

TIME MANAGEMENT TIPS

A radio exec's most valuable commodity these days seems to be *time*. Consultant **Al Peterson** offers 10 tips to make your day more productive.

Page 15

INTEREP ESTABLISHES NEW NEWSPAPER SWAT TEAM

Newspapers billed three times as much as the radio industry last year. **Interep's Stewart Yaguda** describes how his company is fighting the battle for a piece of the newspaper pie.

Page 16

WHAT'S THE STATE OF ALTERNATIVE RADIO?

Facing a slew of negative articles in the consumer press, is Alternative in the doldrums? **Sky Daniels** polls the record industry in the first of a two-parter on the state of the format.

Page 76

PEOPLE IN THE NEWS

- **Dave Allan** named OM/PD of WYXR/Philadelphia
- **Brad Hardin** becomes OM at WTBT-FM & WXTB-FM/Tampa
- **Graham Satherlie** VP/GM for Chancellor/Denver stations
- **Joel Grey** appointed PD of KKSJ-AM & FM/Portland, OR
- **Bob Moody** joins McVay Media as VP/Country

Page 3

- **Dennis Lamme** becomes GM for SFX/Hartford
- **Jeff Gonzer** appointed PD of WW1 Adult Rock Format

Page 10

THIS #1 WEEK

- CHR/POP**
- **ALANIS MORISSETTE** Head Over Feet (*Maverick/Reprise*)
- CHR/RHYTHMIC**
- **KEITH SWEAT** Nobody (*Elektra/EEG*)
- URBAN**
- **NEW EDITION** I'm Still In Love With You (*MCA*)
- URBAN AC**
- **MINT CONDITION** What Kind Of Man... (*Perspective/A&M*)
- COUNTRY**
- **ALAN JACKSON** Little Bitty (*Arista*)
- NAC**
- **CHUCK LOEB** The Music Inside (*Shanachie*)
- HOT AC**
- **JOURNEY** When You Love A Woman (*Columbia*)
- AC**
- **JOURNEY** When You Love A Woman (*Columbia*)
- ACTIVE ROCK**
- **BUSH** Swallowed (*Trauma/Interscope*)
- ROCK**
- **VAN HALEN** Me Wise Magic (*Warner Bros.*)
- ALTERNATIVE**
- **BUSH** Swallowed (*Trauma/Interscope*)
- ADULT ALTERNATIVE**
- **R.E.M.** Bittersweet Me (*Warner Bros.*)

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Imus: 'The Great Endorser'

■ He's credited with senators' election victories

By JEFFREY YORKE  
R&R WASHINGTON BUREAU CHIEF

It's not unusual for a politician who has weathered another tough test at the polls to call his friends and supporters the morning after election day and thank them for their support. But it's rare for the conversation to get syndicated airplay and for the radio host to get credit for influencing the election's outcome.

But then again, **Don Imus** is a rare guy.

"Imus, the most powerful broadcasting voice on the face of the planet. Imus, the omnipotent. Imus, the terminator. Imus, the great endorser!" said **John Kerry**, in tones that sounded more like a stump speech than a call to a radio show earlier this month. Kerry had just fended off a hard

IMUS/See Page 24



The morning before the general election, Don Imus (c) aired his show live from suburban Washington, DC. Nearly 1500 listeners streamed through the mall to watch, many of them donned in business suits. "It was a pleasure to see most of the listeners had quality clothing and front teeth," recalled Bob Snyder, GM of all-Sports WTEM-AM/Washington, the local Imus affiliate that sponsored the event.

Arbitron To Implement Language Question

By RON RODRIGUES  
R&R MANAGING EDITOR

Nearly a year after some Los Angeles radio GMs loudly complained about Arbitron's measurement of Hispanic listeners, the ratings company is poised to measure the language preferences of Hispanic diarykeepers nationwide.

Come spring, Hispanic listeners in some 17 smaller markets will be asked:

- The language they speak most at home
- The language they use most away from home
- The language they prefer to speak

Hispanic diarykeepers in all other markets with Hispanic differential survey treatment will get the questions beginning with the Summer '97 survey period.

Arbitron's subscribers will then be able to determine marketwide language preferences, and they'll eventually have the ability to cross-tab that information with specific station listening.

At meetings with L.A. GMs and the news media, Arbitron used a six-market survey it conducted over the summer to conclude that nearly 60% of 12+ Hispanic listeners are

Spanish language-dominant. It determined language dominance based on a "two out of three" rule to the questions listed in the box below. Thus for example, if a listener said he spoke mostly Spanish at home and preferred to speak Spanish, he was considered Spanish-dominant. If he spoke Spanish at home but spoke English at work and preferred to speak English, he was considered English-dominant.

Language preferences varied some among age groups — nearly 70% of 35-54 adults were Spanish-dominant, while younger and older demos used English more — but all age groups over 18 years old spoke mostly in Spanish.

Preguntas rápidas para usted

5 ¿Cuál es el idioma que habla usted con más frecuencia en casa?

Español  Inglés  Otro

¿Cuál es el idioma que habla usted con más frecuencia afuera de su casa?

Español  Inglés  Otro

¿Cuál es el idioma que usted prefiere hablar?

Español  Inglés  Otro

Quick questions for you

5 What language do you speak most often at home?

Spanish  English  Other

What language do you speak most often away from home?

Spanish  English  Other

What language do you prefer to speak?

Spanish  English  Other

ARBITRON/See Page 14

Jefferson-Pilot's Brown: 30 Years & 'Too Young To Retire'

By TONY NOVIA  
R&R CHR EDITOR

In what has to be considered an almost impossible feat, **Jefferson-Pilot Radio Division President Clarke Brown** is getting ready to celebrate his 30th year with the company. Brown joined legendary **WQXI-AM & FM/Atlanta** as an AE and never looked back.



Brown

In 1983, he was named Asst. VP and was promoted in 1986 to GM of JP's **KSON-AM & FM/San Diego**, which he took to No. 1 in the market. Brown added duties at JP's Denver properties in 1989 — then he added Atlanta (and never missed a budget in his five-year tenure) — and in 1991 was appointed to his current post.

Under Brown and JP Communications chief **Bill Blackwell**,

radio revenues have grown an average of 18.3% over each of the last three years. Between 1991-1995, total communications net income increased 22.9%; in the first six months of 1996, that net income increased 32.4% versus 1995.

Today, Jefferson-Pilot is ranked 17th with an estimated \$80 million in revenues coming from 16 radio stations in five markets. JP also recently signed an agreement to purchase **KQKS/Denver**.

I approached Brown recently for answers on longevity within the company, his corporate philosophies, and JP's conservative image among broadcast companies.

BROWN/See Page 12

Stock Prices Down, But Steady

■ DOJ uncertainty still affecting the market

By HEATHER VAN SLOOTEN  
R&R WASHINGTON BUREAU

The industrywide stock hullabaloo precipitated in part by the Department of Justice's investigation into radio companies seems to have abated. Radio stocks — which dropped as much as 30% over the last weeks in October — have slowed their descent, if not rebounded. Still, the industry situation is still too volatile to say when, if ever, prices will be on a full-blown upswing.

"The market abhors uncertainty," says **CS Boston** analyst **Harry DeMott**, "and that's what you have with the Justice Department.

But there is a greater deal of certainty now that people have stepped back and taken a look at it."

**Andy Phelps**, an analyst for **First Union**, says changes made by the Telecommunications Act passed earlier this year have made all communications businesses susceptible. "If one little thing happens, there is often an overreaction — not because the fundamentals are wrong, but because the competition effects of telecom are a question mark."

**SFX Broadcasting** Chairman **Robert Sillerman** issued a statement last week in an effort to calm

STOCKS/See Page 24

No Common Ground For FCC, DISCUS In Liquor Quarrel

The debate over hard liquor advertising is getting ugly. Two FCC commissioners have said they believe the agency would be out of bounds if it assumed it had jurisdiction over liquor ads. FCC Chairman **Reed Hundt** disagrees.

"If the public interest would be served by our inquiry into the use of airwaves by the hard liquor industry and broadcasters who carry their ads, then we have no excuse for inaction," Hundt said. "There is no doubt whatsoever about the FCC's jurisdiction in this area."

Hundt said the FCC could "conduct parallel or joint inquiries" with the **Federal Trade Commission** — an agency with which Hundt claims the FCC has a "complementary jurisdiction."

Commissioner **James Quello**

ALCOHOL/See Page 24

“At KOOL radio, the more we get sold, the better we do.”\*

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– Brian Bieler  
VP & General Manager  
Kool FM/Phoenix

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\*Summer 1996 Arbitron. AQH share, A25-54, M-S, 6A-12M, MSA

## Satherlie Rises To Chancellor/Denver VP/GM Position

Graham Satherlie has been elevated to VP/GM of Chancellor Broadcasting's KRRF-AM, KALC-FM, KIMN-FM & KXKL-FM/Denver. He joined the company last April as VP/Sales, Denver.

"We at Chancellor Broadcasting are very excited for Graham," commented Exec. VP/Regional Manager Skip Weller. "In the world of super-duopolies, he displays the talent and expertise it takes to operate multiple stations at exceptional levels."

Satherlie added, "Denver is one of the hottest markets in the country, and these stations have experienced dramatic growth since Chancellor took them over. I appreciate Chancellor's faith in me to continue that growth."

Prior to joining Chancellor, Satherlie was CEO of Great Scott Broadcasting. He's also been Sales Manager at WMAQ/Chicago.

## Grey Takes PD Post At KKSJ-AM & FM

Former KHTC-FM/Phoenix VP/PD Joel Grey has been appointed PD at KKSJ-AM & FM/Portland. He succeeds Doug Wilson at the Nostalgia-Oldies combo.

KKSJ President/GM Harry Williams told R&R, "We're thrilled to have someone of Joel's background and expertise join our team here in Portland."

Grey comes to Portland after five years as PD for Bonneville International in Phoenix, including his most recent stint at '70s KHTC. He also has held the PD posts at WENS/Indianapolis and KMJI/Denver.

"It's great to be back into Oldies," Grey told R&R. "There's a great staff in Portland. I'm really excited about getting into doing fun radio."



Grey

## R&R Observes Thanksgiving

In observance of the Thanksgiving Day holiday, R&R's Los Angeles, Nashville, and Washington, DC offices will be closed Thursday, November 28 and Friday, November 29.

## Don't Bogart That Award



Capitol Records President/CEO Gary Gersh received the 1996 Children's Choice Award at the Neil Bogart Memorial Fund's Ultra-Lounge Gala, which raised \$1.7 million to fight pediatric leukemia, cancer, and AIDS. Lounged out for the occasion are (l-r) Capitol Sr. VP/CFO Charles Goldstuck, EMI-Capitol Music Group Chairman/CEO Charles Koppelman, Gersh, Capitol Exec. VP/GM Terri Santisi, and Capitol Sr. VP/GM Lou Mann.

## Allan Now WYXR/Philly OM/PD

WIOQ-FM & WUSL-FM/Philadelphia OM Dave Allan has accepted OM/PD duties at crosstown WYXR-FM. He succeeds Chuck Knight, who departed the Evergreen Hot AC three months ago to program Saga AC WSNY/Columbus, OH (R&R 7/26).

According to VP/GM Jeffrey Specter, "We took our time to find the right person — and we did in Dave Allan. I've known Dave for many years and have admired his work. He'll be responsible for all programming duties on 'Star 104.5' and is exactly what this station needs."

Allan added, "I've [long] respected Jeffrey Specter, [consultant] Guy Zapoleon, and [Evergreen VP/Programming] Steve Rivers and look forward to working with them. Star has been a heritage Philadelphia station, and I'm happy to be joining the Evergreen team."

Allan — who began his new WYXR duties Tuesday (11/19) — has previously programmed WMYK/Norfolk, WZZR/Richmond, and WOCQ/Ocean City, MD.

## Hardin Hired As OM At Tampa Rock Duo

WEBN/Cincinnati PD Brad Hardin has been named OM of Jacor Classic Rock-Rock sisters WTBT-FM (Thunder 105.5) & WXTB-FM (98 Rock)/Tampa. Hardin succeeds Greg Mull, who resigned his post two weeks ago.

"We are extremely excited to land an individual with Brad's expertise at a similar station and format," said President/GM Dan DiLoreto. "Brad brings with him a continuous track record



Hardin

of success. However, I think that the recent cold weather in Cincinnati made his decision to come to Tampa all the more easier."

"It was a very hard decision to make because WEBN is the greatest station there ever was. One of my goals was to program 'EBN, and we've had a lot of success and fun. But WXTB and WTBT have a lot going for them, and I finally de-

HARDIN/See Page 24

## ABC Radio Nets Launch Radio Disney

Little more than three months after parting ways with Children's Broadcasting Corp., ABC Radio Networks has launched Radio Disney, a 24-hour radio network targeted to kids under age 12. The programming debuted Monday (11/18) on KQRS-AM/Minneapolis (now KDIZ), as well as WKHX-AM/Atlanta, WYDE-AM/Birmingham, and KCNR-AM/Salt Lake City.

CBC's Radio AAHS format — Radio Disney's closest competitor — is based at WWTC-AM/Minneapolis. In early October, CBC filed a lawsuit against ABC, claiming ABC used its yearlong relationship with CBC to obtain confidential information about the business.

ABC Radio Networks President David Kantor said, "We've been exploring children's radio opportunities since 1991, and with the debut of

ABC/See Page 24

NOVEMBER 22, 1996

## NEWS & FEATURES

Radio Business	4	National Video Charts	19
Business Briefs	4	Street Talk	20
Transactions	6	Sound Decisions	25
Management	15	Nashville	50
Sales	16	Opportunities	85
Marketing & Promotion	17	Marketplace	88
Show Prep	18		
Zine Scene	18		

## FORMATS & CHARTS

News/Talk	27	AC Chart	58
CHR	29	Hot AC Chart	62
CHR Callout America	30	NAC	64
CHR/Pop Chart	31	NAC Tracks Chart	65
Pop/Alternative Chart	32	NAC Albums Chart	66
CHR/Rhythmic Chart	37	Rock	69
Hip-Hop Chart	38	Active Rock Chart	70
Urban	40	Rock Chart	74
Urban Chart	42	Alternative	76
Urban AC Chart	46	Alternative Chart	77
Country	47	Alternative Specialty Shows	81
Country Chart	49	Adult Alternative Tracks	82
Adult Contemporary	56	Adult Alternative Albums	83

The Back Pages 90

## Moody Moving To McVay As VP/Country

Nationwide Communications Group Program Advisor and WPOC/Baltimore PD Bob Moody has been named McVay Media's Nashville-based VP/Country, effective January 1. Moody — who announced last month (R&R 10/18) he was leaving the station to open Moody & Son, his own consultancy in Music City — succeeds Charlie Cook, who became VP, Programming/Formats for Westwood One Radio Networks (R&R 11/8).

"I'll miss Charlie greatly, but Bob's arrival opens a new chapter in our company's book," McVay President Mike McVay said. "I knew I wanted a winner, and it had to be someone with consulting experience — preferably someone who had worked with both Charlie and me. Bob is that person."

Moody commented, "I've had similar offers from other consultants. The difference is that I've known Mike and Doris McVay for many years. We were a great team at WAKY/Louisville, and I'm excited to work with them again. This allows me to do what I wanted to do in the first place: relocate to Nashville, set up my own office, and offer the same services to the same clients."

"The advantage is I hit the ground running — with the resources of a major consulting firm behind me. I'll spend less time cranking out invoices and more time cranking out ideas. [Nationwide President] Steve Berger and the folks at NCI and WPOC have been very supportive. Someone will get their 'dream job' in Baltimore."

MOODY/See Page 24

## Tee Party



More than two dozen country music stars took over Scottsdale, AZ's Grayhawk Golf Club for the "Celebrity" tourney benefiting local charities. Swingers included (l-r) the Grayhawk's Del Cochran, pro golfer Phil Mickelson, singer John Michael Montgomery, and Buddy Owens and his brother, KNIX/Phoenix GM Michael Owens.

## HOW TO REACH US

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## No Pioneer's Preference For DARS, Says Panel

CD Radio will not be getting preference status for a satellite digital audio radio (DARS) license. Neither will the three companies that are competing against CD Radio for the two satellite radio licenses the FCC is considering putting up for auction.

That was the recommendation by an independent government panel, which also said, "There is nothing that justifies a preference on technical design grounds of one system over the other three DARS service applicants." The recommendation is likely to be upheld by the FCC.

The panel's decision means CD Radio, which was the frontrunner for a pioneer's preference, will now have to bid for a license. CD Radio Chairman/CEO **David Margolese** told R&R: "We are very disappointed with the panel's recommendation, but we are going to recoup, recover, and fight another day. We have always intended to go into this business, and nothing has changed. We'll go forward, and if that means we have to pay for our license, then that's what we'll do."

### No Technology Development

Perhaps the biggest deciding factor for the panel was the fact that none of the companies presented technologies that would provide a high-quality, uninterrupted signal. And the panel pointed out that much of the technology development utilized by the companies had been done by the U.S., European, and Canadian governments, not the companies themselves.

"Although the radio broadcasting service has some of its own special characteristics, such as one-way communications, overall there is a great deal of combined applicability as far as engineering techniques are concerned between it and the mobile satellite service," the panel said.

The FCC was planning on grant-

ing the pioneer's preference status to CD Radio last spring, but Rep. **John Dingell's** (D-MI) objections forced a review. The two criteria the review panel used in determining whether an applicant should receive the preference were (1) the company must have developed or improved the capabilities of a new technology, and (2) the proposal must be technically feasible.

Panel members consisted of **Voice of America's Donald Messer**, the **Department of State's John Gilseman**, **NASA's James Hollansworth**, and the **Defense Information Systems Agency's William Long**. The spectrum between 2310 MHz and 2360 MHz was allocated for DARS last January.

**NAB President Eddie Fritts** issued a statement saying he was pleased with the report. The NAB supports a terrestrial digital radio system that would presumably not compete with analog broadcasters.

The FCC will accept comments on the recommendation until December 3.

## Westinghouse Splits Into Broadcasting, Industry

As expected, **Westinghouse Electric Corp.'s** Board of Directors agreed last week to split the 110-year-old company into two separate operations: broadcasting, which will be based in New York, and industrial — energy and technology — in Pittsburgh.

The new, \$14 billion broadcasting entity will consist of **CBS Inc.** (radio and television), **Group W Satellite Communications Co.** and, when the previously announced \$4.23 billion purchase is completed probably next month, **Infinity Broadcasting**.

The company will be given a new name "probably early next year," said Westinghouse Chairman/CEO **Michael Jordan** during a news conference last Wednesday (11/13) at the CBS Building in New York. The

broadcasting company, which will be headed by Jordan, will own and operate 79 radio stations in 17 markets, including **KDKA/Pittsburgh**, the first commercial radio station to broadcast in America. In all, the new company will be a powerhouse, operating 64 stations in the top 10 markets.

### Radio Biz 'Going Gangbusters'

"Our radio business, the combined Westinghouse and CBS ra-

dio groups are going gangbusters. It's a great business and it's growing rapidly. Our future combination with Infinity Broadcasting ... will be very good," Jordan said.

He predicted that the new broadcast side will be a "very strong company, very well capitalized, no debt, probably up to \$400 million in cash. The capital structure is needed for it to compete in the long-term project businesses in the international arena."

He explained the decision to split the company is "really a culmination of many activities that have taken place in the transformation of Westinghouse over the last three years" and that in the last year, Westinghouse has "taken significant strides ... to become a media company."

The \$4.6 billion industrial side of Westinghouse, which will be known as the **Westinghouse Electric Company** or **WELCO**, will focus on two

## BUSINESS BRIEFS

### AudioNet Officially Pacts With Premiere

**AudioNet**, an Internet broadcasting network, has closed its \$4 million deal with **Premiere Radio Networks**. Premiere's investment in AudioNet includes acting as its radio advertising sales representative and helping AudioNet expand its number of radio affiliates. AudioNet will advertise on Premiere's radio networks.

AudioNet also announced it will broadcast women's sports on the Internet, providing coverage of more than 30 college basketball and volleyball teams, as well as the women's pro American Basketball League.

### Financial Facts

The **Sillerman Companies' SFX Broadcasting** (Nasdaq: SFXBA) and **Multi-Market Radio** (Nasdaq: RDIOA) have set the exchange ratio for their merger at .2983, which is based on the groups' closing prices as of last Friday (11/15).

The original deal had MMR shareholders receiving .3286 SFX shares for each MMR share, which means there are 10% fewer shares issued. The exchange ratio announcement could have a positive effect on SFX's stock price, which took a beating last week but was showing signs of improvement early this week. SFX Exec. Chairman **Robert Sillerman** held an investors conference call Friday to try to allay fears that the recent Department of Justice investigations into SFX would negatively affect the company.

In other financial news, Morgan Stanley downgraded **Infinity Broadcasting** from "outperform" to "neutral" last Wednesday (11/13).

### Jacor/Palmer Deal Cleared

The **Federal Trade Commission** has granted **Jacor Communications** early antitrust clearance to acquire **Palmer Communications'** Iowa stations. The deal, for \$52.5 million, includes **WMT-AM & FM/Cedar Rapids** and **WHO-AM & KLYF-FM/Des Moines**.

### FCC Lowers Penalty Against KFMS

The **FCC** this week reduced a fine against **KFMS-AM & FMLas Vegas** from \$25,000 to \$15,000. The penalty was levied for deficient recruitment efforts. The Commission found no indication of employment discrimination.

### Clear Channel Ups New Zealand Holdings

**Clear Channel Communications** has agreed to acquire a one-third interest in **Prospect Limited**, a New Zealand radio company, for \$40 million in New Zealand currency (\$28.4 million in U.S. currency). Clear Channel has a one-third interest in the **Radio Network of New Zealand Limited**, which signed the agreement with Prospect parent, British-owned **GWR Group PLC**.

In addition to 12 radio stations, Prospect owns an outdoor advertising company. Once the deal is completed the Radio Network will own 56 stations in New Zealand.

Compiled from reports by the **Associated Press**, **Dow Jones News Service**, **Reuters**, **United Press International**, and **R&R staff writers**.

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### EARNINGS

## Multi-Market Revenue Results

**Multi-Market Radio Inc.** (Nasdaq: RDIOA) posted a loss of \$1 million (25 cents per share) on revenues of \$5.1 million for third-quarter 1996. During third-quarter 1995 MMR reported a loss of \$741,000 (21 cents) on revenues of \$5.2 million. Broadcast cash flow was up 2%, however, from \$2 million to \$2.01 million this past quarter.

On a same-station basis, MMR's revenues would have increased to \$5.5 million and broadcast cash flow would have been up 9% to \$2.4 million.

MMR President/CEO **Michael**

major technologies: transport temperature control through its successful **Thermo King** operations and power generation including nuclear

power. The company expects to increase its immediate cash reserve by selling 20% of its **Thermo King** stock to the public.

Jordan said the new operation will be transformed into a "mobile, aggressive alley fighter" from a "sleepy, bureaucratic Rust Belt conglomerate." He explained that the objectives of the restructuring study are fourfold: "First, we wanted to unlock for the investment community the values inherent in the industry. Second, we wanted to create a structure for our industrial businesses that was well-financed and allow them to compete and grow and discharge their historical obligations. Third, we wanted to be able to use our almost \$1.8 billion in tax NODS efficiently, from a tax standpoint. And finally, we wanted to recognize in the structure the very unique value of **Thermo King**, which is really a crown jewel of global industrial companies."

**Ferrel** commented that he was happy with the station results this quarter, but cited a decrease in revenues at **WKSS-FM/Hartford**, which the company began operating in September. "However, since our takeover of this station, we have already dramatically improved its operating results and intend to further improve its performance in the months ahead," Ferrel said.

MMR is in the process of merging with sister company **SFX Broadcasting**, which should close after the companies' shareholder meetings November 22.

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*Bob Case,  
New Century Media,  
Seattle, WA*

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**DEAL OF THE WEEK**

• **KSD-AM/St. Louis \$10 million**

**1996 DEALS TO DATE**

**Dollars To Date: \$13,623,475,638**

(Last Year: \$5,437,323,676)

**This Week's Action: \$51,763,780**

(Last Year: \$334,375,000)

**Stations Traded This Year: 2045**

(Last Year: 1235)

**Stations Traded This Week: 51**

(Last Year: 37)

**TRANSACTIONS AT A GLANCE**

- KOSG-AM/Camden, AR \$30,000
- KTAP-AM/Santa Maria & KIDI-FM/Guadalupe, CA \$475,000
- KDGO-AM & KWXA-FM/Durango, CO \$620,000
- WSNG-AM/Torrington, CT \$275,000
- WBCD-FM/Chattahoochee, FL \$745,000
- WWLO-AM/Gainesville, FL \$200,000
- WQSA-AM/Sarasota \$135,000
- WSGL-FM/Naples & WANM-AM & WGLE-FM/Tallahassee, FL No cash consideration
- WYIS-AM & WYSC-FM/McRae, GA \$250,000
- KOFE-AM/St. Maries, ID \$140,000
- WERK-AM & FM/Muncie, IN \$475,000
- KXBZ-FM/Manhattan, KS \$53,800
- WPAD-AM & WDDJ-FM/Paducah, KY \$2.9 million
- WIBR-AM/Baton Rouge & WKJN-FM/Hammond, LA No cash consideration
- KGGN-AM/Gladstone (Kansas City), MO \$450,000
- KENN-AM & KRWN-FM/Farmington, NM \$1.1 million
- KBOM-FM/Los Alamos (Santa Fe), NM \$2.4 million
- WKIP-AM & WRNQ-FM/Poughkeepsie, NY \$3,475,000
- WDSY-AM/Pittsburgh \$750,000
- WARM-AM & WMGS-FM/Wilkes Barre-Scranton \$10 million
- WCAM-AM & WPUB-FM/Camden, SC \$550,000
- KORN-AM & KQRN-FM/Mitchell, SD \$800,000
- WHAL-AM/Sheilbyville, TN \$250,000
- KROD-AM, KLAQ-FM & KSII-FM/EI Paso \$8.25 million
- KVLG-AM & KBUK-FM/LaGrange, TX No cash consideration
- KBMI-FM/Roma, TX \$150,000
- KESO-FM/South Padre Island, TX \$139,980
- KENZ-FM/Orem (Salt Lake City), UT \$5.5 million
- KNTB-AM/Lakewood, WA \$350,000
- WBUC-AM & FM/Buckhannon & WVUC-FM/Barrackville (Morgantown-Fairmont), WV \$1.3 million
- WVOW-AM & FM/Logan, WV No cash consideration

**TRANSACTIONS**

**Dorsey Goes Downtown In St. Louis**

□ **Acquires EZ's KSD-AM to complement suburban WIBV**

**Deal Of The Week**

**KSD-AM/St. Louis**

**PRICE: \$10 million**

**BUYER: The Dorsey Group**, headed by President **Tim Dorsey**. It owns WIBV-AM/Belleville, IL (St. Louis). (314) 984-8901

**SELLER: EZ Communications Inc.**, headed by President **Alan Box**. It owns KFNX-AM, KSD-FM, KEZK-FM & KYKY-FM/St. Louis. Phone: (703) 591-1000

**FREQUENCY: 550 kHz**

**POWER: 5kw**

**FORMAT: Talk**

**BROKER: Gary Stevens & Co.**

headed by President **George Ruiz**.

Phone: (805) 928-4334

**SELLER: Boardwalk Broadcasting Co.**, headed by President **Leo Kesselman**. Phone: (408) 354-5713

**Colorado**

**KDGO-AM & KWXA-FM/Durango**

**PRICE: \$620,000**

**BUYER: KDGO/KWXA L.L.C.**, a wholly owned subsidiary of **Radio Roberts L.L.C.**, headed by President **Robert Sherman**. It owns KISZ-FM/Cortez, CO. Phone: (505) 325-3541

**SELLER: Regional Radio Inc.**, headed by President **Kenneth Kendrick**. Phone: (914) 741-1133

**Connecticut**

**WSNG-AM/Torrington**

**PRICE: \$275,000**

**BUYER: Buckley Broadcasting Corp. of Connecticut**, headed by President **Richard Buckley**. It owns WDRG-AM & FM/Hartford. Phone: (203) 661-4307

**SELLER: U.S. Small Business Administration and John O'Neil**, as trustee in bankruptcy. Phone: (860) 527-3271

**BROKER: New England Media Inc.**

**Florida**

**WBCD-FM/Chattahoochee**

**PRICE: \$745,000**

**BUYER: Gulf South Communications Inc.**, headed by President **Clay Holladay**. It owns WDJR-FM/Enterprise (Dothan), AL. Phone: (334) 712-9233

**SELLER: Styles Broadcasting of Alabama Inc.**, headed by President **Thomas DiBacco**. Phone: (904) 769-2299

**WWLO-AM/Gainesville**

**PRICE: \$200,000**

**BUYER: Karisma Communications Southeast Inc.**, a wholly owned subsidiary of **Connecticut Broadcast Media of Gainesville Inc.**, headed by President **Hilda Dawson**. It owns WTMG-FM/Williston, FL. Phone: (561) 479-4088

**SELLER: Gainesville Broadcasters**, headed by President **Carl Auel**. Phone: (561) 688-9585

**FREQUENCY: 1430 kHz**

**POWER: 2.5kw**

**FORMAT: Urban**

**WQSA-AM/Sarasota**

**PRICE: \$135,000**

**BUYER: Sarasota Broadcast**

**Corp.**, a wholly owned subsidiary of **Crystal Broadcasting Inc.**, headed by President **Thomas Kearney**

**SELLER: Horizon Communications Inc.**, headed by President **E.F. Schwarzer**. Phone: (941) 366-0424

**FREQUENCY: 1220 kHz**

**POWER: 1kw**

**FORMAT: News/Talk**

**WANM-AM & WGLE-FM/Tallahassee & WSGL-FM/Naples**

**PRICE: No cash consideration**

**RECEIVERS: Bruce, Jan, and Beth Timm** are acquiring **Sterling Com-**

**munications Corp., WANM Inc.**, and **Tallahassee Broadcasting Co.** Phone: (904) 385-8818

**DONATOR: The Estate of B.F.J. Timm**; Phone: (904) 385-8818

**FREQUENCY: 1070 kHz; 104.1 MHz; 103.1 MHz**

**POWER: 10kw; 90kw at 1394 feet; 14kw at 440 feet**

**FORMAT: News/Talk; Rock; AC**

**Georgia**

**WYIS-AM & WYSC-FM/McRae**

**PRICE: \$250,000**

**Continued on Page 8**

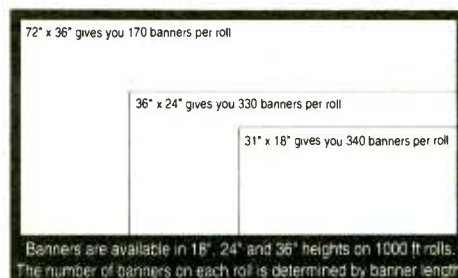
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**ROB BALON, Ph.D.**  
President, The Benchmark Co.

**TRANSACTIONS**

Continued from Page 6

**BUYER:** IMJ Broadcasting Inc., headed by President **Edgar Jensen**. Phone: (912) 868-5611  
**SELLER:** All Resource Inc., headed by President **Richard Bailey**. Phone: (912) 868-5611

**Idaho**

**KOFE-AM/St. Maries**  
**PRICE:** \$140,000  
**BUYER:** Pentacle Broadcasting L.L.C., headed by President **Bobby Meadows**. Phone: (210) 655-9484  
**SELLER:** Terry Duffey. Phone: (208) 245-4559

**Indiana**

**WERK-AM & FM/Muncie**  
**PRICE:** \$475,000  
**BUYER:** Delaware County Broadcasters Inc., headed by President **David Keister**. Phone: (317) 349-1485  
**SELLER:** American Home Town Radio Corp., headed by President

**Christian Caggiano**. Phone: (219) 486-3224

**Kansas**

**KXBX-FM/Manhattan**  
**PRICE:** \$53,800  
**BUYER:** Manhattan Broadcasting Co., headed by President **Richard Seaton**, is acquiring **Little Apple Broadcasting Inc.** It owns KMAN-AM/Manhattan. Phone: (316) 251-2900  
**SELLER:** Michael Law. Phone: (913) 768-1971

**Kentucky**

**WPAD-AM & WDDJ-FM/Paducah**  
**PRICE:** \$2.9 million  
**BUYER:** Bristol Broadcasting Inc., headed by President **W.L. Nininger**. It owns WKDQ-FM/Henderson, KY and WKYX-AM & WKYQ-FM/Paducah. Phone: (540) 669-8112  
**SELLER:** Purchase Broadcasting Inc., headed by President **Lee Hagan**. Phone: (502) 442-8231  
**FREQUENCY:** 1560 kHz; 96.9 MHz  
**POWER:** 10kw day/5000 watts night; 100kw at 331 feet

**FORMAT:** Nostalgia; CHR

**Louisiana**

**WIBR-AM/Baton Rouge & WKJN-FM/Hammond, LA**  
**PRICE:** No cash consideration  
**BUYER:** Citywide Communications Inc., headed by President **Peter Moncrieffe**. It owns WXOK-AM/Baton Rouge, WYCT-FM/Kentwood & KQXL-FM/New Roads. Phone: (504) 926-1106  
**SELLER:** Southern Communications Inc., headed by President **Don Nelson**. Phone: (504) 292-9556  
**FREQUENCY:** 1300 kHz; 103.3 MHz  
**POWER:** 5kw day/1000 watts night; 100kw at 1004 feet  
**FORMAT:** Sports/Talk; Country  
**COMMENT:** Don Nelson is exchanging the stations for approximately 28 shares of Citywide Class A common voting stock.

**Missouri**

**KGGN-AM/Gladstone (Kansas City)**  
**PRICE:** \$450,000

**BUYER:** Mortenson Broadcasting Co., headed by President **Jack Mortenson**. Phone: (606) 245-1000  
**SELLER:** Michael Gliner. Phone: (913) 894-1833  
**FREQUENCY:** 890 kHz  
**POWER:** 960 watts  
**FORMAT:** Gospel

**New Mexico**

**KENN-AM & KRWN-FM/Farmington**  
**PRICE:** \$1.1 million  
**BUYER:** KRWN/KENN L.L.C., a wholly owned subsidiary of **Roberts Radio L.L.C.**, headed by President **Robert Sherman**. It owns KBAC-FM/Las Vegas (Santa Fe), NM. Phone: (914) 741-1133  
**SELLERS:** Kenn-Land Broadcasting Inc. and **Music Men Inc.**, both headed by President **Kenneth Kendrick**. Phone: (505) 325-3541  
**FREQUENCY:** 1390 kHz; 92.9 MHz  
**POWER:** 5kw day/1300 watts night; 62kw at 394 feet  
**FORMAT:** Talk; Rock  
**BROKER:** Kalil & Co.

**KBOM-FM/Los Alamos (Santa Fe)**  
**PRICE:** \$2.4 million  
**BUYER:** Russell Withers Jr. He owns KTRC-AM and KVSF-AM/Los Alamos-Santa Fe. Phone: (618) 242-3500  
**SELLER:** Tesuque Radio Inc., headed by Chairman **John Herklotz**. Phone: (505) 471-1067  
**FREQUENCY:** 106.7 MHz  
**POWER:** 15.5kw at 1949 feet  
**FORMAT:** Oldies

**New York**

**WKIP-AM & WRNQ-FM/Poughkeepsie**  
**PRICE:** \$3,475,000  
**BUYER:** Straus Media Group, headed by President **Eric Straus**. It owns WCKL-AM & WCTW-FM/Catskill, NY; WELV-AM & WTHN-FM/Ellenville, NY; and WHUC-AM & WTHK-FM/Hudson, NY. Phone: (914) 647-5678  
**SELLER:** Dutchess Communications/WKIP Broadcasting Corp., headed by President **Richard Novik**. Phone: (914) 471-2300  
**FREQUENCY:** 1450 kHz; 92.1 MHz  
**POWER:** 1kw; 2.2kw at 384 feet  
**FORMAT:** News/Talk; Rock  
**BROKER:** Blackburn & Co.

**Pennsylvania**

**WDSY-AM/Pittsburgh**  
**PRICE:** \$750,000  
**BUYER:** Mortenson Broadcasting Co., headed by President **Jack Mortenson**. Phone: (606) 245-1000  
**SELLER:** Entercom, headed by President **Joseph Field**. Phone: (610) 660-5620  
**FREQUENCY:** 1080 kHz  
**POWER:** 50kw day/2500 watts night  
**FORMAT:** Country

**WARM-AM & WMGS-FM/Wilkes Barre-Scranton**  
**PRICE:** \$10 million (est.)  
**BUYER:** Tele-Media Broadcasting Co., headed by President **Robert Tudek**. It owns WEST-AM & WLEV-

FM/Allentown; WRKZ-FM/Harrisburg; WGLU-FM & WQKK-FM/Johnstown, PA; WIKN-FM/Port Matilda, PA; WRSC-AM & WQWK-FM/State College, PA; and WQXA-AM & FM/York, PA. Phone: (814) 355-8355

**SELLER:** Susquehanna Radio Corp., headed by President **Dave Kennedy**. It owns WSBA-AM & WARM-FM/York. Phone: (717) 852-2139

**FREQUENCY:** 590 kHz; 92.9 MHz  
**POWER:** 5kw; 5.3kw at 1385 feet  
**FORMAT:** Full Service; AC

**South Carolina**

**WCAM-AM & WPUB-FM/Camden**  
**PRICE:** \$550,000  
**BUYER:** Calvin Johnson and Dawn King are acquiring **Kershaw Radio Corp.** Phone: (803) 438-9002  
**SELLER:** President **Gary Davidson** and shareholders **Linda Davidson, Don LaDuke, and John Davidson**. Phone: (803) 438-9002

**South Dakota**

**KORN-AM & KQRN-FM/Mitchell**  
**PRICE:** \$800,000  
**BUYER:** Art Rew, acquiring **KORN Palace Broadcasting Inc.** Phone: (605) 996-1490  
**SELLER:** Marlyn Christiansen, Rick DeSchepper, Scott DeSchepper, Dawn Sullivan, and Cheryl Oleske. Phone: (605) 996-1470

**Tennessee**

**WHAL-AM/Shelbyville (Nashville)**  
**PRICE:** \$250,000  
**BUYER:** Hopkins Hall Broadcasting Inc., headed by President **Nadine Hopkins**. It owns WLIJ-AM/Shelbyville. Phone: (615) 684-1514  
**SELLER:** The Cromwell Group Inc., headed by President **Bayard Walters**. Phone: (615) 361-7560  
**FREQUENCY:** 1400 kHz  
**POWER:** 1kw  
**FORMAT:** AC

**Texas**


**KVLG-AM & KBUK-FM/LaGrange**  
**PRICE:** No cash consideration  
**RECEIVERS:** Paris Schindler, Sherry Hawk, and Suzanne Brown are acquiring **Fayette Broadcasting Corp.** Phone: (713) 871-0995  
**DONATOR:** Raymond Schindler

**KROD-AM, KLAQ-FM & KSII-FM/EI Paso**  
**PRICE:** \$8.25 million  
**BUYER:** Ferrari Broadcasting Inc., headed by Chairman **Jon Ferrari**. Phone: (201) 818-0323  
**SELLER:** New Wave Communications L.P., headed by President **Jon Ferrari**. Phone: (201) 818-0323  
**FREQUENCY:** 600 kHz; 95.5 MHz; 93.1 MHz  
**POWER:** 5kw; 88kw at 1391 feet; 98kw at 1422 feet  
**FORMAT:** News/Talk; Rock; Hot AC

Continued on Page 12

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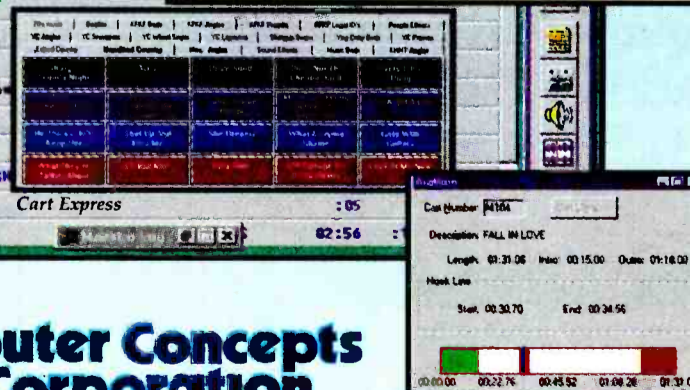


**Main Screen**

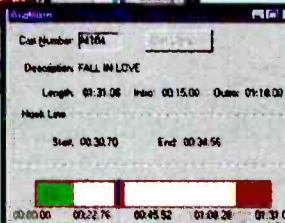
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## Lamme Is Named GM For SFX/Hartford

Dennis Lamme has been named GM for SFX Broadcasting's Hartford stations — News/Talk WPOP-AM, Classic Rock WHCN-FM, CHR WKSS-FM, and Alternative WMRQ-FM — succeeding Tim Montgomery. Lamme most recently served as GSM at Chancellor Broadcasting's KMEN-AM & KGGI-FM/Riverside-San Bernardino.

"I couldn't be more thrilled," said SFX VP/Programming Manuel Rodriguez. "I knew [Lamme] from working on another project with him for about six months, and he's ideally suited for the job based on his past experience and successes. In these days of consolidation, having someone capable of overseeing a large group of people is [vital]."

Lamme told R&R, "It's a great operation and a fantastic opportunity for me. [Chancellor President/CEO] Steve Dinetz gave me a great opportunity in Riverside, but this is the chance of a lifetime. SFX has a great group of stations here, and Hartford is a very exciting area."

A 20-year radio veteran, Lamme previously has served as Sales Manager at KEYV-FM & KFMS-FM/Las Vegas; he's also been VP/GM at WKBF-AM & WPXR-FM/Quad Cities, IL-IA and KDHT/Denver.

## For The Record

K-LOVE Radio Network's signal expansion team welcomes Jeff Wall, who most recently worked in the FM translator departments at Family Stations and Calvary Chapel. Wall was misidentified in last week's issue (R&R 11/15).

## INTERNAL MEMO

### Research Group Disputes AC Column

The Research Group Director/Statistics Steve McKinney recently distributed the following internal memo among his company's staff:

*I recently read [the AC column] "Distinguishing 'Hits' From 'Stiffs'" [R&R 11/1], which contains some misinformation about analysis of music data that clients might raise with you. The article involves an interview with Carolyn Gilbert, Critical Mass Media's Exec. VP/Research. The article states:*

*"Research methodologies can vary from company to company. Critical Mass, for example, doesn't use the customary one (very negative) to five (very positive) scale, opting instead for a preference scale. "Outlining the one-to-five scale drawback, Gilbert draws these examples: "Two of four people in a room love a song and give it a five, while the other two hate it and give it a one. The song averages out to three. In case two, four people are totally apathetic about a song and it gets the same three average."*

*"One song generates high negative and positive passion that goes toward straight general tendency, and another song generates total apathy and gets the same score. There's a big difference between those two songs, but there's no way of knowing it by looking [at raw numbers]. We're fanatic about our sample, testing, and methodology."*

*Well, Ms. Gilbert may be a fanatic, but she needs to do a little homework on her statistical skills. The problem in her case one and two scenarios is NOT with the one-to-five scale; the problem is with using the AVERAGE, which ends up hiding the difference between the two songs. At the Research Group, for each song in a music test, we look at the percent of the respondents who vote "Like A Lot" (percent voting five), the percent who give the song "Positive Mention" (4+5 vote), and the percent who give the song a "Dislike" vote (percent voting one). We also look at the QE Scores (Quintessential Essence Scores), [which] compare the full voting pattern of each song with each of the other songs in the test, no averaging or percents involved, and will easily separate songs showing the patterns in Ms. Gilbert's case one and two scenarios.*

*Earlier in the article, Ms. Gilbert states: "We essentially weigh one and a half times for 'favorite,' one time for a 'like' opinion, and .5 for 'no.' The maximum value for any given song is 150 points — and that's only among the familiar sample."*

*Ms. Gilbert is saying, therefore, that Critical Mass essentially uses a one-to-three scale (divide the one-to-three scale by two, and you get a 0.5, 1, 1.5 scale), and then Critical Mass looks at the total score. Well, the average score is just the total score divided by the number of respondents in the sample. So, Ms. Gilbert is saying that Critical Mass does essentially exactly what she claims is bad to do several paragraphs later in the article.*

*Ms. Gilbert's statements are misleading and erroneous. If any clients raise this issue with you, suggesting that you read about the "shortcomings" of the one-to-five scale, please discuss the above points with them, show them this memorandum, or have them call me so I can go through with them the issues involved in detail.*

## EXECUTIVE ACTION

### Gonzer Adds WW1 Adult Rock & Roll PD Duties

Rock radio veteran and current Westwood One Radio Networks Adult Rock & Roll format morning host Jeff Gonzer has added PD duties. Gonzer — who reports to VP, Programming/Formats Charlie Cook at the company's Valencia, CA office — replaces Diana Laird, who recently became PD of CHR KGGI-FM/Riverside-San Bernardino (R&R 10/4).

WW1 President/Formats Ed Salamon told R&R, "Just as Jeff Gonzer's upbeat personality approach originally changed the presentation of Album Rock radio, his example has helped raise the standard of the personality radio that Westwood One formats provide. We're pleased to have the opportunity to promote him to a management position where he can have even more influence."

One of Gonzer's first orders of business as PD was hiring KSCA-FM/Los Angeles parttimer Terry Gladstone to handle middays; Gonzer most recently handled afternoons at the Adult Alternative station. Gonzer also has hosted mornings at WZLX/Boston and WZTA/Miami and held various airshifts at L.A.'s KLOS-FM and the former KMET-FM.



Gonzer

### Boerner MCA's VP/Video, East Coast Alt. Promo

Dennis Boerner has been upped to VP/Video & East Coast Alternative Promotion at MCA Records. He joined the label in 1995 as Director/Video Promotion.

"Dennis is totally revved for this new responsibility," stated Sr. VP/Promotion Skip Bishop. "His vast experience and relationships at video are perfect complements for his new alternative duties. Dennis is a warrior for airplay. He loves and believes in music."

Prior to joining MCA, Boerner spent over four years (1990-95) at EastWest Records, where he served as Sales/Marketing Coordinator, National Manager/Alternative Promotion, and National Director/Video Promotion. Between 1989-90, he worked at Atlantic Records as A&R Asst. and Sales/Marketing Coordinator. He also was A&M Records' Promotion & Sales Asst. between 1988-89. Boerner began his career in the programming and promotions departments — and as an air talent — at the former WDRE/Long Island.



Boerner

### Ferrando Appointed Sr. VP At Atlantic

Atlantic Records has elevated Linda Ferrando to Sr. VP. She previously was VP/Video Promotion & Media Development at the label.

"Over the past decade, Linda has been responsible for creating and developing the finest video promotion department in our industry," said Atlantic Sr. VP/GM Ron Shapiro. "One of the most talented and hard-working members of our executive staff, she has secured unparalleled exposure for a wide range of Atlantic artists, playing a pivotal role in launching the careers of many of our top performers."



Ferrando

FERRANDO/See Page 24

ALL WRAPPED UP AND READY TO GO!

## THE CAROLS OF CHRISTMAS

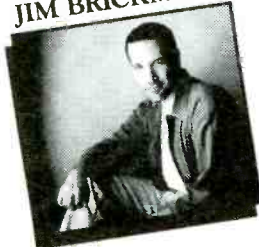
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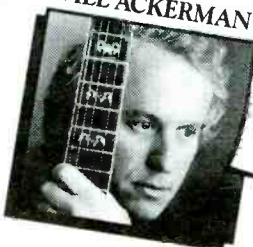
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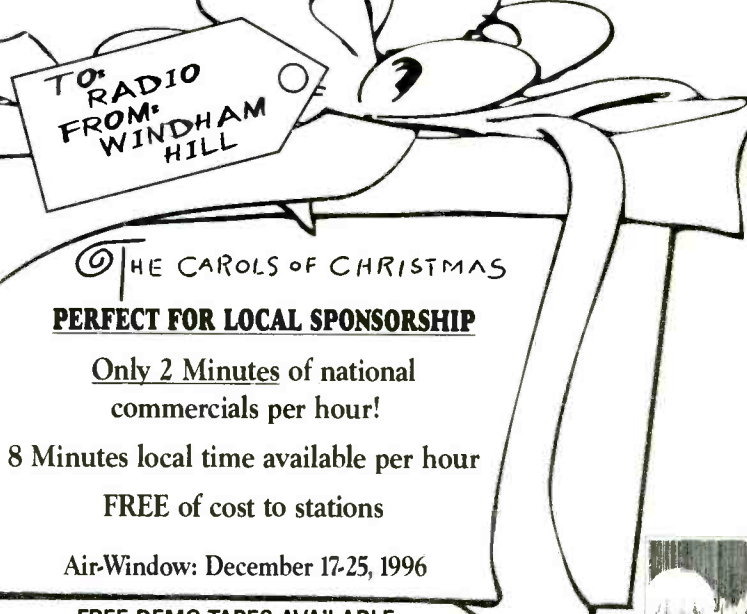
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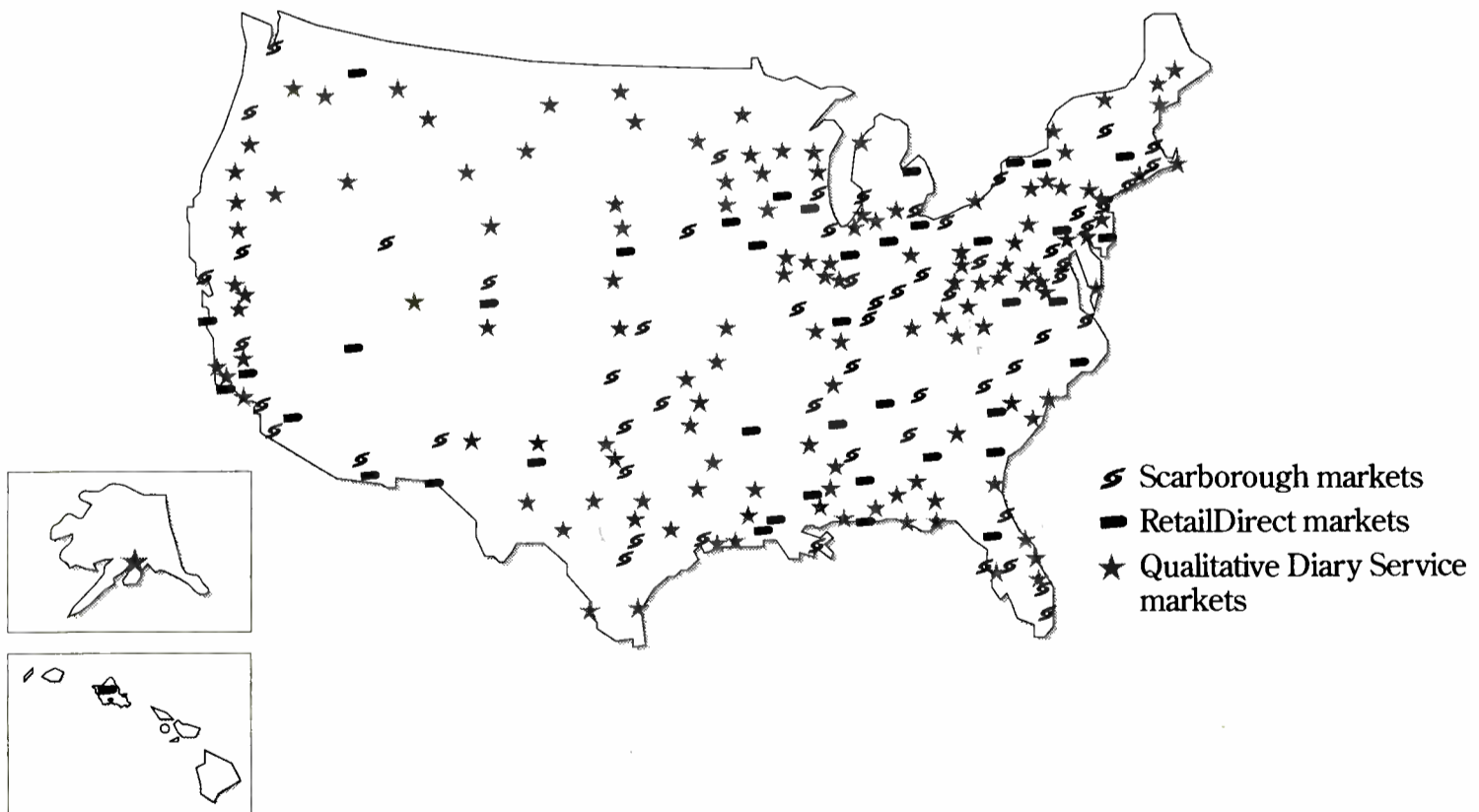
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\*Number of markets as of November 11, 1996.



## ARBITRON

## Jefferson-Pilot's Brown: 30 Years & 'Too Young To Retire'

Continued from Page 1

**R&R: What is JP's secret formula for such a low employee turnover rate?**

**Clarke Brown:** It's always been a critical aspect of the company's strategy to find the very best people and keep them. From the monetary standpoint, we have incentive plans such as fully paid retirement plans and stock plans, in addition to the ordinary perks like 401k, etc. The company operates as a southern company that expects and demands results. We do it in a very gentlemanly, non-threatening fashion. We've never had screamers, and we give our people a tremendous amount of autonomy. Within our individual divisions, we encourage calculated risks.

There's also a tremendous effort to promote from within — that's

ance as "laggards in the industry" and a "sleepy southern company." At the time, I thought that was devastating. Guess what? A couple of years later, all these other insurance companies that invested billions into junk bonds — and what seemed to be no-lose real estate deals — crashed and burned.

After the junk-bond fallout, Jefferson-Pilot Insurance was one of only two AAA-rated insurance companies in the country with a solid cash position, and our stock continued to grow. So there's vindication for that philosophy. That's been a very good thing for us. Jefferson-Pilot Insurance CEO **David Stonecipher** and the board of directors mandate enhancing shareholder value. Everything at JP is evaluated without emotion.

**R&R: With cash flow basically thrown out the window in many deals today, what makes (and doesn't make) sense to you regarding new acquisitions?**

**CB:** We've bought stations with negative cash flow. When you buy a station in L.A., for example, you are talking about "beachfront property" — no pun intended. Then it's more like, "What are we going to do with it? What's the cash flow going to be once we implement our strategies and our systems and the market growth?"

It may be that you're paying a crazy multiple today, but three years down the road — after you've implemented successful strategies — it could turn out to be a low multiple. What one person sees as a big piece of wasteland, another sees and cultivates into an incredibly successful development. What was the cash flow multiple on that land? He bought dirt. That's kind of what some of these companies are doing today. It all comes down to what you can do with it, what your vision is, and how you plan to get there.

**R&R: Has JP been approached by serious buyers?**

**CB:** On a regular basis. There

are a lot of reasons why we don't want to sell. First, our revenues, cash flow, and net income continue to increase, so we're doing a good job for our parent. They're getting out of us what they need and are not looking to cash out. We are not sellers — we are buyers.

**R&R: What is your take on the recent Department of Justice radio crackdown?**

**CB:** There's clearly been an overreaction. It's frightening when they talk about format domination. That's an area that requires so much study, I'm not sure they would know how to process that. In the big picture, they're concerned about 50% concentration because they feel that can affect pricing. From what we've seen so far in our own personal situation, I've seen downward pressure more than I've seen anything forcing rates up. Markets determine rates; inventory determines rates. There are so many variables like the state of the economy and the competitive media within the market.

You want to talk monopoly? Look at the newspaper situations in America's major markets. Where's their competition? You have the morning paper and the afternoon paper, in many cases, owned by the same company. Is that a monopoly? Many of the major TV markets have three or so viable owners. Is that a monopoly?

As they [DOJ] examine the radio business, they are not processing it within the context of the whole media market criteria that drives rates. It's insane to say a group of radio stations that owns 30%, 40%, or 50% of radio market revenues can dictate market rates. They just cannot do it.

**R&R: What do you see as the future of radio programming?**

**CB:** It will continue to evolve. You'll see greater niche breakouts. That's a function of super-duopolies because you don't want to can-

**We're not geographically driven. Our priority is in market growth. We would expand beyond that given the right circumstances. If the right opportunity came along, would we buy a group? Absolutely.**

nibalize your own properties. On the other hand, if you're a stand-alone, you have to create and own a niche that's uniquely yours. I also see increased demand for talent to service those niches, creating greater talent opportunities.

**R&R: What is Jefferson-Pilot Radio's long-term goal under Bill Blackwell's and your guidance?**

**CB:** Our goal is to grow the company as quickly and as large as practically possible. And by "practically possible," I mean within the realm of good business. We will continue to buy stations selectively as we've done in the past couple of years. We've grown from 10 to 17 stations in just a few years. While it may not seem that dramat-

helping to grow the revenue and the bottom line.

**R&R: As far as growth goes, are there particular markets that you'd like to move into?**

**CB:** We just want opportunities in markets that have growth potential and to buy properties where we can improve their position in the market. We're not geographically driven. Our priority is in market growth. We would expand beyond that given the right circumstances. If the right opportunity came along, would we buy a group? Absolutely.

**R&R: What kind of message would you send to the people who are the future of radio?**

**CB:** Talent will always prevail. We're still all about finding the best people and turning good ratings into dollars. So really not that much has changed. I started out as a salesperson in 1967. We had maybe four or five competitors, so it's almost like a return to that. You still have to program well, get ratings, turn ratings into dollars, and take dollars to the bottom line. That's what radio is.

**R&R: What has been your single greatest achievement?**

**CB:** Getting my wife to marry me! Other than that I haven't had it yet.

**R&R: You've been in radio 30 years. How much longer would you like to do it?**

**CB:** I've never had a day when I didn't want to go to work. I love it. I'm way too young to retire!

**You still have to program well, get ratings, turn ratings into dollars, and take dollars to the bottom line. That's what radio is.**

where we've had our greatest success. We also do our best to make our employees feel company pride and as though they are part of the company. Those are the things that help keep good people.

**R&R: JP has a reputation of being a very conservative company. Is that because of your parent company, Jefferson-Pilot Insurance, and does it put you at a disadvantage in today's radio marketplace?**

**CB:** I'll never forget a story I read in the *Wall Street Journal* back in the '80s. The story basically labeled Jefferson-Pilot Insur-

## TRANSACTIONS

Continued from Page 8

**KBMI-FM/Roma**  
PRICE: \$150,000

**BUYER:** Timon Auto & Equipment Leasing Corp., headed by President John Peel. Phone: (210) 849-3770  
**SELLER:** Grant Communications Group Inc., headed by President Douglas Smiley. Phone: (515) 628-3566

**KESO-FM/South Padre Island**  
PRICE: \$139,980

**BUYER:** Alternative Broadcasting Corp., headed by President Susan Lundborg. It owns KZSP-FM/South Padre Island. Phone: (210) 542-9161  
**SELLER:** F.W. Hannel. Phone: (309) 364-3903

**Utah**  
**KENZ-FM/Orem (Salt Lake City)**

PRICE: \$5.5 million  
**BUYER:** Citadel Broadcasting Co., headed by President Lawrence Wilson, is acquiring Monarch Broadcasting Inc. It owns KAPN-AM, KBER-FM & KUBL-FM/Salt Lake City-Ogden. Phone: (406) 837-5360

**SELLER:** Richard Rees and Eric and Scott Slaymaker. Phone: (512) 472-1077  
**FREQUENCY:** 107.5 MHz  
**POWER:** 45kw at 2851 feet  
**FORMAT:** Adult Alternative

**Washington**  
**KNTB-AM/Lakewood**

PRICE: \$350,000  
**BUYER:** Washington Broadcast Management Co., headed by President Fred Lundgren. Phone: (713) 575-1270  
**SELLER:** KLDY Inc., headed by President Josephine Baine. Phone: (360) 832-4442

## West Virginia

**WBUC-AM & FM/Buckhannon & WVUC-FM/Barrackville (Morgantown)**

PRICE: \$1.3 million  
**BUYER:** Richard and Karen McGraw. They own WBTQ-FM/Buckhannon; WELK-FM/Elkins, WV; and WEIR-AM/Weirton, WV. Phone: (304) 636-8800  
**SELLER:** Cat Radio Inc., headed by President Richard Greene. Phone: (304) 623-1013  
**FREQUENCY:** 1460 kHz; 101.3 MHz; 93.1 MHz

**POWER:** 5kw day/65 watts night; 50kw at 492 feet; 2.6kw at 495 feet  
**FORMAT:** Country; Country; Country  
**BROKER:** Ray Rosenblum

**WVOW-AM & FM/Logan**

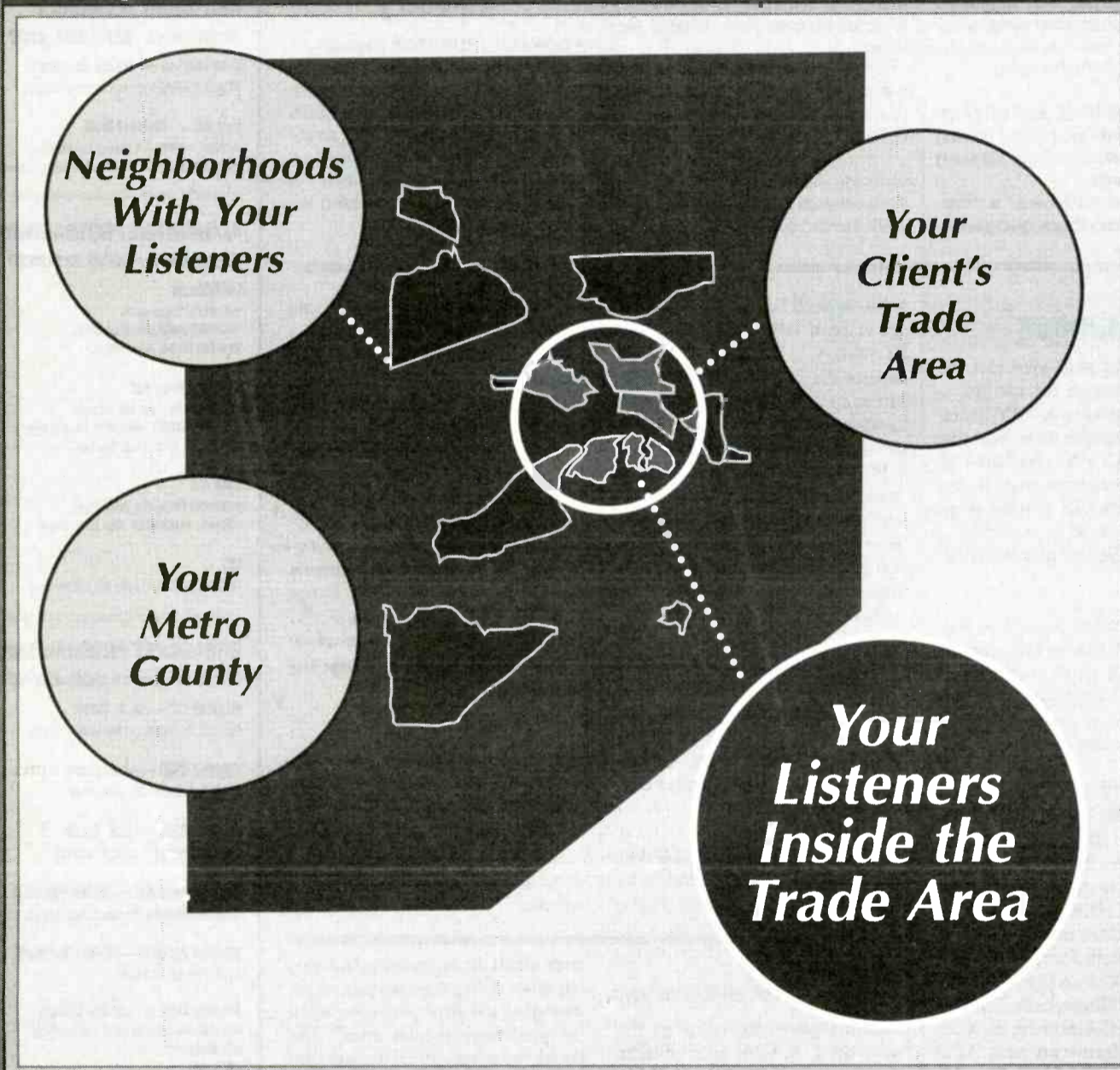
PRICE: No cash consideration  
**RECEIVER:** Martha Jane Becker is acquiring Logan Broadcasting Corp. Following this transaction, she will transfer control to a grantor retained annuity trust, with Jeffrey Vallet as trustee. Phone: (304) 752-5080  
**TRANSFEROR:** First Community Bank of Mercer County Inc., executor of the Estate of William Becker. Phone: (304) 325-7151

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- Competitor's Audience
- Client's Location(s)
- Retail Categories
- Qualitative Category
- City Names
- Client's Prospects

### Qualitative

- Zip Population
- Med Age of Population
- Med Household Income
- Med Years Schooling
- White Collar Workers
- Blue Collar Workers
- Service Workers
- % White Population
- % Black Population
- % Hispanic Population
- Diaries per 1KHH (MKT)
- Diaries per 1KHH (STA)

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- SAVE
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# 10 Steps To Better Time Management

By Al Peterson

When people complain that "there just aren't enough hours in the day," they really aren't kidding. In today's complex world of broadcasting, where most managers are spending extra-long days overseeing the operation of multiple properties with a variety of formats and dozens of staffers, accomplishing all that needs to be done in an average workday is an admirable goal that's often missed.

But why does it seem that some people are seemingly better at managing their day than others? The secret is effective time management. And although many of us believe we know how to manage our time, we still end many a day feeling that we just didn't get everything accomplished that we'd planned.

With a bit of simple planning and some organizational techniques, you can effectively and efficiently get through even the busiest of days. Here are 10 time-tested tips for getting the most out of your workday:

**1 Make a daily list.** Do it the day before — when you're getting ready to leave. Be realistic. Don't simply list all that you hope to accomplish. *Prioritize* those items that must be done first due to deadlines. Even though it's human nature to put off a task you really hate doing, time management experts agree that finishing a difficult task, then crossing it off your day's list, makes all the remaining items seem simpler and less overwhelming.

Try not to carry over items from day to day. Always factor in those daily or weekly "must-do" tasks so that you schedule new items around the tasks that are fixed in your regular schedule.

**2 Set up regularly scheduled sessions with key staff managers.** Schedule nonpreemptable meetings with your general sales manager, program director, chief engineer, business manager, human resources director, etc. throughout the week. Ask them to plan on bringing you as many of their concerns or questions as possible at those sessions.

If you make it known to these individuals that they'll have your full attention at regularly appointed times, you'll reduce the number of times one of them drops in on you with "just a quick question" that winds up eating up 30 or 40 minutes of your day. This helps to avoid those hallway "gotta have an answer right now" meetings that frequently end up being poor solutions at worst, and highly cost-inefficient at best.

**3 Be reasonably accessible.** Sure, everybody prefers to be a good

guy and have an "open door" policy. But be sure that people don't abuse that privilege. Establish with your staff that you need uninterrupted time to do your job effectively. And if that means occasionally closing your door, educate your staff to respect your right to do that. It's important to not always work with your door closed so that the staff understands that there *is* a difference.

And by the way, respect the "closed door" policy of your staff managers, too. Being the boss has its privilege, but keep the Golden Rule in mind here, and be sure that if you plan to invoke "boss's privilege" to interrupt, that you have good reason to do so.

**4 Don't be a slave to the phone.** It can be your best friend for dispatching quick communications or your worst enemy as a time-waster. If at all possible, be sure someone with a thorough knowledge of your schedule and activities screens your calls. At the end of the day, have that person give you a quick synopsis of the calls they've handled and what actions they took. If you aren't already doing this, you'll be surprised at how many calls can be handled without your direct involvement.

**5 Set aside periods where you're available to receive and return calls.** Be sure that your call screener is aware of these times so he or she may pass that information along to anyone who simply must speak to you ("Mr. Waller isn't available right now, but may I have him call you today between 3:30 and 3:45? Or would you prefer to call him at that time?").

By the way, if your phone doesn't have a timer on it, get one, and reset it each time you begin a call. You'll be surprised at how many times that five-minute call you thought you made was — in reality — a 15- or 20-minute call. You don't need to be rude, but watch the time you spend on each call, and limit it only to as many minutes as absolutely necessary.

**6 Get with the '90s and use voice mail and e-mail.** If you don't

have these tools, you should strongly consider adding them to your daily business life. Many calls can be handled without parties needing to have a conversation that includes several minutes of small talk about the family, last Sunday's golf game, etc.

This isn't to say that maintaining relationships with others isn't important, but extended conversations or multiple hours of "phone tag" waste your time more quickly than you'd ever imagine. Don't be one who hides behind voice mail or e-mail, but learn to use them as valuable tools to keep your day organized and efficient.

**7 Don't overplan your day.** Leave room in your daily schedule for unexpected emergencies or other unanticipated items that will need your attention. If you don't leave gaps in your daily schedule to handle these situations, the result will be frustration from playing catch-up all day. That's when you'll tend to blow off your scheduled items and set yourself up to run behind all week.

**8 Review how you use your time for a one-week period.** This may sound crazy, but a week or so of literally writing down all you do throughout the day will help you to better organize your time in the future. Don't leave anything out — meetings, phone calls, snack or smoke breaks, hallway conversations, etc.

Use the resulting document as an outline for planning a more efficient schedule in the future by eliminating things that are regular time-wasters and delegating certain things to other staffers who can handle them effectively. Before you laugh this off, try it for a week. You'll be surprised at the insight it will give you on how you spend your time each day.

**9 Work regular hours.** Sure, we all have out-of-office meetings and personal appointments that affect our daily schedule, but in general try to arrive and leave at about the same time every day.

If possible, arrive a little before the office opens, and leave a bit after it closes for the day. That 15-30 minutes without the phone ringing or staff competing for your attention can be some of your day's most productive minutes.

**10 Schedule breaks.** Go to lunch by yourself now and then, or take along a staff member without a specific business purpose in mind. This is one of the most important tips.

## DATELINE

• September 19 (through December 11) — Fall Arbitron.

• December 9 & 10 — PROMAX Sales Promotion Conference. Chicago Hilton & Towers; (310) 789-1554.

1997

• January 2 (through March 26) — Winter '97 Arbitron.

• January 27 — American Music Awards. Shrine Auditorium, Los Angeles; (213) 931-8200.

• February 3 — Deadline for NAB Crystal Radio Award Entries; (202) 775-3510.

• February 6-9 — RAB '97 Mktg. Leadership Conference & Exec. Symposium. Marriott Marquis, Atlanta; (800) 722-7355.

• February 21-22 — Dan O'Day's PD Grad School. Summit Hotel Bel-Air, Los Angeles; (310) 476-8111.

• February 26 — '97 Grammy Awards. Madison Square Garden, New York; (310) 392-3777.

• February 27-March 2 — R&R Talk Radio Seminar '97. Grand Hyatt Hotel, Washington, DC; (202) 783-3822.

• March 5-8 — 28th Country Radio Seminar. Opryland Hotel, Nashville; (615) 327-4487.

• March 8-11 — 39th Annual NARM Convention. Orlando World Center; (609) 596-2221.

• March 12-16 — South By Southwest Conference. Austin Convention Center; (512) 467-7979.

• March 27 (through June 18) — Spring Arbitron.

• April 4-7 — Broadcast Education Assn. 42nd Annual Convention "Reinventing Electronic Media: Multimedia in the New Millennium." Las Vegas Convention Center; (202) 429-5354.

• April 5-10 — NAB '97. Las Vegas Convention Center; (202) 775-4970.

• April 5-10 — NAB Multimedia World. Las Vegas Convention Center; (202) 775-4970.

• April 23 — Academy of Country Music Awards. Universal Amphitheatre, Los Angeles; (213) 462-2351.

• April 30-May 2 — Radio Only Management Conference. Phoenician Hotel, Scottsdale, AZ; (609) 424-6800.

• May 21-24 — 37th Annual Broadcast Cable Financial Mgmt. Convention. Hyatt Regency, San Francisco; (708) 296-0200.

• June 4-7 — PROMAX Convention. Chicago Navy Pier; (310) 788-7600.

• June 11-14 — 46th Annual AWRT Convention. Adolphus Hotel, Dallas; (818) 783-7886.

• June 16-22 — International Country Music Fan Fair. Tennessee State Fairgrounds, Nashville; (615) 244-2840.

• June 26 (through September 7) — Summer Arbitron.

• July 16-20 — Upper Midwest Conclave. St. Paul Radisson, Minnesota; (612) 927-4487.

Nobody becomes more efficient by never going to lunch, never taking a break, and working non-stop. As the old saying goes, no one on his or her deathbed was ever heard to say, "I wish I'd spent more time working."

Being a workaholic makes you less effective as you become tired and irritable. Nobody wants to work around a cranky boss — it sets a bad tone that affects your entire staff's performance.

If you aren't already following a daily plan, try these 10 easy tips.

Once you find how much more productive a well-managed day is, you'll never go back to facing a day at the office without your time-management skills firmly in place.

Al Peterson is a 25-year international programming and management consultant who heads the San Diego-based Peterson Media Services. He can be reached by phone at (619) 486-7559 or by e-mail at [alpeterson@aol.com](mailto:alpeterson@aol.com)



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## Inside Interep's CityNets Radio Program

By Stewart Yaguda

As every radio seller knows, despite newspapers' lagging readership and rising ad rates, they're still getting a lot of our money. Across the country last year, newspapers received more than \$36 billion dollars from national advertisers. Radio received slightly more than \$11 billion. In fact, newspapers collectively received more money than any other medium, including TV.

### Don't Get Mad, Get Going

These incredible figures were behind Interep's launch of its new CityNets initiative, a program designed specifically to demonstrate to advertisers the clear benefits of using a radio campaign instead of, or at least in conjunction with, a newspaper campaign.

Before developing our propriety "CitySearch" model — which actually quantifies these benefits — we began gathering background re-

search on each medium to help determine the odds of success for this type of program. Needless to say, we didn't have to look very far to decide that the value of such an initiative would be enormous.

In virtually every major market, newspaper readership is declining, while newspaper advertising rates are skyrocketing. According to the McCann-Erickson ad agency, over a 10-year period beginning in 1984, newspaper rates increased by 75%. (Compare this with radio's increase of 30%.)

Moreover, clutter is extremely high, with 60%-68% of newspaper space devoted to advertising. Couple this with the selective section browsing of most newspaper readers — 43% of all newspaper readers don't even look at the front page — and a newspaper advertisement's impact becomes extremely questionable.

### Let's Talk About Us

Fortunately, radio does not suffer any of these maladies. Reach is as strong as ever, as 77% of all consumers listen to radio each day — and 95% of all consumers listen each week. Furthermore, this reach is *efficient* due to the targeted nature of radio formats — an advertiser is not wasting dollars on the antiquated, shotgun approach to marketing found in the newspaper medium.

Impact is also high, as clutter is kept minimal. On average, only 15%-20% of radio time is allocated to advertising as opposed to programming. In addition, radio's *intrusive* nature demands a consumer's attention and increases the likelihood that an advertisement will be heard.

### Dollars & Sense

While all of these selling points were viable reasons to start putting newspaper dollars into radio, we recognized that most advertisers would want to see bottom line results. So, with this knowledge in hand, we then sought to quantify the benefits of a radio versus newspaper campaign. Working with the Interep Research Division, we developed our propriety "CitySearch" model. This mathematical model allows us to show advertisers actual increases in reach, frequency, and impressions — based on real costs and audience estimates on a market-by-market basis. The results exceeded even our own expectations.

In the simplest terms:

- Radio can deliver up to *two times* the reach of newspaper.
- Radio can deliver up to *four times* the frequency of newspaper.
- And ... radio can deliver up to *nine times more impressions* than newspaper, *for the same cost or less than newspaper.*

The data above is based on our total calculations for the Top 20 radio metros. We arrived at these figures by using the cost of one full-page insertion in each city's primary daily newspaper. We then took the circulation of each newspaper, and multiplied it by the number of readers per copy, to calculate the reach. Since we ran only one insertion in each paper, the number of impressions is identical to the reach number, and likewise the frequency is 1.0.

Then, we again used the cost of a full-page insertion in each corresponding city, but this time placed these same dollar amounts into a radio schedule, instead of newspaper. From here, using our CitySearch model, we calculated the comparable reach, impressions, and frequency figures that were achieved for the same budget in radio.

Obviously, the added results of re-allocating an ad budget from newspaper into radio are tremendous.

## Still Putting Money Into Newspaper?

For the same budget you can achieve:

Reach	
Newspaper Only	24%
Half Newspaper/Half CityNet Radio	54%
CityNet Radio Only	51%
Impressions	
Newspaper Only	17.6 million
Half Newspaper/Half CityNet Radio	94.7 million
CityNet Radio Only	155.2 million

Adults 18+, Top 20 Metros

Newspaper readership: ABC circulation x readers per copy

Radio Audience: Winter '96 Arbitron

Note: These figures are based on sample buys. Rates and results may vary.

## Salespeople On The Move

• **Les Hollander** rises from AE to LSM at **WKU/NY**.

• **Bob Bartlett** is now Dir./Sales for **EZ Communications' KHTK-AM, KNCI-FM & KRAK-FM/Sacramento**. He most recently served as Acct. Mgr./Certified Sales Professional for co-owned **KMPS-FM/Seattle**.

• **Liz Ferraro, Linda Mirandi, and Mitch Mizel** are named VP/AEs, New York; **Robert Kruchten** becomes Regional Mgr./Chicago; and **Laura Resendes** is the new Regional Mgr./Boston at **Allied Radio Partners**, a division of the **Interep Radio Store**. In related news, **Vinny Di Marco** is now Dir./Sales, Philadelphia and **Vincent Turco** becomes Dir./Sales, Boston for **Group W Radio Sales**. Furthermore, **Sherman Keith Kizart** is hired as Dir./Urban Marketing/Radio Marketing Specialist for Interep.

### Old Habits Die Hard

We know that even these powerful figures might fail to convince some die-hard advertisers to take their dollars completely out of newspaper. In these cases, a weaning process may be necessary to combat their objections. And so, we developed the CityNet "Mix."

According to **Starch** research, reducing the size of an ad does not significantly reduce "noted scores," meaning the percentage of readers who notice an advertisement. Therefore, again using our CitySearch model, we can show advertisers the effect of cutting back a newspaper budget by reducing an insert from a full-page to a half-page, without significantly affecting its impact, and placing the savings into CityNets radio.

Following the same process as above, we reduced the cost from a full-page insertion to a half-page insertion in each corresponding city, and placed the remaining dollars into a radio schedule. Once again, our CitySearch model shows that in each of the Top 20 markets, reach, frequency, and impressions increased substantially over a newspaper-only campaign.

The bottom line is, for the same budget, advertisers simply achieve greater results by adding radio to the media

mix, or using radio instead of newspaper. And for the first time, Interep is able to present this data to national advertisers in quantifiable terms.

While individual stations have been soliciting for their share of newspaper dollars at the local level for years, Interep is now able to help our clients shift national advertising dollars into radio on the *market* level. While this would be difficult on a station-by-station basis, because we represent many stations within each market, we can group stations together to produce a reach comparable to that of newspaper. Through CityNets, we achieve the critical mass necessary to become competitive.

This is the type of data that allows us to speak authoritatively to advertisers and upper-level agency decision-makers, to influence the direction of media dollars into radio at the initial planning stages. As always, we look forward to sharing our findings with radio stations, and to working closely together to garner radio's rightful share of total advertising dollars.

Stewart Yaguda is President of Interep's Radio 2000. He can be reached at (212) 916-0700.

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- **INCREASES TRADITIONAL SPOT-RELATED REVENUES** (:30s and :60s) using creative packaging techniques
  - Gathers information **ABOUT YOUR AUDIENCE** (demographic, geographic, etc.)
  - Delivers information **TO YOUR AUDIENCE...** (far more than just news, sports and weather)
  - Collects **QUALITATIVE** information **FROM YOUR AUDIENCE** for your advertisers (i.e. purchase habits and product consumption)
  - Creates and maintains an accurate **LISTENER DATABASE** for purposes of marketing and promoting your station (using direct mail, outbound telemarketing, etc.)



WRAL Shows Shred Of Creativity!

By Scott Slaven, PROMAX International

In the unlikely case that any of its listeners are suffering from post-election blues, WRAL-FM/Raleigh is getting the last promotional gasp out of Campaign '96.

The station is inviting listeners to gather up those unsightly campaign yard signs to make the ultimate statement as to what they thought of the interminable election. WRAL is paying \$1 per sign (20 sign maximum per person for the first 50 people) to get them off local yards. Those who bring in yard signs will get to partake in the time-honored political process of shredding documents — they get to put the signs into the official WRAL wood-chipper.

Good Sports

Windy City sports fans coughed up big for WMAQ-AM's "Sports Huddle" auction. The station intercepted an official NBA basketball signed by Chicago Bulls stars Michael Jordan, Dennis Rodman, and Scottie Pippen, and — in an on-air auction — slam-dunked \$6500 for the Alliance Against Intoxicated Motorists (AAIM). The organization offers counseling and financial aid to



drunk driving victims and families, and also challenges judges and prosecutors to strictly enforce drunk driving penalties.

A Time For Grabbing

The holiday season fast approaches and WOXY (97X)/Cincinnati will be doing its annual "Gift Grab" from the station lobby. Using promotional items donated by record labels, 97X is taking one caller per shift and inviting him or her down to the studio to grab a wrapped gift from under the station's tree.

Feed A Friend

KISF-FM/Kansas City is kicking off its fourth annual "Feed-A-Friend Marathon." For 90 hours,

the station will take phone pledges for canned goods and non-perishable food items for Harvesters of Kansas City. Over the past three years, KISF has collected more than 50,000 pounds of food that's been distributed to various local food pantries and shelters.

The station also will be giving away thousands of dollars in prizes during the promotion, including a trip to London, a Sony big-screen TV, and a trip to the Chiefs vs. Raiders Monday Night Football game.

Basket Cases

In a similar spirit, WKTI-FM/Milwaukee is trying to provide Thanksgiving dinners to those less fortunate by asking listeners to gather a Thanksgiving basket. The station is sending out lists of needed items and has a goal of feeding 1000 families.

Wishing For Yule

Not content with gathering a few cans of Spam, KIBB/Los Angeles is casting a very wide net with the "New B100.3 Christmas Wish," which fulfills any listener's wishes for friends, family, or themselves. No wish is considered too big or too small, and the station promises that wishes will be based on what as well as need.

A Time For Giving

Also taking a wide view of things is KKDM-FM/Des Moines. The station is asking listeners to contribute anything that they think people need during the holiday season, including food, toys, clothes, furniture — even blood. The promotion, "KKDM's Give It Up! 107.5 Hours Of Giving," accepts any and all gifts.

Strictly From Hunger

Going above and beyond the call of Christmas duty, we find WQXA-FM (The Edge)/Harrisburg-York, PA afternoon air talent Michelle Cruz. During the station's "Take The Edge Off Hunger" campaign, Cruz is driving out to a local mall, where she'll live in a recreational vehicle until it's completely filled with food, coats, blankets, and other materials for the less fortunate.

Last year's first-time effort took 16 days, will Cruz be back in her real home for the holidays? Stay tuned ...

Pro:Motions

- Paul Webber joins WTMX/Chicago as Marketing Dir. He had previously been MD at crosstown WLUP.
- Scott Paine is now Dir./Mktg. at KGO/SF.
- Suzy Straight and Shelly King have risen to Promotions Dir. and Mktg./Public Relations Dir., respectively, at KYNG-FM/Seattle.
- Tori Thomas joins WZZO/Allentown as Promotion Dir.
- Debbie Goldgar has risen to VP/Marketing Development at Metro Networks.

New On The 'Net

The following stations' World Wide Web pages were recently added to the Passport section of R&R's web site (www.rronline.com). Note: All addresses begin with http://.

WQTE-FM/Adrian, MI (Country)	www.radiofriends.com
WQSR-FM/Baltimore (Oldies)	www.wqsr.com
WBTO-FM/Buckhannon, WV (Oldies)	wvlink.mpl.com/wbtq
WMT-AM & FM/Cedar Rapids, IA (News/Talk)	www.wmradio.com
WKIO-FM/Champaign-Urbana, IL (Oldies)	www.wkio.com
KFMZ-FM/Columbia, MO (Alt)	www.kfmz.com
WHOK-FM/Columbus, OH (Country)	www.whok.com
WYLL-FM/Des Plaines (Chicago), IL (Religious)	www.wyll.com
CFCW-AM/Edmonton, Canada (Country)	cfcw.compumart.net
WCIB-FM/Falmouth-Hyannis, MA (Rock)	www.capecod.net/cool/
WMXT-FM/Florence, SC (AC)	www.mix102-wmxt.com
WAVK-FM, WFKZ-FM & WKRY-FM/Florida Keys (AC)	www.keysradio.com
KRXS-FM/Globe, AZ (AC)	home.aol.com/krxsfm
WXRR-FM/Hattiesburg, MS (Cl. Rock)	www.rock104.com
WZYP-FM/Huntsville, AL (CHR)	www.wzyp.net
KZSN-FM/Hutchinson-Wichita, KS (Country)	www.kzsn.com
WYJS-FM/Jackson, MS (Religious)	www.misnet.com/wyjs
WXOD-FM/Keene, NH (Oldies)	www.wbkwxod.com/wxod.html
WJXB-FM/Knoxville, TN (AC)	www.b975.com
KKPT-FM/Little Rock (Cl. Rock)	www.kkpt.com
KMJX-FM/Little Rock (Rock)	www.magic105fm.com
KSYG-FM/Little Rock (Talk)	www.ksyg.com
WRVR-FM/Memphis (AC)	wrvr.com
KMSO-FM/Missoula, MT (AC)	kmsoc.com
WHTZ-FM/New York (CHR)	www.z100.com
CKKL-FM/Ottawa, Canada (CHR)	www.planetkool.com
WGLO-FM/Peoria, IL (Cl. Rock)	www.wglo.com
WTAE-AM/Pittsburgh (Talk)	www.wtaeradio.com
WVTY-FM/Pittsburgh (Hot AC)	www.variety96.com
KEX-AM/Portland (Full Service)	www.1190kex.com
KINK-FM/Portland (Ad. Alt)	www.kinkfm102.com
KKRZ-FM/Portland (CHR)	www.z100portland.com
KWJJ-FM/Portland (Country)	kwjjradio.com
WRFY-FM/Reading, PA (CHR)	www.y102.com
KCXX-FM/Riverside-San Bernardino (Alt)	www.viasub.net/kcxx
KSSJ-FM/Sacramento (NAC)	www.kssj.com
KBZT-FM/San Diego (Oldies)	www.kbest95.com
KIOZ-FM/San Diego (Rock)	www.kioz.com
WJIS-FM/Sarasota (Religious)	www.thejoyfm.com
KBXY-AM & FM/Seattle (Country)	www.thecowboy.com
KRKO-AM/Seattle (News/Talk)	www.krko.com
WCSY-AM & FM/South Haven, MI (AC)	www.wcsy.com
WCSY "Nightlite"/South Haven, MI (NAC)	www.nightlite.com
WHMP-FM/Springfield, MA (Alt)	www.993.com
WVPO-AM/Stroudsburg, PA (Full Service)	www.wvpo.com
KEWL-FM & KGAP-FM/Texas-Knoxville, TX (Oldies)	www.kool95fm.com
WIBW-FM/Topeka, KS (Country)	www.97country.com
CKXM-AM/Victoria, Canada (Country)	www.1200.ckxm.com
WBIG-FM/Washington (Oldies)	www.oldies100.com
WGMS-FM/Washington (Classical)	www.wgms.com
WILK Network/Wilkes-Barre, PA (News/Talk)	www.wilk.microserve.net
WRAK-AM & WKSJ-FM/Williamsport, PA (AC)	www.sunlink.net/kiss-fm

To link your station to R&R's web site, e-mail your station's calls, format, and web address to Jeff Axelrod at jaxelrod@rronline.com.

'I-way' Picks Best Radio Web Sites

The November issue of I-way found the internet magazine compiling a list of radio's World Wide Web sites. Ranked using a scoring system that evaluates web sites for purpose, depth, navigation, accuracy, accessibility, design/style, and performance, here is I-way's Top 20 (with some of each site's notable features):

- NPR Online www.npr.org  
News and program archives in RealAudio.
- KKLA-FM/Los Angeles www.kkla.com  
Real-time broadcasts via StreamWorks.
- (tie) ABC RadioNet www.abcradionet.com  
Extensive news and entertainment clips via RealAudio.
- KPIX-AM & FM/San Francisco www.kpix.com  
Live camera shots from atop Nob Hill.
- (tie) KPIG-FM/Monterey-Salinas, CA www.kpig.com  
Real-time broadcasts via StreamWorks.
- KCBS-FM/Los Angeles www.arrowfm.com  
Interactive games, rock 'n' roll news.
- Audionet www.audionet.com  
Live RealAudio broadcasts of numerous radio stations.
- (tie) KBNP-AM/Portland www.kbnp.com  
Real-time broadcasts via RealAudio.
- KFOG-FM/San Francisco www.kfog.com  
Downloadable music, search SF's clubs and concert venues.
- KCRW-FM/Santa Monica, CA kcrw.org  
RealAudio of in-studio performances and programs.
- (tie) WHBQ-AM/Memphis www.flinn.com/56.html  
History page includes RealAudio clips from the early days.
- KEDG-FM/Las Vegas www.intermind.net/kedg  
One feature produces background music as you surf the 'net.
- (tie) WAMC-FM/Albany www.wamc.org  
Listen to broadcasts from this NPR affiliate.
- WEBN-FM/Cincinnati www.webn.com  
You must score well on the rock trivia test to enter...
- (tie) NewAmerican Radio somewhere.org/NAR/NAR\_home.html  
Drama program syndicator's site contains audio and written samples of its authors' works.
- (tie) KDGE-FM/Dallas www.kdge.com/kdge  
Live RealAudio broadcasts and a QuickTime "virtual station tour."
- (tie) Minnesota Public Radio Online www.mnonline.org/mpr  
Live broadcasts and plenty of "Prairie Home Companion" stuff.
- (tie) WKSU-FM/Kent State Univ., OH www.wksu.kent.edu  
Live classical music via StreamWorks and RealAudio.
- (tie) WOAI-AM/San Antonio www.woai.com  
Real-time broadcasts via RealAudio, with an audio archive to come.
- (tie) KNX-AM/Los Angeles www.knx1070.com  
Multimedia tour of the station; RealAudio from one of those world-famous L.A. high-speed freeway chases.







# COUNTING CROWS a long december

## MOST ADDED AT TOP 40 65 STATIONS INCLUDING:

KRBE/Houston      WPLY/Philadelphia  
KMXV/Kansas City      WZJM/Cleveland  
WFLZ/Tampa      WQZQ/Nashville  
WKBQ/St. Louis

WSTW, WNNK, KKR, WAEB, WDIX,  
93Q, KHTO, G105, WABB, WYOY,  
WLSS, WSPK, KQKQ, WZST, WBHT  
and more!

**WXKS/Boston—John Ivey:**  
"A Long December" is a Top 40 smash!  
I don't wait for Hit records...  
Already over 100 spins and HOT!"

### ALSO ON AT:

KROQ/Los Angeles – ADD  
KYSR/Los Angeles – 30 spins!  
KLLC/San Francisco – 50 spins!  
KHMV/Houston – ADD  
WMXV/New York – ADD



THE FIRST SINGLE AND NEW VIDEO  
FROM THE NEW ALBUM

# "Recovering The Satellites"

PRODUCED BY GIL NORTON



DIRECT MANAGEMENT INC. / STEVEN JENSEN & MARTIN KIRKUP



# STREET TALK®

## In A New York Minute

**S**T takes a bunch o' bites out of the Big Apple radio scene this week. *Here we go!*

WMXV/New York's long-rumored format change took place last Thursday (11/14), but it appears to be more of an adjustment than a full-blown flip. Gone is the "Mix 105" handle — replaced by "The Buzz@105.1 FM" — and the Bonneville Hot AC now has more of an Alternative lean. With the exception of newly arrived morning team **Kelly & Klein** (formerly of WTIC-FM/Hartford), The Buzz is currently running without air personalities. PD **Steve Weed** and MD **Linda Silver** remain in place.

### Rumbles

- **WLVE/Miami** PD **Shirley Maldonado** is joining **Sony's SW Nets** as consultant for its Smooth FM International service. SW has also named **David Baronfield Entertainment** as international marketing rep.

- **WXLK/Roanoke** interim PD **Gary Blake** has been officially named PD at the CHR outlet. He replaces **Sammy Simpson** who exited to become Marketing Director at **WWZZ/Washington**.

- Will **KBZR/Phoenix** owner **Jerry Clifton** and PD **Rick Thomas** have their city-grade signal for the start of the new year?

- Sixteen-year **WXKS/Boston** vet **Tad Bonvie** will exit his MD post at the end of '96 to pursue other opportunities. **WXKS** PD **John Ivey** has named 13-year staffer and current Music Coordinator/late-nighter **Kid David Corey** as Bonvie's successor.

Overnighter **Artie The One Man Party** segues to late-nights, creating an immediate opening for overnights.

- Former **WWZZ/Washington** morning driver **George McFly** segues to afternoons at **KHHT/Denver**, while afternoon driver **Steve Douglas** moves to overnights.

- **Z-Rock** affiliate **WHZT/Champaign, IL** flips to Classic Rock as **WGKC**.

- Alternative AC **WSHE/Orlando** names former **WJST/Ft. Myers** PD/MD **Shark** as MD/PM drive.

- **WZJM/Cleveland** morning show co-host **Leanne Sommers** exits and is replaced by parttimer **Coco**.

- **WAZY/Lafayette, LA** PD **John Flint** (aka **John Harrison**) becomes PD at **WZEE/Madison, WI** replacing **Joe Larson**, who resigned for the PD post at **WEZB/New Orleans**. Interim **WZEE** PD **Dana Lundon** will resume her APD/MD duties.

- Industry vet **Sharon White** joins research firm **Comquest Inc.** as Marketing Director.

- **WYOY/Jackson, MS** OM/PD **Dick O'Neil** adds additional duties as OM for co-owned **WJKK-FM & WIIN-FM**. He replaces **Scott Mateer**, who exited.

- Former **WB L.A.** local legend **Chris Christ** has started **For Cigars Only**, a premium cigar company based in Sherman Oaks, CA. Reach him at (818) 763-0828.

Consultants **Jon Sinton** and **Tom Barnes** apparently helped kick the station off but it's not known whether they will stay on as consultants. Core artists include **U2**, **Pretenders**, and **Talking Heads**; R&R tracking shows about 19 currents.

Classic Rock **WAXQ/New York** staffers experienced a bit of a scare Tuesday morning (11/19) when a diamond broker on the ninth floor of their building was held up. Apparently, not all of the robbers escaped so the structure was shut down for three hours while a SWAT team combed each floor. Middayer **Maria Milito** and three sales staffers were stuck outside causing Milito to be an hour and a half late for her show (her predecessor, **Matt De Voti** covered for Milito). ST is happy to report no one at the station was harmed.

**WQHT** (Hot 97)/NY morning drivers **Ed Lover** and **Doctor Dre** put months of speculation to rest by announcing a long-term renewal with the station.

And congratulations to **WFAN/NY** morning driver **Don Imus** who, according to the *New York Post*, joins the likes of **Kevin Bacon**, **Jackie Chan**, **Matthew McConaughey**, **Christopher Reeve**, **David Schwimmer**, and **Liv Tyler** on their "in" list.

### Dierdorf 'Double'-Crossed

There were apologies all over the place, but **ABC-TV's Dan Dierdorf** told the *Los Angeles Times* that lawyers will look into an undisclaimed impersonation of him on Sports/Talk **XTRA-AM/San Diego**.

The *Times* says the "Monday Night Football" color man was made to sound drunk a few hours before airtime (11/11). Not only that, the faux Dierdorf said booth partner **Al Michaels** has bad breath and "only looks slim because he wears a girdle." Dierdorf, who heard the impersonation, said, "It almost could have fooled me."

XTRA didn't set the story straight until the beginning of the next program. **Milton Hines**,

Continued on Page 22



# Santa Baby

One of America's most loved Christmas Songs

Recorded by Eartha Kitt & Madonna

## Significant Airplay Equals Significant Results

KFMB/San Diego  
over 300 plays  
#3 testing record 27-30 female  
70% familiar/5% burn

WSTR/Atlanta  
over 250 plays  
3.5 score 22-27 female  
75% familiar/3% burn

KHHT/Denver  
over 200 plays  
3.5 score with adults  
60% familiar/10% burn

# dc Talk

JUST BETWEEN

---

# YOU AND ME

YOU AND ME

---

# YOU AND ME

ME

### Major Phones At:

WMTX WPLL  
KFMB WZPL  
KISN WPST  
WSTW WZOK  
WKBQ KTRS  
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Over 1 Million Albums Sold



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Produced by **Toby McKeehan** and **Mark Heimermann**

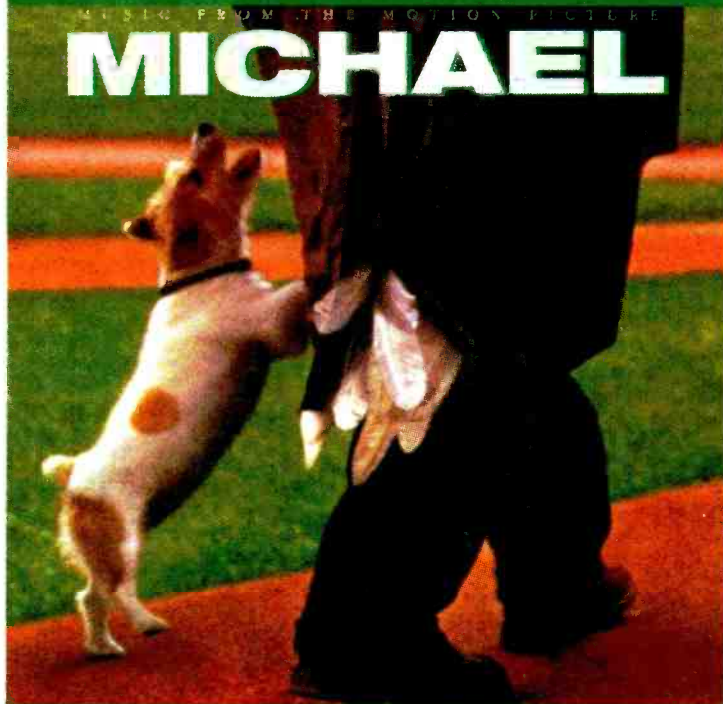
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Virgin

## Don Henley "Through Your Hands"



First single from the  
Turner Pictures  
upcoming  
motion picture

## MICHAEL

Impacting Adult Radio  
November 25

Written By John Hiatt  
Produced by Don Henley  
Mixed by Rob Jacobs

Album In Stores  
December 17

PERSONAL MANAGEMENT. IRVING AZOFF

revolution

Continued from Page 20

producer of the **Hartman & Werndl** show, told the *Times*, "We were just having fun. Radio is all about getting attention."

**WTOP-AM/Washington** reporter **Allan Etter** took a beating last week ... *literally*. Etter, who was covering the story of two stabbings at McKinley High School in Northeast DC, was attacked by about five males. Etter said his attackers, presumably students, told him to "get your white ass out of our school." Etter suffered cuts and bruises but was not badly injured.

### Corporate Chatter

**Spanish Broadcasting System** VP/Western Region **Steven Humphries** has added GM duties at Spanish combo **KXMG-AM & KLAX-FM/Los Angeles**.

**Michael Libretti** has been named Sr. VP/Operations for **Nassau Broadcasting Partners, L.P.**, where he will organize and integrate the company's 12-station group. He most recently served as Director/Marketing for **AT&T Capital Corporation**.

**American Recordings** is negotiating a sale to **Interscope**, ending the joint venture deal it inked with **Warner Bros.** after leaving **Geffen** in 1991. Interscope would handle promotion and marketing for American.

Does **MCA** plan to purchase the 50% of **Interscope** it doesn't own for \$250 million?

Is **Susquehanna** about to acquire a station to pair up with **WNNX/Atlanta**?

Best wishes to consultant **Randy Lane**, who is working out of the house after a serious mountain bike accident last Thursday (11/14).

**KUBE/Seattle** became "The Radio Station Formerly Known As KUBE 93" Tuesday (11/19). The station played only songs written, produced, or recorded by **AFKAP** and gave away copies of his new "Emancipation" CD.

**KIKI/Honolulu** has scored sponsorship of the only **Michael Jackson** concert planned in the U.S.

Thanks to **Trauma** recording artists **Reacharound**, who wowed the crowd with their performance at the world-famous **Club R&R** on Thursday (11/14).

### Free Willy!

**KBZR/Phoenix** has launched a full-scale campaign to save future media star **Willy The Turkey** from execution next Wednesday (11/27). The incarcerated fowl — found guilty in a dramatic courtroom scene — has been remanded to the Arizona State Poultrymentary to await his destiny and eventual top billing on someone's holiday menu. The crack defense

RADIO & RECORDS



1

- **Doug Morris** ascends to **MCA Music Entertainment Group** Chairman/CEO.
- **Warner Bros.** film division Chairmen/co-CEOs **Robert Daly** and **Terry Semel** expand duties to include **Warner Music Group**.
- **Gregg Lindahl** lands at **WLS-FM/Chicago** as President/GM.
- **Dan Sullivan** promoted to **WWDB/Philadelphia** GM.
- **Jeff Salgo** selected **KCTC & KYMX/Sacramento** VP/GM.

5

- **Charles Koppelman** becomes **EMI Records Group North America** Chairman/CEO as **Chrysalis**, **EMI Records USA**, and **SBK** merge.
- **Ed Eckstine** appointed **Mercury Records** President.
- **Command Communications** President **Carl Brazell** assumes **KRLD/Dallas** VP/GM duties.
- **John King** is crowned **CapStar Communications** Group PD and **WSIX/Nashville** OM.
- **KLUV/Dallas** ups **Chuck Brinkman** to OM and **Andy Holt** to PD.

10

- **Greg Reed** appointed **Henry Broadcasting** Exec. VP.
- **Frank Murphy** promoted to **CBS Radio Networks** VP/Programming.
- **Atlantic Records** elevates **Danny Buch** to Sr. Director/National Album Promotion and **David Fleischman** to Director/National Album Promotion.
- **Tom Yates** named **KLSX/Los Angeles** PD.
- **John Roberts** flies as **KEGL/Dallas** PD.

15

- **Jim McKeon** upped to **Columbia Records** Director/National Album Promotion.
- **Joel Salkowitz** tapped as **ABC Superadio** Production Director.
- **Ted Ziegenbusch** joins **KGB-AM/San Diego** as morning man.

20

- **Dave Glew** elevated to **Atlantic/ATCO Records** Sr. VP/GM.
- **J. Ray Padden** appointed **KIIS/Los Angeles** GSM.
- **Mark Driscoll** named **WNOE-AM & FM/New Orleans** Dir./Research, Music & Programming.

team at **KBZR** has hit the streets to raise **Willy's** bail of 103,900 pounds of canned and foods that will go to a food bank.

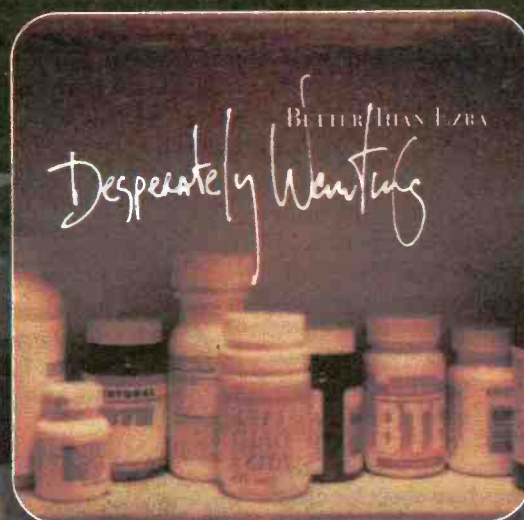
### Records

- Look for **Epic** VP/Promotion **Harvey Leeds** to get promoted next week.
- **Marching to Red Ant Entertainment** under newly anointed Sr. VP/Promo **Nancy Levin** are former **Delicious Vinyl** National Crossover Manager **Tosh Accoya** as **Rocky Mountain/NW** Regional Promo Manager, former **Priority** West Coast Promo Manager **Greg Marella** for similar duties, former **Priority** National College Manager **Rudy Provencio** as Dir./National College Promo and Gay Marketing, and former **KQKS/Denver** Promotions Dir. **Ross Prout** as **Midwest-Chicago** Regional Promotion Manager.
- **Amy Birch** is the new **Atlantic** Bay Area promo rep, replacing **Joe Reichling**, who's now West Coast Regional Promotion Dir. at **Arista** in L.A.

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## desperately wanting

The new single and video from friction, baby.



"Take back your life and let me inside,



Impacting Top 40 radio now!!

Alternative R&R **29** - **23** Breaker  
Monitor 36\* - 30\*

Rock R&R **32** - **27** Breaker  
Monitor 50\* - 34\*

KROQ WWDC KISF WCKW  
WZTA WHYT WKDF KEGE  
WXDX KLOS 99X WGRD  
WXRK and many more!

we'll find a door if you care to anymore"

Produced by Dan Gehman for  
Rhapsody Productions  
Management.  
Jeffrey Levinson/Themz Twoz

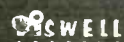


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On tour now!









STEVE WONSIEWICZ

## MTV's Musical Modifications

□ Subtle changes mean more exposure and greater diversity

Label promotion execs welcome MTV's planned changes in its music programming, citing more opportunities to break different genres of music.

Certain programming changes at the Viacom-owned cable outlet, likely to occur next year, will center on playing more emerging genres of music while slightly trimming the amount of airplay given to alternative and hip-hop.

The unofficial list of new shows includes: "Enter The Pit," a new hard rock/alternative show; a weekly indie show, "Indie 500"; "Phat Ass," a daily 30-minute hip-hop magazine program; and the mainstream pop show "Popular Videos People Prefer." The channel will continue with its successful non-music based shows such as "Singled Out" and "The Real World," and will also add "Loveline" and "Idiot Savants" to its lifestyles' programming. Lastly, a greater emphasis on music will be realized with a simulcast of sister cable channel M2 on the flagship outlet during the early afternoon and late evening.

### 'Reinventing Itself'

Comments MTV alumnus and Universal Sr. VP/Promotion Steve Leeds, "Because they operate in such a dynamic environment, MTV every so often has to reinvent itself. Right now they're feeling how music is changing direction, such as the growth of pop music, the ebb and flow of the alternative world, and the

undercurrent of the ambient/trance coming through the system."

EMI Sr. VP/Promotion Peter Napoliello senses the same thing. "They are definitely staying ahead of



Steve Leeds



Peter Napoliello



Joe Riccitelli

the curve when it comes to music. What I think they're sensing is that the music has changed and they need to step forward and take chances on new styles of music, just like they were the first on board with alternative and hip-hop. They are making some modifications, so to speak. A little cosmetic surgery."

Island Sr. VP/Promotion Joe Riccitelli agrees that the changes are subtle, but important. "It's more of a production issue than anything else, like how they are going to run their sweepers and clocks. Record companies sometimes have a tendency to panic. It's more of a change in the way they view alternative music. Alternative is not what it was a couple of years ago. There has been a big swing in the last couple of years when it comes to that music, hip-hop as well. MTV is rethinking where those records fit in."

Like many, Leeds is encouraged by the moves. "What they are doing is finding more platforms of exposure for different genres of music. Rotations may be impacted, but there will be more videos that otherwise didn't have a forum. When I was at Island we had a great video for the Orb, but there was never a place to get it played



Dan Kieley



Todd Cavanah

because it didn't fit '120 Minutes,' for instance. Now it conceivably could."

In the short-term, the cutback in alternative-styled music will make it tougher on developing bands because of the increased competition for fewer slots. That said, it could prove beneficial to the labels in two regards: light or minimal rotation on MTV, in some instances, only heightens expectations, putting more pressure on the artists and labels to make the big break; labels and artists might rethink how much they spend on videos, possibly reallocate resources, and back other areas such as tour support for their artists.

Riccitelli thinks the changes could benefit the record industry in the long run. "It's really reflective of the way labels also should approach records. We have to be more selective with what we are taking shots on as well. The theory of letting whatever sticks to the wall is pretty antiquated."

Leeds understands why MTV is changing. "I was there when 'Yo! MTV Raps' was created. At the time there weren't that many videos for it, but if you build it they will come. Same with 'Headbanger's Ball.' But 'MTV Raps' is kind of antiquated now. It's not just about rap; it's about the fusion of that music. Some of it is trip hop and some of it is more dance-oriented. That's where 'Phat Ass' comes in."

### Help Break Acts

From what he's heard, Riccitelli also says MTV is saying it wants to be more aggressive when it comes to breaking certain acts. "I think they are going to be taking a couple of more shots on acts they really believe in; ones that are not really breaking through at radio yet but are showing signs of turning the corner based on everything else that is happening around them. I get a sense that a record won't have to be



Radio doesn't put as much emphasis on MTV as it did 10 years ago, and that's because of fragmentation. Look, they're even fragmenting themselves by creating M2. Some of the more astute programmers want to know what's happening with local shows.

—Steve Leeds

top 10 on the [Alternative] chart in order to get played."

Just how aggressive MTV becomes will be key in measuring its ability to help break artists and sell records. MTV remains a vital medium but it's not the force it once was.

Says Leeds, "Radio doesn't put as much emphasis on MTV as it did 10 years ago, and that's because of fragmentation. Look, they're even fragmenting themselves by creating M2. I hear people now talk about VH1. On the Urban side of things radio wants to know what's going on at BET or the Box. And some of the more astute programmers want to know what's happening with local shows."

CHR/Pop KDWB/Minneapolis PD Dan Kieley concurs that MTV will continue to be valuable in the big picture. "We watch MTV for trends, to see how they handle certain records and how they're dealing with the changes going on with music. It's going to be interesting to see how they handle [their changes] because we're going through the same thing in many respects. We're not giving as many slots to alternative because fewer titles are testing as well as they did a year ago, especially songs by male vocalists. The female records from artists like No Doubt, Jewel, and Alanis Morissette are still huge. But our mix has definitely swung more pop and dance.

"The stuff we see them affecting us with are the more dance or rhythmic records like Bone Thugs-N-Harmony, where we'll pick up early phone action. We're aware of what they do but they aren't affecting what we do. Let's face it, if they were rated in our market it would probably be a one share. But you add those up and it definitely makes

for a lot of viewers across the country."

### Important New Music Outlet

For CHR/Rhythmic KUBE/Seattle PD Mike Tierney, "MTV is always going to be important. It's an outlet our listeners use to be exposed to new music. But I can't remember the last time MTV played something and then we were forced to add it.

"This format has become incredibly regional, which I think is great. Crossover stations are getting great ratings all across the country but will have only about seven records in common [in high rotation]. Yet it is kind of a validation when MTV puts something in that we've been on for five or six weeks and help turn a group in to a pop culture phenomenon."

Format colleague WBBM-FM (B96)/Chicago PD Todd Cavanah offers that it will be interesting to see how the younger demos react to MTV's changes. "Younger audiences have fewer avenues to be exposed to new music. They can't get into nightclubs, for instance. Those records are bound to benefit when those kids are watching at night. And anything that can expose more music and help records research quicker always pleases me. We play only the biggest hits, so anything MTV does to increase familiarity helps us in the long run."

Sums up Riccitelli, "Radio ultimately cares because it affects them in the larger sense that it always has, because at the end of the day radio can only get us so far in sales. We really do need that national exposure to get us over the hump and create new stars."



**PHISH MONGERS**—Radio and record heavies mingled with Phish following the group's recent concert sojourn at New York's Madison Square Garden. Swapping Phish stories are (l-r) Elektra VP/Promotion Bill Pfordresher, band manager John Paluska, WEA New York Branch Rep Mark Snider, WHTG/Monmouth-Ocean PD T.J. Bryan, Elektra VP/Alternative Promotion Matt Pollack, band member Trey Anastasio, and WLIR/Nassau-Suffolk PD Ted Taylor.

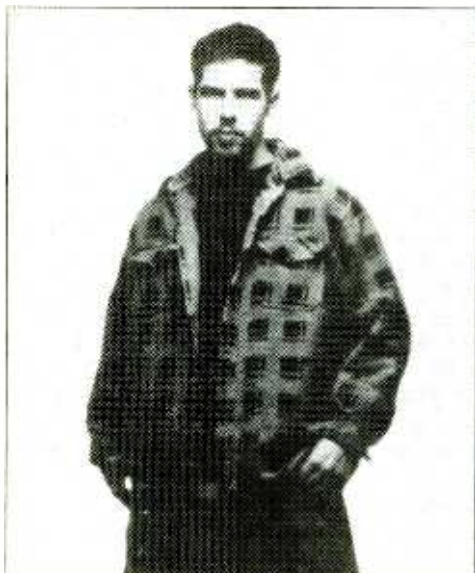


**SCORCH BEARERS**—Mammoth Records celebrated the release of Jason & The Scorchers' new "Clear Impetuous Morning" album with a party following the Nashville group's recent homecoming show. Gathered are (standing, l-r) Mammoth Label Manager Steve Balcom, band manager Al Moss, band members Jeff Johnson, Jason Ringenberg and Warner Hodges, Mammoth Dir./Merchandising & Consumer Marketing Karen Booth, band publicist Kate Haggerty, and Mammoth's Kent Sorrell and (kneeling) National Dir./Publicity Keith Hagan.

R&amp;R

## A 'Sleepy Maggie' Wakes Up Mainstream Radio

Can a Canadian fiddle player of Scottish descent touting a jazz-influenced single featuring Celtic vocals cross over to Pop radio? For A&M artist **Ashley MacIsaac**, things are heading in that direction. His single "Sleepy



Ashley MacIsaac

Maggie" — taken from his major label debut album "Hi How Are You Today" (already platinum in Canada) — has been warmly embraced by more than half of the Adult Alternative panel and a growing number of Alternative outlets.

Next week, A&M takes the track to CHR/Pop, Hot AC, and AC. And if the reaction at Hot AC **KLJC (Alice)/San Francisco** is any indication (it's top phones at the station), the record could prove to be a holiday surprise for the pop mainstream.

One Adult Alternative programmer who's currently having considerable success with the track is **WHPT/Tampa PD Chuck Beck**, who has the single in high rotation. He recalls, "When we first put the record on during our music meeting it immediately got everybody's attention. We went through the meeting and played it again later, and it went from being an interesting song to a very cool one."

Beck says listeners reacted in tandem. "Every time we play the song we get calls wanting to know who the artist is. One of our employees who works at a record store says they're getting calls as well."

The uptempo, rhythmic undertones of the record and MacIsaac's captivating fiddle arrangements combine for a strong record, says Beck. "When you hear it on the air it stands out. The station comes alive and people take notice."

And the vocals? "I get the feeling our audience, who is very passionate about music, is trying to make some kind of sense of the lyrics. But let's face it, it's more about the vibe and they know it. It's beyond just the lyrics."

A&M credits Adult Alternative **KMTT/Seattle** with getting things going at radio and retail. In fact, that market currently accounts for nearly 25% of total U.S. sales to date. From there,

it worked its way to other markets such as Detroit and San Francisco.

While Adult Alternative and Alternative have been living with the record for some time now, A&R Sr. VP/Promotion **Rick Stone** believes the time is right to hit Pop radio. "We're not even thinking about formats now. This is a very active record that's proving to be formatless.

"What we are doing is totally market-driven. When you see the kinds of sales we're starting to see you know things are working. In cities where one station is really driving things, we're seeing the natural synergy among the station, the listener, and the record-buying public. When that happens at different formats you have to react to it."

MacIsaac, who spent the spring touring with the **Chieftains**, is on the road until November 30 opening for the **Crash Test Dummies**. He then goes to Europe for a handful of dates, including a special gig on New Year's Eve in Edinburgh, Scotland, that will be broadcast on the **BBC**.

### Ta Day's Urban Smile

For a growing number of Urban programmers, the new single from MCA quintet **Day Ta Day** is putting a "Smile" on listeners' faces. The aptly titled track, taken from the album "Take Your Time," is currently being reported by such tastemakers as **KKDA/Dallas**, **WEDR/Miami**, **WIZF/Cincinnati**, and **WQUE/New Orleans**, with the latter pumping it up to over 30 plays per week after a month on the air.

The silky smooth yet slightly funky track has won over **KVSP/Oklahoma City & KJMM/Tulsa MD Maurice Prince**. "It has an excellent R&B flavor that's having a strong impact on listeners. They don't know who the group is yet, but they know the song."

"I really like the way they break down the vocal harmonies. They don't

sound like other groups. There's a real uniqueness there that people are responding to. It definitely has a strong future in my rotation."

**WOWI/Norfolk MD Michael "Heart Attack" Mauzone** agrees. "Right now we're getting a good buzz on it. It's still pretty early, but it's a song I truly believe in. It's one of those 'feel good' records that everybody can get into, especially women. The song sounds great when you're at work or driving in your car. It's definitely not one that listeners will punch the button to when it comes on the air."

The Washington, DC-based group cut its teeth touring as backup singers to **Salt-N-Pepa** and **R. Kelly**, and also appeared on Salt-N-Pepa's album "Very Necessary." The female trio was so impressed with their work that they signed them to their own label, **Jireh Records**.

When it came to set up, MCA VP/Urban Promotion **Stanley Winslow** says, "We first were going to take a more adult approach to the project, but because of the overwhelming response we had to broaden our efforts. The group and its music have such a positive energy, which is so lacking in radio today, that people really responded. But we also had to make sure that it didn't get overhyped."

It's exactly for that reason that MCA held back taking the group on a promo tour. "We wanted this to stand on the merits of the music and not the marketing," says Winslow. "Too many groups and albums are marketing or producer driven. It's very rare when you have one that has substance like Day Ta Day, so we had to make sure it came across that way. We also wanted to make sure people believed in their music before we took them around the country."

With a month of solid airplay behind it, Day Ta Day hits the road on a promo tour to select markets, with a full-fledged campaign beginning in January. The album, "Take Your Time," was released on November 11.



Day Ta Day

## MUSIC NEWS & VIEWS

### U2 Bootlegs Posted On The Web

U2 fans received an unexpected surprise — courtesy of their modem — last week when pirated clips of two songs from the Dublin supergroup's forthcoming release were posted on the Internet. The most publicized theory as to how 30-second clips of the tracks "Discotheque" and "Wake



U2

Up" surfaced on the World Wide Web centers on someone hacking into the band's Dublin studio and stealing the files. Another more probable theory has the clips being lifted from an electronic press kit bound for the Far East. Even though the bootleg copies are of inferior sound quality, they have proven to be so popular in the UK that copies are being illegally sold for close to \$10. **Island** has not threatened legal action in the U.S. thus far, and has asked that radio refrain from airing the excerpts.

### Stage Surfing Curtailed For Gibby

The **Butthole Surfers** have been forced to temporarily stop touring after learning that lead singer **Gibby Haynes** has a punctured eardrum. Haynes's doctor said the vocalist must not perform for a few months in order to prevent further hearing loss ... Former **Smashing Pumpkins** drummer **Jimmy Chamberlin** has teamed with **Kelley Deal (Breeders)**, **Sebastian Bach (Skid Row)**, and **Jimmy Flemion (Frogs)** to form **The Last Hard Men** ... **The Enclave's** first signees, Brit female punksters **Fluffy**, will open for **Marilyn Manson** in Europe from November 27 to December 15 ... Lastly, in artist signing news, **Arista** is this close to inking alterna-rockers **Nerf Herder**, while **Sister Hazel** has agreed to join **Universal**.



Gibby Haynes

### Ramone Into The Internet At N2K

Noted producer **Phil Ramone** has signed on to head Internet firm **N2K's** new record company, **Encoded Music**. Each of the label's titles will be produced using the Enhanced CD format, which features multimedia content that enables users to either play it through their computer's CD-ROM drive or through a standard audio CD player. Encoded Music expects to release its first titles early next year; **RED** will distribute. Commenting on the venture, Ramone said, "Success in the music business has always rested on a strong relationship between the artist, the music, and the audience" He added, "with the added power of the Internet, this relationship can be completed by tying in the global Web audience."

### Album Update

**Blue Note** will release **Us3's** new **Geoff Wilkinson**-produced album, "Broadway & 52nd," on March 11. The set builds upon the fusion of hip-hop, classical jazz, and contemporary jazz that vaulted them onto the charts in 1994 with "Cantaloupe" (the track used **Herbie Hancock's** "Cantaloupe Island" as a music bed) ... **Universal** has moved up the U.S. release of Liverpool quartet **Space's** debut album, "Spiders," to January. The album has sold over 250,000 copies in the UK ... Look for **Restless** to release a double-album of early work from **They Might Be Giants** in late January ... The **Art Of Noise's** new album, "Drum & Bass Collection," will be released on **Discovery** on January 14 ... **Columbia** vocalist **Kaycee Grogan's** debut album lands at retail on January 21 ... **Virgin** is eyeing a January 28 release for **David Bowie's** latest album, "Earthling." Also slated to be released that week are **Morphine's** "Like Swimming" on **DreamWorks** and **Seven Mary Three's** "Rock Crown" on **Mammoth/Atlantic**.



JOHN MAINELLI

## Mall Of America's Talk Shows

□ Today's network offerings could fill 10 or more stations

Remember when there was only one radio network? Of course you don't. The year was 1926 and the network was NBC. Then came CBS. After that, NBC split into Red and Blue. NBC Blue later became ABC, and Mutual arrived on the scene. Then, all was quiet, stable, and peaceful for about half a century.

Today, of course, it's an entirely different story — not just for radio but for TV, cable, movie studios, record companies, and just about everything else. Did Alexander Graham Bell have a clue that someday there would be dozens of phone companies? The notion that comes to mind is crowded field.

As a public service, I went to every source I could think of to compile what I hope is a complete list of all the radio network talk shows that run one hour or longer. The list is confined to weekdays only. (R&R doesn't have enough pages for all the weekend shows that exist today.)

No value judgments are made about any of the shows on the list. Some are politically controversial. Some of the health shows deal with debatable forms of alternative medicine. A few of the shows will probably be history by the time this list gets into your hands.

In one case, the **Chuck Harder** show, two rival networks claim him on their schedules; *Business Week* notes a contract dispute involving syndicators UBN and Talk America 2. Neither company got back to me by presstime to confirm who's got Harder this week.

Also, many of the shows are re-fed two, or even three, times. The shows listed on the charts are the live versions only.

The web site <http://www.radioinfo.com> was a big help in compiling this list. Call it up if you want to search among the hundreds of weekend talk shows and features.

We expect to have a number of the finer talk show syndicators represented in one way or another at the R&R Talk Radio Seminar '97 next February in Washington, DC.

John Mainelli's e-mail address is [JPMain@aol.com](mailto:JPMain@aol.com).

## Network Talk Shows

(All times Eastern)

5:00a - 6:00a	America In The Morning (Jim Bohannon)	Westwood One
5:00a - 9:00a	Doug Stephan	Talk America
5:00a - 10:00a	DayBreak USA (Learner/Humphries)	USA Radio
6:00a - 10:00a*	Howard Stern (*often runs over)	Don Buchwald Assoc.
6:00a - 10:00a	Don Imus	Westwood One
6:00a - 10:00a	The Greaseman (Doug Tracht)	Westwood One
6:00a - 10:00a	Dick Cavett [starts 1/97]	CMN
6:00a - 10:00a	Steve Czaban	One-On-One Sports
6:00a - 10:00a	Bob & Tom	WFBQ
9:00a - 10:00a	The Hill Reporter	UBN/Red & Blue
9:00a - 10:00a	Dr. Derrick DeSilva (medical advice)	Talk America
9:00a - 11:00a	Kay Henry & David Bresnahan	Talk USA Network
9:00a - 11:00a	Here's To Your Health (Ray/Carrow)	Talk Radio Network
9:00a - 1:00p	Dr. Joy Browne (counseling)	WOR Radio Network
10:00a - 12:00p	Mike Walker (Hollywood gossip)	Westwood One
10:00a - 12:00p	Bay Buchanan (Pat's sister)	UBN/Red
10:00a - 12:00p	Paul Gonzalez	UBN/Blue
10:00a - 12:00p	James "Bo" Gritz	Talk America
10:00a - 1:00p	Victoria Jones	United Stations
10:00a - 1:00p	Alan Keyes	Salem Radio Network
10:00a - 1:00p	Gary Nolan	USA Radio
10:00a - 2:00p	G. Gordon Liddy	Westwood One
10:00a - 2:00p	Sports Babe (Nanci Donnellan/Sportstalk)	ESPN Radio
10:00a - 2:00p	John Renshaw	One-On-One Sports
11:00a - 1:00p	Roy Masters (counseling)	Talk Radio Network
12:00p - 2:00p	Jim Hightower	UBN/Red & Blue
12:00p - 3:00p	Rush Limbaugh	EFM Media
12:00p - 3:00p	Blanquita Cullum	RadioAmerica
12:00p - 3:00p	Judy Jarvis	Jarvis Prod.
12:00p - 3:00p	Mike Foudy	Talk America
12:00p - 4:00p	Jim Rome (Sportstalk)	Premiere Radio
1:00p - 3:00p	Left to Right (Colmes/Farber)	United Stations
1:00p - 3:00p	The Dolans (financial advice)	WOR Radio Network
1:00p - 3:00p	Roger Fredinburg	Talk Radio Network
2:00p - 5:00p	Janet Parshall	Salem Radio Network
2:00p - 5:00p	Chuck Harder	Disputed (see story)
2:00p - 6:00p	Kevin Wall (Sportstalk)	One-On-One Sports
3:00p - 4:00p	Aaron Harber	Talk America
3:00p - 5:00p	Alan Colmes	United Stations
3:00p - 6:00p	Bob Grant	WOR Radio Network

Continued on Page 28

# Dr. Laura's SIZZLING SUMMER '96

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**WSB**  
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\* Source: Arbitron Summer '96 vs. Summer '95, Adults 25-54 metro exact times.

\*\* Source: Arbitron Summer '96 Maximizer Adults 25-54 metro exact times, weeks 9-12 vs. 1-4.

Continued from Page 27

## Network Talk Shows

(All times Eastern)

3:00p - 6:00p	Dr. Laura Schlessinger (counseling)	Radio Today
3:00p - 6:00p	Mary Matalin	CBS Radio
3:00p - 6:00p	Oliver North	Salem Radio Network
3:00p - 6:00p	Ken Hamblin	Premiere Radio
3:00p - 6:00p	Gary Burbank	WLW
3:00p - 7:00p	Don [Geronimo] & Mike [O'Meara]	Westwood One
3:00p - 7:00p	SportsFan Central (Howard Balzer)	SportsFan Radio
4:00p - 5:00p	Dr. Dean Edell (medical advice)	EFM Media
4:00p - 6:00p	Hugh Rodham (Hillary Clinton's brother)	Talk America
4:00p - 6:00p	Talkers Countdown (Michael Harrison)	Talk Radio Network
5:00p - 7:00p	Barry Farber	United Stations
5:00p - 7:00p	Dr. Gabe Mirkin	Janet Fallon
5:00p - 8:00p	Dick Staub	Salem Radio Network
6:00p - 8:00p	Diane Silverman	Talk America
6:00p - 9:00p	Peter Weissbach	Talk Radio Network
6:00p - 9:00p	Vincent & Co.	UBN/Blue
6:00p - 10:00p	Tom Leykis	Westwood One
6:00p - 10:00p	Michael Reagan (Ronald's son)	Premiere Radio
6:00p - 10:00p	"Papa" Joe Chevalier	One-On-One Sports
7:00p - 9:00p	Pete Rose (Sportstalk)	SportsFan Radio
7:00p - 10:00p	Bruce Williams (financial advice)	Westwood One
8:00p - 10:00p	Dr. Ronald Hoffman [starts 1/97]	WOR Radio Network
8:00p - 10:00p	Victor Boc	Talk America
8:00p - 11:00p	Gil Gross	CBS Radio
9:00p - 10:00p	Larry King Live (CNN simulcast)	Westwood One
9:00p - 11:00p	Lisa, Gary & Dave	Talk Radio Network
9:00p - 11:00p	Washington on Trial	UBN/Blue
9:00p - 12:00a	Armstrong Williams [starts 1/97]	USA Radio
10:00p - 11:00p	Dr. Derrick DeSilva (medical advice)	Talk America
10:00p - 12:00a	Love Phones (Kuriansky & Jagger)	Westwood One
10:00p - 1:00a	[Scott] Ferrall on the Bench (Sportstalk)	Westwood One
10:00p - 1:00a	Jim Bohannon	Westwood One
10:00p - 2:00a	Bob Law	Am. Urb. Radio Nets
10:00p - 2:00a	Arnie Spanier	One-On-One Sports
11:00p - 12:00a	Dr. Stephen Price (alternative medicine)	Talk America
11:00p - 1:00a	SportsAmerica (daily hosts)	SportsAmerica
11:00p - 2:00a	Tom Snyder & Steve Mason	CBS Radio
12:00a - 5:00a	Stan Major	Talk America
1:00a - 3:00a	Loveline (Pinsky & Carolla)	Westwood One
1:00a - 5:00a	Joey Reynolds	WOR Radio Network
2:00a - 6:00a	Bob Kemp	One-On-One Sports
2:00a - 7:00a	Art Bell	CBC

## Talk Show Rolodex

American Urban Network	800/456-4211
Don Buchwald Assoc.	212/867-1070
CBC	541/664-8829
CBS Radio	212/975-6085
CMN	800/922-8388
EFM Media	212/338-1401
ESPN Radio	214/448-3323
Fallon, Janet	800/841-6597
Jarvis Productions	860/242-7276
One-On-One Sports	847/509-1661
Premiere Radio	818/377-5300
Radio America	202/408-0944
Radio Today	212/581-3962
Salem Radio Network	214/831-1920
SportsAmerica	319/875-6111
SportsFan Radio	407/852-5906
Talk America	617/828-4546
Talk Radio Network	541/664-8827
Talk USA Network	800/338-8824
UBN Red/Blue	800/397-8255
United Stations	212/869-1111
USA Radio	800/829-8111
Westwood One	703/413-8550
WFBQ	317/299-9500
WLW	513/241-9597
WOR Radio Network	212/642-4533



**MEET THE PRESS...** — Secretary that is. White House Press Secretary Michael McCurry stopped by recently to talk with WNDB/Daytona Beach talk host Marc Bernier about, who else, President Clinton.

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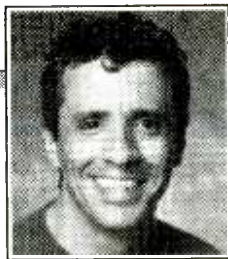


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CONTEMPORARY HIT RADIO

# Z100: Returning To Prominence

GM Dinetz and PD Poleman address comeback strategy

Turning any radio station around is a difficult task. But doing it with a station as legendary as **WHTZ (Z100)/New York** can be a daunting chore. In part two of my interview with Z100 GM **Jeff Dinetz** and PD **Tom Poleman**, they provide insight on research, morning shows, and the competition.

**R&R:** How does the research that took Z100 in an Alternative lean differ from the current research that is moving Z100 back into a Pop position?

**Tom Poleman:** Obviously the outcome of research depends on how you design the study. We've re-examined the screeners we use to get people into our study. That's where it starts. Then you move to what questions to ask and interpret the data.

I've looked at some of the previous Z100 studies and disagree with some of the old methodology and screeners. We're doing it [now] in a way that looks at the market a little more broad-based, and we're seeing different results.

**R&R:** Could Z100 have moved into the Alternative station position for the long term? If so, would it have been successful?

☞

**I'm a firm believer in superserving two audiences — the listener and advertiser. We've always been great service salespeople, but we're going to have to intensify that.**  
—Jeff Dinetz

☞

**TP:** Z100 could have been a great Alternative station. It certainly was on that path. Had it completed the transition earlier, we might be reporting as an Alternative station. But since we didn't completely evolve and **K-Rock [WXRK]** came in, it forced us to re-examine our position. The most logical way for us to grow again was to return to our roots. Hit songs created Z100 in 1983, and hits can resurrect it in 1996.

### Lifestyle-Oriented Approach

**R&R:** Now that the research has been completed, in what other areas are you focusing?

**TP:** The stuff that goes between the music. **Elvis & Elliott** have so much potential as a morning show. The station is intensely focused on



Jeff Dinetz



Tom Poleman

24-year-old females. It has to be a lifestyle station. That comes from playing the right music and talking about the right things between the music. **Elvis & Elliott** have done a great job of doing that. They have a unique style.

**John Bell** is also on the show, and brings a hint of the station's past. **Christine Nagy** does the news; we picked her up from Q104. We just put **Paul Bryant** in afternoons, **Lisa Taylor** does mid-days, and we just hired **Lucas** from **KDGE/Dallas**. The common denominator is that they're all lifestyle-oriented and approach it from a different perspective.

We also have a lifestyle correspondent on hand who helps the jocks with their daily show prep. They scour the Internet for what our listeners are talking about. That's another big switch. The focus used to be, "What will 311's next release be?" Now it's, "What's the cast of 'Friends' doing this week?"

**Jeff Dinetz:** We've also changed the station's production and overall sound. We're using the "Serving The Universe" tag from the past. We're not repeating the past, but pairing the best of it with something current and making it innovative.

**R&R:** Jeff, when you were at Z100 as an account executive from 1983-1989, was it financially successful?

**JD:** No. The sales staff was never able to keep up with what programming was accomplishing. The sales effort just wasn't that good. I was selling an Urban/Hip-Hop format at **Hot 97 [WQHT/New York]**, and we were out-billing Z100 before our numbers went up.

**R&R:** What are you doing to maximize your sales position now?

**JD:** We have two excellent, well-trained sales managers: Director/Sales **Terry Schotman** and Sales Manager **Stu Dinetz**, who

also worked at **Hot 97** when it went from \$13 to \$21 million in billing in one year.

**R&R:** You're in a turnaround situation. What's your pitch to media buyers?

**JD:** I'm a firm believer in superserving two audiences — the listener and advertiser. We've always been great service salespeople, but we're going to have to intensify that. We just finished a million-dollar TV campaign. We've hired salespeople who have great reputations in the market.

A lot of people are rooting for Z100 because we're in a turnaround position. We're not promising it'll happen overnight. But people are confident that when a schedule is ordered, it'll run; they'll get the kind of promotion we promise, the added-value things and of course the results they need and expect. We're looking to be business partners with these people.

We can show advertisers we've turned over the whole programming department and have a new jock lineup. Our vans are out on the street. We've shown we're willing to make changes — as many changes as it takes to win.

### Results Timetable

**R&R:** What is your timetable to see ratings and revenue results from your changes?

**JD:** Our CEO has told us many times to remain patient, which is a credit to the people we work for. We're not getting panic calls with every Arbitrend. The two most impatient people in here are Tom and myself. We're working for a company [Chancellor] that reminds us to stay patient and focused and stay the course.

**TP:** I wouldn't have come here if I hadn't asked, "You're not expecting a quick turnaround, right?" It's true. It takes six months to a year. Not only because of the musical attacks, but we didn't have any personalities on the air. This is a brand new station without [the benefit of] a complete format switch.

**JD:** WKTU's jock lineup has been together longer than ours.

**R&R:** What is Z100's demographic goal?

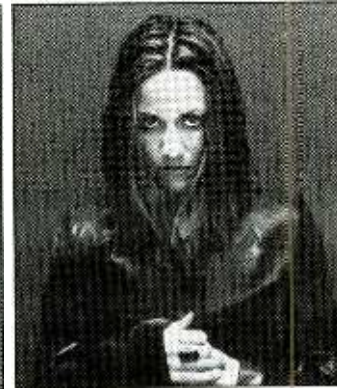
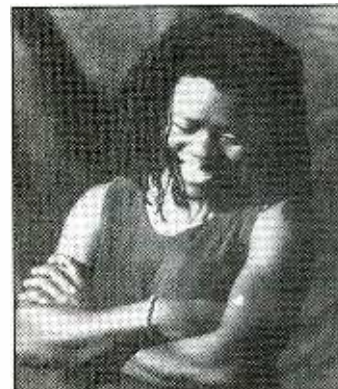
**TP:** We research 20-30-year-old women.

**R&R:** When your musical transition is complete, will Z100 still have an alternative lean?

**TP:** Only if alternative music remains what it has been in the past year.

**R&R:** Do you see the alternative cycle slowing down?

**TP:** I've felt the market cooling



Tracy Chapman, Sheryl Crow, and No Doubt are among the headliners at Z100's upcoming "Jingle Ball," where the theme will be "Girls Rule The Yule." Also performing will be Leah Andreone, Shawn Colvin, Susanna Hoffs, Jewel, Sarah McLachlan, and Patti Rothberg.

to alternative music since I've been here. It seems like people need a break from angst-ridden grunge music.

**R&R:** In retrospect, was the market ever that enthusiastic for alternative music?

**TP:** I don't know. There was always a small cluster of listeners who were passionate about alternative music. But I don't think it was as big as past management thought it was.

☞

**The most logical way for us to grow again was to return to our roots. Hit songs created Z100 in 1983, and hits can resurrect it in 1996.**

—Tom Poleman

☞

**R&R:** Can you comment on your lawsuit with former PD **Steve Kingston**?

**JD:** As a GM, I'm here for two reasons: protect the license and protect the radio station. If someone tries to hurt the station, I have to protect it. That's my job.

**R&R:** Has it taken a lot of your time?

**JD:** Our job is simple: stay focused. I spend very little time on it. I let the lawyers handle it so I can concentrate on this station. That's why we have lawyers.

### Evaluating Competition

**R&R:** Is WXRK still your competition? What is your assessment of WKTU?

**TP:** I don't consider WXRK our competition. We're competing with WKTU, [Hot AC] **WPLJ**, and **WMXV** [Now Alternative AC

**The Buzz**]. WKTU is a brilliantly programmed Dance station that has brought back the past. It's fun, energetic, easy to listen to all day, and appeals to all ages. But as fast as they went up, they can go down because they are somewhat of a fad.

**WPLJ** is also great. Very solid personalities, especially mornings and afternoons. Very adult. There's room for all of us. We're right between the two. I'd say right now we're at about 75% of where we want to be with Z100. We'll be at 100% by January. We're taking our time because we can't afford to blow off the people who were listening to Z100 before we made changes.

**R&R:** Are you seeing any early results in weekly callout?

**TP:** We do our own ratings questions. We're seeing a lot of spikes and come growth. We're seeing real favorable signs with PIs and sampling. It's nice because our core is becoming more mainstream. We're not seeing as many fluctuations with the music.

**R&R:** Jeff, what is your goal as GM?

**JD:** I want to see Z100 reclaim its position as the top station in New York.

**R&R:** Tom, what's your mission?

**TP:** My priority is to concentrate on what is going to affect the listener. There are plenty of distractions along the way. If you let them pull you away, they will. I'm happy with the on-air product, but I'm not happy with the ratings yet. There's always a lag time. It takes at least a year for a morning show to kick in. Even more so in this market with all the talent we have.

**R&R:** Do you feel like you're being kicked while you're down?

**JD:** No, because New York loves the underdog. It's that old **Jackie Gleason** line: "Be nice to the people you meet on the way up," cause you're going to see the same ones on the way down."



# CALLOUT AMERICA®

EXCLUSIVE NATIONAL MUSIC RESEARCH ESTIMATES NOVEMBER 22, 1996

CALLOUT AMERICA® song selection is based on the top titles from the R&R CHR/Pop chart for the airplay week of October 28-November 3.

## CHR/POP

TOTAL AVERAGE FAVORABILITY ESTIMATE (1-5)

ARTIST TITLE LABEL(S)	TOTAL AVERAGE FAVORABILITY ESTIMATE (1-5)				TOTAL% FAMILIARITY	TOTAL% BURN
	TW	LW	2W	3W		
<b>CELINE DION</b> It's All Coming Back To Me Now (550 Music)	4.08	4.08	3.91	3.99	94.5%	24.8%
<b>ALANIS MORISSETTE</b> Head Over Feet (Maverick/Reprise)	3.98	4.08	4.04	4.04	89.5%	25.8%
<b>NO DOUBT</b> Spiderwebs (Trauma/Interscope)	3.88	4.00	3.98	3.88	62.5%	17.5%
<b>NO DOUBT</b> Don't Speak (Trauma/Interscope)	3.85	3.96	3.88	—	69.3%	10.8%
<b>DONNA LEWIS</b> I Love You Always Forever (Atlantic)	3.83	3.97	3.90	3.74	93.0%	32.8%
<b>KEITH SWEAT</b> Twisted (Elektra/EEG)	3.81	3.91	3.86	3.82	62.0%	13.5%
<b>EN VOGUE</b> Don't Let Go (Love) (EastWest/EEG)	3.76	3.87	3.75	3.69	58.5%	10.0%
<b>TONI BRAXTON</b> Un-break My Heart (LaFace/Arista)	3.74	3.68	—	—	59.5%	12.3%
<b>MERRIL BAINBRIDGE</b> Mouth (Universal)	3.72	3.81	3.84	3.59	78.5%	21.3%
<b>NEW EDITION</b> I'm Still In Love In You (MCA)	3.64	—	3.55	—	41.5%	10.0%
<b>GHOST TOWN DJ'S</b> My Boo (So So Def/Columbia)	3.63	3.69	3.63	3.60	69.3%	20.8%
<b>GREASE MEGAMIX</b> Grease Megamix (Polydor/A&M)	3.63	3.69	3.68	3.62	84.8%	16.5%
<b>R. KELLY</b> I Believe I Can Fly (Jive)	3.58	3.83	—	—	34.3%	6.5%
<b>JOURNEY</b> When You Love A Woman (Columbia)	3.57	3.67	3.51	3.49	58.8%	12.0%
<b>QUAD CITY DJ'S</b> C'mon 'N Ride It... (Quadra Sound/Big Beat/Atlantic)	3.50	3.73	3.60	3.63	79.8%	32.3%
<b>SHERYL CROW</b> If It Makes You Happy (A&M)	3.47	3.60	3.57	3.41	80.3%	28.0%
<b>SUBLIME</b> What I Got (Gasoline Alley/MCA)	3.46	—	—	—	30.5%	5.8%
<b>AMBER</b> This Is Your Night (Tommy Boy)	3.40	3.43	3.24	3.41	70.0%	21.3%
<b>NO MERCY</b> Where Do You Go (Arista)	3.40	3.49	3.30	3.36	86.0%	30.5%
<b>WALLFLOWERS</b> 6th Avenue Heartache (Interscope)	3.39	3.56	3.65	3.54	48.3%	15.3%
<b>WONDERS</b> That Thing You Do! (Epic)	3.30	3.54	3.50	—	63.3%	17.0%
<b>JOHN MELLENCAMP</b> Key West Intermezzo... (Mercury)	3.28	3.31	3.28	3.30	60.3%	18.0%
<b>SEAL</b> Fly Like An Eagle (Warner Sunset/Atlantic)	3.19	3.34	—	—	72.8%	19.8%
<b>MADONNA</b> You Must Love Me (Warner Bros.)	3.13	3.26	—	—	51.8%	18.0%
<b>HOOTIE &amp; BLOWFISH</b> Sad Caper (Atlantic)	3.12	3.13	3.15	3.10	41.5%	12.3%
<b>AMANDA MARSHALL</b> Birmingham (Epic)	3.11	3.12	3.14	3.02	32.8%	8.3%
<b>DC TALK</b> Just Between You And Me (Virgin)	3.11	3.13	3.22	3.19	33.0%	9.5%
<b>LA BOUCHE</b> Fallin' In Love (RCA)	3.07	3.07	2.93	3.05	37.5%	11.3%

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, San Diego. Songs are removed from Callout America after 20 weeks of testing. © 1996, R&R Inc.

## CALLOUT AMERICA® Hot Scores

By ANTHONY ACAMPORA

Each week, Callout America details demographic results for women 12-17, 18-24, and 25-34. This week, the top titles among women 25-34 and 18-24 are featured. Key performers in the 25-34 demo are: 1) Celine Dion "Coming," 2) Journey "When," 3) Donna Lewis "Love," 4) Alanis Morissette "Head," 5) Toni Braxton "Heart," 6) John Mellencamp "Key," 7) No Doubt "Spiderwebs," 8) Amanda Marshall "Birmingham," 9) Seal "Fly," and 10) En Vogue "Don't."

Topping the 18-24 demo are: 1) Celine Dion "Coming," 2) No Doubt "Don't," 3) Alanis Morissette "Head," 4) Toni Braxton "Heart" and Keith Sweat "Twisted," 6) Grease Megamix "Grease," 7) En Vogue "Don't" and No Doubt "Spiderwebs," 9) Donna Lewis "Love," and 10) Ghost Town DJ's "Boo."

In addition, regional reach is included with each Callout America report — with breakouts for the East, South, Midwest, and West regions. This week, topping the Midwest region are: 1) Alanis Morissette "Head," 2) Keith Sweat "Twisted," 3) No Doubt "Spiderwebs," 4) No Doubt "Don't Speak," 5) Celine Dion "Coming," 6) R. Kelly "Fly," 7) Donna Lewis "Love," 8) Merrill Bainbridge "Mouth" and En Vogue "Don't," and 10) Sheryl Crow "Happy."

If you're interested in a receiving detailed Callout America data, please call (310) 788-1695 or e-mail [AnthonyI@rronline.com](mailto:AnthonyI@rronline.com).

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# CHR/POP TOP 50

NOVEMBER 22, 1996

3W	2W	LW	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS				TOTAL STATIONS/ADDS
					TW	LW	2W	3W	
3	1	1	1	<b>ALANIS MORISSETTE</b> Head Over Feet (Maverick/Reprise) 5691 5704 5712 5471 116/0					
4	4	3	2	<b>MERRIL BAINBRIDGE</b> Mouth (Universal) 5461 5356 5181 4991 120/1					
2	2	2	3	<b>CELINE DION</b> It's All Coming Back To Me Now (550 Music) 5219 5515 5638 5660 116/0					
1	3	4	4	<b>DONNA LEWIS</b> I Love You Always Forever (Atlantic) 4899 5184 5484 5814 118/0					
7	6	5	5	<b>SHERYL CROW</b> If It Makes You Happy (A&M) 4506 4316 4024 3616 115/0					
25	13	9	6	<b>NO DOUBT</b> Don't Speak (Trauma/Interscope) 4489 3598 2722 1809 125/1					
5	5	6	7	<b>KEITH SWEAT</b> Twisted (Elektra/EEG) 4069 4117 4119 3999 101/1					
8	8	7	8	<b>JOURNEY</b> When You Love A Woman (Columbia) 3856 3886 3831 3554 113/0					
13	11	10	9	<b>EN VOGUE</b> Don't Let Go (Love) (EastWest/EEG) 3665 3316 2985 2702 115/2					
6	7	8	10	<b>NO MERCY</b> Where Do You Go (Arista) 3629 3793 3904 3961 96/2					
19	14	11	11	<b>SEAL</b> Fly Like An Eagle (Warner Sunset/Atlantic) 3429 3231 2707 2047 114/0					
17	15	13	12	<b>DC TALK</b> Just Between You And Me (Virgin) 2882 2776 2538 2250 103/2					
34	26	19	13	<b>TONI BRAXTON</b> Un-break My Heart (LaFace/Arista) 2686 2284 1740 1270 107/4					
9	9	12	14	<b>QUAD CITY DJ'S</b> C'mon 'N Ride It... (Quadra Sound/Big Beat/Atlantic) 2673 2963 3139 3329 86/0					
21	19	17	15	<b>AMBER</b> This Is Your Night (Tommy Boy) 2668 2437 2147 1973 85/3					
11	12	14	16	<b>DISHWALLA</b> Counting Blue Cars (A&M) 2428 2651 2977 3160 84/0					
16	16	16	17	<b>LA BOUCHE</b> Fallin' In Love (RCA) 2371 2503 2454 2253 92/3					
14	17	18	18	<b>TONI BRAXTON</b> You're Makin' Me High (LaFace/Arista) 2243 2352 2448 2687 62/0					
29	23	23	19	<b>GHOST TOWN DJ'S</b> My Boo (So So Def/Columbia) 2055 2009 1853 1740 75/1					
10	10	15	20	<b>JOHN MELLENCAMP</b> Key West Intermezzo (I Saw...) (Mercury) 1992 2561 3033 3293 68/0					
24	21	21	21	<b>WONDERS</b> That Thing You Do! (Epic) 1948 2093 1969 1810 67/1					
32	28	25	22	<b>NEW EDITION</b> I'm Still In Love With You (MCA) 1905 1734 1571 1539 83/2					
28	22	22	23	<b>MADONNA</b> You Must Love Me (Warner Bros.) 1841 2014 1928 1740 97/0					
47	39	29	24	<b>GREASE MEGAMIX</b> Grease Megamix (Polydor/A&M) 1841 1393 1028 736 82/11					
12	18	20	25	<b>ERIC CLAPTON</b> Change The World (Reprise) 1762 2188 2304 2768 74/0					
35	32	27	26	<b>R.E.M.</b> Bittersweet Me (Warner Bros.) 1582 1536 1364 1226 89/0					
41	35	30	27	<b>JEWEL</b> You Were Meant For Me (Atlantic) 1500 1286 1130 847 80/3					
15	20	24	28	<b>NO DOUBT</b> Spiderwebs (Trauma/Interscope) 1421 1799 2110 2503 53/0					
36	37	31	29	<b>HOOTIE &amp; THE BLOWFISH</b> I Go Blind (Reprise) 1315 1273 1065 1026 45/2					
—	43	35	30	<b>BLACKSTREET</b> No Diggity (Interscope) 1240 1040 721 534 74/8					
—	—	44	31	<b>BARBRA STREISAND &amp; BRYAN ADAMS</b> I Finally Found... (Columbia) 1194 787 144 7 88/6					
—	49	38	32	<b>R. KELLY</b> I Believe I Can Fly (Jive) 1143 877 579 74 77/11					
23	24	26	33	<b>HOOTIE &amp; THE BLOWFISH</b> Sad Caper (Atlantic) 1132 1582 1842 1810 47/0					
30	33	32	34	<b>R. KELLY</b> I Can't Sleep Baby (If I) (Jive) 1075 1253 1268 1689 36/0					
—	46	41	35	<b>SUSANNA HOFFS</b> All I Want (London/Island) 1020 841 683 533 68/4					
26	30	34	36	<b>WALLFLOWERS</b> 6th Avenue Heartache (Interscope) 1000 1150 1530 1803 39/0					
27	31	33	37	<b>BRYAN ADAMS</b> Let's Make A Night To Remember (A&M) 908 1192 1475 1787 36/0					
—	—	50	38	<b>CRANBERRIES</b> When You're Gone (Island) 870 585 76 46 62/6					
37	38	36	39	<b>REPUBLICA</b> Ready To Go (RCA) 839 1040 1046 991 55/1					
<b>DEBUT</b>	—	—	40	<b>RED HOT CHILI PEPPERS</b> Love Rollercoaster (Geffen) 824 431 76 — 66/14					
—	—	45	41	<b>ROD STEWART</b> If We Fall In Love Tonight (Warner Bros.) 806 756 532 72 64/1					
—	47	47	42	<b>SUBLIME</b> What I Got (Gasoline Alley/MCA) 759 681 639 634 51/0					
—	—	48	43	<b>BODEANS</b> Hurt By Love (Slash/Reprise) 744 643 463 330 46/2					
<b>DEBUT</b>	—	—	44	<b>DONNA LEWIS</b> Without Love (Atlantic) 722 223 99 55 67/21					
20	29	37	45	<b>AMANDA MARSHALL</b> Birmingham (Epic) 696 959 1541 2010 27/0					
<b>DEBUT</b>	—	—	46	<b>AZ YET</b> Last Night (LaFace/Arista) 689 557 420 313 44/2					
38	40	40	47	<b>FUN FACTORY</b> Don't Go Away (Curb) 655 871 914 962 32/0					
—	—	49	48	<b>GINUWINE</b> Pony (550 Music) 654 611 504 345 29/3					
—	45	46	49	<b>BONE THUGS-N-HARMONY</b> Days Of Our Livez (EastWest/EEG) 652 685 706 678 37/0					
<b>DEBUT</b>	—	—	50	<b>CARDIGANS</b> Lovefool (Mercury) 641 431 246 144 47/8					

This chart reflects airplay from November 11-17. Songs ranked by total plays. Highlighted songs indicate Breaker.

128 CHR/Pop reporters. 127 current playlists. Songs below No. 25 are moved to recurrent after 26 weeks. © 1996, R&R Inc.

## BREAKERS®

No Songs Qualified For Breaker Status This Week

## MOST ADDED®

ARTIST TITLE LABEL(S)	ADDS
"AFKAP" Betcha By Golly Wow! (NPG/EMI)	89
COUNTING CROWS A Long December (DGC/Geffen)	49
JOHN MELLENCAMP Just Another Day (Mercury)	34
DONNA LEWIS Without Love (Atlantic)	21
GLORIA ESTEFAN I'm Not Giving You Up (Epic)	20
GINA G Ooh Aah...Just A Little Bit (Warner Bros.)	17
CHALK FARM Lie On Lie (Columbia)	16
RED HOT CHILI PEPPERS Love Rollercoaster (Geffen)	14
SWV It's All About U (RCA)	12
GREASE MEGAMIX Grease Megamix (Polydor/A&M)	11
R. KELLY I Believe I Can Fly (Jive)	11

## MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
NO DOUBT Don't Speak (Trauma/Interscope)	+891
"AFKAP" Betcha By Golly Wow! (NPG/EMI)	+577
DONNA LEWIS Without Love (Atlantic)	+499
GREASE MEGAMIX Grease Megamix (Polydor/A&M)	+448
BARBRA STREISAND & BRYAN ADAMS I Finally... (Columbia)	+407
TONI BRAXTON Un-break My Heart (LaFace/Arista)	+402
RED HOT CHILI PEPPERS Love Rollercoaster (Geffen)	+393
EN VOGUE Don't Let Go (Love) (EastWest/EEG)	+349
CRANBERRIES When You're Gone (Island)	+285
R. KELLY I Believe I Can Fly (Jive)	+266

## HOTTEST RECURRENTS

ARTIST TITLE LABEL(S)
ALANIS MORISSETTE You Learn (Maverick/Reprise)
JEWEL Who Will Save Your Soul (Atlantic)
EVERYTHING BUT THE GIRL Missing (Atlantic)
LA BOUCHE Sweet Dreams (RCA)
COLOR ME BADD The Earth, The Sun, The Rain (Giant)
TRACY CHAPMAN Give Me One Reason (Elektra/EEG)
TONY RICH PROJECT Nobody Knows (LaFace/Arista)
JANN ARDEN Insensitive (A&M)
LA BOUCHE Be My Lover (RCA)
MARIAH CAREY Always Be My Baby (Columbia)

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

# CALL-OUT



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## POP/ALTERNATIVE TOP 20

LW	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS		TOTAL STATIONS/ADDS
			TW	LW	
2	1	<b>NO DOUBT</b> Don't Speak ( <i>Trauma/Interscope</i> )	7357	6312	213/2
1	2	<b>ALANIS MORISSETTE</b> Head Over Feet ( <i>Maverick/Reprise</i> )	6437	6560	150/0
3	3	<b>SHERYL CROW</b> If It Makes You Happy ( <i>A&amp;M</i> )	5809	5787	174/0
4	4	<b>R.E.M.</b> Bittersweet Me ( <i>Warner Bros.</i> )	3924	3944	177/0
5	5	<b>SUBLIME</b> What I Got ( <i>Gasoline Alley/MCA</i> )	3593	3560	140/0
6	6	<b>BUSH</b> Swallowed ( <i>Trauma/Interscope</i> )	3263	3224	94/0
7	7	<b>DISHWALLA</b> Counting Blue Cars ( <i>A&amp;M</i> )	2784	3027	107/0
9	8	<b>CAKE</b> The Distance ( <i>Capricorn/Mercury</i> )	2743	2566	96/6
8	9	<b>COUNTING CROWS</b> Angels Of The Silences ( <i>DGC/Geffen</i> )	2587	2649	99/0
13	10	<b>STONE TEMPLE PILOTS</b> Lady Picture Show ( <i>Atlantic</i> )	2367	2175	101/1
—	11	<b>RED HOT CHILI PEPPERS</b> Love Rollercoaster ( <i>Geffen</i> )	2330	1675	139/15
10	12	<b>SOCIAL DISTORTION</b> I Was Wrong ( <i>550 Music</i> )	2283	2444	78/0
14	13	<b>LOCAL H</b> Bound For The Floor ( <i>Island</i> )	2199	2076	88/3
15	14	<b>SOUNDGARDEN</b> Blow Up The Outside World ( <i>A&amp;M</i> )	2118	1917	85/1
20	15	<b>311</b> All Mixed Up ( <i>Capricorn/Mercury</i> )	2057	1782	106/6
—	16	<b>KULA SHAKER</b> Tattva ( <i>Columbia</i> )	1884	1673	86/5
18	17	<b>PRESIDENTS OF THE UNITED...</b> Mach 5 ( <i>Columbia</i> )	1818	1790	89/2
19	18	<b>PEARL JAM</b> Hail, Hail ( <i>Epic</i> )	1773	1787	73/0
11	19	<b>NO DOUBT</b> Spiderwebs ( <i>Trauma/Interscope</i> )	1766	2187	78/0
12	20	<b>EELS</b> Novocaine For The Soul ( <i>DreamWorks/Geffen</i> )	1745	2184	69/0

This chart reflects airplay from November 11-17. Songs ranked by total plays. 128 CHR/Pop reporters and 96 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.

## NEW & ACTIVE

<b>DAVE MATTHEWS BAND</b> Crash Into Me ( <i>RCA</i> ) Total Plays: 624, Total Stations: 47, Adds: 4	<b>TRACY CHAPMAN</b> Smoke And Ashes ( <i>Elektra/EEG</i> ) Total Plays: 358, Total Stations: 33, Adds: 1
<b>"AFKAP"</b> Betcha By Golly Wow! ( <i>NPG/EMI</i> ) Total Plays: 577, Total Stations: 89, Adds: 89	<b>KEITH SWEAT</b> Nobody ( <i>Elektra/EEG</i> ) Total Plays: 351, Total Stations: 9, Adds: 3
<b>DUNCAN SHEIK</b> Barely Breathing ( <i>Atlantic</i> ) Total Plays: 565, Total Stations: 31, Adds: 5	<b>GARBAGE</b> Milk ( <i>Almo Sounds/Geffen</i> ) Total Plays: 346, Total Stations: 34, Adds: 3
<b>FIONA APPLE</b> Shadowboxer ( <i>Work</i> ) Total Plays: 458, Total Stations: 32, Adds: 2	<b>311</b> All Mixed Up ( <i>Capricorn/Mercury</i> ) Total Plays: 304, Total Stations: 24, Adds: 4
<b>CRUSH</b> Jellyhead ( <i>Robbins</i> ) Total Plays: 456, Total Stations: 16, Adds: 1	<b>SWW</b> It's All About U ( <i>RCA</i> ) Total Plays: 302, Total Stations: 33, Adds: 12
<b>TONY TONI TONE</b> Let's Get Down ( <i>Mercury</i> ) Total Plays: 446, Total Stations: 35, Adds: 3	<b>COUNTING CROWS</b> A Long December ( <i>DGC/Geffen</i> ) Total Plays: 256, Total Stations: 57, Adds: 49
<b>GINA G</b> Ooh Aah...Just A Little Bit ( <i>Warner Bros.</i> ) Total Plays: 430, Total Stations: 31, Adds: 17	<b>JOCELYN ENRIQUEZ</b> Do You Miss Me ( <i>Classified</i> ) Total Plays: 212, Total Stations: 7, Adds: 0
<b>MAXI PRIEST</b> Watching The World Go By ( <i>Virgin</i> ) Total Plays: 388, Total Stations: 21, Adds: 1	<b>ORIGINAL I</b> Luv U Baby ( <i>Next Plateau</i> ) Total Plays: 203, Total Stations: 10, Adds: 1
<b>L.L. COOL J</b> Loungin' ( <i>Def Jam/RAL/Mercury</i> ) Total Plays: 372, Total Stations: 16, Adds: 0	<b>FINE YOUNG CANNIBALS</b> The Flame ( <i>MCA</i> ) Total Plays: 200, Total Stations: 20, Adds: 6
<b>BABYFACE</b> This Is For The Lover In You ( <i>Epic</i> ) Total Plays: 366, Total Stations: 22, Adds: 0	<b>OUTHERE BROTHERS</b> Boom Boom Boom ( <i>Aureus</i> ) Total Plays: 200, Total Stations: 6, Adds: 1

### Songs ranked by total plays

## NEW RELEASES

### ADDS NOVEMBER 26

<b>Better Than Ezra</b>	"Desperately Wanting" ( <i>Swell/Elektra/EEG</i> )
<b>Chalk Farm</b>	"Lie On Lie" ( <i>Columbia</i> )
<b>Whitney Houston</b>	"I Believe In You And Me" ( <i>Arista</i> )
<b>Nil Lara</b>	"How Was I To Know" ( <i>Capitol</i> )
<b>Ashley Maclsaac</b>	"Sleepy Maggie" ( <i>A&amp;M</i> )
<b>Syd Straw</b>	"People Of Earth" ( <i>Reprise</i> )



**CRASH INTO DAVE** — Dave Matthews (r) shared a warm cup of coffee while hanging out with WZYP/Huntsville, AL's PD Marc Summers and Promotion Director Helen Jordan.



**CINDY'S CUTER SISTER?** — WXXL (XL1067)/Orlando News Director Deborah Roberts (r) offers Cindy Crawford a few beauty tips.



**MELROSE IN THE MORNING** — "Melrose Place" co-star David Charvet (c) spent some time with WZJM (Jammin' 92.3)/Cleveland morning co-hosts CoCo and Joe Mama during a promotional swing.









CHR/POP PLAYLISTS

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

Market #40 WKSE/Buttalo (716) 884-5101 O'Neil/Universal. Playlist table with columns: PLAYS, 3W, 2W, LW, TW, ARTIST/TITLE.

Market #41 Kiss95.7 WKSS/Hartford (860) 524-7819 Jones/Fox. Playlist table with columns: PLAYS, 3W, 2W, LW, TW, ARTIST/TITLE.

Market #44 WRVW/Nashville (615) 664-2400 Gunn/Scotter. Playlist table with columns: PLAYS, 3W, 2W, LW, TW, ARTIST/TITLE.

Market #45 98 FM WPKY/Rochester, NY (716) 454-2600 Ingram/Rice. Playlist table with columns: PLAYS, 3W, 2W, LW, TW, ARTIST/TITLE.

Market #49 99.7 WDJX Today's BEST Music! WDJX/Louisville (502) 589-4800 Matthews/Rite. Playlist table with columns: PLAYS, 3W, 2W, LW, TW, ARTIST/TITLE.

Market #50 WCCG/Raleigh (919) 361-1051 Taylor. Playlist table with columns: PLAYS, 3W, 2W, LW, TW, ARTIST/TITLE.

Market #51 KJYD/Oklahoma City (405) 840-5271 McCoy/Barreda. Playlist table with columns: PLAYS, 3W, 2W, LW, TW, ARTIST/TITLE.

Market #52 Z-93 WGTZ/Dayton (513) 294-8558 Franco/Steele. Playlist table with columns: PLAYS, 3W, 2W, LW, TW, ARTIST/TITLE.

Market #53 WAPE/Jacksonville (904) 642-1055 Thomas/Mann. Playlist table with columns: PLAYS, 3W, 2W, LW, TW, ARTIST/TITLE.

Market #54 90.7 KIFI KIFI/Austin (512) 474-9233 Roberts/Ventura. Playlist table with columns: PLAYS, 3W, 2W, LW, TW, ARTIST/TITLE.

Market #56 Q94 WRVQ/Richmond (804) 576-3200 McKay/Surf. Playlist table with columns: PLAYS, 3W, 2W, LW, TW, ARTIST/TITLE.

Market #57 FLY92 WFLY/Albany, NY (518) 786-6600 Morgan/Williams. Playlist table with columns: PLAYS, 3W, 2W, LW, TW, ARTIST/TITLE.

Market #58 B93.7 WFBC/Greenville, SC (864) 271-9200 Wagman/Harrison. Playlist table with columns: PLAYS, 3W, 2W, LW, TW, ARTIST/TITLE.

Market #60 KHTT/Tulsa (918) 492-2020 Phillips/Rush. Playlist table with columns: PLAYS, 3W, 2W, LW, TW, ARTIST/TITLE.

Market #61 HOT 97 WBHT/Wikes-Barre (717) 824-9000 Kelly/Ocean. Playlist table with columns: PLAYS, 3W, 2W, LW, TW, ARTIST/TITLE.







URBAN PLAYLISTS

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

MARKET #2: KKB/T Los Angeles (213) 634-1800 Austin/Snyder. Playlist table with columns for plays, artist, and title.

MARKET #3: WEJ/M Chicago (708) 895-1400 Alan. Playlist table with columns for plays, artist, and title.

MARKET #3: WGCI/Chicago (312) 427-4800 Smith/Cologne. Playlist table with columns for plays, artist, and title.

MARKET #5: WUSL/Philadelphia (215) 483-8900 Young/Cooper. Playlist table with columns for plays, artist, and title.

MARKET #6: WJLB/Detroit (313) 965-2000 Saunders/Darcell. Playlist table with columns for plays, artist, and title.

MARKET #7: KKDA/Dallas (214) 263-9911 Cheatham. Playlist table with columns for plays, artist, and title.

MARKET #8: WKYS/Washington (202) 686-9300 Williams/Fox. Playlist table with columns for plays, artist, and title.

MARKET #11: WEDR/Miami (305) 623-7711 Thomas. Playlist table with columns for plays, artist, and title.

MARKET #12: WHTA/Atlanta (404) 765-9750 Hegwood/Zulu. Playlist table with columns for plays, artist, and title.

MARKET #12: WVEE/Atlanta (404) 898-8900 Brown/Shabazz. Playlist table with columns for plays, artist, and title.

MARKET #17: KMJM/St. Louis (314) 692-5108 Atkins. Playlist table with columns for plays, artist, and title.

MARKET #18: WXYV/Baltimore (410) 653-2200 Crumley/Thomas. Playlist table with columns for plays, artist, and title.

MARKET #19: WAMO/Pittsburgh (412) 471-2181 Atkins/Kelley. Playlist table with columns for plays, artist, and title.

MARKET #22: WZAK/Cleveland (216) 621-9300 Rush/Stephens. Playlist table with columns for plays, artist, and title.

MARKET #25: WIZF/Cincinnati (513) 351-5900 Bailey/Rankin. Playlist table with columns for plays, artist, and title.

MARKET #26: KPRS/Kansas City (816) 763-2040 Weaver/Fears. Playlist table with columns for plays, artist, and title.

MARKET #28: WKKV/Milwaukee (414) 321-1007 Bell/Hart. Playlist table with columns for plays, artist, and title.

MARKET #28: WNOV/Milwaukee (414) 449-9668 Robinson. Playlist table with columns for plays, artist, and title.

MARKET #32: WCXK/Columbus, OH (614) 464-0020 Stevens. Playlist table with columns for plays, artist, and title.

MARKET #33: WOWI/Norfolk (804) 466-0009 Dave/Mauzone. Playlist table with columns for plays, artist, and title.





WALT LOVE

## KJLH Brings Issues To The 'Front Page'

□ Carl Nelson's weekday show tells L.A. what's really going on

KJLH/Los Angeles News Director Carl Nelson has tapped into listeners' hopes, fears, and dreams with his 90-minute weekday program the "Front Page." Nelson has something to say each morning at 4:30am and so do the listeners and guests, particularly when it comes to issues affecting their lives and the communities in which they live.

Nelson has been in the business since 1973, the last 16 years as KJLH's News Director. The "Front Page" evolved through former PD Lee Michaels, who had done a similar show where people talked about such things as community concerns, at a sta-

tion in Chicago. However, for the Los Angeles audience, KJLH decided to focus the 15-minute segment on what was going on in Hollywood.

the L.A. riots broke out, the focus of the show changed for good. "When they would go to the phones, people wanted to talk about community issues, for example what was going on with Rodney King. So the jocks and everyone involved with the morning show, including Greg Mack (who was doing mornings at the time) started looking at me. And that's how it came about; it was in response to what the listeners wanted to talk about."

The show expanded to 90 minutes on weekdays. On Fridays, it's an open-mike style to use as a barometer for what's going on in the community. "We find out what the audience's needs and interests are and piggyback on that. For example, when the 1992 L.A. riots came down, we already knew [there would be] a riot because we tested the temperature of the listeners. We knew that certain people were going to do certain things; we knew it was going to be an explosion."

So if Nelson senses an explosion that could affect the community and innocent people, shouldn't he call the police? "No. We don't tell the police because we don't know who they are, we

just know there are going to be some problems. We don't have to warn people because they hear people say, 'Hey I'm going to do this or that.' We don't have to say it. First, you don't know if it's true. These people are just calling up."

The "Front Page"'s impact is more substantial because, according to Nelson, "There's no black Talk radio format in L.A. This show gives people a chance to respond to things on a daily basis. It's not a traditional public affairs show where you have to wait until Sunday, nor are the topics similar to those discussed on public affairs programs."

"The Radio-Television News Directors Association conducted a survey recently that revealed more than 60% of African Americans don't believe anything that's reported by major media. And 90% think major media distorts stories about African Americans. Programmers should pay attention to this. What that survey is saying is a majority of African Americans don't believe a lot of stuff that they see on TV or read in the daily newspapers. And that's significant for people doing radio. Subsequently, that's why a lot of our listeners wait to hear it on the 'Front Page' before they decide what they believe or how to react."

### Tapping Into Excellence

The show underwent more changes after Michaels left the station. "After Lee left, the owner wanted to reconfigure the



'FRONT PAGE' NEWS — Among the recent influential guests on KJLH/Los Angeles's weekday program the "Front Page" were Motown founder Berry Gordy (l) and Stevie Wonder (r). Host/News Director Carl Nelson turns over the mike.

**At 4:30 in the morning you can't do a bad show because people are not going to wake up every morning for garbage. So you have to keep it interesting; that's the challenge.**

tion in Chicago. However, for the Los Angeles audience, KJLH decided to focus the 15-minute segment on what was going on in Hollywood.

### Audience Barometer

"It started out as an entertainment show, finding out who the celebrities were and where they hung out," Nelson recalls. However, in the spring of '92 when



MEETING IS IN SESSION — A capacity crowd was on hand when KJLH/Los Angeles hosted a town hall meeting after allegations that the CIA was involved in smuggling cocaine into the inner-city area.

**More than 60% of African Americans don't believe anything that's reported by major media. Programmers should pay attention to this.**

show so we could tap into some of the finest black minds on the planet," says Nelson. "He wanted to have scientists, doctors, lawyers, engineers, etc. on the show. Some of the best scholars you would have to pay to hear are on the program. Like "They Came Before Columbus" author Dr. Ivan Van Sertima, Rev. Jesse Jackson, Dick Gregory, Johnnie Cochran, Ben Chavis, Congresswoman Maxine Waters, Dr. Claude Anderson, Steve Cokley, and Ron Karanga."

African American radio listeners are known to have the longest time spent listening. So listeners are willing to tune in for the show's 90-minute duration to hear how Nelson or his guests for the day deal with certain situations. "We do the show like a [regular] jock would. We limit the caller for the most part to three to four minutes so we keep moving."

Nelson adds that the audience doesn't know who will be the day's guest, so it forces them to keep listening to find out. "At 4:30 in the morning you can't do a bad show because people are not going to wake up every morning for garbage. So you have to keep it interesting; that's the challenge. So we never tell who's going to be on."

Did the KJLH town hall meeting discussing allegations that the CIA allowed cocaine to be smuggled into the inner-city

come out of the "Front Page?" "We received a call early on that the *San Jose Mercury News* had printed a story about it during the Democratic convention. So we tried to get in touch with Rep. Maxine Waters to get her reaction and to get her to ask President Clinton if there was any truth to this. That's how it all came about. In fact, she didn't know about it until we came to her with it."

"A lot of material we get for the 'Front Page' also can be used in the news because it's finding out what people are going to be talking about when they're at the office water cooler. People will call in and say, 'Did you hear about this going on in Watts or Compton,' or call up with job offers. It's like a family thing."

Speaking of families, it isn't just hard news that monopolizes the phone lines. "Relationships are discussed — how brothers and sisters can deal with one another. It's the most requested subject," Nelson says. "We get questions and do shows about computers and the Internet."

"Our shows are taped by listeners: We've had people around the country who have heard the show because our listeners have sent them tapes. What's phenomenal is when someone calls me from North Carolina to say, 'Hey, I just got a copy of your show and I wish the station in my town did a show like yours with the kind of people you have as guests.'"

**There's no black Talk radio format in L.A. This show gives people a chance to respond to things on a daily basis.**



# Mo Thugs

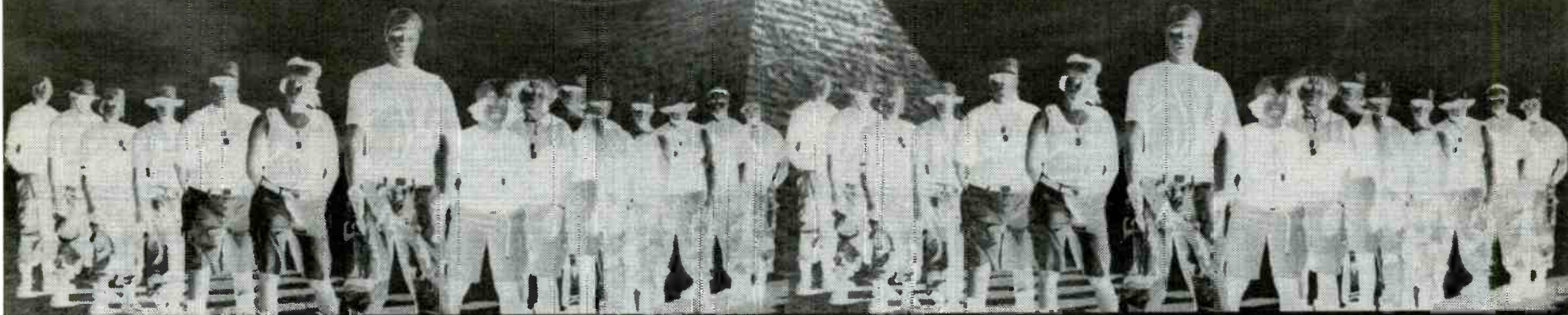
## family scriptures

**R&R**  
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**26**

**NOW ON 68**  
**URBAN REPORTERS – 84%**

KKBT	WEJM	WGCI	WJLB
KKDA	WKYS	WEDR	WHTA
WVEE	KMJM	WAMO	WZAK
WIZF	KPRS	WKKV	WNOV
WCKX	KJMS	WFLM	KIIZ

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### Press

**THE SOURCE-4 MIKES/** “*Mo Thugs Family Scriptures* is a testament to the level of growth that both Layzie Bone & Krayzie Bone have experienced as artists in their short lives in the recording industry. They represent the minority of artist who really have a grasp on what it takes to compose a great album. Thug on, brothers!”



**Featuring Bone**



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

96.1 MARKET #34 KSL/San Antonio (210) 271-9600 Andrews/Ollerivez

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

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

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

WDAS 105.3 FM MARKET #5 WOAS/Philadelphia (215) 876-2000 Tamburro/Davis

WPEG/Charlotte (704) 333-0131 Carson/Quick

WQUE/New Orleans (504) 827-6000 Stevens

WMOO MARKET #7 KRBB/Dallas (214) 630-3011 Bacote/Solis

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

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

WJHM/Orlando (407) 333-0072 Hollywood

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

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

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

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

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

WHRK/Memphis (901) 529-4397 O'Jay

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

Majic 107 MARKET #20 KMJK/Phoenix (602) 265-2442 Jackson

WTMP/Tampa (813) 620-1300 Eaves

Stations and their adds listed alphabetically by market

URBAN

Table listing radio stations and their adds across various markets including Alexandria, LA; Chattanooga, TN; Fayetteville, NC; Killen, TX; Macon, GA; Nashville, TN; San Antonio, TX; Savannah, GA; Shreveport, LA; Tulsa, OK; etc.

URBAN AC

Table listing radio stations and their adds across various markets including Baltimore, MD; Columbus, OH; Gainesville, FL; Laurel, MS; Mobile, AL; Phoenix, AZ; Tampa, FL; etc.

3W	2W	LW	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS				TOTAL STATIONS/ADDS
					TW	LW	2W	3W	
3	2	1	1	<b>MINT CONDITION</b> What Kind Of Man... (Perspective/A&M)	731	834	798	773	27/0
4	4	3	2	<b>ANN NESBY</b> I'm Still Wearing Your Name (Perspective/A&M)	711	676	652	651	29/0
5	5	6	3	<b>TONI BRAXTON</b> Un-break My Heart (LaFace/Arista)	689	652	636	554	28/1
6	6	5	4	<b>KEITH SWEAT</b> Nobody (Elektra/EEG)	681	662	624	553	25/1
12	7	7	5	<b>R. KELLY</b> I Believe I Can Fly (Jive)	653	585	493	333	26/1
2	1	2	6	<b>BRANDY, TAMIA, KNIGHT, KHAN</b> Missing You (EastWest/EEG)	632	756	824	788	27/0
1	3	4	7	<b>LUTHER VANDROSS</b> Your Secret Love (LV/Epic)	553	662	759	824	23/0
8	8	9	8	<b>AZ YET</b> Last Night (LaFace/Arista)	509	490	483	524	21/1
11	10	8	9	<b>NEW EDITION</b> I'm Still In Love With You (MCA)	502	492	447	454	20/0
15	12	10	10	<b>BEBE &amp; CECE WINANS</b> Feels Like Heaven (EMI)	472	445	417	314	28/0
—	—	16	11	<b>LUTHER VANDROSS</b> I Can Make It Better (LV/Epic)	457	316	147	—	27/1
—	15	12	12	<b>ISLEY BROTHERS</b> Tears (T-Neck/Island)	436	424	330	185	22/1
16	13	13	13	<b>BABYFACE</b> This Is For The Lover In You (Epic)	435	409	379	312	17/0
<b>BREAKER</b>			14	<b>"AFKAP"</b> Betcha By Golly Wow! (NPG/EMI)	398	—	—	—	27/27
17	16	14	15	<b>CURTIS MAYFIELD</b> New World Order (Warner Bros.)	379	350	324	301	24/1
22	18	17	16	<b>EN VOGUE</b> Don't Let Go (Love) (EastWest/EEG)	351	311	270	250	15/0
7	9	11	17	<b>JOHNNY GILL</b> Let's Get The Mood Right (Motown)	317	425	477	545	16/0
21	19	18	18	<b>MONTELL JORDAN</b> Falling (Def Jam/RAL/Mercury)	293	287	253	260	17/1
<b>BREAKER</b>			19	<b>JOHNNY GILL</b> It's Your Body (Motown)	280	201	98	—	19/1
10	11	15	20	<b>MAXWELL</b> Ascension (Don't Ever Wonder) (Columbia)	261	341	434	455	13/0
<b>BREAKER</b>			21	<b>TINA TURNER</b> In Your Wildest Dreams (Virgin)	255	188	98	5	19/1
<b>BREAKER</b>			22	<b>CHAKA KHAN</b> Never Miss The Water (Reprise)	251	207	165	63	17/1
28	24	24	23	<b>K-CI &amp; JOJO</b> How Could You (MCA)	246	215	203	191	12/0
—	—	28	24	<b>MAXWELL</b> Sumthin' Sumthin' (Columbia)	243	194	125	39	18/3
—	27	23	25	<b>ERIC BENET</b> Spiritual Thang (Warner Bros.)	238	216	181	151	17/1
25	21	21	26	<b>BLACKSTREET</b> No Diggity (Interscope)	236	234	226	230	8/0
—	—	27	27	<b>TONY TONI TONE</b> Let's Get Down (Mercury)	228	197	157	43	12/0
—	—	30	28	<b>SWV</b> It's All About U (RCA)	202	187	142	66	13/1
—	30	—	29	<b>ART PORTER</b> One More Chance (Verve Forecast)	192	172	167	148	13/5
<b>DEBUT</b>			30	<b>KAYCEE GROGAN</b> It's Alright (Columbia)	187	182	157	126	11/0

This chart reflects airplay from November 11-17. Songs ranked by total plays. Highlighted songs indicate Breaker. 29 Urban AC reporters. 29 current playlists. Songs that are down in plays for three consecutive weeks and below No. 15 are moved to recurrent. © 1996, R&R Inc.

### NEW & ACTIVE

**FAITH EVANS** I Just Can't (Big Beat/Atlantic)  
Total Plays: 176, Total Stations: 13, Adds: 1

**CRAIG T. COOPER** Sensitivity (Sin-Drome)  
Total Plays: 169, Total Stations: 11, Adds: 0

**GEORGE BENSON** The Thinker (GRP)  
Total Plays: 160, Total Stations: 14, Adds: 2

**DONELL JONES** Knocks Me Off My Feet (Untouchables/LaFace/Arista)  
Total Plays: 149, Total Stations: 9, Adds: 0

**JESSE POWELL** You (Silas/MCA)  
Total Plays: 136, Total Stations: 12, Adds: 0

**ALFONZO HUNTER** Just The Way (Playas Play) (EMI)  
Total Plays: 134, Total Stations: 6, Adds: 0

**CECE PENISTON** Before I Lay (She Drives Me Crazy) (A&M)  
Total Plays: 117, Total Stations: 9, Adds: 0

**DAY TA DAY** Smile (MCA)  
Total Plays: 115, Total Stations: 10, Adds: 0

**GOODFELLAZ** Sugar Honey Ice Tea (Avatar/Polydor/A&M)  
Total Plays: 113, Total Stations: 7, Adds: 0

**702 Steelo** (Biv 10/Motown)  
Total Plays: 105, Total Stations: 5, Adds: 0

Songs ranked by total plays.

### BREAKERS

<b>"AFKAP"</b> Betcha By Golly Wow! (NPG/EMI)	TOTAL PLAYS/INCREASE 398/398	TOTAL STATIONS/ADDS 27/27	CHART 14
<b>JOHNNY GILL</b> It's Your Body (Motown)	TOTAL PLAYS/INCREASE 280/79	TOTAL STATIONS/ADDS 19/1	CHART 19
<b>TINA TURNER</b> In Your Wildest Dreams (Virgin)	TOTAL PLAYS/INCREASE 255/67	TOTAL STATIONS/ADDS 19/1	CHART 21
<b>CHAKA KHAN</b> Never Miss The Water (Reprise)	TOTAL PLAYS/INCREASE 251/44	TOTAL STATIONS/ADDS 17/1	CHART 22

### MOST ADDED

ARTIST TITLE LABEL(S)	ADDS
"AFKAP" Betcha By Golly Wow! (NPG/EMI)	27
BRAXTONS Only Love (Atlantic)	7
ART PORTER One More Chance (Verve Forecast)	5
BLOODSTONE It Should Have Been Me (ITP)	4
MAXWELL Sumthin' Sumthin' (Columbia)	3
AALIYAH One In A Million (BlackGround/Atlantic)	2
GEORGE BENSON The Thinker (GRP)	2
BLACKSTREET Never Gonna Let You Go (Interscope)	2
HORACE BROWN How Can We Stop (Motown)	2
DO OR DIE Playa Like Me And You (Rap-A-Lot)	2
K-OS Take You There (Pure)	2
NEW EDITION You Don't Have To Worry (MCA)	2
ROGER & ZAPP Living For The City (Reprise)	2
TRUTH Everyday (Priority)	2

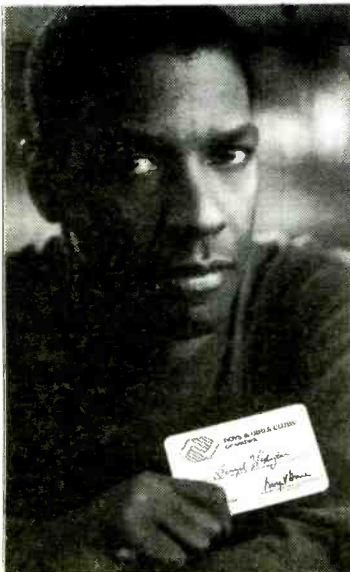
### MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
"AFKAP" Betcha By Golly Wow! (NPG/EMI)	+398
LUTHER VANDROSS I Can Make It Better (LV/Epic)	+141
JOHNNY GILL It's Your Body (Motown)	+79
R. KELLY I Believe I Can Fly (Jive)	+68
TINA TURNER In Your Wildest Dreams (Virgin)	+67
GEORGE BENSON The Thinker (GRP)	+55
MAXWELL Sumthin' Sumthin' (Columbia)	+49
CHAKA KHAN Never Miss The Water (Reprise)	+44
EN VOGUE Don't Let Go (Love) (EastWest/EEG)	+40
FOXY BROWN Get Me... (Violator/Def Jam/RAL/Mercury)	+39
TONI BRAXTON Un-break My Heart (LaFace/Arista)	+37

### HOTTEST RECURRENTS

ARTIST TITLE LABEL(S)
SWV Use Your Heart (RCA)
JOHNNIE TAYLOR Good Love (Malaco)
TONI BRAXTON You're Makin' Me High (LaFace/Arista)
WHITNEY HOUSTON Why Does It Hurt So Bad (Arista)
ANN NESBY I'll Do Anything For You (Perspective/A&M)
ME'SHELL NDEGECELLO Who Is He And... (Maverick/Reprise)
GROOVE COLLECTIVE Lift Off (Giant Step/GRP)
KEITH SWEAT Twisted (Elektra/EEG)
R. KELLY I Can't Sleep Baby (If I) (Jive)
KENNY LATTIMORE Never Too Busy (Columbia)

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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LON HELTON

## PDs' Top 10 For The Age of Consolidation

□ **Consultant Patrick says programmers will become known as 'product managers'**

Consolidation has been on everyone's lips during the last few months — and there's no doubt it will continue to change this business beyond anything any of us have ever known before. The job of program director may be changing more than it has at any time in the last 25 years. At the recent CRS-Midwest in Kansas City, consultant **Joe Patrick** was on a panel discussing the PD's future role. I asked him to share his list of things PDs should think about in this post-telecom world.

### Clustering & Consolidation

These two words will mean a lot to radio programmers over the next five years. Since 1992, we have entered the age of duopolies and different day-to-day duties. Every group will be different, and the PD will become known as the "product manager."

Consolidation should create a net shrinkage of positions. But you will survive by upgrading the quality of people you hire and by relying on them more.

### Know Your Owner & The Top Groups



Joe Patrick

At this time, owners are not as focused on operating stations as they are on buying them. The future is being determined now. In some markets, a product manager will be expected to create niche formats with

low-power stations. Boutique radio will be much like niche magazines. A new Classic Country format featuring hits from 1989 to 1993 could be next as the format retargets the 45-54-year-old adult.

### Network With Other Program Directors

As we grow through consolidation, you will find out that every group, every market, will have a completely different scenario on how that group operates. Talk with different PDs to discuss responsibilities and policies. Know different ways to run a radio station.

### Rebirth Of AM Top 40 Programming

You will see more of this style of radio—short, fun promotions,

**Radio will need to be less cookie-cutter as the industry moves toward clustering and consolidation. Encourage and reward your staff for creativity. Take risks with a sense of urgency.**

and picking the music with less research influence. Less "clone chart radio" and more creatively driven radio will be the difference with clustering: more innovation and less imitation.

### Multistation Programming

In this situation, you will truly become a product manager. If you can successfully think strategically for several entities by understanding the industry on different levels, you will win. With more and more music testing, everyone will sound similar. Winning product managers will be the best marketers.

### Community Involvement

To keep your job and make more money you will need to have a larger power base. Know the power structure in your town; know the city council and Chamber of Commerce members. Communicate the importance to every staff member

## YOUR TURN

### Why Such A Need For Speed?

**W**QCB-FM/Bangor, ME GM **Bob Duchesne** has some serious questions over the practice of speeding up records.

"Does anyone still speed up records these days? WQCB recently got a new competitor in Bangor — **WWFX**, 'The Bear.' And yes, the music is pitched up a few percent, especially the ballads. While I thought this practice had died the death it deserved a decade ago, I was surprised to hear from friends in other markets that it lives on.

"My point is this: At a time when there is concern about some of the passion missing from today's country music — when radio complains about cookie-cutter songs from sound-alike artists — don't we have enough problems without a few village idiots messing with the music? You haven't lived until you've heard **Deana Carter**'s extraordinary 'Strawberry Wine' sung at the tempo of a line dance!

"I am embarrassed for the artists and producers. I can't imagine a greater insult to their creative process. I sympathize with the labels. It was said at the Country Radio Seminar last March that labels lament the practice but admit there is little they can do about it. I'm sure they're right. Aside from reviewing who receives their releases free of charge, it is not their job to police the harmful programming practices of radio. As evidenced by discussions at CRS-Midwest and the **NAB** [Radio Show], there's a lot of debate over which records to play. I hope we all can at least agree about the speed at which we play them."



Bob Duchesne

*Have a rebuttal? Fax your comments about why you do or don't speed up records to **Lon Helton** at (615) 248-6655. We'll publish them at a later date — along with a poll of our reporters to see how many do and by how much. I'll remain neutral for now — except to say that I wish stations that boost tunes would reset their CD players to "0" when airing syndicated shows so it wouldn't sound like a program populated by chipmunks*



**There's a lot of debate over which records to play. I hope we all can at least agree about the speed at which we play them.**



**Boutique radio will be much like niche magazines. A new Classic Country format featuring hits from 1989 to 1993 could be next as the format retargets the 45-54-year-old adult.**



**DALLAS CHILI DOGS** —The recent KSCS/Dallas "Dorsey Gang Chili Cook-Off" brought forth a simmering controversy while attracting some notable celebrity judges to the morning show. Terry Dorsey began bragging about his homemade Cincinnati chili, but Mark "Hawkeye" Louis countered by touting the Texas variety. Dorsey took third place in the station competition, being edged out by first place winner Hawkeye and second place chef Paul Bottoms, who heated up a can of chili. The public competition was won by a Terlingua, TX resident. Teaming up for the promotion are (l-r) "Fox NFL Sunday" host Terry Bradshaw, Ty Herndon, "American Country Countdown" host Bob Kingsley, Dorsey, Hawkeye's chili team member, KSCS's Vanna, and Hawkeye (wearing the "1996 Chili King" crown).

of being sensitive to community needs. Target the lifegroup.

### Protect The License

You will see morning shows pushing the envelope with the 35+ audience as stations reposition in clustering. Product managers will need to know new issues concerning communications law and general business law.

Human resources will be important as you manage more people. Downsizing will contribute to [an increased number of] discrimination and sexual harassment lawsuits.

### Radio Artists

Radio will need to be less cookie-cutter as the industry moves toward clustering and consolidation. Programmers are artists. Encourage and reward your staff for creativity. Take risks with a sense of urgency. Be confident, and take time to hire the best people to work in a great working environment.

### Radio Is A Business

As you grow as a product manager, you must help your business do more business. Create excitement in your product. Increase the cume, and understand sales must create more sales for the customer to pay for the debt service. Know how to get the job done. Be responsible for producing the result.

### Outmaneuver The Competition

Good programmers must make it a priority to lead the market.

- Make priorities of important situations.
- See value in every staff member.
- Help people grow to be successful.
- Check your ego at the front door.
- Have a passion for radio.
- Develop good people skills.
- Be persistent.
- Learn sales and negotiation.
- Enjoy life.



# JEFF FOXWORTHY

## “Redneck 12 Days Of Christmas”

From the album  
**Crank It Up - The Music Album**

**Going for adds December 2**



Merry Christmas Y'All  
© 1996 Warner Bros. Records Inc.





# Music City Honors Its Own

□ List of nominees for local honor gives insider's perspective of who's hot

Country will always claim the biggest piece of Nashville's musical pie, but the city's artistic community reflects a more diverse menu. In recent years, that broader scope has been indicated by the Nashville Music Awards.

Unlike awards that spotlight a specific style, the 36 Nashville Music Awards categories include such genres as jazz, blues, rap, and classical. With the nominees selected by a secret panel of local music industry representatives and critics, the list provides an interesting view of which Nashville-based performers command the respect of the city's insiders.

## Who's Up For What

**Martina McBride** and **Michael W. Smith**, two of last year's winners, announced the third annual award nominees last week during a press conference at the Hard Rock Cafe. The awards show, always an all-star affair, takes place February 12 at the Ryman Auditorium.

Country album nominees include **Trisha Yearwood's** "Everybody Knows," **Randy Travis's** "Full Circle," **Patty Loveless's** "The Trouble With The Truth," **Deana Carter's** "Did I Shave My Legs For This," and **BR5-49's** self-titled debut.

Beyond that, country gets no preferential treatment in any of the other categories. For instance, the male vocalist competition pits country's **Vince Gill**, **Ronnie Dunn**, and **John Cowan (Sky Kings)** against bluegrass singer **Del McCoury** and rhythm & blues vocalist **Earl Gaines**.

Yearwood and Loveless are the only mainstream country artists nominated for female vocalist. Others include **Jonell Mosser** (whose style encompasses country and rhythm & blues), **CeCe Winans** (part of the contemporary Christian duo **BeBe & CeCe Winans**), and

## COUNTRY FLASHBACK

### 1 YEAR AGO

- No. 1: "Tall Tall Trees"—**Alan Jackson**

### 5 YEARS AGO

- No. 1: "Then Again"—**Alabama**

### 10 YEARS AGO

- No. 1: "Give Me Wings"—**Michael Johnson**

### 15 YEARS AGO

- No. 1: "Bet Your Heart On Me"—**Johnny Lee**

### 20 YEARS AGO

- No. 1: "Thinking Of A Rendezvous"—**Johnny Duncan** (second week)

**Fleming McWilliams** (of the rock duo **Fleming & John**).

Song Of The Year nominations include **Paul Brandt's** "I Do" (which he wrote) and **Deana Carter's** "Strawberry Wine" (written by **Matraca Berg** and **Gary Harrison**). Also receiving nods: **Eric Clapton's** "Change The World" (written by **Wayne Kirkpatrick**, **Tommy Simms**, and **Gordon Kennedy**), **DC Talk's** "Jesus Freak" (written by **Toby McEehan** and **Mark Heimermann**), and **Steve Earle's** self-penned "Ellis Unit One."

As might be expected, country dominates the songwriter category, with **Tommy Simms** and **R.S. Field** being the only two nominees who aren't immediately identified with the style. Other songwriter nominees are **Gary Burr**, **Mark D. Sanders**, **Craig Wiseman**, **Skip Ewing**, **Matraca Berg**, **Gary Harrison**, **Bob DiPiero**, and **Bobby Braddock**.

The artist/songwriter category includes **Vince Gill**, **David Lee Murphy**, **Gretchen Peters**, **Steve Earle**, **John Hiatt**, **Gillian Welch**, **Gary Nicholson**, **Marshall Chapman**, and British native **Clive Gregson**.

In the producer category, **MCA/Nashville President Tony Brown** is the only name most mainstream country fans might immediately recognize. Other nominees are: **Ray Kennedy** (Steve Earle's "I Feel Alright"), pop producer **Peter Collins** (who has worked with **Nanci Griffith** and the **Indigo Girls**), **Brad Jones** (who produced the latest **Marshall Crenshaw** and **Jill Sobule** projects), and **Brown Bannister** (best known for his work with **Amy Grant** and other contemporary Christian acts).

Nominations aside, the winners will be decided by ballots appearing in local newspapers.

## More Gill Glory

**Vince Gill** won three more trophies at last week's **Christian Country Music Association** awards show at the Ryman Auditorium.

**Gill** won awards as Mainstream Country Artist and Musician, while the Video trophy went to "Go Rest High On That Mountain," directed by **John Lloyd Miller**.

Other award winners included **Lisa Dags** (Entertainer Of The Year), **Paula McCulla** (female vocalist), **Ken Holloway** (male vocalist), the **Fox Brothers** (vocal group), and **Seneca** (vocal duo). **Loretta Lynn** was honored with the organization's Living Legend award.

**Marty Smith**, host of the syndicated "Cross Country," took home the Radio Personality honor, and **WSSA/Morrow, GA** was named Radio Station Of The Year.

**Bryan White** co-hosted the awards show.

## Bits 'N' Pieces

Within 24 hours of its premiere, **Reba McEntire's** web site logged more than 103,000 hits from at least 20 nations. Although a dozen other fan-produced web sites exist, **Reba's** official pages may be accessed at [www.reba.com](http://www.reba.com).

• **Mavericks** lead vocalist **Raul Malo** and wife **Betty** are making room for their second son. Born November 14, **Victor Antonio Malo** arrived on brother **Dino's** first birthday.

• **Trace Adkins** will be the celebrity guest at the November 22

## Caryl Mack Parker

### NEW ARTIST FACT FILE

**Current Single:** "Better Love Next Time"

**Current Album, Label:** "Caryl Mack Parker," Magnatone/Square West

**Influences:** Patty Loveless, Trisha Yearwood, Karen Carpenter

### Background

Abilene, TX native **Caryl Mack Parker's** early musical memories include dancing to **Glen Campbell** records and listening closely to **Karen Carpenter**. "There was something in her voice that spoke to me," Parker reveals. "I imitated her early on."

While attending Abilene Christian University, she and husband **Scott Parker** formed a band that performed throughout the area. With the help of a music professor, an audition for the USO led to three summers of performing at military installations throughout the world.

Parker says, "I love to sing, I love to perform, and I love to travel, so we got to do all of those things. And we got paid."

"Our band would play anything from an officer's club on a big Air Force base in Korea to a little Marine training station in the jungles of the Philippines, with 15 guys in the cafeteria."

### Northwest To Nashville

After graduating, the Parkers moved to Portland, OR. She explains, "Scott had grown up in the Northwest. We found a booking agent who put us on the nightclub circuit through California, Oregon, and Washington. We fell in love with the Portland area. We finally wanted to put down roots somewhere, and it was an economical place to live."

In addition to touring, Scott opened a recording studio and wrote songs. The activity led to her independent debut album "Smoke And Mirrors," which eventually made its way to Nashville.

After several extended visits, the Parkers moved to Nashville in '94. They met **Little Texas** manager-producer **Christy DiNapoli**, who helped Scott secure a publishing deal while devoting additional attention to developing Caryl's singing career.

She says, "In the scheme of things, it might look like I came out of nowhere, but there was a lot of history. For about a year and a half after we moved to Nashville, I just focused on my writing. I felt great as a singer and musician. I felt like I had the live performance and studio thing under my belt, but my



Caryl Mack Parker

songwriting was what I needed to concentrate on."

**DiNapoli** scheduled studio time for her to record. Parker recalls, "When we began looking for a deal, he wanted to form his own record label. So he formed his label [Square West], and we partnered up with Magnatone after [CEO] **Jim Mazza** heard my tape from a friend he played tennis with."

Magnatone's reception to the music was encouraging. "We had recorded five songs, and they loved everything we had done," she says. A month after the June meeting, Parker went back to the studio to complete her self-titled debut for Magnatone/Square West.

### The Single

Parker co-wrote the first single, "Better Love Next Time," with **Kim Patton**. Although Patton has enjoyed success as a contemporary Christian songwriter, this is her first country single.

Parker explains, "She was the first writer I wrote with after I moved to Nashville. When this song came about, she was a single mother with two children, struggling to make it as a songwriter. It was really a therapeutic song for her. She has found her 'Better Love Next Time.' Since it was written, she's found a new husband. It's really a celebratory song for her."

Parker and Patton have shared a common experience during their separate live performances of the song. Parker says, "Both of us have had women come up to us with tears in their eyes, saying, 'That's my song. That's me. That's my story.'"

• When bluegrass legend **Ralph Stanley** appeared on the Grand Ole Opry to celebrate his 50th anniversary in the music business, he received congratulatory notes from **Bill Clinton** and **Bob Dylan**.

— Calvin Gilbert



**ALL BECAUSE OF DARYLE** — Legendary songwriter **Hank Cochran** was among the well-wishers at a recent party celebrating the release of **Daryle Singletary's** new *Giant* album, "All Because Of You." Cochran co-wrote the track "Even The Wind" with **Tim Johnson**, who wrote Singletary's hit "I Let Her Lie." Visiting before Singletary's acoustic performance at the party (l-r) are: Engineer **Kevin Benit**, Singletary, Cochran, and Giant President **James Stroud**.



# COUNTRY REPORTERS

Stations and their adds listed alphabetically by market

<b>WQMX/Akron, OH</b> PD: Kevin Mason MD: Bill Shel 18 LONESTAR 18 CLINT BLACK 18 TRAVIS TRITT	<b>WYRK/Buffalo, NY</b> PD: Ken Johnson MD: Pat O'Brien 12 GARY ALLAN 12 FAITH HILL 12 BRYAN WHITE 12 TRISHA YEARWOOD	<b>KYNG/Dallas, TX</b> PD: Dan Pearson MD: Stacey Tackett 20 VINCE GILL 20 BROOKS & DUNN 20 MILA MASON	<b>WRNS/Greenville, NC</b> PD: Wayne Carlisle MD: Dale Knippers 23 TRAVIS TRITT 23 CLINT BLACK 14 DARYLE SINGLETARY 13 STEPHANIE BENTLEY 9 GENE WATSON 9 LONESTAR	<b>WVVK/Knoxville, TN</b> PD: Les Acree MD: Chris Huff 14 PAUL BRANDT 14 TOBY KEITH 14 SAMMY KERSHAW	<b>WBOB/Minneapolis, MN</b> PD: Bob Wood 16 TONY KEITH 16 CHRIS WARD 16 JAMES BONAMY 17 TRAVIS TRITT 7 JOHN BERRY 7 BLACKHAWK	<b>KPLM/Palm Springs, CA</b> PD/MD: Al Gordon 41 CLINT BLACK 15 DARYLE SINGLETARY 41 STEVE KOLANDER 41 TRAVIS TRITT 14 BRADY SEALS	<b>WBEE/Rochester, NY</b> PD: Bob Barnett MD: Coyote Collins 15 CLINT BLACK 5 SHANIA TWAIN 5 MINDY MCCREADY 5 DERYL DODD 5 LONESTAR	<b>KDRK/Spokane, WA</b> PD: Tim Roberts APD/MD: T.C. Patrick 15 CLINT BLACK 8 SHANIA TWAIN 8 TRAVIS TRITT 8 BRADY SEALS	<b>KNUE/Tyler, TX</b> PD: Amy Austin MD: Chuck McKinley 7 CLINT BLACK 7 PAUL BRANDT 7 BILLY DEAN 7 MARK WILLS 7 SAMMY KERSHAW
<b>WGNA/Albany, NY</b> MD: Fred Horton MD: Bill Earley 20 CLINT BLACK 13 JAMES BONAMY 13 WYNONNA 13 LONESTAR 13 SHANIA TWAIN	<b>KHAK/Cedar Rapids, IA</b> PD: Jeff Winfield MD: Dawn Johnson 23 SHANIA TWAIN 8 MARK WILLS 8 MAVERICKS	<b>WGNE/Daytona Beach, FL</b> PD: John Rivers 20 CLINT BLACK 11 PAUL BRANDT 11 COLLIN RAYE 11 TOBY KEITH	<b>WESS/Greenville, SC</b> MD: John Landrum 18 SAMMY KERSHAW 18 COLLIN RAYE 5 MARK WILLS 5 BRADY SEALS	<b>WXKX/Lafayette, LA</b> PD: Renee Revett MD: Kelly Thompson 21 CLINT BLACK 12 TONY KEITH 11 TRAVIS TRITT 11 DARYLE SINGLETARY 6 BR5-49	<b>WKSJ/Mobile, AL</b> PD: Bill Clark MD: Ed Hix 12 CLINT BLACK 13 CLINT BLACK 9 JOHN BERRY 9 TRAVIS TRITT 9 COLLIN RAYE 9 BROOKS & DUNN 5 BRADY SEALS	<b>WXBM/Pensacola, FL</b> PD: Lynn West MD: Bruce Clark 15 DARYLE SINGLETARY 9 BILLY DEAN 9 TOBY KEITH 9 TRAVIS TRITT 9 CLINT BLACK 9 MARTY STUART	<b>KNCI/Sacramento, CA</b> PD: Mark Evans MD: Jenifer Wood 15 TRAVIS TRITT 15 COLLIN RAYE 15 CLINT BLACK 5 BRADY SEALS	<b>KNFR/Spokane, WA</b> PD: Jay Daniels MD: Paul Neuman No Adds	<b>WFRG/Utica-Rome, NY</b> PD/MD: Chris Atkins 7 CLINT BLACK 7 TOBY KEITH 7 LONESTAR 7 TRAVIS TRITT 7 BRADY SEALS
<b>KRST/Albuquerque, NM</b> PD: Jim Patrick MD: Chaz Malibu 12 LONESTAR 12 JAMES BONAMY 5 JO DEE MESSINA 5 BILLY DEAN	<b>WIXY/Champaign, IL</b> PD/MD: Rob Kelley 12 TOBY KEITH 7 LYLE LOVETT 5 BRADY SEALS	<b>KYGO/Denver, CO</b> PD: John St. John MD: Jennifer Page 13 CLINT BLACK 13 ALABAMA 5 LONESTAR 5 COLLIN RAYE 5 STEPHANIE BENTLEY 5 MAVERICKS	<b>WSSJ/Greenville, SC</b> PD: Mike Chapman APD: Kerry Owen MD: Dade Walker 10 MARK WILLS 10 SHANIA TWAIN	<b>WIOV/Lancaster, PA</b> PD: Brother Weems MD: Robin Williams 12 TRAVIS TRITT 12 TRAVIS TRITT 12 CLINT BLACK 5 STEPHANIE BENTLEY 5 CRYSTAL BERNARD 5 COLLIN RAYE 5 BROOKS & DUNN 5 BRADY SEALS	<b>KATM/Modesto, CA</b> PD: Ed Hill MD: Chris Costa 13 CLINT BLACK 12 CLINT BLACK 9 JOHN BERRY 9 TRAVIS TRITT 9 COLLIN RAYE 9 BROOKS & DUNN 5 BRADY SEALS	<b>WXCL/Peoria, IL</b> PD: Mike Hamilton MD: Joe Cameron 14 CLINT BLACK 14 MAVERICKS 6 BURNIN' DAYLIGHT 6 BRADY SEALS 6 WESTERN FLYER	<b>WKCC/Saginaw, MI</b> PD/MD: Rick Walker 7 TOBY KEITH 7 JAMES BONAMY 7 TY HERNDON	<b>WIL/St. Louis, MO</b> PD: Ray Measle MD: Mark Langston 18 TY HERNDON 18 CRYSTAL BERNARD 5 JEFF WOOD 5 RHETT AKINS	<b>KJUG/Visalia, CA</b> PD/MD: Dave Daniels 15 LONESTAR 15 JOHN BERRY
<b>KRRV/Alexandria, LA</b> PD: Michael Bailey MD: Scott Bryant 12 BRADY SEALS 12 COLLIN RAYE 12 JO DEE MESSINA 12 TRAVIS TRITT	<b>WIBU/Charleston, SC</b> PD: Charlie Lindsay MD: John Dixon 15 RICK TREVINO 15 DARYLE SINGLETARY 15 TRAVIS TRITT 15 COLLIN RAYE	<b>KJJY/Des Moines, IA</b> PD: Beverlee Brannigan MD: Eddie Hatfield 21 CLINT BLACK 21 JAMES BONAMY 7 MILA MASON	<b>WSSJ/Greenville, SC</b> PD: Mike Chapman APD: Kerry Owen MD: Dade Walker 10 MARK WILLS 10 SHANIA TWAIN	<b>WIOV/Lancaster, PA</b> PD: Brother Weems MD: Robin Williams 12 TRAVIS TRITT 12 TRAVIS TRITT 12 CLINT BLACK 5 STEPHANIE BENTLEY 5 CRYSTAL BERNARD 5 COLLIN RAYE 5 BROOKS & DUNN 5 BRADY SEALS	<b>KATM/Modesto, CA</b> PD: Ed Hill MD: Chris Costa 13 CLINT BLACK 12 CLINT BLACK 9 JOHN BERRY 9 TRAVIS TRITT 9 COLLIN RAYE 9 BROOKS & DUNN 5 BRADY SEALS	<b>WXCL/Peoria, IL</b> PD: Mike Hamilton MD: Joe Cameron 14 CLINT BLACK 14 MAVERICKS 6 BURNIN' DAYLIGHT 6 BRADY SEALS 6 WESTERN FLYER	<b>WKCC/Saginaw, MI</b> PD/MD: Rick Walker 7 TOBY KEITH 7 JAMES BONAMY 7 TY HERNDON	<b>WIL/St. Louis, MO</b> PD: Ray Measle MD: Mark Langston 18 TY HERNDON 18 CRYSTAL BERNARD 5 JEFF WOOD 5 RHETT AKINS	<b>KJUG/Visalia, CA</b> PD/MD: Dave Daniels 15 LONESTAR 15 JOHN BERRY
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<b>KRRV/Alexandria, LA</b> PD: Michael Bailey MD: Scott Bryant 12 BRADY SEALS 12 COLLIN RAYE 12 JO DEE MESSINA 12 TRAVIS TRITT	<b>WIBU/Charleston, SC</b> PD: Charlie Lindsay MD: John Dixon 15 RICK TREVINO 15 DARYLE SINGLETARY 15 TRAVIS TRITT 15 COLLIN RAYE	<b>KJJY/Des Moines, IA</b> PD: Beverlee Brannigan MD: Eddie Hatfield 21 CLINT BLACK 21 JAMES BONAMY 7 MILA MASON	<b>WSSJ/Greenville, SC</b> PD: Mike Chapman APD: Kerry Owen MD: Dade Walker 10 MARK WILLS 10 SHANIA TWAIN	<b>WIOV/Lancaster, PA</b> PD: Brother Weems MD: Robin Williams 12 TRAVIS TRITT 12 TRAVIS TRITT 12 CLINT BLACK 5 STEPHANIE BENTLEY 5 CRYSTAL BERNARD 5 COLLIN RAYE 5 BROOKS & DUNN 5 BRADY SEALS	<b>KATM/Modesto, CA</b> PD: Ed Hill MD: Chris Costa 13 CLINT BLACK 12 CLINT BLACK 9 JOHN BERRY 9 TRAVIS TRITT 9 COLLIN RAYE 9 BROOKS & DUNN 5 BRADY SEALS	<b>WXCL/Peoria, IL</b> PD: Mike Hamilton MD: Joe Cameron 14 CLINT BLACK 14 MAVERICKS 6 BURNIN' DAYLIGHT 6 BRADY SEALS 6 WESTERN FLYER	<b>WKCC/Saginaw, MI</b> PD/MD: Rick Walker 7 TOBY KEITH 7 JAMES BONAMY 7 TY HERNDON	<b>WIL/St. Louis, MO</b> PD: Ray Measle MD: Mark Langston 18 TY HERNDON 18 CRYSTAL BERNARD 5 JEFF WOOD 5 RHETT AKINS	<b>KJUG/Visalia, CA</b> PD/MD: Dave Daniels 15 LONESTAR 15 JOHN BERRY
<b>KRRV/Alexandria, LA</b> PD: Michael Bailey MD: Scott Bryant 12 BRADY SEALS 12 COLLIN RAYE 12 JO DEE MESSINA 12 TRAVIS TRITT	<b>WIBU/Charleston, SC</b> PD: Charlie Lindsay MD: John Dixon 15 RICK TREVINO 15 DARYLE SINGLETARY 15 TRAVIS TRITT 15 COLLIN RAYE	<b>KJJY/Des Moines, IA</b> PD: Beverlee Brannigan MD: Eddie Hatfield 21 CLINT BLACK 21 JAMES BONAMY 7 MILA MASON	<b>WSSJ/Greenville, SC</b> PD: Mike Chapman APD: Kerry Owen MD: Dade Walker 10 MARK WILLS 10 SHANIA TWAIN	<b>WIOV/Lancaster, PA</b> PD: Brother Weems MD: Robin Williams 12 TRAVIS TRITT 12 TRAVIS TRITT 12 CLINT BLACK 5 STEPHANIE BENTLEY 5 CRYSTAL BERNARD 5 COLLIN RAYE 5 BROOKS & DUNN 5 BRADY SEALS	<b>KATM/Modesto, CA</b> PD: Ed Hill MD: Chris Costa 13 CLINT BLACK 12 CLINT BLACK 9 JOHN BERRY 9 TRAVIS TRITT 9 COLLIN RAYE 9 BROOKS & DUNN 5 BRADY SEALS	<b>WXCL/Peoria, IL</b> PD: Mike Hamilton MD: Joe Cameron 14 CLINT BLACK 14 MAVERICKS 6 BURNIN' DAYLIGHT 6 BRADY SEALS 6 WESTERN FLYER	<b>WKCC/Saginaw, MI</b> PD/MD: Rick Walker 7 TOBY KEITH 7 JAMES BONAMY 7 TY HERNDON	<b>WIL/St. Louis, MO</b> PD: Ray Measle MD: Mark Langston 18 TY HERNDON 18 CRYSTAL BERNARD 5 JEFF WOOD 5 RHETT AKINS	<b>KJUG/Visalia, CA</b> PD/MD: Dave Daniels 15 LONESTAR 15 JOHN BERRY
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192 Total Reporters  
192 Current Reporters  
190 Current Playlists  
Reported Frozen Playlist (1):  
WGK/Youngstown, OH  
Did Not Report, Playlist Frozen (1):  
WPOC/Baltimore, MD









MIKE KINOSHIAN

## The Prodigal Son Returns ... With A Partner

### □ Scott Shannon's back at WMTX waking up Tampa

The need for a new WMTX/Tampa morning show arose when PD/morning driver Mason Dixon departed the Hot AC for crosstown WDAE-AM & WUSA-FM. WMTX GM Kevin Malone's talent search ended with someone with a strong national — and Tampa Bay — reputation.

Prior to programming WPLJ/New York, KQLZ-FM (Pirate Radio)/Los Angeles, and WHTZ (Z100)/New York, Scott Shannon had become a Tampa legend as WRBQ's morning personality. But Malone stresses, "Scott & Todd [Pettingill]'s syndicated morning show is so good that we probably would've put it on anyway. The fact that Scott was Tampa's biggest radio personality ever is gravy. Their show is very synergistic with the rest of our station. It's perfectly inline, musically and demographically, with Mix 96."

#### Total Recall

Before drawing up a contract, Malone tested the waters by incorporating perceptual questions into the station's weekly callout. "We asked about morning shows [generally] and Scott Shannon [specifically]. He had a 20-something share the last time he was here. For someone who has been gone 13 years, the guy still has huge recall. Of all the guys out there with big numbers — and big egos — Scott is the most down-to-earth person I know."

It's no market secret that Scott & Todd's morning show originates from New York, prompting Malone to comment, "Our competitors will most definitely cast slings and arrows about that. Some listeners may also be turned off by the fact that the show is from New York. But David Letterman comes out of New York, too. Their 800 line has been inundated with Tampa people calling them. Syndicated personalities like Bob & Tom and Mark & Brian do a good job for their affiliates, and we have the ability to put Scott in a place where people already know him. I think the radio industry is ready for this."

Scott & Todd's morning show accounts for 70% of each WMTX hour. "There are 18 minutes an hour away from the network," notes Malone. "We'll continue inserting news with our own news people, traffic, sports, weather, and local commercials. It all sounds pretty seamless."

Money, Malone claims, was never a factor in choosing syndication. "This isn't cheap. It wasn't done for any reason other than putting on the best possible morning show. This is a big show and we're spending a fortune to locally customize it."

Shannon and Pettingill each own homes in nearby Sarasota. Thus, it's possible the two could do the show, several times a year from Florida's Gulf Coast. "We'll try to work that out," comments Malone. "When it's 77 degrees here and 11 degrees there, they'll have fun doing the temperature for Tampa and New York City."



Kevin Malone



Chuck Morgan

#### Immediate Impact

Newly appointed WMTX PD Chuck Morgan believes it usually takes 18-24 months before new morning shows can have an impact. But Morgan says, "We feel this show can have immediate results because it's exceptional, and Scott's such a strong personality. Scott & Todd make people laugh out loud, and this market

hasn't had such a compelling show in quite some time. These guys are exceptional at what they do.

"Many guys like Mason Dixon and Cleveland Wheeler learned their craft from Scott. He's an incredible talent and offers enough differentiation in his show by delivering big-name guests. In Tampa-St. Pete, we don't often get Phil Collins, Rosie O'Donnell, Lionel Richie, Kevin Bacon, and Huey Lewis at the station in the same week. Scott & Todd get talent like that on a regular basis and that's a big bonus for us and our listeners."

Fresh from his programming stint at Hot AC WMC-FM/Memphis, Morgan realizes WMTX is in one of the country's toughest format battles. "It gets the competitive juices flowing and we're all excited. Kevin and Scott have been very easy to work with, and everyone has bought into the plan. People internally are aglow because they know this move gives us direction. There's no doubt the competition is good, but we'll be very tough to deal with as well because we feel we're headed on the right path."

## Mason Dixon's Line On WUSA's New Challenger

While he obviously won't offer any programming ideas to crosstown WMTX (Mix 96)'s morning drive competition, WDAE & WUSA (Kiss FM)/Tampa PD/morning man Mason Dixon doesn't appear worried about his new rivals.

"I'm not the least bit concerned about Scott Shannon & Todd Pettingill. You wouldn't believe what we've seen in our in-house research in just the first week. I'm a happy guy — and that should tell you something."

Dixon has sensed a Mix 96 change for several months, but laments, "The thing that surprises me the most is Scott didn't pick up the phone and call me — friend to friend. It's fine that he wants to expand his syndicated show, but that's the least he could've done for an old friend. He hurt my feelings by not being honest and upfront with me. I'm not mad or incensed; I'll get over it when the first books come out."

Following Dixon's departure, WMTX's numbers softened. "They're going to go even lower," he predicts. "We have a very likable morning show. It's more folksy and homey than it is cutting edge. Scott & Todd have zero Tampa Bay relatability. I'm not saying it's a 'bad' show, but it's so far removed from being a Tampa show. I can't see much interest and excitement about it."

"They haven't figured out how to work in local news without stepping all over themselves. They've yet to figure out how to dot the 'i's and cross the 't's. They rejoin the satellite in the middle of songs and conversations."

#### Mistakes Made

Disputing WMTX GM Kevin Malone's claim that Shannon is still well-remembered from his days at crosstown WRBQ (Q105), Dixon remarks, "People don't remember Scott and won't relate to him. As Richard Pryor says, 'I live here — he's just visiting.' When Scott bailed out of Tampa [in 1983], I chose to stay and make this my home. I wanted to do something that nobody had done before — take a station up after Scott Shannon leaves it. We obviously did that."

"Kevin Malone has made several big mistakes since he's been in that big chair — including letting me get out of there. He thought this would be a way to rattle me, [but] it only inspires me to greater heights."



Mason Dixon

## Scott & Todd: Shrewd Move Or Last-Ditch Effort?

### □ Industry legends going up against another in Tampa — via satellite

Somewhere in Art "Radio's Best Friend" Vuolo's massive videotape vault is footage of Scott Shannon's last day at then-CHR WRBQ/Tampa. With the familiar "New York, New York" used as an instrumental bed, we see the morning legend readying himself to take on the challenge of programming WHTZ-FM (Z100)/New York, which was low-rated WVNJ-FM.

Tears, hugs, and kisses abound and the rest — as CBS's Tom Snyder is so fond of saying with tongue in cheek — is history. Well, almost. That emotional scene happened in 1983. Now, another chapter has just been added. Fast forward to November 1, and Shannon's back — along with Hot AC WPLJ/New York tag team partner Todd Pettingill — via satellite for morning drive in Tampa.

The two, in essence, fill the hole created when Mason Dixon exited Hot AC WMTX-AM & FM (Mix 96) to program and helm mornings at crosstown WDAE-AM & WUSA-FM earlier this year. Upon his arrival, Dixon changed the simulcast combo from Mainstream AC to Hot AC as "Kiss FM," positioning the Gannett (soon-to-be Jacor) station directly against Mix 96.

The arrival of Scott & Todd has sparked some interesting reactions. Asserts WUSA President/GM Marc Kaye, "It's probably a last-ditch effort for them to try to salvage what's left. They decided not to keep Mason and that proved to be a disaster. WMTX is a station struggling to figure out what it is. This is another move for them to

try to stick their finger in the dam."

#### Promotional Backfire

When Dixon left WMTX, his former station utilized an extensive outdoor campaign. Recalls Kaye,



Marc Kaye

"That was another disaster for them. It was a negative campaign against Mason. Underneath a tube of toothpaste was the line, 'No more bad morning breath.' For years, they told advertisers how great he was and, now that he's gone, this is what they say about him. If they promote that Scott's back, anyone who is interested will probably tune in."

Contrasting the Shannon & Pettingill offering with such nationally syndicated mainstays as Howard Stern and Rush Limbaugh, Kaye reasons, "Those are basically talk shows with no hometown and can be plugged in anywhere. There are many unanswered questions about how [WMTX]

will be able to promote the show and how Tampa listeners will be able to relate to it. They would've been better off trying to invent a local morning show to create a new following. Instead, they decided to take the easy way out and plug in something else."

At the outset, Tampa Bay references complicated matters a bit for Scott and Todd. The duo obviously were reluctant to use WMTX's "Mix 96" handle, since "Mix 105" (WMXV/New York) was one of WPLJ's primary competitors. However, that problem took care of itself last Thursday (11/14) when WMXV became "The Buzz." Says Kaye, "Scott & Todd weren't able to say 'Mix,' so WMTX had to use drop-ins. The only people who may be interested are those who relocated from New York in the last year."

Although some people may remember Shannon from his Q105 days, Kaye notes that, "Nobody cares — it's been a very long time. A morning show's key is in its closeness to the community. Without that, it will be an uphill battle. It's probably a mistake for WMTX to expect that people will tune in because of Scott's history in the market. In addition, it's not [only] Scott's show — it's Todd's show, too. It's very much a partnership, and Scott doesn't take a lead in it."

#### Uphill Battle

While saying he has no idea how much WMTX is spending to import

the 'PLJ' morning duo, Kaye comments, "When you choose a path based on saving money, you usually wind up costing yourself a lot."

Regarding newly hired WMTX PD Chuck Morgan, Kaye remarks, "I feel bad for him because he doesn't have a morning show, and it will be very difficult for him to create a strong station without one. The morning show is your highest come of the day and has to be there to promote your contests. It's when you tell the most people what you're doing."

"Radio stations are anchored by their morning shows. I have no idea why a station would take a New York-based morning show and try to get people in Tampa Bay to listen and get involved with it. If you put your eggs in [the syndication basket] and it doesn't work, you've blown up your radio station."

As WMTX goes through an evolution, WDAE & WUSA will experience their own shortly, when new ownership arrives. Kaye says he wasn't surprised at Gannett's decision to leave the radio business. "Those of us who've been with the company for a number of years knew that Gannett had to either get heavily involved or get out. The company is more comfortable in a newspaper and television arena. While sad to be leaving Gannett, we're excited to join a company that's excited to be in the radio business."





# Vanessa Williams

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Coming In December

IMPACT DATE: NOVEMBER 25th



PRODUCED BY JEFF KIEVIT MANAGEMENT: JOHN DUKAKIS AND QADREE EL-AMIN FOR SOUTHPAW ENTERTAINMENT



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3W	2W	1W	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS				TOTAL STATIONS/ADDS
					TW	LW	2W	3W	
4	3	2	1	<b>JOURNEY</b> When You Love A Woman (Columbia)	2098	2139	2022	1904	93/0
2	1	1	2	<b>ELTON JOHN</b> You Can Make History (Young Again) (MCA)	2000	2148	2275	2139	89/0
1	2	3	3	<b>CELINE DION</b> It's All Coming Back To Me Now (550 Music)	1864	2041	2182	2295	88/0
9	8	6	4	<b>TONI BRAXTON</b> Un-break My Heart (LaFace/Arista)	1786	1624	1482	1322	86/0
15	11	7	5	<b>ROD STEWART</b> If We Fall In Love Tonight (Warner Bros.)	1662	1534	1133	688	88/0
5	4	4	6	<b>ERIC CLAPTON</b> Change The World (Reprise)	1591	1694	1791	1894	88/0
26	14	12	7	<b>BARBRA STREISAND &amp; BRYAN ADAMS</b> I Finally... (Columbia)	1585	1196	732	274	91/10
3	5	5	8	<b>DONNA LEWIS</b> I Love You Always Forever (Atlantic)	1440	1634	1749	1914	76/0
8	9	10	9	<b>MICHAEL BOLTON</b> Love Is The Power (Columbia)	1391	1442	1430	1411	79/0
10	10	11	10	<b>KENNY G</b> The Moment (Arista)	1359	1370	1314	1245	84/0
7	7	8	11	<b>BRYAN ADAMS</b> Let's Make A Night To Remember (A&M)	1348	1504	1499	1464	67/1
6	6	9	12	<b>PHIL COLLINS</b> Dance Into The Light (Face Value/Atlantic)	1216	1444	1586	1617	64/0
13	12	13	13	<b>MADONNA</b> You Must Love Me (Warner Bros.)	1190	1192	1030	918	76/1
<b>BREAKER</b>	11	13	14	<b>14 HUEY LEWIS &amp; THE NEWS</b> 100 Years From Now (Elektra/EEG)	838	680	536	448	58/8
	11	13	14	<b>15 MARIAH CAREY</b> Forever (Columbia)	765	903	962	1179	58/0
	29	21	16	<b>16 LIONEL RICHIE</b> Still In Love (Mercury)	680	478	241	5	66/14
20	19	16	17	<b>17 JORDAN HILL</b> How Many Times (143/Atlantic)	664	637	547	495	58/1
19	18	18	18	<b>18 AARON NEVILLE / ROBBIE ROBERTSON</b> Crazy Love (Reprise)	592	599	591	555	42/1
14	17	19	19	<b>19 VANESSA WILLIAMS</b> Where Do We Go From Here (Mercury)	531	560	595	706	38/0
30	26	23	20	<b>20 SEAL</b> Fly Like An Eagle (Warner Sunset/Atlantic)	492	433	288	191	35/4
12	15	20	21	<b>21 TINA TURNER</b> Missing You (Virgin)	482	498	705	1133	30/2
27	25	26	22	<b>22 MICHAEL ENGLISH</b> Freedom (Curb)	469	395	312	256	34/2
		27	23	<b>23 GLORIA ESTEFAN</b> I'm Not Giving You Up (Epic)	446	313	180	49	45/13
29	24	24	24	<b>24 BRIAN MCKNIGHT</b> Remember The Magic (Walt Disney)	439	401	353	300	46/2
24	23	25	25	<b>25 NATALIE COLE</b> When I Fall In Love (Elektra/EEG)	414	396	373	330	40/0
23	21	22	26	<b>WONDERS</b> That Thing You Do! (Epic)	389	466	436	425	24/0
	30	29	27	<b>27 CELINE DION</b> Send Me A Lover (MMI)	363	299	225	176	42/9
	27	28	28	<b>28 TONY RICH PROJECT</b> Leavin' (LaFace/Arista)	347	304	254	181	39/6
17	16	17	29	<b>29 DAVE KOZ</b> Don't Look Back (Capitol)	343	609	653	643	29/0
<b>DEBUT</b>			30	<b>30 PETER CETERA w/RONNA REEVES</b> S.O.S. (River North)	253	232	194	154	26/1

This chart reflects airplay from November 18-24. Songs ranked by total plays. Highlighted songs indicate Breaker. 97 AC reporters. 85 current playlists. Songs that are down or flat in plays for three consecutive weeks and below No. 15 are moved to recurrent. © 1996, R&R Inc.

### NEW & ACTIVE

**DC TALK** Just Between You And Me (Virgin)  
Total Stations: 12, Adds: 2, Plays: 207, WLEV 14 (10), WLIF 17 (17), WMJQ 28 (28), WAFY 19 (19), WALK 11 (9), WLZW 10 (10), WTCB 16 (16), WRVR 16 (16), WLAC 22 (21), WENS 30, WMGN 17 (17), KDAT 7.

**WILD ORCHID** At Night I Pray (RCA)  
Total Stations: 24, Adds: 0, Plays: 200, WWLI 10 (10), WRSR 5 (5), WLEV 5 (5), WMJQ 14 (14), WLZW 10 (10), WKWK 10 (10), WTCB 7 (7), WTVR 5 (5), WTFM 10 (10), WRVR 9 (7), WRDE 7 (7), WLQT 7 (7), WOOD 5 (5), WTP1 15 (15), WFMK 10 (10), WGLM 7 (7), WMGN 17 (17), WRVF 6 (6), WQLR 7 (7), KEZG 5 (5), WLTE 9 (9), KELO 8 (8), KZST 3 (3), KISC 9 (9).

**RICHARD PAGE** The Best Thing (Blue Thumb)  
Total Stations: 23, Adds: 0, Plays: 192, WRCH 10 (10), WWLI 10 (10), WLEV 5 (5), WAFY 12 (13), WKWK 20 (20), WTCB 7 (7), WTVR 5 (5), WDEF 5 (5), WOOF 8 (8), WTFM 10 (10), WRVR 9 (9), WLTS 5 (5), KMXR 17 (17), KMGL 7 (7), KQXT 7 (7), WRDE 7 (7), WAJI 5 (5), WOOD 5 (4), WFMK 10 (10), WGLM 7 (7), WQLR 7 (7), KWAV 5 (5), KISC 9 (9).

**BRUCE ROBERTS & DONNA SUMMER** Whenever There Is Love (Universal)  
Total Stations: 18, Adds: 6, Plays: 125, WRCH 7 (7), WWLI 10 (10), WLEV 5 (5), WLIF 7, WMJQ 14 (14), WKWK 5, WARM 6, WTVR 5 (5), WDEF 5 (5), WAHR 10 (5), WRVR 9 (7), KQXT 7 (7), WGLM 7 (7), KEZG 5, KELO 8, KCLI 5 (5), KOSI 5 (5), KWAV 5.

**AFKAP** Betcha By Golly Wow! (NPG/EMI)  
Total Stations: 14, Adds: 14, Plays: 104, WRCH 7, WWLI 5, WMAS 5, WBEB 5, WKWK 5, WTVR 5, WDEF 10, WOOF 15, KQXT 7, KMXZ 9, WLIT 10, WLQT 7, WGLM 7, WQLR 7.

**R. KELLY** I Believe I Can Fly (Jive)  
Total Stations: 13, Adds: 7, Plays: 88, WWLI 10 (5), WAFY 13, WMGS 7 (5), WTCB 7, WTVR 5, WDEF 5, WAHR 5, WLAC 7, KQXT 7 (7), WOOD 5, WGLM 7 (7), KCLI 5 (5), KOSI 5 (5).

**SIMPLY RED** Angel (EastWest/EEG)  
Total Stations: 12, Adds: 2, Plays: 77, WWLI 5, WRSR 5, WLZW 7 (7), WTVR 5 (5), WOOF 8 (8), WAHR 10 (5), KMXR 5 (5), KQXT 5 (5), WLQT 10 (10), WGLM 7 (7), KCLI 5 (5), KWAV 5 (5).

**FINE YOUNG CANNIBALS** The Flame (MCA)  
Total Stations: 10, Adds: 4, Plays: 65, WRCH 7, WWLI 10 (5), WTCB 7 (7), WTVR 5 (5), WAHR 5, KQXT 5 (5), WLQT 7, WGLM 7 (5), WQLR 7 (7), KWAV 5.

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

### BREAKERS

#### HUEY LEWIS & THE NEWS 100 Years From Now (Elektra/EEG)

TOTAL PLAYS/INCREASE: 838/158  
TOTAL STATIONS/ADDS: 58/8  
CHART: 14

### MOST ADDED

ARTIST TITLE LABEL(S)	ADDS
"AFKAP" Betcha By Golly Wow! (NPG/EMI)	14
LIONEL RICHIE Still In Love (Mercury)	14
GLORIA ESTEFAN I'm Not Giving You Up (Epic)	13
BARBRA STREISAND & BRYAN ADAMS I Finally... (Columbia)	10
CELINE DION Send Me A Lover (MMI)	9
HUEY LEWIS & THE NEWS 100 Years... (Elektra/EEG)	8
R. KELLY I Believe I Can Fly (Jive)	7
KENNY LOGGINS For The First Time (Columbia)	6
JOHN MELLENCAMP Just Another Day (Mercury)	6
TONY RICH PROJECT Leavin' (LaFace/Arista)	6
BRUCE ROBERTS & DONNA SUMMER Whenever... (Universal)	6

### MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
BARBRA STREISAND & BRYAN ADAMS I Finally... (Columbia)	+389
LIONEL RICHIE Still In Love (Mercury)	+202
TONI BRAXTON Un-break My Heart (LaFace/Arista)	+162
HUEY LEWIS & THE NEWS 100 Years... (Elektra/EEG)	+158
GLORIA ESTEFAN I'm Not Giving You Up (Epic)	+133
ROD STEWART If We Fall In Love Tonight (Warner Bros.)	+128
"AFKAP" Betcha By Golly Wow! (NPG/EMI)	+104
MICHAEL ENGLISH Freedom (Curb)	+74
CELINE DION Send Me A Lover (MMI)	+64
SEAL Fly Like An Eagle (Warner Sunset/Atlantic)	+59

### HOTTEST RECURRENTS

ARTIST TITLE LABEL(S)
CELINE DION Because You Loved Me (550 Music)
TRACY CHAPMAN Give Me One Reason (Elektra/EEG)
TONY RICH PROJECT Nobody Knows (LaFace/Arista)
JOHN MELLENCAMP Key West Intermezzo... (Mercury)
GLORIA ESTEFAN Reach (Epic)
PETER CETERA One Clear Voice (River North)
JANN ARDEN Insensitive (A&M)
EVERYTHING BUT THE GIRL Missing (Atlantic)
MICHAEL ENGLISH Your Love Amazes Me (Curb)
LIONEL RICHIE Ordinary Girl (Mercury)

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.

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Stations and their adds listed alphabetically by market

AC

Table listing AC stations and their reporters across various markets including Albany, NY; Chicago, IL; Dothan, AL; Kalamazoo, MI; Modesto, CA; Santa Barbara, CA; Albany, NY; Cincinnati, OH; Erie, PA; Knoxville, TN; Monterey, CA; Santa Rosa, CA; Seattle, WA; Nashville, TN; SiouxFalls, SD; Biloxi, MS; Hagerstown, MD; Hartford, CT; Charleston, WV; Charlotte, NC; Tucson, AZ; Utica, NY; Washington, DC; West Palm Beach, FL; Wheeling, WV; Wilkes-Barre, PA; Long Island, NY; Reno, NV; Louisville, KY; Madison, WI; Richmond, VA; Roanoke, VA; Saginaw, MI; Worcester, MA; York, PA; Youngstown, OH; Columbus, GA; Dallas, TX; Danbury, CT; Dayton, OH; Des Moines, IA; Denver, CO; Detroit, MI; Duluth, GA; Fayetteville, NC; Greenville, SC; Honolulu, HI; Jacksonville, FL; Little Rock, AR; Los Angeles, CA; Louisville, KY; Memphis, TN; Miami, FL; Milwaukee, WI; Nashville, TN; New York, NY; Norfolk, VA; Orlando, FL; Philadelphia, PA; Pittsburgh, PA; Providence, RI; Richmond, VA; Sacramento, CA; Salt Lake City, UT; San Antonio, TX; San Diego, CA; San Francisco, CA; Savannah, GA; Seattle, WA; Springfield, MA; Springfield, IL; Tampa, FL; Toledo, OH; Tulsa, OK; Waco, TX; Wichita, KS; Wilmington, NC; Youngstown, OH.

HOT AC

Table listing HOT AC stations and their reporters across various markets including Akron, OH; El Paso, TX; Modesto, CA; Richmond, VA; St. Louis, MO; Salt Lake City, UT; Salt Lake City, UT; San Antonio, TX; San Diego, CA; San Francisco, CA; Savannah, GA; Seattle, WA; Springfield, MA; Springfield, IL; Tampa, FL; Toledo, OH; Tulsa, OK; Waco, TX; Wichita, KS; Wilmington, NC; Youngstown, OH; Akron, OH; El Paso, TX; Modesto, CA; Richmond, VA; St. Louis, MO; Salt Lake City, UT; Salt Lake City, UT; San Antonio, TX; San Diego, CA; San Francisco, CA; Savannah, GA; Seattle, WA; Springfield, MA; Springfield, IL; Tampa, FL; Toledo, OH; Tulsa, OK; Waco, TX; Wichita, KS; Wilmington, NC; Youngstown, OH.

97 Total Reporters
96 Current Reporters
85 Current Playlists
Reported Frozen Playlist (4):
WEZNBridgeport, CT
WKTKGainesville, FL
WPEZMacon, GA
KGBYSacramento, CA
Did Not Report, Playlist Frozen (7):
WROEAppleton, WI
WSNYColumbus, OH
WMAGGreensboro, NC
WLTEMinneapolis, MN
KISCSpokane, WA
KEZKSt. Louis, MO
WRVFToledo, OH
Did Not Report For Two Consecutive Weeks; Data Not Used (1):
WNNKCincinnati, OH

72 Total Reporters
72 Current Reporters
64 Current Playlists
Reported Frozen Playlist (4):
WWMXBaltimore, MD
WBMXBoston, MA
WRALRaleigh, NC
WNSNSouth Bend, IN
Did Not Report, Playlist Frozen (4):
WHBCCanton, OH
WRTSErie, PA
WMXLLexington, KY
KSTPMinneapolis, MN

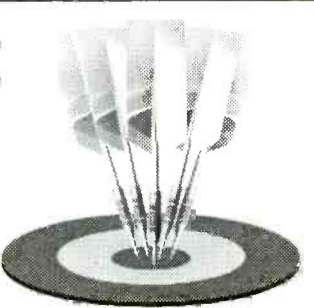
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NOVEMBER 22, 1996

3W	2W	LW	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS				TOTAL STATIONS/ADDS
					TW	LW	2W	3W	
4	3	2	1	<b>JOURNEY</b> When You Love A Woman (Columbia) 2383 2478 2410 2335 67/0					
1	1	1	2	<b>CELINE DION</b> It's All Coming Back To Me Now (550 Music) 2333 2501 2588 2620 66/0					
2	2	3	3	<b>DONNA LEWIS</b> I Love You Always Forever (Atlantic) 2305 2470 2496 2494 69/0					
6	5	5	4	<b>ALANIS MORISSETTE</b> Head Over Feet (Maverick/Reprise) 2170 2055 1848 1725 62/1					
3	4	4	5	<b>ERIC CLAPTON</b> Change The World (Reprise) 2110 2192 2262 2360 67/0					
14	10	9	6	<b>SEAL</b> Fly Like An Eagle (Warner Sunset/Atlantic) 1799 1578 1351 1194 69/0					
9	7	7	7	<b>MERRIL BAINBRIDGE</b> Mouth (Universal) 1663 1662 1671 1568 61/1					
8	8	8	8	<b>BRYAN ADAMS</b> Let's Make A Night To Remember (A&M) 1639 1631 1628 1605 59/1					
5	6	6	9	<b>JOHN MELLENCAMP</b> Key West Intermezzo (I Saw...) (Mercury) 1479 1678 1704 1838 54/0					
7	9	10	10	<b>DISHWALLA</b> Counting Blue Cars (A&M) 1430 1544 1576 1625 48/0					
17	12	12	11	<b>DC TALK</b> Just Between You And Me (Virgin) 1324 1238 1190 1106 55/1					
11	11	11	12	<b>HOOTIE &amp; THE BLOWFISH</b> I Go Blind (Reprise) 1315 1378 1314 1243 43/1					
28	25	20	13	<b>NO DOUBT</b> Don't Speak (Trauma/Interscope) 1190 834 497 353 48/14					
22	20	15	14	<b>SHERYL CROW</b> If It Makes You Happy (A&M) 1183 1014 861 703 50/6					
<b>BREAKER</b>	15			<b>BARBRA STREISAND &amp; BRYAN ADAMS</b> I Finally... (Columbia) 1003 679 353 93 50/12					
13	14	13	16	<b>TRACY CHAPMAN</b> Give Me One Reason (Elektra/EEG) 955 1061 1100 1217 39/0					
25	23	21	17	<b>ROD STEWART</b> If We Fall In Love Tonight (Warner Bros.) 933 825 635 467 49/3					
18	16	16	18	<b>MADONNA</b> You Must Love Me (Warner Bros.) 927 1000 1059 975 49/0					
<b>BREAKER</b>	19			<b>TONI BRAXTON</b> Un-break My Heart (LaFace/Arista) 878 743 564 401 38/3					
24	21	24	20	<b>NO MERCY</b> Where Do You Go (Arista) 787 736 680 667 28/1					
10	13	14	21	<b>PHIL COLLINS</b> Dance Into The Light (Face Value/Atlantic) 772 1059 1181 1247 34/0					
12	17	18	22	<b>MELISSA ETHERIDGE</b> Nowhere To Go (Island) 685 945 1058 1235 31/0					
19	19	22	23	<b>WONDERS</b> That Thing You Do! (Epic) 554 807 908 966 28/0					
—	—	29	24	<b>GREASE MEGAMIX</b> Grease Megamix (Polydor/A&M) 525 317 189 127 28/10					
30	27	28	25	<b>HUEY LEWIS &amp; THE NEWS</b> 100 Years From Now (Elektra/EEG) 514 464 371 340 28/1					
26	26	27	26	<b>HOOTIE &amp; THE BLOWFISH</b> Sad Caper (Atlantic) 498 492 454 446 24/1					
—	30	—	27	<b>SUSANNA HOFFS</b> All I Want (London/Island) 392 298 257 134 25/2					
<b>DEBUT</b>			28	<b>DUNCAN SHEIK</b> Barely Breathing (Atlantic) 371 263 179 155 20/4					
<b>DEBUT</b>			29	<b>JEWEL</b> You Were Meant For Me (Atlantic) 299 167 147 140 18/6					
—	29	30	30	<b>MICHAEL BOLTON</b> Love Is The Power (Columbia) 294 304 327 299 13/0					

This chart reflects airplay from November 18-24. Songs ranked by total plays. Highlighted songs indicate Breaker. 72 Hot AC reporters. 64 current playlists. Songs that are down or flat in plays for three consecutive weeks and below No. 15 are moved to recurrent. © 1996, R&R Inc.

## NEW &amp; ACTIVE

**BODEANS** Hurt By Love (Slash/Reprise)

Total Stations: 16, Adds: 1, Plays: 273, WDAQ 14, WKEE 27 (27), WRQX 5 (5), WWSN 19 (19), WQSM 15 (15), WMBX 21 (2), KKMY 18 (18), KHM 18 (15), KSMG 5 (5), WTMX 23 (20), WQAL 12, WKQI 22 (16), WKTI 24 (13), KSTP 34 (34), KMAJ 9 (9).

**CARDIGANS** Lovefool (Mercury)

Total Stations: 12, Adds: 4, Plays: 240, WBMX 7 (7), WDAQ 13, WTIC 10, WMXV 28, WQSM 20 (10), WMBX 6, KDMX 7 (9), KHM 24 (5), KALC 40 (25), KYSR 26 (16), KOSO 5 (5), KFMB 54 (35).

**JOHN MELLENCAMP** Just Another Day (Mercury)

Total Stations: 15, Adds: 14, Plays: 179, WVA 11, WPLJ 15, WCGQ 10, WQSM 30, WMY 7, WKYE 7, WXIL 22, WMTX 5, WMC 5, WMXS 12, KKMY 8, WKDD 15, WTMX 9 (6), WAZY 7, KATF 16.

**AFKAP** Betcha By Golly Wow! (NPG/EMI)

Total Stations: 11, Adds: 11, Plays: 169, WJLK 5, WWSN 32, WQMZ 19, WQSM 30, WKYE 5, WMXS 25, KKMY 8, WKDD 18, WAZY 7, KBEE 3, KPLZ 17.

**EN VOGUE** Don't Let Go (Love) (EastWest/EEG)

Total Stations: 7, Adds: 2, Plays: 154, WRTS 20 (20), WKEE 7, WBLI 42 (42), WMXS 25 (25), KSII 24 (20), KALC 15 (20), KPLZ 21.

**FIONA APPLE** Shadowboxer (Work)

Total Stations: 8, Adds: 1, Plays: 130, WBMX 8 (8), WMTX 5, KHM 13 (22), WMMX 20 (20), WKQI 18 (18), KALC 8 (7), KYSR 16 (16), KFMB 42 (25).

**COUNTING CROWS** A Long December (DGC/Geffen)

Total Stations: 10, Adds: 8, Plays: 128, WMTX 28, WQMZ 15 (15), WQSM 7, WKYE 7, WXIL 22, KKMY 8, KHM 5, KSMG 5, KYSR 26 (26), KOSO 5.

**R.E.M.** Bittersweet Me (Warner Bros.)

Total Stations: 9, Adds: 1, Plays: 112, WBMX 8 (8), WKEE 10, WBLI 18 (18), WXIL 22 (22), KKMY 8 (8), WKDD 15 (15), WQAL 12 (12), KMAJ 9 (9), KALC 10 (20).

**CRANBERRIES** When You're Gone (Island)

Total Stations: 7, Adds: 4, Plays: 89, WMTX 28, WMC 5, KKMY 8, WKDD 12 (12), WTMX 9 (10), WAZY 18 (11), KMAJ 9.

**GLORIA ESTEFAN** I'm Not Giving You Up (Epic)

Total Stations: 7, Adds: 4, Plays: 86, WBLI 18, WHUD 8 (6), WMY 8 (7), WKYE 10 (7), WMJY 6, WGN 16, KSII 20.

**ELEANOR MCEVOY** Precious Little (Columbia)

Total Stations: 7, Adds: 2, Plays: 84, WBMX 21 (21), WMTX 6, WMC 14 (12), KKMY 8, KDMX 9 (9), KSMG 5 (5), WTMX 21 (22).

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

## BREAKERS®

## BARBRA STREISAND &amp; BRYAN ADAMS

## I Finally Found Someone (Columbia)

TOTAL PLAYS/INCREASE 1003/324 TOTAL STATIONS/ADDS 50/12 CHART 15

## TONI BRAXTON

## Un-break My Heart (LaFace/Arista)

TOTAL PLAYS/INCREASE 878/135 TOTAL STATIONS/ADDS 38/3 CHART 19

## MOST ADDED®

ARTIST TITLE LABEL(S)	ADDS
<b>JOHN MELLENCAMP</b> Just Another Day (Mercury)	14
<b>NO DOUBT</b> Don't Speak (Trauma/Interscope)	14
<b>BARBRA STREISAND &amp; BRYAN ADAMS</b> I Finally... (Columbia)	12
"AFKAP" Betcha By Golly Wow! (NPG/EMI)	11
<b>GREASE MEGAMIX</b> Grease Megamix (Polydor/A&M)	10
<b>COUNTING CROWS</b> A Long December (DGC/Geffen)	8
<b>SHERYL CROW</b> If It Makes You Happy (A&M)	6
<b>JEWEL</b> You Were Meant For Me (Atlantic)	6
<b>CARDIGANS</b> Lovefool (Mercury)	4
<b>CRANBERRIES</b> When You're Gone (Island)	4
<b>GLORIA ESTEFAN</b> I'm Not Giving You Up (Epic)	4
<b>DUNCAN SHEIK</b> Barely Breathing (Atlantic)	4

## MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
<b>NO DOUBT</b> Don't Speak (Trauma/Interscope)	+356
<b>BARBRA STREISAND &amp; BRYAN ADAMS</b> I Finally... (Columbia)	+324
<b>SEAL</b> Fly Like An Eagle (Warner Sunset/Atlantic)	+221
<b>GREASE MEGAMIX</b> Grease Megamix (Polydor/A&M)	+208
<b>JOHN MELLENCAMP</b> Just Another Day (Mercury)	+173
"AFKAP" Betcha By Golly Wow! (NPG/EMI)	+169
<b>SHERYL CROW</b> If It Makes You Happy (A&M)	+169
<b>TONI BRAXTON</b> Un-break My Heart (LaFace/Arista)	+135
<b>JEWEL</b> You Were Meant For Me (Atlantic)	+132
<b>CARDIGANS</b> Lovefool (Mercury)	+128

## HOTTEST RECURRENTS

ARTIST TITLE LABEL(S)
<b>ALANIS MORISSETTE</b> You Learn (Maverick/Reprise)
<b>AMANDA MARSHALL</b> Birmingham (Epic)
<b>JANN ARDEN</b> Insensitive (A&M)
<b>JEWEL</b> Who Will Save Your Soul (Atlantic)
<b>NATALIE MERCHANT</b> Jealousy (Elektra/EEG)
<b>GIN BLOSSOMS</b> Follow You Down (A&M)
<b>HOOTIE &amp; THE BLOWFISH</b> Tucker's Town (Atlantic)
<b>CELINE DION</b> Because You Loved Me (550 Music)
<b>NATALIE MERCHANT</b> Wonder (Elektra/EEG)
<b>GOO GOO DOLLS</b> Name (Metal Blade/WB)

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.

# CALL-OUT



Call now for 1997 budgeting. (303) 922-5600.





CAROL ARCHER

## Separating Format Fact From Format Fiction

□ Debunking the myths that programmers, AEs, and labels hear every day

Misconceptions about NAC run rampant everywhere — among ad agency buyers, in the consumer press, at competing stations in other formats, in parts of the record community, and sometimes even on the staffs of NAC stations themselves. Let's set the record straight.

**Fiction: NAC is a niche format.**

**Fact:** Puh-lease! Just look at the shares being generated in Los Angeles, Chicago, San Francisco, Philadelphia, Washington, Phoenix, Kansas City, Richmond, and Tampa. Top 5 rankings 25-54 are now the rule, not the exception, for many major-market NAC stations. And in the top markets, comes in the 500,000-1 million range are now a reality ... that's no niche! **Broadcast Architecture** has increased its 32-station NAC client roster by 16 stations in two years' time.

NAC has experienced greater growth in terms of new sign-ons — a whopping 53% in the past year — than any other format. And NAC station revenues increased nearly 76% in the three-year period between January 1993 and December 1995, a far greater gain than any format, beating the second-place Spanish and third-place Alternative finishers by 25%. Any way you look at it — revenue increases, new sign-ons, or ratings gains — NAC is expanding exponentially.

**Fiction: NAC is a low-budget format-in-a-box.**

**Fact:** Just as with any viable commercial radio format, NAC must be supported with the requisite investments in personnel and other essential resources. Every successful NAC radio station is programmed by an experienced PD with depth of knowledge in the format. (Most PDs — unless they're great jocks — are best kept off-air. After all, a good PD who's a mediocre air talent sets the bar low for the rest of the airstaff.)

They frequently hire consultants for their guidance and objectivity.

They conduct audience research and implement their findings wisely. They invest in a talented staff — from music directors to air personalities to production people to AEs and management — and recognize that you get what you pay for. They allocate realistic marketing and promotion expenditures. NAC delivers an audience of exceedingly high qualitative characteristics, and it has proven its worth as a highly lucrative format beyond any doubt. But it is not a magic bullet. In NAC, as Broadcast Architecture CEO **Frank Cody** says, "You reap what you sow."

**Fiction: NAC is Beautiful Music for yuppies.**

**Fact:** Beautiful Music was never — not for one second — about musical artistry. It was a true mood service — a musical drug — conceived by pioneering broadcasters like **Gordon McLendon** in the 1950s. Saccharine, mind-numbing, string-heavy covers (think **Mantovani** or **Ray Coniff Singers**) created a background sonic pastiche intended to soothe affluent, upper-demo "organization men" and their happy-homemaker wives facing the threat of Cold War atomic annihilation, lulling them into a sonombulent state receptive to spots for Cadillacs, laxatives, and dental adhesives. The operative word is "background."

By contrast, NAC — while instrumental-based — possesses a rhythmic pulse and compelling artistry which allow it to become foreground listening material. At the same time, it is smooth and relaxing enough for listening at work or at home. NAC music is not only

incredibly vital, it is performed by artists who actually exist and tour extensively. Another crucial difference is that it appeals to a far younger demo than Beautiful Music did, with core strength among the 35-44 cell.

Most importantly, NAC's music is rightly perceived as being hip, cool, and creative by its legion of fans. NAC aficionados can properly claim pride in artists ranging from **David Sanborn** to **Count Basic**, **Joe Sample** to **Rick Braun**, **Sade** to **Marilyn Scott**, **Marc Antoine** to **Paul Taylor**, **Bobby Caldwell** to **Boney James**, and **Peter White** to **Herbie Hancock**, all of whom call the NAC format home. NAC listeners adore "their" artists and refer to them by their first names — "Boney," "Richard," "Peter," "Keiko" — just the way PDs and MDs do. Does anyone know Mantovani's first name? Did anyone ever attend a **1001 Strings** concert?

**Fiction: NAC is dependent upon ethnic listeners for its success.**

**Fact:** One of NAC's most striking and important qualitative characteristics is its multiethnic appeal: NAC's music is so universally appealing that it's colorblind. For many NAC stations, minority listeners comprise a significant — and particularly ardent — core group. While NAC, in many major markets, delivers African-American listeners in far greater proportion than they are represented in the population at large, NAC also flourishes in markets like Tampa, Portland, and Phoenix, where minority listener-ship is relatively small.

**Fiction: NAC doesn't sell records.**

**Fact:** According to **Soundscan**, NAC record sales increased 51% in the first six months of 1996. Adults don't always run to a record store the moment they hear a track, but



**DOING WHAT THEY DO BEST** — Talking simultaneously! Carol Archer and WQCD/NY acting PD Steve Williams engage in the fine art of conversation during their recent reunion in San Francisco.

they are very, very interested in new music. **KTWV/Los Angeles PD Chris Brodie** says her station's interactive Wave Listener Line allows callers to hear the hooks of every song played on the station by entering the day and hour of its airplay via telephone. *The line gets 7000-10,000 inquiries a month!* It's probably safe to assume that the calls aren't simply idle curiosity: Many callers wish to purchase those titles. But Brodie says that all too frequently, listeners aren't able to find those CDs stocked at area retail stores. If your label wants to maximize airplay and create the opportunity to move product, make sure it's both available and easy to find.

**Fiction: NAC is "fake jazz."**

**Fact:** In the 1950s, **Duke Ellington**, who knew a thing or two about jazz, predicted the future synthesis of jazz with pop music. The music played on NAC radio is, in great measure, informed by jazz sensibilities. Jazz influences form the musical heart of the format. Consider the success of high-testing, image-enhancing tracks by jazz greats like **Joe Sample** or **Herbie Hancock** and their value to NAC.

Unlike traditional jazz, it is highly melodic and contains no mending improvisations, attributes that caused **SONY's SW Networks VP/Program Development Paul Goldstein** to characterize it as "insect jazz." Straight-ahead jazz aficionados must fulfill their strong musical passions in clubs, in their living rooms, and listening to college and public radio. If there were enough ardent, mainstream jazz fans, you can be certain there would be an abundance of commercial radio sta-

tions programming to their tastes.

NAC might best be described as a transition format, a bridge format. The melodic, hooky tracks appreciated by NAC fans provide a door to the more sophisticated world of mainstream jazz: Whether the door opens in or out rests in the hands — and ears and hearts — of listeners. And programmers who honor NAC's jazz roots by introducing jazz tracks to their playlists create the possibility that their listeners will continue their forward musical evolution.

**Fiction: In NAC, you must go outside the format to find fresh PD talent.**

**Fact:** Current NAC PDs who have risen within the ranks of their stations — or others in the format — include **WQCD/New York's Steve Williams**, **KTWV's Brodie**, **KOAI/Dallas's Mike Fischer**, **KHII/Denver's Becky Taylor**, **KKJZ/Portland's Shaun Yu**, **KCIY/Kansas City's Bret Michael**, **KYOT/Phoenix's Nick Francis**, and **KEZL/Fresno's Mike Vasquez**.

There are plenty of PD-caliber MDs and APD/MDs working in the format: By this time next year, **KTWV's Ralph Stewart** and **WNUA/Chicago APD/MD Tom Miller** (both have been PDs before), as well as **KBLX/San Francisco's Ron Cadet**, **KIFM/San Diego's Kelly Cole**, and **WJZI/Milwaukee's Kathryn Vaughn**, among others, may be on the NAC PD list ... if they aren't overlooked.

*Editor's note: Special thanks to Virgin Records VP/Field Promotion Jeffrey Naumann, who provided the inspiration to write this column by calling NAC "fake jazz."*



**A PERFECT CATALINA MOMENT** — A stylin' Boney James (!) arrived at All That Jazz's annual party during Catalina JazzTrax Festival and fell into a photo op with Carol Archer and KYOT/Phoenix PD Nick Francis (r) and his wife Sharon.



**YET ANOTHER CATALINA MOMENT** — The Higher Octave All-Stars were a highlight of this year's JazzTrax Festival. Craig Chaquico (with guitar) and his band, Lara and Reyes (far right), KXDC/Monterey PD Scott O'Brien (second from left), and KEZL/Fresno personality/Prod. Dir. Leslie Davis (third from left) are seen here with JazzTrax's microphone-toting Art Good (c).





# NAC TOP 30 TRACKS

NOVEMBER 22, 1996

3W	2W	LW	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS				TOTAL STATIONS/ADDS
					TW	LW	2W	3W	
5	2	1	1	<b>CHUCK LOEB</b> The Music Inside ( <i>Shanachie</i> )	729	725	718	670	47/0
10	7	4	2	<b>JEFF LORBER</b> Katherine ( <i>Verve</i> )	670	616	585	459	43/0
2	1	2	3	<b>KENNY G</b> The Moment ( <i>Arista</i> )	663	700	722	728	48/0
3	3	3	4	<b>PAUL HARDCASTLE</b> Bird Island ( <i>JVC</i> )	662	688	698	720	46/0
9	10	6	5	<b>GROVER WASHINGTON JR.</b> Can You Stop The Rain ( <i>Columbia</i> )	637	584	488	481	43/0
1	4	5	6	<b>DAVID SANBORN</b> Spooky ( <i>Elektra/EEG</i> )	570	597	677	785	49/0
8	8	8	7	<b>ART PORTER</b> Lake Shore Drive ( <i>Verve Forecast</i> )	552	537	564	577	47/0
6	9	10	8	<b>DAVE KOZ</b> Let Me Count The Ways ( <i>Capitol</i> )	442	467	530	620	43/0
15	17	18	9	<b>DENNY JIOSA</b> Lights Of The City ( <i>Blue Orchid</i> )	434	318	324	327	36/0
7	6	7	10	<b>DOC POWELL</b> Laid Back ( <i>Discovery</i> )	419	573	594	579	36/0
4	5	9	11	<b>PETER WHITE</b> Caravan Of Dreams ( <i>Columbia</i> )	412	528	656	702	42/0
13	13	11	12	<b>SOUNDSCAPE</b> Morning Song ( <i>Instinct</i> )	411	401	377	356	44/0
12	11	12	13	<b>ANDY SNITZER</b> My Dream Come True ( <i>Warner Bros.</i> )	390	392	397	397	41/0
16	14	14	14	<b>KEIKO MATSUI</b> Bridge Over The Stars ( <i>Countdown/Unity</i> )	387	358	363	316	42/0
—	19	19	15	<b>WAYMAN TISDALE</b> Don't Take Your Love Away ( <i>MoJazz/Motown</i> )	348	302	293	200	44/0
14	16	16	16	<b>NATALIE COLE w/NAT "KING" COLE</b> When I Fall In Love ( <i>Elektra/EEG</i> )	346	347	338	332	40/3
20	15	15	17	<b>RONNY JORDAN</b> Closer Than Close ( <i>Island</i> )	337	348	344	291	37/0
11	12	13	18	<b>LUTHER VANDROSS</b> Your Secret Love ( <i>LV/Epic</i> )	329	362	385	402	39/0
17	18	17	19	<b>JOE MCBRIDE</b> After Sunset ( <i>Heads Up</i> )	315	324	311	300	33/1
—	23	20	20	<b>SLASH</b> Obsession Confession ( <i>Geffen</i> )	314	281	250	144	37/0
29	24	21	21	<b>PETER WHITE f/BASIA</b> Just Another Day ( <i>Columbia</i> )	304	278	250	227	37/1
<b>BREAKER</b>			22	<b>DOTSERO</b> Essensual ( <i>Ichiban</i> )	296	253	232	232	33/1
<b>BREAKER</b>			23	<b>PAMELA WILLIAMS</b> A Matter Of Time ( <i>Heads Up</i> )	290	253	223	197	34/0
<b>BREAKER</b>			24	<b>MARK PORTMANN</b> No Truer Words ( <i>Zebra</i> )	281	239	187	59	40/3
26	25	25	25	<b>TONI BRAXTON</b> Un-break My Heart ( <i>LaFace/Arista</i> )	272	249	247	254	32/2
24	20	26	26	<b>GEORGE BENSON</b> Holdin' On ( <i>GRP</i> )	266	247	288	267	32/0
<b>DEBUT</b>			27	<b>VANESSA DAOU</b> Two To Tango ( <i>MCA</i> )	263	197	126	2	35/4
—	—	30	28	<b>EXODUS QUARTET</b> Summer Soulstice ( <i>Instinct</i> )	247	215	176	147	33/2
—	—	27	29	<b>LARRY CORYELL</b> Feel Like Makin' Love ( <i>Shanachie</i> )	244	247	179	182	30/1
27	21	22	30	<b>BONEY JAMES</b> Sara Smile ( <i>Warner Bros.</i> )	239	256	267	253	26/0

This chart reflects airplay from November 6-12. Songs ranked by total plays. Highlighted songs indicate Breaker. 50 NAC reporters. 47 current playlists. © 1996, R&R Inc.

## BREAKERS®

<b>DOTSERO</b>		CHART
<b>Essensual (Ichiban)</b>		
TOTAL PLAYS/INCREASE	TOTAL STATIONS/ADDS	
296/43	33/1	22

<b>PAMELA WILLIAMS</b>		CHART
<b>A Matter Of Time (Heads Up)</b>		
TOTAL PLAYS/INCREASE	TOTAL STATIONS/ADDS	
290/37	34/0	23

<b>MARK PORTMANN</b>		CHART
<b>No Truer Words (Zebra)</b>		
TOTAL PLAYS/INCREASE	TOTAL STATIONS/ADDS	
281/42	40/3	24

## MOST ADDED®

ARTIST TITLE LABEL(S)	ADDS
<b>ZACHARY BREAUX</b> Never Can Say Goodbye ( <i>Zebra</i> )	12
<b>LARRY CARLTON</b> Goin' Nowhere ( <i>GRP</i> )	7
<b>BABYFACE</b> Every Time I Close My Eyes ( <i>Epic</i> )	6
<b>BRIAN HUGHES</b> Soul Fruit ( <i>Higher Octave</i> )	5
<b>KENNY BLAKE</b> European Underground ( <i>Heads Up</i> )	4
<b>VANESSA DAOU</b> Two To Tango ( <i>MCA</i> )	4
<b>DANIEL HO &amp; KILAUEA</b> Avalon Sunrise ( <i>Brainchild</i> )	4
<b>MICHAEL PAULO</b> My Heart And Soul ( <i>Noteworthy</i> )	4

## MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
<b>ZACHARY BREAUX</b> Never Can Say Goodbye ( <i>Zebra</i> )	+132
<b>DENNY JIOSA</b> Lights Of The City ( <i>Blue Orchid</i> )	+116
<b>BRIAN HUGHES</b> Soul Fruit ( <i>Higher Octave</i> )	+90
<b>BABYFACE</b> Every Time I Close My Eyes ( <i>Epic</i> )	+74
<b>VANESSA DAOU</b> Two To Tango ( <i>MCA</i> )	+66
<b>JEFF LORBER</b> Katherine ( <i>Verve</i> )	+54
<b>GROVER WASHINGTON JR.</b> Can You Stop... ( <i>Columbia</i> )	+53
<b>KENNY BLAKE</b> European Underground ( <i>Heads Up</i> )	+51
<b>WAYMAN TISDALE</b> Don't Take Your... ( <i>MoJazz/Motown</i> )	+46
<b>DOTSERO</b> Essensual ( <i>Ichiban</i> )	+43

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

**BABYFACE** Every Time I Close My Eyes (*Epic*)  
Total Plays: 218, Total Stations: 33, Adds: 6

**TINA TURNER** Something Beautiful Remains (*Virgin*)  
Total Plays: 200, Total Stations: 25, Adds: 2

**TONY GUERRERO** For Your Love (*Nu Groove*)  
Total Plays: 198, Total Stations: 28, Adds: 0

**BRIAN HUGHES** Soul Fruit (*Higher Octave*)  
Total Plays: 190, Total Stations: 32, Adds: 5

**KENNY BLAKE** European Underground (*Heads Up*)  
Total Plays: 165, Total Stations: 27, Adds: 4

**MICHAEL PAULO** My Heart And Soul (*Noteworthy*)  
Total Plays: 163, Total Stations: 27, Adds: 4

**GROVER WASHINGTON JR.** Soulful Strut (*Columbia*)  
Total Plays: 160, Total Stations: 19, Adds: 1

**ZACHARY BREAUX** Never Can Say Goodbye (*Zebra*)  
Total Plays: 150, Total Stations: 31, Adds: 12

**FATBURGER** Oye Como Va (*Shanachie/Cachet*)  
Total Plays: 146, Total Stations: 25, Adds: 1

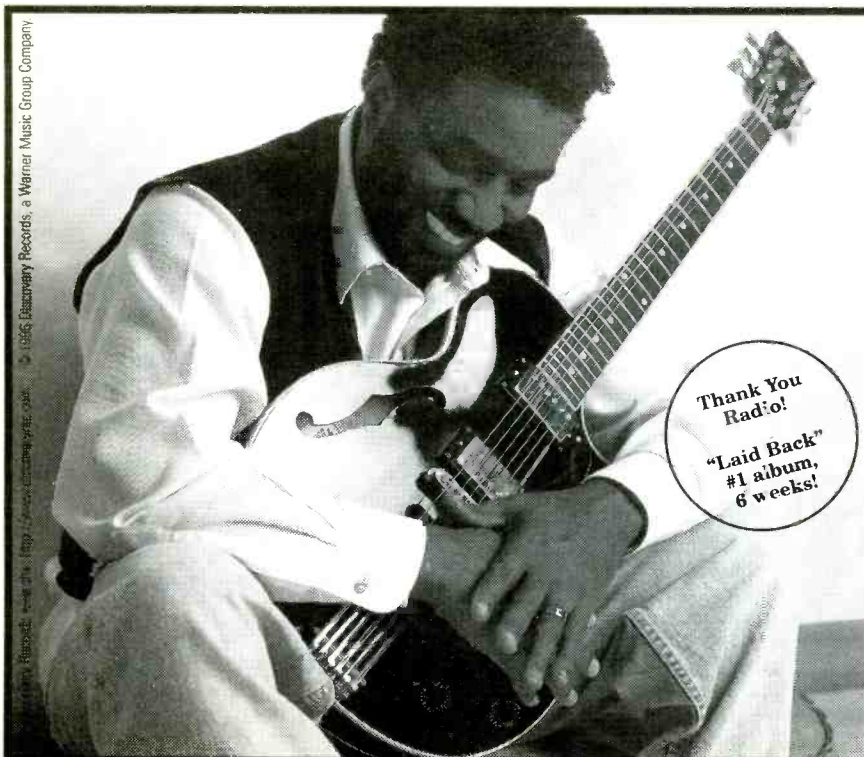
**SIMPLY RED** Angel (*EastWest/EEG*)  
Total Plays: 128, Total Stations: 17, Adds: 0

**SOUL BALLET** N.Y.C. Tripin (*Countdown/Unity*)  
Total Plays: 114, Total Stations: 19, Adds: 3

**KENNY G** Eastside Jam (*Arista*)  
Total Plays: 101, Total Stations: 15, Adds: 3

**MARILYN SCOTT** Close Enough (*Warner Bros.*)  
Total Plays: 87, Total Stations: 14, Adds: 0

Songs ranked by total plays



# DOC POWELL

*"From The Heart"*  
Featuring Marcus Miller.

Ralph Stewart, Music Director KTWW:  
"Doc gets it!  
This album hits us between the ears."

Ron Cadet, Music Director KBLX:  
"This is a #1 record for us!"

Add Date Wednesday,  
November 27th

Contact Leigh Armistead 800\*377\*9620 x216



NOVEMBER 22, 1996

3W	2W	LW	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	EMPHASIS TRACKS (PLAYS)		
2	2	2	1	<b>KENNY G</b> <i>The Moment (Arista)</i>	896	-1	"Moment" (663)	"Eastside" (101)	"Somebody" (51)
1	1	1	2	<b>PETER WHITE</b> <i>Caravan Of Dreams (Columbia)</i>	836	-74	"Caravan" (412)	"Just" (304)	"Lights" (43)
9	8	4	3	<b>GROVER WASHINGTON JR.</b> <i>Soulful Strut (Columbia)</i>	835	+86	"Stop" (637)	"Soulful" (160)	"Bordertown" (24)
8	4	6	4	<b>JEFF LORBER</b> <i>State Of Grace (Verve)</i>	802	+54	"Katherine" (670)	"State" (68)	"PCH" (34)
4	3	3	5	<b>PAUL HARCASTLE</b> <i>Hardcastle 2 (JVC)</i>	753	+2	"Island" (662)	"Jokers" (24)	"Peace" (22)
6	5	5	6	<b>CHUCK LOEB</b> <i>The Music Inside (Shanachie)</i>	749	0	"Music" (729)	"Cruzin" (12)	"Breathe" (7)
5	7	7	7	<b>DAVE KOZ</b> <i>Off The Beaten Path (Capitol)</i>	650	+6	"Count" (442)	"Look" (113)	"Lullaby" (55)
11	10	10	8	<b>ART PORTER</b> <i>Lay Your Hands On Me (Verve)</i>	623	+21	"Lake" (552)	"Just" (22)	"Wishful" (16)
3	6	8	9	<b>DAVID SANBORN</b> <i>Songs From The Night Before (Elektra/EEG)</i>	608	-23	"Spooky" (570)	"Rikke" (38)	
13	13	12	10	<b>DENNY JIOSA</b> <i>Inner Voices (Blue Orchid)</i>	585	+113	"Lights" (434)	"Kiss" (61)	"Always" (58)
16	14	14	11	<b>SOUNDSCAPE</b> <i>Life Force (Instinct)</i>	506	+58	"Morning" (411)	"Around" (62)	"Source" (10)
10	11	11	12	<b>GEORGE BENSON</b> <i>That's Right (GRP)</i>	506	-7	"Holdin'" (266)	"Right" (86)	"Johnnie" (68)
12	12	13	13	<b>ANDY SNITZER</b> <i>In The Eye Of The Storm (Warner Bros.)</i>	485	+17	"Dream" (390)	"Road" (53)	"Lane" (19)
7	9	9	14	<b>DOC POWELL</b> <i>Laid Back (Discovery)</i>	454	-163	"Laid" (419)	"Dance" (22)	"Sunday" (10)
15	15	15	15	<b>JOE MCBRIDE</b> <i>Keys To Your Heart (Heads Up)</i>	425	-8	"Sunset" (315)	"Chit-Chat" (48)	"Steppin'" (37)
22	18	16	16	<b>KEIKO MATSUI</b> <i>Dream Walk (Countdown/Unity)</i>	422	+24	"Bridge" (387)	"Chimney" (15)	"Desert" (11)
23	19	17	17	<b>RONNY JORDAN</b> <i>Light To Dark (Island)</i>	393	-5	"Closer" (337)	"Laidback" (27)	"Heart" (11)
17	17	18	18	<b>LUTHER VANDROSS</b> <i>Your Secret Love (LV/Epic)</i>	369	-24	"Secret" (329)	"Feet" (31)	"Love" (9)
30	26	22	19	<b>DOTSERO</b> <i>Essensual (Ichiban)</i>	363	+47	"Essensual" (296)	"Candlelight" (21)	"Quiet" (18)
—	25	23	20	<b>WAYMAN TISDALE</b> <i>In The Zone (MoJazz/Motown)</i>	357	+48	"Take" (348)	"Washington" (7)	"Thinking" (2)
24	20	20	21	<b>NATALIE COLE</b> <i>Stardust (Elektra/EEG)</i>	355	0	"Fall" (346)	"Blues" (5)	"Moming" (3)
14	16	19	22	<b>NORMAN BROWN</b> <i>Better Days Ahead (MoJazz/Motown)</i>	346	-46	"After" (157)	"Days" (120)	"Time" (46)
—	30	21	23	<b>LARRY CORYELL</b> <i>Sketches Of Coryell (Shanachie)</i>	338	+3	"Feel" (244)	"Fun" (69)	"Sketch" (11)
—	—	27	24	<b>MARK PORTMANN</b> <i>No Truer Words (Zebra)</i>	337	+54	"Truer" (281)	"Here" (41)	"Walla" (15)
—	—	28	25	<b>SOUNDTRACK</b> <i>Curdled (Geffen)</i>	314	+33	"Obsession" (314)		
—	—	—	26	<b>PAMELA WILLIAMS</b> <i>Saxtress (Heads Up)</i>	300	+44	"Matter" (290)	"Saxtress" (7)	"Castine" (3)
29	28	29	27	<b>TONI BRAXTON</b> <i>Secrets (LaFace/Arista)</i>	297	+16	"Heart" (272)	"Angel" (25)	
—	—	30	28	<b>TONY GUERRERO</b> <i>Mysterie (Nu Groove)</i>	292	+26	"For" (198)	"Mysterie" (74)	"Uptown" (20)
25	21	25	29	<b>BONEY JAMES</b> <i>Seduction (Warner Bros.)</i>	285	-12	"Sara" (239)	"Lights" (29)	"Sunshine" (11)
DEBUT	—	—	30	<b>EXOOS QUARTET</b> <i>Way Out There (Instinct)</i>	277	+38	"Summer" (247)	"Red" (14)	"Trance" (6)

This chart reflects airplay from November 6-12. Albums ranked by total plays, with plays from all cuts from an album combined.  
50 NAC reporters. 47 current playlists. © 1996, R&R Inc.

## NAC NOTES By Carol Archer

**C**ongratulations to **Blue Orchid** artist **Denny Jiosa**, whose track "Lights Of The City" moved 18-9\* with a big increase in plays, +116.

**Zachary Breaux's** "Never Can Say Goodbye" (**Zebra**) broke w-i-d-e open this week as both top Most Increased (+132) and Most Added with 12 stations, including **KMJZ/Minneapolis**, **WJZI/Milwaukee**, and **KEZL/Fresno**, joining the fray.

Legendary guitarist **Larry Carlton's** midtempo "Goin' Nowhere" (**GRP**), featuring sax work by **Kirk Whalum**, garnered attention this week due to a "thumbs up" from **Broadcast Architecture**. It attained No. 2 Most Added

status with seven new adds; early believers include **WJZZ/Pittsburgh**, **WVAE/Cincinnati**, and **WVMV/Detroit**.

Don't be put off by the title of **Vibraphonic's** "In The Bleak Midwinter" (**Hollywood**). There's nothing bleak — or seasonal, for that matter — about this sophisticated, invigorating tune. It's a strong follow-up to "Can't Get Enough," which went to No. 1 earlier this year.

**Bobby Caldwell's** stunning "Blue Condition" (**Sin-Drome**) CD is making a little noise with his cover of **Bobby Darin's** "Beyond The Sea." But it's the recut version of his 1991 classic "Stuck On You" that makes me weak in the knees. **KOAI/Dallas PD Mike Fischer** ap-

parently agrees, because he alone is playing it.

If you'd like to hear a wildly talented new singer/songwriter — one who bears comparison to **Jennifer Warnes** and **Rosanne Cash** — be sure to seek out a copy of **Deanna Kirk's** "Mariana Trench" (**Blackbird**). The CD is distributed by **Elektra** and is getting attention at some more eclectic Adult Alternative stations. While Kirk isn't much of a fit for NAC — except, perhaps, at its outside edges — the format's music-loving programmers will want to check out this artist's fine debut effort anyway, particularly the tracks "Sail On" (which reminds me of **Mary Black**), "Southbound Train," and "Good Help."

Among the  
Most Added  
**4th**  
Week in a row!!

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management: benny medina, handprint entertainment  
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vanessa  
daou

R&R Tracks Debut **27!**

Thanks NAC Radio  
for Your Support!

"two to tango"  
already a #1 billboard club airplay smash  
the first single from her new album  
*slow to burn*

# NAC REPORTERS

Stations and their adds by track listed alphabetically by market

<p><b>KNIK/Anchorage, AK</b>  <b>PD/MD: Dean Williams</b>            PETER WHITE "Venice"            CHIELI MINUCCI "Come"            BLUEZEUM "Every"            TIM BOWMAN "There"            TIM CUNNINGHAM "PCH"            ALFONZO BLACKWELL "Breezin"            NATALIE &amp; NAT COLE "Fall"            ZACHARY BREAUX "Never"</p>	<p><b>WVMV/Detroit, MI</b>  <b>PD/MD: Tom Sleeker</b>            LARRY CARLTON "Nowhere"            FATTBURGER "Oye"</p>	<p><b>KMJZ/Minneapolis, MN</b>  <b>PD: Rob Moore</b>            BILL EVANS "Escape"            JOBIM &amp; STING "How"            PAOLO "Get"            PAOLO "Rastafario"            SEAL "Fly"            DANIEL HO &amp; KILAUEA "Avalon"            AL JARREAU "Compared"            AL JARREAU "Goodhands"            ZACHARY BREAUX "Never"            SOUL BALLET "Moves"            BILLY MCLAUGHLIN "Sleeps"            NATALIE &amp; NAT COLE "Fall"            PAOLO "Paisa"            VIBRAPHONIC "Bleak"</p>	<p><b>WJJJ/Pittsburgh, PA</b>  <b>PD: Carl Anderson</b>  <b>MD: Herschel</b>            LARRY CARLTON "Nowhere"</p>
<p><b>WJZF/Atlanta, GA</b>  <b>PD/MD: Mark Edwards</b>            BRIAN HUGHES "Fruit"            DANIEL HO &amp; KILAUEA "Avalon"            MARIAH CAREY "Underneath"            AL JARREAU "Compared"</p>	<p><b>WGUF/Ft. Myers, FL</b>  <b>PD: Michael Bode</b>            DAVID SANBORN "Rikke"            JOEL BENEFIEL "Kay's"</p>	<p><b>KSBR/Mission Viejo, CA</b>  <b>PD/MD: Terry Wedel</b>            SOUND MINDS "Jala"            BOBBY CALDWELL "Beyond"            DANIEL HO &amp; KILAUEA "Avalon"            B SHARP JAZZ QUARTET "Nami"</p>	<p><b>KKJZ/Portland, OR</b>  <b>PD: Shaun Yu</b>  <b>MD: Hal Murray</b>            KENNY G "Eastside"            ENYA "Home"            GROVER WASHINGTON "Soulful"</p>
<p><b>KAJZ/Austin, TX</b>  <b>PD: Doc Burns</b>            EXODUS QUARTET "Summer"            AL JARREAU "Goodhands"            BRAXTON BROTHERS "Around"            LARRY CARLTON "Buddy"            DAVE ELLIS "Raven"</p>	<p><b>KEZL/Fresno, CA</b>  <b>PD/MD: Mike Vasquez</b>            ZACHARY BREAUX "Never"            BABYFACE "Close"</p>	<p><b>KQBR/Sacramento, CA</b>  <b>PD: Lawrence Tanter</b>            VANESSA WILLIAMS "Baby"            DOTSERO "Essensual"            PAOLO "Get"</p>	<p><b>KSSJ/Sacramento, CA</b>  <b>PD: Don Langford</b>  <b>MD: Keli Garrett</b>            No Adds</p>
<p><b>WOAZ/Boston, MA</b>  <b>PD/MD: Bill George</b>            LARRY CARLTON "Nowhere"            KENNY BLAKE "European"            BABYFACE "Close"</p>	<p><b>KUCD/Honolulu, HI</b>  <b>PD: Mahlon Moore</b>            LARRY CARLTON "Nowhere"            BABYFACE "Close"</p>	<p><b>KRVR/Modesto, CA</b>  <b>PD: Jim Bryan</b>  <b>MD: Doug Wulff</b>            ZACHARY BREAUX "Never"            ZACHARY BREAUX "Cafe"            BOBBY CALDWELL "Beyond"            VANESSA WILLIAMS "Baby"</p>	<p><b>KCLC/St. Charles, MO</b>  <b>PD: Rich Reighard</b>  <b>MD: Scott Nenner</b>            CHIELI MINUCCI "Cause"            DAVE KOZ "Under"            TIM CUNNINGHAM "PCH"            VIBRAPHONIC "Bleak"</p>
<p><b>WSJZ/Bufalo, NY</b>  <b>PD: Steve Wiersman</b>  <b>MD: Chris Wittingham</b>            ZACHARY BREAUX "Never"            TINA TURNER "Something"</p>	<p><b>WFSJ/Jacksonville, FL</b>  <b>PD: Hank Dole</b>  <b>MD: Craig Williams</b>            EXODUS QUARTET "Summer"            ZACHARY BREAUX "Never"            MARK PORTMANN "Truer"            LARRY CORYELL "Feel"</p>	<p><b>KXDC/Monterey, CA</b>  <b>PD/MD: Scott O'Brien</b>            TONY GUERRERO "Mysterie"</p>	<p><b>KCJZ/San Antonio, TX</b>  <b>PD/MD: Norm Miller</b>            LARRY CARLTON "Nowhere"</p>
<p><b>WNUA/Chicago, IL</b>  <b>PD: Lee Hansen</b>  <b>APD/MD: Tom Miller</b>            BRIAN CULBERTSON "After"            JOE MCBRIDE "Sunset"            MARK PORTMANN "Truer"</p>	<p><b>KCIY/Kansas City, MO</b>  <b>PD: Bret Michael</b>  <b>MD: Michelle Chase</b>            No Adds</p>	<p><b>WQCD/New York, NY</b>  <b>PD/MD: Steve Williams</b>            SOUL BALLET "N.Y.C."            URBANATOR "Magic"            TIM BOWMAN "There"            LUTHER VANDROSS "Goin'"</p>	<p><b>KIFM/San Diego, CA</b>  <b>PD: Mike Shepard</b>  <b>APD/MD: Kelly Cole</b>            No Adds</p>
<p><b>WJZK/Charleston, SC</b>  <b>PD/MD: Tom Kennedy</b>            TIM BOWMAN "There"</p>	<p><b>WEZV/Lafayette, IN</b>  <b>PD/MD: Bob Miller</b>            ZACHARY BREAUX "Never"            ZACHARY BREAUX "Cafe"            PETER WHITE F/BASIA "Just"            GREG VAIL "Sax"            GREG VAIL "Beautiful"            MICHAEL PAULO "Heart"            MICHAEL PAULO "Spring"            BABYFACE "Close"</p>	<p><b>WJCD/Norfolk, VA</b>  <b>PD: Maxine Todd</b>  <b>MD: Larry Hollowell</b>            No Adds</p>	<p><b>KBLX/San Francisco, CA</b>  <b>PD: Kevin Brown</b>  <b>MD: Ron Cadet</b>            KENNY BLAKE "Sunday"            PAOLO "Rastafario"</p>
<p><b>WVAE/Cincinnati, OH</b>            LARRY CARLTON "Nowhere"</p>	<p><b>KTWV/Los Angeles, CA</b>  <b>PD: Chris Brodie</b>  <b>APD/MD: Ralph Stewart</b>            No Adds</p>	<p><b>KTNT/Oklahoma City, OK</b>  <b>MD: Stephanie Stewart</b>            VANESSA DAOU "Two"            FATTBURGER "Lo-Cal"</p>	<p><b>KKSF/San Francisco, CA</b>  <b>APD: Roger Coryell</b>  <b>MD: Blake Lawrence</b>            ZACHARY BREAUX "Cafe"            PAOLO "Paisa"            ULF WAKENIUS "Sang"            JIM HURLEY "End"</p>
<p><b>WNWV/Cleveland, OH</b>  <b>PD/MD: Bernie Kimble</b>            VANESSA WILLIAMS "Baby"            DAVE KOZ "Lullaby"</p>	<p><b>WSJW/Louisville, KY</b>  <b>PD: C.C. Matthews</b>  <b>MD: Brian Conn</b>            BRIAN HUGHES "Fruit"            ZACHARY BREAUX "Never"            DAVE KOZ "Lullaby"            WILL LEE "Georgie"</p>	<p><b>WLOQ/Orlando, FL</b>  <b>PD: Steve Huntington</b>  <b>MD: Bob Church</b>            TAKE 6 "Let"            ZACHARY BREAUX "Never"            SOUL BALLET "N.Y.C."            KENNY BLAKE "European"            GILBERTO &amp; MICHAEL "Desafinado"            CHIELI MINUCCI "Come"            JOBIM &amp; STING "How"            KENNY G "Eastside"            BEATLES "Guitar"</p>	<p><b>KJZY/Santa Rosa, CA</b>  <b>PD: Gordon Zlot</b>  <b>MD: Rob Singleton</b>            ZACHARY BREAUX "Never"            WILL LEE "Georgie"</p>
<p><b>WZJZ/Columbus, OH</b>  <b>PD: Bill Harman</b>            PHIL COLLINS "Same"            BRIAN HUGHES "Fruit"            MICHAEL PAULO "Heart"            DAVID SANBORN "Rikke"            LOUIE SHELTON "Reflection"</p>	<p><b>WALJ/Macon, GA</b>  <b>PD: Bob Davis</b>            DANIEL HO &amp; KILAUEA "Avalon"            VANESSA DAOU "Two"            NATALIE &amp; NAT COLE "Fall"</p>	<p><b>WJCD/Norfolk, VA</b>  <b>PD: Maxine Todd</b>  <b>MD: Larry Hollowell</b>            No Adds</p>	<p><b>WSJT/Tampa, FL</b>  <b>PD/MD: Ross Block</b>            VANESSA DAOU "Two"</p>
<p><b>KOAI/Dallas, TX</b>  <b>PD: Michael Fischer</b>  <b>MD: Ken Glaser</b>            SOUL BALLET "N.Y.C."            JOE MCBRIDE "Steppin'"            ALFONZO BLACKWELL "Hermina"            BOBBY CALDWELL "Stuck"</p>	<p><b>WLVE/Miami, FL</b>  <b>PD: Shirley Maldonado</b>  <b>MD: Geoff Fischer</b>            TIM CUNNINGHAM "Sideshow"            CRAIG CHAQUICO "Sweet"</p>	<p><b>KTNT/Oklahoma City, OK</b>  <b>MD: Stephanie Stewart</b>            VANESSA DAOU "Two"            FATTBURGER "Lo-Cal"</p>	<p><b>KOAS/Tulsa, OK</b>  <b>PD: Steve Fernandez</b>            BABYFACE "Close"</p>
<p><b>KHIH/Denver, CO</b>  <b>PD: Becky Taylor</b>            TINA TURNER "Something"            KENNY BLAKE "European"            LARRY CARLTON "Nowhere"</p>	<p><b>WJZI/Milwaukee, WI</b>  <b>PD: Fred Heller</b>  <b>MD: Kathryn Vaughn</b>            KENNY BLAKE "European"            BRIAN HUGHES "Fruit"            KENNY G "Eastside"            MICHAEL PAULO "Heart"            TONI BRAXTON "Heart"            MARK PORTMANN "Truer"            ZACHARY BREAUX "Never"</p>	<p><b>WJZZ/Philadelphia, PA</b>  <b>PD: Ann Gress</b>  <b>MD: Michael Tozzi</b>            BABYFACE "Close"            PAOLO "Paisa"            MICHAEL PAULO "Heart"            ZACHARY BREAUX "Never"            BRIAN HUGHES "Fruit"            ALFONZO BLACKWELL "Hermina"</p>	<p><b>50 Total Reporters</b>  <b>49 Current Reporters</b>  <b>47 Current Playlists</b></p>

# Hello. Again.

It's nice to be back.



**Mark Portmann**  
**"NO TRUER WORDS"**

- #1 MOST ADDED (twice in Gavin)
- #1 Most Increased Play
- High Debut at 27\* [track]
- BREAKER at 24\* [track]



**Zachary Breaux**  
**"NEVER CAN SAY GOODBYE"**

- #1 MOST ADDED Twice (& twice in Gavin)
- #1 Most Increased Play
- #8 New & Active in 2 weeks
- HIGH DEBUT in Gavin at 39\*

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NAC PLAYLISTS

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

MARKET #1 WJZZ/Atlanta (776) 996-9341 Edwards. Playlist for WJZZ/Atlanta featuring artists like Paolo Paiva, Wayman Tisdale, and Kenny G.

MARKET #2 KTWV/Los Angeles (213) 466-9283 Brodie/Stewart. Playlist for KTWV/Los Angeles featuring artists like Blue Knights, Chuck Loeb, and Doug Cameron.

MARKET #3 WNUA/Chicago (312) 645-9550 Hansen/Miller. Playlist for WNUA/Chicago featuring artists like David Sanborn, George Benson, and Peter White.

MARKET #4 KBLX/San Francisco (415) 284-1029 Brown/Cadet. Playlist for KBLX/San Francisco featuring artists like Kenny G, Ronny Jordan, and Luthier Vandross.

MARKET #4 KKSF/103.7 FM Smooth Jazz KKSJ/San Francisco (415) 975-5555 Lawrence. Playlist for KKSF/103.7 FM featuring artists like Kenny G, David Sanborn, and Grover Washington.

MARKET #5 WJZZ/Philadelphia (610) 667-3939 Gress/Yozzi. Playlist for WJZZ/Philadelphia featuring artists like Kenny G, Grover Washington, and Chuck Loeb.

MARKET #6 WVMW/Detroit (810) 855-5100 Sleeker. Playlist for WVMW/Detroit featuring artists like Paul Hardcastle, Chuck Loeb, and Grover Washington.

MARKET #7 KOAL/Dallas (214) 630-3011 Fischer/Glaser. Playlist for KOAL/Dallas featuring artists like Dave Koz, Grover Washington, and Exodus Quartet.

MARKET #10 WOAZ/Boston (617) 254-9267 George. Playlist for WOAZ/Boston featuring artists like Grover Washington, Paul Hardcastle, and Chuck Loeb.

MARKET #11 WLVE/Miami (305) 654-9494 Maldonado/Fischer. Playlist for WLVE/Miami featuring artists like Jeff Lorber, Natalie & Nat Cole, and Kenny G.

MARKET #12 WJZZ/Atlanta (776) 996-9341 Edwards. Playlist for WJZZ/Atlanta featuring artists like Paolo Paiva, Wayman Tisdale, and Kenny G.

MARKET #15 KFMF/San Diego (619) 297-3696 Shepard/Cole. Playlist for KFMF/San Diego featuring artists like George Benson, Peter White, and Kenny G.

MARKET #16 KMJZ/Minneapolis (612) 941-5774 Moore. Playlist for KMJZ/Minneapolis featuring artists like David Sanborn, George Benson, and Peter White.

MARKET #19 WJZZ/Pittsburgh (412) 471-9950 Anderson/Herschel. Playlist for WJZZ/Pittsburgh featuring artists like Chuck Loeb, Grover Washington, and Kenny G.

MARKET #20 KYOT/Phoenix (602) 258-8181 Francis. Playlist for KYOT/Phoenix featuring artists like Boney James, Kenny G, and Grover Washington.

MARKET #21 WWSJ/Tampa (813) 577-7131 Block. Playlist for WWSJ/Tampa featuring artists like Chuck Loeb, Kenny G, and Grover Washington.

MARKET #22 WNWV/Cleveland (216) 292-1073 Kimble. Playlist for WNWV/Cleveland featuring artists like Chuck Loeb, Jeff Lorber, and Grover Washington.

MARKET #23 KHHH/Denver (303) 694-6300 Taylor. Playlist for KHHH/Denver featuring artists like Chuck Loeb, David Sanborn, and Peter White.

MARKET #24 KKJZ/Portland (503) 223-0300 Yu/Murray. Playlist for KKJZ/Portland featuring artists like Jeff Lorber, Kenny G, and Grover Washington.

MARKET #25 WVAE/Cincinnati (513) 241-9500. Playlist for WVAE/Cincinnati featuring artists like Kenny G, Paul Hardcastle, and Grover Washington.



CYNDEE MAXWELL

## Lights, Camera, Action!

□ The poses, promotions, people, and places that make the format spin

Things to do, places to go, people to see ... it's what rock 'n' roll is all about. Living the lifestyle means hanging with the bands in the studio, backstage, and at the record stores, as well as sharing the excitement with your audience.

**WAVF/Charleston, SC** gathered 80,000 of its closest friends at its eighth annual "96 Wavefest" last month. The live audio track for the listener appreciation concert featured **Cracker**, the **Butthole Surfers**, **Joan Osborne**, the **Posies**, **Patti Rothberg**, **Semisonic**, **Syd Straw**, **Thermodore**, **Tonic**, and the **Ugly Americans**.

This year's 11-hour extravaganza was held on a 70-acre plot of land — nicknamed "Waveland" — alongside the Cooper River, where the occupants of more than 100 boats anchored nearby to enjoy the spectacle from the water. See pics 1 and 2.

### 40 Grand For The Kids

Kudos to **KLOS/Los Angeles** for the station's ongoing commitment to community service. Recently, the station raised \$40,000 from the sales

of a **Mark & Brian CD** as well as a T-shirt fundraiser to benefit the Los Angeles Department of Children and Family Services. The **KLOS/Mark & Brian Scholarship Fund** was established in 1991 to help qualifying graduates of the foster care system attend college. To date, the station has raised more than \$200,000 for foster teens in L.A. See pic 3.

**WGRF/Buffalo** morning host (and staunch Republican) **Larry Norton** lost his bet that President **Clinton** would not be re-elected. To pay up, Norton had to shave his head. The bet was made with morning cohort **Darren McKee** even before **Bob Dole** was named the official Republican candidate. The bet garnered local television coverage. See pic 4.

**MCA** artists the **Nixons** have

been on the road for a year and a half in support of "Foma" and have gathered enough material (thanks to radio war stories and groupie encounters) to record a new album. See pics 5 and 6 for the band's parting shots with the industry that made them great.

### Sharing Resources

**WEBN/Cincinnati** (legally) acquired the "Big Ass" inflatable that was used in the **Sir-Mix-A-Lot** video for "Baby Got Back" and now shares it with other **Jacor** stations for various promotional efforts. The **Kiss** concerts are currently keeping the cheeks on the road fulltime, and the photo at right shows the inflatable in all its glory for **WKLS/Atlanta**.

The station gave away Kiss tickets to listeners who went to various locations and would, according to PD **Michael Hughes**, "Kiss our ass." People loved it. It was very funny to watch the reactions of people who didn't know we

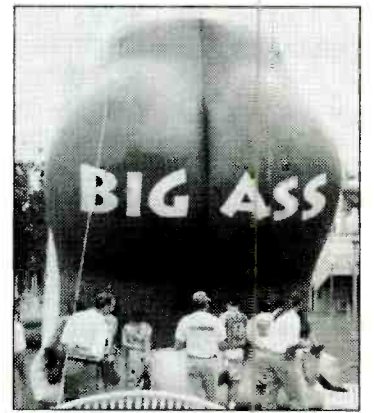
## Baby Boomers' Message



These bus boards from Classic Rock **KZOK/Seattle** show a slice of the outlet's outdoor marketing campaign.

were there or didn't know what we were doing. Some clients declined the opportunity to have the Big Ass in their parking lot, but others recognized the kind of traffic it could bring." Hughes noted that there was no outcry from parents or other citizens concerning the display: "Everyone got the joke."

**WRXK (96 K-Rock)/Ft. Myers** has played host to numerous artists recently including **Gov't Mule** and the **Why Store**. We've got the pics (7 and 8) showing the staff in action.



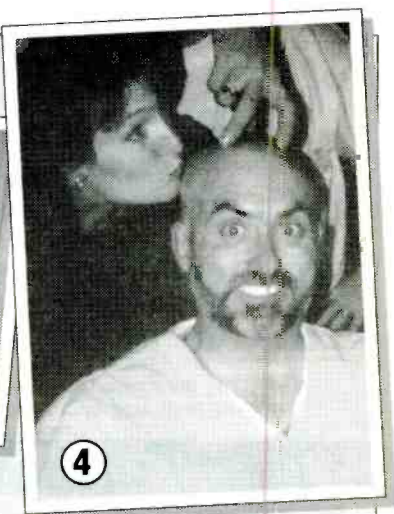
Here's a twisted view of Wavefest with **Patti Rothberg** (r).



**Capricorn** act **Syd Straw** and **WAVF's Miles Crosby** enjoy a tender moment.



Posing for posterity are (l-r) **KLOS** Community Relations Director **Nelkane Benton** and President/GM **Maureen Lessourd**, Director/Children's & Family Services **Peter Digre**, and L.A. County Supervisor **Yvonne Braithwaite Burke**.



**Larry Norton** sports his new 'do — and the first kiss to his newly shorn head.



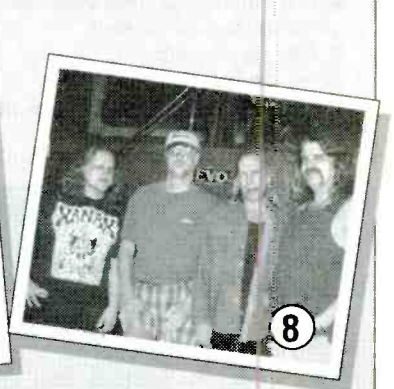
At the **WRIF/Detroit** studio before a gig are (back, l-r) **Asst. PD/MD Dave "the Beef" Wellington**, **MCA's Mark Diller**, **Nixons** member **Zac Malloy**, **WRIF PD Doug Podell**, and the band's **John Humphries**; (front, l-r) **Nixons Ricky Brooks** and **Jesse Davis**.



Before the **Nixons** farewell to the road, they helped raise big bucks with **KISS/San Antonio's Habitat For Humanity Hoedown**. The Promotion Department's **Kenny Ryback** (second from left) was on hand for the **Texas shindig** and is seen here with the band.



Getting some fresh air outside the venue are the **Why Store's Michael David Smith** and **Chris Shaffer**, **WRXK's Leigh Espinoza** and **Mad Max**, band members **Jeff Pedersen** and **Charlie Bushor**, **WRXK MD Susan Stone**, the band's **Greg Gardner**, and the station's **Linda Bruno**.



**WRXK PD Greg Giltspie** took a peek at **Gov't Mule's** tour bus, then was busted by the band. Here they are (l-r): **GM's Warren Haynes**, **Giltspie**, and **GM's Matt Abts** and **Allen V/ood**.



FEARLESS. UNPREDICTABLE VITAL.

# CASH

Added at  
**KTXQ/DALLAS**

**#1 Phones in Seattle, Kansas City, Oklahoma City,  
Austin and your town soon!**

## **“RUSTY CAGE”**

Written by Chris Cornell of SOUNDGARDEN.

Performed by JOHNNY CASH, with TOM PETTY AND THE HEARTBREAKERS.

Produced by RICK RUBIN.



Management: Artist Consultants Productions. TOM PETTY AND THE HEARTBREAKERS appear courtesy of Warner Bros. Records Inc. 1996 American Recordings.





Stations and their adds listed alphabetically by market

ACTIVE ROCK

Table listing Active Rock stations and their adds. Columns include station call letters, location, PD, and a list of song titles and artists.

ROCK

Table listing Rock stations and their adds. Columns include station call letters, location, PD, and a list of song titles and artists.

87 Total Reporters
87 Current Reporters
83 Current Playlists
Reported Frozen Playlist (2):
WRCN/Long Island, NY
WNCD/Youngstown, OH
Did Not Report, Playlist Frozen (2):
WIZN/Burlington, VT
WFYV/Jacksonville, FL

3W	2W	LW	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS				TOTAL STATIONS/ADDS
					TW	LW	2W	3W	
1	1	1	1	<b>VAN HALEN</b> Me Wise Magic (Warner Bros.)	1989	2017	2066	2084	85/0
4	2	2	2	<b>TOM PETTY &amp; THE HEARTBREAKERS</b> Climb That Hill (Warner Bros.)	1607	1615	1534	1408	75/0
3	4	4	3	<b>METALLICA</b> Hero Of The Day (Elektra/EEG)	1578	1557	1492	1411	77/0
6	5	3	4	<b>COUNTING CROWS</b> Angels Of The Silences (DGC/Geffen)	1566	1595	1446	1329	84/0
2	3	5	5	<b>TONIC</b> Open Up Your Eyes (Polydor/A&M)	1431	1411	1498	1489	75/1
7	6	6	6	<b>R.E.M.</b> Bittersweet Me (Warner Bros.)	1413	1376	1308	1255	75/0
12	7	7	7	<b>STONE TEMPLE PILOTS</b> Lady Picture Show (Atlantic)	1359	1248	1125	932	80/1
14	10	9	8	<b>PHISH</b> Free (Elektra/EEG)	1136	1099	1034	869	79/4
44	21	12	9	<b>RUSH</b> Half The World (Atlantic)	1093	869	639	258	74/4
11	8	8	10	<b>CHALK FARM</b> Lie On Lie (Columbia)	1052	1103	1087	1121	72/1
19	14	11	11	<b>BUSH</b> Swallowed (Trauma/Interscope)	980	893	844	678	69/3
20	17	13	12	<b>SOUNDGARDEN</b> Blow Up The Outside World (A&M)	953	852	770	670	68/3
18	13	15	13	<b>MATCHBOX 20</b> Long Day (Lava/Atlantic)	877	816	848	813	67/1
10	9	10	14	<b>JOURNEY</b> Message Of Love (Columbia)	826	945	1037	1129	47/0
32	27	20	15	<b>WALLFLOWERS</b> One Headlight (Interscope)	806	658	497	384	67/10
<b>BREAKER</b>	<b>16</b>			<b>JOHN MELLENCAMP</b> Just Another Day (Mercury)	741	464	283	215	60/13
15	16	16	17	<b>PEARL JAM</b> Hail, Hail (Epic)	690	775	797	861	50/0
9	12	14	18	<b>BLACK CROWES</b> Blackberry (American/Reprise)	673	831	930	1165	46/1
<b>BREAKER</b>	<b>19</b>			<b>ZZ TOP</b> Bang Bang (RCA)	664	358	91	38	55/6
16	18	17	20	<b>ALICE IN CHAINS</b> Over Now (Columbia)	663	730	763	861	47/0
29	24	21	21	<b>STIR</b> Looking For (Capitol)	657	592	525	417	67/4
17	19	19	22	<b>SOUNDGARDEN</b> Burden In My Hand (A&M)	634	693	748	829	49/0
24	22	24	23	<b>SPONGE</b> Have You Seen Mary (Columbia)	624	576	556	511	57/5
25	25	26	24	<b>WHY STORE</b> Father (Way Cool Music/MCA)	570	530	520	502	55/0
5	11	18	25	<b>ZZ TOP</b> What's Up With That (RCA)	554	714	959	1357	48/0
22	23	22	26	<b>SMASHING PUMPKINS</b> Muzzle (Virgin)	535	585	541	542	37/0
<b>BREAKER</b>	<b>27</b>			<b>OZZY OSBOURNE</b> Walk On Water (Geffen)	511	460	333	49	52/2
<b>BREAKER</b>	<b>28</b>			<b>DISHWALLA</b> Charlie Brown's Parents (A&M)	501	468	464	460	48/1
13	20	23	29	<b>JOHN MELLENCAMP</b> Key West Intermezzo (I Saw...) (Mercury)	468	581	746	920	48/0
36	33	33	30	<b>DARLAHOOD</b> Grow Your Own (Reprise)	459	419	360	327	52/2
8	15	25	31	<b>RUSH</b> Test For Echo (Atlantic)	431	559	810	1232	38/0
31	30	34	32	<b>SOCIAL DISTORTION</b> I Was Wrong (550 Music)	425	413	418	405	38/0
34	31	35	33	<b>TOOL</b> Stinkfist (Zoo)	422	402	384	371	44/0
47	43	38	34	<b>ALICE IN CHAINS</b> Would? (Columbia)	419	338	261	215	33/2
39	32	31	35	<b>VAN HALEN</b> Can't Get This Stuff No More (Warner Bros.)	413	420	380	309	43/3
—	48	41	36	<b>SUBLIME</b> What I Got (Gasoline Alley/MCA)	363	274	234	168	33/4
46	44	40	37	<b>HAZIES</b> Trip Free Life (EMI)	360	310	252	231	43/4
21	26	32	38	<b>STORYVILLE</b> Good Day For The Blues (Code Blue/Atlantic)	360	420	501	581	27/0
—	—	48	39	<b>BETTER THAN EZRA</b> Desperately Wanting (Swell/Elektra/EEG)	352	220	88	39	37/7
43	36	37	40	<b>CRACKER</b> Sweet Thistle Pie (Virgin)	350	351	317	264	33/0
28	28	30	41	<b>BAD COMPANY</b> One On One (EastWest/EEG)	336	446	465	438	27/0
—	—	44	42	<b>PRESIDENTS OF THE UNITED...</b> Mach 5 (Columbia)	273	236	161	99	29/2
—	50	47	43	<b>DAVE MATTHEWS BAND</b> Crash Into Me (RCA)	256	230	174	74	22/2
35	37	39	44	<b>SHERYL CROW</b> If It Makes You Happy (A&M)	229	311	308	358	20/1
42	47	45	45	<b>STABBING WESTWARD</b> Shame (Columbia)	225	234	247	271	18/0
33	38	42	46	<b>TOM PETTY &amp; THE HEARTBREAKERS</b> Walls (Warner Bros.)	224	260	294	378	30/0
<b>DEBUT</b>	<b>47</b>			<b>LOCAL H</b> Bound For The Floor (Island)	216	172	153	146	25/3
41	40	43	48	<b>BLACK CROWES</b> Good Friday (American/Reprise)	196	259	288	287	31/0
27	34	46	49	<b>BETTER THAN EZRA</b> King Of New Orleans (Swell/Elektra/EEG)	184	232	337	449	17/0
<b>DEBUT</b>	<b>50</b>			<b>CORROSION OF CONFORMITY</b> Drowning In A Daydream (Columbia)	182	182	158	120	25/2

This chart reflects airplay from November 11-17. Songs ranked by total plays. Highlighted songs indicate Breaker. 87 Rock reporters. 83 current playlists. Songs below No. 25 are moved to recurrent after 26 weeks. © 1996, R&R Inc.

### NEW & ACTIVE

**ZAKK WYLDE** Way Beyond Empty (DGC/Geffen)  
Total Plays: 179, Total Stations: 14, Adds: 1

**BETH HART BAND** Immortal (143/Lava/Atlantic)  
Total Plays: 170, Total Stations: 21, Adds: 2

**FAILURE** Stuck On You (Slash/WB)  
Total Plays: 165, Total Stations: 25, Adds: 1

**CAKE** The Distance (Capricorn/Mercury)  
Total Plays: 148, Total Stations: 17, Adds: 2

**MARILYN MANSON** The Beautiful People (Nothing/Interscope)  
Total Plays: 141, Total Stations: 19, Adds: 2

**SEMISONIC** F.N.T. (MCA)  
Total Plays: 141, Total Stations: 18, Adds: 3

**COREY STEVENS** It's Over (Eureka/Discovery)  
Total Plays: 107, Total Stations: 21, Adds: 7

**METALLICA** King Nothing (Elektra/EEG)  
Total Plays: 105, Total Stations: 7, Adds: 1

**311** All Mixed Up (Capricorn/Mercury)  
Total Plays: 103, Total Stations: 11, Adds: 2

**BECK** Devils Haircut (DGC/Geffen)  
Total Plays: 92, Total Stations: 10, Adds: 0

Songs ranked by total plays.

### BREAKERS®

#### JOHN MELLENCAMP Just Another Day (Mercury)

TOTAL PLAYS/INCREASE: 741/277  
TOTAL STATIONS/ADDS: 60/13  
CHART: 16

#### ZZ TOP

##### Bang Bang (RCA)

TOTAL PLAYS/INCREASE: 664/306  
TOTAL STATIONS/ADDS: 55/6  
CHART: 19

#### OZZY OSBOURNE

##### Walk On Water (Geffen)

TOTAL PLAYS/INCREASE: 511/51  
TOTAL STATIONS/ADDS: 52/2  
CHART: 27

#### DISHWALLA

##### Charlie Brown's Parents (A&M)

TOTAL PLAYS/INCREASE: 501/33  
TOTAL STATIONS/ADDS: 48/1  
CHART: 28

### MOST ADDED®

ARTIST TITLE LABEL(S)	ADDS
JOHN MELLENCAMP Just Another Day (Mercury)	13
ERIC JOHNSON S.R.V. (Capitol)	10
WALLFLOWERS One Headlight (Interscope)	10
BETTER THAN EZRA Desperately Wanting (Swell/Elektra/EEG)	7
COREY STEVENS It's Over (Eureka/Discovery)	7
ZZ TOP Bang Bang (RCA)	6
SPONGE Have You Seen Mary (Columbia)	5
BLOODHOUND GANG Fire Water Bum (Republic/Geffen)	4
HAZIES Trip Free Life (EMI)	4
PHISH Free (Elektra/EEG)	4
RUSH Half The World (Atlantic)	4
SPACEHOG Candyman (HiFi/Sire/EEG)	4
STIR Looking For (Capitol)	4
SUBLIME What I Got (Gasoline Alley/MCA)	4
TYPE O NEGATIVE Love You To Death (Roadrunner)	4

### MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
ZZ TOP Bang Bang (RCA)	+306
JOHN MELLENCAMP Just Another Day (Mercury)	+277
RUSH Half The World (Atlantic)	+224
WALLFLOWERS One Headlight (Interscope)	+148
BETTER THAN EZRA Desperately Wanting (Swell/Elektra/EEG)	+132
STONE TEMPLE PILOTS Lady Picture Show (Atlantic)	+111
SOUNDGARDEN Blow Up The Outside World (A&M)	+101
SUBLIME What I Got (Gasoline Alley/MCA)	+89
BUSH Swallowed (Trauma/Interscope)	+87
ALICE IN CHAINS Would? (Columbia)	+81

### HOTTEST RECURRENTS

ARTIST TITLE LABEL(S)
WALLFLOWERS 6th Avenue Heartache (Interscope)
METALLICA Until It Sleeps (Elektra/EEG)
STONE TEMPLE PILOTS Trippin' On A Hole In... (Atlantic)
DISHWALLA Counting Blue Cars (A&M)
SMASHING PUMPKINS Tonight, Tonight (Virgin)
SPACEHOG In The Meantime (HiFi/Sire/EEG)
EVERCLEAR Santa Monica (Watch The World Die) (Capitol)
SCREAMING TREES All I Know (Epic)
WHY STORE Lack Of Water (Way Cool Music/MCA)
COLLECTIVE SOUL Where The River Flows (Atlantic)

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.

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# ROCK PLAYLISTS

November 22, 1996 R&R • 75

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

**102.7 FM WNEW**  
**MARKET #1**  
**WNEW/New York**  
(212) 489-1027  
Young/Winslow

PLAYS	SW	ZW	LW	TW	ARTIST/TITLE
15	14	25	27	27	STONE TEMPLE PILOTS/Lady Picture Show
10	22	27	26	26	TOM PETTY & HB/Climb That Hill
23	26	25	26	26	METALLICA/Hero Of The Day
25	27	27	26	26	BLACK CROWES/Blackberry
13	26	25	26	26	COUNTING CROWS/Angels Of...
25	27	25	26	26	PHISH/Free
15	13	16	15	15	R.E.M./Bittersweet Me
14	13	15	15	15	SOUNDGARDEN/Blow Up...
16	13	14	14	14	SPONGE/Have You Seen Mary
15	15	14	14	14	CHALK FARM/Lie On Lie
15	13	14	14	14	TRAGICALLY HIP/Head By A Century
13	13	13	14	14	SMASHING PUMPKINS/Muzzle
15	14	13	14	14	WHY STORE/Father
16	15	14	14	14	VAN HALEN/Me Wise Magic
14	14	14	14	14	WALLFLOWERS/One Headlight
11	8	12	13	13	ALICE IN CHAINS/Would?
14	13	13	13	13	MATCHBOX 20/Long Day
15	14	13	13	13	MIDNIGHT OIL/Underwater
6	12	13	13	13	RUSH/Half The World
5	7	6	12	12	JOURNEY/Message Of Love
5	7	6	12	12	JOHN MELLENCAMP/Just Another Day
6	5	7	11	11	PEARL JAM/Hail, Hail
14	15	9	9	9	RUSTED ROOT/Sister Contine
11	9	10	9	9	DISHWALLA/Charlie Brown's...
12	11	11	9	9	KULA SHAKER/Tatva
10	11	9	9	9	DAVE MATTHEWS BAND/Crash Into Me
9	10	9	9	9	VAN HALEN/Can't Get This...
9	10	9	9	9	KINGS/To The Bone
8	11	9	9	9	HAZIES/Trip Free Life
7	7	12	8	8	CRACKER/Sweet Thistle Pie

**106rock**  
**MARKET #12**  
**WKLS/Atlanta**  
(404) 325-0960  
Hughes/Kepple

PLAYS	SW	ZW	LW	TW	ARTIST/TITLE
33	31	30	34	34	SOUNDGARDEN/Blow Up...
17	25	30	32	32	VAN HALEN/Me Wise Magic
32	27	30	30	30	METALLICA/Hero Of The Day
28	32	31	27	27	SCREAMING TREES/All I Know
28	27	30	25	25	ALICE IN CHAINS/Over Now
18	20	17	20	20	HUNGER/Vanishing Cream
9	9	14	17	17	STONE TEMPLE PILOTS/Lady Picture Show
16	15	17	17	17	METALLICA/King Nothing
16	15	17	17	17	BUSH/Swallowed
13	12	13	17	17	ALICE IN CHAINS/Would?
16	11	16	16	16	TONIC/Open Up Your Eyes
16	14	15	16	16	MATCHBOX 20/Long Day
15	17	15	15	15	BLACK CROWES/Blackberry
16	14	14	14	14	PEARL JAM/Hail, Hail
6	14	14	14	14	COUNTING CROWS/Angels Of...
17	20	17	14	14	EXPANDING MAN/Download (I Will)
6	9	12	13	13	NIRVANA/Aneurysm
12	14	17	13	13	R.E.M./Bittersweet Me
9	11	9	10	10	SOCIAL DISTORTION/Was Wrong
2	7	9	10	10	DARLAHOOD/Grow Your Own
8	14	10	10	10	HAZIES/Trip Free Life
7	8	5	8	8	OZZY OSBOURNE/Walk On Water
7	8	5	8	8	RUSH/Half The World
3	6	8	8	8	DISHWALLA/Charlie Brown's...
8	7	6	8	8	SMASHING PUMPKINS/Muzzle
3	6	6	8	8	VAN HALEN/Can't Get This...
3	6	6	8	8	FAILURE/Shuck On You
3	6	6	8	8	TYPE O NEGATIVE/Love You To Death
3	6	6	8	8	SPONGE/Have You Seen Mary

**WBAB**  
**MARKET #14**  
**WBAB/Long Island**  
(516) 587-1023  
Levine

PLAYS	SW	ZW	LW	TW	ARTIST/TITLE
29	29	29	29	29	WALLFLOWERS/6th Avenue Heartache
27	27	27	27	27	JOHN MELLENCAMP/Key West...
26	26	26	26	26	R.E.M./Bittersweet Me
18	18	25	25	25	VAN HALEN/Me Wise Magic
19	19	20	20	20	NINE DAYS/This Music
10	10	18	18	18	CHALK FARM/Lie On Lie
17	17	17	17	17	STORYVILLE/Good Day For...
17	17	17	17	17	TOM PETTY & HB/Walls
17	17	17	17	17	ZZ TOP/Bang Bang
16	16	16	16	16	COUNTING CROWS/Angels Of...
16	16	16	16	16	WHY STORE/Lack Of Water
10	10	15	15	15	RUSH/Half The World
13	13	13	13	13	TOM PETTY & HB/Climb That Hill
12	12	12	12	12	VAN HALEN/Can't Get This...
12	12	12	12	12	BRUCE SPRINGSTEEN/High Hopes
10	10	10	10	10	BLACK CROWES/Blackberry
10	10	10	10	10	PHISH/Free
7	7	7	7	7	JOURNEY/Message Of Love
7	7	7	7	7	RUSTED ROOT/Sister Contine
5	5	5	5	5	WALLFLOWERS/One Headlight
5	5	5	5	5	BEATLES/Get Back
5	5	5	5	5	BEATLES/Hey Jude
5	5	5	5	5	BEATLES/Let It Be
5	5	5	5	5	BEATLES/Rocky Raccoon
5	5	5	5	5	BEATLES/While My Guitar...
5	5	5	5	5	JOHN MELLENCAMP/Just Another Day
12	12	5	5	5	RUSH/Atom
5	5	5	5	5	STONE TEMPLE PILOTS/Lady Picture Show
5	5	5	5	5	ROLLING STONES/Sympathy For...
5	5	5	5	5	ROLLING STONES/You Can't Always...

**WDVE**  
**MARKET #19**  
**WDVE/Pittsburgh**  
(412) 937-1441  
Romano/Winter

PLAYS	SW	ZW	LW	TW	ARTIST/TITLE
11	15	21	21	21	CLARKS/Mercury
21	22	22	21	21	COUNTING CROWS/Angels Of...
21	21	20	20	20	MATCHBOX 20/Long Day
18	14	21	17	17	ALICE IN CHAINS/Over Now
19	19	17	17	17	CHALK FARM/Lie On Lie
19	15	17	17	17	R.E.M./Bittersweet Me
12	15	16	16	16	RUSH/Half The World
12	14	15	15	15	BLACK CROWES/Good Friday
17	16	15	15	15	ZACK WYLDE/Between Heaven...
15	14	15	15	15	TOM PETTY & HB/Climb That Hill
23	19	15	15	15	WALLFLOWERS/6th Avenue Heartache
18	15	15	15	15	STORYVILLE/Good Day For...
11	12	11	11	11	WALLFLOWERS/One Headlight
13	17	16	16	16	JOHN MELLENCAMP/Just Another Day
14	13	14	14	14	JOURNEY/Can't Tame The Lion
10	11	12	14	14	GATHERING FIELDS/Rhapsody In Blue
13	12	10	12	12	TONIC/Open Up Your Eyes
15	16	12	12	12	KENNY WAYNE SHEPHERD/Deja Voodoo
10	12	13	11	11	GOO GOO DOLLS/Phong Way Down
14	11	12	10	10	STONE TEMPLE PILOTS/Lady Picture Show
9	8	12	10	10	WHY STORE/Lack Of Water
8	11	8	8	8	VAN HALEN/Me Wise Magic
10	4	3	8	8	BLACK CROWES/Blackberry
7	7	7	7	7	RUSTED ROOT/Sister Contine
8	9	9	7	7	METALLICA/Hero Of The Day
4	1	1	7	7	JOHN MELLENCAMP/Just Another Day
4	1	1	7	7	WHY STORE/Father
5	5	5	5	5	VAN HALEN/Can't Get This...
5	5	5	5	5	GATHERING FIELDS/Lost In America
6	4	5	5	5	OZZY OSBOURNE/Just Want You

**KDKB**  
**MARKET #20**  
**KDKB/Phoenix**  
(602) 897-9300  
Maraville/Peterson

PLAYS	SW	ZW	LW	TW	ARTIST/TITLE
33	23	31	28	28	JOURNEY/When You Love...
28	26	30	27	27	COUNTING CROWS/Angels Of...
33	23	27	27	27	JOHN MELLENCAMP/Just Another Day
33	23	27	27	27	WALLFLOWERS/One Headlight
16	12	19	27	27	VAN HALEN/Me Wise Magic
25	17	24	25	25	MATCHBOX 20/Long Day
7	3	24	25	25	RUSH/Resist
7	16	24	24	24	ZZ TOP/Bang Bang
25	19	23	23	23	DAVE MATTHEWS BAND/Crash Into Me
22	16	24	23	23	DISHWALLA/Charlie Brown's...
17	6	13	23	23	CHALK FARM/Lie On Lie
12	16	23	22	22	ZACK WYLDE/Way Beyond Empty
8	6	13	21	21	JOURNEY/Message Of Love
4	26	18	21	21	R.E.M./Bittersweet Me
1	8	10	21	21	STIR/Looking For
7	2	10	21	21	TONIC/Open Up Your Eyes
7	2	10	21	21	BODEANS/Hurt By Love
25	12	8	9	9	HAZIES/Trip Free Life
9	6	8	9	9	WHY STORE/Father
9	6	8	9	9	SEMISONIC/N.T.
9	6	8	9	9	SHERYL CROW/If It Makes You...
9	6	8	9	9	STORYVILLE/Good Day For...
9	6	8	9	9	SPONGE/Have You Seen Mary
7	7	6	7	7	REFRESHMENTS/Glry
6	4	6	7	7	JOURNEY/Message Of Love
6	4	6	7	7	TRACY CHAPMAN/Give Me One Reason
6	4	6	7	7	SHAWN COLVIN/Get Out Of This...
6	4	6	7	7	BLACK CROWES/Good Friday
6	4	6	7	7	JOHN MELLENCAMP/Key West...
22	16	18	6	6	TOM PETTY & HB/Climb That Hill

**WEBN**  
**MARKET #25**  
**WEBN/Cincinnati**  
(513) 621-9326  
Reinhart

PLAYS	SW	ZW	LW	TW	ARTIST/TITLE
32	26	37	28	28	ALICE IN CHAINS/Again
11	15	28	28	28	METALLICA/Unfit N Sleeps
18	27	22	22	22	HUNGER/Vanishing Cream
30	29	22	22	22	DAVE MATTHEWS BAND/Crash Into Me
10	15	17	21	21	STONE TEMPLE PILOTS/Lady Picture Show
19	22	21	21	21	BUSH/Cold Contagious
8	14	22	18	18	BUSH/Swallowed
23	21	22	17	17	VAN HALEN/Me Wise Magic
23	21	22	17	17	SPONGE/Have You Seen Mary
24	21	22	17	17	VAN HALEN/Humans Being
24	24	23	16	16	STIR/Looking For
23	14	15	16	16	MATCHBOX 20/Long Day
13	14	15	16	16	BLOODHOUND GANG/Fire Water Burn
14	11	11	13	13	STONE TEMPLE PILOTS/Triffin' On A Hole...
14	11	11	13	13	SOUNDGARDEN/Burden In My Hand
14	11	11	13	13	SOUNDGARDEN/Blow Up...
13	14	10	13	13	PEARL JAM/Smile
13	11	13	13	13	PEARL JAM/In My Tree
10	13	17	13	13	METALLICA/Poor Twisted Me
8	9	15	12	12	STARBUCKS/WESTWARD/Shame
8	9	15	12	12	PEARL JAM/Hail, Hail
11	19	17	12	12	PEARL JAM/Aggro
11	19	17	12	12	PEARL JAM/Hail, Hail
39	36	20	12	12	SOUNDGARDEN/Pretty Noose
14	11	11	11	11	METALLICA/Hero Of The Day
13	12	11	9	9	SEVEN MARY THREE/My Day
9	9	9	8	8	SOCIAL DISTORTION/Was Wrong
9	9	9	8	8	TOOL/Sinkist
7	7	8	8	8	COUNTING CROWS/Angels Of...
6	7	8	7	7	O GENERATION/No Way Out

**96 ROCK**  
**MARKET #27**  
**KCAL/Riverside**  
(909) 793-3554  
Shaw/Matthews

PLAYS	SW	ZW	LW	TW	ARTIST/TITLE
24	22	23	21	21	VAN HALEN/Me Wise Magic
22	22	22	20	20	STONE TEMPLE PILOTS/Triffin' On A Hole...
12	11	23	19	19	SOCIAL DISTORTION/Was Wrong
22	21	19	19	19	TONIC/Open Up Your Eyes
11	12	5	18	18	METALLICA/Hero Of The Day
17	16	16	18	18	BLACK CROWES/Blackberry
17	16	16	18	18	METALLICA/Art My Bitch
22	22	23	14	14	SOUNDGARDEN/Burden In My Hand
9	12	14	14	14	ERIC JOHNSON/Pavilion
12	11	14	14	14	TOADIES/Possum Kingdom
3	16	13	13	13	DISHWALLA/Counting Blue Cars
13	13	13	13	13	SPACEHOG/In The Meantime
12	13	13	13	13	RUSH/For Echo
12	11	12	12	12	SEVEN MARY THREE/Cumbersome
12	11	12	12	12	SILVERCHAIR/Tomorrow
8	4	12	12	12	SOUNDGARDEN/Blow Up...
8	4	12	12	12	COUNTING CROWS/Angels Of...
12	11	11	12	12	ALICE IN CHAINS/Again
13	8	11	11	11	GREAT WHITE/Li'l Mama
12	11	10	11	11	BUSH/Machinehead
14	20	18	10	10	BUSH/Swallowed
10	11	10	10	10	AC/DC/Gone Shootin'
6	8	11	10	10	ALICE IN CHAINS/Would?
6	8	11	10	10	STONE TEMPLE PILOTS/Lady Picture Show
6	10	7	9	9	SPONGE/Have You Seen Mary
4	10	8	9	9	R.E.M./Bittersweet Me
9	8	9	8	8	CHALK FARM/Lie On Lie
6	8	9	8	8	TOM PETTY & HB/Climb That Hill
7	4	7	7	7	PEARL JAM/Smile
6	7	7	6	6	JOURNEY/Can't Tame The Lion

**94 HUJ**  
**MARKET #31**  
**WHJY/Providence**  
(401) 438-6110  
Weston/Schifino

PLAYS	SW	ZW	LW	TW	ARTIST/TITLE
14	23	27	29	29	R.E.M./Bittersweet Me
28	22	27	28	28	VAN HALEN/Me Wise Magic
30	24	29	27	27	WALLFLOWERS/6th Avenue Heartache
20	15	14	26	26	COUNTING CROWS/Angels Of...
28	21	29	25	25	JOHN MELLENCAMP/Key West...
26	23	21	25	25	ALICE IN CHAINS/Over Now
17	16	17	16	16	BLACK CROWES/Blackberry
17	13	14	16	16	VAN HALEN/Me Wise Magic
6	11	13	16	16	DISHWALLA/Charlie Brown's...
17	9	15	16	16	TOM PETTY & HB/Climb That Hill
6	12	16	16	16	EELS/Novocaine For...
15	8	13	16		



SKY DANIELS

# Is The Format Dead?

□ An air of cynicism permeates industry talk regarding Alternative

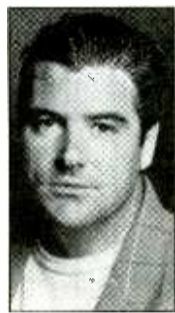
For the last few months I've heard whispers occasionally grow to screams regarding the relative state of Alternative's union. Sometimes it was a PD dealing with a second straight down book, uttering, "I wonder what's going on?" Other times I've heard industry pundits pointedly proclaim with vitriol, "This format is dead."

I tend to take each of this expressed concerns in stride. Having gone through both the programming and promotion wars, I recognize that shrill sound from the distance: it's the enemy's missiles coming in. Not long ago I began to notice an air of almost reactionary panic on the part of younger programmers, those not yet steered against the ratings wars. These programmers were clearly hearing the whistles of the missiles.

When a headline in last week's *New York Daily News* screamed "Is This the End Of Alternative Rock?", I decided to intensify the search for an answer.

The malaise affecting this format is not limited to radio's concern with ratings, nor minimized to record labels not selling as many records as they'd like to. It is beginning to affect the spirit of many of the format's opinion leaders on both sides of the fence. One highly regarded label exec, known for his straightforward candor, told me privately, "I can't even begin to tell you what's going through my mind right now. I'm sitting here literally devastated by the demands of major stations being placed on me for their Christmas shows. I enter into discussions with these stations with good intentions, and in many cases have delivered a band, sometimes more than one. It still isn't enough. The politics are causing me to lose my zeal."

That chilling statement — "the pol-



Bill Carroll

itics are causing me to lose my zeal" is a mantra that will be chanted by many as Alternative continues its move into the heavyweight division. Breaking the spirit of idealists occurs more frequently than breaking acts in this business. It's No. 1 with a bullet ... to the head. The sentiment runs absolutely contrary to what we would like to think is this format's ideal — **PUTTING MUSIC**

**FIRST!**

What causes a format like Alternative to be corrupted and rescind its original promise? Strokes = hits goes the equation. Everyone gets hooked on being perceived as being important. There are two parts to the music business: The art form of music, and what sometimes passes as business. The business breeds a lot of the aforementioned behavior. "This is a business filled with insecure people swayed by a manufactured, controlled perceptual spin," said one executive anonymously. "We peddle influence, we want people to perceive things our way. No one in this business is capable of taking things at face value."

## 'Victim Of Own Success'

It can be suggested that same spin is now being used against Alternative in classic build-them-up-to-tear-them-down fashion. While the format's incredible rise over the last five years certainly did much to empower it, there also was the inevitable resent-

ment bred in its competitors. Handling competitive pressures like this is new to much of Alternative. According to **London Records** Director/National Promotion **Bill Carroll**, "Six years ago this format didn't matter. This was a fringe format populated by adventurous music fans. As labels watched the music take hold, the format adopted more of the traditional business concerns. I'm amazed at how formalized much of this has become; how quickly people lost sight of the original, supposed intent of the format."

**Epic Records** VP/Alternative Promotion **Stu Bergen** agrees, adding, "This format is a victim of its own success. Things came so fast to the format and now it has to manage its growth. A lot of radio people are looking for answers. The answers tend to be personal, market-specific approaches. I'm seeing things crystalize into general issues — a hits consciousness or a rock attitude. **Bill Gamble** at **WKQX/Chicago** seems to be working on a hot, super-clock approach that will familiarize and



Stu Bergen

drive home 20 records. In some markets, stations are reverting to a very active concern for street records. They want to beat their Rock competitors to records like **Korn**, **Tool**, and **Marilyn Manson**."

Carroll acknowledges this duality as well. "There is a bifurcation that has always existed in the format. Some are more pop; some more rock. This alone probably hurts the consensus opinion of Alternative. In its maturation as a format, Alternative still hasn't learned a vital lesson from the mistakes of its predecessors. It takes all the risk by going out first on a record and then allows other formats — particularly pop — to take advantage of that equity. I'm beginning to sense some of the stronger Alternative stations intimate that they will no longer take the risk without some guarantee that they will retain proprietorship in the act. That is going to cause a lot of friction in the industry."

## Maintaining Ownership

Maintaining proprietorship of acts that Alternative has broken is a major issue in more ways than one, according to **Interscope Records**' **Lynn McDonnell**. She points out, "The format has to take advantage of the acts it breaks. It develops bands that become huge — active sellers like **Marilyn Manson** — then moves on. The format grew by being responsive to the street. At Interscope the street remains our number one concern, whether it's alternative, rap, or artists like the **Wallflowers**. We work hard on marketing acts to create an awareness that will



**BIG BANG BREAKFAST** — Atlantic recording artists **Stone Temple Pilots** revealed more than expected in their recent "Breakfast in Bed" with **KROQ/L.A.** Dressed in pajamas, the group candidly spoke to listeners and morning hosts **Kevin Ryder** and **Gene (Bean) Baxter**. Showing everything are (l-r) **STP's Dean** and **Robert DeLeo**, **KROQ's Bean** and **Kevin**, and **STP's Scott Weiland** and **Eric Kretz**

ultimately provide a viability to the act. It's a shame for radio to not take advantage of that viability."

Labels have been particularly responsive to Alternative the past few years, in many cases developing the culture of their A&R departments around it. Do these executives see the importance of the format fading in their labels' eyes? Bergen is quick to respond, "At Epic, alternative sells a lot of records. We don't question the viability of the music. As far as the thrust of the format, I have questioned whether or not it's over. I believe it's part of a cyclical nature to this business. The format, by design, was built on newness. That insatiable demand can keep us all up at night."

"You have to question the loyalty of the consumers this format breeds. Sometimes a broken artist isn't a broken artist. **Better Than Ezra** sold a million records last time and now they have to revert to square one to try to do it again. The format isn't concerned with artist development in that regard. As these stations get sold for a hundred million dollars, the programmers aren't concerned about remaining true to the fifth

**Bush** single. They are all doing whatever they think they need to do to get ratings now. With ratings pressure like that, can you blame them for not thinking long-term?"

Much is being made about the lack of commitment to superstars in the press and the industry these days. The *Wall Street Journal* wrote a scathing article about **R.E.M.**'s latest contract and "New Adventures In HiFi"'s fall on the **SoundScan** chart. The latest *Rolling Stone* takes **Pearl Jam** and **Eddie Vedder** to task, challenging some of the band's lofty ideals, questioning how manipulative Vedder really is. *USA Today* ran an article in which **Steve Perry** of **Journey** declares a backlash against Alternative by "normal" people. The bandwagon, it would seem, intends to roll over Alternative's head.

Bergen believes the bandwagon mentality helped cause a number of difficulties for Alternative anyway, adding, "It wouldn't hurt the ship to lose a little dead weight right now. It would be easier to navigate if Rock stations shifted back to their classic heritage artists, like **Journey** and **Van Halen**. You only have to look at the

markets where there isn't intense music sharing among formats to see that alternative music is in good, if not great shape. Markets like Minneapolis have Alternative getting a 9 share. Look at Pittsburgh. [Rock] **WDVE** strategically aligns itself with **WXDX**, buys its Alternative competitor, and the 'X' gets a six share."

McDonnell agrees, adding, "No one thinks **Bush** or **No Doubt** is in trouble. They're getting played on every format. The music has gotten so accepted that competition is affecting the cume of Alternative stations. Adult Alternative, "Star" formats, and Active Rock are playing the best music of Alternative. If there was only one outlet for the music, how big would those ratings be?"

## Where's The Platinum?

One point most label execs agree on is that another platinum breakthrough is needed to galvanize the audience. Where it will come from remains an issue of speculation. Carroll watches the electronica scene for cues. "Some people are being proactive and beginning to utilize music like **Orbital** or the **Chemical Brothers** to differentiate themselves from the pack. If that music form and culture continues to develop, we might just see a breakthrough that Alternative can lay claim to."

Bergen suggests, "There has been nothing as revolutionary as the Seattle scene. That movement went beyond songs. It told kids how to dress, how to express their feelings. In the record business, we are informally trained to seek new trends. White rap might be the next breakthrough, considering the success of bands like **311**, **Rage Against The Machine**, and **Cake**."

As big as **Alanis Morissette** was, she didn't galvanize thinking on any social level, though we did see an improved acceptance of female artists. The business is always looking for lightning rods to lead the way, a massive breakthrough by an act or a station. A lot of the industry is edgy over the high-profile market stations' relative positions. They see certain stations' ratings and that becomes the barometer for the format."

"We are at a point, where the loyalty of a lot of people, in the industry and out of it, is going to be tested. Funny thing about loyalty, it has to extend both ways, doesn't it?"

Next week, we talk to the owners, programmers, and consultants of those "high-profile" stations in part two of this article.

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# ALTERNATIVE TOP 50

NOVEMBER 22, 1996

3W	2W	LW	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS				TOTAL STATIONS/ADDS
					TW	LW	2W	3W	
2	1	1	<b>1</b>	<b>BUSH</b> Swallowed ( <i>Trauma/Interscope</i> )	3207	3169	3126	2864	91/0
8	4	3	<b>2</b>	<b>NO DOUBT</b> Don't Speak ( <i>Trauma/Interscope</i> )	2868	2714	2493	2190	88/1
1	2	2	3	<b>SUBLIME</b> What I Got ( <i>Gasoline Alley/MCA</i> )	2834	2879	2906	2955	89/0
7	8	5	<b>4</b>	<b>CAKE</b> The Distance ( <i>Capricorn/Mercury</i> )	2631	2488	2293	2194	88/1
4	3	4	5	<b>COUNTING CROWS</b> Angels Of The Silences ( <i>DGC/Geffen</i> )	2438	2499	2675	2630	92/0
5	7	6	6	<b>R.E.M.</b> Bittersweet Me ( <i>Warner Bros.</i> )	2342	2408	2424	2426	88/0
6	6	7	7	<b>SOCIAL DISTORTION</b> I Was Wrong ( <i>550 Music</i> )	2235	2385	2435	2412	76/0
12	10	9	<b>8</b>	<b>STONE TEMPLE PILOTS</b> Lady Picture Show ( <i>Atlantic</i> )	2195	2018	1880	1723	91/0
13	11	8	<b>9</b>	<b>LOCAL H</b> Bound For The Floor ( <i>Island</i> )	2151	2039	1838	1721	86/3
19	13	11	<b>10</b>	<b>SOUNDGARDEN</b> Blow Up The Outside World ( <i>A&amp;M</i> )	2108	1917	1707	1453	84/1
25	18	15	<b>11</b>	<b>KULA SHAKER</b> Tattva ( <i>Columbia</i> )	1869	1673	1466	1187	85/5
23	17	12	<b>12</b>	<b>PRESIDENTS OF THE UNITED...</b> Mach 5 ( <i>Columbia</i> )	1793	1764	1580	1240	87/2
10	9	13	13	<b>PEARL JAM</b> Hail, Hail ( <i>Epic</i> )	1755	1762	1924	1931	72/0
29	21	17	<b>14</b>	<b>311</b> All Mixed Up ( <i>Capricorn/Mercury</i> )	1753	1591	1363	1062	82/2
14	12	14	15	<b>LEMONHEADS</b> If I Could Talk I'd Tell You ( <i>Tag/Atlantic</i> )	1644	1708	1772	1692	75/0
3	5	10	16	<b>EELS</b> Novocaine For The Soul ( <i>DreamWorks/Geffen</i> )	1600	1994	2470	2687	64/0
49	30	23	<b>17</b>	<b>RED HOT CHILI PEPPERS</b> Love Rollercoaster ( <i>Geffen</i> )	1506	1244	995	465	73/1
<b>BREAKER</b>			<b>18</b>	<b>GARBAGE</b> Number One Crush ( <i>Capitol</i> )	1461	603	176	20	79/17
24	23	22	<b>19</b>	<b>TOOL</b> Stinkfist ( <i>Zoo</i> )	1409	1345	1282	1233	83/0
21	20	20	20	<b>TONIC</b> Open Up Your Eyes ( <i>Polydor/A&amp;M</i> )	1330	1385	1416	1340	61/3
15	16	16	21	<b>FUN LOVIN' CRIMINALS</b> Scooby Snacks ( <i>EMI</i> )	1313	1593	1609	1621	66/0
11	14	19	22	<b>SHERYL CROW</b> If It Makes You Happy ( <i>A&amp;M</i> )	1303	1471	1705	1828	59/0
<b>BREAKER</b>			<b>23</b>	<b>BETTER THAN EZRA</b> Desperately Wanting ( <i>Swell/Elektra/EEG</i> )	1215	946	596	175	72/6
31	27	24	<b>24</b>	<b>PHISH</b> Free ( <i>Elektra/EEG</i> )	1182	1143	1077	962	63/4
30	26	25	<b>25</b>	<b>MARILYN MANSON</b> The Beautiful People ( <i>Nothing/Interscope</i> )	1149	1111	1101	1056	78/1
16	19	21	26	<b>BECK</b> Devils Haircut ( <i>DGC/Geffen</i> )	1147	1361	1436	1483	63/0
9	15	18	27	<b>SMASHING PUMPKINS</b> Muzzle ( <i>Virgin</i> )	1144	1538	1684	1937	50/0
36	31	28	<b>28</b>	<b>LUSCIOUS JACKSON</b> Naked Eye ( <i>Grand Royal/Capitol</i> )	988	969	974	891	60/2
18	22	26	29	<b>NIRVANA</b> Aneurysm ( <i>DGC/Geffen</i> )	971	1072	1299	1478	47/0
—	49	40	<b>30</b>	<b>FOUNTAINS OF WAYNE</b> Radiation Vibe ( <i>Tag/Atlantic</i> )	894	733	480	347	60/11
—	—	49	<b>31</b>	<b>POE</b> Hello ( <i>Modern/Atlantic</i> )	874	543	105	28	63/11
—	—	36	<b>32</b>	<b>DAVE MATTHEWS BAND</b> Crash Into Me ( <i>RCA</i> )	807	746	429	94	57/4
32	32	30	33	<b>LEAH ANDREONE</b> It's Alright, It's OK ( <i>RCA</i> )	786	897	933	944	48/0
42	40	38	<b>34</b>	<b>FIONA APPLE</b> Shadowboxer ( <i>Work</i> )	776	738	699	650	47/1
46	43	41	<b>35</b>	<b>DISHWALLA</b> Charlie Brown's Parents ( <i>A&amp;M</i> )	769	729	616	513	52/2
27	28	31	36	<b>ALANIS MORISSETTE</b> Head Over Feet ( <i>Maverick/Reprise</i> )	746	856	1055	1094	34/0
38	37	34	37	<b>SOUNDGARDEN</b> Burden In My Hand ( <i>A&amp;M</i> )	725	800	798	844	39/0
37	34	32	38	<b>HEADS</b> Damage I've Done ( <i>Radioactive/MCA</i> )	713	830	873	849	48/0
<b>DEBUT</b>			<b>39</b>	<b>FAILURE</b> Stuck On You ( <i>Slash/WB</i> )	712	448	234	59	55/7
47	47	45	<b>40</b>	<b>KORN</b> No Place To Hide ( <i>Immortal/Epic</i> )	642	638	576	487	58/2
22	29	35	41	<b>REPUBLICA</b> Ready To Go ( <i>RCA</i> )	605	754	1022	1278	35/1
34	35	42	42	<b>CHALK FARM</b> Lie On Lie ( <i>Columbia</i> )	599	700	806	897	30/0
20	25	33	43	<b>WEEZER</b> El Scorcho ( <i>DGC/Geffen</i> )	580	809	1177	1431	38/0
<b>DEBUT</b>			<b>44</b>	<b>WALLFLOWERS</b> One Headlight ( <i>Interscope</i> )	551	250	159	116	45/10
26	33	39	45	<b>GEGGY TAH</b> Whoever You Are ( <i>Luaka Bop/WB</i> )	542	737	890	1187	32/0
<b>DEBUT</b>			<b>46</b>	<b>SMASHING PUMPKINS</b> Thirty-Three ( <i>Virgin</i> )	541	198	59	21	56/30
28	36	37	47	<b>WALLFLOWERS</b> 6th Avenue Heartache ( <i>Interscope</i> )	518	743	804	1065	28/0
35	45	—	<b>48</b>	<b>STABBING WESTWARD</b> Shame ( <i>Columbia</i> )	500	487	598	893	28/1
39	38	43	49	<b>CRANBERRIES</b> When You're Gone ( <i>Island</i> )	487	652	758	805	32/0
50	41	44	50	<b>GARBAGE</b> Supervixen ( <i>Almo Sounds/Geffen</i> )	487	648	671	445	31/0

This chart reflects airplay from November 11-17. Songs ranked by total plays. Highlighted songs indicate Breaker. 96 Alternative reporters. 95 current playlists. Songs below No. 25 are moved to recurrent after 26 weeks. © 1996, R&R Inc.

## BREAKERS®

### GARBAGE

#### Number One Crush (*Capitol*)

TOTAL PLAYS/INCREASE TOTAL STATIONS/ADDS CHART  
1461/858 79/17 **18**

### BETTER THAN EZRA

#### Desperately Wanting (*Swell/Elektra/EEG*)

TOTAL PLAYS/INCREASE TOTAL STATIONS/ADDS CHART  
1215/269 72/6 **23**

## MOST ADDED®

ARTIST TITLE LABEL(S)	ADDS
<b>SMASHING PUMPKINS</b> Thirty-Three ( <i>Virgin</i> )	30
<b>BLOODHOUND GANG</b> Fire Water Burn ( <i>Republic/Geffen</i> )	26
<b>GARBAGE</b> Number One Crush ( <i>Capitol</i> )	17
<b>REPUBLICA</b> Drop Dead Gorgeous ( <i>RCA</i> )	12
<b>FOUNTAINS OF WAYNE</b> Radiation Vibe ( <i>Tag/Atlantic</i> )	11
<b>POE</b> Hello ( <i>Modern/Atlantic</i> )	11
<b>SOUL COUGHING</b> Super Bon Bon ( <i>Slash/WB</i> )	11
<b>WALLFLOWERS</b> One Headlight ( <i>Interscope</i> )	10
<b>COUNTING CROWS</b> A Long December ( <i>DGC/Geffen</i> )	9
<b>CARDIGANS</b> Lovefool ( <i>Mercury</i> )	8

## KEEP WATCHING THIS



## MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
<b>GARBAGE</b> Number One Crush ( <i>Capitol</i> )	+858
<b>SMASHING PUMPKINS</b> Thirty-Three ( <i>Virgin</i> )	+343
<b>POE</b> Hello ( <i>Modern/Atlantic</i> )	+331
<b>WALLFLOWERS</b> One Headlight ( <i>Interscope</i> )	+301
<b>BLOODHOUND GANG</b> Fire Water Burn ( <i>Republic/Geffen</i> )	+272
<b>BETTER THAN EZRA</b> Desperately Wanting ( <i>Swell/Elektra/EEG</i> )	+269
<b>FAILURE</b> Stuck On You ( <i>Slash/WB</i> )	+264
<b>RED HOT CHILI PEPPERS</b> Love Rollercoaster ( <i>Geffen</i> )	+262
<b>SOUL COUGHING</b> Super Bon Bon ( <i>Slash/WB</i> )	+219
<b>KULA SHAKER</b> Tattva ( <i>Columbia</i> )	+196

## HOTTEST RECURRENTS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
<b>311</b> Down ( <i>Capricorn/Mercury</i> )	
<b>BETTER THAN EZRA</b> King Of New Orleans ( <i>Swell/Elektra/EEG</i> )	
<b>STONE TEMPLE PILOTS</b> Trippin' On A Hole In... ( <i>Atlantic</i> )	
<b>BUTTHOLE SURFERS</b> Pepper ( <i>Capitol</i> )	
<b>DISHWALLA</b> Counting Blue Cars ( <i>A&amp;M</i> )	
<b>NO DOUBT</b> Spiderwebs ( <i>Trauma/Interscope</i> )	
<b>PRIMITIVE RADIO GODS</b> Standing Outside... ( <i>Ergo/Columbia</i> )	
<b>SMASHING PUMPKINS</b> Tonight, Tonight ( <i>Virgin</i> )	
<b>BECK</b> Where It's At ( <i>DGC/Geffen</i> )	
<b>EVERCLEAR</b> Santa Monica (Watch The World Die) ( <i>Capitol</i> )	

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.

COUNTING CROWS  
a long december

## Alternative Most Added!

This Week: WXRK, KROQ, WHYT, KEGE, KZON, WRAX, WEQX, KORB, WDST

Plus: WDRE, WLIR, WWCD, WRXQ, WEJE, WPGU

Impact Date: December 3



# ALTERNATIVE REPORTERS

Stations and their adds listed alphabetically by market


<p><b>WEQX/Albany, NY</b> PD: Ian Harrison APD/MD: Marc Alghini 15 SMASHING PUMPKINS "Thirty" COUNTING CROWS "December" SOUL COUGHING "Super" CARDIGANS "Lovefool"</p> <p><b>WQBK/Albany, NY</b> DM/MD: Dan Binder MD: Kelly McNamara LUSCIOUS JACKSON "Naked" BLOODHOUND GANG "Fire"</p> <p><b>KTEG/Albuquerque, NM</b> PD: Sandy Horowitz MD: Mark Copeland BLOODHOUND GANG "Fire" MIGHTY MIGHTY BT "Impression" SACHEL "Without" SOUL COUGHING "Super"</p> <p><b>WNNX/Atlanta, GA</b> PD: Brian Phillips APD: Leslie Fram MD: Sean Demery BETTER THAN EZRA "Wanting" NERF HERDER "Van" RAGE AGAINST... "Rodeo" SMASHING PUMPKINS "Thirty"</p> <p><b>WJSE/Atlantic City, NJ</b> DM/MD: Dave King BLOODHOUND GANG "Fire" REPUBLICA "Drop" CARDIGANS "Lovefool" SMASHING PUMPKINS "Thirty" BABY FOX "Curlylocks"</p> <p><b>WCHZ/Augusta, GA</b> DM/MD: Eric Hall APD: Todd Haller MD: Jay Bradley WALLFLOWERS "Headlight" BABY FOX "Curlylocks"</p> <p><b>KNNC/Austin, TX</b> APD: Kim Soliz MD: Andy Meadors 27 GARBAGE "Crush" FOUNTAINS OF WAYNE "Radiation" CHEMICAL BROTHERS "Setting" BUTTHOLE SURFERS "TV" WALLFLOWERS "Headlight"</p> <p><b>KROX/Austin, TX</b> PD: Sara Trezler APD/MD: Lloyd Hecutt SEBADOH "Willing" TONIC "Eyes"</p> <p><b>WGRG/Binghamton, NY</b> PD/MD: Steve Gilinsky 12 SEAL "Fly" 1 JEWEL "You" BLOODHOUND GANG "Fire" GARBAGE "Crush" PULP "Disco" REPUBLICA "Drop"</p> <p><b>WRAX/Birmingham, AL</b> PD: Dave Rossi MD: Hurricane Shane K'S CHOICE "Addict" GARBAGE "Crush" BLOODHOUND GANG "Fire" COUNTING CROWS "December"</p> <p><b>WBCN/Boston, MA</b> VP/Programming: Dedipus MD: Carter Alan APD: Steven Strick REPUBLICA "Drop"</p> <p><b>WFNX/Boston, MA</b> PD: Bill Glasser MD: Laurie Gail 7 BUSH "Greedy" RAGE AGAINST... "Rodeo" JON SPENCER BLUES... "Kindsa" TRICKY "Christian" JANE JENSEN "More" NO DOUBT "Speak"</p> <p><b>KQXR/Boise, ID</b> PD: Dan McColly MD: Tim Johnstone BT W/TORI AMOS "Skies" GARBAGE "Crush" SOUL COUGHING "Super" SMASHING PUMPKINS "Thirty"</p> <p><b>WEDG/Buffalo, NY</b> MD: Rich Wall JOHNNY CASH "Rusty" POE "Hello"</p>	<p><b>WBTZ/Burlington, VT</b> PD: Stephanie Hindley MD: Steve Picard 15 BLOODHOUND GANG "Fire" REPUBLICA "Drop" ARCHERS OF LOAF "X-Mas"</p> <p><b>WPGU/Champaign, IL</b> PD: Ben Panzio MD: Jacent Jackson 7 FOUNTAINS OF WAYNE "Radiation" 5 BLOODHOUND GANG "Fire" 3 FAILURE "Stuck" 3 SMASHING PUMPKINS "Thirty"</p> <p><b>WEND/Charlotte, NC</b> PD: Jack Daniel MD: Kim Monroe No Adds</p> <p><b>WKQX/Chicago, IL</b> PD: Bill Gamble APD/MD: Mary Shuminas 10 GRAVITY KILLS "Enough" POE "Hello"</p> <p><b>WAQZ/Cincinnati, OH</b> PD/MD: Matthew Harris APD: Sterling Schlessler WALLFLOWERS "Headlight" REPUBLICA "Drop" SUZANNE VEGA "Thrill"</p> <p><b>WOXY/Cincinnati, OH</b> PD: Dave Tellmann MD: Doris Fyffe 9 LOW &amp; SWEET ORCH. "Hair" 2 KOMEDA "Boogie" 2 BUTTHOLE SURFERS "TV" 2 FLUFFY "Scream" 2 TRICKY "Christian" 2 FLOW ON BOY "Looking" 2 SAM PHILLIPS "Stupid"</p> <p><b>WENZ/Cleveland, OH</b> PD: Sean Robertson POE "Hello" DAVE MATTHEWS BAND "Crash" SEBADOH "Willing" K'S CHOICE "Addict" TRACY BONHAM "Sharks"</p> <p><b>WMMS/Cleveland, OH</b> PD: Bob Neumann BLOODHOUND GANG "Fire"</p> <p><b>WWCD/Columbus, OH</b> PD: Jane Purcell MD: Andy Davis 2 RED HOT CHILL... "Love" 2 BETTER THAN EZRA "Wanting"</p> <p><b>KDGE/Dallas, TX</b> PD: Joel Folger MD: Mike Peer TONIC "Eyes" SEBADOH "Willing"</p> <p><b>WXEG/Dayton, OH</b> PD: Jeff Stevens MD: Allen Rants SMASHING PUMPKINS "Thirty" BLOODHOUND GANG "Fire" PHISH "Free"</p> <p><b>WKRO/Daytona Beach, FL</b> PD: Taft Moore MD: Delia Rae 12 MIGHTY JOE PLUM "Live" 6 SMASHING PUMPKINS "Thirty"</p> <p><b>KTCL/Denver, CO</b> PD: John Hayes 5 GARBAGE "Crush" 5 BLOODHOUND GANG "Fire"</p> <p><b>KKDM/Des Moines, IA</b> PD: J. Michael McKay MD: Sophia John ASHLEY MACISAAC "Maggie" GOLDFINGER "Miles" LOCAL H "Bound" SISTER SLEIL "Red"</p> <p><b>CIMX/Detroit, MI</b> Program Mgr: Murray Brookshaw PD/MD: Vince Cannova 59 GARBAGE "Crush" 24 PLUTO "Paste" 13 SMASHING PUMPKINS "Thirty" 9 CHANTAL KREPAZIK "Made" 7 BLOODHOUND GANG "Fire"</p>	<p><b>WHYY/Detroit, MI</b> PD: Garrett Michaels MD: Alex Tear GARBAGE "Crush" COUNTING CROWS "December"</p> <p><b>KNRQ/Eugene, OR</b> PD: Stu Allen REACHAROUND "Mean" SMASHING PUMPKINS "Thirty" FOUNTAINS OF WAYNE "Radiation" CARDIGANS "Lovefool" BLOODHOUND GANG "Fire"</p> <p><b>KFRF/Fresno, CA</b> PD: Don O'Neal KORN "Place" METALLICA "Day" DISHWALLA "Parents" MARILYN MANSON "People" 311 "Misad" KULA SHAKER "Tatna"</p> <p><b>WEJE/Ft. Wayne, IN</b> PD: Sean Smyth MD: Wesal 15 SMASHING PUMPKINS "Thirty" 1 BLOODHOUND GANG "Fire" DESCENDENTS "One" TRACY BONHAM "Sharks" FAILURE "Stuck"</p> <p><b>WGRD/Grand Rapids, MI</b> PD: Allan Fee SEMISONIC "F.N.T." SOUL COUGHING "Super"</p> <p><b>WXNR/Greenville, NC</b> PD: B.K. Kirkland MD: All Taylor SOUNDGARDEN "Blew" PHISH "Free"</p> <p><b>WQXA/Harrisburg, PA</b> PD: John Moschitta MD: Scott McFadden GARBAGE "Crush" KULA SHAKER "Tatna"</p> <p><b>WMRQ/Hartford, CT</b> PD: Jay Bean Jones 21 FAILURE "Stuck" 14 GARBAGE "Crush" 14 SUPERDRAG "Major"</p> <p><b>KDEO/Honolulu, HI</b> PD: Norm Winter MD: Don Lips Fuyiyama 10 BUCK-O-NINE "Miserlou" 13 NO DOUBT "Sunday" 12 REEL BIG FISH "Self" 11 DANCE HALL CRASHERS "Next" 11 EVERYTHING BUT... "Single" 9 DANZIG "Sacrifice" 9 CAKE "Distance" 6 SKANKIN' PICKLE "Hair" 4 TOOL "Jeremy" 3 GOLDFINGER "Mable" 3 JEWEL "You" 3 DAMON MARLEY "Kingston" 2 DESCENDENTS "One" 2 KORN "Wicked" 2 KMFDM "Rules" REPUBLICA "Drop" FAILURE "Stuck"</p> <p><b>KPOI/Honolulu, HI</b> PD: Brock Whaley MD: Nikki Basque GARBAGE "Crush" WALLFLOWERS "Headlight"</p> <p><b>KTBZ/Houston, TX</b> PD: Cruze APD: Steve Robison MD: David Sadot SMASHING PUMPKINS "Thirty" KORN "Place" NERF HERDER "Van" JANE JENSEN "More" STABBING WESTWARD "Believe"</p> <p><b>WRZX/Indianapolis, IN</b> PD: Scott Jameson MD: Michael Young PRESIDENTS OF... "Mach" SMASHING PUMPKINS "Thirty" REACHAROUND "Mean"</p> <p><b>WPLA/Jacksonville, FL</b> PD: Jim Randall APD: Beaner MD: Greg Brady 8 METALLICA "Day" 6 TYPE O NEGATIVE "Girlfriend" 5 SMASHING PUMPKINS "Thirty" GARBAGE "Crush"</p>	<p><b>KISF/Kansas City, MO</b> PD: Jon Anthony MD: Jason Justice SOUL COUGHING "Super" GARBAGE "Crush"</p> <p><b>KLZR/Kansas City, MO</b> PD: Roger The Dodger MD: Bob Osburn 12 311 "Misad" ARCHERS OF LOAF "X-Mas" SMASHING PUMPKINS "Thirty" BUTTHOLE SURFERS "TV"</p> <p><b>WNFZ/Knoxville, TN</b> DM/MD: Jonathan Pirkle 40 FOUNTAINS OF WAYNE "Radiation" 16 K'S CHOICE "Addict" DAVE MATTHEWS BAND "Crash" SOUL COUGHING "Super" PURE "Anna" KULA SHAKER "Tatna" REPUBLICA "Drop"</p> <p><b>WWDX/Lansing, MI</b> PD: Mike Childs MD: Chris Brunt 5 SMASHING PUMPKINS "Thirty" 5 FOUNTAINS OF WAYNE "Radiation" PRESIDENTS OF... "Mach" NIRVANA "Drain"</p> <p><b>KXTE/Las Vegas, NV</b> PD: Mike Stern MD: Chris Ripley 2 GARBAGE "Crush"</p> <p><b>WXZZ/Lexington, KY</b> PD: Dennis Dillon MD: Brad Hart 2 BT W/TORI AMOS "Skies" TONIC "Eyes" LUSCIOUS JACKSON "Naked"</p> <p><b>WLIR/Long Island, NY</b> PD: Ted Taylor MD: Shelley Miller No Adds</p> <p><b>KROD/Los Angeles, CA</b> VP/Programming: Kevin Weatherly APD: Gene Sandblom MD: Lisa Worden 22 SMASHING PUMPKINS "Thirty" 16 SUBLIME "Santitas" 13 COUNTING CROWS "December"</p> <p><b>WMAD/Madison, WI</b> PD: Pat Frawley APD/MD: Trevor Scott BETTER THAN EZRA "Wanting"</p> <p><b>WRXQ/Memphis, TN</b> PD: Tony Williams MD: Diana Ge BUTTHOLE SURFERS "TV" FOUNTAINS OF WAYNE "Radiation" WILCO "Outcaste" SOUL COUGHING "Super" SEMISONIC "F.N.T."</p> <p><b>WLUM/Milwaukee, WI</b> PD: Tommy Wilde MD: Zerrin Bulut 10 CARDIGANS "Lovefool"</p> <p><b>KEGE/Minneapolis, MN</b> PD: John Lassman MD: Wade Linder 10 BLOODHOUND GANG "Fire" 10 WILCO "Outcaste" 3 RAGE AGAINST... "Rodeo" FOUNTAINS OF WAYNE "Radiation" COUNTING CROWS "December"</p> <p><b>KREV/Minneapolis, MN</b> PD: Kevin Cole MD: Shawn Stewart GARBAGE "Crush"</p> <p><b>WHTG/Monmouth-Ocean, NJ</b> PD: T.J. Bryan 5 SACHEL "Without" 4 GARBAGE "Crush" 4 ASH "Mars" CARDIGANS "Lovefool" RAGE AGAINST... "Rodeo" SMASHING PUMPKINS "Thirty"</p> <p><b>WRLG/Nashville, TN</b> OM: John Lenac PD: Julie Forman MD: Kevin Klins 1 HOMEBOYS "Halo" 5 ASH "Mars" CARDIGANS "Lovefool" RAGE AGAINST... "Rodeo" SMASHING PUMPKINS "Thirty"</p>	<p><b>KNKD/New Orleans, LA</b> PD: Vince Richards MD: Rod Ryan 17 BUSH "Greedy" 17 BUSH "Cold" 13 REFRESHMENTS "Girly" EELS "Rags"</p> <p><b>WZRH/New Orleans, LA</b> PD: Jack Snyder MD: Darren Gauthier 8 NEW WORLD SPIRITS "Bed" BLOODHOUND GANG "Fire" REPUBLICA "Drop" NERF HERDER "Van" CARDIGANS "Lovefool" JOHNNY CASH "Rusty"</p> <p><b>WXRK/New York, NY</b> PD: Steve Kingston MD: Alana Tobin COUNTING CROWS "December"</p> <p><b>WROX/Norfolk, VA</b> PD: Perry Stone APD/MD: AJ Mitchell BETTER THAN EZRA "Wanting" CHEMICAL BROTHERS "Setting" POE "Hello"</p> <p><b>KGDE/Omaha, NE</b> PD: Lynn Barstow MD: John Stewart PEARL JAM "Smile" BLOODHOUND GANG "Fire"</p> <p><b>KNRX/Oklahoma City, OK</b> PD: Mike McCoy MD: Gene Pearson 5 PHISH "Free" 5 WALLFLOWERS "Headlight" 5 SMASHING PUMPKINS "Thirty" DAVE MATTHEWS BAND "Crash" ASH "Mars"</p> <p><b>WDRE/Philadelphia, PA</b> DM: Jim McGuinn CO-MD: Marilyn Russell CO-MD: Preston Elliot 6 BLOODHOUND GANG "Fire" POE "Hello" FAILURE "Stuck"</p> <p><b>KEDJ/Phoenix, AZ</b> PD: Shelle Hart MD: Chris Patyk 21 SMASHING PUMPKINS "Thirty" 21 REPUBLICA "Ready" 15 METALLICA "Sheeps" 8 FOUNTAINS OF WAYNE "Radiation" 6 NERF HERDER "Van"</p> <p><b>KZON/Phoenix, AZ</b> PD: Bill Pugh MD: Erika Smith BUSH "Straight" COUNTING CROWS "December" HEADS "Tide" WILCO "Outcaste" POE "Hello" SACHEL "Without"</p> <p><b>WXDX/Pittsburgh, PA</b> PD: Al Castellini MD: Lenny Diana 15 PURE "Anna" SMASHING PUMPKINS "Thirty" FIONA APPLE "Shadowboxe"</p> <p><b>WCYY/Portland, ME</b> PD: Herb Ivy MD: Brian James CHEMICAL BROTHERS "Setting" SOUL COUGHING "Super" ALICE IN CHAINS "Would" BLOODHOUND GANG "Fire"</p> <p><b>KNRK/Portland, OR</b> PD: Mark Hamilton MD: Matt Souther REPUBLICA "Drop"</p> <p><b>WDST/Poughkeepsie, NY</b> PD: Dave Leonard APD: Dave Doud MD: Nic Harcourt 5 NERF HERDER "Van" 5 CHEMICAL BROTHERS "Setting" 4 SHERYL CROW "Everyday" 4 PULP "Disco" 4 JAKE "Monkey" 3 COUNTING CROWS "December" 3 HEADS "Tide" 2 SMASHING PUMPKINS "Thirty" 2 GOLDFINGER "Pictures" 2 SEBADOH "Willing" 1 MARSHALL CRENSHAW "Dream" 1 RED HOUSE PAINTERS "Mixed"</p>	<p><b>WBRU/Providence, RI</b> PD: Tim Schiavelli MD: Matt Maloney BLOODHOUND GANG "Fire" BETTER THAN EZRA "Wanting" POE "Hello" TANYA DONNELLY "Burn"</p> <p><b>WDGE/Providence, RI</b> PD/MD: Brent Petersen APD: John Ailers 23 BUSH "Greedy" 13 BUSH "Tendency" 11 BUSH "Cold" 1 BLOODHOUND GANG "Fire" 1 DISHWALLA "Parents"</p> <p><b>KORB/Quad Cities, IA</b> PD: Steve Gunner SMASHING PUMPKINS "Thirty" LOCAL H "Bound" POE "Hello" COUNTING CROWS "December" WALLFLOWERS "Headlight"</p> <p><b>KRZQ/Reno, NV</b> PD: Rob "Blaze" Brooks PHISH "Free" HEADS "Tide" CARDIGANS "Lovefool" SMASHING PUMPKINS "Thirty" BLOODHOUND GANG "Fire" SOUL COUGHING "Super"</p> <p><b>WBZU/Richmond, VA</b> MD: J.J. Quest MD: Mike Scott 5 SMASHING PUMPKINS "Thirty" SOUL COUGHING "Super"</p> <p><b>KCXX/Riverside, CA</b> PD: Dwight Arnold MD: Mike Scott 1 LOCAL H "Bound" 1 TOM PETTY &amp; HB "Hir" 1 POE "Hello" 1 SMASHING PUMPKINS "Thirty" SACHEL "Without"</p> <p><b>WNVE/Rochester, NY</b> PD/MD: Erick Anderson SMASHING PUMPKINS "Thirty"</p> <p><b>KWOD/Sacramento, CA</b> 26 GARBAGE "Crush" 11 KULA SHAKER "Tatna" 8 FAILURE "Stuck" 8 BLOODHOUND GANG "Fire"</p> <p><b>KPNT/St. Louis, MO</b> PD: Alex Luke APD: Eric Schmidt MD: Tim Virgin BETTER THAN EZRA "Wanting" GOLDFINGER "Miles"</p> <p><b>KXRK/Salt Lake City, UT</b> VP/OPS. &amp; Prog.: Mike Summers MD: Sean Ziebarth 23 KULA SHAKER "Tatna" 16 FAILURE "Stuck" 14 BT W/TORI AMOS "Skies" 10 CARDIGANS "Lovefool" 7 REACHAROUND "Mean"</p> <p><b>XHRM/San Diego, CA</b> MD: Brynn Capella 2 BUSH "Greedy" 2 FOUNTAINS OF WAYNE "Radiation" 1 METAL MULLA "Orange" 1 SACHEL "Without"</p> <p><b>XTRA/San Diego, CA</b> OM: Tim Dukas MD: Chris Muckley 7 SUBLIME "Santitas" REPUBLICA "Drop" WALLFLOWERS "Headlight" SEMISONIC "F.N.T." MATCHBOX 20 "Long"</p> <p><b>KITS/San Francisco, CA</b> VP/Programming: Richard Sanders APD: Roland West MD: Aaron Axelsen BUTTHOLE SURFERS "TV" SMASHING PUMPKINS "Thirty" PRODIGY "Breathe" SPACE "Female"</p> <p><b>KOME/San Jose, CA</b> DM: Ron Nenni PD/MD: Jay Taylor SMASHING PUMPKINS "Thirty" BUSH "Greedy" SUBLIME "Santitas"</p>	<p><b>KJEE/Santa Barbara, CA</b> GM/MD: Eddie Gutierrez MD: Deanne Saffren SOUL COUGHING "Super" BLOODHOUND GANG "Fire" SEMISONIC "F.N.T." GRAVITY KILLS "Enough"</p> <p><b>KNDD/Seattle, WA</b> PD: Rick Lambert MD: Marco Collins PRODIGY "Breathe"</p> <p><b>WHMP/Springfield, MA</b> PD: Adam Wright MD: Nick Danger GARBAGE "Crush"</p> <p><b>KTOZ/Springfield, MO</b> MD: Julie Bahre 8 POE "Hello"</p> <p><b>WKRL/Syracuse, NY</b> PD: Mimi Griswold APD: Search 17 STABBING WESTWARD "Shame" 3 FOUNTAINS OF WAYNE "Radiation" BLOODHOUND GANG "Fire" TRACY BONHAM "Sharks" DESCENDENTS "One"</p> <p><b>WXSX/Tallahassee, FL</b> PD: Rick Schmidt APD: Evan Delaney MD: Chaz ASH "Mars" GARBAGE "Crush" K'S CHOICE "Addict" REPUBLICA "Drop" SACHEL "Without" SMASHING PUMPKINS "Thirty" WALLFLOWERS "Headlight"</p> <p><b>KFMA/Tucson, AZ</b> PD: Suzie Dunn REPUBLICA "Drop" BT W/TORI AMOS "Skies" BLOODHOUND GANG "Fire" ORBITAL "Box" WALLFLOWERS "Headlight"</p> <p><b>KMYZ/Tulsa, OK</b> PD: Paul Krieger MD: Jane Shasserer 13 SEMISONIC "F.N.T." SACHEL "Without"</p> <p><b>WFHS/Washington, DC</b> PD: Robert Benjamin APD: Bob Waugh MD: Pat Ferrise SHERYL CROW "Everyday" DAVE MATTHEWS BAND "Crash" SMASHING PUMPKINS "Thirty"</p> <p><b>WPBZ/West Palm Beach, FL</b> PD: Amy Doyle MD: Robert English WALLFLOWERS "Headlight"</p> <p><b>KICT/Wichita, KS</b> PD: Ron Eric Taylor MD: Sherry McKinnon FOUNTAINS OF WAYNE "Radiation" NIRVANA "Drain" BUSH "Greedy"</p>
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96 Total Reporters  
96 Current Reporters  
95 Current Playlists  
  
Reported Frozen  
Playlist (1):  
KEDG/Las Vegas, NV

## NEW & ACTIVE

<p><b>BLOODHOUND GANG</b> Fire Water Burn (Republic/Geffen) Total Plays: 464, Total Stations: 49, Adds: 26</p> <p><b>GRAVITY KILLS</b> Enough (TVT) Total Plays: 459, Total Stations: 39, Adds: 2</p> <p><b>METALLICA</b> Hero Of The Day (Elektra/EEG) Total Plays: 458, Total Stations: 23, Adds: 2</p> <p><b>PATTI ROTHBERG</b> Treat Me Like Dirt (EMI) Total Plays: 411, Total Stations: 26, Adds: 0</p> <p><b>TRACY BONHAM</b> Sharks Can't Sleep (Island) Total Plays: 409, Total Stations: 35, Adds: 3</p> <p><b>CARDIGANS</b> Lovefool (Mercury) Total Plays: 408, Total Stations: 29, Adds: 8</p> <p><b>SEMISONIC</b> F.N.T. (MCA) Total Plays: 397, Total Stations: 33, Adds: 5</p>	<p><b>SOUL COUGHING</b> Super Bon Bon (Slash/WB) Total Plays: 362, Total Stations: 40, Adds: 11</p> <p><b>BARENACED LADIES</b> The Old Apartment (Reprise) Total Plays: 349, Total Stations: 15, Adds: 0</p> <p><b>DANZIG</b> Sacrifice (Hollywood) Total Plays: 336, Total Stations: 32, Adds: 1</p> <p><b>MATCHBOX 20</b> Long Day (Lava/Atlantic) Total Plays: 298, Total Stations: 16, Adds: 1</p> <p><b>SEBADOH</b> Willing To Wait (Sub Pop) Total Plays: 298, Total Stations: 27, Adds: 4</p> <p><b>PURE</b> Anna (Mammoth/Atlantic) Total Plays: 294, Total Stations: 25, Adds: 2</p> <p><b>DESCENDENTS</b> I'm The One (Epitaph) Total Plays: 290, Total Stations: 26, Adds: 3</p>	<p><b>ORBITAL</b> The Box (FFRR/London) Total Plays: 271, Total Stations: 22, Adds: 1</p> <p><b>SUPERDRAG</b> Destination Ursa Major (Elektra/EEG) Total Plays: 264, Total Stations: 23, Adds: 1</p> <p><b>PEARL JAM</b> Smile (Epic) Total Plays: 259, Total Stations: 14, Adds: 1</p> <p><b>ASHLEY MACISAAC</b> Sleepy Maggie (A&amp;M) Total Plays: 252, Total Stations: 19, Adds: 1</p> <p><b>ASH</b> Girl From Mars (Infectious/Reprise) Total Plays: 230, Total Stations: 21, Adds: 3</p> <p><b>BT W/TORI AMOS</b> Blue Skies (Perfecto/Kinetic/Reprise) Total Plays: 219, Total Stations: 15, Adds: 4</p> <p><b>CHEMICAL BROTHERS</b> Setting Sun (Astralwerks/Caroline) Total Plays: 207, Total Stations: 22, Adds: 4</p>
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Songs ranked by total plays.



# THE WALLFLOWERS

## "One Headlight"

ON TOUR NOW

**R&R Debut 44**

**MOST ADDED AGAIN!**

Big Spins At:

WBCN WHFS WLIR WBZU WQXA  
KICT WXEG WRXQ KLZR WXNR

Produced by T-Bone Burnett • Mixed by Tom Lord-Alge • A&R Direction: Tom Whalley • Management: Andy Slater/HK Management

# ALTERNATIVE PLAYLISTS

November 22, 1996 R&R • 79

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

**92.3 K-ROCK** MARKET #1  
**WXRK/New York**  
 (212) 750-0550  
 Kingston/Tobin

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
37	39	41	42		BUSH/Swallowed
39	37	38	41		311/Down
20	22	35	40		NO DOUBT/Don't Speak
27	23	25	35		ALICE IN CHAINS/Again
39	39	31	35		NIRVANA/Aneurysm
31	27	34	34		CAKE/The Distance
19	18	34	34		SOUNDGARDEN/Burden In My Hand
34	37	39	31		LOCAL H/Bound For The Floor
22	17	31	31		PEARL JAM/Hail, Hail
35	36	41	30		SUBLIME/What I Got
14	7	19	30		SPONGE/Have You Seen Mary
30	26	32	30		METALLICA/Hero Of The Day
17	25	28	28		COUNTING CROWS/Angels Of...
27	29	28	27		FOUNTAINS OF WAYNE/Radiation Vibe
27	29	28	27		FUN LOVIN' CRIMINALS/Scoby Snacks
-	-	17	26		GARBAGE/Number One Crush
-	-	1	26		BUSH/Greedy Fly
18	9	19	25		REPUBLICA/Ready To Go
17	25	28	25		KULA SHAKER/Tatva
25	27	26	25		STONE TEMPLE PILOTS/Lady Picture Show
14	28	26	24		PRESIDENTS OF.../Mach 5
-	10	17	23		RED HOT CHILI.../Love Rollercoaster
27	24	22	23		SMASHING PUMPKINS/Muzzle
38	38	25	23		SOUNDGARDEN/Blow Up...
20	22	23	22		311/All Mixed Up
19	19	19	20		BETTER THAN EZRA/Desperately Wanting
27	28	18	20		EELS/Novocaine For...
23	26	20	20		IGGY POP/Lust For Life
7	23	20	19		PHISH/Free
26	25	22	19		RAGE AGAINST.../People Of The Sun

**KROQ** MARKET #2  
**KROQ/Los Angeles**  
 (818) 567-1067  
 Weatherly/Worden

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
37	29	35	41		SUBLIME/What I Got
38	38	40	40		CAKE/The Distance
34	40	38	39		BUSH/Swallowed
20	26	27	37		GARBAGE/Number One Crush
37	35	35	36		NO DOUBT/Don't Speak
38	30	32	29		311/All Mixed Up
27	24	33	29		311/Down
38	26	22	26		SOUNDGARDEN/Blow Up...
27	24	33	29		311/Down
21	21	22	24		CARDIGANS/Lovefool
40	38	26	24		REPUBLICA/Ready To Go
-	-	22	22		SMASHING PUMPKINS/Thirty-Three
19	22	23	21		COUNTING CROWS/Angels Of...
28	24	24	19		SOCIAL DISTORTION!/Was Wrong
23	22	19	19		LOCAL H/Bound For The Floor
10	20	24	19		BECK/Devils Haircut
16	17	21	19		KULA SHAKER/Tatva
-	12	19	19		RED HOT CHILI.../Love Rollercoaster
7	23	17	18		PRESIDENTS OF.../Mach 5
24	23	28	17		IGGY POP/Lust For Life
21	21	22	17		EELS/Novocaine For...
17	19	17	19		BETTER THAN EZRA/Desperately Wanting
-	-	16	16		SUBLIME/What I Got
-	-	14	14		SARAH MCLACHLAN/Possession
-	-	16	14		FAITHLESS/On Your Own
-	-	13	13		REFRESHMENTS/Banditos
14	10	19	13		STONE TEMPLE PILOTS/Lady Picture Show
10	11	13	13		R.E.M./Bittersweet Me
9	9	11	11		FIONA APPLE/Shadowboxer
10	15	11	11		RAGE AGAINST.../People Of The Sun

**Q101** MARKET #3  
**WKQX/Chicago**  
 (312) 527-8348  
 Gamble/Shuminas

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
-	-	20	56	72	GARBAGE/Number One Crush
74	74	69	70		BUSH/Swallowed
74	70	48	51		NO DOUBT/Don't Speak
18	20	53	46		CAKE/The Distance
14	56	49	40		311/All Mixed Up
34	36	39	37		SOUNDGARDEN/Blow Up...
39	25	33	37		FIONA APPLE/Shadowboxer
10	8	34	34		LOCAL H/Bound For The Floor
12	24	34	30		RED HOT CHILI.../Love Rollercoaster
-	-	16	29	27	SMASHING PUMPKINS/Thirty-Three
31	28	19	26		SHERYL CROW/If It Makes You...
-	-	19	26		FOUNTAINS OF WAYNE/Radiation Vibe
32	36	33	26		PEARL JAM/Hail, Hail
36	38	18	24		EELS/Novocaine For...
35	27	23	23		ALICE IN CHAINS/Would?
24	20	19	22		TOOL/Stinkfist
24	20	22	22		KORN/No Place To Hide
16	21	14	18		SOCIAL DISTORTION!/Was Wrong
-	-	13	18		BLOODHOUND GANG/Fire Water Burn
10	14	16	16		FACE TO FACE/! Want' Lie Down
-	-	15	15		CARDIGANS/Lovefool
-	-	10	15		BETTER THAN EZRA/Desperately Wanting
16	15	18	15		KULA SHAKER/Tatva
24	18	19	15		BECK/Devils Haircut
-	-	12	12		WALLFLOWERS/One Headlight
29	21	13	12		STONE TEMPLE PILOTS/Lady Picture Show
18	20	19	12		WEezer/E Scorcho
17	17	15	12		COUNTING CROWS/Angels Of...
24	35	38	11		NIRVANA/Aneurysm
-	-	24	10		SUBLIME/What I Got

**LIVE 105** MARKET #4  
**KITS/San Francisco**  
 (415) 512-1053  
 Sands/West/Axelsen

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
10	10	32	29		GARBAGE/Number One Crush
20	28	27	29		SUBLIME/What I Got
20	28	27	29		BUSH/Swallowed
9	5	25	29		CAKE/The Distance
19	28	18	29		EELS/Novocaine For...
13	8	10	29		KULA SHAKER/Tatva
7	21	25	25		BLOODHOUND GANG/Fire Water Burn
8	18	18	23		ORBITAL/The Box
-	-	21	21		SNEAKER PIMPS/VI Underground
7	19	17	19		311/All Mixed Up
17	17	18	18		FAILURE/Stuck On You
15	18	18	18		DESCENDENTS/!m The One
7	14	12	16		NO DOUBT/Don't Speak
20	24	17	16		SOUNDGARDEN/Blow Up...
5	14	13	15		MARILYN MANSON/The Beautiful People
20	28	28	15		REPUBLICA/Ready To Go
7	20	18	15		PRESIDENTS OF.../Mach 5
5	5	17	15		CARDIGANS/Lovefool
14	18	15	15		BT WTORI AMOS/Blue Skies
5	5	15	15		CHEMICAL BROTHERS/Setting Sun
9	16	15	10		UNDERWORLD/Born Slippy
9	5	10	10		GEGGY TAY/Whoever You Are
13	16	15	10		FOUNTAINS OF WAYNE/Sink To The Bottom
17	28	13	10		NIRVANA/Aneurysm
5	5	12	10		FIONA APPLE/Shadowboxer
-	-	11	10		MAZZY STAR/Flowers In December
-	-	10	10		SPACE MONKEYS/Blowing Down...
20	15	10	10		RED HOT CHILI.../Love Rollercoaster
8	10	17	10		SOCIAL DISTORTION!/Was Wrong
-	-	8	8		SOUL COUGHING/Super Bon Bon

**WDRE** MARKET #5  
**WDRE/Philadelphia**  
 (215) 894-9400  
 McGinn

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
42	40	40	42		SUBLIME/What I Got
39	40	41	42		COUNTING CROWS/Angels Of...
39	40	37	40		R.E.M./Bittersweet Me
26	10	40	40		LOCAL H/Bound For The Floor
25	43	40	39		BUSH/Swallowed
40	43	39	39		STONE TEMPLE PILOTS/Lady Picture Show
38	38	39	39		PEARL JAM/Hail, Hail
18	22	25	39		RED HOT CHILI.../Love Rollercoaster
27	25	26	30		WEezer/E Scorcho
19	26	27	29		PHISH/Free
21	25	27	27		CAKE/The Distance
26	27	27	27		LEMONHEADS/! I Could Talk...
20	20	22	27		KULA SHAKER/Tatva
19	18	27	27		PRESIDENTS OF.../Mach 5
26	27	28	26		TONIC/Open Your Eyes
27	27	26	26		SOCIAL DISTORTION!/Was Wrong
18	20	17	24		NO DOUBT/Don't Speak
27	26	30	24		HEADS/Damage I've Done
22	23	19	22		SOUNDGARDEN/Blow Up...
-	-	20	21		LUSCIOUS JACKSON/Naked Eye
20	21	21	21		THE AMERICAN STYLE/Hot About To Lose It
-	-	16	21		FOUNTAINS OF WAYNE/Radiation Vibe
7	17	19	19		311/All Mixed Up
17	17	19	19		DISHWALLA/Charlie Brown's...
-	-	7	19		GARBAGE/Number One Crush
-	-	19	19		WEezer/E Scorcho
-	-	19	19		WEezer/E Scorcho
14	12	18	18		FIONA APPLE/Shadowboxer
-	-	18	18		BETTER THAN EZRA/Desperately Wanting
14	16	17	17		GRAVITY KILLS/Enough
16	14	16	17		BECK/Devils Haircut

**89X** MARKET #6  
**CIMX/Detroit**  
 (313) 961-9811  
 Brookshaw/Cannova

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
82	83	85	84		BUSH/Swallowed
64	69	83	83		NO DOUBT/Don't Speak
37	60	85	80		ALICE IN CHAINS/Would?
80	61	43	74		SUBLIME/What I Got
80	54	23	65		STONE TEMPLE PILOTS/Lady Picture Show
32	32	60	64		TOOL/Stinkfist
-	-	59	59		GARBAGE/Number One Crush
15	43	79	44		CRASH TEST DUMMIES/He Liked To Feel It
82	78	42	42		ALANIS MORISSETTE/Head Over Feet
-	22	48	42		LOCAL H/Bound For The Floor
67	72	60	41		311/All Mixed Up
46	60	56	38		NIRVANA/Aneurysm
33	34	37	37		SPONGE/Have You Seen Mary
5	32	37	37		SOUNDGARDEN/Blow Up...
39	35	34	36		COUNTING CROWS/Angels Of...
38	35	32	36		CAKE/The Distance
9	28	41	35		WALLFLOWERS/6th Avenue Heartache
34	34	44	34		SHERYL CROW/If It Makes You...
26	28	26	27		KULA SHAKER/Tatva
10	7	27	27		IGGY POP/Lust For Life
-	8	24	26		SEBADOH/Willing To Wait
10	-	5	25		PEARL JAM/Hail, Hail
37	36	29	24		LUSCIOUS JACKSON/Naked Eye
31	34	26	24		PLUTO/When She Was Happy
-	-	4	11	23	PLUTO/Paste
-	-	11	23		FUN LOVIN' CRIMINALS/Scoby Snacks
-	-	17	22		ASHLEY MACISAAC/Sleepy Maggie
18	13	15	14		TRAGICALLY HIP/Hip Shop
33	29	19	13		SOCIAL DISTORTION!/Was Wrong
-	-	13	13		SMASHING PUMPKINS/Thirty-Three

**WHYY** MARKET #6  
**WHYY/Detroit**  
 (313) 871-3030  
 Michaels/Tear

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
25	38	42	43		NO DOUBT/Don't Speak
26	41	44	43		SUBLIME/What I Got
21	38	42	42		SHERYL CROW/If It Makes You...
37	38	39	40		BLUES TRAVELER/But Anyway
43	38	44	40		BARENAKED LADIES/The Old Apartment
27	24	27	39		REPUBLICA/Ready To Go
38	38	38	36		SARAH MCLACHLAN/Possession
42	42	37	34		ALANIS MORISSETTE/Head Over Feet
32	36	31	33		R.E.M./Bittersweet Me
28	30	28	32		REFRESHMENTS/Banditos
24	25	27	31		BUSH/Swallowed
34	33	29	30		DISHWALLA/Counting Blue Cars
28	25	29	30		NO DOUBT/Spiderswebs
31	31	29	29		COUNTING CROWS/Angels Of...
14	14	24	29		311/All Mixed Up
27	27	29	28		GOO GOO DOLLS/Long Way Down
30	28	28	28		GEGGY TAY/Whoever You Are
26	26	24	27		GARBAGE/Stupid Girl
43	31	27	27		WALLFLOWERS/6th Avenue Heartache
-	17	22	26		SOUNDGARDEN/Burden In My Hand
24	30	30	26		BUTTHOLE SURFERS/Pepper
18	12	30	25		PHISH/Free
14	24	26	25		FIONA APPLE/Shadowboxer
-	15	20	22		LEMONHEADS/! I Could Talk...
-	10	18	22		BETTER THAN EZRA/Desperately Wanting
24	22	24	21		TONIC/Open Your Eyes
-	-	19	19		EELS/Novocaine For...
-	-	16	19		DUNCAN SHEIK/Barely Breathing
19	25	22	18		311/Down
11	13	15	18		CAKE/The Distance

**94.5 EDGE** MARKET #7  
**KDGE/Dallas**  
 (214) 770-7777  
 Folger/Smith/Peer

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
35	34	52	58		NO DOUBT/Don't Speak
36	41	40	49		BUSH/Swallowed
46	47	46	49		EELS/Novocaine For...
38	34	36	35		CAKE/The Distance
25	26	19	33		SOCIAL DISTORTION!/Was Wrong
25	28	32	31		MATCHBOX 20/Long Day
23	22	25	30		311/All Mixed Up
-	-	22	29		RED HOT CHILI.../Love Rollercoaster
-	-	27	27		GARBAGE/Number One Crush
11	10	23	24		STABBING WESTWARD/Shame
24	17	26	24		R.E.M./Bittersweet Me
30	18	19	23		COUNTING CROWS/Angels Of...
27	25	23	23		

# ALTERNATIVE PLAYLISTS

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

**the X at 105.9** MARKET #19  
**WXDX/Pittsburgh**  
 (412) 937-1441  
 Castellino/Diana

PLAYS	SW	ZW	LW	TW	ARTIST/TITLE
34	35	35	38	EELS/Novocaine For...	
30	34	34	36	SOCIAL DISTORTION/I Was Wrong	
31	35	35	35	COUNTING CROWS/Angels Of...	
34	34	35	35	NO DOUBT/Don't Speak	
34	34	35	35	SUBLIME/What I Got	
26	38	35	35	BUSH/Slowdowed	
28	30	34	34	LOCAL H/Bound For The Floor	
37	34	34	33	PEGGY TAHOE/Whoever You Are	
32	32	34	33	PEARL JAM/Who You Are	
26	30	29	32	WEEZER/E Scorcho	
29	29	32	32	R.E.M./Bittersweet Me	
29	29	32	32	BECK/Devils Haircut	
33	35	35	35	SHERYL CROW/Everyday Is...	
-	25	30	30	BETTER THAN EZRA/Desperately Wanting	
19	28	30	30	LUSCIOUS JACKSON/Naked Eye	
30	30	35	35	SOUNDGARDEN/Burden In My Hand	
29	28	27	27	STONE TEMPLE PILOTS/Lady Picture Show	
6	30	27	27	311/All Mixed Up	
27	26	27	27	RUSTED ROOT/Sister Contine	
25	24	24	26	PEARL JAM/Hail, Hail	
13	17	19	22	CAKE/The Distance	
-	-	22	22	RED HOT CHILI.../Love Rollercoaster	
20	18	19	21	KULA SHAKER/Tatva	
30	16	18	19	STABBING WESTWARD/Shame	
-	23	19	18	PRESIDENTS OF.../Mach 5	
-	-	16	18	POE/Hello	
15	18	17	18	LEMONHEADS/I I Could Talk...	
-	-	15	16	PURE/Free	
-	-	14	15	SOUNDGARDEN/Blow Up...	
10	11	9	10	TOOL/Stinkist	

**the edge** MARKET #20  
**KEDJ/Phoenix**  
 (602) 266-1360  
 Hart/Palyk

PLAYS	SW	ZW	LW	TW	ARTIST/TITLE
56	52	53	61	311/Down	
40	54	56	60	NO DOUBT/Don't Speak	
41	50	55	58	SUBLIME/What I Got	
41	58	57	57	CAKE/The Distance	
44	57	59	55	MARILYN MANSON/The Beautiful People	
33	31	31	35	BUSH/Slowdowed	
40	25	22	25	RAGE AGAINST.../Bulls On Parade	
59	50	57	56	NIRVANA/Aneurysm	
5	22	38	34	FUN LOVIN' CRIMINALS/Scoby Snacks	
-	13	37	33	GARBAGE/Number One Crush	
35	34	33	32	LOCAL H/Bound For The Floor	
24	31	35	31	TOOL/Stinkist	
41	21	19	26	BUTTHOLE SURFERS/Pepper	
25	21	20	26	STONE TEMPLE PILOTS/Tripin' On A Hole	
17	21	21	25	ALANIS MORISSETTE/Head Over Feet	
28	49	52	23	BUSH/Machinehead	
26	23	21	22	311/All Mixed Up	
-	-	13	22	BLOODHOUND GANG/Fire Water Burn	
-	-	21	21	SMASHING PUMPKINS/Thirty-Three	
13	9	-	21	REPUBLICA/Ready To Go	
21	18	20	20	SOUNDGARDEN/Burden In My Hand	
38	16	14	18	NO DOUBT/Spiderwebs	
33	22	21	18	PRESIDENTS OF.../Mach 5	
-	-	15	15	METALLICA/Until It Sleeps	
-	-	14	15	POE/Hello	
16	15	10	15	LUSCIOUS JACKSON/Naked Eye	
13	16	14	12	KORN/No Place To Hide	
-	-	12	12	TRACY BONHAM/Sharks Can't Sleep	
24	28	25	10	SOCIAL DISTORTION/I Was Wrong	

**101.5FM** MARKET #20  
**KZON/Phoenix**  
 (602) 258-8181  
 Pugh/Smith

PLAYS	SW	ZW	LW	TW	ARTIST/TITLE
23	25	25	27	SUBLIME/What I Got	
22	26	27	26	CHALK FARM/Lie On Lie	
22	25	27	26	LEMONHEADS/I I Could Talk...	
12	21	22	26	MELISSA ETHERIDGE/Nowhere To Go	
-	12	27	25	HOOTIE & BLOWFISH/Sad Capers	
23	25	24	25	NO DOUBT/Don't Speak	
24	26	26	23	R.E.M./Bittersweet Me	
9	8	11	20	COUNTING CROWS/Daylight Fading	
13	15	15	17	ASHLEY MACISAAC/Sleepy Maggie	
-	8	15	17	BETTER THAN EZRA/Desperately Wanting	
14	14	13	17	ELEPHANT RIDE/Bishop Mariah	
14	17	16	17	MATCHBOX 20/Lon Day	
14	15	17	17	SEMISONIC/I I Could Talk...	
16	18	16	17	RODEANS/Hurt By Love	
-	-	-	16	GARBAGE/Number One Crush	
13	14	14	16	PEARL JAM/Smile	
-	-	5	16	TRACY CHAPMAN/Smoke And Ashes	
-	6	15	15	DAVE MATTHEWS BAND/Crash Into Me	
16	17	16	15	KULA SHAKER/Tatva	
16	16	13	15	PATTI ROTHBERG/Treat Me Like Dirt	
-	5	11	15	SMASHING PUMPKINS/Thirty-Three	
14	12	16	14	MIDNIGHT OIL/Underwater	
10	13	14	14	PHISH/Free	
23	18	13	14	SHERYL CROW/It Makes You...	
-	6	13	13	SHERYL CROW/Everyday Is...	
10	14	15	13	WHY STORE/Father	
16	15	13	13	SHAWN COLVIN/Get Out Of This...	
10	12	12	12	FIONA APPLE/Criminal	
-	5	14	12	SPONGEBOB/Have You Seen Mary	
11	11	10	12	SCREAMING TREES/All I Know	

**107.9END** MARKET #22  
**WENZ/Cleveland**  
 (216) 861-0100  
 Robertson

PLAYS	SW	ZW	LW	TW	ARTIST/TITLE
45	50	49	47	SUBLIME/What I Got	
20	21	48	47	NO DOUBT/Don't Speak	
44	46	45	46	BUSH/Slowdowed	
49	44	51	45	LOCAL H/Bound For The Floor	
21	45	48	45	CAKE/The Distance	
45	44	47	44	SHERYL CROW/It Makes You...	
21	19	44	44	SOUNDGARDEN/Blow Up...	
19	22	47	43	311/All Mixed Up	
44	45	51	41	SOCIAL DISTORTION/I Was Wrong	
21	23	21	25	PRESIDENTS OF.../Mach 5	
23	21	21	25	CRASH TEST DUMMIES/He Liked To Feel It	
12	11	20	25	GRAVITY KILLS/Enough	
19	22	22	24	KULA SHAKER/Tatva	
21	21	21	24	PHISH/Free	
22	20	21	24	BECK/Devils Haircut	
19	20	23	23	MARILYN MANSON/The Beautiful People	
-	25	19	20	MORCHEEBA/Trigger Hippie	
-	21	19	23	RED HOT CHILI.../Love Rollercoaster	
17	17	23	22	FIONA APPLE/Shadowboxer	
46	44	40	22	COUNTING CROWS/Angels Of...	
18	18	20	22	CRANBERRIES/When You're Gone	
21	21	19	22	RUSTED ROOT/Sister Contine	
22	20	18	22	CHALK FARM/Lie On Lie	
17	22	20	21	TOOL/Stinkist	
27	21	20	21	TONIC/Open Up Your Eyes	
21	20	21	21	WHY STORE/Father	
20	19	20	21	FUN LOVIN' CRIMINALS/Scoby Snacks	
22	21	19	21	LEMONHEADS/I I Could Talk...	
12	12	19	21	LUSCIOUS JACKSON/Naked Eye	
18	22	20	20	NIRVANA/Aneurysm	

**Wmms 100.5 FM** MARKET #22  
**WMMZ/Cleveland**  
 (216) 781-9667  
 Neumann

PLAYS	SW	ZW	LW	TW	ARTIST/TITLE
29	25	35	44	SOCIAL DISTORTION/I Was Wrong	
23	27	38	41	SOUNDGARDEN/Blow Up...	
39	42	40	41	COUNTING CROWS/Angels Of...	
40	40	37	41	BUSH/Slowdowed	
37	39	37	40	PEARL JAM/Hail, Hail	
28	26	36	39	METALLICA/Hero Of The Day	
39	37	42	39	R.E.M./Bittersweet Me	
30	28	37	31	STONE TEMPLE PILOTS/Lady Picture Show	
30	28	31	31	BLACK CROWES/Blackberry	
-	-	19	28	POE/Hello	
27	27	28	28	CHALK FARM/Lie On Lie	
18	17	23	28	SMASHING PUMPKINS/Muzzle	
32	28	29	28	PHISH/Free	
15	15	26	27	LEMONHEADS/I I Could Talk...	
41	41	28	27	LOCAL H/Bound For The Floor	
19	22	26	26	TOOL/Stinkist	
25	26	29	26	TOM PETTY & HB/Climb That Hill	
18	21	30	24	BECK/Devils Haircut	
28	31	30	24	FUN LOVIN' CRIMINALS/Scoby Snacks	
26	27	24	23	KULA SHAKER/Tatva	
39	39	27	23	EELS/Novocaine For...	
24	19	19	21	ALICE IN CHAINS/Over Now	
23	21	21	21	STONE TEMPLE PILOTS/Tripin' On A Hole	
21	21	23	20	SOUNDGARDEN/Burden In My Hand	
-	-	14	20	DAVE MATTHEWS BAND/Crash Into Me	
-	13	18	19	DARLAHOOD/Grow Your Own	
13	16	17	18	STIR/Looking For	
18	19	17	18	SPONGEBOB/Have You Seen Mary	
-	-	14	18	PRESIDENTS OF.../Mach 5	
-	-	13	18	TYPE O NEGATIVE/Love You To Death	

**93.3 KTCL** MARKET #23  
**KTCL/Denver**  
 (303) 623-9330  
 Hayes

PLAYS	SW	ZW	LW	TW	ARTIST/TITLE
15	16	21	25	EELS/Susan's House	
9	19	22	24	PRESIDENTS OF.../Mach 5	
22	20	20	24	R.E.M./Bittersweet Me	
27	23	22	23	SUBLIME/What I Got	
18	21	23	23	CHEMICAL BROTHERS/Setting Sun	
23	23	24	23	BECK/Devils Haircut	
23	23	23	23	LUSCIOUS JACKSON/Naked Eye	
-	18	23	24	BT W/TORI AMOS/Blue Skies	
20	23	24	22	KULA SHAKER/Tatva	
20	23	20	22	GARBAGE/Supervixen	
22	24	21	21	FUN LOVIN' CRIMINALS/Scoby Snacks	
16	18	17	17	CAKE/The Distance	
16	15	14	17	LOCAL H/Bound For The Floor	
6	17	16	17	CARDIGANS/Lovefool	
23	10	16	16	SEMISONIC/F.N.T.	
15	18	16	16	FOUNTAINS OF WAYNE/Radiation Vibe	
5	12	16	16	RED HOT CHILI.../Love Rollercoaster	
-	8	16	16	ASHLEY MACISAAC/Sleepy Maggie	
-	6	13	16	POE/Hello	
16	17	16	16	MIDNIGHT OIL/Underwater	
14	13	15	15	LEAH ANDREONE/It's Alright, It's...	
18	16	14	15	HEADS/Damage I've Done	
15	18	15	15	GOLDFINGER/Pictures	
16	16	14	15	LEMONHEADS/I I Could Talk...	
17	15	18	15	WEEZER/E Scorcho	
13	15	15	14	SCREAMING TREES/Sworn And Broken	
18	16	14	14	ORBITAL/The Box	
9	12	14	14	HEADS/Damage I've Done	
-	11	11	12	BETTER THAN EZRA/Desperately Wanting	
14	10	11	12	R.E.M./Departure	

**94.7 NBX** MARKET #24  
**KNRK/Portland, OR**  
 (503) 223-1441  
 Hamilton/Souther

PLAYS	SW	ZW	LW	TW	ARTIST/TITLE
-	33	38	38	BLOODHOUND GANG/Fire Water Burn	
36	38	37	38	CAKE/The Distance	
38	38	36	37	FUN LOVIN' CRIMINALS/Scoby Snacks	
22	20	39	37	PEARL JAM/Hail, Hail	
22	23	38	37	SOCIAL DISTORTION/I Was Wrong	
36	37	37	37	SOUNDGARDEN/Blow Up...	
10	9	21	22	KULA SHAKER/Tatva	
23	24	21	22	PRESIDENTS OF.../Mach 5	
34	23	21	21	FOUNTAINS OF WAYNE/Radiation Vibe	
7	11	18	20	311/All Mixed Up	
20	15	19	20	ALICE IN CHAINS/Would?	
10	19	19	20	SMASHING PUMPKINS/Muzzle	
19	19	19	20	STONE TEMPLE PILOTS/Lady Picture Show	
-	-	21	20	REFRESHMENTS/Girly	
9	13	21	19	BECK/Devils Haircut	
18	12	18	19	ALICE IN CHAINS/Over Now	
37	37	19	19	R.E.M./Bittersweet Me	
-	21	20	18	BETTER THAN EZRA/Desperately Wanting	
-	-	21	17	POE/Hello	
15	15	17	17	GRAVITY KILLS/Enough	
16	20	15	17	STABBING WESTWARD/Shame	
12	13	15	15	LOCAL H/Bound For The Floor	
9	10	12	14	ASH/Girl From Mars	
23	21	12	13	LUSCIOUS JACKSON/Naked Eye	
14	9	15	15	MARILYN MANSON/The Beautiful People	
37	37	12	13	SUBLIME/What I Got	
12	12	13	12	COUNTING CROWS/Angels Of...	
-	13	14	12	DAVE MATTHEWS BAND/Crash Into Me	
20	13	10	12	EELS/Novocaine For...	
-	-	4	12	ORBITAL/The Box	

**107.1** MARKET #25  
**WAQZ/Cincinnati**  
 (513) 621-9326  
 Harris

PLAYS	SW	ZW	LW	TW	ARTIST/TITLE
15	21	36	41	NO DOUBT/Don't Speak	
51	45	42	39	SUBLIME/What I Got	
19	20	32	38	ENIGMA/Beyond The Invisible	
44	44	43	36	PEGGY TAHOE/Whoever You Are	
42	45	30	31	BUTTHOLE SURFERS/Pepper	
2	8	18	31	LOCAL H/Bound For The Floor	
16	24	34	30	R.E.M./Bittersweet Me	
9	13	40	27	PHISH/Free	
39	36	32	27	BUSH/Slowdowed	
-	10	22	27	DAVE MATTHEWS BAND/Crash Into Me	
-	7	11	26	FIONA APPLE/Shadowboxer	
42	41	37	26	CHALK FARM/Lie On Lie	
43	36	35	26	EELS/Novocaine For...	
49	46	35	26	FUN LOVIN' CRIMINALS/Scoby Snacks	
6	8	9	23	311/All Mixed Up	
40	41	33	23	311/Down	
39	38	34	23	COUNTING CROWS/Angels Of...	
5	10	31	22	R.E.M./Bow The Letter	
-	-	21	21	GARBAGE/Number One Crush	
21	16	20	19	RED HOT CHILI.../Love Rollercoaster	
16	19	17	18	CRANBERRIES/When You're Gone	
17	18	20	18	MIDNIGHT OIL/Underwater	
17	20	22	18	SEBADOH/Ocean	
10	7	16	17	CAKE/The Distance	
7	8	18	16	BECK/Devils Haircut	
18	20	21	16	SOUL COUGHING/Soundtrack To Mary	
-	-	-	15	DISHWALLA/Charlie Brown's...	
-	-	9	15	ASHLEY MACISAAC/Sleepy Maggie	
8	9	12	15	LUSCIOUS JACKSON/Naked Eye	
3	15	30	15	PEARL JAM/Hail, Hail	

**97X 106.7** MARKET #25  
**WOXY/Cincinnati**  
 (513) 523-4114  
 Tellmann/Fyffe

PLAYS	SW	ZW	LW	TW
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NEW MUSIC SPECIALTY SHOWS

'Electronica Rules!' BT, Brothers No.1!

The R&R Specialty Show panel seems determined to push the "electronica" form through to the mainstream. This week BT and the Chemical Brothers tied for first place with BT getting play at WBTZ/Houston, WMRQ/Hartford, WBCN/Boston, and others. The Chemical Brothers continued to lead the way at XTRA/San Diego, KITS/SF, WROX/Norfolk, and more. Boombastic! Soul Coughing leapt to second place with "Super" support at WDXD/Pittsburgh, KREV/Minneapolis, WDRE/Philly, and others. Johnny Cash rattled his "Rusty Cage" for the third spot by way of play at KDGE/Dallas, WNNX/Atlanta, and WLIR/Long Island. Kula Shaker and Fountains of Wayne followed closely behind. Record To Watch: Wilco.

SIGNIFICANT ACTION

Here is a look at the top artists from R&R's exclusive panel of specialty reporters:

- BT (Perfecto/Kinetic/Reprise)
- SOUL COUGHING (Slash/WB)
- CHEMICAL BROTHERS (Caroline)
- JOHNNY CASH (American)
- KULA SHAKER (Columbia)
- FOUNTAINS OF WAYNE (Tag/Atlantic)
- SUICIDE MACINES (Hollywood)
- MORCHEEBA (Discovery)
- BLOODHOUND GANG (Republic/Geffen)
- CARDIGANS (Mercury)

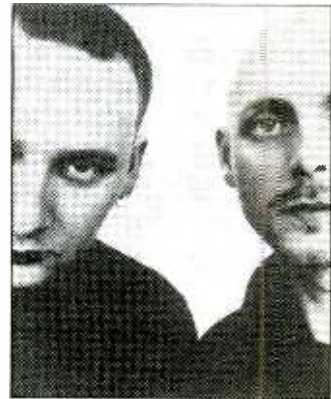
GAINING MOMENTUM

- ASHLEY MACISAAC (A&M)  
Airplay Includes: KREV, WBTZ, WEJE, RAILROAD JERK (Matador)  
Airplay Includes: WBCN, WBRU, WLUM LAZY (Roadrunner)  
Airplay Includes: WDST, WMRQ, WZRH MY DRUG HELL (Countdown)  
Airplay Includes: KPNT, WHFS, XTRA KOMEDA (Minty Fresh)  
Airplay Includes: KITS, KJEE, WCHZ POLARA (Interscope)  
Airplay Includes: WEQX, WMRQ, WQXA, WILCO (Reprise)  
Airplay Includes: WDRE, WNNX, WDXD WEDDING PRESENT (Cooking Vinyl)  
Airplay Includes: KDGE, WBRU, WCHZ JON SPENCER BLUES EXPLOSION (Matador)  
Airplay Includes: WBRU, WDRE, WOXY PLEXI (Sub Pop)  
Airplay Includes: KISF, WQBK, WHFS

Compiled by Lynn Beaudoin

NEW MUSIC SCENE

- Artist: Orbital
- Track: "The Box"
- LP: "In Sides"
- Producer: Phil and Paul Hartnoll
- Label: FRRR/London/Island



• Essentials: The Hartnoll brothers, Phil and Paul, may not elicit the same mass recognition as the brothers Gallagher, but the siblings may have greater impact on where music moves in 1997. As "The Box" continues to be used by some of the format's major market flagships (WNNX/Atlanta, KROQ/L.A., WBCN/Boston, etc.) as a means of reinforcing the Alternative image, the "electronica" issue is gaining ground.

The Hartnolls are not unaware of the impact their breakthrough might have on radio. But as the full-length version of "The Box" would indicate, they aren't going to reduce the groove to get airwaves to move. Nope, that's going to be programmers call

— dare your Rock competitors to go down electronica alley ...

• Influences: New Order, Cabaret Voltaire, Sisters of Mercy

• Artist POV: Paul Hartnoll declares, "Don't think of me as a musician, I'm a composer. My score sheet is this computer program. I play the parts and writing it down on a score sheet, I hit 'Record' on the computer and write it there."

—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><b>WEQX/Albany, NY</b> Download Sunday 7-10pm Mark Dark</p> <p>Komeda "Boogie Woogie/Rock And Roll" Tricky "Christiansands" Autour De Lucie "L'Accord Parfait" Polara "Pantomime" Skeletones "Razor Back"</p>	<p><b>WBCN/Boston, MA</b> Nocturnal Emissions Sunday 8-10pm Oedipus</p> <p>Fountains Of Wayne "Radiation Vibe" Emmett Swimming "Arlington" BT w/Tori Amos "Blue Skies" Kula Shaker "Tattva" Johnny Cash "Rusty Cage"</p>	<p><b>WOXY/Cincinnati, OH</b> Gridloxx Sunday 11pm-1am Dan Cromer</p> <p>Wedding Present "Skin Diving" Yo La Tengo "Demons" Jon Spencer Blues Explosion "Can't Wait" Lilys "Cambridge, California" Lazy "Cherry Smash"</p>	<p><b>KTBB/Houston, TX</b> Lunar Rotation Sunday 7-9:30pm David Sadot</p> <p>Comet "Rocket Flare" Loud Family "Don't Respond, She Can Tell" Mazzy Star "Take Everything" Pee Shy "Lil' Dudes" Smashing Pumpkins "The Aeroplane Flies High ..."</p>	<p><b>KREV &amp; WREV/Minneapolis, MN</b> Counter Revolution Wednesday 10-11pm Christine Kass</p> <p>Aphex Twin "Girl/Boy" Butthole Surfers "TV, Star" Garbage "#1 Crush" Soul Coughing "Super Bon Bon" Buffalo Daughter "Big Wednesday"</p>	<p><b>XTRA/San Diego, CA</b> Muckley's Floorboard Wednesday midnight-2am Chris Muckley</p> <p>Bloodhound Gang "Lift Your Head Up ..." Zumpano "Let's Fight" Neri Herder "Sorry" Unwritten Law "Goody Two Shoes" Oversoul 7 "Nothing Like Tomorrow"</p>
<p><b>WQBK/Albany, NY</b> Over The Edge Sunday-Monday Midnight-2am Kelii McNamara</p> <p>Kula Shaker "Grateful When You're Dead ..." Plexi "Forest Ranger" Everclear "Local God" Reacharound "Big &amp; Mean" Screaching Weasel "Cool Kids"</p>	<p><b>WEDG/Buffalo, NY</b> Over And Beyond Sunday 9-10:30pm Rich Wall</p> <p>Cake "Frank Sinatra" Black 47 "Green Suede Shoes" Ani DiFranco &amp; Utah Phillips "Bridges" Morcheeba "Trigger Hippie" Blessed Ethel "Veronica"</p>	<p><b>KDGE/Dallas, TX</b> The Adventure Club Sunday 7-10pm Josh &amp; Kevin</p> <p>Cat Power "Bathysphere" Phono-Comb "Here Comes The Warm Jets" Ted Hawkins "Amazing Grace" Bride "I Don't Want To Be A Soldier" Manic Street Preachers "Drowners"</p>	<p><b>KXTE/Las Vegas, NV</b> It Hurts When I Pee Sunday 10pm-midnight Chris Ripley</p> <p>Mighty Mighty Bosstones "The Impression That I Get" Suicide Machines "No Face" Sneaker Pimps "Tesko Suicide" Cake "I Will Survive" Bloodhound "Fire Water Burn"</p>	<p><b>WDRE/Philadelphia, PA</b> First 120 Minutes Sunday 10pm-midnight Marilyn Russell</p> <p>Failure "Stuck On You" Semisonic "F.N.T." Sebadah "Willing To Wait" 60 Ft Dolls "The One" Jon Spencer Blues Explosion "2 Kinds Love"</p>	<p><b>KITS/San Francisco, CA</b> Transmitter Adjustment Sunday 10pm-midnight Aaron, Rick and Steve</p> <p>Crystal Method "Keep Hope Alive" Space "Neighborhood" Tricky "Christiansands" Chemical Brothers "Loops Of Fury" Bjork "Possibly Maybe"</p>
<p><b>WNNX/Atlanta, GA</b> Planet Jih Weeknights 11-midnight Jill Melancon</p> <p>Johnny Cash "Rusty Cage" Fountains Of Wayne "Leave The Biker" Presidents Of USA "Bug City" Cardigans "Lovefool" Michelle Shocked "Eddie"</p>	<p><b>WBTZ/Burlington, VT</b> Spinning Unrest Sunday 9-10:30pm Steve Picard</p> <p>Jon Spencer Blues Explosion "2 Kinds Love" Baby Fox "In Your Dreams" Mighty Mighty Bosstones "The Impression That I Get" Yatsura "Plastic Ashtray" Railroad Jerk "You Bet"</p>	<p><b>WQXA/Harrisburg, PA</b> The Sunday Morning News Sunday 8-10am Bill Hanson</p> <p>Luscious Jackson "Naked Eye" Descendents "I'm The One" Fiona Apple "Shadowboxer" Fountains Of Wayne "Radiation Vibe" Kula Shaker "Tattva"</p>	<p><b>WLIR/Long Island, NY</b> Left Of Center Sunday 11am-moon Lazlow</p> <p>Pet "Hero Life" Johnny Cash "Rusty Cage" Clouds "So Far Away" Satchel "Without Love" Local H "Bound For The Floor"</p>	<p><b>KPNT/St. Louis, MO</b> New Music Sunday Sunday 7-9:30pm Les Aaron</p> <p>Cardigans "Lovefool" Babybird "You're Gorgeous" Lippy "Poke" Space "Female Of The Species" Andrew John "Little Bit Warm"</p>	<p><b>KJEE/Santa Barbara, CA</b> Dissonate Tendrils Sunday 10:20pm-midnight John Schroeter</p> <p>BT w/Tori Amos "Blue Skies" Morcheeba "Trigger Hippie" Suicide Machines "No Face" Swingin' Utters "The Next In Line" Bloodhound Gang "Fire Water Burn"</p>
<p><b>WCHZ/Augusta, GA</b> Renegade Radio Sunday 9pm-10:30pm Steve Bingham</p> <p>Polara "Light The Fuse And Run" 30 Amp Fuse "Whatever It Was" Saturnine "Tailspin" My Drug Hell "Girl At The Bus Stop" Screaching Weasel "Cool Kids"</p>	<p><b>WAQZ/Cincinnati, OH</b> Before The Revolution Weeknights midnight-1am Snaggletooth "Ten Cents"</p> <p>Morcheeba "Trigger Hippie" Johnny Cash "Rusty Cage" Radiolaria "Ruby" Garbage "Milk"</p>	<p><b>WMRQ/Hartford, CT</b> Spinning Unrest Sunday 8-9:30pm Steve Picard</p> <p>Jon Spencer Blues Explosion "2 Kinds Love" Baby Fox "In Your Dreams" Mighty Mighty Bosstones "The Impression That I Get" Yatsura "Plastic Ashtray" Railroad Jerk "You Bet"</p>	<p><b>KROQ/Los Angeles, CA</b> Rodney On The Roo Sunday 10pm-1am Rodney Bingenheimer</p> <p>Kula Shaker "Smart Dogs" Diaboliks "Nightmare" Cast "Flying" Ash "Oh Yea" Mazzy Star "Cry/Cry"</p>	<p><b>XHRM/San Diego, CA</b> The Flash Zone Saturday 9pm-2am Greg Pearson</p> <p>Bloodhound Gang "Lift Your Head Up ..." Neri Herder "Van Halen" Vallejo "Just Another Day" Screaching Weasel "Cool Kids" Save Ferris "The World Is New"</p>	<p><b>WHFS/Washington, DC</b> Now Hear This Sunday 8-10:30pm Dave Marsh</p> <p>Trusty "Unsnowplow" Railroad Jerk "Clean Shirt" Jon Spencer Blues Explosion "2 Kinds Love" Plexi "Forest Ranger" Heavenly "Space Manatee"</p>

**Jane Jensen**  
Comic Book Whore

Featuring the Single "More Than I Can"

JUST ADDED!

added at: WOXY, WDSI, WXSJ, WPUP, WRAX, MCHZ

also receiving play at: KOME, KNRK, KTEG, XHRM, WFNX, WEND, WLUM, WNNX, WGRD, KREV, WPLY, WBZU, KDGE, KQDE, WMRO, WCHZ, WKRL, KROX, WGRD

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Contact Art List 31020250 • Produced by Greg Cifon • Management Frank Velpe

NOVEMBER 22, 1996

3W	2W	LW	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS				TOTAL STATIONS/ADDS
					TW	LW	2W	3W	
			1	<b>R.E.M.</b> Bittersweet Me (Warner Bros.)	654	667	701	693	35/0
			2	<b>DUNCAN SHEIK</b> Barely Breathing (Atlantic)	559	660	654	704	31/0
			3	<b>WALLFLOWERS</b> One Headlight (Interscope)	555	469	441	396	36/3
			4	<b>JOHN MELLENCAMP</b> Just Another Day (Mercury)	551	470	373	315	34/0
			5	<b>SHAWN COLVIN</b> Get Out Of This House (Columbia)	542	509	558	502	36/0
			6	<b>PAULA COLE</b> Where Have All The Cowboys... (Imago/WB)	521	434	386	359	36/3
			7	<b>BODEANS</b> Hurt By Love (Slash/Reprise)	447	387	341	256	35/2
			8	<b>SHERYL CROW</b> If It Makes You Happy (A&M)	425	483	545	601	25/0
			9	<b>CHRIS ISAAK</b> Think Of Tomorrow (Reprise)	414	402	402	393	32/1
			10	<b>PHISH</b> Free (Elektra/EEG)	412	416	386	341	32/1
			11	<b>MELISSA ETHERIDGE</b> Nowhere To Go (Island)	391	413	425	435	26/0
		21	12	<b>DAVE MATTHEWS BAND</b> Crash Into Me (RCA)	341	263	156	76	34/5
		20	13	<b>COUNTING CROWS</b> A Long December (DGC/Geffen)	336	281	183	168	31/5
		14	14	<b>WHY STORE</b> Father (Way Cool Music/MCA)	335	319	337	303	27/0
		12	15	<b>SUZANNE VEGA</b> No Cheap Thrill (A&M)	332	335	381	389	29/0
		16	16	<b>CHALK FARM</b> Lie On Lie (Columbia)	311	293	325	285	25/1
		30	17	<b>SEAL</b> Fly Like An Eagle (Warner Sunset/Atlantic)	307	258	205	137	18/1
		18	18	<b>TOM PETTY &amp; THE HEARTBREAKERS</b> Climb That Hill (Warner Bros.)	306	282	280	270	24/2
		13	19	<b>ALANIS MORISSETTE</b> Head Over Feet (Maverick/Reprise)	301	327	348	331	14/0
		17	20	<b>FIONA APPLE</b> Shadowboxer (Work)	297	301	284	213	25/2
		21	21	<b>SHERYL CROW</b> Everyday Is A Winding Road (A&M)	283	220	177	153	23/1
		18	22	<b>ASHLEY MACISAAC</b> Sleepy Maggie (A&M)	270	284	278	241	25/1
		17	23	<b>LEMONHEADS</b> If I Could Talk I'd Tell You (Tag/Atlantic)	267	287	254	232	21/0
		23	23	<b>WILCO</b> Outtasite (Outta Mind) (Reprise)	264	230	199	128	26/0
		25	25	<b>NO DOUBT</b> Don't Speak (Trauma/Interscope)	263	227	193	162	11/1
		26	26	<b>COUNTING CROWS</b> Daylight Fading (DGC/Geffen)	215	191	211	183	19/0
		29	27	<b>LEAH ANDREONE</b> It's Alright, It's OK (RCA)	200	206	263	299	18/0
		26	28	<b>EELS</b> Novocaine For The Soul (DreamWorks/Geffen)	200	224	224	227	11/0
		28	29	<b>NIL LARA</b> How Was I To Know (Metro Blue/Capitol)	186	208	225	218	18/2
		30	30	<b>DC TALK</b> Just Between You And Me (Virgin)	181	187	184	171	10/0

This chart reflects airplay from November 11-17. Songs ranked by total plays. Highlighted songs indicate Breaker. 42 Adult Alternative reporters. 42 current playlists. © 1996, R&R Inc.

**NEW & ACTIVE**

**BORROWERS** Beautiful Struggle (Guardian)  
Total Plays: 174, Total Stations: 22, Adds: 2

**MICHELLE SHOCKED** The Hard Way (Private)  
Total Plays: 174, Total Stations: 18, Adds: 0

**ERIC JOHNSON** S.R.V. (Capitol)  
Total Plays: 151, Total Stations: 18, Adds: 2

**KULA SHAKER** Tattva (Columbia)  
Total Plays: 151, Total Stations: 12, Adds: 1

**HEADS** Indie Hair (Radioactive/MCA)  
Total Plays: 138, Total Stations: 11, Adds: 1

**UGLY AMERICANS** You Turn Me On (Capricorn/Mercury)  
Total Plays: 136, Total Stations: 16, Adds: 3

**JEWEL** You Were Meant For Me (Atlantic)  
Total Plays: 128, Total Stations: 12, Adds: 1

**HOOTIE & THE BLOWFISH** Sad Caper (Atlantic)  
Total Plays: 125, Total Stations: 13, Adds: 1

**MARSHALL CRENSHAW** What Do You Dream Of (Razor & Tie)  
Total Plays: 116, Total Stations: 16, Adds: 3

**LINDA PERRY** Fill Me Up (Interscope)  
Total Plays: 116, Total Stations: 12, Adds: 2

Songs ranked by total plays.

**BREAKERS**

**SHERYL CROW**  
Everyday Is A Winding Road (A&M)  
TOTAL PLAYS/INCREASE: 283/63  
TOTAL STATIONS/ADDS: 23/1  
CHART: 21

**WILCO**  
Outtasite (Outta Mind) (Reprise)  
TOTAL PLAYS/INCREASE: 264/34  
TOTAL STATIONS/ADDS: 26/0  
CHART: 24

**NO DOUBT**  
Don't Speak (Trauma/Interscope)  
TOTAL PLAYS/INCREASE: 263/36  
TOTAL STATIONS/ADDS: 11/1  
CHART: 25

**MOST ADDED**

ARTIST TITLE LABEL(S)	ADDS
<b>BRUCE SPRINGSTEEN</b> High Hopes (Columbia)	8
<b>COUNTING CROWS</b> A Long December (DGC/Geffen)	5
<b>DAVE MATTHEWS BAND</b> Crash Into Me (RCA)	5
<b>ROBERT BRADLEY</b> California (RCA)	3
<b>PAULA COLE</b> Where Have All The Cowboys... (Imago/WB)	3
<b>COWBOY JUNKIES</b> Come Calling (His Song) (Geffen)	3
<b>MARSHALL CRENSHAW</b> What Do You Dream Of (Razor & Tie)	3
<b>GATHERING FIELD</b> Lost In America (Atlantic)	3
<b>RUSTED ROOT</b> Faith I Do Believe (Mercury)	3
<b>SEBADOH</b> Willing To Wait (Sub Pop)	3
<b>BRUCE SPRINGSTEEN</b> Blood Brothers (Columbia)	3
<b>UGLY AMERICANS</b> You Turn Me On (Capricorn/Mercury)	3
<b>WALLFLOWERS</b> One Headlight (Interscope)	3

**MOST INCREASED PLAYS**

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
<b>PAULA COLE</b> Where Have All The Cowboys... (Imago/WB)	+87
<b>WALLFLOWERS</b> One Headlight (Interscope)	+86
<b>JOHN MELLENCAMP</b> Just Another Day (Mercury)	+81
<b>DAVE MATTHEWS BAND</b> Crash Into Me (RCA)	+78
<b>SHERYL CROW</b> Everyday Is A Winding Road (A&M)	+63
<b>BODEANS</b> Hurt By Love (Slash/Reprise)	+60
<b>COUNTING CROWS</b> A Long December (DGC/Geffen)	+55
<b>SEAL</b> Fly Like An Eagle (Warner Sunset/Atlantic)	+49
<b>SMASHING PUMPKINS</b> Thirty-Three (Virgin)	+47
<b>GARBAGE</b> Milk (Almo Sounds/Geffen)	+40

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.



*John Mellencamp*  
**"Just Another Day"**

R&R Tracks **4**  
R&R Albums **3**

**Thanks Adult Alternative Radio**

Management: The Left Bank Organization



NOVEMBER 22, 1996

Table with columns: 3W, 2W, LW, TW, ARTIST TITLE LABEL(S), TOTAL STATIONS/ADDS, TOTAL PLAYS, +/- PLAYS, EMPHASIS TRACKS (PLAYS). Lists top 30 albums including Sheryl Crow, R.E.M., John Mellencamp, etc.

This chart reflects airplay from November 11-17. Albums ranked by total plays, with plays from all cuts from an album combined. 42 Adult Alternative reporters. 42 current playlists. © 1996, R&R Inc.

REPORTERS

Stations and their adds by track listed alphabetically by market

Grid of reporter information including station call letters, market names, reporter names, and lists of album tracks they reported on.

Promotional advertisement for Results Marketing featuring bumper stickers, t-shirts, mouse pads, license plates, fun flyers, hats, balloons, sun shades, frisbees, magnets, mugs, key tags, golf stuff, pens, plastic visors, can coolers, towels, buttons, and more cool stuff. Includes phone numbers 407-786-5660 and 800-786-8011.



**OPENINGS**

**OPENINGS**

**OPENINGS**

**OPENINGS**

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Commodore Media, division of Capstar, needs promotions director at Delaware Properties, with ability/desire to do it all! Execute, sell trade, event marketing, etc. Resume, philosophy, salary history. WJBR, 3001 Philadelphia Pike, Claymont, DE 19703. EOE

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Program Director and morning show positions available in the Mid-Atlantic, Southeast and Midwest. Great companies! Dynamic Markets! T&Rs to: P.O. Box 471230 Charlotte, NC 28247, or fax resume 704-846-5823.

#### Morning Show Host

Top 75 market country. Major group seeks relatable, sincere, fun talent who captures the moment, has a sense of community, uses phones. production, appearances and min. 3 yrs. exp. EOE/MF Radio & Records, 10100 Santa Monica Bl., #200, 5th Floor, Los Angeles, CA 90067. EOE

## EAST

News Director/Anchor/Reporting experience a must. T&R: WILK Network, Nancy Krman, 305 Highway 315, Pittston, PA 18640. EOE (11/22)

PD/Mornings for new Hot AC in Worcester. Immediate opening. T&R: WXXW, Alan Okun, 27 Douglas Rd, Webster, MA 01570. EOE (11/22)

Proven, entertaining, morning. Talk personality to fit with sports Babe and Burbank. T&R: WROW, Buzz Brindle, 6 Latham, NY 12110. EOE (11/22)

Seeking top-flight News/ anchor personality. FM sound with AM credentials. T&R: WGY, Chuck Custer, One Washington Square, Albany, NY 12205. EOE (11/22)

#### ABC RADIO NETWORKS

#### EDITOR/PRODUCER, ABC RADIO NETWORKS, NY

Requires compiling breaking stories and current issues that will dominate each days talk radio discussion. Overnight shift weekdays 5+ years talkradio producing or hosting experience, and a total command of current issues and events. No calls. Send resume to ABC Inc., Human Resources Dept., 77W 66th St., 13th Floor, NY, NY 10023, att:SS. EOE

We are a leading Classic Rock station ready to further build on our top-rated morning show. If you are organized, fearless, good at booking guests, dedicated, enjoy being on the air, don't mind working with two Neanderthals and can bring a "new dimension" to a strong show, this could be the perfect opportunity for you. Send tape and resume to: Radio & Records, 10100 Santa Monica Bl., #197, 5th Floor, Los Angeles, CA 90067. EOE

## EAST

BMI, America's top source for music rights for radio, TV and cable is looking for media professionals to join our licensing team.

### Regional Sales and Marketing Managers

We have two positions based in New York for motivated team players with proven track records and a history of success who will: call on radio and television stations and groups, manage a sales territory, and provide top notch station relations services.

We are looking for pros with: 3 to 5 years of media sales experience in radio and/or TV, the ability to build and maintain good relationships with clients, excellent account management skills, and the flexibility to travel.

For these positions, the successful candidates will be able to effectively manage multiple priorities and will have a track record of success in a fast-paced and results-oriented environment.

Please mail or fax resume and salary history and indicate the position applied for to:

BMI  
Suite A-1  
331 West 57th Street  
New York, NY 10019  
fax 212-956-2059

No Phone Calls Please -  
EOE



## SOUTH

10pm-2am Rocker, production, appearances. One-year experience minimum. T&R: WRXL, Brian Illes, 3245 Basie Road, Richmond, VA 23228. EOE (11/22)

Possible FT openings. Great broadcast group, only dedicated winners need apply. T&R: KCIL, Michael Stone, Box 2068, Houma, LA 70361. EOE (11/22)

Seeking morning talent. Country, proven track record, no beginners, team player. T&R: WBKR, Chuck Urban, Box 1330, Owensboro, KY 42302. EOE (11/22)

News/reporter/anchor. Duties include covering, writing and reporting news. T&R: WWSA, Frank Witt, Box 752, Harrisonburg, VA 22801-0752. EOE (11/22)

Seeking News Director with a passion for local news coverage. T&R: WBBN, Larry Blakeney, Box 6408, Laurel, MS 39441. EOE (11/22)

#### MORNING SHOW AT NIGHT!



Richmond's top-rated station is looking for the next great morning show to work at night. Two years experience, great people and phone skills and strong production. Morning show experience a plus. Top dollar for great talent. Rush T&R and professional references by 11/30/96 to: Mark Richards, PD WKHK-FM, 300 Arboretum Pl., Suite 590, Richmond, VA 23236. NO calls please. EOE

#### TALENT! URGENT NEED

in CA, TX, IN, WI, IA, FL, MO, VA, NC, SC, WV and others as more and more stations and consultants contact us to fill positions. Openings we have! WE NEED TALENT. If you're out or moving up, contact us for free information. Need announcers, PD's, prod., news, personalities, M/F for all regions. Representation gives you the advantage.

TALENT PLACEMENT NATIONWIDE.

## NETWORK

(407) 679 8090

#### PROMOTIONS DIRECTOR

Looking for a fast paced, highly active, easily adjustable, energetic, career minded promotion person for a tremendously promotion driven 5 station radio group in beautiful South Texas. Send resume to: Linda Bradley, P.O. Box 898, Corpus Christi, Texas or fax resume to 512-883-9303. EOE employer, Women and Minorities encouraged to apply. Excellent salary and benefits for the right person.

#### GENERAL MANAGER

Top-100 group owner of nine stations in three markets looking for experienced, sales-oriented GM to manage staff of 55 at this multimillion dollar, three FM cluster in a top-65 Texas market. Compensation includes excellent salary/bonus; benefits include 401-K and insurance. Performance based equity plan for the right person. High integrity, people skills, yield management experience, ability to innovate and attract top people essential. Sunburst Media, LP, Fax resume c/o John Borders, CEO (972)503-2183. EOE

#### EARLY HOLIDAY DEADLINE

For the December 6 issue, the Marketplace and Opportunities deadline is 12PM PST. Wednesday, November 27.

# OPPORTUNITIES

## OPENINGS

### LIVE ON THE BEACH

WOWI-FM 103 Jamz and the New CHR/Dance 92.1 "The Beat" is looking for killer afternoon personalities; must be topical, creative and a high profile person. Able to relate to 18-34 demos. The BOMB production and management experience a plus. Rush your airchecks to:

Hurricane Dave  
Drive Time Search  
1003 Norfolk Square  
Norfolk, VA 23502.

EOE. NO PHONE CALLS PLEASE!

### ★ GULFSTAR COMMUNICATIONS, WACO

KBRQ-FM • KCKR-FM • KRTR-AM • WACO-FM

WACO-FM has an immediate opening for evenings. Must do great phones and production. One year minimum exp. Rush T&R. Zack Owen, 4949 Franklin Ave., Waco, TX 76710. Females encouraged. EOE

KCKR-FM has an immediate opening for evenings! We're seeking someone who is self-motivated and goal oriented. If you're up to the challenge... Rush T&R to: Dewayne Wells, 4949 Franklin Ave., Waco, TX 76710. EOE



### PRODUCTION PRO

Production Pro/Midday personality needed to create amazing spots, promos and liners for WBBN/WXRR in Laurel/Hattiesburg, one of America's most livable small markets. Must have digital multitrack experience and a passion for producing award-winning audio. Make extra money! We do lots of production for other markets and have won four national awards in three years. Send tape & resume to: Larry Blakeney, WBBN/WXRR, P.O. Box 6408, Laurel, MS 39441 Equal Opportunity Employer.

### MORNING SHOW OPENING NOW!

One of our clients in a southwestern city of two million is seeking a magnetic morning person. This personality should be humorous, topical, fun, warm and friendly with the ability of editing a paragraph to a sentence. Also, this personality must be the lead with an already superb morning team. Visitation with station advertisers, plus public appearances are frequent. Great company. Wonderful city. EEO. Send your resumes to me. No Calls Please.

Kent Burkhart's Office  
5600 Roswell Road  
Suite E-300  
Atlanta, GA 30342

<http://www.pronline.com>

## OPENINGS

PD Hot AC & Country FM Texas Market. Promotions genius, strong experience and references required. Top Dogs In Market—plan to stay that way! Send tape & resume ASAP! Radio & Records, 10100 Santa Monica Bl., #198, 5th Floor, Los Angeles, CA 90067. EOE

5 Station operation on the Casino Coast of Mississippi Now Looking for program managers, morning talent, and announcers. Production a must! Send T&R and \$ to: David Clark @ Gulf Coast Radio Services, 212 Debuys Road, Biloxi, MS 39531 EOE

WJYR in Myrtle Beach is currently accepting applications for afternoon drive. Positive attitude, news and production skills a must. Computer experience preferred. Send tape and resume to WJYR, 706 21st Avenue North, Myrtle Beach, SC 29577. No Calls. Females and Minorities strongly encouraged to apply. EOE

Talk Show Host to host a 4-hour live call-in talk show. Must have 2 yrs exp. as primary host of a live call-in radio show; and 5 yrs overall talk radio exp. Perform as host from studio or remote environment. Strong skills in reading live radio commercial copy required.

Sports Talk Show Host to host a 2-hour live call-in sports talk show. Must have 2 yrs exp. as primary host of a live call-in sports radio show; and 5 yrs overall talk radio exp. Strong skills in reading live radio commercial copy required.

Send tape & resume to: Steve Nicholl, WIOD, 3000 N. 28th Terrace, Hollywood, FL 33020. No Calls Please. EOE.

### PROGRAM DIRECTOR Texas Riviera

Gulfstar Communications/Corpus Christi market-leading Country station. Flagship of 4 station combo. Career opportunity for motivated program director. Must have thorough knowledge of music, promotions and people management. Burning desire to win is mandatory! Great staff, great company, great benefits. This is an immediate opening. Overnight tape and resume to Kent Cooper, KRYS, 2209 N. Padre Island Drive, Suite K, Corpus Christi, TX 78408. EOE

## MIDWEST

Wanted: News reporter/ anchor. Experience necessary. T&R: KFOR, Dale Johnson, Box 80209, Lincoln, NE 68501. EOE (11/22)

Country, KZKX seeking weekend AT. Experience required. T&R: KZKX, Charlie Thomas, 4630 Antelope Creek Rd, Lincoln, NE 68506. EOE (11/22)

Middays, production and promotion at WYCO. T&R: WYCO, Amie Wheeler, 1110 East Wausau Ave, Wausau, WI 54403. EOE (11/22)

## OPENINGS

Indiana Country WKKG seeks PT. Small market feel, big market sound. T&R: WKKG, John Paul, 3212 Washington St., Columbus, IN 47201. EOE (11/22)

Seeking ASAP F/T AT on AM/FM combination. T&R: KRPT, Jesse James, 115 W Broadway, Anadarko, OK 73005. EOE (11/22)

Afternoons and middays in the Ozarks. Exploding company with great opportunities. CALL: Rick Walker (573) 364-9211. EOE (11/22)

Midwest company seeks professional talent for CHR/AC/Country with good production skills. Great benefits/pay. Only experienced talent need apply. Send T&R to J.J. Cook, BP Consulting Group, 2211 Fifth Avenue Seattle, WA 98121.

Midwest Communications seeks applications for future fulltime AC openings in Wisconsin. Must have at least 2 years experience. T&R: Jeff McCarthy Midwest Communications, P.O. Box 23333, Green Bay, WI 54305 EOE

Sioux City radio group is seeking a creative, up-tempo individual to entertain in the evening hours. Send T&R and salary requirements to Mark Hahn, P.O. Box 3009, Sioux City, Iowa. 51102. Women & Minorities encouraged to apply. EOE

## WEST

Morning person for Soft AC sought yesterday! Overnight T&R: KRSE-FM, Glenn Garrett, 2120 Riverside Rd, Yakima, WA 98901. EOE (11/22)

CW has all positions full and P/T available. Females encouraged. No calls please. T&R: KIZN, Rich Summers PD, 7272 Potomac, Boise, ID 83704. EOE (11/22)

P/T and F/T announcer openings at High Desert AC. T&R: KHVY, Lance Todd, Box 1668, Barstow, CA 92312. EOE (11/22)

Seeking experienced CHR AT yesterday! Overnight T&R: KFFM, Michael Jack Kirby, Box 1460, Yakima, WA 98907. EOE (11/22)

Classic Rocker has immediate opening for AM News/sidekick. T&R: KVRQ, Todd Martin, 514 E. Bellevue Rd, Atwater, CA 95301. EOE (11/22)

Seeking P/T weekend AT. Three-years experience. T&R: KSJO, Dana Jang, 1420 Koll Circle, San Jose, CA 95112. No calls. EOE (11/22)

### CHRTALENT

MORNING DRIVE & NIGHTTIME talent needed in Top 100 market! We're seeking a seasoned pro for mornings and a nightslammer for 7-mid. We are located in one of America's top-rated family and outdoor cities. If you're not afraid of stiff competition or a creative challenge, rush tape, resume, ratings history, and photo to: Radio & Records, 10100 Santa Monica Bl., #191, 5th Floor, Los Angeles, CA 90067. EOE

### NEWS/TALK PROS!

Top 50 Southwest market News/Talk station seeking applicants for future openings: Topical, opinionated, personality talk show hosts - all dayparts. Experienced, creative, motivated and energetic talk producers. Personality sportstalk hosts and sports producers. Aggressive news/anchor/reporters. Tape, resume, and philosophy to: Radio & Records, 10100 Santa Monica Bl., #195, 5th Floor, Los Angeles, CA 90067. EOE

<http://www.pronline.com>

## OPENINGS

TRAFFIC REPORTER/ASSISTANT VAN OPERATOR Must love talking, driving & helping others 7 days/wk. Highly skilled driver with clean record. \$16/hr + overtime. Women/People of Color strongly encouraged. Mixx 96fm KXXO, Olympia, WA 360-943-9937.

New Rock 95.3, KNRQ in Eugene, Oregon is looking for a fulltime addition to its airstaff with possible music department responsibilities. Please send tape and resume to: Stu Allen, KNRQ-FM, 2100 W. 11th St. #200, Eugene, OR 97402. Please No Calls. KNRQ is an Equal Opportunity Employer.

### JOB ANNOUNCEMENT

Program/Music Director wanted for radio station combo — (KTNN-AM, a 50,000-watt clear channel, and KWRK-FM, a 100,000-watt) located in Window Rock, Arizona. Duties will include supervising a large staff, being responsible for creating a programming schedule that would complement the ability to raise additional revenues as well as audience ratings by cooperative effort with the sales and programming department. Applicant must possess the following: A strong background of on-air delivery, proven ability to manage others, working knowledge of digital and analog broadcast systems, working knowledge of satellite broadcast systems, ability to design and administer training modules, knowledge of daily broadcast functions and broadcast industry standards. Submit resume with references, a letter of interest, and recent aircheck to General Manager, KTNN/KWRK Radio, P.O. Box 2569, Window Rock, AZ 86515. Direct phone inquiries to: Tazbah McCullah, 520-871-3542. KTNN/KWRK is an EEO and Navajo Preference employer.

Are you Central Washington's next nighttime phenomenon? Two years small or medium market; production; personal appearances. T&R: Michael Jack Kirby, Box 1460, Yakima, WA 98907. Females and minorities encouraged to apply. EOE

Very versatile announcer needed. Must be comfortable with assignments in AC and Country, as well as news anchoring, copywriting, and production using digital work station. Tape, letter, and resume to John McLeod, Empire Broadcasting, P.O. Box 995, San Jose, CA 95108. EOE

Immediate opening for a creative Production Director/Air Personality in an adult CHR top 25 west market. Minimum 3 years experience necessary. This opening will be filled quickly rush tape resume and current photo to: Radio & Records, 10100 Santa Monica Bl., #201, 5th Floor, Los Angeles, CA 90067. EOE

## OPENINGS

Medium market CHR needs experienced upbeat Midday talent. Good phones & production. If the Northwest is the best, Eugene is the best of the best. No calls. KDUK/Barry MacGuire, P.O. Box 1120 Eugene, OR 97440 EOE

92.5

The Flash

### PRODUCTION DIRECTOR WANTED

Are you the next John Frost?  
Are you creative?  
Are you ready for San Diego?  
I can't hear you...  
Send tape & Resume ASAP!  
to: Jay Isbell, 92.5  
2434 Southport Way, Suite A  
National City, CA 91950 EOE



is STILL looking for a morning show co-host. If you sound upbeat, friendly, positive, topical, local, compelling, and are a team player who causes others to work harder and sound better..if you understand that success takes preparation, endless energy, and love to be amongst the listeners..and if you're happy and successful where you're at, we want to talk to you NOW. This is a long-term position with excellent pay and benefits. Live and work in one of America's most livable cities with an excellent company. T&R: Jim Davis, KKNU, 925 Country Club Road, Suite 200, Eugene, Oregon 97401. EOE

**ARE YOU READY?** Rare opportunity to work at a legendary station and live in one of America's best cities! YOU must continue a long standing tradition of dominating afternoon drive, know and live Rhythm/Crossover, entertain, relate, and be topical. No liner readers! A love for hitting the streets is a must! If this describes you, rush T&R today!!! Great station in Top 20 market is waiting for you! Minorities and females strongly encouraged. Radio & Records, 10100 Santa Monica Bl., #196, 5th Floor, Los Angeles, CA 90067. EOE

## OPENINGS

Here's your chance to work for western Colorado's top rated group. FM trombo needs entertainer 6-10p on Country KEKB and 10p-2a Voice track on Hot AC KMXV. Must be great with phones, digital production, and enjoy the good life. T&R To: Martiey Miller, 315 Kennedy Ave., Grand Junction, CO 81501. Minorities and women encouraged to apply. EOE

## POSITIONS SOUGHT

**Entertaining sports personality** available. MIKE: (800) 785-0918-18. (11/22)

**I like nights.** 18-years in all the slots, but I shine when the sun doesn't. Communicator. So. Cal. JACK: (818) 359-3215. (11/22)

**Perils of radio.** Week two. Commissioner radio sends out the signal in the midnight sky. Meanwhile a lone figure.....PAULINE: (954) 527-5781. (11/22)

**Australia / New Zealand!** American major market morning man, seeks mornings/ afternoons in large market. Stellar ratings/ references/ voices/ talent. ROGER: (410) 515-1967. (11/22)

**Experienced Program Director/ Announcer.** Selector, Musicmaster, Oasis, Scott Studio System. Seeking quality position in Florida area. MARK GUNDER: (352) 380-0563. (11/22)

**Have headphones will travel.** Energetic AT seeking nights anywhere in the world. Entire station replaced by satellite. DINO: (805) 945-1784. (11/22)

**Real Deal-** 13-years in NY/NJ radio. Oldies, Country, CHR, AC, Dance. Great appearances. East/ South/ West. JIMMY: (718) 257-3158. (11/22)

**PD/MD available** immediately. Team/AC & CHR experience. Great pipes/ knowledge/ seasoned. Small or medium market/ East. STEVE ELLIOT: (305) 460-2233. (11/22)

**Politically Incorrect talk monster!** I eat spotted owls for lunch and Clinton's going to jail! Call the ROCK: (708) 532-3522 or (813) 845-0097. (11/22)

**Mornings Ballistico!** Phones/ phun/ ratings! Semi-fab morning guy for sale! Country/ Oldies/ AC. MIKE: (517) 362-7251. (11/22)

**Results-oriented, dynamic,** PD, mornings. 20-years plus, high visibility, proven track record, hardworking, creative. RICKEY: (702)677-6767. (11/22)

**Living in Florida.** Experienced professional worked all formats. Seeking new challenge anywhere in Florida or southeast. JAY: (561) 770-4749. (11/22)

## POSITIONS SOUGHT

Here's the record on JEFF KATZ (yes the one you've read about)... Took Northern California by storm! Mornings up from 11th to 6th in one book!! Former morning man in Sacramento and Hartford, afternoons in Hartford, Indianapolis and San Francisco ready for next assignment in Talk or AOR/classic Rock. Also available for fill-in. Jeff Katz is represented exclusively by Caruso & Company Media Management. Contact Steve at (916) 921-1564 or (916) 422-4426. E-mail: radiokatz@aol.com

**Seeking a real woman** for your morning show? Eight-year professional. Killer news with a brain. AMY: (303) 751-9816. (11/22)

**Seeking proven Morning talent** and numbers? Phones-fun-humor! Committed to success! Impeccable references! HAC/ Country/ Adult CHR. JOHN: (219) 255-6390. (11/22)

**Seeking fulltime.** Will relocate. One 1/2-years Country experience. Please help! AL: (712) 239-5308. (11/22)

**Gonzo Greg's face** found on Mars. Scientists horrified. Big Dumb Morning Show. Major market credentials. www.gonzogreg.com. (909) 335-1818. (11/22)

**PD/AT, 20+years.** Adult Alternative, AC, Oldies, Country, EZ. Most recently PD/WMMO. Any format, region considered. PAUL WARREN: (407) 366-9755. (11/22)

**South Texas' hottest** night talent puts the PH back in fun at your station. TIM: (512) 578-4524. (11/22)

**Seeking the right position** in Sacramento area. Too much experience to list. Want better numbers? DENNIS: (916) 965-6516. (11/22)

**Attention stations:** Do you seek a professional to lead your news department into the 21st century? DAVE BRANNEN: (419) 893-2227. (11/22)

**Major market AT** seeks long term afternoon drive position! Morning drive host and nights. Will consider all offers! BO WOODS: (757) 622-5320. (11/22)

**Morning guy turned** production God, seeks return to mornings. Personality, comedy, voices, team 'tude. 15-years Oldies/AC/ Country. MARK: (914) 895-5141. (11/22)

**Scott Evans, 10 years major market morning success (Dallas, Miami and Charlotte), CMA and 3 time Billboard winner, looking for competitive situation regardless of format. Call for demo package @972-524-2363 or Email scotttevnz@aol.com**

## EARLY HOLIDAY DEADLINE

For the December 6 issue, the Marketplace and Opportunities deadline is 12PM PST. Wednesday, November 27.

## R&R Opportunities Advertising

1x \$100/inch 2x \$75/inch

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

**Blind Box: add \$50**

The R&R address and your box number add: 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.

## 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 web site (<http://www.rronline.com>), add 20% to your weekly ad rate. Listings will include your logo if it appears in your R&R Opportunities Ad.

## RADIO & RECORDS

10100 Santa Monica Blvd., 5th Floor, Los Angeles, CA 90067

R&R is published weekly, except the week of December 25. Subscriptions are available for \$299.00 per year (plus applicable state sales tax) in the United States or \$695.00 overnight delivery (U.S. funds only), \$320.00 in Canada and Mexico, and \$495.00 overseas (U.S. funds only) from Radio & Records Inc., at 10100 Santa Monica Blvd., Los Angeles, California 90067. Annual subscription plan includes the weekly newspaper plus two Ratings Report & Directory issues and other special publications. Refunds are prorated based on the actual value of issues received prior to cancellation. Nonrefundable quarterly rates available. All reasonable care taken but no responsibility assumed for unsolicited material. R&R reserves all rights in material accepted for publication. All letters addressed to R&R or its Editors will be assumed intended for publication reproduction and may therefore be used for this purpose. Nothing may be reproduced in whole or in part without written permission from the Publisher. The terms Back Page, Breakers, Most Added, R&R, Compact Data, and Street Talk are registered trademarks of Radio & Records. © 1996. POSTMASTER: Send address changes to R&R, 10100 Santa Monica Blvd., 5th Floor, Los Angeles, California 90067.

CAN'T WAIT FOR THE DEADLINE?

Put your opps ad on our Web Page NOW!

310-788-1622

# MARKETPLACE

## ACCOUNT EXECUTIVE

If you work in the Radio or Recording industry you can add \$10,000 to your personal income.

**call Phillip Trout  
1-800-301-2323**

## AIRCHECKS

### AUDIO & VIDEO AIRCHECKS

**CURRENT #198**, WOMC/Tom Ryan, WUSN/J.D. & Rambini Ray, K101/Don Bleu, KIIS/Magic Matt, WGCI/Steve Harvey, KMOX/Kelly Ulrich, KGGI, KRQQ, \$7.50.  
**CURRENT #198**, KIIS/Billy Burke, WNIC/Jim Harper, KRZZ/Zoo, KBZT/Dailey Ohlau, KYSR/Gary Spears, KBGG/John MacFarlanagan, KMEL/Rick Chase, WJMK/Dick Biondi, \$7.50.  
**PERSONALITY #198**, KSLA/Lamont & Tonnelli, KZDK/Robin & Maynard, WLUP/Jonathan Brandmeire, KPLZ/Kent & Alan, WJFK/Don & Mike, \$7.50.  
**PERSONALITY #198**, WKBO/Steve & O. C., KSHE/Bob & Tom, WLUP/Steve Cochran, WCKG/Steve Dahl, 90-min. cassette, \$7.50.  
**PERSONALITY #198**, KYKY/Phillips & Co., KKLQ/Jeff & Jer, WOMC/Dick Puritan, WRIF/Drew & Mike, KGBT/John London, \$7.50.  
**ALL COUNTRY #198**, KMEL, KNIX, KRFG, WDAF, WWWW, WYCD, \$7.50.  
**ALL CHR #198**, KKLQ, WKQI, KRQQ, KMEL, KYLD, KKFR, \$7.50.  
**ALL AC #198**, KIBB, KOST, WTMX, KEZK, WENS, WTPJ, \$7.50.  
**PBDELE #198**, PHOENIX CHR KKFR, KZZP, AC KKLT, KESZ, City KNIX, KMEL, ADR KDKB, KUPD, KSLX, KEDJ, KZON, Gold KOOL, KHDT, \$7.50.  
**PROFILE #198**, BOSTON CHR WXXX, WJMN, AC WBMX, WMOJ, Gold WROR, WOODS, WEGG, ADR WBCN, WZLX, WBOG City WKLB, \$7.50.  
**PERSONALITY #198**, promo samples - all formats, all market sizes. Cassette, \$10.  
**SWEEPER VAULT #198**, Sweeper & Logal ID samples, all formats. Cassette, \$10.  
**#0-18 (ALL OLDIES)**, #ADR-13 (ALL ADR), #T-4 (TALK RADIO), #S-329 (CHICAGO) at \$7.50 each.  
**#E-23 (ALL FEMALE)**, #CHR-23 (CHR NIGHTS), #UC-13 (ALL URBAN), #MF-4 (MODERN ROCK), #T-18 (ALL OLDIES), #ADR-13 (ALL ADR), #T-4 (TALK RADIO), #S-329 (SE LOUIS) at \$7.50 each.  
**CLASSIC #198**, WING/Dave Parks-1966, KHU/Bobby Ocean-1978, WMCA/Ed Baer-1968, CKLW/Tom River-1971, WJBG-1977, WAVA/Don & Mike-1966, \$11.  
**VIDEO #65**, Boston's WROR/Loren & Wally, DC's WRDX/Jack Diamond, Philly's WYXR/Big Ron O'Brien, SD's KFMB-FM/Jagger & Kristi & Prov. WWOX/Mike Neal, 2 HOT hrs, VHS \$25!  
**VIDEO #64** Chicago's oldies WJMK/John Landecker, City WUSN/John Howell, St. Louis UC KMJM/Tony Scott & Marc Clarke, Detroit CR WCSJ/L.J. & Waking Crew, San Diego ADR KIOZ/Todd Kelly, 2hrs., \$25 VHS.

**VISA CALIFORNIA AIRCHECK**

Box 4408 - San Diego, CA 92164 - (619) 460-6104

## DATA/MUSIC REFERENCE

Over 1,000 Christmas Songs

Find songs to fit any subject... instantly!

New! 4th Edition **Green Book of Songs By Subject** is the world's only thematic guide to popular music!

If you've ever needed songs to fit a particular topic, the all-new 4th Edition **Green Book of Songs By Subject** is the book you've been waiting for! Jeff Green has created the "ultimate music reference" for Program Directors, Music Directors, Production Directors, Morning Show and Talk Show Producers, and air personalities in all formats!

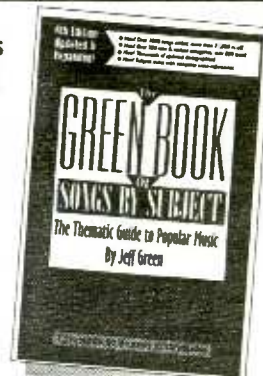
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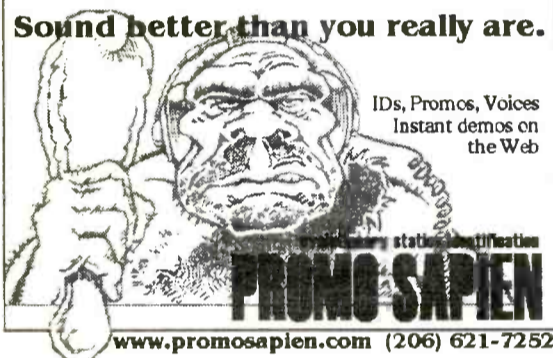
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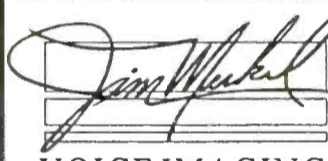


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