "I Live" Screaming Trees "Make My Mind" Hoodoo Gurus "Big Deal" Throwing Muses "Serene" 	<p>WZRH/New Orleans, LA Beyond The Charts Sunday 8-11pm Trey Blossman</p> <ul style="list-style-type: none"> Figgs "Bad Luck Sammy" Fastbacks "Fortune's Misery" Cowboy Mouth "How Do You Tell Someone" Popsico "Nastassja" Patti Smith "Gone Again" 	<p>WDST/Poughkeepsie, NY Indie Flux Thursday 10pm Nic Harcourt</p> <ul style="list-style-type: none"> Queers For Astroboy "Adored" Citizen Utilities "Roadkill" Holiday "Here We Are Again" Trampoline "Coronado" Brenda Kahn "Reconcile" 	<p>KNDD/Seattle, WA Loudspeaker Sunday 10-11pm Bill Reid or Marco Collins</p> <ul style="list-style-type: none"> Loop Guru "Amrita" Tortoise "U.N.K.L.E." Subminute Radio "Chassis" Underworld "Born Sippy" Orbital "The Girl With The Sun..."
<p>WFNX/Boston, MA Moods For Moderns Sunday 8-10pm Jason Steeves</p> <ul style="list-style-type: none"> Raincoats "Don't Be Mean" Jeremy Enigk "Carnival" Pee "Ihop" Queers "Punk Rock Girls" Versus "Yeah You" 	<p>WQXA/Harrisburg, PA The Sunday Morning News Sunday 8-10am Bill Hanson</p> <ul style="list-style-type: none"> Electronic "Forbidden City" Recharound "Big Chair" Kelley Deal 6000 "Canyon" Republica "Ready To Go" Soccer "Hey Hipster" 	<p>KROQ/Los Angeles, CA Rodney On The RDQ Sunday 10pm-1am Rodney Bingenheimer</p> <ul style="list-style-type: none"> London Suede "Trash" Edwin Ball "The Mall Hill Self Hate..." Sex Pistols "Pretty Vacant" Susan James "Rock Star" Nylon Bombers "I'm Not Built For This" 	<p>WROX/Norfolk, VA Nocturnal Transmissions Monday 11pm-2am Al Mitchell</p> <ul style="list-style-type: none"> Lyle Lovett "Private Conversation" Cake "The Distance" Goggy Tah "Whoever You Are" Kevin Salem "Underneath" Fun Lovin' Criminals "Scooby Snacks" 	<p>KXRK/Salt Lake City, UT Now Hear This Sunday 9-10pm, Tuesday 10-11am Sean Ziebarth</p> <ul style="list-style-type: none"> Devo "Head Like A Hole" Unwritten Law "Superman" Battery Acid "The Break" Sublime "What I Got" Bad Religion "Streets Of America" 	<p>KFMA/Tucson, AZ Test Department Sunday 5-8pm Suzie Dunn & Chuck Roast</p> <ul style="list-style-type: none"> Sublime "What I Got" Tori Amos "Hey Jupiter" Red House Painters "All Mixed Up" Suicide Machines "No Face" Throwing Muses "Ruthie's Knocking"

HOODOO GURUS



Already On: WOXY

"Over 10 years together and they still rock. Totally underrated band at Modern Rock, deserving of your attention."

— Rob Acampora/WHTG, MD

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The first single from their newest album BLUE CAVE

The Adult Personality's Winning Ingredients

□ What makes a good talent; how to best evaluate your staff

What does it take to be a successful personality in the Adult Alternative format? And what are some ways to evaluate the performance of your staff?

WBOS/Boston PD **Jim Herron** believes that outside of mornings it's absolutely essential personalities have a passion for the music. "You need air talent who live and breathe the music and the lifestyle — which is non-conformist. If your approach is sincere, humble, friendly, and receptive — basically the opposite of the typical radio DJ approach — then you have a good foundation for a successful personality. Of course, radio elements like a soothing voice and talent can also contribute to the success of a personality."

'The Right Sound'

While some programmers insist on air talent with prior radio experience, Herron doesn't necessarily demand it. "Experience-level has never played a role in whether they can be a good personality as far as I'm concerned. It's possible for someone to have the right sound who is right out of college. It's like any other kind of theater — either you have it or you don't. Some people are just naturals, others have the ability to develop it, and some never get it."



Jim Herron

You need air talent who live and breathe the music and the lifestyle — which is non-conformist.

—Jim Herron

"People who are actively involved in the music community usually make for good personalities, too, whether they're a musician or simply enjoy going to the clubs and concerts. But really the main emphasis for successful personalities is whether they can be themselves on the radio."

Sound Like You've Been Around

KTHX/Reno, NV PD **Bruce Van Dyke** comments that aside from format specific musical relatability, many of the keys to successful air talents in other formats still apply directly to Adult Alternative. "I think we've learned that we can't be just completely music intensive. We all know this is primarily a 30-50-year-old demographic, so it's really important for the personalities to sound like they've been around, especially for the upper reaches of the demo."



Bruce Van Dyke

"You need to have a good grasp of what was happening back in the first great wave of the '60s and '70s. It's not going to work if somebody sounds like they were born in 1972 when you're playing music that includes classic rock with the new music. It's a big help to sound like you've been there and have a foundation that stretches from the '60s to the present. It's a feel, an attitude, and a sound that the listeners expect."

"In terms of a successful morning show, you need a good, natural rapport between partners. That's nothing new or peculiar to our format, but it's crucial to have people who sound like they're truly enjoy-

By Cyndee Maxwell

☐

Certainly we have to be entertaining, we can't let the music do it all. We have to be able to bring something beyond the music to the station to make it stronger.

—Bruce Van Dyke

ing what they're doing so that the audience isn't uncomfortable listening. The audience can sense when there's a strain between personalities. Since we're not as wild or wacky as other formats, an easy-going and friendly comfort becomes even more important.

"We still need all the things that work for other format's personalities, i.e. to sound good, to be comfortable, to be funny. However there is one thing that Adult Alternative DJs need to dispose of: We can't sound like phony pukers. We're trying to be a safe haven from a world filled with phony baloney, with a bunch of hype, and BS all the time. Therefore we can't be using joke services or doing anything that's fake. The more you sound like a regular person, the stronger and more positive it is in Adult Alternative."

"If you can sound like you're talking to somebody at a party or restaurant, then it's clearly a strong benefit. You need to be interesting, lively, and entertaining, but not put on the 'radio bit' even though you are doing a show. It can be a fine line but it's an important distinction. Certainly we have to be entertaining, we can't let the music do it all. We have to be able to bring something beyond the music to the station to make it stronger."

Evaluating Your Staff

Once you've determined which elements are needed in having successful personalities, what's the best way to evaluate your staff? Consultant **Dennis Constantine** notes that most bigger companies require regular employee evaluations that provide a file on employee work habits. A similar evaluation session is an excellent avenue to improve DJ performance.

Constantine suggests that "for the formal evaluation, tape the personality without their knowledge; after you've reviewed it, give it to the DJ for review. Provide a form with spaces for various qualities that are important to you like voice, microphone technique, length of break, communication, announce style, front-selling, promo style,



BLEEDING HEART — Capitol's Nil Lara (c) can't believe his ears — it's R&R's Sky Daniels blowing out his version of Lara's single, "Bleeding." R&R's Lynn Beaudoin looks on in amazement.

etc., and have the talent rate himself on each quality on the form.

"Meanwhile, you have also filled out an identical form. When the DJ comes for the evaluation, listen to the tape with him and compare forms. In the process, you'll learn what he considers



Dennis Constantine

important and together you'll get consensus and constructive ideas for improvement. "Set a goal on one main area of improvement for the air talent to accomplish for your next aircheck session and ask him to bring you a tape of his choice that highlights the improvements. This puts the onus on the personality to correct the problem. By letting him choose the tape, he'll be trying every day to get his show perfect for the review."

Constantine concludes that a formal employee review be held once per quarter and adds, "Pull out the review from the last quarter to make sure the talent is working on the particular problem areas you both agreed upon. You'll have writ-

ten paperwork on what improvements were expected and can track the DJ's improvement over a long period of time. After the session, write a few paragraphs about what was discussed and put all the paperwork in the employee's file. Having this kind of paperwork will allow you to easily make a change if the expectations for improvement aren't met."

Set a goal on one main area of improvement for the air talent to accomplish for your next aircheck session and ask him to bring you a tape of his choice that highlights the improvements. This puts the onus on the personality to correct the problem.

—Dennis Constantine



WESTWOOD WOLF — Reprise's Peter Wolf (c) checked out the vibe at Westwood One's Adult Rock 'n' Roll format with morning host Jeff Gonzer and PD Diana Laird.



BREAKING THE WALLFLOWERS — Interscope's Wallflowers are doing their thing on the road; this picture shows (l-r) the band's Jakob Dylan and Romi Jaffe with WMMO/Orlando MD Jessie Scott and Interscope's James Evans.



AUGUST 9, 1996

3W	2W	LW	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS				TOTAL STATIONS/ADDS
					TW	LW	2W	3W	
			1	PRIMITIVE RADIO GODS Standing... (Ergo/Columbia/CRG)	707	698	689	630	35/0
1	2	2	2	DAVE MATTHEWS BAND So Much To Say (RCA)	657	670	663	645	37/0
5	4	3	3	WALLFLOWERS 6th Avenue Heartache (Interscope)	642	621	578	523	37/0
29	8	4	4	TOM PETTY & THE HEARTBREAKERS Walls (Warner Bros.)	623	601	510	169	36/0
10	5	5	5	CRANBERRIES Free To Decide (Island)	562	571	550	475	33/0
7	6	7	6	BLUES TRAVELER But Anyway (A&M)	556	551	525	507	32/1
—	—	14	7	JOHN MELLENCAMP Key West Intermezzo (I Saw...) (Mercury)	550	283	—	—	34/1
4	3	6	8	ERIC CLAPTON Change The World (Reprise)	522	557	590	572	27/0
9	9	8	9	HOOTIE & THE BLOWFISH Tucker's Town (Atlantic)	449	528	506	481	28/1
3	7	9	10	WHY STORE Lack Of Water (Way Cool Music/MCA)	408	489	517	574	26/0
23	21	12	11	DUNCAN SHEIK Barely Breathing (Atlantic)	355	301	248	209	31/2
25	19	18	12	BLACK CROWES Good Friday (American/Reprise)	331	276	259	190	25/0
11	11	10	13	DISHWALLA Counting Blue Cars (A&M)	303	367	404	390	16/1
20	17	19	14	SMASHING PUMPKINS Tonight, Tonight (Virgin)	283	270	269	244	14/0
BREAKER			15	PEARL JAM Who You Are (Epic)	261	103	—	—	25/3
27	26	21	16	JACKOPIERCE Trials (A&M)	259	257	199	178	22/1
16	20	16	17	KEB' MO' That's Not Love (Okeh/Epic)	258	281	250	263	26/0
15	14	11	18	LYLE LOVETT Private Conversation (Curb/MCA)	254	334	324	300	26/0
6	12	13	19	JEWEL Who Will Save Your Soul (Atlantic)	240	290	398	517	15/0
21	18	15	20	NEIL YOUNG & CRAZY HORSE Big Time (Reprise)	236	281	263	234	25/1
—	27	26	21	UGLY AMERICANS Vulcan Death Grip (Capricorn)	233	207	186	168	25/2
18	16	17	22	BADLEES Angeline Is Coming Home (Polydor/A&M)	223	277	276	255	17/0
—	—	30	23	MELISSA ETHERIDGE Nowhere To Go (Island)	221	160	115	32	22/2
13	15	23	24	ELVIS COSTELLO You Bowed Down (Warner Bros.)	189	227	276	327	16/0
28	29	28	25	GARBAGE Stupid Girl (Almo Sounds/Geffen)	189	185	176	170	12/0
DEBUT			26	TRACY CHAPMAN New Beginning (Elektra/EEG)	186	150	131	62	17/2
8	10	20	27	ALANIS MORISSETTE You Learn (Maverick/Reprise)	173	269	432	500	10/0
14	22	25	28	PATTI ROTHBERG Inside (EMI)	169	211	244	310	13/0
24	28	27	29	SQUEEZE This Summer (IRS)	161	203	182	192	14/0
DEBUT			30	FINN BROTHERS Only Talking Sense (Discovery)	158	149	145	141	19/0

This chart reflects airplay from July 29-August 4. Songs ranked by total plays. Highlighted songs indicate Breaker.
41 Adult Alternative reporters. 39 current playlists. © 1996, R&R Inc.

NEW & ACTIVE

STORYVILLE Good Day For The Blues (Code Blue/Atlantic)
Total Plays: 139, Total Stations: 16, Adds: 2

BETTER THAN EZRA King Of New Orleans (Swell/Elektra/EEG)
Total Plays: 138, Total Stations: 13, Adds: 1

MARSHALL CRENSHAW Starless Summer Sky (Razor & Tie Music)
Total Plays: 129, Total Stations: 17, Adds: 2

ELEANOR MCEVOY Precious Little (Columbia/CRG)
Total Plays: 123, Total Stations: 16, Adds: 3

BRIAN SETZER ORCHESTRA Rumble In Brighton (Interscope)
Total Plays: 121, Total Stations: 13, Adds: 1

SAMPLES The Lost Children (A Slow...) (MCA)
Total Plays: 120, Total Stations: 13, Adds: 1

CHALK FARM Lie On Lies (Columbia/CRG)
Total Plays: 113, Total Stations: 10, Adds: 1

OASIS Don't Look Back In Anger (Epic)
Total Plays: 103, Total Stations: 9, Adds: 2

LOS LOBOS Revolution (Slash/WB)
Total Plays: 100, Total Stations: 11, Adds: 2

PETER GABRIEL I Have The Touch (Reprise)
Total Plays: 99, Total Stations: 10, Adds: 1

Songs ranked by total plays.

BREAKERS®

PEARL JAM
Who You Are (Epic)

TOTAL PLAYS/INCREASE: 261/158
TOTAL STATIONS/ADDS: 25/3
CHART: 15

MOST ADDED®

ARTIST TITLE LABEL(S)	ADDS
DOG'S EYE VIEW Small Wonders (Columbia/CRG)	6
STEVE EARLE Hard-Core Trubadour (Warner Bros.)	5
LEAH ANDREONE It's Alright, It's O.K. (RCA)	4
BONNIE RAITT Pride And Joy (Epic)	4
TOM PETTY & HEARTBREAKERS Change ... (Warner Bros.)	4
SUZANNE VEGA No Cheap Thrill (A&M)	4
JOHN GORKA Lightning's Blues (High Street)	3
ELEANOR MCEVOY Precious Little (Columbia/CRG)	3
PEARL JAM Who You Are (Epic)	3

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
JOHN MELLENCAMP Key West Intermezzo... (Mercury)	+267
PEARL JAM Who You Are (Epic)	+158
MARSHALL CRENSHAW Starless... (Razor & Tie Music)	+66
MELISSA ETHERIDGE Nowhere To Go (Island)	+61
ELEANOR MCEVOY Precious Little (Columbia/CRG)	+61
BLACK CROWES Good Friday (American/Reprise)	+55
DUNCAN SHEIK Barely Breathing (Atlantic)	+54
TRACY CHAPMAN New Beginning (Elektra/EEG)	+36
CHALK FARM Lie On Lies (Columbia/CRG)	+30
PETER GABRIEL I Have The Touch (Reprise)	+30

Breakers: Songs registering 250 plays or more for the first time. Bullets awarded to songs gaining plays over the previous week. If two songs are tied in number of plays, the song being played on more stations is placed first. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Weighted chart appears on R&R ONLINE.

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AUGUST 9, 1996

3W	2W	LW	TW	ARTIST TITLE LABEL(S)	TOTAL STATIONS/ADDS	TOTAL PLAYS	+/- PLAYS	EMPHASIS TRACKS (PLAYS)
1	1	1	1	DAVE MATTHEWS BAND Crash (RCA)	39/0	774	-57	"Say" (657) "Much" (34) "Tripping" (27)
2	2	2	2	SOUNDTRACK Phenomenon (Reprise)	36/0	761	-12	"Change" (522) "Dance" (140) "Touch" (99)
7	4	3	3	WALLFLOWERS Bringing Down The Horse (Interscope)	39/0	733	+24	"Heartache" (642) "Headlight" (77) "Marleans" (8)
4	3	4	4	PRIMITIVE RADIO GODS Rocket (Ergo/Columbia/CRG)	35/0	707	+9	"Standing" (707) "Hill" (10) "Locks" (4)
—	10	7	5	TOM PETTY & THE HEARTBREAKERS She's The One (Warner Bros.)	36/0	641	+40	"Walls" (623) "Salvation" (22) "Skies" (19)
8	6	6	6	CRANBERRIES To The Faithful Departed (Island)	34/0	626	-10	"Decide" (562) "Old" (55) "Sad" (37)
3	5	5	7	HOOTIE & THE BLOWFISH Fairweather Johnson (Atlantic)	35/1	580	-84	"Town" (449) "Run" (6) "Years" (0)
11	9	8	8	BLUES TRAVELER Live From The Fall (A&M)	32/1	562	+8	"But" (556) "Key" (550)
—	—	25	9	JOHN MELLENCAMP Mr. Happy Go Lucky (Mercury)	35/1	550	+267	"Water" (408) "Father" (29) "Sad" (16)
5	8	9	10	WHY STORE Why Store (Way Cool Music/MCA)	30/0	490	-61	"Private" (254) "Right" (47) "Mistake" (26)
13	12	11	11	LYLE LOVETT The Road To Ensenada (Curb/MCA)	27/0	388	-59	"Barely" (355) "Runs" (11) "Hung" (93)
30	29	19	12	DUNCAN SHEIK Duncan Sheik (Atlantic)	33/2	366	+54	"Touch" (135) "Just" (19) "Action" (18)
6	7	10	13	STING Mercury Falling (A&M)	24/0	359	-99	"That's" (258) "Friday" (331) "Blackberry" (0)
17	17	13	14	KEB' MO' Just Like You (Okeh/Epic)	27/0	348	-18	"Begin" (186) "Reason" (73) "Smoke" (35)
—	28	24	15	BLACK CROWES Three Snakes And One Charm (American/Reprise)	26/1	331	+44	"Cars" (303) "Tonight" (283) "1979" (9) "Ode" (7)
22	16	15	16	TRACY CHAPMAN New Beginning (Elektra/EEG)	26/1	309	-26	"Big" (236) "Arcade" (30) "Highways" (19)
12	13	12	17	DISHWALLA Pet Your Friends (A&M)	16/1	303	-64	"Trials" (259) "River" (8) "Finest" (5)
26	23	26	18	SMASHING PUMPKINS Mellon Collie And... (Virgin)	15/0	302	+22	"Who" (261) "Brighton" (121) "Voodoo" (98) "Louis" (22)
24	20	14	19	NEIL YOUNG & CRAZY HORSE Broken Arrow (Reprise)	29/1	291	-50	"Rain" (122) "Revolution" (100) "Bones" (18)
—	—	27	20	JACKOPIERCE Finest Hour (A&M)	23/1	272	+3	"Darling" (77) "Get" (76) "Do" (34)
DEBUT	DEBUT	DEBUT	21	PEARL JAM No Code (Epic)	25/3	261	+158	"Bowed" (189) "End" (19) "Shadows" (12)
DEBUT	DEBUT	DEBUT	22	BRIAN SETZER ORCHESTRA Guitar Slinger (Interscope)	25/1	257	+16	"Nowhere" (221) "Come" (13) "Heaven" (5)
15	15	16	23	LOS LOBOS Colossal Head (Slash/WB)	19/0	256	-79	"Save" (240) "Angeline" (223) "Gwendolyn" (16)
16	18	17	24	MARK KNOPFLER Golden Heart (Warner Bros.)	19/0	254	-77	"Speaking" (88) "Angel" (83) "Calling" (24)
14	19	20	25	ELVIS COSTELLO All This Useless Beauty (Warner Bros.)	18/0	252	-41	"Vulcan" (233)
—	—	—	26	MELISSA ETHERIDGE Your Little Secret (Island)	23/2	247	+61	
10	14	23	27	JEWEL Pieces Of You (Atlantic)	15/0	240	-50	
25	21	22	28	BADLEES River Songs (Polydor/A&M)	18/0	239	-52	
23	27	28	29	COWBOY JUNKIES Lay It Down (Geffen)	19/1	236	-27	
DEBUT	DEBUT	DEBUT	30	UGLY AMERICANS Stereophonic Spanish Fly (Capricorn)	25/2	233	+26	

This chart reflects airplay from July 29-August 4. Albums ranked by total plays, with plays from all cuts from an album combined. 41 Adult Alternative reporters. 39 current playlists. © 1996, R&R Inc.

REPORTERS			Stations and their adds by track listed alphabetically by market		
WXLE/Albany, NY PD: Cliff Nash No Adds	WXRV/Boston, MA PD: Joaquin Doozy MD: Mike Mullaney 3 DAVE MATTHEWS BAND "Crash" 3 SQUEEZE "Grouch" 2 BETH HART BAND "Run" 2 DOG'S EYE VIEW "Small" 1 GATHERING FIELD "America" 1 VICTOR OLORENZO "Blind" 1 SOUL ASYLUM "Ran" 1 SUZANNE VEGA "Thrill"	WXRT/Chicago, IL VP/Programming: Norm Winer MD: Patty Martis 4 TOM PETTY & HB "Hill" 2 TOM PETTY & HB "Locks"	WJFX/Fl. Myers, FL PD: Buczynski MD: Chad Chemly 5 JOHN MELLENCAMP "Key"	WTTS/Indianapolis, IN PD/MD: Rich Anlon 1 BETTER THAN EZRA "King" 1 DOOBIE BROTHERS "Slow" 1 LEAH ANDREONE "Alright"	KTCZ/Minneapolis, MN PD: Laura MacLachlan APD/MD: Jane Frederickson 3 MARTIN ZELLAR "Haunt" 1 JOHNNY CLUELESS "Late" 1 MARTIN ZELLAR "Believe" DAVE MATTHEWS BAND "Crash" BLUES TRAVELER "But"
KGSR/Austin, TX PD: Jody Denberg MD: Susan Castle BONNIE RAITT "Pride" OAVIO GRAY "Radio" SUZANNE VEGA "Thrill" ROBERT CRAY "Love"	WNCS/Burlington, VT PD: Glenn Roberts MD: Jody Peterson 7 LIVE "Super" 4 KEB' MO' "Perpetual" 3 ELVIS COSTELLO "Time" 3 MAGNAPOP "Open" KRISTEN BARRY "Created" FARM DOGS "Bum"	KBXR/Columbia, MO OM: Michael Perry PD/MD: Dave "Keeler" Fulgham LEAH ANDREONE "Alright" COWBOY JUNKIES "Speaking" JACKOPIERCE "Trials"	KXPT/Las Vegas, NV PD: Richard Reed MD: J.D. Davis 9 TRACY CHAPMAN "Beginning" 7 MELISSA ETHERIDGE "Nowhere" DOOBIE BROTHERS "Slow"	KMBY/Monterey, CA PD: Rich Berlin 8 EELS "Novocaine" 5 GARY MYRIK "Imaginary" 3 UNINVITED "High" 3 BIG FAT LOVE "Balance" 2 FIONA APPLE "Criminal"	WXPX/Philadelphia, PA PD: Kim Alexander MD: Bruce Warren 7 PATTI ROTHBERG "Treat" 4 ME SHELL NDEGECELLO "God" 4 ME SHELL NDEGECELLO "Free" 4 ME SHELL NDEGECELLO "Who" 3 ME SHELL NDEGECELLO "Way" 3 ME SHELL NDEGECELLO "Stay" 3 ME SHELL NDEGECELLO "Tea" 3 ME SHELL NDEGECELLO "Mary" EELS "Novocaine" JUNIOR BROWN "Surf" DISHWALLA "Cars" BOOTH AND THE BAD... "Believe" TOM PETTY & HB "Locks" TOM PETTY & HB "Angel" KEB' MO' "Just" JOHN GORKA "Blues" GRETCHEN PETERS "Waiting" CROWDED HOUSE "Gin"
KFXD/Boise, ID PD: Greg Roberts MD: Kevin Welch DOG'S EYE VIEW "Small" ERIC JOHNSON "Pavilion" SUZANNE VEGA "Thrill" PEARL JAM "Who" SPECIALS "Little"	WMVY/Cape Cod, MA PD/MD: Barbara Dacey 2 JIMMY BUFFETT "School" 2 MARSHALL CRENSHAW "Starless" 1 UGLY AMERICANS "Vulcan" 1 JOHN GORKA "Blues" 1 ERIC JOHNSON "Pavilion" STEVE EARLE "Hard-Core"	KBCO/Denver, CO PD: Mike D'Comar MD: Scott Arbough ELEANOR MCEVOY "Precious" BRIAN SETZER ORCH. "Brighton"	KSCA/Los Angeles, CA PD: Michael Morrison MD: Marlene Kelly No Adds	KPIG/Monterey, CA PD/MD: Laura Hopper 6 TODD SNIDER "Like" 4 TOM PETTY & HB "California" 4 TEXAS TORNAADOS "Little" 3 JOHN GORKA "Edgar" 3 JOHN GORKA "Blues" 3 RICHARD THOMPSON "Razor" 3 MIGHTY DIAMONDS "Grey" 3 AQUA VELVETS "Smoking" 2 CAROL NOONAN "Love" 2 TOM PETTY & HB "Locks" 2 WALLFLOWERS "Headlight" HOT WATER "Same" SQUIRREL NUT ZIPPERS "Hot" HOT WATER "Bury"	WMAX/Rochester, NY CO-PD: Jennifer Vandervliet CO-PD: Tom Sheridan DUNCAN SHEIK "Barely"
WBOS/Boston, MA PD/MD: Jim Herro ALANIS MORISSETTE "Head" TOM PETTY & HB "Locks" PETER GABRIEL "Touch" GIN BLOSSOMS "Matters" OASIS "Angel" DOG'S EYE VIEW "Small" LEAH ANDREONE "Alright" STORYVILLE "Good" WILD COLONIALS "Misery"	WXRC/Charlotte, NC PD: Anthony Michaels DOG'S EYE VIEW "Small" TRACY CHAPMAN "Beginning"	KXPK/Denver, CO PD: Doug ClRoa MD: Gary Schoonenwerter 8 GEGGY TAH "Whoever" 8 STING "Touch" 6 CHALK FARM "Lie" 5 REFRESHMENTS "Mekong"	WMMM/Madison, WI PD: Pat Gallagher MD: Tom Tambor 10 LOS LOBOS "Revolution" 9 STING "Hung" 4 BONNIE RAITT "Pride" 1 N. GRIFFITH/HOOTIE "Gravity" 1 GARBAGE "Kick" 1 LONNIE BROOKS "Hoodoo"	WWRV/St. Louis, MO PD: Scott Strong MD: Mike Richter 1 MELISSA ETHERIDGE "Nowhere" 1 DUNCAN SHEIK "Barely"	WFOG/San Francisco, CA PD: Paul Marzalek MD: Bill Evans 8 BRIAN SETZER ORCH. "Legend" 6 TOM PETTY & HB "Hill" HOOTIE & BLOWFISH "Town" SUZANNE VEGA "Thrill"
WPLI/Miami, FL PD: Dave Stewart No Adds				WVMT/Tampa, FL PD: Chuck Beck APD/MD: Chris Taylor 19 HOOTIE & BLOWFISH "Sad" 17 CURE "Strainie" MARSHALL CRENSHAW "Starless" GATHERING FIELD "America"	KUMT/Salt Lake City, UT PD: Zeb Harris APD/MD: Kelly Monson No Adds
				WVMT/Salt Lake City, UT PD: Zeb Harris APD/MD: Kelly Monson No Adds	WVMT/Tampa, FL PD: Chuck Beck APD/MD: Chris Taylor 19 HOOTIE & BLOWFISH "Sad" 17 CURE "Strainie" MARSHALL CRENSHAW "Starless" GATHERING FIELD "America"
				WVMT/Tampa, FL PD: Chuck Beck APD/MD: Chris Taylor 19 HOOTIE & BLOWFISH "Sad" 17 CURE "Strainie" MARSHALL CRENSHAW "Starless" GATHERING FIELD "America"	WVMT/Tampa, FL PD: Chuck Beck APD/MD: Chris Taylor 19 HOOTIE & BLOWFISH "Sad" 17 CURE "Strainie" MARSHALL CRENSHAW "Starless" GATHERING FIELD "America"

41 Total Reporters
41 Current Reporters
39 Current Playlists
Did Not Report, Playlist Frozen (2):
KLRJ/Eugene, OR
WRNX/Springfield, MA

It's a long way up at the top of the stairs
It's a little bit dusty but I don't care
If you can keep a secret I might take you there...

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KFOG MARKET #4 KFOG/San Francisco (415) 543-1045 Marszalek/Evans

WXPW MARKET #5 WXPW/Philadelphia (215) 898-6677 Alexander/Warren

RIVER 93.9FM MARKET #6 CDR/Detroit (519) 258-8888 Brookshaw/Delisi

WBOS 92.9 FM MARKET #10 WBOS/Boston (617) 254-9267 Herron

RIVER 92.5 FM MARKET #10 WXR/Boston (508) 374-4733 Doody/Mullaney

103.5 MARKET #11 WPLL/Miami (305) 587-1035 Stewart

The Mountain MARKET #13 KNTT/Seattle (206) 233-1037 Mays/Carlson

MUSIC 95.7 KUPR MARKET #15 KUPR/San Diego (619) 729-5945 Haloran/Novak

Cities97 MARKET #16 KTCZ/Minneapolis (612) 339-0000 West/ash/Fredrickson

RIVER MARKET #17 WVRV/S.Louis (314) 231-3699 Strong/Richter

102.5 The Point MARKET #21 WHPT/Tampa (813) 577-7131 Beck/Taylor

KBCO MARKET #23 KBCO/Denver (303) 444-5600 O'Connor/Arbough

96.1 KPKK MARKET #23 KPKK/Denver (303) 969-1340 Clifton/Schaeffer

link fm 102 MARKET #24 KINK/Portland, OR (503) 226-5071 Widing/Garlock

100.5 ZONE MARKET #29 KQPT/Sacramento (916) 923-6800 Trapp/Owens

107.5 the end MARKET #35 KENZ/Salt Lake City (801) 264-1075 Jones/Casual

Mountain MARKET #35 KUNT/Salt Lake City (801) 262-9797 Norris/Monson

92.3 WTS MARKET #36 WTTT/Indianapolis (812) 332-3366 Anton

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M/F EOE

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Chancellor Broadcasting, under its Long Island LMA, is looking for an experienced Hot AC-Adult CHR program director/on-air personality for WBLI. If you've got a proven track record in ratings, talent development, and promotions ... and you do a great airshift yourself ... we want to hear from you! Give me (on paper please!) specific examples of what YOU'D do with Long Island's most powerful radio station. Rush your tape, resume, and programming philosophies to: Gene Michaels Free, VP/Programming, Chancellor/Long Island, 66 Colonial Drive, Long Island, New York, 11772. EOE M/F

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SOUTH

National Network Radio program sales rep needed. High commissions. Jamie @ Advance Productions: 16415 NW 87th Ave.: Miami FL 33014 E-mail: Jamie@graveline.com. EOE (B/9)

AT's/PD needed. T&R To John Gradick, Adventure radio group, # 1 St. Augustine Place, Hilton Head IS., SC. 29928 EOE (B/9)

World class on-air performer needed at Viacom's Smooth Jazz 105.9, Washington, DC! One of ours went to sister Q104.3, NYC. To be a serious candidate, you MUST communicate effectively with adults, do exceptional production, great appearances, and have a terrific attitude. NAC experience helpful, but not required. Rush tape a resume to: Steve Kosbau, WJZW-FM, 510 King St., Suite 315, Alexandria, VA 22314. Minorities and females strongly encouraged. EOE

100,000-WATT CHR

Needs hot, energetic, hard-working night-slammer who can work the phones and dominate the 12-24 audience. Minimum of 3 years on-air experience. T&R to: Jon Reilly, Program Director, WKBC-FM, North Wilkesboro, NC 28659

MORNING SHOW

Top 50 Market. Person or Team. Current format irrelevant. Ability to entertain adults without blue humor very relevant. All replies confidential. Tape, resume, ratings history, salary requirements to: Radio & Records, 10100 Santa Monica Bl., #102, 5th Floor, Los Angeles, CA 90067. EOE

News anchor for Chattanooga trombo. Big voice, tight writing, experience a must. Will handle news on our three stations during morning drive. Pressure with rewards! T&R: Bill Lockhart WGOW/WSKZ/WOGT, 821 Pineville Rd., Chattanooga, TN 37405. EOE

OPENINGS

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(ALL SHIFTS)**

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The POINT, Rock and Roll classic for Little Rock, wants you. Be part of the hottest radio team in town. Must know 60s/70s/80s rock music and be able to follow strict format. Rush tape & resume to: Mike Kenneky, KKPT, 2400 Cottondale Ln, Little Rock, AR 72202. No Calls. EOE

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MIDWEST

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Production Director Needed. If you have the tools, send samples & tapes To: WFMB 3055 South 4th, Springfield, IL 62703. EOE (8/9)

NW Oklahoma Country giant looking for hot AT for night opening soon. T/R To: Tony Wright Box K-101 Woodward, OK 73801. EOE (8/9)

AM DRIVE

Hot Country in MW college town seeks AM drive entertainer. Strong phones, appearances. No beginners. Good pay, facility. T&R: Jeff Lynn, PD, The Hog, P.O. Box 398, Cedar Falls, IA. 50613.

GREAT OPPORTUNITY

PD/AT needed for our market leader. Rush tape, resume, and salary history to: Box 1259, Twin Falls, ID 83303 Attn: TT. No Calls. EOE

THE FARM

Carrollton 816-542-0404 Kansas City 816-221-7170

Legendary WHB, Kansas City, KALO & KMZU has a Chief Engineer position open immediately. New studios. Call Mike Carter at 816-542-0404.

OPENINGS

SPORTSTALK HOSTS ANCHORS & PRODUCERS

WKNR
SportsRadio
AM 1220

Cleveland's 50kw giant is growing!

Home of the American League Champion Indians, Cleveland's ALL Sports and play-by-play powerhouse is expanding. We are looking for "talented" people who know what it takes to build a championship team.

SportsTALK host: If you think reading the paper is show prep, don't bother to apply! We are searching for "talented" people who know the game, know how to entertain, and know how to have fun on the air.

Anchor/Reporter: We are searching for "talented" people who know their way around a locker room, know how to get close to the people that count, and know how to write and deliver entertaining sports.

Producer: We are searching for "talented" people who know how to get the most out of air talent, know how to build an entertaining show, and know how to "dig" for the most interesting guests, topics and "hooks."

If you are ready to join America's #1 Rated SportsRadio team in the nation's 13th DMA, rush tape and resume to Debbie Williams, HR Department, 9446 Broadview Rd, Cleveland, OH 44147-2397

You'll love Cleveland, the home of Rock & Roll and the hottest sports town in America!

No beginners/No telephone calls
An Equal Opportunity Employer M/F

CMT
COUNTRY MUSIC TELEVISION

We are seeking a **PROGRAMMING COORDINATOR/SCHEDULER** for CMT Latin America. Qualified candidates will have at least one year experience in radio or video programming and a thorough knowledge of Country music. Conversational Spanish is required as is a minimum six months computer experience with word processing skills.

The Programming Coordinator/Scheduler (located in Nashville) will create CMT, Latin America daily programming schedule which includes reviewing, evaluating and creating the music playlist.

We offer a creative working atmosphere and a competitive compensation and benefits package. Qualified candidates can submit resume with cover letter to: Gaylord Entertainment Human Resources, ATTN: PS, 2806 Opryland Drive, Nashville, TN 37214. Or fax to 615-871-5750. **WE ARE AN EQUAL OPPORTUNITY EMPLOYER.**

<http://www.ronline.com>

OPENINGS

News Director

News Radio 610 WTVN/Columbus, OH is looking for a news director who can lead without bossing, manage while maintaining enthusiasm, and motivate an award-winning team of professionals named Outstanding News Operation in Ohio by the AP. You bring the talent, we supply the tools and resources you've dreamed about. Prior broadcast news management experience required. Tape and resume to Bill White, PD, 610 WTVN Radio, 1301 Dublin Road, Columbus, OH 43215. EOE

Liggett Broadcast, Inc., a Michigan based radio group is looking for a national sales manager with responsibility for a six-station combo. Prior national sales experience helpful. Send resume, references and salary history to: President, Liggett Broadcast Inc., 3420 Pine Tree Road, Lansing, MI 48911

TIME TO MOVE ON?

In that market too long? Wanting a better shift? Being compensated for your talent? Advancing in your career? It's time to have us start making presentations for you to stations needing personnel. Stations contact us to fill positions AND we uncover opportunities for those we represent, having placed all levels of PDs and announcers. Call today if you're seriously looking - have free information sent to you.

CONFIDENTIAL - NATIONWIDE

NETWORK
(407) 679 8090

Hot AC needs morning co-host (not sidekick). Must be upbeat, adult-oriented, and hard-working. Stable company, great team. Females encouraged to apply. T&R: John Austin, KTLA, 2501 13th Ave. S., Fargo, ND 58104. EOE

NEWS DIRECTOR

B95 WDKB FM is looking for a news director. Must have strong voice and writing capabilities and be able to interact with the area's top morning man. If you have the experience, the organizational skills and the desire to provide quality news programming to our listeners, call Ron Kruse at 815-758-0950, or Send T&R to WDKB Radio, 2201 N. 1st St., Dekalb, IL 60115. EOE

Michigan based radio group is looking for a station manager at AM/FM combo with primary responsibilities in sales. Knowledge of programming and technical helpful. Report directly to company president. Prior sales management experience necessary. Send resume, references, and salary history to Radio & Records, 10100 Santa Monica Bl., #118, 5th Floor, Los Angeles, CA 90067. EOE

OPENINGS

WIOT 104.7

BIG ROCK STATION NEEDS NEXT GREAT MORNING SHOW!

23-year AOR. Jacor operated. Send T&R to Lyn Casye c/o WIOT, 124 N. Summit Street, #400, Toledo, OH 43604. EOE

Major market all sports station is looking for its next morning show. If you're compelling and humorous to 24-40 year old men, your interview skills are sharp and you really know sports, this could be the position you've dreamed of. Cassettes and resumes please to Sports Opening, Gary Berkowitz, Berkowitz Broadcast Consulting, 4901 Champlain Circle, West Bloomfield, MI 48323.

WEST

Network Board Op/producer Need passion, creativity, Speed. will train on cutting edge systems. Talk Radio Network 744 E. Pine Street, Central Point, Oregon 97502 EOE (8/9)

Central Ca AC Looking for adult communicators. Stable position with good benefits. T&R TO Kelly Att: Russ Davidson 3651 Pe-gasus Dr. Suite 107, Bakersfield, Ca 93308. EOE (8/9)

98.5 KOME

RARE PM DRIVE OPENING!

Opportunity to work for Infinity Broadcasting's 98.5 KOME and live in the San Francisco Bay area.

You're going to be replacing a guy that is going to L.A. (KROQ). We're looking for star quality with fresh energy, street savvy, momentum, and attitude. Send tapes and resumes to Anita Vazquez, KOME Radio, 3031 Tisch Way, Suite 3, San Jose, California 96128.

KOME is an EOE

Santa Barbara's Hot AC, KMGQ is offering a fantastic morning co-host opportunity. Looking for a fun, adult creative personality to join our established female morning drive personality. Send T&R to Abby Bonell, KMGQ Radio, 1221 Chapala St., Santa Barbara, CA 93101. EOE

KXRX-FM Tri-Cities Washington has immediate opening for afternoons/music director. Good production AOR knowledge and willingness to win regardless of task are musts. Tape/resume to: Curt Cartier 2621 W. "A" St. Pasco, WA 99301. Females and minorities encouraged to apply. EOE NO CALLS PLEASE

OPPORTUNITY KNOCKS

in the pages of R&R every Friday

CALL: 310-553-4330

OPENINGS

The Research Group

Are you a medium or small-market PD/MD looking for your next opportunity? The Research Group, the world's foremost strategic advisor to radio is actively searching for music programmers to recommend for future openings at radio stations across the country. Ideal candidates would possess strong music knowledge and music scheduling experience using Selector. Understanding of strategy and format execution a plus. Send or fax resume and references to: Strategic Marketing Center, 2601 Fourth Avenue, Suite 250, Seattle, WA 98121. Attention: Roger Douglass. FAX: (206) 443-3990. No Calls Please. EOE

Americom Broadcasting in beautiful Reno-Lake Tahoe is searching for great morning talent for our Oldies and Country stations. Experienced talent only. Rush T&R to Shawn Stevens, Operations Manager, 255 W. Moana, Ste. 208, Reno, NV 89509 EOE

The West's most exciting small market group needs PDs who know country, rock or AC. Must be smart, energetic, able to develop talent, hip to technology and ready to make a mark in a growing group. Send resume, tape, letter outlining background and goals to The Park Lane Group, 750 Menlo Ave. Ste. 340, Menlo Park, CA 94025 FAX 415-324-3817 EOE

101-KUFO

MARKETING/PROMOTIONS DIRECTOR

KUFO, Portland is seeking a Marketing/Promotions Director with a strong background in marketing, events planning and station imaging. Strong writing skills and understanding of sales promotions required. KUFO is an Active Rock station owned by American Radio Systems. We believe in playing to win and are seeking creative team players.

PRODUCTION DIRECTOR

KUFO, Portland is seeking a Production Director/Imaging Specialist. We are looking for a person who can write creative promos, and produce an exciting image station production for Active Rock. Must also be able to produce commercials and work with clients. We believe in playing to win and are seeking creative team players. Applications to Dave Numme, 2040 Southwest First Avenue, Portland, OR 97201. Females and minorities encouraged to apply. American Radio Systems is an Equal Opportunity Employer.

POSITIONS SOUGHT

POSITIONS SOUGHT

Young Male ready for radio with a scent for humor Top 10 experience KMEL, KFRC KHTT willing to relocate for a funny time call AARON: (707) 792-2791 (8/9)

SO. Cal /18 yr. pro. Winner in all markets and formats. Also strong news and production background. Will travel. JACK: (818) 359-3215 (8/9)

Currently doing afternoon drive in small market. 20 years experience seeking Eastern medium AC/Oldies/Classic Rock. MARK ANDERSON: (302) 994-3934 (8/9)

Crazy Experienced jock new to area. Looking to AT PT/FT King City to S.F. Dependable with degree. KEN: (408) 476-8422 (8/9)

Just Got Back from the Northwest an Canada. Sunny 102 Modesto former weekender still seeks Stockton-Santa Rosa gig. Call FRANK: (510) 223-1534 (8/9)

Real Country and News. Exemplary on and off air record for over 20 years. Format charges shot me down after 7 1/2 years. AZ/CO/MN/SD/WA/OR. DARREL: (520) 378-0741 (8/9)

I'm the Extreme! Writing, Voices, and production right off the scale! 9+ yrs. Experience. SCOTTY MATTHEWS: (606) 252-5185 (8/9)

Seen an F-5 ? Studio Tornado spins copy, voices, and production that will blow you away! SCOTT MATTHEW: (606) 252-5185 (8/9)

Trained Radio Cub will hard for you! News, Production, On-air. Take pride in team effort! Call MARK: (405) 258-4093 (8/9)

Living In Florida. Experienced Pro.CHR/HAC/AC/OLDIES/CLASSICS. Competitive Markets. Will relocate. Call JAY SHANNON. (8/9)

AC/CR/JAZZ/URBAN/TOP 40/OLDIES/ ALT. Multi-format broadcaster seeks major market on air position MIKE: (910) 230-1172 (8/9)

Knowledgeable, Energetic, new radio voice looking for sports play-by-play and color broadcasting positions with innovative, high-energy station. DERIK: (405) 366-3175 (8/9)

Listeners Love Me! Other D.J.s love me! What's the matter with you P.D.s? Lets get with the program! JIM: (312) 866-2135 (8/9)

Morning Man Top rated. Phone-fun-humor/ Large market experience. Committed to success. Great references. Hot AC/Country/Hits/ CHR JOHN: (219) 255-6390 (8/9)

Finance Guy: CPA w/ 8 yrs. broadcast accounting experience incl. acquisition analysis/ consolidation and system conversion. Strong skillset and interpersonal skills. LEE: (847) 835-9440 (8/9)

Chief Engineer position wanted: Lost job, as of 08-01-96, of 10 years with stations that were sold. Have experience with computers, transmitters, automations, D.C.S., U.D.S. digital studios. Have great references. Call: (815) 933-7090 C.S.T.

POSITIONS SOUGHT

News Director/ Anchor seeks move up larger market. Load of experience, creativity & credibility. DAVE: (419) 893-2227 (8/9)

I Am Seeking a talk show host and/or program director position at the right hot Talk station PETE: (612) 486-8335 (8/9)

Female Air Personality. 11 years experience. Excellent production, appearances, MD/ APD. AOR/ CHR/Alt. Send for free cassette today! KIM: (412) 344-189 (8/9)

Professional Announcer, Network voice, former VOA. Government budget cutting casualty wants relocation to southeast. On-air announcing, production. ALEX: (513) 777-8423. (8/9)

Last Station was sold 10 years MD/ AT seeks next gig at rock radio. Any size market. Available immediately. Mc Kay: (412) 925-7102 (8/9)

Libertarian Talk Host. Entertaining, knowledgeable, opinionated, experienced, good numbers. Plus good record as PD. L.A. TARONE: (717) 459-2152 (8/9)

Veteran small market PD/ talent seeks return to Florida for family reasons DAVE: (913) 826-9782 (8/9)

Paradigm Shift Anyone ? No tight formats, no canned playlist. Just quality mix, intelligent talk, real radio. Ride the wave with GURU DAVE: (718) 987-1024 (8/9)

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Stop me before I un-pack! 6 years as Top 25/ Top 10 morning partner/news satirist. Clearance sale! (800) 713-0414

AT with promotion background seeks promo and/or on-air gig in So. Cal. Understands marketing and what it takes to be noticed. Internet savvy. Leave message (310) 772-0124

POSITIONS SOUGHT

Michigan stations: veteran broadcaster seeking position in northern Michigan. Management, Operations, sales, announcer, cleaning crew, whatever. MIKE: 1-800-860-1000 ext. 746534 (8/9)

Kansas Political Consultant ready to broadcast. Medium or major markets, political talk show sought. Want truth not propaganda? MR.POWELL (913) 823-0740 (8/9)

Gonzo Greg Big dumb show seeks station with the tools and commitment to win. www.gonzogreg.com (909) 335-1818 (8/9)

R&R Opportunities Free Advertising

Radio & Records provides free (20 words or 3 lines) listings to radio stations and record companies ON A SPACE AVAILABLE BASIS in Opportunities. Free listings of the same length are also available to individuals seeking work in the industry under Positions Sought.

Deadline

To appear in the following week's issue, your ad must be received by Thursday noon (PDT), eight days prior to issue date. Free Opportunities listings should be typewritten or printed on 8 1/2" X 11" company/station letterhead and are accepted only by mail or fax: 310-203-8727. Address all 20-word ads to R&R Free Opportunities, 10100 Santa Monica Blvd., Fifth Floor, Los Angeles, CA 90067.

Online Job Listings

To post your ad on R&R's website (<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.

R&R Opportunities Advertising

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Blind Box: add \$50

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

Positions Sought: \$50/inch

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

Payable In Advance

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

Deadline

To appear in the following week's issue, your ad must be received by Thursday noon (PDT) eight days prior to issue date. Address all ads to R&R Opportunities, 10100 Santa Monica Blvd., Fifth Floor, Los Angeles, CA 90067.

RADIO & RECORDS

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MARKETPLACE

AIRCHECKS

AUDIO & VIDEO AIRCHECKS

CURRENT #186: WPLJ/Ricky Allen, KFMB-FM/Mark Jagger, KIMV/Giff, WIOQ/Cho, WMOX/Barnes, Leslie & Jimmy, WPOW/Joe Nasty, WRVW, KALC, \$7.50
 CURRENT #185: 2100/Edms Duran, KLOL/Stevens & Pruitt, WPLJ/Scott & Todd, WSTR/Kevin Steele, KUBE, WSM/Gina Donegan, KWFM/Rich Bro. Robin, Y100, \$7.50
 PERSONALITY PLUS #PP-104: WRGX/Mancow, KLOS/Mark & Brian, WYUU/Cleveland Wheeler, WZGQ/Greaseman, CKFM/Rob Christie, \$7.50
 PERSONALITY PLUS #PP-103: WMMW/Brian & Joe, KOST/Mark & Kim, KTXQ/Beau & Jimmy, WKHX/Moby, KFRC/Gary Bryan, \$7.50
 PERSONALITY PLUS #PP-102: WMOX/Jim Kerr, KVIL/Ron Chapman, KISS/Rick Dees, WRBQ/Cooper & Ritter, WKLS/Christopher Rude & Waking Crew, \$7.50
 ALL COUNTRY #CY-51: KUPL, KWJ, KYGO, WIL, WKXQ, KHK, \$7.50
 ALL CHR #CHR-21: WQHT, KJIS, WKQB, WKRQ, WBBM-FM, KXOX, \$7.50
 ALL AC #AC-29: KXEZ, WPLJ, KALC, KOSI, KLSY, KKCW, \$7.50
 PROFILE #S-324: DENVER! CHR KWAX, KJMN, KOKS, AC KOSI, KALC, AOR KPFI, KBCO, KRFX, KPFX, KKHK, Gold KIMN, KOKI, City KYGO, \$7.50
 PROFILE #S-325: DETROIT! CHR WKQI, AC WJTI, WNIC, AOR WRIF, WCSX WHYT, CIMX, City WWWV, WYCD, Gold WOMC, WYST, UC WJLB, WMOX, \$7.50
 PROMO VAULT #PP-25: promo samples - all formats, all market sizes, Cassette, \$10
 SWEEPER VAULT #SY-11: Sweeper & Legal ID samples, all formats, Cassette, \$10
 #S-322 (LOS ANGELES AM DRIVE), #MR-4 (MODERN ROCK) #F-22 (ALL FEMALE), #CHN-22 (CHR NIGHTS), #0-18 (ALL OLDIES), #ADR-13 (ALL ADR), #T-4(TALK RADIO), #JC-17 (ALL URBAN), at \$7.50 each
 CLASSIC #C-188: KHJ/Billy Pearl-1975, KDWB/Mike Butts-1975, WHY?/Mike Waite-1965, KEW/Bob Finol-1971, KYNO/Bob Taylor-1968, \$ more, \$11
 VIDEO #V2: Dallas: KSOS/Terry Dorsey, Tampa's WMTX/Mason Dixon & Bill Connolly, Philly's WIOQ/Cho, Atlanta's 99W/Barnes, Leslie & Jimmy, Houston's KLDE/Jerry Paletter, \$25 VHS
 VIDEO #V3: BEST OF COUNTRY RADIO Part 1: over 20 of country radio's best personalities: morning-midday-PM drive, 2 HOT hrs. VHS \$25!

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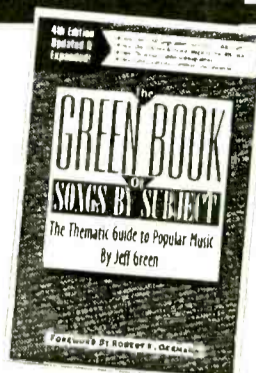
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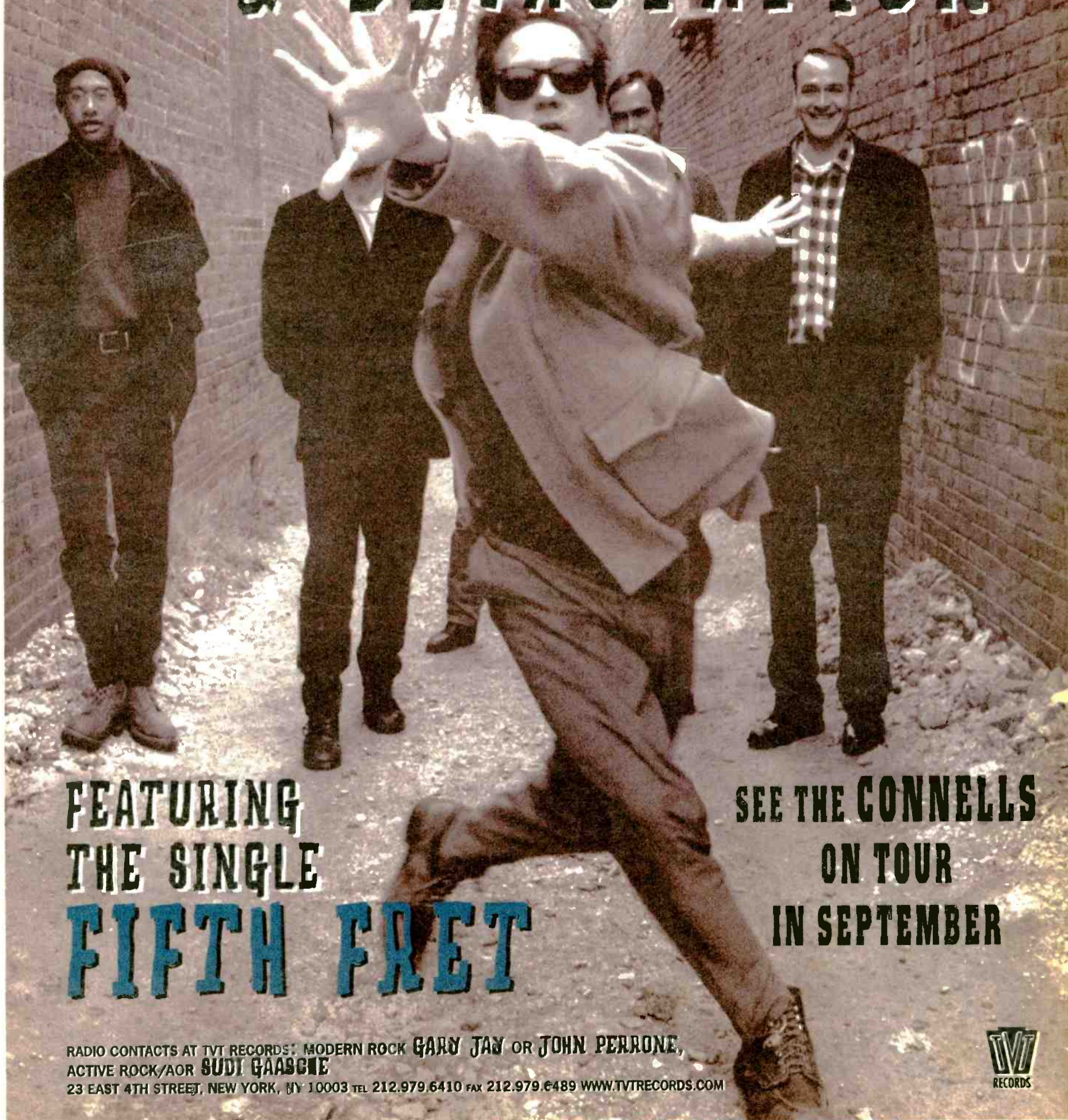
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