

INSIDE

1996 YEAR-END RADIO BUSINESS IN REVIEW

Radio station trading more than doubled last year's record-setting levels, soaring to \$13.8 billion. Furthermore, every one of the top 20 transactions topped the \$100 million mark.

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INCREASING REVENUES BY INCREASING RADIO SHARE

Combining commonly owned radio properties and comparing them with other media can be an avenue to higher revenues. Arbitron General Manager/Radio Pierre Bouvard details how to document this.

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REPRESENTING RADIO IN SMALL & MEDIUM MARKETS

Commercial Radio Sales founder Roger Rafson addresses the challenges involved in representing small- and medium-market radio stations for the last 15 years.

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PEOPLE IN THE NEWS

- **Dave Logan** takes on SW Networks VP/Programming responsibilities
- **Catherine Meloy** appointed VP/GM for WBIG & WGMS/DC; **Bob Snyder** now WTEM VP/GM; **Alan Stieglitz** now GM for KMLE & KOOL/Phoenix
- **Phil Manning** becomes PD for KNDD/Seattle
- **Chuck Dickemann** named OM at WCCO/Minneapolis
- **Mike Kenney** now Jacor Cincy Market Manager; **Jacqui Brum** named GM for Cincy FMs; **Tom Sly** shifts to Jacor SLC outlets

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It's Clive From Hollywood!



Arista Records' Clive Davis became the only active record company president ever to receive a star on Hollywood's Walk of Fame. Hollywood simultaneously declared Tuesday (1/28) "Clive Davis Day."

JANUARY 31, 1997

Tauzin: Broadcasters Should Regulate Booze Ads, Not FCC

■ Hearings on alcohol ads could begin next month

House Telecommunications Subcommittee Chairman **Billy Tauzin** (R-LA) says the FCC has no business trying to regulate broadcast liquor advertising. Tauzin has said he would "prefer to see this resolved with a self-regulatory code of conduct through the broadcasters."

Meanwhile, the Senate Commerce Committee is gearing up for hearings on the matter. And they're not just talking about hard liquor — they're also considering beer and wine advertising. The hearings were originally to begin during the second week of February, but have since been postponed and have yet to be rescheduled. There is no word yet on who will testify, but several broadcasters are expected to make appearances.

Several other legislators, including Rep. **Joe Kennedy** (D-MA), have asked the FCC to look into the effects of liquor ads. Mothers Against Drunk Driving and the State of Alaska have each asked the Commission to ban the ads — something FCC Chairman **Reed Hundt** is itching to do if broadcasters don't re-enact the 50-year voluntary ban.

In a letter to Hundt earlier this month, House Commerce Committee Ranking Member **John Dingell** (D-MI) questioned the Commission's authority to regulate alcohol advertising. That move came days after Hundt announced he plans to begin an inquiry into hard liquor ads this year. The four commissioners are expected to respond to Dingell's letter by today (1/31).

The Distilled Spirits Council of the U.S. late last year lifted the voluntary ban, but most stations have said they will not air liquor ads.

Chicago, L.A. Execs Exit ABC

■ WLS's Jones takes over at WKXK as Lindahl leaves; Curelop resigns from KLOS's PD post

ABC Radio has eliminated another of its dual-GM markets with the departure of Country **WKXK-FM/Chicago** GM **Gregg Lindahl**. A corporate memo addressed to staffers in Chicago stated in part, "Gregg has decided to leave the company to pursue other opportunities. We have decided to restructure the radio stations in Chicago and **Zemira Jones**, President/GM of **WLS-AM**, will assume responsibility for WKXK as well. This promotion is effective immediately."

Jones is a 20-year ABC vet, having joined all-Talk WLS in 1985 after a long stint as GSM of **WMAL/Washington**. **WKXK** GSM **Frank DiMatteo** also has exited.

In Los Angeles, meanwhile, **KLOS** PD **Carey Curelop** suddenly resigned from the Rock outlet. MD **Rita Wilde** will oversee KLOS programming until a replacement is named.

ABC/See Page 29

THIS #1 WEEK

CHR/POP

- **NO DOUBT** Don't Speak (Trauma/Interscope)

CHR/RHYTHMIC

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

URBAN

- **AALIYAH** One In A Million (BlackGround/Atlantic)

URBAN AC

- **WHITNEY HOUSTON** I Believe In You And Me (Arista)

COUNTRY

- **MARK CHESNUTT** It's A Little Too Late (Decca)

NAC

- **WAYMAN TISDALE** Don't Take Your ... (MoJazz/Motown)

HOT AC

- **NO DOUBT** Don't Speak (Trauma/Interscope)

AC

- **TONI BRAXTON** Un-break My Heart (LaFace/Arista)

ACTIVE ROCK

- **LIVE** Lakini's Juice (Radioactive)

ROCK

- **WALLFLOWERS** One Headlight (Interscope)

ALTERNATIVE

- **U2** Discotheque (Island)

ADULT ALTERNATIVE

- **WALLFLOWERS** One Headlight (Interscope)

NEWSSTAND PRICE \$6.50

McGuinn Moves To WPLY/Philly PD

Former **WDRE/Philadelphia** PD **Jim McGuinn** has been selected as the new PD at Crosstown **CHR WPLY (Y100)**. He replaces **Chuck Tisa**, who exits.



McGuinn

President/COO **Lynn Bond Bruder** remarked, "His proven track record, contacts, and format expertise — matched with the resources and superb staff at Y100 — will help maximize our ratings and revenue opportunities in the market."

McGuinn told **R&R**, "This is a tremendous opportunity to stay in the market, and there is great room for growth. I'm excited to

McGUINN/See Page 29



AMA Champs Vamp For Camera

Show-stealers at Monday's (1/27) American Music Awards included (clockwise from top l-r): **Toni Eraxton**, **Chaka Khan**, and **Brandy**, who all took home the Favorite Soundtrack Award for "Waiting To Exhale"; metal-clad presenter **Pat Boone** and Favorite Female Country Artist **Shania Twain**; and Favorite Country Band, Duo Or Group victors **Brooks & Dunn**.

Radio One's WDRE Names Trent VP/GM

Radio One has appointed **Darryl Trent** VP/GM of **WDRE/Philadelphia**,



Trent

which the company recently agreed to buy from **Jarad Broadcasting**. Trent succeeds **Jim McGuinn**, who has crossed the street to **WPLY's** PD post (see story, this page). Trent will assume his new position on February 10; on or around that date, Radio One expects to begin operating the station under an LMA.

Radio One President **Alfred Liggins** told **R&R**, "I've known Darryl for about 10 years, when he was Station Manager at **WCXR & WCPT/Washington** for **Group W**. I've stayed in contact with him and spent an exten-

TRENT/See Page 29

Win R&R's 13th Annual Grammy Contest! See Page 28

TOO LATE

SECADA

The first single and video by **JON SECADA** from the forthcoming album **SECADA**. Single produced and arranged by **JIMMY JAM & TERRY LEWIS** for Flyte Tyme Productions, Inc.

TOO SOON

IMPACT DATE FEBRUARY 3!
TOP 40, CROSSOVER,
HOT AC & AC!

ALBUM INSTORES ON MARCH 25.

Written by James Harris III, Terry Lewis, Jon Secada Management by Emilio Estefan Jr. for Estefan Enterprises, Inc. <http://www.emirecords.com> ©1997 SBK Records



Logan Transfers To Sony's SW Networks As VP/Programming

Radio consultant **Dave Logan** has been tapped as VP/Programming for Sony's SW Networks. The 20-year



Logan

radio industry veteran succeeds **Corinne Baldassano**, who left the company to pursue other interests.

"Dave Logan is one of the great all-time radio programmers," said President/CEO **Dan Forth**.

"As SW Networks enters its next phase of growth, I cannot think of anyone more in touch with the programming needs of our affiliates than Dave.

"Corinne Baldassano played an integral part in the creation of SW Networks. We will miss her and know she will achieve great success in her future endeavors."

Logan served as Director/Programming for **Sundance Broadcasting**, where he was responsible for **KISO-AM, KOY-AM, KYOT-FM & KZON-FM/Phoenix**, in 1995. Prior to that, he held PD posts at **WLUP/Chicago (1992-94)**,

LOGAN/See Page 29

Manning To Man PD Duties At Seattle Alternative KNDD

Phil Manning has been named PD at Alternative **KNDD/Seattle**, replacing the exiting **Rick Lambert**.



Manning

Manning resigned as PD of **Odyssey Communications' L.A.-area "Y-107"** simulcast, **KLYY/Arcadia, KVVY/Ventura & KSYY/Fallbrook**.

"Phil has an enormous amount of energy and creativity to go along with his innate feel for this constantly changing format," **Entercom/Seattle President G. Michael Donovan** commented. "What I like best about Phil is his total devotion to any station he comes to — a burning desire to win that the staff will feel from day one."

Manning added, "Entercom has made itself the dominant radio presence in Seattle. The chance to contribute to a heritage Alternative station like 'The End' is a tremendous

MANNING/See Page 29

TV's 'Night Stand' Has A Cow



WRCX/Chicago morning man **Mancow Muller (r)** recently appeared as a guest on the TV talk parody "Night Stand With Dick Dietrick." Holding the mike is actor **Timothy Stack** as the fictional talk host.

Chancellor Closes \$365M Colfax Deal

■ **Meloy and Snyder assume VP stripes in DC; Stieglitz takes more GM duties in Phoenix**

Chancellor Broadcasting has closed its \$365 million purchase of **Colfax Communications' stations**, a deal that was first announced last August (**R&R 8/30/96**). The transaction moves Chancellor into two new markets: **Washington (all-Sports WTEM-AM, Oldies WBIG-FM, and Classical WGMS-FM)** and **Milwaukee (Nostalgia WOKY-AM and Country WMIL-FM)**.

Catherine Meloy — who has run WGMS for eight years and put WBIG on the air three and a half years ago — has been named VP/GM for both stations, succeeding 18-month 'BIG GM **Rick Mack**.

Bob Snyder — who helped Meloy launch **WTEM** five years ago and became its GM nearly two years ago — adds VP stripes at 'TEM.

"After visiting the station on several occasions and knowing how we like to do business, we thought we wanted to go back to the way it was with **Cathy**," Chancellor Sr. Exec. VP **George Toulas** told **R&R**. Toulas said that Mack "had done a fine job," but Chancellor wanted to consolidate the slots.

At Chancellor's Phoenix stations, Country **KMLE-FM** GM **Allen Stieglitz** has added GM duties at

CHANCELLOR/See Page 29



Snyder



Stieglitz

JANUARY 31, 1997

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WCCO/Minneapolis Taps Dickemann As OM

Chuck Dickemann has been appointed OM at Full Service **WCCO-AM/Minneapolis**. He most recently spent four years as a programming consultant for **Shane Media** in Houston.



Dickemann

"Chuck has a highly successful track record programming heritage AM radio stations," noted WCCO VP/GM **Jim Gustafson**. "He has leadership experience in community service, news, information, and sports needed to ensure WCCO listeners the quality programming they expect."

A 20-year broadcast industry veteran, Dickemann's programming experience includes stints at **WBZ/Boston (1987-89)** and **KDKA/Pittsburgh (1989-93)**.

"One thing I know for sure is that WCCO is unique," Dickemann stated. "Long traditions of positive community involvement, aggressive news coverage, and strong personalities have made WCCO one of America's most famous stations. Continuing these traditions will be my top priority."

Kenney Named Jacor Market Mgr./Cincy

■ **Brum up to FMs' GM; Sly to co-manage in SLC**

Jacor Communications has promoted **Mike Kenney** to its newly created Market Manager/Cincinnati post. Kenney, currently GM of Jacor's **WCKY-AM/Cincinnati**, will add oversight responsibilities for the company's **WLW-AM, WEBN-FM, WOFX-FM & WWNK-FM** as well as its sales marketing agreement with **Middle Market Broadcasting's WAZU-AM, WSAI-AM & WAQZ-FM**.



Sly

Additionally, 'EBN GM **Jacqui Brum** has been elevated to GM of

WAQZ, WEBN, WOFX & WWNK. **Tom Sly**, who currently oversees **WWNK**, will transfer to Salt Lake City, where he will co-manage Jacor's **KALL-AM, KKAT-FM, KODJ-FM, KURR-FM & KZHT-FM** and the company's **JSA** with **KBKK-FM & KRKR-FM**.

"We're delighted that we have a strong management team to oversee these key assets in Cincinnati," said Jacor President/

KENNEY/See Page 29

HOW TO REACH US RADIO & RECORDS INC. / 10100 SANTA MONICA BLVD., 5TH FLOOR, LOS ANGELES, CA 90067 WEB SITE: <http://www.rronline.com>

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1996: The Year Of Telecom Trading

Act's passage shatters records halfway through year

By PATRICE WITTRIG
R&R WASHINGTON BUREAU

Radio's most spectacular year ever has drawn to a close, and here are the results: a grand total of \$13.8 billion and 2159 stations changed hands for 151% and 58% increases over 1995's totals of \$5.5 billion and 1367 stations.

The year started out slowly, with the federal government shutdown and snowstorms bringing FCC activity to a virtual standstill. But the wheeling and dealing that followed the February signing of the Telecommunications Act quickly made up for lost time. By the end of March, \$2.4 billion worth of trading had already taken place. The second quarter's whopping \$7.4 billion total topped last year's year-end figure, assuring a new record by the time summer arrived. Quarters of \$2.9 billion and \$1.5 billion finished off the year.

In the fourth quarter, the Department of Justice cast a shadow over

Transactions At A Glance: 1996

- Total Stations Traded: 2159
- Total Dollar Value: \$13.8 billion
- AM Stations: 830
- AM CPs: 4
- FM Stations: 1278
- FM CPs: 47

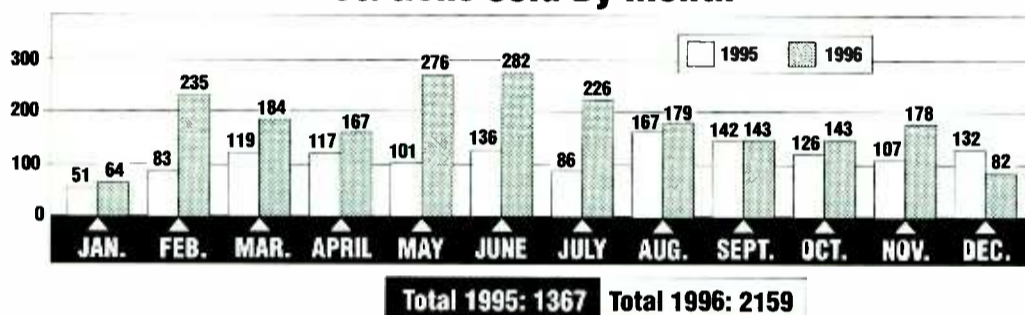
the industry when it forced **American Radio Systems** to divest three Rochester stations in the interest of promoting market competition. De-

spite the DOJ investigations, buy-outs, consolidations, and swapping reached an all-time high last year. Each of 1996's top 20 deals carried \$100 million-plus price tags, while just nine of last year's topped the \$100 million mark. The biggest deal of 1996, the \$4.9 billion **CBS-Westinghouse/Infinity** merger, surpassed *annual* trading for every year but 1995 all by itself.

Top brokers this year were **Media Venture Partners** (\$1.25 billion, 162 stations traded), **Star Media Group** (\$894 million, 72 stations), **Blackburn & Co.** (\$595.6 million, 81 stations), **Gary Stevens & Co.** (\$465 million, 39 stations), and **Kalil & Co.** (\$462.9 million, 44 stations).

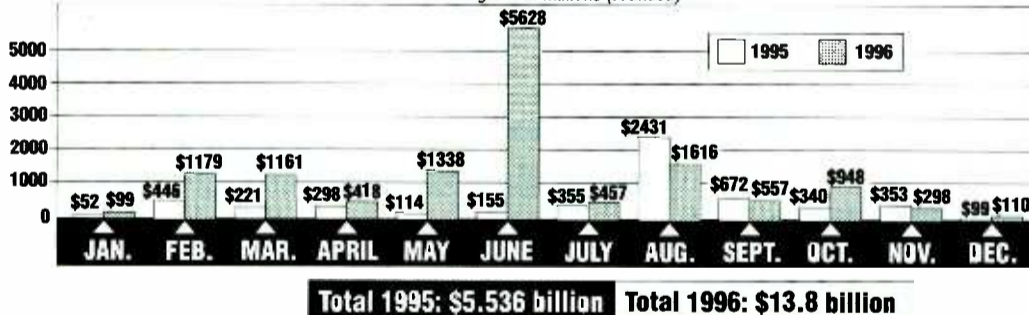
States with the heaviest trading this year were California (169), Florida (164), Texas (148), New York (105), and North Carolina (79).

Stations Sold By Month



Dollar Volume By Month

All figures in millions (rounded)



The Year's Biggest Deals

- \$4.9 billion** **Infinity Broadcasting to CBS-Westinghouse**
33 stations in 14 markets: Atlanta, Baltimore, Boston, Chicago, Dallas, Detroit, Houston, Los Angeles, New York, Philadelphia, San Francisco, San Jose, Tampa, Washington
- \$690 million** **Tichenor Media Systems/Heftel Broadcasting merger**
36 stations in 11 markets: Chicago, Dallas-Ft. Worth, El Paso, Houston, Las Vegas, Los Angeles, Monterey-Santa Cruz, New York, McAllen-Brownsville, Miami, San Antonio, San Francisco
- \$655 million** **EZ Communications/American Radio Systems merger**
23 stations in seven markets: Charlotte-Gastonia-Rock Hill, Kansas City, Philadelphia, Pittsburgh, Sacramento, Seattle, St. Louis
- \$430 million** **Citicasters to Jacor Communications**
19 stations in eight markets: Atlanta, Cincinnati, Columbus, Kansas City, Phoenix, Portland, Sacramento, Tampa
- \$410 million** **Granum Communications to Infinity Broadcasting**
12 stations in five markets: Atlanta, Baltimore, Boston, Dallas, Orlando

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BUSINESS BRIEFS

License Terms Extended To Eight Years

It's official. The FCC has extended radio and television license terms to eight years from the previous seven for radio and five for television. The Commission was required by the recent Telecommunications Act to consider extending the license terms to a maximum of eight years. License terms for experimental stations will still be one year.

"By applying a uniform license term ... the Committee simply recognizes that there is no reason for longer radio license terms than for television licenses," the FCC ruling quoted Congress as saying. "The Committee intends that applying a uniform license term ... for radio and television licenses will enable the Commission to operate more efficiently in the awarding of new or renewed licenses."

Not surprisingly, the new rule has the support of most broadcasters and the **NAB**, which filed comments last year. Broadcasters who received their licenses during the current renewal cycle — but prior to the rule change — will also have those terms extended to eight years.

Jacor/Nationwide Swap Cleared

The **Federal Trade Commission** has granted early antitrust clearance to the **Jacor Communications/Nationwide Communications** swap. The deal, announced late last year, involved Jacor trading its **KOPA-AM & KSLX-FM/Phoenix** for Nationwide's **KPOP-AM & KGB-FM/San Diego**. The swap is valued at approximately \$45 million.

Infinity Texas Trusts Terminated

Infinity Broadcasting's **KRBV-AM & FM, KLUV-FM & KOAI-FM/Dallas** were released from their respective trusts this week and are back in **Infinity/Westinghouse's** hands. The stations had initially been placed in the trust, under the supervision of **Bill Clark**, when Infinity went over the ownership limit there. By divesting **KEWS-FM/Dallas**, Infinity was able to dissolve the trusts and reclaim the stations.

Gannett Up, Katz Down

Merrill Lynch analysts have upgraded **Gannett's** (NYSE: GCI) stock from "neutral" to "accumulate." Gannett's long-term rating from Merrill is still "buy."

Continued on Page 9

Keeney Drops Out Of Running For Commission Vacancy

FCC Common Carrier Bureau Chief **Regina Keeney** has pulled herself out of the running for a vacant seat on the five-member Commission.

"It was a very hard decision, but my family has to come first," Keeney told the **Associated Press**. "To sign up for three more years as commissioner was just too much."

Keeney was originally nominated by House Speaker **Newt Gingrich** (R-GA), Senate Majority Leader **Trent Lott** (R-MS), and Sen. **John McCain** (R-AZ).

Had Keeney remained in the running for one of the Republican Com-

mission seats, many believe it was questionable whether she would have been confirmed, owing to her controversial role in deregulating the local phone business.

One of the Republican seats was left open last March when Commissioner **Andrew Barrett** left. The other is currently held by **Rachelle Chong**, whose term expires at the end of June 1997. Democrat **James**

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EARNINGS

Companies Report Positive Fourth Qtr.

Walt Disney Co. (NYSE: DIS) has released its fourth-quarter report. (The numbers assume Disney acquired **ABC** at the beginning of fourth-quarter 1995.) Quarterly earnings were \$669 million (98 cents per share) — excluding a \$135 million gain on the sale of **KCAL-TV/Los Angeles** — on revenues of \$6.3 billion. That compares to fourth-quarter 1995 earnings of \$565 million (82 cents) on revenues of \$5.9 billion. Broadcasting revenues increased 4% to \$1.9 billion from \$1.8 billion during the same period in 1995.

Disney also said it is increasing its quarterly dividend from 11 cents to 13.25 cents per share.

Tribune Co. (NYSE: TRB) says income grew 13% to \$81.8 million (63 cents) in fourth-quarter 1996 from \$72.2 million (53 cents) during the same period last year. The broadcast and entertainment unit saw profits rise 24%. Revenues for the entire company were up to \$608.3 million from \$593.8 million the same quarter in 1995. The fourth-quarter earnings in-

Continued on Page 9



Brian Bieler

Vice President and

General Manager

KOOL Radio

Phoenix

KOOL Radio goes 12th to 1st in nothing flat!

KOOL Radio, Phoenix

How sweet it is and it only took 3 years! Number one 25-54 shares. Hardly a day goes by when we don't get a call from someone flying through Phoenix who calls and says, "What a great-sounding Oldies station!" We create a good working environment and let people motivate themselves. It takes about two seconds of being in our station to know we have something good going on here. Nothing fancy,

just hard work and a great attitude...and we stick to our plan, our strategy, and our research like superglue. The best music, the best talent, the best attitude, the best strategy. Real good radio just like mother used to make. KOOL Radio is again a heritage station and thank you, thank you, thank you Research Group for a fantastic 3-year ride. You're the greatest!

The Research Group

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DEAL OF THE WEEK

• **WZFX-FM/Whiteville (Fayetteville), NC \$11.5 million**

1997 DEALS TO DATE

Dollars To Date: \$502,473,388
(Last Year: \$183,129,778)
This Week's Action: \$28,626,514
(Last Year: \$84,170,533)
Stations Traded This Year: 154
(Last Year: 127)
Stations Traded This Week: 21
(Last Year: 63)

TRANSACTIONS AT A GLANCE

- KNXN-AM/Sierra Vista, AZ \$175,000
- KDRS-AM & KLQZ-FM/Paragould, AR \$545,000
- KLIX-AM & FM & KEZJ-FM/Twin Falls, ID \$8 million (est.)
- WAVG-AM/Louisville \$1.8 million
- WNGO-AM & WXID-FM/Mayfield, KY \$1.3 million
- KJVC-FM/Mansfield, LA \$85,000
- WRXS-FM/Ocean City, MD \$400,000
- KZPK-FM/Paynesville (St. Cloud), MN \$1 million
- WTSN-AM/Dover & WBBY-FM/Somersworth (Dover), NH \$52,500 for 25%
- WZRZ (FM CP)Mill Hall (Williamsport), PA \$505,000
- WSWV-AM & FM/Pennington Gap, VA \$325,000
- WVMT-AM/Burlington & WXXX-FM/South Burlington, VT \$2,939,014
- KBLV-AM/Bellevue (Seattle-Tacoma), WA
No cash consideration

TRANSACTIONS

Beasley Buys Fayetteville's 'Fox'

☐ **WZFX acquisition gives company two AMs, three FMs in NC market**

Deal Of The Week

WZFX-FM/Whiteville (Fayetteville), NC
PRICE: \$11.5 million
TERMS: Asset sale for cash
BUYER: WZFX License Limited Partnership, a wholly owned subsidiary of Beasley FM Acquisition Corp., headed by President George Beasley. It owns WEWO-AM,

WTSB-AM, WAZZ-FM & WKML-FM/Fayetteville. Phone: (941) 263-5000
SELLER: Joyner Communications Inc., headed by President David Weil. Phone: (919) 734-1111
FREQUENCY: 99.1 MHz
POWER: 100kw at 981 feet
FORMAT: Urban
BROKER: Michael Bergner of Michael Bergner & Co.

Arizona

KNXN-AM/Sierra Vista
PRICE: \$175,000
TERMS: Stock sale for \$50,000 cash and a 10-year, \$125,000 promissory note at 8% interest
BUYER: Noel and Mary Yarbrough are buying Blue Horizon Investments Inc. Phone: (520) 378-0522
SELLER: William and Valta

Yarbrough are selling their interest in Blue Horizon Investments Inc. Phone: (520) 458-1831

Arkansas

KDRS-AM & KLQZ-FM/Paragould
PRICE: \$575,000
TERMS: Asset sale for cash
BUYER: Paragould Radio Broadcasting L.L.C., a wholly owned subsidiary of Lyons Communications Inc., headed by President Monte Lyons
SELLER: SAS Communications Inc., headed by President Jim Adkins
FREQUENCY: 1490 kHz; 107.1 MHz
POWER: 1kw; 3kw at 410 feet
FORMAT: Gospel; Oldies
BROKER: Bill Cate of Sunbelt Media

FREQUENCY: 970 kHz
POWER: 5kw
FORMAT: Nostalgia
BROKER: Henson Media Inc.

WNGO-AM & WXID-FM/Mayfield

PRICE: \$1.3 million
TERMS: Asset sale for \$300,000 cash and a five-year, \$1 million promissory note at 8% interest
BUYER: Western Kentucky Radio L.L.C., headed by President William McGinnis. Phone: (502) 726-3555
SELLER: West Kentucky Broadcasting Co. Inc., headed by President Charles Stratten. Phone: (502) 247-5122
FREQUENCY: 1320 kHz; 94.7 MHz
POWER: 1kw day/97 watts night; 32kw at 443 feet
FORMAT: Sports/Talk; Country

Louisiana

KJVC-FM/Mansfield
PRICE: \$85,000
TERMS: Asset sale for cash
BUYER: Metropolitan Radio Group Inc., headed by President Gary Acker. Phone: (817) 430-3548
SELLER: DeSoto Broadcasting Inc., headed by President Robert Cliffoul. Phone: (318) 697-4000

Maryland

WRXS-FM/Ocean City
PRICE: \$400,000
TERMS: Asset sale for \$40,000 cash and a 10-year, \$360,000 promissory note at 8% interest
BUYER: HVS Partners, headed by President Gisela Huberman. It owns WTGM-AM, WLWV-FM & WQHQ-FM/Salisbury, MD. Phone: (301) 983-098
SELLER: J.H. Communications, headed by President J.J. McKay. Phone: (757) 428-1192
FREQUENCY: 106.9 MHz
POWER: 6kw at 302 feet
FORMAT: Alternative

Kentucky

WAVG-AM/Louisville
PRICE: \$1.8 million
TERMS: Asset sale for cash
BUYER: Pulitzer Broadcasting Co., headed by President Michael Pulitzer. Phone: (314) 721-8777
SELLER: Sunnyside Communications Inc., headed by President Charles Jenkins. Phone: (812) 283-3577

Minnesota

KZPK-FM/Paynesville (St. Cloud)
PRICE: \$1 million

Continued on Page 8

| | | |
|---|--|--|
| <p>March 1996 Clearview Broadcasting <i>sold</i> WHCY-FM Blairstown, NJ <i>to</i> Nassau Broadcasting</p> | <p>May 1996 Public Interest Corp. <i>sold</i> WWWB-TV Tampa/Lakeland, FL <i>to</i> Hearst Broadcasting</p> | <p>July 1996 Nassau Broadcasting LMA'd WOBM AM-FM Toms River, NJ <i>from</i> Seashore Broadcasting</p> |
| <p>August 1996 Nassau Broadcasting <i>acquired</i> WNNJ AM-FM Newton, NJ <i>from</i> Group M Communications</p> | <p>September 1996 Rainbow Broadcasting <i>sold</i> KBZR-FM Phoenix/Coolidge, AZ <i>to</i> NPR Phoenix, LLC</p> | <p>November 1996 KHOM Associates <i>agreed to sell</i> KHOM-FM Houma, LA <i>to</i> Clear Channel Communications</p> |
| <p>November 1996 Clark Broadcasting Co. <i>agreed to sell</i> WGCO-FM Savannah, GA <i>to</i> New Adventure Communications</p> | <p>Aggressively promoting the interests of our clients.</p> | <p>December 1996 Nassau Broadcasting <i>agreed to acquire</i> WSUS-FM Franklin, NJ <i>from</i> WSUS Communications</p> |

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*Four years? Who can wait that long!
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and failure.

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opportunities for success and to
take decisive action.

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the old guard and upgraded to a new
way of winning.

You took the lead and stepped out in
front of the pack. You found us
waiting to take you further with the
revolutionary innovations that
help you succeed:

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1-8-97

As the Active Rock format has started to achieve a modicum of credibility and parity with Alternative in the industry's mind, several high profile stations have abandoned the format. Due either to "Market Cluster Synergy" or, quite frankly, poor programming, wavering belief and implementation.

Having championed Active Rock for the last decade I would hate to see this hard fought battle for credibility eroded by a few individual business decisions that have been made as a newly deregulated industry struggles to find equilibrium.

I ask group heads and recording industry executives to look around. The format is alive, very alive. In my current market, Sacramento, it's thriving - even when faced with competition from a Classic Rock, an Arrow format, an Alternative and a Modern AC. Active Rock, when executed properly, does reap ratings success, achieves fiscal prosperity and sells CDs and concert tickets.

To the broadcast group CEOs and programming VPs, I urge you to continue to consider the format a viable option in your market equations. To the record industry at large, promotion departments and concert promoters, allow us equal consideration. Keep the playing field level and may the best stations win!

Thank You.

Curtiss Johnson
Director of Programming
KRXQ Sacramento

*This is a public service
announcement from*



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TRANSACTIONS

Continued from Page 6

TERMS: Cash payment of an existing \$150,000 promissory note and a five-year, \$850,000 promissory note at 8% interest

BUYER: Leighton Enterprises Inc., headed by President Al Leighton. It owns KDLM-AM/Detroit Lakes, MN; KNOX-AM & FM/Grand Forks, MN; KNSI-AM & KCLD-FM/St. Cloud, MN; and an FM CP in St. Joseph, MN. Phone: (320) 251-1450

SELLER: Ronald Linder. Phone: (320) 259-9435
FREQUENCY: 98.9 MHz
POWER: 47.3kw at 499 feet
FORMAT: Country
BROKER: LGG Media Brokers

New Hampshire

WTSN-AM/Dover & WBBY-FM Somersworth (Dover)
PRICE: \$52,500 for 25%
TERMS: Stock sale for a 10-year,

\$52,500 promissory note at 18.3% interest

BUYER: Robert Demers is acquiring 15 shares (25% interest) in addition to his existing 38% stake in Garrison City Broadcasting Inc. Phone: (603) 742-1270

SELLER: Jerome Lipman. Phone: (603) 742-7447
FREQUENCY: 1270 kHz; 98.7 MHz
POWER: 5kw; 6kw at 328 feet
FORMAT: Sports/Talk; AC

Pennsylvania

WZRZ (FM CP)/Mill Hall (Williamsport)
PRICE: \$505,000
TERMS: Asset sale for \$20,000 cash and a 20-year, \$485,000 promissory note at 8% interest
BUYER: Big Mountain Broadcasting Inc., headed by President Sabatino Cupelli. It owns WQBR-FM/Williamsport. Phone: (717) 769-2327
SELLER: Dolphin Broadcasting Inc., headed by President John Kennedy Jr. Phone: (407) 459-3686
FREQUENCY: 98.7 MHz
POWER: 970 watts at 581 feet

Vermont

WVMT-AM/Burlington & WXXX-FM/South Burlington
PRICE: \$2,939,014
TERMS: In consideration for the price, Sison Broadcasting will issue 100% (685 shares) of its common stock to James Broadcasting, in addition to all of its capital stock holdings in James. At the same time, James will assign to Sison all of its capital stock holdings in Sison.
BUYER: Sison Broadcasting Inc., headed by President Paul Goldman. Phone: (802) 655-1620
SELLER: James Broadcasting Inc., headed by President Simon Goldman. Phone: (716) 487-1151
FREQUENCY: 620 kHz; 95.5 MHz
POWER: 5kw; 25kw at 236 feet
FORMAT: Oldies; CHR

Virginia

WSWV-AM & FM Pennington Gap
PRICE: \$325,000
TERMS: Asset sale for cash
BUYER: IBS Communications L.L.C., headed by managing member David Hartley. Phone: (540) 546-2520

SELLER: Lee Broadcasting Corp., headed by President J.D. Nicewonder. Phone: (540) 669-8718

Washington

KBLV-AM/Bellevue (Seattle-Tacoma)
PRICE: No cash consideration
TERMS: This station is being divested to the receiver to facilitate consummation of the Personal

Achievement Radio Inc./Personal Achievement Radio L.L.C. merger.

RECEIVER: KXPA License L.L.C., headed by Manager Darryl Thompson. Phone: (415) 324-5888
DONATOR: Personal Achievement Radio Inc., headed by President N. John Douglas. Phone: (415) 324-5888
FREQUENCY: 1540 kHz
POWER: 5kw
FORMAT: Religious

Keeney Drops Out Of Running For Commission Vacancy

Continued from Page 4

Quello, amid pressure from the White House, will retire in June.

Reed To Finish Term?

This leaves the future makeup of the Commission a mystery right now, not to mention the increasing speculation regarding Chairman Reed Hundt and whether he will stick around until the end of his term: June 1998. When Hundt does leave, his successor is widely expected to be current Commissioner Susan Ness.

The most likely Quello replacement is FCC General Counsel Bill Kennard, who has the backing of Hundt and, reportedly, Vice Presi-

dent Al Gore — a key player in the decision.

If appointed, Kennard could be flanked by retired General Colin Powell's son, Michael Powell, who is currently the chief of staff for the Department of Justice's antitrust division and golden child for one of the Republican slots. And there is also Sen. Bob Kerrey (D-NE) aide Chris McLean, who has the backing of several Democratic senators. Should Chong decide to not return, or should she not be reappointed, it could avert a McLean/Kennard standoff.

The Commission is required to have at least three commissioners for a valid vote.

EARNINGS

Continued from Page 4

cluded a \$10 million pre-tax gain from Tribune's sale of its stake in TV station owner Qwest Broadcasting.

Tribune's full-year earnings were also up, from \$278.2 million (\$2) on revenues of \$2.2 billion in 1995 to \$372.1 million (\$2.88) on revenues of \$2.4 billion in 1996.

After the announcement Prudential Securities reiterated its "buy" recommendation. Prudential analyst Melissa Cook gave the stock a 12-month target of \$47.50. Likewise, Gruntal & Co. reiterated its "buy" recommendation, with Analyst Rita Zanella Benson setting the 12-month target price at \$47.

Arbitron parent Ceridian Corp. (NYSE: CEN) posted fourth-

quarter net earnings of \$49.3 million (61 cents) on revenues of \$404.1 million. That compares to fourth-quarter 1995's income of \$35.8 million (45 cents) on revenues of \$361.5 million.

For the year ended 1996, Ceridian had earnings of \$181.9 million (\$2.25 per share) on revenues of \$1.5 billion. 1995 showed earnings of \$134.1 million (\$1.68) on revenues of \$1.3 billion, excluding approximately \$80 million in charges due to Ceridian's acquisition of info-services company Comdata.

After the announcement Robert W. Baird & Co. upgraded Ceridian's stock to "strong buy," and estimated the company would report earnings of \$2.70 per share in 1997 and \$3.20 next year.

BUSINESS BRIEFS

Continued from Page 4

Paine Webber analyst Chris Dixon lowered his rating on Katz Media (AMEX: KTZ) to "neutral," saying Katz's fourth quarter will be "somewhat disappointing."

S&P Rates ARS

American Radio Systems (Nasdaq: AMRD) has received a single B-minus rating from Standard & Poor's for its proposed \$150 million offering of cumulative exchangeable preferred stock. The rating affects about \$175 million of debt.

S&P said it expects ARS to continue its aggressive acquisition strategy over the next months "without a significant increase in financial risk. Some uncertainty remains, however, as to the magnitude of further acquisitions and the effect on long-term coverage ratios. Current interest coverage and debt to cash flow are relatively strong for the rating, but continued acquisition spending at recent levels may limit the potential for a ratings upgrade over the near term."

But S&P added that ARS could also see an upgrade if the company shows it can "successfully absorb and improve profitability of pending acquisitions."

ARS also priced \$200 million of private-issue cumulative exchange pay-in-kind preferred stock via lead manager CS First Boston. The notes are callable after five years.

NAB Taps Gehron, Jordan For Radio Show

American Radio Systems co-COO John Gehron will chair the NAB's 1997 Radio Show Steering Committee.

Subcommittee chairs include KABC-AM, KMPC-AM & KLOS-FM/Los Angeles GM Maureen Lesourd; Emmis Broadcasting Exec. VP/Programming Rick Cummings; and WMAQ-AM/Chicago VP/GM Weezie Kramer.

In other NAB news, Westinghouse Chairman/CEO Michael Jordan will be the keynote speaker at the opening ceremony of the April 7 convention. He's expected to discuss radio consolidation, digital broadcasting, and shifting advertising demographics.

CPB Chief To Step Down

Corporation For Public Broadcasting (CPB) President Richard Carlson has announced he will leave that post by June 30. In a staff memo, Carlson said he is "at a point where I am ready to contribute a lifetime's experience to an exciting new venture." He has not yet said what that venture will be, and no successor has been named. Carlson became President of CPB — which helps fund National Public Radio — in 1992.

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

CALL-OUT



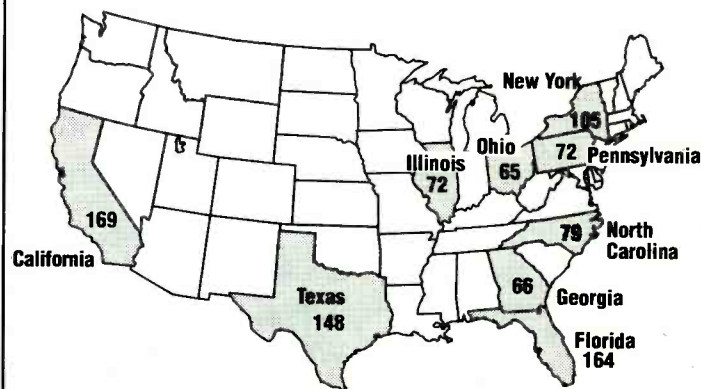
Call now for 1997 budgeting. (303) 922-5600.

1996 Broker Scorecard

| Broker* | Stations Sold | \$ Total** |
|-------------------------------|---------------|------------|
| Media Venture Partners | 162 | 1248.6 |
| Star Media Group | 72 | 894.2 |
| Blackburn & Co. | 81 | 595.6 |
| Gary Stevens & Co. | 39 | 465.5 |
| Kalil & Co. | 44 | 462.9 |
| Salomon Brothers | 26 | 439.3 |
| Media Services Group | 54 | 186.7 |
| Americom | 22 | 129.0 |
| Crisler Capital Co. | 5 | 112.5 |
| J.P. Morgan | 16 | 105.3 |
| Radio Consultants Inc. | 16 | 105.3 |
| Robert Chaisson Inc. | 19 | 105.0 |
| Dugan & Assoc. | 4 | 100.0 |
| Goldman Sachs | 19 | 89.4 |
| Bergner & Co. | 13 | 52.0 |
| Patrick Communications | 10 | 41.3 |
| Richard A. Foreman Assoc. | 8 | 40.9 |
| Whitley Media | 16 | 28.0 |
| Jorgenson Broadcast Brokerage | 7 | 26.3 |
| Stan Raymond & Assoc. | 4 | 23.6 |
| Questcom Media Brokerage | 3 | 23.0 |
| SCMS | 1 | 18.0 |
| Serafin Brothers | 4 | 14.4 |
| Exline Co. | 19 | 14.1 |
| BIA Capital Corp. | 3 | 11.0 |
| Chapin Enterprises | 13 | 10.7 |
| Whittle Agency | 3 | 8.2 |
| H.B. LaRue Media Brokers | 1 | 7.5 |
| Tornberg & Co. | 2 | 7.0 |
| Kozacko Media Services | 9 | 6.1 |
| John Barger | 3 | 6.0 |
| W. John Grady | 2 | 6.0 |

* In deals involving more than one broker, each broker receives full credit for the deal. But the amount of the deal and the number of stations are counted only once in the total.
** In millions

| Broker* | Stations Sold | \$ Total** |
|-----------------------------------|---------------|-----------------|
| Henson Media | 9 | 5.5 |
| Hickman Assoc. | 4 | 5.5 |
| Montcalm | 8 | 5.4 |
| George Jennison | 2 | 5.3 |
| The Mahlman Co. | 2 | 4.5 |
| Force Communications | 4 | 4.2 |
| McCoy Broadcast Brokerage | 3 | 4.0 |
| Hadden & Assoc. | 6 | 3.9 |
| Sunbelt Media | 7 | 3.8 |
| Norman Fischer & Assoc. | 3 | 3.6 |
| Snyder & Sanchez Agency | 3 | 3.6 |
| Holt Media Group | 2 | 3.5 |
| Ray Rosenblum | 9 | 3.2 |
| Sterling Assoc. | 2 | 2.7 |
| John Saunders | 3 | 2.5 |
| William Hanson & Assoc. | 2 | 2.0 |
| Sailors & Assoc. | 1 | 2.0 |
| Broadcasting Asset Mgmt. Corp. | 1 | 1.8 |
| New England Media | 5 | 1.6 |
| Snowden & Assoc. | 3 | 1.6 |
| Johnson Communications Properties | 2 | 1.3 |
| Gordon Rice Assoc. | 5 | 1.2 |
| RA-AD of Trenton | 1 | 1.1 |
| Connelly Co. | 4 | .9 |
| Baugh & Assoc. | 1 | .8 |
| Randolph George | 1 | .8 |
| Sailors & Assoc. | 1 | .7 |
| George Moore & Assoc. | 2 | .7 |
| Barry Sidelsky | 1 | .5 |
| William R. Rice Co. | 3 | .4 |
| Thornburn Co. | 1 | .4 |
| MGMT Services Inc. | 1 | .2 |
| Alderfer & Assoc. | 1 | .2 |
| Ray Stanfield & Assoc. | 1 | .2 |
| Spectra Real Estate | 1 | .1 |
| Alliance Media | 1 | .1 |
| Total | 750 | \$4982.5 |



1996 State-By-State Transactions

| STATE | AM | FM | AM CP | FM CP | Total |
|----------------|------------|-------------|----------|-----------|-------------|
| Alabama | 17 | 19 | 0 | 1 | 37 |
| Alaska | 8 | 7 | 0 | 1 | 16 |
| Arizona | 19 | 23 | 0 | 0 | 42 |
| Arkansas | 10 | 22 | 0 | 1 | 33 |
| California | 69 | 95 | 1 | 4 | 169 |
| Colorado | 13 | 28 | 0 | 0 | 41 |
| Connecticut | 12 | 15 | 0 | 1 | 28 |
| Delaware | 2 | 1 | 0 | 0 | 3 |
| DC | 5 | 8 | 0 | 0 | 13 |
| Florida | 56 | 106 | 0 | 2 | 164 |
| Georgia | 27 | 39 | 0 | 0 | 66 |
| Hawaii | 5 | 7 | 0 | 0 | 12 |
| Idaho | 5 | 10 | 0 | 2 | 17 |
| Illinois | 28 | 38 | 0 | 6 | 72 |
| Indiana | 8 | 17 | 0 | 0 | 25 |
| Iowa | 9 | 20 | 0 | 2 | 31 |
| Kansas | 17 | 25 | 0 | 1 | 43 |
| Kentucky | 20 | 25 | 0 | 0 | 45 |
| Louisiana | 13 | 18 | 0 | 0 | 31 |
| Maine | 5 | 12 | 0 | 0 | 17 |
| Maryland | 4 | 9 | 0 | 0 | 13 |
| Massachusetts | 11 | 18 | 0 | 0 | 29 |
| Michigan | 20 | 36 | 0 | 2 | 58 |
| Minnesota | 17 | 29 | 0 | 1 | 47 |
| Mississippi | 5 | 13 | 0 | 0 | 18 |
| Missouri | 26 | 34 | 0 | 0 | 60 |
| Montana | 5 | 7 | 0 | 0 | 12 |
| Nebraska | 7 | 9 | 0 | 2 | 18 |
| Nevada | 10 | 20 | 0 | 0 | 30 |
| New Hampshire | 5 | 3 | 0 | 0 | 8 |
| New Jersey | 8 | 9 | 1 | 0 | 18 |
| New Mexico | 10 | 21 | 0 | 0 | 31 |
| New York | 45 | 59 | 0 | 1 | 105 |
| North Carolina | 31 | 46 | 1 | 1 | 79 |
| North Dakota | 3 | 7 | 0 | 3 | 13 |
| Ohio | 18 | 46 | 0 | 1 | 65 |
| Oklahoma | 19 | 27 | 0 | 2 | 48 |
| Oregon | 16 | 21 | 0 | 1 | 38 |
| Pennsylvania | 29 | 41 | 0 | 2 | 72 |
| Puerto Rico | 8 | 3 | 0 | 0 | 11 |
| Rhode Island | 2 | 4 | 0 | 0 | 6 |
| South Carolina | 10 | 29 | 0 | 0 | 39 |
| South Dakota | 11 | 13 | 0 | 0 | 24 |
| Tennessee | 19 | 23 | 1 | 2 | 45 |
| Texas | 51 | 94 | 0 | 3 | 148 |
| Utah | 6 | 13 | 0 | 0 | 19 |
| Vermont | 3 | 6 | 0 | 1 | 10 |
| Virginia | 14 | 27 | 0 | 2 | 43 |
| Virgin Islands | 1 | 0 | 0 | 1 | 2 |
| Washington | 21 | 20 | 0 | 0 | 41 |
| West Virginia | 22 | 24 | 0 | 0 | 46 |
| Wisconsin | 21 | 27 | 0 | 0 | 48 |
| Wyoming | 4 | 5 | 0 | 1 | 10 |
| Total | 830 | 1278 | 4 | 47 | 2159 |

The Year's Biggest Deals Continued from Page 4

| | |
|-----------------------------|---|
| \$365 million | Colfax Communications to Chancellor Broadcasting 12 stations in four markets: Milwaukee, Minneapolis, Phoenix, Washington |
| \$300 million | Secret Communications to SFX Broadcasting Nine stations in three markets: Cleveland, Indianapolis, Pittsburgh |
| \$300 million (est.) | Jacor Communications/Gannett swap Six radio stations in three markets: Los Angeles, San Diego, Tampa |
| \$275 million | Heftel Broadcasting to Clear Channel Communications 17 stations in seven markets: Chicago, Dallas-Ft. Worth, Las Vegas, Los Angeles, Miami-Ft. Lauderdale, Nassau-Suffolk, New York |
| \$250 million | New City Communications to Cox Broadcasting 18 stations in seven markets: Atlanta; Birmingham; Bridgeport, CT; Orlando; San Antonio; Syracuse; Tulsa |
| \$237.75 million | WJLB-FM, WMXD-FM & WQRS-FM/Detroit and WFLN-FM/Philadelphia to Evergreen Media |
| \$235 million | Radio Equity Partners to Clear Channel Communications 19 stations in eight markets: Columbia, SC; Ft. Myers-Naples; Greensboro; Memphis; New Orleans; Oklahoma City; Providence; Springfield, MA |
| \$200 million | Commodore Media to Capstar Media 33 stations in eight markets: Allentown-Bethlehem; Danbury, CT; Ft. Pierce-Stuart-Vero Beach, FL; Huntington, WV-Ashland, KY; White Plains, NY; Poughkeepsie, NY; Stamford-Norwalk, CT; Wilmington, DE |
| \$178 million | OmniAmerica stations to Chancellor Broadcasting Eight stations in three markets: Jacksonville, West Palm Beach, Orlando |
| \$170 million | Jacor/Regent Communications merger 18 stations in five markets: Kansas City; Salt Lake City; Las Vegas; Louisville; Charleston, SC |
| \$152 million | Noble Broadcast Group to Jacor Communications 12 stations in four markets: Denver, St. Louis, Toledo, San Diego |
| \$140 million | U.S. Radio Inc. to Clear Channel Communications 18 stations in eight markets: El Paso; Houston; Little Rock; Memphis; Milwaukee; Norfolk; Raleigh; Reading, PA |
| \$115 million | Henry Broadcasting to American Radio Systems Corp. Nine stations in four markets: Fresno, Omaha, Portland, Sacramento |
| \$110 million | WRMA-FM & WXDJ-FM/Miami to American Radio Systems |
| \$105.25 million | Prism Radio Partners to SFX Broadcasting Inc. 16 stations in five markets: Jacksonville, Louisville, Raleigh, Tucson, Wichita |

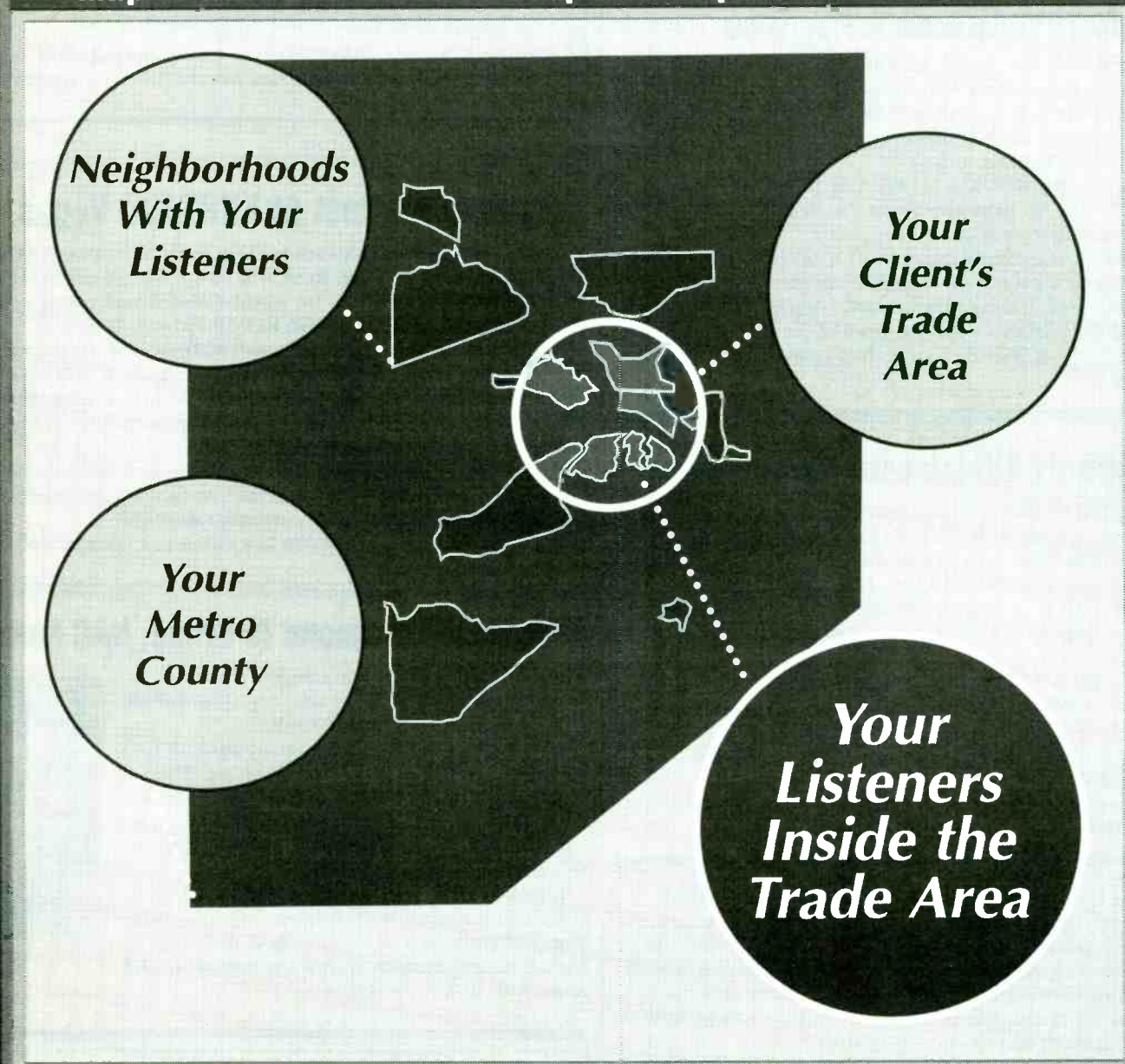
A complete list of stations traded in these deals is available at the R&R ONLINE web site — <http://www.rronline.com>

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- 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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Fields Adds WIZF/Cincy To PD Slate

Blue Chip Broadcasting VP/Broadcast Operations **Tony Fields** has officially taken over additional programming duties for Urban **WIZF/Cincinnati**. He also programs the company's **WGZB-FM & WMJM-FM/Louisville**.



Fields

Fields — who has been a programming consultant to WIZF since joining Blue Chip last March — succeeds VP/Programming **Bill Bailey**. Bailey is taking on a "special assignment," the company said, assisting with its upcoming acquisitions.

Fields arrived at Blue Chip following a stint as PD/morning man at **WKV/Milwaukee** and VP/Broadcast Operations for 'KKV parent **UNC Media**. A former National PD for **Willis Broadcasting**, Fields previously programmed **WBLZ/Cincinnati** and **WJYL/Louisville**.

With Bailey (who was also WIZF's morning man) leaving the station, two other changes have been made: Middayer **Lauri Jones** adds MD duties, and **WAMO/Pittsburgh** morning host **Mark Gunn** has been tapped to fill the same slot at 'IZF.

WTFX PD: Future Bob's Future Job

Rock **WTFX-FM/Louisville** Asst. PD/afternoon driver **Future Bob** has been upped to PD. The move follows **Michael Lee's** promotion to OM of WTFX and Classic Rock sister **WQMF-FM**.

"It's great to be a part of Clear Chan-



Bob

Stuck On Super Glew



The T.J. Martell Foundation will honor Epic Records Chairman **David Glew** in May with its annual Humanitarian of the Year Award. Announcing the ceremony are (l-r) BMI President/CEO and Martell President **Frances Preston**, Glew, and Epic Associated Labels Sr. VP/GM and Martell Chairman **Tony Martell**.

Jacor Taps Thon As Market Mgr./Columbus

□ Potter adds WTVN GM duties as Frey retires

WAZU-FM, WLQ-FM & WZAZ-FM/Columbus, OH GM Tom Thon has been elevated to **Jacor Communications'** newly created Market Manager/Columbus post. In addition to his GM duties, Thon will oversee Jacor's seven market stations, including **WLOH-AM, WTVN-AM, WHOK-FM & WHQK-FM**.

Concurrently, **WLOH, WHOK & WHQK GM John Potter** has added GM duties at WTVN. He succeeds 16-year President/GM **Perry Frey**, who has announced his retirement.

"Tom's longtime management experience in Columbus will enable us to effectively coordinate all of our efforts in this important broadcast area," said Jacor President/Radio Division **Dave Crowl**. "And John's proven track record at WHOK & WHQK — plus the years he previously worked in programming and sales at WTVN — makes him a great choice to take the reins from Perry Frey."

Cruise Controls KKMJ/Austin Programming

KOOI/Tyler, TX PD Nolan Cruise returns to **KKMJ/Austin** as PD. Cruise — who left the AC's Asst. PD/MD slot approximately six months ago — succeeds **Stan Main**, who continues as OM.

"Nolan wanted to go out and get a taste of programming on his own," Main told R&R. "But it's a huge win to have him back because Nolan's basically the heart and soul of this station. When speaking about KKMJ, eight of 10 people on the street refer to it as Nolan Cruise's station. We told him when he left that we'd always welcome his return."

Cruise, who also does a midday airshift, told R&R, "[Before taking the KOOI programming job], I'd been at KKMJ for 10 and a half years; I played the first song heard on this station. I've always felt comfortable here, and it's good to be back home."

Prior to joining KKMJ, Cruise held several on-air jobs including mornings at **KULA/Honolulu**.

nel," said Future Bob. "Michael has put together a great team here at the Fox. Those are some big shoes to fill; luckily we have a great support staff. I'm looking forward to the challenges that lie ahead, but if Mike tries that cabbage diet again

I'm asking for a new office!"

Prior to his most recent post, Future Bob worked a swing shift at **WEBN/Cincinnati** and was MD for **WQMF**. Future Bob has been with WTFX since its sign-on three years ago.

Leaders Of The Pack



America's cheddar-heads came out in full force for Super Bowl XXXI last Sunday, as revelers from Century City, CA to Sheboygan, WI whooped it up while watching their Green Bay Packers send the New England Patriots packing down in New Orleans. While tons of cheeseheads partied hearty at **WZEE (Z104)/Madison, WI's** party at a local **Bucky O'Brien's** — complete with authentic Lambeau Field Frozen Tundra, **R&R's Packer Backer/Circulation Coordinator Jim Hanson** held his own one-man victory parade through the L.A. office while showing off his full fan regalia. We still don't know if any of that cheese is actually edible ...



EXECUTIVE ACTION

Metro Appoints Six New Dirs./Operations

Metro Networks has named new Directors/Operations for three of its regions:

- Central: **Todd Carruth** and **Bill Grady** will oversee Dallas and Kansas City, respectively. Carruth most recently was Asst. Director/Operations, Dallas; Grady is an eight-year Metro veteran.

- Southeast: **Chris Monroe** joins Metro's Atlanta office from crosstown **WSB**, where he operated the traffic center for seven years. **Jay Moore** will man the Orlando office and also serve as News Director; he previously was acting News Bureau Chief for that office. And Orlando traffic anchor **Don Adams** moves to the Ft. Myers branch as acting Director/Operations.

- Mid-South: **Carl Moore** will be based in Memphis. He formerly was Asst. Director/Operations, Tampa.

"The ability to promote from within is a very important tactic to help best serve our affiliates' needs," commented President **Chuck Bortnick**. "The ability to recruit strong managers with heavy broadcasting experience is also important in keeping our operations efforts fresh and solid."

In other Metro news, **Brian Carey** and **Cassie Anderson** have been appointed News Bureau Chiefs in New York and Baltimore, respectively.

Foxx Nets PD Post At KXPT/Las Vegas

Chris Foxx has been promoted to PD at Adult Alternative **KXPT/Las Vegas**. He succeeds **Richard Reed**, who had previously assumed Operations Director responsibilities for parent **Lotus Broadcasting's** market outlets (**KENO-AM, KORK-AM, KOMP-FM & KXPT**).

"Chris has been handling the duties on a trial basis, and we are impressed by his actions," Lotus VP/GM **Tony Bonnici** commented. "He has already implemented several musical and presentation changes, which we feel have enhanced the sound of the station. We are looking forward to further innovation and resulting success with Chris."

Foxx added, "I am well aware of the challenges of programming 'The Point' in the ever-changing Las Vegas radio landscape. I seek to elevate the station to new heights and eagerly anticipate the challenges."

Foxx began his career with Lotus as a parttime air talent in June 1990.

R&R Moves Kimmons To Urban, NAC Sales

R&R Urban Asst. Editor Lanetta Kimmons has moved over to the company's sales dept. She will specialize in Urban and NAC music sales.

"I'm thrilled to fill this important position from within our ranks," noted VP/Advertising **Michael Atkinson**. "Lanetta richly deserved this promotion. In the four years since she joined R&R, she has acquired a vast command of the Urban format that will be useful in her new position."

Kimmons joined R&R in 1992 as Urban Asst. Editor. Back in the editorial department: AC Asst. Editor **Tanya O'Quinn** transfers to similar duties in the Urban department; **Jennifer Harris** is promoted from Editorial Asst. to AC Asst. Editor.



Kimmons

'Tha Hall Of Game'



Rap artist **E-40** celebrates the recent RIAA gold certification of his "Tha Hall Of Game" album with execs from **Sick Wid' It/Jive Records**. Showing the gold are (l-r) label Director/Marketing **Cheryl Brown-Marks**, VP/R&B Promo **Larry Khan**, E-40, Sr. VP/A&R **Jeff Fenster**, and VP/Black Music Marketing **Jazzy Jordan**.

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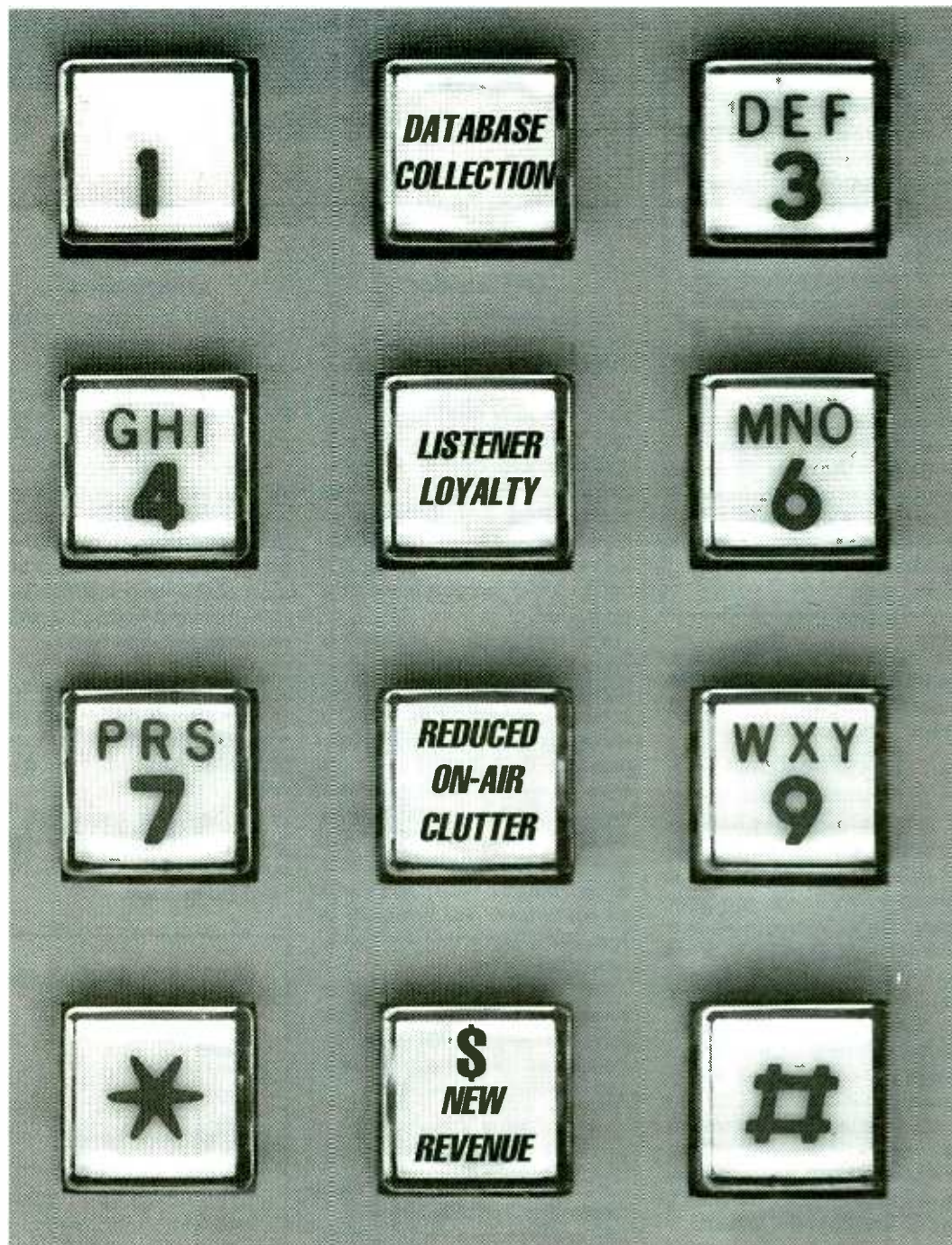
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Increase Revenues By Growing Radio Share

By Pierre Bouvard

Can a radio grow its share of ad revenues? Wall Street thinks so! In last week's R&R, CS First Boston's Harry DeMott said, "Radio's in a position it has never been in before. (Stations) can offer as much coverage as television, and it costs less. They can offer individual demographics or bulk."

Pre-consolidation, attempting to tell radio's story was difficult. Radio was a collection of small entities with low market penetration. Pitting a lone radio station against the mighty reach of newspaper or television was problematic.

Now, radio has a unique opportunity to tell its story by combining commonly owned properties and comparing them to other media. How can radio document realize DeMott's vision of higher revenue shares?

Below is a series of ideas and strategies for unleashing the new marketing power of radio. These ideas involve new application of existing Arbitron ratings and qualitative data.

Use Net Cume

1) Two words: net cume. Understand and determine the net cume of your commonly owned properties. Net cume is simply the total number of different people reached by all your commonly owned properties.

You cannot add the cumes in the rating book together. Why? Because of duplication. (If you add the cume of WINS-AM and WCBS-AM in New York together, you're counting some folks twice. After all, there are people who listen to both stations.) So how do you obtain net cume? The answer lies in a very simple MaximiSer run.

Using the MaximiSer software, you can add together six, seven, eight, even 10 radio stations and get the total number of different people reached by all those stations. Go into MaximiSer station screen, select the station combo/LMA option. Combine your properties and label them (Jacor, for example). Now you can run rankers, county and zip runs, and put schedules together. Highlight and pay close attention to the cume and cume rating numbers.

To show how properties can be combined, I've used the six CBS properties in New York: News WINS-

Coming Soon:

The Results Of Arbitron's Newspaper Advertiser Perceptual Study

Look for the results of this landmark Arbitron study conducted among major newspaper advertisers. The study will answer the question, "How is radio perceived by major newspaper advertisers?"

We'll explore the key strengths and weaknesses of newspapers in the minds of advertisers. The study will help develop the best strategies for radio to enhance its revenue shares. The results will be presented at noon on Friday, February 7 at the RAB Convention.

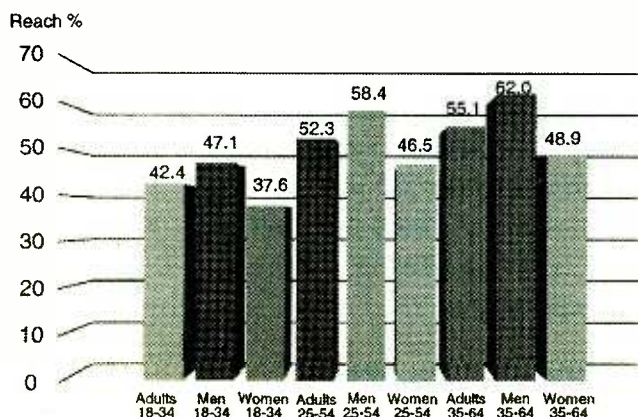
Radio & Records will have complete coverage of the key findings of the study available on its web site (www.rronline.com) as well as in the issue after the RAB Convention.

AM, News WCBS-AM, Oldies WCBS-FM, Sports WFAN-AM, Classic Rock WNEW-FM, and Alternative WXRK-FM.

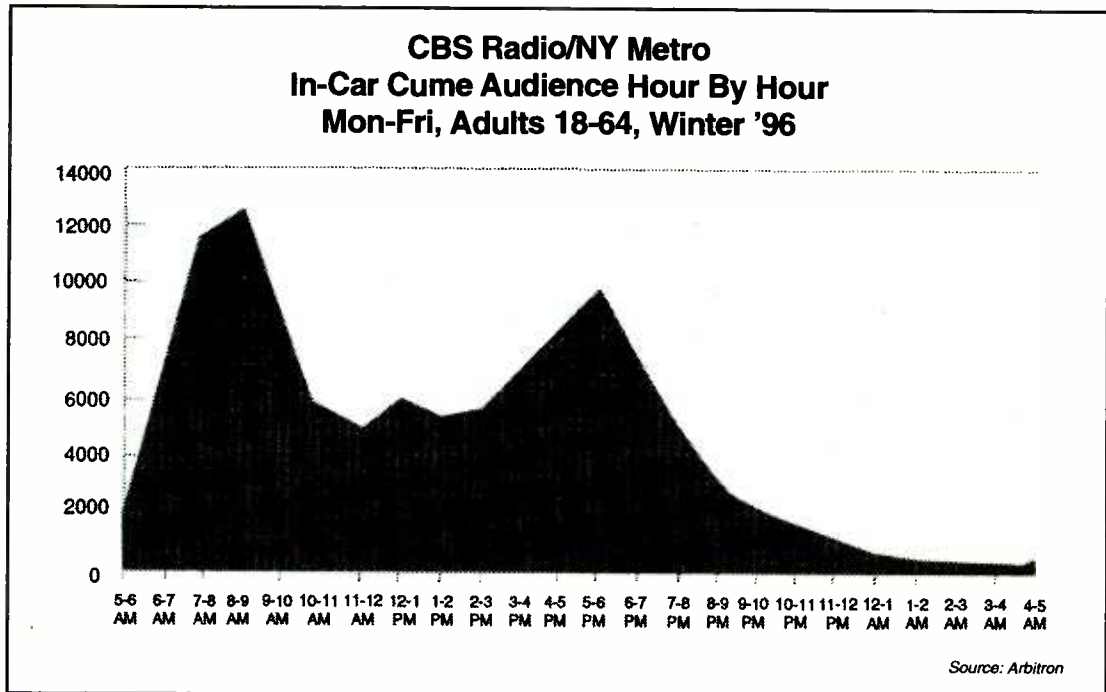
Combine Reach Across Demos

2) Show combined audience reach across key demographics. Run the small 10-year age breaks, or broader demos. In this first graph (lower left), we've broken out cume reach among persons 18-34, 25-54, and 35-64. Note that 52% of all persons 25-54 living and breathing in the New York City metro area are reached by the six CBS stations. Overall, 7.3 million people 12+ are reached by the combined CBS New York properties. (That's more than the entire population of the Chicago market!) In the 7 o'clock hour, the six CBS stations combine to reach 2.8 million New Yorkers!

CBS Radio/NY Metro Reach By Demographic Mon-Sun 6am-Midnight, Winter '96



Source: Arbitron



Source: Arbitron

Show Location Of Listening

3) Show cume performance by location of listening. One of the unique strengths of radio is its ability to reach the active and mobile consumer away from home. Away from home consumers are on the go with credit cards and cash. Passive media (such as TV) are consumed more at night, when the stores are closed and people are not in a buying mode. Radio reaches people during the 9-to-5 shopping hours away from home.

The next graph — see chart at upper right — displays in-car listening on an hour-by-hour basis. The in-car listenership for the six CBS stations jumps from 600,000 in the 6am hour, to 1.2 million an hour from 7-9am. Even during the middle of the day, there are 600,000 New Yorkers listening to CBS radio in their cars. Note that there's a little bump during the noon hour as folks go out to lunch and beginning at 3pm, in-car listenership increases as people head home.

Run your properties' at-work net cumes. During a typical daytime hour, there are 600,000 people listening to a CBS New York radio station while they're at work.

Show Who's Listening Where

4) Show location listenership composition. Typically, 50%-70% of listenership occurs away from home. Among adults 25-54, the amount of quarter-hours for the six CBS properties is equally split between at-work (31%), in-car (29%) and at-home (38%). Thus, 60% of the adult 25-54 AQH listening to the six CBS properties occurs away from home.

CBS Radio/NY Metro Location Of Listening, AQH Composition Adults 25-54 Mon-Fri 6am-Midnight, Winter '96

| | |
|---------|-----|
| At-Work | 31% |
| In-Car | 29% |
| At-Home | 38% |
| Other | 1% |

Source: Arbitron

Use Qualitative Comparisons

5) Utilize qualitative to compare radio against other media. This is where you can really get a big bang from your Scarborough/Retail-Direct investment. Scarborough is the only qualitative service that uses a TV diary to measure TV viewership. In the world of newspapers, Scarborough is the gold standard of readership. Scarborough is to newspapers what Arbitron ratings are to radio. Make highly credible comparisons between your consolidated properties and other media.

Below, we've indicated the net reach of CBS Radio compared with other major New York media properties. As you can see, the net reach of CBS Radio is twice that of the *New York Times*, 70% bigger than the *Daily News*, and beats out WPIX-TV (Channel 11), a large independent.

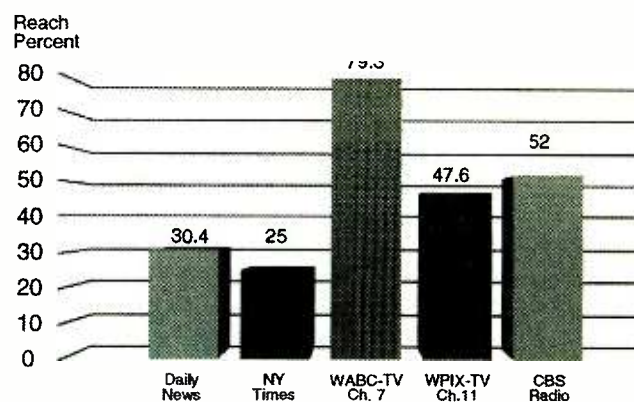
CBS Radio's New York Stations Reach:

- 63% of planned golf/tennis vacationers
- 53% of planned new vehicle purchasers
- 53% of Budweiser drinkers
- 52% of CVS shoppers
- 51% of Macy's shoppers
- 50% of Toys R Us shoppers
- 49% of Pathmark shoppers
- 49% of Internet/World Wide Web users
- 48% of Citibank customers
- 48% of planned PC purchasers
- 47% of McDonald's diners
- 46% of heavy grocery shoppers

Source: Scarborough

Similar analyses can be performed for your properties. Arbitron currently has 235+ markets with qualitative information. (For further information on how you can portray the power-

Radio's New Marketing Power



Source: Scarborough

6) Show what proportion of key qualitative targets your station's reach. Get an advertiser's attention. Historically, advertisers have considered radio as small change, since no individual station could reach a large number of consumers. Now with the aggregation of commonly owned stations, look above at the proportion of desirable consumers reached by CBS Radio in New York.

ful marketing force of your commonly owned properties, contact your Scarborough or Arbitron Trainer.)

These are truly exciting times for radio in creating cash register results for our clients by leveraging radio's newfound marketing power.

Pierre Bouvard is General Manager/Radio for the Arbitron Company. He can be reached at (212) 887-1300.

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The Challenges Of Representing Small- & Medium-Market Radio

By Roger Rafson

Bryan Farrish, Publisher of the *RADIO-MEDIA* newsletter, recently conducted this interview with Roger Rafson of Commercial Media Sales, which handles medium- and small-market radio station representation.

Bryan Farrish: You're the head of your medium- and small-market rep firm. What's your background, and what made you want to become involved with these particular-sized markets?

Roger Rafson: I started in radio when I was 11, as a studio engineer for high school football games on WEEF-AM & FM/Highland Park, IL. When my voice changed, they let me on the air and I was a DJ through high school. In 1975, I took a year off from school and tried radio sales. That year, I made enough money to pay for my college education, and that's when I knew that I loved radio sales!

Later, I sold for the student station at the University of Illinois, WPGU. I also served as its GM for a year. And after college, I tried selling TV, repping stations for Tele-Rep in Chicago, and selling locally for KDKA-TV here in

Pittsburgh.

One of the first things I noticed when I moved to Pittsburgh was that there were no national sales offices here. So in 1982 (15 years ago!) I started Commercial Media Sales (CMS), a radio rep firm to be based in Pittsburgh. CMS has filled a nice niche in this marketplace.

BF: Can you name some of advertisers with whom you've worked?

RR: Sure. My rep firm represents most of the small-market radio stations that are on the Rite Aid campaigns. We work with many car dealer groups, state lotteries, retailers, restaurant chains, grocery store chains, etc. Many political campaigns love using my service to reach the voters in the smaller markets.

BF: Could you tell us a recent success story?

RR: CMS was involved in many successful state-wide political cam-

paigns this past November. Political campaigns require information in a very short amount of time, and CMS did the job. Here in Western Pennsylvania, CMS sold a concept to Blue Cross of Western PA, where in the organization aired a half-hour program each week. It's been on CMS stations exclusively now for the past four years.

BF: Apparently, you get to work with some brands who also use Katz or Interep?

RR: Buyers rely on Katz and Interep for getting a brand onto stations in the major markets. They use CMS for getting the brand into the smaller markets.

BF: Speaking of Katz or Interep, do you ever cross paths with them when talking with a particular station?

RR: Mostly not. However, some stations have — in their agreements with their national rep firm — protected the Greater Pittsburgh territory for my rep firm, since the other firms don't have offices here.

BF: You recently had an article in another trade magazine in which you said that a rep firm such as yours is ideal for the media buyer who buys mostly in the large markets, but who needs help in buying "outlying" markets. Does "outlying" mean regional parts of the country (such as around Pittsburgh), or does it mean smaller stations, nationally?

RR: CMS sells for stations located outside of the major markets, nationally.

BF: What if a particular client is buying only one or two major markets? Will you handle these markets, too — especially since such a client may not have a major agency?

RR: Absolutely. Over the years, CMS has grown with many of the accounts to whom we sell; accounts that were once small, and are now much larger.

BF: In your dealings with planners and buyers, what is the most difficult reason they give you for not buying your stations?

RR: My biggest frustration is that local radio all too often gets what's left over after the major-market money has been spent. If an advertiser has locations and/or distribution in smaller markets, then these markets should receive the same advertising support that the majors get.

Most small markets aren't well served by major-market TV. People tune to the local radio station to get the information that they need every day.

BF: You've talked before about stations having newsletters. What type of information might be in a newsletter that a buyer could use?

RR: With so many desktop publishing options available on the PC, good-looking newsletters can be produced by stations economically. Newsletters can be an effective sales tool for keeping clients up-to-date on what opportunities are coming up at a particular station.

Salespeople On The Move

• **WGNE-FM/Daytona Beach** AE Paul Tchilovans rises to Sales Manager.

• **J.D. MacKay** joins American Urban Radio Networks as Director/Sales. He formerly served as President of Sterling Performance Group.

• **Katz Radio Group** makes the following personnel changes:

At **Christal Radio/Atlanta**, **Mark Mayfield** moves up from VP/Sports Marketing to VP/Sales Manager. Meanwhile, **Christal Radio/New York**, AE **Terry Howard** rises to Sales Manager while **Mark Gaulke** joins as an AE. Gaulke formerly served as GSM of **WRKL-AM/Rockland County, NY**.

Robert Rothfarb joins **KRG Network Dimensions** as an AE. He was previously AE with **Sportsfan Radio Network**.

Katz Radio AE **Christopher Wheat** relocates from its Chicago office to L.A.

Alisa Krohn joins **Sentry Radio** as an AE/L.A. She most recently served as consultant to **KIST-AM, KTMS-AM, KHTY-FM & KMGQ-FM/Santa Barbara, CA**.

Lastly, **Jamie Kriegel** is promoted from Sales Manager/Dallas to Sales Manager/NY at **Banner Radio**.

Also, by highlighting advertising success stories, newsletters can help to facilitate a continuing relationship with the clients.

BF: What is your general viewpoint on the ratings services?

RR: I'm not big on them. Stations pay money for the ratings to be taken. The buyers then use the ratings as a way to pit stations against each other, in order to force rates lower. In smaller counties, the sample size is pathetically small. The county coverage books are a year old when they're published!

BF: What about non-standard spots? Do you handle many PIs, infomercials, or such?

RR: Yes, I sell half-hour spots. Many of my stations carry PI advertisers as well.

BF: In your experience, have you found that it becomes necessary to present your Talk stations in a different manner than your music stations?

RR: Not really. Every format has its own strengths and weaknesses. Thank goodness for the News/Talk format; I believe it's saved the AM dial.

BF: How do you see the Internet helping you?

RR: *CMSradio.com* went online in 1996. We're hoping to reach new buyers via the Internet. But our website should also be of value to existing buyers.

BF: What about the new web-based buying services such as *Hyper Corp.* or *BuyMedia*? Do you see them being useful?

RR: Truthfully, I don't know enough about their services to comment.

BF: Finally, what is your prediction for selling advertising in medium- and small-market radio in the face of consolidation?

RR: I feel it's healthy. It creates a more united front when two, three, or four stations make their presentations together. It makes radio more professional — in other words, less back-stabbing — and it makes radio more profitable, which is, of course, why we're all in the business.

You can reach Roger Rafson at (412) 421-2600 or via his web site: <http://cmsradio.com>. For a free trial subscription to *Radio-Media*, call (818) 905-8038.

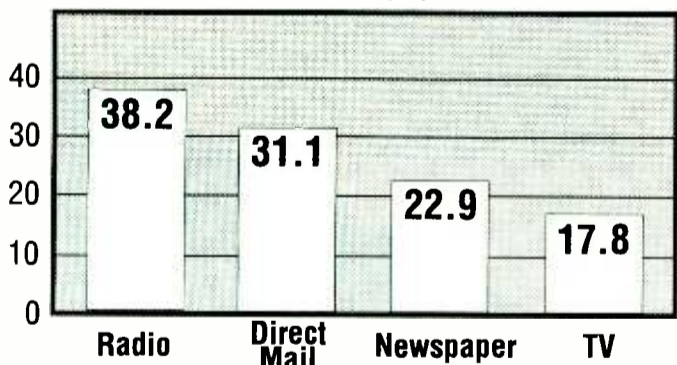
Media Audit Sale\$ Factoid

Here's another sales fact from the resources of The Media Audit.

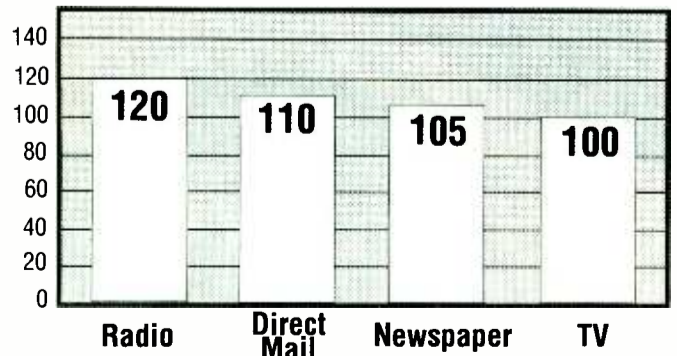
Adults 18+ Who Plan To Buy A Vehicle In The Next 12 Months

Radio is most efficient at reaching potential new vehicle purchasers who are heavy consumers of the following media:

% Reached



Index



Source: The Media Audit 60-market compilation, Jan.-Aug. '96. Sample size: 66,023. For further details, contact Phillip Beswick at (800) 324-9921.

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KMXZ - Tucson
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WJZW - Washington
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WZPT - Pittsburgh
KGME - Phoenix
KWJJ - Portland
KCMO - Kansas City
Y92 - Sacramento
KHTK - Sacramento
WWMG - Charlotte
WSM AM - Nashville
WRLX - W. Palm Beach
WGY - Albany
KKHG - Tucson
WAIA - Melbourne
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KMPC - Los Angeles
KNBR - San Francisco
WXTU - Philadelphia
KISS - Boston
KMPS - Seattle
KJR FM - Seattle
KIOZ - San Diego
WPOC - Baltimore
KEDJ - Phoenix
WZAK - Cleveland
KFXX - Portland
KLTH - Kansas City
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Are Sales Promotions Devouring Your Station?

By Beau Phillips

Scene: weekly promotion meeting. The sales manager sheepishly unveils a stack of sales promotion requests. Groans echo throughout the room as he begins: "Let's see, we need a six-hour car dealer remote, a jock to cut the ribbon at a new 7-11 store, a salad shooter contest for Kmart, and a Cruex giveaway in morning drive. Oh, and we either do these promotions or we lose the buy."

It seems that with every spot buy comes the most-feared words in the radio industry, "added value." Advertiser-driven promotions have grown from being an occasional nuisance to an insatiable raptor that's devouring our radio stations. They litter our airwaves with misguided enter-to-win contests, disposable giveaways, and ineffective sponsorship mentions.

At best, sales promotions create indifference. More often than not, they invite listener tuneout. If you walk from the business, rest assured that your competitor stands ready and willing to comply in order to get the buy.

As much as we may resent the deluge of sales promotions, it's not as simple as just saying no. Radio groups have paid such huge sums for stations that the pressure to deliver revenue has intensified. But at what cost?

Forced To Swallow

Advertisers are forcing stations to swallow promotions that pass through their system like a pig through a boa constrictor — slowly, painfully, and hard to digest.

Somehow, this might be more palatable if advertisers truly believed in the value of sales promotions. But media buyers have become commodities brokers. Instead of frozen pork bellies, they buy Gross Ratings Points (GRPs). Relying on ratings and demo rankers, they set out to make an

efficient buy — though not always an effective one.

Buyers then twist the knife in the form of a sales promotion, usually presented in the form of a mandate. Is their intent to affect product sales or brand awareness? Of course not. They squeeze promotions from stations so that they can show our scalps to the client.

Do agencies follow-up to assess the promotion's effectiveness? Dream on. They got to place buys in 13 more markets before lunch (and put more stations in a promotional hammerlock).

The Dreaded 'Added Value'

Added value isn't unique to radio, we've just mismanaged it. In the retail industry, added value often means a free gift with purchase. Get a free gift bag with the purchase of Estee Lauder perfume. Buy a computer pre-loaded with software. Get a free "101 Dalmations" toy with a McDonald's "Happy Meal."

In radio, we rarely offer our audience real added value. Instead, we've become an audio junk mail service, routinely asking listeners to disrupt their routine, enter-to-win, be the tenth caller, and win a prize — that they don't even want! Where's the added value?

Your station gets the buy, the client gets exposure, and the listener gets bombarded with clutter. It's a classic lose-lose scenario.

While program directors work tirelessly to minimize tuneout, weak sales promotions are chasing listeners away. (After all, ill-conceived sales promotions only put a temporary kink in the sales curve.) This short-term thinking is feeding the ferocious beast while it tramples your station's TSL. Sadly, this cancer is spreading to television, with print sure to follow.

Taming The Beast

Clearly, there is no turning back. We are long past the point of complaining, refusing, or allowing promotion meetings to degenerate into a screaming match. It's time for department heads to lay down their weapons and collectively tame the sales promotion beast.

Account executives are the station's first line of defense. However, many AEs fight harder for their client (and commission) than for the best interests of the station. The best AEs know their clients well and excel by acting as the linchpin between their client and the station's needs.

Sales managers must serve as the final filter. They know that opening the promotional floodgates will undermine the station's programming. Allowing AEs to "play the promotion card" as a deal-clincher isn't doing the job. **Nationwide Communications** VP **Clancy Woods** used to stun account execs by asking, "Now that we know what the client wants, when does the selling start?" The wise sales manager insists that AEs develop solutions, rather than just dropping their problem on a promotion meeting.

Program directors are paid to deliver ratings. But that doesn't release them from their responsibility to cooperate with the sales effort. When the sales, programming, and promotion departments respect each other's goals, PDs won't always be made the bad guy when they say no.

Promotion directors can no longer operate as the bannerhanger and contest coordinator. They must develop solutions as the liaison between sales and programming.



Sales promotions are devouring radio stations like an insatiable raptor.

The Six-Step Recovery Program

1) **Create filters.** Develop mutually agreed upon criteria for promotions (i.e., when to say no). Determine the promotion's compatibility with your station. What is the minimum ad buy? How many can you handle?

2) **Create tripod promotions.** Consider your station, your client, and your audience as three legs of a tripod. Smart promotions work for all parties and make for a tripod that stands strong. **CBS-TV** enticed viewers to watch its new fall lineup with free long-distance minutes. It drove viewership, provided **MCI** with tremendous awareness, and rewarded viewers. True added value. If a promotion airs just to get the buy, only one leg stands — and the tripod collapses (and so does your station's TSL).

3) **Protect your prime real estate.** The promo slot that immediately follows a fading song must be reserved for jocks to showcase your station's strongest imaging. Promote the great things your station is doing — not a car dealer remote. Pre-produce sales promotions, and distance yourself.

4) **Be proactive.** Approach clients with synergistic opportunities. Many clients are seasonal and you can anticipate a buy coming down. Be proactive and bring advertisers ideas that work for both parties.

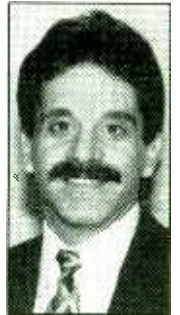
5) **Be premier program solvers.** Don't sell promotions, sell creative solutions. In theory, they're

buying your station's ability to understand and move your audience. Show them how to best put your station to work. When you have the opportunity to solve problems, position your station as the most effective problem-solver in town.

6) **When all else fails, bury it.** Sometimes clients have a canned promotion and want a simple yes or no answer. If you accept, fulfill your obligation. But don't sacrifice your radio station in the process. If you can, add a sales promotion unit, placed last in a stopset. Then bury all details on your web site, database, or via your interactive phone.

The next time your station is asked to promote discount coupons that offer \$5 off on a new Hyundai, put your ear next to the speaker. If you listen very closely, you'll hear the roar of listeners punching out your radio station.

Beau Phillips is a Fairfield, CT-based marketing consultant, working with a variety of radio groups and stations. His background includes 14 years as GM and PD at **KISW/Seattle** as well as Sr. VP/Marketing at **VH1**. Reach him by phone at (203) 254-9403 or by e-mail at BeauPhillips@aol.com



Pro:Motions

• **KQRC/Kansas City** Promotions Director **Candy Chorce** exits to join a local concert promoter.

• **KSLY/San Luis Obispo, CA** Promotion Director **Eric Shade** resigns with no replacement named.

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I agreed to serve as president of the Broadcast Education Association this year to help raise its profile among professionals like you. I know first hand the value and potential of this organization and how important your participation will be.

A handwritten signature in black ink, appearing to read 'Norman Pattiz'.

Norman Pattiz
BEA President - 1996-97

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'ZINE SCENE

Stern Shares Secret Shatner Scare!

Howard Stern's words on meeting the **Dust Brothers** (John King and Mike Simpson) — who produced Stern's musical contribution to the "Private Parts" soundtrack — were: "They look like accountants or lawyers or something." Stern also asked the knob-twirling duo, "Am I being **William Shatner** or something?"

Elsewhere in the seven-page *Los Angeles* story on the Dust Brothers, Simpson talks about producing ex-**Motley Crue** frontman **Vince Neil**: "All Vince cares about is pussy. Making records for him was just a vehicle for getting pussy and getting money to buy pussy." Simpson also notes that Neil routinely began recording sessions by fornicating with three or four women in the studio in plain view of his producers.

Meanwhile, the *National Enquirer* reports that Motley Crue drummer **Tommy Lee** has hired 'round-the-clock bodyguards to help keep him off drugs and alcohol.

Sugar & Spice

"We don't try to please anybody. What we're doing is what we want to do, what we really enjoy, and if people are receptive to it, then that's brilliant" — **Spice Girls** member **Mel C**. explains it all for you (*Time*).

"Like [a] '90s attitude, a new generation, a breed of thinking" — **Spice Girls** member **Geri** explains the ingredients that went into the group's creating a whole new "spicy movement" (*Newsweek*).

Madonnarama!

Madonna sold her 14-room NYC apartment on Central Park West to tennis ace **John McEnroe** for \$7 million (*Globe*).

Meanwhile, the *Star* reports that **Brigitte Bardot** has refused Madonna's \$5 million offer for the rights to Bardot's autobiography. The *Star* also says that Madonna is so concerned about pal **Rosie O'Donnell**'s being overweight, that she badgered a waitress into changing O'Donnell's goat cheese tart and steak order to salad with no dressing.

Love & Happiness

Actress **Drew Barrymore** dumped **Hole** guitarist **Eric Erlandson** for "Bottle Rocket" star **Luke Wilson** (*Globe*, *Star*).

Jon Secada, 35, announced plans to marry **Maritere Vilar**, 24. The bride-to-be works in (Secada's manager) **Emilio Estefan**'s office (*Star*).

Celine Dion's "secret heartache" is remembering watching her 16-year-old niece die from cystic fibrosis in the singer's arms (*Star*).

Meanwhile, **Courtney Love**'s publicity firm sent out new glamour photos of the **Hole** frontwoman — along with a note telling all publications *NOT* to use any vintage pictures if they want anything resembling the star's cooperation in the future (*Star*).

And... knowing the end is near, **Frank Sinatra** has had a custom casket built out of drapes, brass fittings, and heavy doors taken from now-defunct Las Vegas casinos where he's performed (*National Enquirer*).

Gimme Some Truth

"I like almost all of our other songs better than 'Lovefool'" — **Cardigans** singer **Nina Persson** tells it like it is (*People*).

"I had America-mania when I was a kid, but I loved all the things that America rejects: It was black music, it was the beatnik poets, it was all the stuff that I thought was the true subversive rebellious side. To almost disown that and to give us back McDonald's and Disney is not fair, and it's not a true representation of what makes America great. What makes America great is its pioneer, independent spirit, not its corporate togetherness" — Englishman **David Bowie** explains America to us (*Entertainment Weekly*).

Notable Quotes

"To me, talentwise, it's a coin toss" — **Pat Boone** answers the **David Lee Roth**-or-**Sammy Hagar** question (*Entertainment Weekly*).

Interview's "The 30 Most Wanted People Issue" spotlights such musical notables as (in order of appearance) **Ani DiFranco**, **John Cale**, **David Bowie**, **Tupac Shakur**, **Jayne County**, **Eartha Kitt**, **Courtney Love**, and **Shirley Manson**, the last of whom describes her relationship with fellow **Garbage** members as, "I stick the rockets up their assholes sometimes, and they shove the leather glove in my mouth every now and again to keep me quiet."

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

MUSIC & MOVIES

CURRENT

- **JERRY MAGUIRE** (*Epic Soundtrax*)
Featured Artists: Neil Young, Aimee Mann, Bruce Springsteen
 - **BEVERLY HILLS NINJA** (*EMI*)
Featured Artists: Patti Rothberg, Hazies, Blondie
 - **EVITA** (*Warner Bros.*)
Single: Don't Cry For Me Argentina/Madonna
Other Featured Artists: Antonio Banderas, Jonathan Pryce
 - **SCREAM** (*TVT Soundtrax*)
Featured Artists: Nick Cave & The Bad Seeds, Moby, Connells
 - **MICHAEL** (*Revolution*)
Single: Through Your Hands/Don Henley
Other Featured Artists: Kenny Wayne Shepherd, Bonnie Raitt
 - **THE PEOPLE VS. LARRY FLYNT** (*Angel*)
Featured Artists: Gary Wright, KC & The Sunshine Band, McCoys
 - **ONE FINE DAY** (*Columbia*)
Single: For The First Time/Kenny Loggins
Other Featured Artists: Keb'Mo', Tina Arena, Natalie Merchant
 - **THE PREACHER'S WIFE** (*Arista*)
Singles: I Believe In You And Me/Whitney Houston
Somebody Bigger Than You Or I/Whitney Houston
 - **BEAVIS AND BUTT-HEAD DO AMERICA** (*Geffen*)
Single: Love Rollercoaster/Red Hot Chili Peppers
Other Featured Artists: No Doubt, White Zombie, L.L. Cool J
 - **SPACE JAM** (*Warner Sunset/Atlantic*)
Singles: Fly Like An Eagle/Seal
I Believe I Can Fly/R. Kelly (Jive)
For You I Will/Monica
Space Jam/Quad City DJ's
Other Featured Artists: Coolio, D'Angelo, All-4-One
 - **SET IT OFF** (*EastWest/EEG*)
Single: Don't Let Go (Love)/En Vogue
Other Featured Artists: Brandy, Queen Latifah, Seal
 - **ROMEO & JULIET** (*Capitol*)
Singles: Lovefool/Cardigans (Mercury)
Number One Crush/Garbage
Other Featured Artists: Radiohead, Everclear, Des'ree
 - **THE MIRROR HAS TWO FACES** (*Columbia*)
Single: I Finally Found Someone/Barbra Streisand & Bryan Adams
- COMING**
- **SUBURBIA** (*DGC/Geffen*)
Featured Artists: Beck, Butthole Surfers, Girls Against Boys
 - **WHEN WE WERE KINGS**
Single: Fugees/Rumble In The Jungle (Mercury)

CYBERSPACE

Hot new music-related World Wide Web sites, cool cyber-chats, and other points of interest along the information superhighway.

'Net Chats

Big Head Todd & The Monsters, Monday (2/3) at 9pm ET/6pm PT, America Online (keyword: LIVE).

Eric Benet, Monday at 9:30pm ET/6:30pm PT, America Online (keyword: WARNER).

Paul Anka, Wednesday (2/5) at 10pm ET/7pm PT, America Online (keyword: LIVE).

Blind Melon, Thursday (2/6) at 8pm ET/5pm PT, America Online (keyword: LIVE).

Nitty Gritty Dirt Band, Thursday at 9pm ET/6pm PT, Microsoft Network (Onstage Channel 3, "Riff" forum).

On The Web

Cybersneak into a live **Sebadoh** show late Saturday night (2/1) at 12:45am ET/9:45pm PT (<http://www.audionet.com>).

An interview with "AFKAP," featuring live performance video, takes place on Microsoft's Music Central web site Thursday at 9pm ET/6pm PT (<http://musiccentral.msn.com>).

MUSIC DATEBOOK

MONDAY, FEBRUARY 10

1942/**Glenn Miller**'s "Chattanooga Choo Choo" becomes the first-ever gold record.

1993/**Michael Jackson** grants his first interview in 15 years, a televised chat with **Oprah Winfrey**.

1995/**Dr. Dre** is sentenced to five months probation for drunk driving.

Born: **Roberta Flack** 1939, **Donovan** 1946, the late **Cliff Burton** (Metallica) 1962

TUESDAY, FEBRUARY 11

1963/The **Beatles** begin recording their first album.

1964/The **Beatles** give their first U.S. concert, performing in Washington, DC.

1967/The **Monkees** announce they'll play their own instruments on all future recordings.



David Bowie & Mick Ronson — "Ziggy played guitar..."

1972/**David Bowie** performs as "Ziggy Stardust" for the first time. Ziggy debuts in Tollworth, England.

Born: The late **Gene Vincent** 1935, **Gerry Goffin** 1939, **Sheryl Crow** 1962, **Brandy** 1979

WEDNESDAY, FEBRUARY 12

1961/The **Miracles**' "Shop Around" becomes **Motown**'s first million-selling single.

1967/**Rolling Stones** guitarist **Keith Richards**'s home is raided by police looking for drugs. Some paraphernalia is confiscated, but Richards and bandmate **Mick Jagger** aren't arrested until May.

1972/**Yes** release "Roundabout."
Born: **Ray Manzarek** (**Doors**) 1935, **Chynna Phillips** 1968

THURSDAY, FEBRUARY 13

1961/**Frank Sinatra** launches **Reprise Records**.

1967/The **Beatles** release the double-A-sided "Penny Lane" and "Strawberry Fields Forever."

1972/**Led Zeppelin** is forced to cancel a Singapore concert when officials won't let them off the plane because of their long hair.

1983/**Marvin Gaye**, accompanied by a "Sexual Healing"-type dance beat, sings the National Anthem at the **NBA All-Star Game** in L.A.

1988/**Michael Jackson** buys a Santa Ynez, CA ranch that he'll name "Neverland."

1994/**Brian McKnight** makes his TV acting debut, playing himself on "Martin."

Born: **Peter Tork** (**Monkees**) 1944, **Peter Gabriel** 1950, **Peter Hook** (**New Order**) 1956

FRIDAY, FEBRUARY 14

1972/"Grease" begins its 10-year theatrical run.

1974/The **Captain & Tennille** get married.

1977/The **B-52's** make their performance debut, playing an Athens, GA party.

1996/"AFKAP" marries his backup singer/dancer **Mayte Garcia**.

SATURDAY, FEBRUARY 15

1965/**Nat King Cole**, 48, dies of lung cancer.

1975/**Gino Vannelli** becomes the first white artist to perform on "Soul Train."

1977/**Sid Vicious** replaces **Glen Matlock** as the **Sex Pistols**' bassist.

1979/The **Bee Gees** win five Grammys, including Best Album (the "Saturday Night Fever" soundtrack).

Billy Joel's "Just The Way You Are" wins Best Record and Song, and **A Taste Of Honey** wins Best New Artist.

1996/**Paula Abdul** guest-stars as herself on "The Single Guy."

Born: **Ali Campbell** (**UB40**) 1959

SUNDAY, FEBRUARY 16

1974/**Elton John** releases "Bennie And The Jets."

1985/**Pat Benatar** and **Neil Giraldo** become parents to daughter **Haley**.

Born: **Sonny Bono** 1935, **James Ingram** 1956, **Andy Taylor** (ex-**Duran Duran**) 1961

— Paul Colbert

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I remember running

through the wet grass...

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99X/Atlanta

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both of us never tiring

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KJYO Oklahoma City Add
KMXB Las Vegas Add
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Desperately Wanting

Monitor Debut 36*
R&R CHR/Pop 37 - 33



STREET TALK®

Disney: \$erious\$ Commitment To ABC Radio?

News that the Walt Disney Company is exploring the possible sale of its Capital Cities/ABC publishing arm — which puts out a wide variety of consumer and trade publications and includes a book publishing division — sparked speculation about Disney's commitment to other divisions, including ABC Radio.

However, ABC Radio Prez Bob Callahan told ST that Disney is not only *not* looking to get out of the radio business, but also that it may use some of the proceeds from the publishing division sale — which some experts figure will amount to \$2.5 billion — to fund radio station acquisitions, given the "right opportunity" at the "right price."

ST also couldn't ignore reports that Disney and cable operator Comcast intend to purchase a 69% interest in E! Entertainment Television (currently owned principally by Time-Warner). And although Disney apparently won't be the operating partner in this deal, it will become Howard Stern's boss, by virtue of Stern's daily, hourlong show on E!

Look for RCA Sr. VP/Promo Butch Waugh to be named Sr. VP/GM for the RCA Label Group/Nashville. A 15-year label vet, Waugh will replace the recently exited Randy Goodman. Now the next question is ... who'll take Waugh's place?

In the wake of KLOS/L.A. PD Carey Curelop's sudden resignation (see Page 1), insiders say that KQRS/Minneapolis PD Dave Hamilton and consultant Charlie West are two of the names linked for potential programming roles at the station.

Rumors

- Is Capitol Sr. Dir./Nat'l Promo Jeff Bialock headed for greener pastures?
- In the wake of SFX's recent purchase of WKHK-FM/Richmond, PD Mark Richards will exit the station by the end of next month. Meanwhile, WUSY-FM/Chattanooga PD Bob Sterling resigns and APD/Prod. Dir. Clay Hunnicutt takes the programming reins. Are these two items related?
- Is longtime radio veteran (and current Hits Urban Editor) Jerry Boulding this close to being named PD at WBLS/NY?

Jacor NAC WSJW/Louisville ups APD Brian Conn to PD. He replaces C.C. Matthews, who's been elevated to OM of the group's Louisville stations.

Doc Wynter, formerly with KMJM-FM/St. Louis, becomes PD for WSOL-FM & WJBT-FM/Jacksonville. Wynter will also handle afternoon drive for WSOL-FM, which shifts identifiers from "Classic Soul 101.5" to the "New Sound Of 101.5."

Universal Truths?

ST hears that Interscope co-founder Jimmy Iovine is wrapping up his deal to become COO of the Universal Music Group. ST also hears that Jolene Cherry is close to announcing her own label through the Universal Music Group.

As rumored for weeks, Ron Diaz exits the syndicated "Ron & Ron Show" to pursue other interests — such as hiking, diving, and following the sun. Diaz had co-hosted the show with partner Ron Bennington for more than a decade.

Mercury Philly-Baltimore-Washington local promo rep Mike Klein heads to L.A. to become Nat'l Mgr./Crossover Promo, West Coast for the label in March.

Let Me Rock Ya, Chaka Khan

Viacom Rhythmic Hot AC KIBB/L.A. inked Chaka Khan for a three-hour nightly (Monday through Thursday) airshift. The Reprise recording artist's first show was Monday (1/27).

Oprah Winfrey will provide the keynote address at the forthcoming PROMAX International Convention, set for June 4-7 in Chicago.

"Gay-friendly KTU nixes lesbian ad," read the Page 6 headline in the New York Post last week. The story went on to say that "though the disco and dance music station has been

Continued on Page 26

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Mixed by David Thoener
Management: The Judd House



STREET TALK®

Continued from Page 24

applauded for its homo-friendly 'rhythmic pop' playlist, when the Her/She bar wanted to buy commercial time for its Friday night lesbian dance parties, the owner says he was turned down because the station has a policy not to 'promote alternative lifestyles on-air.'

WKTU/NY GM John Fullam told ST, "This was strictly a [commercial] copy issue," adding that "we asked them to submit other copy and, instead of doing that, they went on a publicity campaign" to bring attention to some of the bar's alternative lifestyle nights that weren't doing well.

"With a cume of 2.5 million people, we have a lot of love for a lot of lifestyles and ages," Fullam continued, "but we're also sensitive to copy standards and product standards as is the case for every radio and TV station targeted to a mainstream audience."

Ready, Jet Set, Go!

ST hears that KYSR/L.A. afternoon driver Ryan Seacrest will segue to the same shift at Evergreen's KIO/SF, replacing Rick Shaw. Word is the 21-year-old Seacrest will continue his TV acting career, and that he'll be commuting between SF and L.A. on Merv Griffin's private jet!

Rumbles

• Citing "philosophical differences," GM Meg DeLone is set to depart AC WBEB/Philly.

• Leap O' The Week: KMGQ/Santa Barbara, CA (Market No. 184) PD/morning talent Abby Bonell jumps to afternoon drive at Hot AC WDBZ/NY (Market No. 1). Former KGBY/Sacramento MD Vince Garcia becomes KMGQ PD.

• Hot AC KSMG/San Antonio PD Pat Evans exits.
• WHYN-FM/Springfield, MA PD Gary James is upped to OM/PD.

• Gulfstar Communications names Chris Wegman GM for its Baton Rouge properties: WJBO-AM, WYNK-AM & FM & WLSS-FM. Wegman previously served as VP/GM for KFRQ-FM, KKPS-FM & KVLV-FM/McAllen-Brownsville.

• WXLK/Roanoke, VA PD/afternoon driver Gary Blake exits for APD/MD/middays at new CHR/Pop WAEZ (Electric 99.3)/Johnson City, TN. WXLK night slammer Lisa Jo Elliott becomes interim MD.

• KWBR/San Luis Obispo, CA PD John Mackey exits on Friday (1/31) to join a local ad agency. Joe Alvino will handle interim PD duties and Megan Raye will become interim MD.

• WPXC/Cape Cod, MA PD Brian Beddow exits.
• New CHR WCSO/Portland, ME adopts new calls, WJBO.

• KYYY/Bismarck, ND welcomes new Ops Dir. Todd Reasland.

• Hot AC WPLJ/NY welcomes Rich Kaminski for weekends. Meanwhile, crosstown WHTZ drops the sex-talk "Love Phones" show in favor of music.

• KBGG/SF morning co-host Darian O'Toole inks a three-year deal with the Chancellor Classic Hits outlet.

• Look for Sandusky to take over the operation of KSLX-FM/Phoenix on Saturday (2/1). VP Chuck Artigue will oversee the new acquisition as well as sister stations KUKQ-AM, KDKB-FM & KUPD-FM.

• WRBQ-FM/Tampa drops its longtime "Q105" moniker for a new identifier ("105 W-R-Bee-Q — the Bee") and a "Catch the buzz" slogan.

• After 28 years on-air at WHOK-FM/Columbus, OH, Mark Clark segues to mornings at crosstown WCLT-FM.

• KHOM/New Orleans welcomes new APD/mid-day maven Kandy Klutch, most recently with Joel Denver's All Access Music Group. Howard Rosen Promotion associate Mark Strickland cops Klutch's former slot.

• AC WSNE/Providence morning co-host Joan Edwardsen (of Jones & Joan) is doing the show from bed. (She's expecting twins by the end of February).

RADIO RECORDS



1

- Andrea Ganis elevated to Atlantic Records Exec. VP/Promo.
- Craig Lambert appointed Epic Records Sr. VP.
- Lionel Ridenour upped to Arista Records VP/R&B Promo.
- Dennis Gwiazdon named KPOP & KGB/San Diego GM.
- Garrett Michaels becomes WHYT (The Planet)/Detroit PD.

5

- John Patton named Bonneville International President.
- Ron Urban joins RCA Records as Sr. VP/Ops.
- Bruce Tenenbaum upped to MCA Records Sr. VP/Promo.
- Ford Colley named WTMX/Chicago PD.
- Doug Baker promoted to WSIX/Nashville PD.

10

- Elliot Goldman re-ups as RCA/Ariola President/CEO.
- Hal Rosenberg elevated to Lotus Communications Exec. VP.
- Don Nelson named Unidyne Broadcast Division VP/GM.
- Bill Stedman becomes KNEW & KSAN/SF OM; Dennis Day upped to KSAN PD.
- Miami Moves: WLVE signs Greg Budell for mornings, ups John Moen to Dir./Programming & Ops; Mike Anthony named WIOD PD.

15

- Walt Sabo returns to ABC Radio as VP/Network Ops.
- Les Garland named MTV VP/Programming.
- Dale Parsons promoted to WTAR & WLTY/Norfolk OM.
- Birch buys Mediatat.

20

- Ted Cramer becomes WDAF/KC PD.
- Jimmy Rabbit hops to KROQ/L.A. for afternoon drive.
- Ron Jordan returns to WMPs/Memphis for afternoon drive.

Heartfelt condolences to the family and friends of R&R CFO Bill Ferrari, whose father, John Louis Ferrari, passed away on Monday (1/20).

That's The Way The Cookie Crumbles ...

KPEK (The Peak)/Albuquerque recently piqued a mountain of media interest when the station was told to stop helping the Girl Scouts. Evidently, one entrepreneurial scout called the Gene & Julie morning show, saying she was having trouble selling her cookies. Invited down to the studio to pitch her product on-air, the girl sold more than 300 boxes of cookies in an hour.

However, the head of the local Girl Scout Council as well as several other outraged Girl Scout moms called the station, complaining it wasn't fair that their daughters didn't get to sell their cookies on-air — and the Peak was banned from pushing any more cookies for the young girl.

Morning driver Gene Gates called the reaction "pretty 'crummy,'" noting "we were just trying to raise some 'dough' for the Girl Scouts."

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BUZZ CLIP

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| KZON | WPBZ | KMYZ | KTOZ |
| KTCL | KNRX | KGDE | KQRX |
| KLZR | | | |

At Mainstream Rock-Already on:

WRIF KDKB WDVE WBZX WAAF and many more

ADDS TW:

KLAQ WYNF WJXQ KXFX WCLG

At Adult Alternative-Already on:

KMTT WXRT WBOS and many more

ADDS TW:

KXPX KENZ KGSR KTHX WNCB

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13th Annual Grammy Contest

Music's biggest night graduates to the Garden

The 39th annual Grammy Awards will be held at New York City's Madison Square Garden on February 26. R&R's annual Grammy Contest — now in its 13th year — is open to all readers. Here are the details:



Toni Braxton



LeAnn Rimes



Celine Dion



Smashing Pumpkins



No Doubt

HOW TO WIN:

Predict the highest number of eventual Grammy winners from the 12 categories shown.

WHAT YOU'LL WIN:

First Prize: \$500.00
Second Prize: \$300.00
Third Prize: \$100.00

HOW TO ENTER:

Fill in your name, affiliation, and phone number on the adjacent Grammy Contest Ballot, then check off your predictions in each of the 12 categories — one guess per category and one entry per contestant. Fax or mail this page or a copy of it:

Fax: (310) 203-9763.
 Mail:
 R&R Grammy Contest
 10100 Santa Monica Blvd., 5th Floor
 Los Angeles, CA 90067

DEADLINE:

5:00pm PST Friday, February 21.
 Winners will be announced in the following week's addition of **Street Talk** (3/8/97). (Employees of R&R are welcome to enter but ineligible for the prizes.) Good luck to all Grammy nominees and all R&R Grammy contestants!

1996 Grammy Contest Ballot

Name _____
 Title _____
 Affiliation _____ Phone# _____

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| <p>RECORD OF THE YEAR</p> <p><input type="checkbox"/> GIVE ME ONE REASON/Tracy Chapman (Elektra/EEG)</p> <p><input type="checkbox"/> CHANGE THE WORLD/Eric Clapton (Reprise)</p> <p><input type="checkbox"/> BECAUSE YOU LOVED ME/Celine Dion (550 Music)</p> <p><input type="checkbox"/> IRONIC/Alanis Morissette (Maverick/Reprise)</p> <p><input type="checkbox"/> 1979/Smashing Pumpkins (Virgin)</p> <p>ALBUM OF THE YEAR</p> <p><input type="checkbox"/> ODELAY/Beck (DGC/Geffen)</p> <p><input type="checkbox"/> FALLING INTO YOU/Celine Dion (550 Music)</p> <p><input type="checkbox"/> THE SCORE/Fugees (Ruffhouse/Columbia)</p> <p><input type="checkbox"/> MELLON COLLIE AND THE INFINITE SADNESS/Smashing Pumpkins (Virgin)</p> <p><input type="checkbox"/> WAITING TO EXHALE/Soundtrack (Arista)</p> <p>SONG OF THE YEAR</p> <p><input type="checkbox"/> BECAUSE YOU LOVED ME</p> <p><input type="checkbox"/> BLUE</p> <p><input type="checkbox"/> CHANGE THE WORLD</p> <p><input type="checkbox"/> EXHALE (SHOOP SHOOP)</p> <p><input type="checkbox"/> GIVE ME ONE REASON</p> <p>BEST NEW ARTIST</p> <p><input type="checkbox"/> GARBAGE</p> <p><input type="checkbox"/> JEWEL</p> <p><input type="checkbox"/> NO DOUBT</p> <p><input type="checkbox"/> TONY RICH PROJECT</p> <p><input type="checkbox"/> LEANN RIMES</p> <p>BEST FEMALE POP VOCAL PERFORMANCE</p> <p><input type="checkbox"/> UN-BREAK MY HEART/Toni Braxton (LaFace/Arista)</p> <p><input type="checkbox"/> GET OUT OF THIS HOUSE/Shawn Colvin (Columbia)</p> <p><input type="checkbox"/> BECAUSE YOU LOVED ME/Celine Dion (550 Music)</p> <p><input type="checkbox"/> REACH/Gloria Estefan (Epic)</p> <p><input type="checkbox"/> WHO WILL SAVE YOUR SOUL/Jewel (Atlantic)</p> | <p>BEST MALE POP VOCAL PERFORMANCE</p> <p><input type="checkbox"/> LET'S MAKE A NIGHT TO REMEMBER/Bryan Adams (A&M)</p> <p><input type="checkbox"/> CHANGE THE WORLD/Eric Clapton (Reprise)</p> <p><input type="checkbox"/> KEY WEST INTERMEZZO (I SAW YOU FIRST)/John Mellencamp (Mercury)</p> <p><input type="checkbox"/> NOBODY KNOWS/Tony Rich Project (LaFace/Arista)</p> <p><input type="checkbox"/> LET YOUR SOUL BE YOUR PILOT/Sting (A&M)</p> <p>BEST POP PERFORMANCE BY A DUO OR GROUP WITH VOCAL</p> <p><input type="checkbox"/> FREE AS A BIRD/Beatles (Capitol)</p> <p><input type="checkbox"/> AS LONG AS IT MATTERS/Gin Blossoms (A&M)</p> <p><input type="checkbox"/> WHEN YOU LOVE A WOMAN/Journey (Columbia)</p> <p><input type="checkbox"/> FIRE ON THE MOUNTAIN/Neville Brothers (A&M)</p> <p><input type="checkbox"/> PEACHES/Presidents Of The United States Of America (Columbia)</p> <p><input type="checkbox"/> WHEN YOU WISH UPON A STAR/Take 6 (Walt Disney)</p> <p>BEST R&B ALBUM</p> <p><input type="checkbox"/> MOVING ON/Oleta Adams (Fontana/Mercury)</p> <p><input type="checkbox"/> MAXWELL'S URBAN HANG SUITE/Maxwell (Columbia)</p> <p><input type="checkbox"/> NEW WORLD ORDER/Curtis Mayfield (Warner Bros.)</p> <p><input type="checkbox"/> PEACE BEYOND PASSION/Me'Shell Ndegeocello (Maverick/Reprise)</p> <p><input type="checkbox"/> WOROS/Tony Rich Project (LaFace/Arista)</p> | <p>BEST FEMALE COUNTRY VOCAL PERFORMANCE</p> <p><input type="checkbox"/> LET ME INTO YOUR HEART/Mary Chapin Carpenter (Columbia)</p> <p><input type="checkbox"/> STRAWBERRY WINE/Deana Carter (Capitol/Nashville)</p> <p><input type="checkbox"/> BABY MINE/Alison Krauss (Walt Disney)</p> <p><input type="checkbox"/> BLUE/LeAnn Rimes (MCG/Curb)</p> <p><input type="checkbox"/> BELIEVE ME BABY (I LIED)/Trisha Yearwood (MCA/Nashville)</p> <p>BEST ROCK ALBUM</p> <p><input type="checkbox"/> SHERYL CROW/Sheryl Crow (A&M)</p> <p><input type="checkbox"/> CRASH/Dave Matthews Band (RCA)</p> <p><input type="checkbox"/> TRAGIC KINGDOM/No Doubt (Trauma/Interscope)</p> <p><input type="checkbox"/> ROAD TESTED/Bonnie Raitt (Capitol)</p> <p><input type="checkbox"/> BROKEN ARROW/Neil Young With Crazy Horse (Reprise)</p> <p>BEST ALTERNATIVE MUSIC PERFORMANCE</p> <p><input type="checkbox"/> BOYS FOR PELE/Tori Amos (Atlantic)</p> <p><input type="checkbox"/> ODELAY/Beck (DGC/Geffen)</p> <p><input type="checkbox"/> THE BUREAUS OF BEING UPRIGHT/Tracy Bonham (Island)</p> <p><input type="checkbox"/> NEW ADVENTURES IN HI-FI/R.E.M. (Warner Bros.)</p> <p><input type="checkbox"/> MELLON COLLIE AND THE INFINITE SAONNESS/Smashing Pumpkins (Virgin)</p> <p>BEST CONTEMPORARY JAZZ PERFORMANCE</p> <p><input type="checkbox"/> JOINED AT THE HIP/Bob James & Kirk Whalum (Warner Bros.)</p> <p><input type="checkbox"/> RATAMACUE/Harvey Mason (Atlantic)</p> <p><input type="checkbox"/> HIGH LIFE/Wayne Shorter</p> <p><input type="checkbox"/> BETWEEN THE LINES/Mike Stern (Atlantic)</p> <p><input type="checkbox"/> IF FOUR WAS ONE/T.J. Kirk (Warner Bros.)</p> |
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STEVE WONSIEWICZ

SOUND DECISIONS

Electronica Electrifies Alternative

□ Underground genre bubbles over into the mainstream

The electronica movement's long-awaited and much debated arrival is finally here. And if the pros in the field are right, it may penetrate the musical mainstream sooner rather than later.

Like many people, I had major reservations about the music. I witnessed how vibrant the electronica and rave scene had become while living in London and Amsterdam between 1989-94. Nevertheless, I thought the music's European roots and sound would clash with America's love affair with guitar rock.

That changed one evening two weeks ago as I left my local Kroger grocery store in the Nashville suburbs. Some kids drove up, electronica blasting from the speakers. They said many of their peers were into the scene. They mentioned attending a rave at a warehouse in the city the previous weekend that drew 500 people and both planned to go to another one next week. That proved to me the music could play in Peoria. And if the much-rumored, front-page articles on the music in *Rolling Stone*, *Spin* and *Entertainment Weekly* follow suit, then the dam could burst wide open.

America's Delayed Reaction

The question now is this: Why is electronica finally surfacing in the U.S. after flourishing for so long overseas and at select American clubs? And how much punch and longevity will the movement have in the months and years to come? Record labels will be investing a lot of time and money shortly to break bands such as the *Sneaker Pimps*, *Tricky*, *GusGus*, *Rockers H-Fi*, *DJ Shadow*, *White Town*, as well as UK chart-toppers *Underworld*, *Chemical Brothers*, and *Orbital*.

In many respects, the electronica movement is already in full swing. Pros point to the record-breaking first



Aaron Axelsen

week of U2's electronica-fused "Discotheque" single and the debut last week of Prodigy's "Firestarter" on R&R's Alternative chart. Others say it began months ago when the format upped its commitment to new tracks from bands such as *Chemical Brothers* and *Orbital*, as well as rhythmic-flavored records from artists like *Luscious Jackson* ("Naked Eye").

Another key point: The more electronica currently slithers from the alternative world, the greater the chance that its accessible style can fit quite nicely at CHR/Pop.

For starters, the notion that electronica is new to the format is a misconception, say people who are intimately involved in the music. They argue, and rightly so, that today's heritage Alternative stations have deep roots in the genre. Observes *KITS (Live 105)/San Francisco MD Aaron Axelsen*, "Stations like *KROQ* [in L.A.] and *Live 105* were built upon music from *New Order*, *Depeche Mode* and the *Pet Shop Boys*. That's not to say [it created] the prosperity of the format, but the music was a direct reaction to the arena-rock radio that was dominating the airwaves."

It appears history is set to repeat itself. This time around, however, the music has morphed into something new. The popular New Wave sound of the '80s was more conventionally structured, with a prominent verse-chorus/verse-chorus theme and background instrumentation more common than foreground instrumentation.

Today's electronica — growing more accessible by the week — is sonically more "in your face;" there are additional beats per minute and a greater emphasis on sound than lyrics. The music is more of an offshoot of the techno sounds of *2 Unlimited*, *Utah Saints*, *T-99*, and the *Shamen* that first surfaced in Europe and in the underground dance scene in 1992.

Says Axelsen, "Alternative grew thanks to the explosion of grunge, but that was five years ago. It's gotten to the point now that a new generation of 17-24-year-old kids are so disenfranchised with the current state of music that they are actively looking for something new; something they can claim as their own."

"There's a very interesting scenario that's developing with electronic music. Four or five years ago elec-

tronica became synonymous with faceless music. There wasn't a focal point. Much of it was perceived as homogenized dance music. Now you have a growing number of artists who have released several albums and it's giving people a catalog of music from which to choose.

"The music is more artist and song driven and has bridged the gap between dance and rock. It's become more familiar, with artists incorporating more pop elements within the records. And it's not as alienating to rock fans because there's a high energy and passion level in the songs. It doesn't cater to an esoteric niche anymore."

That accessibility has gone a long way to making it more palatable for commercial radio. The diversity of material allows PDs more flexibility to mix the music with neo-industrial, grunge, rhythmic, and straight-ahead rock records.

Another vital key indicator of the genre's potential: the music is directly linked with the lifestyle of its fans, in much the same way as punk, grunge, rap, and hip-hop. Comments Axelsen, "I've been saying all along there are many similarities between the underground electronic movement of today and the underground grunge movement years ago. Both developed organically; the people were very passionate about the music and it was very lifestyle-driven."

'Square Peg In A Round Hole'

Warner A&R executive *Meredith Chinn* agrees, especially with lifestyle parallels. "I'm a DJ and I got my job when Warner's A&R department wanted me to make tapes of the music. That was in '91 and Prodigy, *Moby*, and *Orbital* were on my tapes."

"Why is the music becoming so popular all of the sudden? There's not one simple answer. I just think now's the time. It's surfacing because the culture is so in-line with what's going on with technology and the World Wide Web. It's a major communications change in our life and the music fits right in."

Chinn says another contributor is artists have had plenty of time away from media scrutiny to evolve the sound. "Bands have defined themselves and that took time. Electronica is kind of like the proverbial square peg in a round hole. It doesn't easily fit in nor is it easily defined. People would tell me it's faceless music, but what the artists have done is continually re-invent themselves and their own culture. Prodigy and Moby started out as 12-inch bands that went on to work doing raves and clubs. They learned the hard way what they should stand for."



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—Aaron Axelsen

"The kids also had to do the same thing. They had to go out and find the music on their own. They had to be because they couldn't hear it on the radio. They'd hear about it from friends, hear it when they went into clothing stores, or at the raves. No one told them what they had to listen to. What developed wasn't because of radio, the major record labels, or even MTV."

Chinn believes the labels will have to explore alternative ways to promote and market the music. "The bands are smarter and are going to tell the labels what they need to do to become successful because they are so much a part of the culture."

"We're going to have to do things differently. You can do more with this music because it is single-oriented. You can put it on computers and the Internet without even pressing vinyl or a CD. For instance, we're going to make a remix and put it up only on the Web and see what the kids have to say, which is really what the kids have been doing for years."

Solid Undercurrent Sales

London Sr. Director/Promotion Bill Carroll believes many 30-something PDs will have to change the way they deal with the music. "[One PD in the heartland] told me the music is totally irrelevant, that it doesn't happen in his state. I told him he doesn't know what happens because he doesn't go out and experience what the kids are doing. Like many programmers, he's in his 30s and it isn't what he's about anymore. But that doesn't mean it doesn't exist."

"I pulled up the rave area on *America Online* and found there were raves in and near his market. Some were legit and some definitely were illegal, but 500-1000 kids were showing up. If you haven't been to a rave I can see how it would be seen as kind of emotionless. I've only been to a few and they are very communal. In many respects it's like the *Grateful Dead* shows might have been or *Phish*'s concerts."



Bill Carroll

Carroll concurs that the electronica movement compares to the early days of grunge. "There's an undercurrent that hasn't been brought into the mainstream. I remember working the *Mother Love Bone* record in 1988-89 and thinking that this is going to change the way people think about rock music. I'm not prepared to say that is going to happen with electronica, but

there will be hybrids that break out and make people take a closer look at the music."

As to what it's going to take to appeal to mainstream America, Carroll senses the core artists' greatest contribution might be in their influences on superstars. "Look at the new U2 and *David Bowie* records. You can clearly hear electronic influences on those songs. But if it's ever going to be a part of the mainstream it has to

be accepted on both coasts and everywhere in between. It also needs a breakthrough artist, like grunge had with *Nirvana*. Then they can say they get it and maybe begin to explore other artists and become comfortable with what they stand for."

More Scrutiny And Resistance

That said, however, Carroll concedes the music faces more obstacles than grunge. "Grunge was a homegrown movement and people tend to hold on to those longer when they know its inception was rooted in this country. Americans are a little more wary of the British electronic [music] so they'll probably scrutinize it more."

That's already happening, says *Virgin VP/Field Promotion Jeffrey Naumann*. "I still think there is an awful lot of resistance to the music even though the walls are beginning to come down." Part of what's driving programmer curiosity is sales. "Radio has to pay attention to it because the sales have been so prominent for a couple of artists. The records are breaking from the street and selling, comparatively, in high enough volume with little or no airplay. Smart programmers are taking notice."

Naumann says he isn't surprised Alternative is upping its commitment to the genre. "Over the past couple of years the lines between Alternative, Rock, and Active Rock have become very blurry and people are looking harder for another trend. This certainly will be the next trend for Alternative and possibly even CHR."

TALK BACK TO R&R!

Do you have questions, comments, or feedback regarding this column or other issues? Call me at (615) 244-8677 or e-mail: swonz@aol.com

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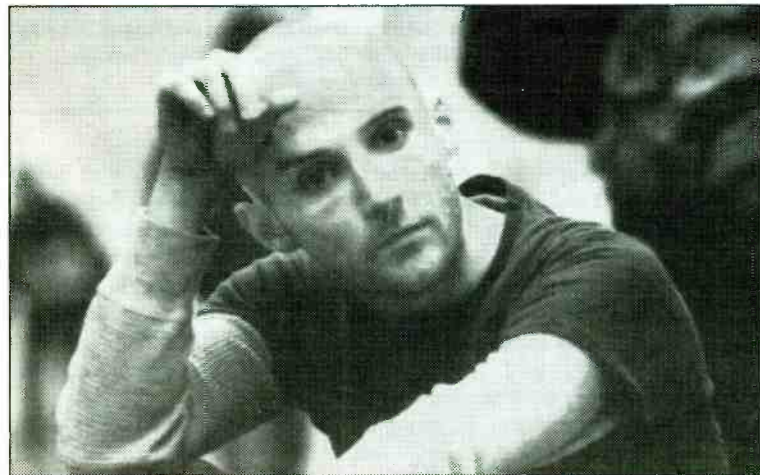
RR LAUNCHING PAD

Reaching For Moby's Revolver

Moby is on a mission. A *Mission Of Burma* to be exact. The wunder-kind of the electronic world takes a decidedly rock direction with his new Elektra/Mute single, a cover of "That's When I Reach For My Revolver" by seminal Boston punk-rockers Mission Of Burma.

The forceful guitar-driven track was warmly embraced at Alternative during its first week of adds and picked up substantial specialty show airplay

"You can't forget that this audience still wants to rock out." Alan says the station can attract the best of both worlds with the track. "We're taking a lot of care with the records we play because of how disposable much of the music has become. We're looking for good, hard-hitting songs that will last ... bands that will be around year after year. Moby has a history in the format and the market. Plus, he does a great job with the song."



Moby

over the holidays. Major market stations reporting the track ahead of the add date include WXRK/New York, KITS/San Francisco, WHFS/Washington-Baltimore, and WFNX/Boston.

Moby's decision to zig when many people in the alternative world are zagging also is drawing attention. In recent weeks, the artist/producer/musician has publicly discussed his disillusionment with the current state of electronica — even though the genre is on the verge of a huge commercial breakthrough.

In his current bio, he recalls, "During [the latter half of '95] I kind of lost interest in the rave scene and dance music in general. I couldn't help but notice that while dance music had become kind of conservative and dull, the world of rock music had become, for me, pretty exciting."

The move is working. Comments WBCN/Boston MD Carter Alan.

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—Moby

The *Mission Of Burma* connection also plays an important role in Beantown. "That particular song was huge in this market," Alan notes. "The older audiences will remember the song and appreciate his version and the younger kids will like the sound of it. The band influenced a lot of other groups in the city and the rest of the country."

While Moby's credibility at the format is unquestioned, Elektra has been treating the artist similarly to a new act at the format. The label solicited specialty show airplay and sent the album to select tastemakers to gauge their reaction.

Comments Elektra VP/Alternative Promotion Matt Pollack, who credits WBCN, WHFS, KITS, and WDGE/Providence with getting programmers jazzed about the record, "We built a strong base with his last record and the Lollapalooza tour, where he already seemed to be moving in a more rock direction. When he came to us we weren't too surprised by how hard it was. He's never made music for other people. He tries to stay ahead of the curve."

"Radio's treating him as a new artist, and we're fine with that. This is a long-term project for us. On the last tour we made a big effort to get his name out there and made sure people saw him and the band live. We know he's not a name artist at the format like other bands. But he has one thing going for him that other's don't, and that's credibility."

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“A lot of the records coming out these days all sound the same, so we're looking for something that stands out. And we believe [Patterson] has a chance.”

—Mic Fox

Moby's album, "Animal Rights," arrives at retail February 11.

Patterson Takes Five At Urban To 'Stop By'

MCA singer/songwriter **Rahsaan Patterson** has taken flight on his first solo voyage. The artist's fresh and funky debut single, "Stop By," debuted last week on the Urban chart at No. 44. Major market outlets supporting the track included such powerhouses as WKYS/Washington, WEDR/Miami, and KMJM/St. Louis.

To his credit, Patterson already laid a firm base at the format as a songwriter, having contributed hits for **Brandy** ("Baby") and **Tevin Campbell** ("Back To The World"). He's also lent his vocal talents on albums by jazz vets **George Duke** and **Stanley Clarke**. Those efforts helped open Urban radio's doors.

Says WKYS APD Mic Fox, "It has a pretty interesting and quirky kind of sound that has a good chance of breaking through. We have the same feeling about it as, say, the **Erykah Badu** record."



Rahsaan Patterson

The track also comes at an opportune time, as the format begins to open up to unique songs that can't easily be pigeonholed. Notes Fox, "We're more prone to playing different records that have a unique vibe because of the make-up of our audience. We tend to reach out and test different-sounding records every week or two because that's what our audience demands. A lot of the records coming out these days all sound the same, so we're looking for something that stands out. And we believe he has a chance."

Look for Patterson's self-titled album to bow this spring.

MUSIC NEWS & VIEWS

Slowhand's Therapeutical Electronica Grooves

Eric Clapton has joined the growing ranks of superstars incorporating *electronica* elements into their music. The guitar slinger's experimental side project, **TDF**, has released a new album on **Reprise** titled "Retail Therapy," slated to arrive at retail March 11.



Eric Clapton

Clapton partnered with producer/artist **Simon Climie** on the forthcoming album, which includes a tune with a **B.B. King** sample. Therefore, the good word is that Clapton's diehard fans can also plenty of blues and acoustic guitar in the mix. In the meantime, everything's still pointing toward the fall release of his new studio album.

In related news, Clapton will appear on a couple of cuts appearing on the **Tony Rich Project**'s new album on **LaFace/Arista**, tentatively scheduled for release later this year.

Filming With The Fugees

Ruffhouse/Columbia/CRG hip-hop denizens the **Fugees** will appear in the upcoming movie "The Harder They Fall," the sequel to the cult film "The Harder They Come," starring **Jimmy Cliff**. Filming is slated to begin in June, with a theatrical release date



Fugees

tentatively scheduled for early 1998. The group also will record most of the movie soundtrack, in which Cliff reprises his role.

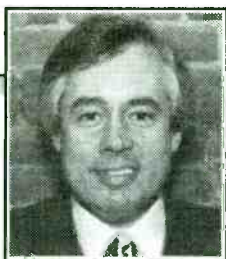
Studio Outtakes

Among the acts back in the studio are platinum-plus alternative band **Garbage**. The group, headed by newly minted teen heartthrob **Shirley Manson**, is reportedly set to begin recording the follow-up to its self-titled album in drummer/producer **Butch Vig**'s studio in Madison, WI. No word on when the new disc will hit retail ... Published reports in Great Britain indicate that it's going to be a few more months before **Oasis** releases a new single in the UK. The group — which said last fall that a new track could be ready as early as February for Britons — has been in the studio off and on for the past several months working on new material ... A reunited **Blondie** is getting help from **Duran Duran** members **Nick Rhodes** and **Warren Cuccurullo**. The pair will appear on Blondie's upcoming **EMI** release, slated for arrival at retail later this year ... Lastly, **Pulp** guitarist/violinist **Russell Senior** has parted ways with the band. The split was reportedly amicable.

Tours 'N Trivia

How's this for a deal — Columbia alternative act **Kula Shaker** is treating fans to a *free* concert in Memphis on February 7 to celebrate the beginning of its inaugural American club headline tour. Just show up and you're in with no strings attached ... In other concert news, **Juliana Hatfield** begins her acoustic tour in Providence on February 13.

Rhino Records has teamed with **Tower Records**, **Rolling Stone**, and **L.A. Cellular** to hold its first-ever national music trivia contest. The champion, who will be honored on April 27 in Los Angeles, will have to answer close to 300 questions covering all areas of music (except classical). The winner will receive an international musical history tour for two, while runner-ups will be given a jukebox with 100 Rhino CDS of their choice. The contest will be held at Tower locations in New York and L.A. and on the Internet.



JOHN MAINELLI

Limbaugh And Schlessinger: Head To Head

□ Fall ratings roundup spotlights results of six 'duels'

Starting last year, a handful of major market stations began scheduling Dr. **Laura Schlessinger** directly against **Rush Limbaugh**. Since Schlessinger's personal advice program follows Limbaugh's on a live basis, these stations air tape of Schlessinger the following day.

Enough time has elapsed in these "contests" to take a look at how they're shaping up. The results are decidedly mixed as of the just-released fall **Arbitron**. Nonetheless, Schlessinger is proving herself to be the first network talk show host to even come close to successfully taking on longtime timeslot-leader Limbaugh. In two cities, Detroit and Atlanta, she wins.

First, a couple of disclaimers. A supremely dominant Talk station has an edge with its programs, no matter what they are, compared to the market's runner-up. For the six matchups, I considered 12+ hour-by-hour shares only — no demos. I think it's risky to stretch hourly data into specific demos. Even 12+ hourly numbers should be trended for a few books to be truly meaningful.

Limbaugh and Schlessinger have been opposite each other in Detroit for two books, in Pittsburgh for three, and in the other cities for at least a year.

Motown Match-Up

WJR has been running Schlessinger from 1-4pm since July. **WXYZ** has carried Limbaugh live from noon-3pm for years. In the two hours when

they're head-to-head, Schlessinger averages a 6.8 share to Limbaugh's 6.2. For their full shows, Schlessinger does 6.8 to Limbaugh's 6.4.

Overall in Detroit, **WJR** rebounded from summer's 6.2 to match last fall's 7.4 and is ranked No. 2, behind Urban **WJLB-FM**. **WXYZ** slipped to 12th with 3.2, down from 3.8 in summer and 3.9 a year ago. All-News **WWJ** held steady book-to-book with 5.4 but was down from last fall's 6.2.

In adults 25-54 for the full week, **WJR** is sixth, followed by **WWJ** at 12th and **WXYZ** at 14th.

Dueling In Dallas

Both **WBAP** and **KRLD** schedule news blocks at noon. **WBAP's** Limbaugh airs from 1-4pm and averaged 7.7 in the fall book. **KRLD's** Schlessinger, also running 1-4pm, finished with 6.0.

Overall in Dallas, **WBAP** finished fourth with 4.9, down from summer's 5.4 but up from last fall's 4.7. **KRLD** was sixth with 4.0, down from a Rangers-assisted 4.3 in summer but up from 3.8 a year ago.

Sports talk **KTCK** rose from 1.8 to 2.4 to tie with News/Talk **KLIF**

for 18th place. In the 25-54 demo, **WBAP** was ninth, followed by **KRLD** (14th), **KTCK** (15th), and **KLIF** (18th).

Atlanta Adversaries

Schlessinger wins big here on **WSB**, scoring 12.5 between noon-3pm. **WGST's** Limbaugh finished with 7.4 in the same timeslot.

For the week, **WSB** shot from 8.7 in summer to 10.2 this fall (No. 2), up nicely from last fall's 6.9. **WGST** slipped a little from 4.1 to 3.9 and 12th position. Last fall, the station turned in a 4.2.

Among adults 25-54, **WSB** (first place) outpaced **WGST-AM** (17th) & **FM** (15th).

San Diego Sandlot

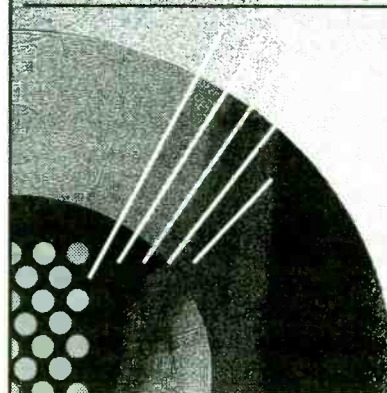
Sorry, but that's the best alliteration I could come up with for this situation. And a unique situation it is. The San Diego Talk stations have to contend with the same network programming booming in from L.A.'s clear-channel **KFI** (at 640, no less). Having programmed **KSDO** once, I remember well that **KFI** covers a few parts of San Diego better than **KSDO** does.

Limbaugh airs live on both **KSDO** and **KFI** between 9am-noon. **KFMB** airs Schlessinger's full three-hour show on tape at the same time. **KFI**, on the other hand, carries just two hours of Schlessinger, live from noon-2pm. But they're two of the three hours **KFMB** will air the next morning!

Talk Radio Seminar Update

Charles Biggio, Sr. Counsel in the Department of Justice's general merger division, will join members of the **NAB's** general counsel and other industry representatives for a Friday (2/28) regulatory session, moderated by **R&R** Washington Bureau Chief **Jeffrey Yorke**. "The Critics Take On Talk Radio" during a noon luncheon on Saturday (3/1). Participants include *The Washington Post's* **Juan Williams** and *Newsday's* **Paul Colford**, author of unauthorized bios of **Howard Stern** and **Rush Limbaugh**. Stay tuned next week for another Talk Radio Seminar '97 update.

R&R Talk Radio Seminar '97



February 27 - March 1, 1997 • Washington D.C.

For what it's worth then, **KSDO's** Limbaugh tops **KFMB's** Schlessinger, 6.9 to 5.3 between 9am-noon in San Diego. And if you really want to be confused, consider that, in San Diego, **KFI** gets 3.5 with Limbaugh between 9am-noon and 4.2 with Schlessinger between noon-2pm! If you add the shares, factoring the two- and three-hour modes — oh, forget it.

Overall, **KFMB's** loss of Padres baseball dropped it from 6.1 to 4.6 and a rank of fourth. That's still way ahead of last year's 3.5. **KSDO** slipped from 4.6 to 4.2 (sixth), the same as last fall's number. **KFI's** San Diego number dropped from 3.0 to 2.3 (18th), off a bit from last fall's 2.5. Sports talk **XTRA** moved 2.2 to 2.4 (17th), and News/Talk **KOGO** advanced 1.6 to 1.9 (20th).

The top 20 25-54 order: **KFMB** (eighth), **XTRA** (13th), **KSDO** (15th), and **KFI** (18th).

Battling In Baltimore

No contest here between Limbaugh and Schlessinger. He dom-

inates on **WBAL** with 8.0 to her 2.8 on **WCBM**. Both air from noon-3pm. The overall ratings spread for the two stations is roughly the same. **WBAL** finished the fall with 7.3, good for second place. **WCBM** had 2.1 for 13th. **WJFK-AM** came in 15th with 1.8.

In 25-54, **WBAL** was sixth with 5.0. **WJFK** ranked 12th with 2.4. **WCBM** was 19th with 1.3 in the demo.

Steel City Standoff

Limbaugh and Schlessinger have been opposite each other in Pittsburgh since March — he on monster **KDKA** and she on challenger **WTAE**. In the fall **Arbitron**, Limbaugh averaged 10.4. Schlessinger finished with 5.0.

In the overall scheme of things, **KDKA** led the town as always with 12.3, down from 12.7 in summer, and down somewhat noticeably from last fall's 14.3.

WTAE has been heading the other way, moving from last fall's

Continued on Page 34



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Limbaugh And Schlessinger: Head To Head

Continued from Page 32

3.6 to summer's 3.9 and this fall's 4.4. It now ranks ninth. In 25-54, KDKA has 6.7 (fourth) to WTAE's 3.3 (13th).

From NY To L.A.

That's it (for now) in head-to-head contests between Dr. Laura Schlessinger and Rush Limbaugh. On to the rest of the major markets ...

New York City's **WABC** and **WOR** traded places from year to year. WABC had a 4.5 share last fall and registered 2.9 this time. It's now in a three-way tie for 15th place. Rival WOR had 2.8 last year and now has 3.4 to tie with all-News **WINS** for eighth place. WINS has been roughly steady all year long.

All-News **WCBS** finished fall with 3.0 (11th), down from last year's 3.7. Sports talk **WFAN** had 2.9 (15th), the same as last year. **Howard Stern** ruled even more than usual in the morning, moving **WXRK** from 7.6 to 8.4, summer to fall. WINS was second in the morning with 6.0.

In adults 25-54, the overall rankings are, as always, quite different. More so this year. **WFAN** leads with a 10th-place showing. Next are **WINS** (14th), **WCBS** (15th), **WABC** (19th), and **WOR** (22nd).

In Los Angeles, **KLSX-FM** got a boost from significantly stronger numbers for Howard Stern, and all-News **KNX** bounced back somewhat from recent record lows. **KFI** led as usual with 4.3 to finish fourth. That's down from last fall's 4.8 but up from summer's 4.0. **KABC's** ninth place 3.2 was up from 2.9 a year ago. **KLSX-FM** advanced to 2.5 from summer's 1.7 on the strength of Stern, who shot from 4.7 to 5.6 to finish second behind Spanish **KLVE**.

Though **KFI's** 6-10am share (4.4) tops **KABC's** (4.2) because of Rush Limbaugh's 7.3 from 9-10am, **KABC's Minyard & Tilden** overtake **KFI's Bill Handel** from 5-9am, when both shows air. **M&T** average 4.3 (fourth) to **Handel's** 3.7 (10th).

Spanish-language Talker **KTNQ** slipped from 2.8 to 2.1, summer to fall. **KABC's** sister Talk station, **KMPC**, dropped from .7 to .5. All-News **KNX** was up from 2.1 to 2.5, while rival **KFWB** remained at 1.9 book to book.

In L.A.'s top 20 25-54 competition, **KFI** was seventh. Next up was **KLSX** (eighth), **KTNQ**

(ninth), **KABC** (17th), and **KNX** (20th).

From Chi-Town To Philly

On to Chicago, where **WGN's** 6.6 improved upon last fall's 6.0 and claimed the No. 1 spot in the Windy City. **WLS's** 3.3 (ninth) was off from summer's 4.1, but up from last fall's 2.6. **WCKG-FM**, with Howard Stern now in the morning, slipped from 2.8 to 2.6 book to book, but is up from last fall's 2.0 and ranks 16th.

Sports talk **WSCR** had its best numbers ever (2.5/19th). Ever-steady all-News **WBBM** dipped a tad to 3.5 (sixth) and rival **WMAQ** rebounded from summer's 2.1 to finish fall at 2.7 (15th).

The 25-54 demo shapes up this way in Chicago — **WGN** is ninth, tailed by **WSCR** (14th), **WLS** (16th), **WBBM** (18th), and **WMAQ** (20th).

San Francisco was one of the few cities where ratings and rankings stayed pretty much the same from summer to fall. But year-to-year is a different story in the Bay City.

Market leader **KGO** moved up from 6.6 to 6.9 book to book, but had 8.0 last fall. All-News **KCBS** (No. 2) slipped from 4.8 to 4.6 book to book, but had 5.3 a year ago. Sports talk-and-Rush **KNBR** (sixth) dipped 3.9-3.6-3.5 from fall to summer to fall.

KGO sister **KSFO** shed four-tenths from summer (2.4/13th) but is up from last fall's 1.8. **KPIX-AM & FM**, which enjoyed Dr. Laura Schlessinger for the last time in the fall book, was off a tenth to 1.3 (23rd).

KGO dominates the city in 25-54 as well as 12+. Then it's **KCBS** (seventh), **KNBR** (eighth), and **KSFO** (16th) in the demo's top 20.

In Philadelphia, all-News **KYW** continued in first place with 7.3. I think **KYW** has been No. 1 ever since news was invented. **FM Talker WWDB** was sixth with 4.9. And Sports talk **WIP** rebounded from summer's 2.8 to end fall at 3.6 (14th). Philly's 25-54 derby went **KYW** (eighth), **WIP** (11th), and **WWDB** (14th).

From DC To Phoenix

In Washington, DC, home of next month's **R&R** Talk Radio Seminar, **WMAL** recovered from summer's 4.0 to achieve 4.7 (sixth), on par with last fall. **WJFK-FM** lost a tenth (3.6/11th) from summer and six-tenths from a year ago. All-News **WTOP** continued its recent advance, moving

from 3.0 to 3.4 (14th), and up from 2.5 last fall. Talk station **WWRC**, on the other hand, hit a new record low, 1.0, in a four-way tie for 21st place.

The 25-54 DC demo race featured **WJFK-FM** (seventh), then **WTOP** and **WMAL** (both 13th) in the top 20.

Both Houston Talk stations rebounded considerably from summer and also surpassed last fall's levels. **KTRH** was eighth with 4.6. **KPRC** was 11th with 3.8. **KTRH** was 11th in you-know-what demo, followed by **KPRC** (13th).

WBZ/Boston, which is all-News except for **David Brudnoy** at night, is No. 1 as always. It had an 8.1 this fall and last. In morning drive, **Beantown** can't get enough news from 'BZ. Its 12.5 share dwarfs runner-up **CHR WXKS's** 6.6.

WRKO slipped four-tenths from summer (6.0/third) and is slightly down from last fall's 6.3. Sports talk **WEEL's** 3.8 (10th) is up a half-point from a year ago. **WBZ** is fifth in 25-54, followed by **WEEL** (ninth) and **WRKO** (13th).

In Miami, the top Talk station was 11th-ranked **WIOD**, which had a 3.3 12+ share, on par with summer and a year ago. **WINZ** picked up a half-point since summer (2.0/20th), also on par with last fall. Sports talk-and-Rush **WQAM** (1.8/23rd) lost a half-point since summer, but is up from last fall's 1.4.

Seattle has more Talk stations than computer people and clouds, I think. Market leader **KIRO**, recently sold by longtime owner **Bonneville**, dropped to 6.9 from summer's 7.6. A year ago, **KIRO** had 8.8. **KVI** recovered from summer's 4.7 to finish fall at 5.6 (fourth place). **KOMO** picked up a half-point since summer (3.6/11th) and is about where it was last fall. **KIRO-FM** moved from 2.1 to 2.5 (19th) and is up noticeably from last fall's 1.5. Sports talk **KJR** was 21st with 2.0, up from summer's and last fall's 1.8.

WCCO/Minneapolis and Classic Rock **KQRS** have been swapping the No. 1 crown with some regularity lately. This time **WCCO** gets the prize, advancing from 11.4 to 12.3. That's off, though, from last fall's 13.1, but who's complaining? Climbing contender **KSTP** rose from 4.9 to 5.4 to finish seventh and overtook its sister **FM** in 12+, if not 25-54.

In St. Louis, suburban **WIBV**, which has been trying to take on monster **KMOX** with a lot of **KMOX's** former employees, got some bad news this book. But much better news is on the way. **WIBV** got as high as 2.8 in summer, but sagged to 1.9 in fall for 18th place. **KMOX**, meantime, remained No. 1 by a long shot, though its 13.0 is off from last fall's 14.4.



SPOCK COMES TO EARTH — **KLIF/Dallas** talk show host Kevin McCarthy talks outer space and other subjects with guest Leonard Nimoy.

The good news is that **WIBV** is about to shift to the much better power and frequency of **KSD**. It's also likely to inherit **KSD's** Dr. Laura Schlessinger and Rams football.

In Phoenix, where the St. Louis football Cardinals went, both Talk stations were the same or up from summer, but off from year-ago levels. **KTAR** regained the No. 1 title with 7.1, but that's down from last fall's 8.0. **KFYI's** 5.4 (sixth) is up from 5.0 in summer, but down from 6.2 the fall before. In spring, incidentally, the stations were virtually tied 12+.

Markets 21-30

Quickly touring Arbitron markets 21-30, **WFLA/Tampa** was third with 6.9, just like summer, and way up from last fall's 4.7.

The end of Indians baseball dropped Sports talk **WKNR/Cleveland** from 5.6 to 4.2 (11th place). Meanwhile, **WTAM** (the former **3WE**) rebounded from 4.0 to 4.7, taking ninth position. **WKNR's** 4.2 is off from last fall's 4.9, while **WTAM's** 4.7 is up from 3.9 a year ago. The stations are virtually tied in 25-54, with **WTAM** scoring 4.3 and **WKNR** clocking 4.2.

KOA/Denver's 7.7 (second place) is off from 8.9 in summer and 9.0 last fall. **Jacor** sister **KHOW** moved in reverse, hitting 3.3 (11th), up from 2.8 in summer and 2.5 the year before. Denver and San Francisco are good examples of how hard it is to keep co-owned Talk stations from cannibalizing each other.

Portland's Talk radio ratings have been quite wild lately, with dramatic movements from book to book. **KXL's** five-book trend reads 7.1, 7.1, 6.3, 5.9, 7.4. It's now No. 2. **KEX** had even more of a shock last summer. Its trend is 6.0, 5.8, 5.8, 3.6, 6.1. **KEX** is now fifth. **KOTK**, which cracked the twos in summer for the first time, slipped

back to 1.9 in the fall to rank 17th.

The surprise in Cincinnati is that longtime market dominator **WLW** dropped to third place this book, having slipped to second place in summer. **WLW's** 9.3 is off a hair from 9.5 in summer, but 12.0 a year ago. **Jacor** sister **WCKY** shed four-tenths to finish fall with 5.2 (seventh), off just a little from last year's 5.4.

In Kansas City, one of **Bonneville's** Talk stations is off from a year ago and the other is up. **KMBZ** ended fall at 5.2 (seventh), down from summer's Royals-driven 6.4 and last fall's 6.0. **KCMO** inched up from 4.2 to 4.3 (10th), surpassing last year's 3.6.

WTMJ/Milwaukee held its 10.5 and No. 1 spot. Last year, **WTMJ** was a "mere" 9.9. **WISN** notched up again, this time to 5.3 (ninth). It was 5.0 in summer and 4.8 last fall.

KFBK/Sacramento returned to double-digits with 11.1 (first). All those ones look nice, don't they? **KFBK** had 9.5 in summer; 9.9 the fall before. The 25-54 demo shot from 6.5 to 8.5. Sister **KSTE** dipped from 3.7 to 3.0 (14th), off almost a point from 12 months earlier when locally controversial Talker **Jeff Katz** was still at the station. **KHTK** rebounded big time from summer's 1.4, reaching 2.6 for 16th place.

Thanks to **R&R's Hurricane Heeran** for churning out page upon page of **Arbitron** data for this column.

Editor's Note

Here's a correction to the research column two weeks ago. Though **EFM Media** is raising license fees for the **Rush Limbaugh** show, there are no plans to increase **EFM's** share of inventory, contrary to some reports.

This marks **John Mainelli's** final regular **News/Talk** column for **R&R** as he'll be devoting his full attention to other projects. We want to take this time to thank **John** for his inspired contributions and wish him well in his future endeavors.



TONY NOVIA

CONTEMPORARY HIT RADIO

Living On Tulsa Time

☐ **KH TT OM explains how they pull large-market ratings on a medium-market budget**

Some in the radio business would consider **KH TT/Tulsa OM Sean Phillips** a late arrival — he began his radio career at age 28. Eleven years later, Phillips is living proof that winning programmers thrive in America's small and medium markets.

Phillips paid his dues holding down every position from air personality, production director, and research director to MD, Asst. PD, and PD at radio stations in Sumpter, SC; Columbia, SC; Poughkeepsie, NY; Portland, ME; and Rockford, IL. He's also worked in Baltimore at **WGHT** and **WBSB**. But he's probably best known for taking **KHKS/Dallas** from worst to first (from 1.9 in 1992 to 7.2 in 1994).



Sean Phillips

Prior to joining **KH TT**, Phillips spent two years working hand in hand with **WXRK/New York PD Steve Kingston** at Kingston's stations in Panama City, FL, an experience he

great radio station has to go way beyond that," Phillips point out. "For the first time in my career, I feel our passion level as a radio station matches the passion level of the music, and it shows."

Prior to Phillips's arrival, **KH TT** trended 4.8-4.1-3.8 12+ from Fall '95 to Spring '96. The station has since pulled a 6.0 12+ in Summer '96 and an 8.5 in Fall '96, finishing third. The numbers among women 18-34 were even more impressive, rising from 8.2 (spring) to 13.3 (summer) to a first-place 16.0 (fall). The station is No. 1 among persons 18-34 as well, moving from 4.9 in Spring '96 (ninth place) to 11.7 in Summer '96 (third) to 13.4 in Fall '96.

Finding Their Niche

Prior to moving to Tulsa, Phillips joined forces with **KDGE/Dallas PD** and **KH TT** consultant **Joel Folger**, who in turn united him with **HTT GM Doc Holliday** and **PD Carly Rush**. As a team, they analyzed prior research on the station and visited record stores, hotels, and malls to gather public opinion. They also listened to other stations in the market, finding their niche. All agreed that a good old-fashioned, hit-driven CHR would work in Tulsa.

"**KH TT** used to target women 25-40. Now, we target women 18-34, yet we're doing better in 25-54 — and even 35-64 — than we did when we were a pseudo-Hot AC," Says Phillips. "We feel Top 40s make a big mistake when they try to stretch toward upper demos. On the other hand, you can kill yourself by being too young. By focusing on the center, we spill over very nicely into both older and younger demos."

One of the most-asked questions is how to zero in on a target without research. **KH TT** is not currently doing callout. "We're using gut. It's interesting because I have a strong research background. I learned from some of the best in the business. But as time goes on, more and more of the decisions we

make are based on how we feel. We certainly gather as much information as we can beforehand, but the final call always comes from the heart, not the head.

"There's no textbook with step-by-step instructions on how to be a programmer. There's no instructional video, audio-cassette course, formulas, or checklists to follow; anyone could succeed at this if there were. Programming is an art, and it all comes down to talent. While you can certainly learn and improve your skills, at some elemental level you either get it or you don't."

A Winning Attitude

Phillips defines a PD as "part statistician, politician, magician, and bible-thumping preacher. When I came in, I knew I couldn't just dive into Selector, pull out all the Arbitrons, and analyze spreadsheets. Programming tricks and promotional schticks don't win — people do. The most important thing was to find out what kind of people worked here and how I could get them fired up and excited. I'm very excited we could do it without any staff changes.

"People ask me if I think we'll be No. 1 in Tulsa, and I say we already are. No. 1 isn't a number on a ratings book — that's a reflection of someone's winning philosophy. No. 1 is a philosophy and attitude — knowing you're as good as you can be all the time. We don't measure ourselves against other stations, we measure ourselves against ourselves. We'll ask, 'Did we do this better than we did last time? Can we do it better tomorrow?' When you fill a building with people who think like that, you'll always win. As far as we're concerned, we've been No. 1 since the day we decided we were.

"But there's only so much Carly and I can do toward motivating this team. The success or failure of any station is directly correlated to the GM. Doc is a wild, rebel, outlaw blues drummer masquerading as a corporate guy who sets a great, positive tone. His enthusiasm is totally infectious and permeates everything we do. He creates an environment where people want to come to work because they feel good about what they do and who they work for."

'Play Hits'

So what's the secret to winning? "Three things," says Phillips. "Play hits, play 'em a lot, and relate everything you do to the music." While Phillips believes the station's entertainment aspect is critical, it can't overshadow the music. "I think a lot of CHRs let the peripheral elements eclipse their primary mission. Play music that your core audience is passionate about. The morning show can't be bigger than the music; promotions and marketing aren't separate entities. Everything we do complements the music we play. The passion element is especially critical. It's the reason we can rotate our powers 95-99 times per week and still have 8:00

KH TT By The (Ratings) Book

Here are **KH TT/Tulsa's** Summer-Fall '96 Arbitron trend results (ranks in parentheses, ties denoted by an asterisk):

| Persons 12+ | | Women 18-49 | |
|---------------|----------------------|---------------|--------------------|
| Share | 6.0-8.5 (#3) | Share | 8.0-13.1 (#1) |
| Cume | 111,200-129,500 (#3) | Cume | 45,000-56,700 (#1) |
| TSL | 6:45-8:00 (#8) | TSL | 6:30-8:30 (#5*) |
| Persons 18-34 | | Persons 25-54 | |
| Share | 11.7-13.4 (#1) | Share | 4.2-7.1 (#5) |
| Cume | 56,500-60,300 (#1) | Cume | 51,200-65,200 (#5) |
| TSL | 8:30-8:00 (#5*) | TSL | 6:00-8:00 (#9*) |
| Women 18-34 | | Women 25-54 | |
| Share | 13.3-16.0 (#1) | Share | 4.8-10.7 (#2) |
| Cume | 31,100-37,100 (#1) | Cume | 31,400-43,600 (#2) |
| TSL | 7:30-7:15 (#5) | TSL | 5:15-8:45 (#6*) |
| Persons 18-49 | | | |
| Share | 7.2-9.5 (#3) | | |
| Cume | 77,300-88,100 (#3) | | |
| TSL | 7:15-8:15 (#6*) | | |

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☐ **No. 1 isn't a number on a ratings book — that's a reflection of someone's winning philosophy. No. 1 is a philosophy and attitude — knowing you're as good as you can be all the time.**

says put the polish on his programming skills. Phillips notes he's always had a pretty good handle on music and the job's technical aspects thanks to the time he spent working for former **KIIS/Los Angeles PD Steve Perun**, but he credits Kingston for challenging him to develop a "show business" approach to radio.

"You can build a very good radio station by being a music machine, but a

tional mind to help us develop unique strategies and tactics.

"We use **Mark Driscoll** for our imaging. And as anyone who knows him can tell you, when you hire Mark you get a lot more than great sweepers. He likes to be a member of the team and has valuable input on virtually everything we do. That's especially true here, as he's from Tulsa and uses his mother as his own personal

☐ **Top 40s make a big mistake when they try to stretch toward upper demos. On the other hand, you can kill yourself by being too young. By focusing on the center, we spill over very nicely into both older and younger demos.**

listen line, getting regular reports from her on what we're doing.

"We've also had a lot of help from **Steve Kingston**. I still help with his stations in Panama City, and in turn he's proven himself to be a valuable resource for us here, offering much good advice."

KH TT Sample Hour

Here's what you'd hear during a typical 5pm hour at **KH TT/Tulsa**:

| | |
|---------------------------------------|---|
| EVERYTHING BUT THE GIRL Missing | PRETTY POISON Catch Me I'm Falling |
| CARDIGANS Lovefool | KEITH SWEAT Twisted |
| LA BOUCHE Sweet Dreams | GINA G Ooh Aah...Just A Little Bit |
| EN VOGUE Don't Let Go (Love) | QUAD CITY DJ'S C'mon 'N Ride It (The Train) |
| CAUSE & EFFECT You Think You Know Her | DURAN DURAN Come Undone |
| TONI BRAXTON Un-break My Heart | GINUINE Pony |
| Stopset | Stopset |



KH TT GM Doc Holliday (l), **PD Carly Rush**, and air talent **Rick Taylor** dispose of "Tulsa's worst chili" at the city's Bluegrass & Chili festival.

CHR/POP

| ARTIST TITLE LABEL(S) | TOTAL AVERAGE FAVORABILITY ESTIMATE (1-5) | | | | TOTAL% FAMILIARITY | TOTAL% BURN |
|--|---|------|------|------|--------------------|-------------|
| | TW | LW | 2W | 3W | | |
| NO DOUBT Don't Speak (<i>Trauma/Interscope</i>) | 4.07 | 4.08 | 4.14 | 4.14 | 93.5% | 25.8% |
| JEWEL You Were Meant For Me (<i>Atlantic</i>) | 3.97 | 3.89 | 3.86 | 3.80 | 63.5% | 9.0% |
| ALANIS MORISSETTE Head Over Feet (<i>Maverick/Reprise</i>) | 3.93 | 3.90 | 3.80 | 3.87 | 94.3% | 33.0% |
| CARDIGANS Lovefool (<i>Mercury</i>) | 3.91 | 3.87 | 3.82 | 3.94 | 75.8% | 16.5% |
| KEITH SWEAT Twisted (<i>Elektra/EEG</i>) | 3.85 | 3.71 | 3.73 | 3.70 | 66.8% | 17.3% |
| KEITH SWEAT Nobody (<i>Elektra/EEG</i>) | 3.80 | 3.79 | 3.90 | 3.84 | 53.8% | 11.3% |
| EN VOGUE Don't Let Go (Love) (<i>EastWest/EEG</i>) | 3.77 | 3.97 | 3.84 | 3.84 | 78.0% | 22.5% |
| BLACKSTREET No Diggity (<i>Interscope</i>) | 3.76 | 3.80 | 3.87 | 3.83 | 65.3% | 18.3% |
| TONI BRAXTON Un-break My Heart (<i>LaFace/Arista</i>) | 3.73 | 3.85 | 3.87 | 3.74 | 93.3% | 33.5% |
| BABYFACE Every Time I Close My Eyes (<i>Epic</i>) | 3.71 | — | 3.61 | — | 38.8% | 5.8% |
| R. KELLY I Believe I Can Fly (<i>Jive</i>) | 3.67 | 3.74 | 3.76 | 3.77 | 64.8% | 20.3% |
| GREASE MEGAMIX Grease Megamix (<i>Polydor/A&M</i>) | 3.61 | 3.69 | 3.68 | 3.75 | 86.3% | 21.3% |
| SPICE GIRLS Wannabe (<i>Virgin</i>) | 3.61 | — | — | — | 55.3% | 12.5% |
| COUNTING CROWS A Long December (<i>DGC/Geffen</i>) | 3.58 | 3.68 | 3.52 | 3.66 | 60.3% | 14.8% |
| CELINE DION It's All Coming Back To Me Now (<i>550 Music</i>) | 3.57 | 3.73 | 3.85 | 3.65 | 90.5% | 37.0% |
| NEW EDITION I'm Still In Love With You (<i>MCA</i>) | 3.56 | 3.65 | 3.75 | 3.73 | 53.5% | 12.5% |
| CRANBERRIES When You're Gone (<i>Island</i>) | 3.53 | 3.54 | 3.47 | 3.56 | 46.5% | 8.5% |
| MERRIL BAINBRIDGE Mouth (<i>Universal</i>) | 3.52 | 3.57 | 3.61 | 3.52 | 84.0% | 29.3% |
| DUNCAN SHEIK Barely Breathing (<i>Atlantic</i>) | 3.43 | — | — | — | 32.5% | 6.5% |
| SHERYL CROW If It Makes You Happy (<i>A&M</i>) | 3.41 | 3.54 | 3.44 | 3.53 | 89.5% | 38.0% |
| RED HOT CHILI PEPPERS Love Rollercoaster (<i>Geffen</i>) | 3.33 | 3.34 | 3.16 | 3.26 | 68.8% | 18.3% |
| MADONNA Don't Cry For Me Argentina (<i>Warner Bros.</i>) | 3.32 | — | — | — | 86.3% | 25.8% |
| JOHN MELLENCAMP Just Another Day (<i>Mercury</i>) | 3.30 | 3.18 | — | — | 25.3% | 6.5% |
| HOOTIE & THE BLOWFISH I Go Blind (<i>Reprise</i>) | 3.28 | 3.37 | 3.19 | 3.26 | 72.8% | 28.5% |
| GINA G Ooh Aah...Just A Little Bit (<i>Eternal/WB</i>) | 3.24 | 3.24 | 3.36 | 3.43 | 53.0% | 15.0% |
| AMBER This Is Your Night (<i>Tommy Boy</i>) | 3.21 | 3.23 | 3.23 | 3.27 | 72.0% | 33.0% |
| JOURNEY When You Love A Woman (<i>Columbia</i>) | 3.10 | 3.29 | 3.36 | 3.40 | 60.5% | 21.8% |
| SEAL Fly Like An Eagle (<i>Warner Sunset/Atlantic</i>) | 3.04 | 3.10 | 3.01 | 3.17 | 85.0% | 36.3% |
| DONNA LEWIS Without Love (<i>Atlantic</i>) | 2.99 | 3.15 | 3.19 | 3.23 | 34.0% | 12.0% |

Total sample size is 400 respondents with a +/-5 margin of error. Total average favorability estimates are based on a scale of 1-5 (1 = dislike very much, 5 = like very much). Total familiarity represents the percentage of respondents who recognized the song. Total burn represents the number of respondents who said they are tired of hearing the song. Sample composition is based on females aged 12-34, who responded favorably to a CHR/Pop musical montage in the following regions and markets: **EAST:** Boston, Buffalo, Hartford, New York, Philadelphia, Pittsburgh, Providence, Washington. **SOUTH:** Atlanta, Charlotte, Dallas, Houston, Miami, New Orleans, Norfolk, Orlando, Tampa. **MIDWEST:** Cincinnati, Cleveland, Columbus, Indianapolis, Kansas City, Minneapolis, St. Louis. **WEST:** Los Angeles, Portland, San Diego. Songs are removed from Callout America after 20 weeks of testing. © 1997, R&R Inc.

CALLOUT AMERICA Hot Scores

By Tony Novia

Rhythmic titles continue to test well according to Callout America, R&R's exclusive survey of 400 women, aged 12-34. Six of this week's 10 top-testing titles were also Top 5 chart hits at Rhythmic and Urban.

Keith Sweat (Elektra/EEG) has two of those songs — "Twisted" and "Nobody" — which place fifth and sixth, respectively, in total favorability this week. "Nobody" is also sixth among women 12-17 with a 3.93 and 18-24 with a 3.84.

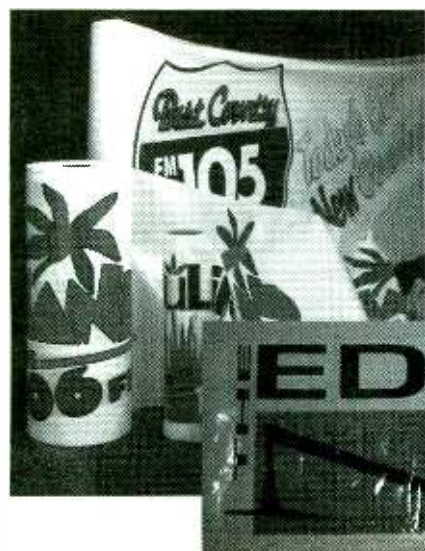
"No Diggity" by Blackstreet (Interscope) places eighth overall with a 3.76, ninth among women 12-17 (3.84), and eighth among women 25-34 (3.63).

"Every Time I Close My Eyes" by Babyface (Epic) is 10th overall with a 3.71. "Every" is seventh among women 18-24 with a 3.83 and posts Top 10 rankings in the East, South, and Midwest regions.

"Wannabe" by Spice Girls (Virgin) debuts on Callout America this week with a 3.61 total favorability score. "Wannabe" is testing best among women 12-17; its 3.93 is good for sixth in the demo. It's also performing in the Midwest, where it ranks seventh with a 3.80.

At a 3.85, "I Go Blind" by Hootie & The Blowfish (Reprise) is the top tester among women 25-34 for the second week in a row. Another title testing well in the 25-34 cell is "Barely Breathing" by Duncan Sheik (Atlantic), which scores a 3.76 in its initial Callout America outing (good for fourth in the demo).

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POP/ALTERNATIVE TOP 20

| LW | TW | ARTIST TITLE LABEL(S) | TOTAL PLAYS | | TOTAL STATIONS/ADDS |
|----|----|--|-------------|------|---------------------|
| | | | TW | LW | |
| 1 | 1 | NO DOUBT Don't Speak (<i>Trauma/Interscope</i>) | 7739 | 8114 | 176/0 |
| 2 | 2 | CARDIGANS Lovefool (<i>Mercury</i>) | 7608 | 7111 | 190/3 |
| 3 | 3 | COUNTING CROWS A Long December (<i>DGC/Geffen</i>) | 5801 | 5485 | 195/0 |
| 7 | 4 | JEWEL You Were Meant For Me (<i>Atlantic</i>) | 4385 | 4009 | 129/15 |
| 6 | 5 | U2 Discotheque (<i>Island</i>) | 4256 | 4031 | 168/10 |
| 10 | 6 | SHERYL CROW Everyday Is A Winding Road (<i>A&M</i>) | 3869 | 3182 | 180/10 |
| 5 | 7 | GARBAGE #1 Crush (<i>Capitol</i>) | 3854 | 4047 | 153/1 |
| 4 | 8 | SHERYL CROW If It Makes You Happy (<i>A&M</i>) | 3311 | 4057 | 109/0 |
| 8 | 9 | ALANIS MORISSETTE Head Over Feet (<i>Maverick/Reprise</i>) | 3306 | 3744 | 109/0 |
| 14 | 10 | LIVE Lakini's Juice (<i>Radioactive</i>) | 3206 | 2838 | 104/0 |
| 15 | 11 | WALLFLOWERS One Headlight (<i>Interscope</i>) | 3205 | 2388 | 153/17 |
| 11 | 12 | 311 All Mixed Up (<i>Capricorn/Mercury</i>) | 3101 | 3107 | 139/8 |
| 12 | 13 | BETTER THAN EZRA Desperately Wanting (<i>Swell/Elektra/EEG</i>) | 3029 | 2956 | 152/2 |
| 13 | 14 | SMASHING PUMPKINS Thirty-Three (<i>Virgin</i>) | 2967 | 2951 | 105/1 |
| 9 | 15 | RED HOT CHILI PEPPERS Love Rollercoaster (<i>Geffen</i>) | 2846 | 3308 | 132/0 |
| 17 | 16 | SILVERCHAIR Abuse Me (<i>Epic</i>) | 2449 | 2216 | 94/4 |
| 18 | 17 | BUSH Greedy Fly (<i>Trauma/Interscope</i>) | 2348 | 2163 | 92/1 |
| 16 | 18 | DAVE MATTHEWS BAND Crash Into Me (<i>RCA</i>) | 2183 | 2237 | 98/3 |
| 20 | 19 | DEPECHE MODE Barrel Of A Gun (<i>Reprise</i>) | 2000 | 1893 | 94/1 |
| - | 20 | OFFSPRING All I Want (<i>Columbia</i>) | 1920 | 1859 | 90/0 |

This chart reflects airplay from January 20-26. Songs ranked by total plays. 126 CHR/Pop reporters and 97 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. © 1997, R&R Inc.



MADONNA & ANTONIO? — We know they're incredible lookalikes, but in reality they're WRVQ (Q94)/Richmond air talents Paul Anthony (l) and Jeff Wicker at the station's "Evita" premiere party.



BARENAKED IN PHILLY — The Barenaked Ladies stopped by WPLY (Y100)/Philadelphia during a promotional swing. Enjoying the visit are (front, l-r) then-Y100 PD Chuck Tisa, Marketing Dir. Maggie McAleer, and Reprise rep Leah Kyonaga; (back, l-r) group member Jim Creeggan, Y100 MD Doug Kubinski, and group members Ed Robertson, Steven Page, Tyler Stewart, and Kevin Hearn.

NEW & ACTIVE

| | |
|---|---|
| LE CLICK Tonight Is The Night (<i>Logic</i>) Total Plays: 562, Total Stations: 28, Adds: 1 | BARENAKED LADIES The Old Apartment (<i>Reprise</i>) Total Plays: 185, Total Stations: 22, Adds: 16 |
| CRUSH Jellyhead (<i>Robbins</i>) Total Plays: 451, Total Stations: 16, Adds: 0 | PHIL COLLINS It's In Your Eyes (Any Time At All) (<i>Face Value/Atlantic</i>) Total Plays: 179, Total Stations: 16, Adds: 1 |
| DON HENLEY Through Your Hands (<i>Revolution</i>) Total Plays: 449, Total Stations: 32, Adds: 1 | K5 Passion (<i>Robbins</i>) Total Plays: 148, Total Stations: 10, Adds: 4 |
| MONICA For You I Will (<i>Warner Sunset/Atlantic</i>) Total Plays: 354, Total Stations: 34, Adds: 9 | ALANIS MORISSETTE Mary Jane (<i>Maverick/Reprise</i>) Total Plays: 146, Total Stations: 5, Adds: 0 |
| SAVAGE GARDEN I Want You (<i>Columbia</i>) Total Plays: 301, Total Stations: 20, Adds: 11 | OUTHERE BROTHERS Boom Boom Boom (<i>Aureus</i>) Total Plays: 139, Total Stations: 6, Adds: 0 |
| AMBER Colour Of Love (<i>Tommy Boy</i>) Total Plays: 295, Total Stations: 16, Adds: 4 | LIVE Lakini's Juice (<i>Radioactive</i>) Total Plays: 132, Total Stations: 8, Adds: 0 |
| LIVIN' JOY Don't Stop Movin' (<i>MCA</i>) Total Plays: 294, Total Stations: 30, Adds: 7 | FUNKY GREEN DOGS Fired Up (<i>Twisted/MCA</i>) Total Plays: 126, Total Stations: 11, Adds: 3 |
| JOCELYN ENRIQUEZ Do You Miss Me (<i>Classified</i>) Total Plays: 276, Total Stations: 8, Adds: 0 | ALANIS MORISSETTE All I Really Want (<i>Maverick/Reprise</i>) Total Plays: 115, Total Stations: 7, Adds: 2 |
| ASHLEY MACISAAC Sleepy Maggie (<i>A&M</i>) Total Plays: 244, Total Stations: 31, Adds: 3 | PAULA COLE Where Have All The Cowboys Gone (<i>Imago/WB</i>) Total Plays: 108, Total Stations: 16, Adds: 10 |
| SMASHING PUMPKINS Thirty-Three (<i>Virgin</i>) Total Plays: 198, Total Stations: 13, Adds: 1 | PREMIERE Something About You (<i>Alien</i>) Total Plays: 100, Total Stations: 2, Adds: 1 |

Songs ranked by total plays

NEW RELEASES

ADDS FEBRUARY 4

| | |
|---------------------------|--|
| Paula Cole | "Where Have All The Cowboys Gone?" (<i>Imago/WB</i>) |
| Shawn Colvin | "Sunny Came Home" (<i>Columbia</i>) |
| Fountains Of Wayne | "Radiation Vibe" (<i>Tag/Atlantic</i>) |
| Fun Factory | "Oh Yeah (I Like It)" (<i>Curb</i>) |
| Kenny G | "Havana" (<i>Arista</i>) |
| Cyndi Lauper | "You Don't Know" (<i>DV8/Epic</i>) |
| Billy Mann | "Killed By A Flower" (<i>A&M</i>) |
| Holly Palmer | "Different Languages" (<i>Reprise</i>) |
| Jon Secada | "Too Late Too Soon" (<i>SBK/EMI</i>) |
| Luther Vandross | "I Can Make It Better" (<i>LV/Epic</i>) |
| Zhane | "Request Line" (<i>Motown</i>) |



A WINNING COMBINATION — KHTY/Santa Barbara, CA awarded \$9750 to Shelly Moore (c), the lucky listener who drew the winning combination to the station's prize safe. Celebrating the winning moment are (l-r) KHTY staffers Nate Diggity, Brandon, and Jeff Miller, Moore's husband, and KHTY's Sami, Hal 9750, then-PD (now KPWR/L.A. MD) Damion Young, and Debra.

Stations and their adds listed alphabetically by market

| | | | | | | | | |
|---|--|---|---|---|--|--|---|--|
| <p>WFLY/Albany, NY PD: Michael Morgan MD: Ron Williams 20 CELINE DION "Myself" MONICA "For" SABELLE "O'Clock"</p> | <p>WKSE/Bufalo, NY PD: Sue O'Neil APD/MD: Dave Universal SHERYL CROW "Everyday" SAVAGE GARDEN "Want" SABELLE "O'Clock"</p> | <p>WJET/Erie, PA PD: Dana London MD: J.J. Fox "AFKAP" "River" BABYFACE "Close" KDUK/Eugene, OR PD: Barry McGuire MD: Matt James SABELLE "O'Clock" MARK MORRISON "Return" NO MERCY "Please" AMANDA MARSHALL "Grace" WALLFLOWERS "Headlight"</p> | <p>WKSS/Hartford, CT PD: Jay Beau Jones MD: Christine Fox "AFKAP" "River" BLACKOUT ALLSTARS "Like" SHAWN COLVIN "Sunny"</p> | <p>KZII/Lubbock, TX PD: Jay Shannon MD: Chris Kelly CELINE DION "Myself" FUNKY GREEN DOGS "Fired" LIVIN' JOY "Movin'"</p> | <p>WHTZ/New York, NY PD: Tom Poleman MD: Bobby Bryant 13 BABYFACE "Close" 4 CELINE DION "Myself" 311 "Mixed"</p> | <p>WPRO/Providence, RI PD: Chris Shebel MD: Terry Mascaro MERRIL BAINBRIDGE "Under" CELINE DION "Myself" 311 "Mixed"</p> | <p>KHTQ/Spokane, WA PD: Scott Shannon MD: Tripp Rodgers 39 MARK MORRISON "Return" 7 CELINE DION "Myself" AMANDA MARSHALL "Grace" LEAH ANDREONE "Alright" MICHAEL ENGLISH "When" SABELLE "O'Clock" TORI AMOS "Silent"</p> | <p>KISX/Tyler, TX PD: Michael Storm MD: Mick Faigham CELINE DION "Myself"</p> |
| <p>WAEB/Allentown, PA PD: Brian Check MD: Chuck McGee 9 SAVAGE GARDEN "Want" CELINE DION "Myself"</p> | <p>WRQK/Canton, OH PD/MD: Rick Michaels APD: Todd Downard 16 BARENAKED LADIES "Apartment" TORI AMOS "Silent" FOUNTAINS OF WAYNE "Radiation" HOLLY PALMER "Languages" LEAH ANDREONE "Alright" ASHLEY MACISAAC "Maggie"</p> | <p>WSTO/Evansville, IN PD: Barry Witherspoon MADONNA "Cry" WALLFLOWERS "Headlight" U2 "Disco"</p> | <p>KRBE/Houston, TX PD: John Pezala APD: Scooty Sparks MD: Jay Michaels No Adds</p> | <p>WZEE/Madison, WI PD: John Harrison 12 GEORGE MICHAEL "Star" 7 KEITH SWEAT "Nobody"</p> | <p>WNVZ/Norfolk, VA PD: Don London MD: Jay West CRYSTAL WATERS "Say" MADONNA "Cry"</p> | <p>WHTS/Quad Cities, IL-IA OM: Tony Waitokus MD: Brian Scott CELINE DION "Myself" BLACKOUT ALLSTARS "Like"</p> | <p>KZZU/Spokane, WA PD: Ken Hopkins 24 DONNA LEWIS "Always"</p> | <p>KWTX/Waco, TX PD: Flash Phillips CELINE DION "Myself" U2 "Disco"</p> |
| <p>KQIZ/Amarillo, TX PD/MD: Ted Kelly DONNA LEWIS "Without" JEWEL "You" DUNCAN SHEIK "Barely" REPUBLICA "Drop" BABYFACE "Close" MICHAEL ENGLISH "When" PAULA COLE "Cowboys" CELINE DION "Myself" SABELLE "O'Clock"</p> | <p>WWSR/Charleston, WV PD: Bill Shahan APD: Mike Edwards 7 FUNKY GREEN DOGS "Fired" LEAH ANDREONE "Alright"</p> | <p>KMCK/Fayetteville, AR PD: Bo Shannon MD: Mike Chase SABELLE "O'Clock" BARENAKED LADIES "Apartment" AMANDA MARSHALL "Grace"</p> | <p>WZYP/Huntsville, AL PD: Marc Summers MD: Chris Callaway 27 SAVAGE GARDEN "Want" CELINE DION "Myself" KEITH SWEAT "Nobody" NO MERCY "Please"</p> | <p>KBFM/McAllen, TX PD: Billy Santiago MD: Jeff DeWitt CELINE DION "Myself" SABELLE "O'Clock" GARBAGE "Crush" JONNY Z "Senior"</p> | <p>WPKP/NW, Michigan PD: Rob Weaver MD: Brent Carey WALLFLOWERS "Headlight" NO MERCY "Please" BLACKOUT ALLSTARS "Like" CRYSTAL WATERS "Say"</p> | <p>WDCG/Raleigh, NC OM: Brian Burns PD: Kip Taylor 12 PAULA COLE "Cowboys" 8 WALLFLOWERS "Headlight" 4 VERUCA SALT "Volcano"</p> | <p>WDBR/Springfield, IL OM: Bill Klapproth MD: Bill Blade 6 U2 "Disco" WALLFLOWERS "Headlight"</p> | <p>WWZZ/Washington, DC PD: Dale D'Brian APD/MD: Ron Ross CELINE DION "Myself" NO MERCY "Please"</p> |
| <p>KGOT/Anchorage, AK OM: Mark Murphy PD: Paul Walker 11 CRYSTAL WATERS "Say" LIVIN' JOY "Movin'"</p> | <p>WWSR/Charleston, WV PD: Bill Shahan APD: Mike Edwards 7 FUNKY GREEN DOGS "Fired" LEAH ANDREONE "Alright"</p> | <p>WVCK/Flint, MI PD/MD: Scott Seipel 16 BLOODHOUND GANG "Fire" CELINE DION "Myself" SABELLE "O'Clock" NO MERCY "Please" BARENAKED LADIES "Apartment"</p> | <p>WZPL/Indianapolis, IN PD: Tom Gjerdum MD: Dave Decker 5 DUNCAN SHEIK "Barely" WALLFLOWERS "Headlight"</p> | <p>WAOA/Melbourne, FL PD: Scott Chase MD: J.T. Daniels 14 CELINE DION "Myself" 7 ELEANOR MCEVOY "Precious" "AFKAP" "River" NO MERCY "Please"</p> | <p>KCHX/Odessa-Midland, TX PD/MD: Leo Caro 5 CARDIGANS "Lovefool" LIVIN' JOY "Movin'" FREAK NASTY "Dip"</p> | <p>WRFY/Reading, PA PD: Al Barba MD: Mike Browne 19 DAVID BOWIE "Little" CARDIGANS "Lovefool" NO TALICA "Nothing" VERVE PIPE "Freshman" FOUNTAINS OF WAYNE "Radiation" 311 "Mixed" LUSCIOUS JACKSON "Naked"</p> | <p>KHTO/Springfield, MO PD: Dave Alexander MD: Ray Michaels CARDIGANS "Lovefool" CELINE DION "Myself" SABELLE "O'Clock" SAVAGE GARDEN "Want" MONICA "For"</p> | <p>WIFC/Wausau, WI PD: Rod Phillips 22 WALLFLOWERS "Headlight" 22 R. KELLY "Fly" 9 KEITH SWEAT "Nobody" 2 SAVAGE GARDEN "Want"</p> |
| <p>WSTR/Atlanta, GA PD: Kevin Peterson MD: J.R. Ammons SAVAGE GARDEN "Want"</p> | <p>WVCK/Flint, MI PD/MD: Scott Seipel 16 BLOODHOUND GANG "Fire" CELINE DION "Myself" SABELLE "O'Clock" NO MERCY "Please" BARENAKED LADIES "Apartment"</p> | <p>WJMX/Florence, SC OM: Keith Mitchell MD: Jack Kahan CELINE DION "Myself" BARENAKED LADIES "Apartment" SMASHING PUMPKINS "Thirty" REPUBLICA "Drop"</p> | <p>WGLU/Johnstown, PA PD: Rich Adams MD: Mitch Edwards CELINE DION "Myself" R. KELLY "Fly" 311 "Mixed"</p> | <p>WHYI/Miami, FL PD: Rob Roberts MD: Al Chio PHIL COLLINS "Eyes" SHERYL CROW "Everyday" AZ YET "Sorry"</p> | <p>KCHX/Odessa-Midland, TX PD/MD: Leo Caro 5 CARDIGANS "Lovefool" LIVIN' JOY "Movin'" FREAK NASTY "Dip"</p> | <p>WRVQ/Richmond, VA PD: Lisa McKay APD/MD: Billy Sarf 16 NO MERCY "Please" 10 NO DOUBT "Girl"</p> | <p>WNTQ/Syracuse, NY PD: Tom Mitchell MD: Jimmy Olson 34 BLACKOUT ALLSTARS "Like" 34 SAVAGE GARDEN "Want" CELINE DION "Myself"</p> | <p>KKRD/Wichita, KS PD: Jack O'Brien MD: Craig Hubbard CELINE DION "Myself" CRYSTAL WATERS "Say" U2 "Disco" 311 "Mixed" BLACKOUT ALLSTARS "Like" TORI AMOS "Silent"</p> |
| <p>WAYV/Atlantic City, NJ PD: Tommy Frank MD: Paul Kelly 23 MADONNA "Cry" 10 U2 "Disco"</p> | <p>WVCK/Flint, MI PD/MD: Scott Seipel 16 BLOODHOUND GANG "Fire" CELINE DION "Myself" SABELLE "O'Clock" NO MERCY "Please" BARENAKED LADIES "Apartment"</p> | <p>WVCK/Flint, MI PD/MD: Scott Seipel 16 BLOODHOUND GANG "Fire" CELINE DION "Myself" SABELLE "O'Clock" NO MERCY "Please" BARENAKED LADIES "Apartment"</p> | <p>WGLU/Johnstown, PA PD: Rich Adams MD: Mitch Edwards CELINE DION "Myself" R. KELLY "Fly" 311 "Mixed"</p> | <p>WHYI/Miami, FL PD: Rob Roberts MD: Al Chio PHIL COLLINS "Eyes" SHERYL CROW "Everyday" AZ YET "Sorry"</p> | <p>KCHX/Odessa-Midland, TX PD/MD: Leo Caro 5 CARDIGANS "Lovefool" LIVIN' JOY "Movin'" FREAK NASTY "Dip"</p> | <p>WRVQ/Richmond, VA PD: Lisa McKay APD/MD: Billy Sarf 16 NO MERCY "Please" 10 NO DOUBT "Girl"</p> | <p>WNTQ/Syracuse, NY PD: Tom Mitchell MD: Jimmy Olson 34 BLACKOUT ALLSTARS "Like" 34 SAVAGE GARDEN "Want" CELINE DION "Myself"</p> | <p>KKRD/Wichita, KS PD: Jack O'Brien MD: Craig Hubbard CELINE DION "Myself" CRYSTAL WATERS "Say" U2 "Disco" 311 "Mixed" BLACKOUT ALLSTARS "Like" TORI AMOS "Silent"</p> |
| <p>WZNY/Augusta, GA PD: Bruce Stevens NO MERCY "Please" SAVAGE GARDEN "Want" CELINE DION "Myself"</p> | <p>WVCK/Flint, MI PD/MD: Scott Seipel 16 BLOODHOUND GANG "Fire" CELINE DION "Myself" SABELLE "O'Clock" NO MERCY "Please" BARENAKED LADIES "Apartment"</p> | <p>WVCK/Flint, MI PD/MD: Scott Seipel 16 BLOODHOUND GANG "Fire" CELINE DION "Myself" SABELLE "O'Clock" NO MERCY "Please" BARENAKED LADIES "Apartment"</p> | <p>WGLU/Johnstown, PA PD: Rich Adams MD: Mitch Edwards CELINE DION "Myself" R. KELLY "Fly" 311 "Mixed"</p> | <p>WHYI/Miami, FL PD: Rob Roberts MD: Al Chio PHIL COLLINS "Eyes" SHERYL CROW "Everyday" AZ YET "Sorry"</p> | <p>KCHX/Odessa-Midland, TX PD/MD: Leo Caro 5 CARDIGANS "Lovefool" LIVIN' JOY "Movin'" FREAK NASTY "Dip"</p> | <p>WRVQ/Richmond, VA PD: Lisa McKay APD/MD: Billy Sarf 16 NO MERCY "Please" 10 NO DOUBT "Girl"</p> | <p>WNTQ/Syracuse, NY PD: Tom Mitchell MD: Jimmy Olson 34 BLACKOUT ALLSTARS "Like" 34 SAVAGE GARDEN "Want" CELINE DION "Myself"</p> | <p>KKRD/Wichita, KS PD: Jack O'Brien MD: Craig Hubbard CELINE DION "Myself" CRYSTAL WATERS "Say" U2 "Disco" 311 "Mixed" BLACKOUT ALLSTARS "Like" TORI AMOS "Silent"</p> |
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126 Total Reporters
126 Current Reporters
123 Current Playlists

Reported Frozen Playlist (1):
WIOQ/Philadelphia, PA

Did Not Report, Playlist Frozen (2):
WSSX/Charleston, SC
WHZZ/Lansing, MI

No Longer A Reporter (1):
WKBQ/St. Louis, MO

CHR/POP PLAYLISTS

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

Market #1: WHIT/ New York (212) 239-2300. Playlist for WKMG/Daytona Beach with 53 songs.

Market #2: KIIS/ Los Angeles (818) 845-1027. Playlist for KIIS-FM/102.7 with 70 songs.

Market #3: Y100/ Philadelphia (610) 565-8900. Playlist for Y100 with 43 songs.

Market #7: 106.1 KISS FM/ Dallas (214) 891-3400. Playlist for 106.1 KISS FM with 46 songs.

Market #8: WWZZ/ Washington (301) 899-1041. Playlist for WWZZ with 56 songs.

Market #9: 104 KRBE/ Houston (713) 266-1000. Playlist for KRBE with 52 songs.

Market #10: Kiis 101 FM/ Boston (617) 396-1430. Playlist for Kiis 101 FM with 55 songs.

Market #11: WHYI/ Miami (305) 620-9299. Playlist for WHYI with 23 songs.

Market #12: STAR 94.7/ Atlanta (404) 261-2970. Playlist for STAR 94.7 with 66 songs.

Market #14: Q106/ San Diego (619) 560-5464. Playlist for Q106 with 68 songs.

Market #16: KDWB/ Minneapolis (612) 340-9000. Playlist for KDWB with 54 songs.

Market #20: WBZZ/ Pittsburgh (412) 920-9400. Playlist for WBZZ with 27 songs.

Market #21: WFLZ/ Tampa (813) 839-9393. Playlist for WFLZ with 30 songs.

Market #22: JAMMIN 92.3/ Cleveland (216) 621-9566. Playlist for JAMMIN 92.3 with 47 songs.

Market #24: KRKR/ Portland, OR (503) 226-0100. Playlist for KRKR with 64 songs.

Over 3,000,000
albums sold.

Back to back #1 singles.

It takes a
little style
a lot of soul
and just
a touch
of Sweat.

keith
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just a touch

The next smash single and video
from his self-titled
triple platinum album,
and the follow-up to the
#1's "Twisted" and "Nobody."

Favorite Male Artist Soul R & B


American Music Awards

New station this week

KKDA
WCDX
WJMZ
WEMX
WEAS
WDAS
KRBV
KMJK
WDAI
WTMP

Airplay - over 8 million audience

Produced by Keith Sweat and H.O.P. Productions

Management: 

On EMI compact discs and cassettes. www.keithsweat.com



WALT LOVE

KMJM-FM Is St. Louis's Cardinal Music Station

Community concerns and music help station rise to No. 1

One of the most successful Mainstream UC stations in the country is **KMJM-FM (Majic 108)/St. Louis**. Over the years KMJM-FM has hovered around third, fourth, and fifth place in Arbitron market ranking.

But in the Fall '96 book — under the leadership of VP/Operations **Chuck Atkins** — KMJM-FM became the Gateway City's No. 1 rated music station. In persons 12+ they moved from third to second overall with an 8.2 share, up from a 6.3. This 12+ share is a record-setter for KMJM-FM.



Chuck Atkins

In the all-important 25-54 demographic KMJM ranked No. 3 overall with more than a 7.0. (They had been tied for sixth in the market with **KSD-FM** during the Summer '96 book. Talk **KMOX-AM** is now No. 1 in that demo, rising from third last book.) In persons 18-34, Majic ranks No. 1 with over a 12.1 share.

Is This A Dream?

"I was at lunch and the [book] was sitting in my in box when I returned," said Atkins, who has been programming at KMJM-FM for the past 10 years. Atkins is also responsible for programming **KATZ-FM**, which is now a new UAC outlet known as **KISS 100.3**. He also handles

KATZ-AM that plays R&B Oldies. "I just looked at it with surprise. I saw this 8.2. Then I saw second place in the market and No. 1 music station in the market. We've never been second in the market before and we've never had an eight share plus. The previous record for our 12+ rating share was an 8.1.

"I had to take my time and really look at this because, you know, you're always thinking, hoping, and praying that one day you're going to be on top. So I wanted to make sure this wasn't a dream or something.

"The staff was really elated and throwing each other high-fives and hugging each other. We also popped a little champagne. It was just the

ff

Whereas we've normally just gone with the flow — as victims of what's available — this book we played more re-currents that were more uptempo.

way I thought it would be when we had a chance to make it to the top. We've been going through a lot — a new GM, a new station, and new owners [Jacor]. So, the timing for all this is perfect."

A Leader's Insight

ff

To what does Atkins attribute this book's success? "One of the things I can remember doing was resisting the down-tempo music available during the final quarter of the year. Whereas we've normally just gone with the flow — as victims of what's available — this book

we played more re-currents that were more uptempo. The second thing we did pertained to Christmas music — we were very selective in what we played and didn't make as many selections available as we have in past years. Plus, we were very busy in the streets this year. We had a couple of community-type projects going. So we were very busy during a time of year you're usually winding down after being burned out from all your summertime projects."



Promotion Motion

During the Fall '96 book, promotions included "A Majic Christmas," which Atkins describes as "The Christmas wish type of thing where people nominate families, friends, and relatives who could use or deserve some special help. A lot of our clients who advertise on our station donate all kinds of things. So when we pick the people we know we can help, we take the list of things that are needed to our clients. This year we were able to help 25 families."

Also highly successful was the annual "Feed the City" Thanksgiving dinner: "We invite everybody to have dinner with us, and along with the help of record companies, we put funds together and buy as much food as possible. A state college here named Harris Stowe donates their staff and kitchen to prepare the food for our guests. We also have people who donate transportation to get needy families, elderly people, and others to the dinner.

"It's not a soup line kind of thing; it's a real sit-down dinner. We've been doing this for five years, and this was the biggest by far. We served approximately 1400 full Thanksgiving dinners. So we stayed very busy during the book and the holiday season. People not only saw us, they felt our presence."

Another way Atkins helps his fellow man is by supporting organizations that supply homes built from the ground up for families.

People Get It

Does Atkins believe the citizens of St. Louis are finally getting the message that his station truly is "The People's Radio Station?"

"There's no question about it. We have regular fixtures they can count



GETTIN' DOWN AT THE EXPO — CeCe Peniston at the KMJM/St. Louis booth the Missouri Black Expo '96. As you can see, everybody wanted her autograph.

on. We have staple type programs we do on a consistent basis rather than waiting on a situation to present itself. For instance on Martin Luther King Jr. Day we play taped programs about civil rights and Dr. King's life. We have things we do continually. So there's never any doubt about our position and what we're thinking in the things that we do all year long.

"(Majic 108) is not you're cookie-cutter type of radio station. I think one of the most important things to know about our radio station is the fact that there is a nucleus here that's been together for at least seven years. Some of us have been here eight, nine, and 10 years. And we've loosened up over the years to do our best work. We're the best feeling radio station there is in the world because of that. Nothing here is set in stone. We're able to flex and be immediate as radio should be. If there's a need in the community, we're on it."

As an example of his station at its finest, Atkins cites a bakery in East St. Louis. "It was the only black-owned bakery in the State of Illinois, and it was about to go out of business. The next day we were over there broadcasting live and raised enough funds to stop the fore-

closure. They're still in business today. Things like that make us feel good. They also make an important statement about what kind of people we are."

Consistency

Atkins ended with his thoughts about why Majic 108 has such a wide demographic appeal: "With-

out giving away any trade secrets, I just think people know where to go to get not only what they want, but what they expect to hear when they listen to a radio station they like. I know we're consistent with what we do. Our music is consistent.

Our personalities are consistent. Our actions are consistent. Everything we do is consistent throughout the year. And that works in this city."

Without giving away any trade secrets, I just think people know where to go to get not only what they want, but what they expect to hear.

TALK BACK TO R&R!

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

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



FAMILY TIMES — Pictured on stage during the annual Black Family Day In The Park promotion is artist Donell Jones. KMJM-FM/St. Louis stays involved with the community all year long.



THE REMEDY? — At a recent award celebration, WAMO/Pittsburgh's afternoon man Swaid (l) was greeted by LaFace recording artist Toni Braxton. Could he be the one to un-break her heart?

"This was always my favorite album cut. Montell continues to prove he's a real R&B artist!"

-Vicki Buchanan
PD, WTLC

"This is the one!!!!!!!!!!!!!!!!!!!!!!"

-Magic
MD, WJTT

the follow-up single to the gold smash hits "falling"
& "I like"

MONTPELL JORDAN

WHAT'S ON TONIGHT

Produced by DeVante

On your
desk now!

URBAN **BREAKER**
URBAN CHART **45-37**

Now on 71
Urban Reporters - 89%

| | |
|------|-------------------|
| WGCI | KPRS |
| WJLB | WKKV |
| WKYS | WNOV |
| WEDR | WCKX |
| WHTA | WOWI |
| KMJM | KSJL |
| WZAK | WTLC |
| WIZF | WPEG |
| | WQUE |
| | WBLK |
| | WXQL |
| | WROU |
| | WJMZ |
| | WEMX |
| | WYOK |
| | WDZZ |
| | WMNX |
| | and many more! |

from the album
"more..."



314 633 191

def soul

Def Jam

HARMONY
MANAGEMENT

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URBAN AC TOP 30

JANUARY 31, 1997

| 3W | 2W | LW | TW | ARTIST TITLE LABEL(S) | TOTAL PLAYS | | | | TOTAL STATIONS/ADDS |
|----------------|----|----|----|--|-------------|----|----|----|---------------------|
| | | | | | TW | LW | 2W | 3W | |
| 3 | 1 | 1 | 1 | WHITNEY HOUSTON I Believe In You And Me (Arista) 889 920 889 781 32/0 | | | | | |
| 2 | 2 | 2 | 2 | LUTHER VANDROSS I Can Make It Better (LV/Epic) 887 853 822 790 32/0 | | | | | |
| 7 | 6 | 3 | 3 | EN VOGUE Don't Let Go (Love) (EastWest/EEG) 661 726 634 585 26/0 | | | | | |
| 11 | 9 | 8 | 4 | BABYFACE Every Time I Close My Eyes (Epic) 655 600 537 470 29/1 | | | | | |
| 12 | 12 | 9 | 5 | MAXWELL Sumthin' Sumthin' (Columbia) 628 561 468 438 27/2 | | | | | |
| 9 | 8 | 6 | 6 | ISLEY BROTHERS Tears (T-Neck/Island) 624 619 564 534 28/0 | | | | | |
| 4 | 4 | 4 | 7 | R. KELLY I Believe I Can Fly (Jive) 618 708 747 772 27/0 | | | | | |
| 5 | 5 | 5 | 8 | TONI BRAXTON Un-break My Heart (LaFace/Arista) 579 631 649 704 22/0 | | | | | |
| 21 | 14 | 12 | 9 | BLACKSTREET Never Gonna Let You Go (Interscope) 561 496 427 363 24/1 | | | | | |
| 1 | 3 | 7 | 10 | "AFKAP" Betcha By Golly Wow! (NPG/EMI) 515 606 803 941 23/0 | | | | | |
| 6 | 7 | 10 | 11 | MINT CONDITION What Kind Of Man Would I Be (Perspective/A&M) 494 551 615 619 20/0 | | | | | |
| 10 | 10 | 11 | 12 | TINA TURNER /BARRY WHITE In Your Wildest Dreams (Virgin) 478 532 536 482 24/0 | | | | | |
| 29 | 22 | 16 | 13 | ERYKAH BADU On And On (Kedar/Universal) 454 405 318 177 23/3 | | | | | |
| 8 | 11 | 13 | 14 | KEITH SWEAT Nobody (Elektra/EEG) 449 477 516 570 20/0 | | | | | |
| 22 | 20 | 15 | 15 | AALIYAH One In A Million (BlackGround/Atlantic) 439 406 349 296 21/1 | | | | | |
| 13 | 13 | 14 | 16 | TONY TONI TONE Let's Get Down (Mercury) 408 465 438 424 19/1 | | | | | |
| 30 | 28 | 27 | 17 | DRU HILL In My Bed (Island) 392 280 185 160 20/0 | | | | | |
| 14 | 15 | 17 | 18 | JOHNNY GILL It's Your Body (Motown) 369 389 417 419 19/0 | | | | | |
| BREAKER | | | 19 | MONICA For You I Will (Warner Sunset/Atlantic) 360 238 147 28 23/3 | | | | | |
| — | — | 26 | 20 | "AFKAP" Somebody's Somebody (NPG/EMI) 336 288 109 10 21/1 | | | | | |
| 18 | 21 | 21 | 21 | BRANDY, TAMIA, KNIGHT, KHAN Missing You (EastWest/EEG) 331 333 348 373 15/0 | | | | | |
| 25 | 24 | 24 | 22 | SWEETBACK You Will Rise (Epic) 328 304 285 216 21/2 | | | | | |
| 26 | 25 | 23 | 23 | PAUL HARDCASTLE Got To Be Love (JVC) 323 316 280 211 19/0 | | | | | |
| 20 | 18 | 20 | 24 | CHAKA KHAN Never Miss The Water (Reprise) 246 339 363 370 13/0 | | | | | |
| — | 30 | 29 | 25 | NEW EDITION You Don't Have To Worry (MCA) 228 199 159 114 9/0 | | | | | |
| DEBUT | | | 26 | RASHAAN PATTERSON Stop By (MCA) 215 180 108 24 15/2 | | | | | |
| DEBUT | | | 27 | 702 Get It Together (Biv 10/Motown) 200 142 62 — 14/0 | | | | | |
| DEBUT | | | 28 | MINT CONDITION You Don't Have To Hurt No More (Perspective/A&M) 198 134 71 — 15/2 | | | | | |
| DEBUT | | | 29 | AZ YET Hard To Say I'm Sorry (LaFace/Arista) 178 155 122 35 13/0 | | | | | |
| DEBUT | | | 30 | PEGGY SCOTT-ADAMS Bill (Universal) 178 142 96 80 10/1 | | | | | |

This chart reflects airplay from January 20-26. Songs ranked by total plays. Highlighted songs indicate Breaker.
33 Urban AC reporters. 32 current playlists. Songs that are down in plays for three consecutive weeks and below No. 15 are moved to recurrent.
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NEW & ACTIVE

KENNY LATTIMORE For You (Columbia)
Total Plays: 156, Total Stations: 18, Adds: 9

ANN NESBY This Weekend (Perspective/A&M)
Total Plays: 154, Total Stations: 15, Adds: 14

ALFONZO HUNTER Weekend Thang (Def Squad/EMI)
Total Plays: 141, Total Stations: 13, Adds: 0

MONIFAH You Don't Have To Love Me (Uptown/Universal)
Total Plays: 131, Total Stations: 7, Adds: 1

MONTELL JORDAN What's On Tonight (Def Jam/RAL/Mercury)
Total Plays: 102, Total Stations: 9, Adds: 2

KEITH SWEAT Just A Touch (Elektra/EEG)
Total Plays: 100, Total Stations: 13, Adds: 8

ROGER & ZAPP Living For The City (Reprise)
Total Plays: 96, Total Stations: 5, Adds: 1

PUFF JOHNSON All Over Your Face (Work/Epic)
Total Plays: 96, Total Stations: 7, Adds: 1

GERALD ADAMS Give Me Your Lovin' (Cooks Hill)
Total Plays: 92, Total Stations: 6, Adds: 0

DO OR DIE Playa Like Me And You (Rap-A-Lot)
Total Plays: 89, Total Stations: 3, Adds: 0

Songs ranked by total plays.

BREAKERS®

MONICA
For You I Will (Warner Sunset/Atlantic)

TOTAL PLAYS/INCREASE 360/122
TOTAL STATIONS/ADDS 23/3
CHART 19

MOST ADDED®

| ARTIST TITLE LABEL(S) | ADDS |
|---|------|
| ANN NESBY This Weekend (Perspective/A&M) | 14 |
| KIRK FRANKLIN Whatcha Lookin' 4 (GospoCentric) | 10 |
| KENNY LATTIMORE For You (Columbia) | 9 |
| CURTIS MAYFIELD No One Knows About... (Warner Bros.) | 8 |
| KEITH SWEAT Just A Touch (Elektra/EEG) | 8 |
| TASHA HOLIDAY Just The Way You Like (MCA) | 5 |
| RAY J Let It Go (Elektra/EEG) | 4 |
| ERYKAH BADU On And On (Kedar/Universal) | 3 |
| MONICA For You I Will (Warner Sunset/Atlantic) | 3 |

MOST INCREASED PLAYS

| ARTIST TITLE LABEL(S) | TOTAL PLAY INCREASE |
|---|---------------------|
| ANN NESBY This Weekend (Perspective/A&M) | +123 |
| MONICA For You I Will (Warner Sunset/Atlantic) | +122 |
| DRU HILL In My Bed (Island) | +112 |
| KEITH SWEAT Just A Touch (Elektra/EEG) | +88 |
| MAXWELL Sumthin' Sumthin' (Columbia) | +67 |
| BLACKSTREET Never Gonna Let You Go (Interscope) | +65 |
| MINT CONDITION You Don't Have To Hurt... (Perspective/A&M) | +64 |
| 702 Get It Together (Biv 10/Motown) | +58 |
| KENNY LATTIMORE For You (Columbia) | +57 |
| BABYFACE Every Time I Close My Eyes (Epic) | +55 |

HOTTEST RECURRENTS

| ARTIST TITLE LABEL(S) |
|--|
| AZ YET Last Night (LaFace/Arista) |
| LUTHER VANDROSS Your Secret Love (LV/Epic) |
| ANN NESBY I'm Still Wearing Your Name (Perspective/A&M) |
| ERIC BENET Spiritual Thang (Warner Bros.) |
| NEW EDITION I'm Still In Love With You (MCA) |
| MAXWELL Ascension (Don't Ever Wonder) (Columbia) |
| GEORGE BENSON The Thinker (GRP) |
| DRU HILL Tell Me (Island) |
| BABYFACE This Is For The Lover In You (Epic) |
| BLACKSTREET No Diggity (Interscope) |

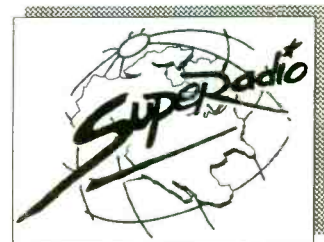
Breakers: Songs registering 250 plays or more for the first time. Bullets awarded to songs gaining plays over the previous week. If two songs are tied in number of plays, the song being played on more stations is placed first. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Weighted chart appears on R&R ONLINE.

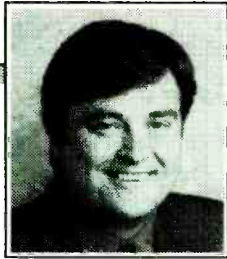
AFRICAN-AMERICANS MAKING HISTORY TODAY!

It's time for Urban radio to take the lead...giving African-Americans young and old the *right* role models so they can hear positive examples today of what they can achieve tomorrow.

Hosted by Walt "Baby" Love, your advertisers will want to be associated with this totally inspiring, twice-daily, 30 second motivational program highlighting living African-Americans whose positive contributions affect all of society!

Bring good images to life and dollars to your station!!! Now that's impact. For a free demo CD and to check availability in your market, call Superadio right now at 1.508.480.9000





LON HELTON

COUNTRY

These Operators Chart Format's Course

■ A look at who owns Country — and how much they bill

1997 promises to be an even wilder year than 1996 for stations changing hands via sale or swap. The formatic landscape also looks as if it will be rather fluid as operators strategically position their groups within markets.

With that in mind, and because the beginning of the year is a good reference point from which to measure, I thought we'd take another peek at Country's leading operators.

Of course, it's impossible to list everybody. So, I narrowed it to chains that own at least five Country stations in five different Arbitron-rated markets or those major broadcast entities which have multiple major market Country outlets.

If I've inadvertently omitted your station from these listings, please let me know. Also, these listings reflect some deals that may have been announced, but which may not have closed as yet. Some of those are shown parenthetically following the group owner listing.

Following the call letters/city is the market size, which is followed by BIA's 1995 station revenue estimates (in millions). A note of "NR" means a station is in an unrated market.

Country Companies Revenue Ranker

Here's a look at how the companies listed on this page rank by '95 revenue, according to BIA.

| | | |
|-----|--------------------------|--------------|
| 1. | CBS | \$95,400,000 |
| 2. | Chancellor | \$65,800,000 |
| 3. | ARS | \$64,600,000 |
| 4. | Clear Channel | \$52,450,000 |
| 5. | SFX | \$49,200,000 |
| 6. | ABC Inc. | \$43,000,000 |
| 7. | Jacor | \$33,450,000 |
| 8. | Cox | \$33,000,000 |
| 9. | Capstar | \$28,800,000 |
| 10. | Susquehanna | \$28,500,000 |
| 11. | Jefferson-Pilot | \$24,800,000 |
| 12. | Nationwide | \$24,500,000 |
| 13. | Citadel/Deschutes | \$21,550,000 |
| 14. | Beasley | \$21,450,000 |
| 15. | Great Empire | \$18,850,000 |
| 16. | Gulfstar | \$18,625,000 |
| 17. | Buck Owens | \$14,750,000 |
| 18. | Heritage | \$12,500,000 |
| 19. | Triathlon | \$12,200,000 |
| 20. | Amaturo | \$10,300,000 |

Radio Holdings At A Glance

Source: BIA

| Market | Revenue Size | Estimate | Market | Revenue Size | Estimate | Market | Revenue Size | Estimate |
|-------------------------------------|--------------|----------|---|--------------|----------|--------------------------|--------------|----------|
| ABC Inc. | | | Chancellor | | | Heritage | | |
| WKXK-FM/Chicago | 3 | 3.0 | KIKK-FM/Houston | 9 | 12.6 | WIL-FM/St. Louis | 177.4 | 0-93 |
| KSCS-FM/Dallas | 7 | 15.0 | KILT-FM/Houston | 9 | 16.8 | WBEE-FM/Rochester | 455.1 | 1-10 |
| WYAY-FM/Atlanta | 12 | 7.0 | WQYK-FM/Tampa | 21 | 12.2 | Jacor | | |
| WKHX-AM & FM/Atlanta | 12 | 18.0 | Citadel/Deschutes River Broadcasting | | | WDAF-AM/Kansas City | 26 | 5.3 |
| Amaturo | | | KZLA-FM/Los Angeles | 2 | 16.0 | WLLD-FM/Columbus, OH | 32 | 2.2 |
| KOOJ-FM/Riverside | 27 | .8 | KNEW-AM/San Francisco | 4 | 1.5 | WHOK-FM/Columbus, OH | 32 | 2.7 |
| KFRG-FM/Riverside | 27 | 8.5 | KSAN-FM/San Francisco | 4 | 6.5 | KKAT-FM/Salt Lake City | 35 | 5.0 |
| KLCQ-FM/Santa Rosa, CA | 116 | 1.0 | WBOB-FM/Minneapolis | 16 | 5.9 | KFMS-FM/Las Vegas | 48 | 2.9 |
| ARS | | | KEEY-FM/Minneapolis | 16 | 8.7 | KWNR-FM/Las Vegas | 48 | 4.0 |
| KMPS-AM/Seattle | 13 | .3 | KMIL-FM/Phoenix | 20 | 9.1 | WQIK-FM/Jacksonville | 53 | 5.8 |
| KYCW-FM/Seattle | 13 | 3.5 | WYGY-FM/Cincinnati | 25 | 2.9 | WCTQ-FM/Sarasota | 79 | 1.25 |
| KMPS-FM/Seattle | 13 | 11.2 | WUBE-FM/Cincinnati | 25 | 8.8 | WEZL-FM/Charleston, SC | 87 | 2.7 |
| KUPL-FM/Portland | 24 | 6.5 | WMIL-FM/Milwaukee | 28 | 6.4 | WWYC-FM/Lexington, KY | 105 | 1.1 |
| KOWW-AM/Kansas City | 26 | .3 | Clear Channel | | | KTWO-AM/Casper, WY | 263 | .5 |
| KBEQ-FM/Kansas City | 26 | 2.7 | WRBQ-FM/Tampa | 21 | 6.0 | Jefferson-Pilot | | |
| KFKF-FM/Kansas City | 26 | 6.7 | KAJA-FM/San Antonio | 34 | 4.2 | KSON-AM/San Diego | 15 | .6 |
| KRAK-FM/Sacramento | 29 | 3.5 | WNOE-FM/New Orleans | 38 | 5.5 | KSON-FM/San Diego | 15 | 10.8 |
| KNCI-FM/Sacramento | 29 | 6.4 | WTQR-FM/Greensboro | 42 | 7.2 | KYGO-AM/Denver | 23 | 2.0 |
| WSOC-FM/Charlotte | 37 | 9.0 | WHKW-AM & FM/Louisville | 49 | 1.2 | KYGO-FM/Denver | 23 | 11.4 |
| WYRK-FM/Buffalo | 40 | 5.0 | WAMZ-FM/Louisville | 49 | 7.4 | Nationwide | | |
| WIRK-FM/W. Palm Beach | 47 | 6.0 | KTST-FM/Oklahoma City | 51 | 1.6 | WPOC-FM/Baltimore | 18 | 9.2 |
| KNAX-FM/Fresno | 65 | 1.7 | KXXY-FM/Oklahoma City | 51 | 5.7 | WGAR-FM/Cleveland | 22 | 8.1 |
| KSKS-FM/Fresno | 65 | 1.8 | WCUZ-FM/Grand Rapids | 66 | 1.9 | WCOL-FM/Columbus, OH | 32 | 6.7 |
| Beasley | | | WBCT-FM/Grand Rapids | 66 | 5.0 | KUPR-FM/San Diego | 15 | .5 |
| WXTU-FM/Philadelphia | 5 | 9.8 | KHEY-FM/El Paso | 70 | 2.2 | SFX | | |
| WKIS-FM/Miami | 11 | 7.5 | WCKT-FM/Fl. Myers | 77 | 2.8 | WDSY-AM/Pittsburgh | 19 | .3 |
| WNCT-AM/Gr'nville-New Bern | 80 | 0 | KDDK-FM/Little Rock | 82 | 1.75 | WDSY-FM/Pittsburgh | 19 | 5.0 |
| WTSB-AM/Fayetteville, NC | 124 | 0 | Cox | | | WTDR-FM/Charlotte | 37 | 4.6 |
| WKML-FM/Fayetteville, NC | 124 | 3.4 | KKYX-AM/San Antonio | 34 | .4 | WWYZ-FM/Hartford | 41 | NA |
| WDSC-AM/Myrtle Beach, SC | 185 | 0 | KCYY-FM/San Antonio | 34 | 7.1 | WHSL-FM/Greensboro | 42 | .5 |
| WEGX-FM/Myrtle Beach, SC | 185 | .75 | WWKA-FM/Orlando | 39 | 7.0 | WSIX-FM/Nashville | 44 | 11.0 |
| Capstar (Osborn) (Benchmark) | | | WHKO-FM/Dayton | 52 | 4.5 | WKHK-FM/Richmond | 56 | 5.2 |
| WESC-FM/Gr'ville-Sp'burg | 59 | 3.6 | WZZK-AM/Birmingham | 55 | .15 | WGNA-AM/Albany | 57 | .1 |
| WDSI-FM/Wilmington | 74 | 2.7 | WZZK-FM/Birmingham | 55 | 7.3 | WGNA-FM/Albany | 57 | 4.7 |
| WFSN-FM/Fl. Myers | 77 | 0 | KWEN-FM/Tulsa | 60 | 4.95 | WSSL-FM/Gr'ville-Sp'burg | 59 | 5.8 |
| WHKZ-FM/Columbia, SC | 88 | 1.0 | WBBS-FM/Syracuse | 68 | 1.6 | WPXK-FM/Springfield, MA | 76 | 3.1 |
| WCOS-FM/Columbia, SC | 88 | 4.0 | Great Empire | | | WGNE-FM/Daytona Beach | 93 | 2.0 |
| WHKR-FM/Melbourne | 96 | 1.2 | KCKI-FM/Tulsa | 60 | 1.0 | WKTf-FM/Jackson, MS | 118 | 9.0 |
| WYD-FM/Roanoke, VA | 101 | 3.8 | KVOO-AM/Tulsa | 60 | 1.9 | WMSI-FM/Jackson, MS | 118 | 4.2 |
| KRMD-AM & FM/Shreveport, LA | 126 | 3.0 | KVOO-FM/Tulsa | 60 | 2.1 | WKNN-FM/Biloxi, MS | 134 | 1.8 |
| WWFG-FM/Salisbury, MD | 153 | 1.35 | WOW-AM/Omaha | 72 | 1.2 | Susquehanna | | |
| WKSF-FM/Asheville, NC | 179 | 2.2 | WOW-FM/Omaha | 72 | 3.0 | KPLX-FM/Dallas | 7 | 11.1 |
| WWNC-AM/Asheville, NC | 179 | 2.3 | KFDI-AM/Wichita | 91 | 1.6 | WGH-FM/Norfolk | 33 | 4.4 |
| WTVT-FM/Tuscaloosa, AL | 212 | 1.5 | KFDI-FM/Wichita | 91 | 3.2 | WGRL-FM/Indianapolis | 36 | 2.8 |
| WWVA-AM/Wheeling, WV | 213 | .35 | KLTV-FM/Springfield, MO | 145 | .3 | WFMS-FM/Indianapolis | 36 | 10.2 |
| WVOK-FM/Wheeling, WV | 213 | 1.8 | KTTS-AM/Springfield, MO | 145 | .45 | Triathlon | | |
| WUSQ-FM/Winchester, VA | 219 | 0 | KTTS-FM/Springfield, MO | 145 | 4.1 | KXKT-FM/Omaha | 72 | 1.0 |
| WTVN-FM/Jackson, TN | 257 | 0 | Gulfstar | | | KMYK-FM/Little Rock | 82 | .55 |
| Buck Owens Broadcasting | | | WYNK-AM & FM/Baton Rouge | 81 | 3.7 | KSSN-FM/Little Rock | 82 | 4.0 |
| KCWW-AM/Phoenix | 20 | .4 | KYKR-FM/Beaumont, TX | 127 | 2.2 | KZSN-AM/Wichita | 91 | .15 |
| KNIX-FM/Phoenix | 20 | 10.5 | KRYS-AM/Corpus Christi, TX | 128 | .05 | KZSN-FM/Wichita | 91 | 2.85 |
| KUZZ-AM/Bakersfield | 86 | .35 | CBS | | | KNFR-FM/Spokane | 92 | 1.0 |
| KCWR-FM/Bakersfield | 86 | .4 | WUSN-FM/Chicago | 3 | 23.1 | KZKX-FM/Lincoln, NE | 172 | 2.2 |
| KUZZ-FM/Bakersfield | 86 | 3.1 | KYCY-FM/San Francisco | 4 | 4.2 | KIOK-FM/Tri-Cities, WA | 200 | .45 |

EMILIO



the new single

from Emilio's

upcoming

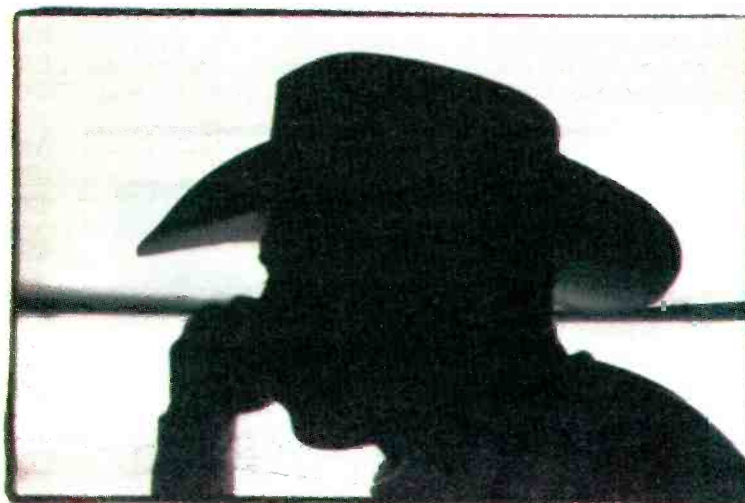
Capitol Nashville

release

I'd Love You To Love Me

ADD DATE: FEBRUARY 3

Produced by Barry Beckett for Beckett Productions
Represented by Refugee Management



★ Look for Emilio on the "Four Star Blowout Tour" with James Bonamy, Terri Clark and Clay Walker



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Music In The Key Of Country

■ Superstars, new faces will mingle at 28th annual Country Radio Seminar

Several of Country's heaviest hitters will provide a high quotient of live music at the 28th annual Country Radio Seminar, taking place March 5-8 at Nashville's Opryland Hotel.

In addition to the ever-popular New Faces Show & Banquet which closes out CRS, the rest of the week will be filled with workshops and live music from **Bryan White, Clint Black, Patty Loveless, Suzy Bogguss, Mary Chapin Carpenter, Pam Tillis, and Terri Clark.**

New Faces To Super Faces

New Faces alumni **White (1995)** and **Loveless (1988)** return for this year's Super Faces Show, which kicks off the four-day convention. **Decca** will be treating attendees to a March 6 luncheon featuring flagship artist **Mark Chesnutt** and newcomer **Lee Ann Womack.**

Clark is confirmed to perform at **ASCAP's** March 7 luncheon. Other participants will be announced later for the performance rights organization's 10th annual affair.

Sponsored by the **Country Music Association**, the March 8 luncheon salutes the women of country music with appearances by **Bogguss, Carpenter, and Tillis.**

Talent previously announced for the March 8 New Faces Show includes **Trace Adkins, James Bonamy, Paul Brandt, Deana Carter, Deryl Dodd, David Kersh, Mila Mason, Jo Dee Messina, LeAnn Rimes, and Kevin Sharp.**

Prior to the March 8 New Faces Show, **WCRS Live** takes place with a casual program of song and conversation from **Black, Rising Tide** recording artist **Matraca Berg**, and hit songwriters **Bobby Braddock and Jim Weatherly.**

For more information on CRS, contact **Country Radio Broadcasters** at (615) 327-4487.

Jackson Action

Alan Jackson made two major announcements during last week's (1/21) press conference at Nashville's Wildhorse Saloon.

It was revealed that Jackson has been named spokesman for Ford Trucks. The singer will appear in five television commercials and numerous radio spots throughout 1997. The

COUNTRY FLASHBACK

1 YEAR AGO

• No. 1: "(If You're Not ...) I'm Outta Here" — Shania Twain (second week)

5 YEARS AGO

• No. 1: "The Whiskey Ain't Workin'" — Travis Tritt & Marty Stuart

10 YEARS AGO

• No. 1: "I Can't Win For Losin' You" — Earl Thomas Conley

15 YEARS AGO

• No. 1: "Lord, I Hope This Day Is Good" — Don Williams (second week)

20 YEARS AGO

• No. 1: "Let My Love Be Your Pillow" — Ronnie Milsap (second week)

first of the commercials features **Jackson** singing "Crazy 'Bout A Ford Truck," a remake of "Crazy 'Bout A Mercury." Regarding the endorsement, Ford F-Series Brand Manager **Paul Morel** noted, "Country music is especially popular among full-size truck buyers."

The company connection runs in the Jackson family. Father **Eugene** retired from Ford's Atlanta assembly plant in 1989 after a 25-year career. Before moving to Nashville, the younger Jackson worked as a salesman at a Ford dealership in his hometown of Newnan, GA.

And in the course of celebrating the sale of more than 23 million **Arista/Nashville** albums at the press conference, Jackson announced that wife **Denise** is pregnant with their third child. Concerning his plans for future delivery work, Jackson quipped, "When it's time to have the baby, we'll get to the hospital in our Ford."

A Spacey Connection

Kim Richey has found an ally in actor **Kevin Spacey**. During her recent appearance at the Tennessee Ball during **Bill Clinton's** inauguration festivities, Spacey became slightly miffed when the crowd noise began to rise among the 2000 revelers. Interrupting her set, the actor told the crowd that Richey was an artist worthy of their undivided attention.

The Tennessee Ball also featured **Hootie & The Blowfish** and **Gloria Estefan.**

Bits 'N' Pieces

Country America magazine's fourth annual "Top 10 New Stars" issue hit the streets this week. The short list includes **LeAnn Rimes, Regina Regina, Deana Carter, Mindy McCready, Gary Allan, Deryl Dodd, Paul Brandt, Trace Adkins, and BR5-49.** Also included is **Anita Cochran**, who's awaiting the release of her **Warner Bros./Nashville** debut album.

Arista/Nashville President **Tim DuBois** will be interviewing his boss during an April 17 music law symposium sponsored by Nashville's **Leadership Music.** DuBois will be tossing questions to **Arista** President **Clive Davis** during "The Client/The Firm/The Deal" session. For more information, contact the Leadership Music office at (615) 321-2808.

• **BlackHawk, Mindy McCready, John Berry, and Kathy Mattea** perform tonight (January 31) in Crested Butte, CO as part of the "Country In The Rockies" fundraiser. The night before, the four acts served as celebrity bartenders. Other mixologists were to include **Bryan White, Hal Ketchum, Larry Stuart, Lari White, Skip Ewing, and Dave Gibson.** "Country In The Rockies" benefits the **Frances Williams Preston Laboratories** at Nashville's **Vanderbilt Cancer Center.**

• **Clay Walker's** fourth album marks his debut as a producer, sharing a credit with **Giant** President **James Stroud.** The album "Rumor Has It" is tentatively set for April 8 release. Walker has also unveiled his Internet web site, which may be accessed at www.claywalker.com.

• The **Nashville Entertainment Association's** Extravaganza '97 takes place February 19-22. The opening night concert at the Ryman Auditorium features Texas singer-songwriter **Robert Earl Keen**, who will perform with **Cowboy Junkies** lead vocalist **Margo Timmins.**

• The **Nashville Songwriters Association International's** fifth annual Tin Pan South Festival is scheduled for April 15-19. The festival showcases Music City's finest tunesmiths, along with legendary songwriters from throughout the world.

• "Hello Darlin': A Tribute To Conway Twitty" airs February 10 at 9pm ET on TNN. Taped in September at the Grand Ole Opry House, the special includes performances by **Vince Gill, Travis Tritt, Kathy Mattea, Mark Chesnutt, Tracy Lawrence, James Bonamy, Joe Diffie, Sammy Kershaw, Diamond Rio, Connie Smith, and Sam Moore.**

Noel Haggard

NEW ARTIST FACT FILE

Current Single: "Once You Learn"

Current Album, Label: "One Lifetime," Atlantic/Nashville (March 4 release)

Influences: Lefty Frizzell, Marty Robbins, Bob Seger

Background

He's the youngest of four children by **Merle Haggard's** marriage to first wife **Leona.** But **Noel Haggard** realizes his last name doesn't guarantee his own success in country.

His father's musical connections provided some vivid memories while growing up in California. As a child, Noel would shoot guns with **Glen Campbell** and visit with other musicians, including guitarist **Grady Martin.** When Noel was just 10, he played guitar for **Bob Wills** after his dad orchestrated a 17-piece band comprised of Wills's **Texas Playboys** and his own **Strangers.**

"I wasn't really all that interested in music," he recalls. "I was running track and field. Music didn't come into play until I was in my early 20s."

On The Road

With no other point of reference, Noel assumed his life wasn't that different from anyone else's — even as a 15-year-old selling T-shirts during his father's concert tours. "That almost became second nature. I really didn't think anything about it. As long as I could remember, dad was pulling up in the bus and he was saying goodbye. It was just part of our lives."

During the mid '80s, Noel spent three years working in a band in California and Nevada. The emphasis was on country, but he adds, "We'd play southern rock if we had to. We started out playing for beer and tips. We never really did give the band a name. We called it the **California Playboys** once." After a pause, he laughs, "We stole that."

Nashville Move

After working on his father's California ranch, Noel went on the road as Merle's opening act. In addition to a 42-day stint in Branson, the work included 40 shows with **Alan Jackson.** When the 1992 tour ended, Noel drove the concessions truck to Nashville.

"I moved in with my brother **Marty.** I started hitting the clubs and sitting in with bands, trying to get to know people. I had no car. I had nothing. Unlike other newcomers to Nashville, Noel didn't "know if I was looking for a deal or not. I was just going out to play. I never thought, 'I'm going to get dressed up and play tonight so I can get discovered.' I guess my goal was to start a band and start playing the clubs."

Within three weeks, a perfor-



Noel Haggard

mance at the Hall Of Fame Lounge near Music Row prompted managers **Estill Sowards** and **John Dorris** to introduce themselves. Their other act, **John Michael Montgomery**, had already enjoyed success with "Life's A Dance." After Noel met with them on a Monday, they spent Thursday in the office of **Atlantic/Nashville** President **Rick Blackburn.**

Exercising caution, Noel called his father to ask about Blackburn. Merle replied, "Hell, if anybody can do it, Rick can do it."

The Music

Happy to have his first album produced by **Barry Beckett**, Noel says, "I remember he produced a **Bob Seger** record that I listened to a lot. He lets you be yourself and makes you sound great."

The debut album, "One Lifetime," features songs written by **Dean Dillon, Tim Mensy, and Red Lane.** The first single, "Once You Learn," was written by **Don Schlitz and Billy Livsey.** Of radio's initial response, Noel says, "They're doing all these 'hit & miss' things and shoot-outs. We're hearing nothing but good things."

The Future

With an **Abilene Boots** sponsorship, Noel has been performing at special events, with recent appearances in the Denver and Reno markets. Band leader/road manager **Joe Reed** previously played bass in Merle's **Strangers.**

Anxious to get on the road, Noel admits, "I've never done that much outside the Merle thing. The other night was the first time I played a theater when he wasn't on the show."

While waiting for the first single to be released, he's spent his days doing construction work with a friend. He looks forward to time away from installing tile, trim, and decks. "I'd much rather be singing somewhere, but it's served its purpose. It gives me something to do. I've got so much energy, I'd be stir crazy."



BELIEVE THEM BABY — BMI executives were among the cheerleaders during a recent party celebrating the success of **Mighty Nice Music Publishing's** "Believe Me Baby (I Lied)." In addition to hitting No. 1 on the **R&R** Country chart, the song resulted in Grammy nominations for **MCA/Nashville** recording artist **Trisha Yearwood** (Best Female Country Vocal Performance) and composer **Kim Richey** (Best Country Song). Gathering at BMI's Nashville office (l-r) are BMI VP **Roger Sovine**, **Richey**, **Yearwood's** producer **Garth Fundis**, **Mighty Nice** President **Brownlee Ferguson**, BMI Director **Joyce Rice**, and **MCA/Nashville** President **Tony Brown.**



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WALKER**

**“Rumor
Has It”**

THE DEBUT
SMASH
SINGLE
FROM
CLAY'S NEW
ALBUM!

GOING FOR
AIRPLAY
NOW!

Bill Engvall

With Special Guest

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“Here’s Your Sign (Get The Picture)”

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“Going through the roof! #1 Requested record by a 10-to-1 margin!” - Tony Stevens, KFKF

“#1 requested by far.” - Jeff Garrison, KMLE

“Over 150 phone calls!!!” - Tom Jordan, KWNR

Your Listeners Respond With Their \$\$\$:

98% Soundscan Total Volume Increase After 2 Weeks Of Airplay

Breakout sales in Chicago, Washington DC, Phoenix, Little Rock, San Antonio

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“If you’re wondering if Bill Engvall is for real, have I got a story for you! Call me at (501) 227-9696 and I’ll tell you about it.”

- Tom Travis, KMKV (Home of the #1 selling market for Bill Engvall’s Album)



**Watch for Bill Engvall on The Jeff Foxworthy Show
Monday nights on NBC.**



Laughing Is Believing

COUNTRY REPORTERS

Stations and their adds listed alphabetically by market

| | | | | | | | | | | |
|--|---|--|--|--|--|---|---|--|---|--|
| <p>WQMX/Akron, OH PD: Kevin Mason MD: Bill Shiel 18 DAVID LEE MURPHY 18 DAVID KERSH</p> | <p>WYRK/Buffalo, NY PD: Ken Johnson MD: Pat O'Brien 12 TRACY BYRD 12 GARY ALLAN 12 CLAY WALKER 12 TRACE ADKINS</p> | <p>KPLX/Dallas, TX PD: Smokey Rivers MD: Teresa Whitney 30 TERRI CLARK 30 CLAY WALKER 15 MILA MASON 15 ALAN JACKSON 15 RHETT AKINS</p> | <p>KSKS/Fresno, CA PD: Ken Boesen MD: Steve Montgomery 7 TRACY BYRD 7 JOLA MASON 7 LONESTAR</p> | <p>KBEO/Kansas City, MO PD: Mike Kennedy MD: T.J. McIntire 18 MILA MASON 18 THRASHER SHIVER 18 MCGRAW 5 BILL ENGVALL</p> | <p>WWQM/Madison, WI OM/PD: Tom Oakes MD: Mel McKenzie 23 DIAMOND RIO 23 LONESTAR 16 M. CHAPIN CARPENTER 16 BILL ENGVALL 16 TERRI CLARK</p> | <p>KXXY/Oklahoma City, OK PD: Charlie Harrigan MD: Bill Reed No Adds</p> | <p>WKHK/Richmond, VA PD: Mark Richards MD: Rick Campbell 15 M. CHAPIN CARPENTER 15 THRASHER SHIVER 15 CLAY WALKER 5 KATHY MATTEA 5 AARON TIPPIN 5 BILL ENGVALL</p> | <p>WBTY/South Bend, IN PD: Ralph Cherry MD: Lisa Kostl 18 GARY ALLAN 18 THRASHER SHIVER 18 CLAY WALKER 5 KATHY MATTEA 5 AARON TIPPIN 5 BILL ENGVALL</p> | <p>KNUE/Tyler, TX PD: Amy Austin MD: Chuck McKinley 7 KENNY CHESNEY 7 BUFFALO CLUB 7 CLAY WALKER</p> | |
| <p>WGNA/Albany, NY OM: Fred Horton MD: Bill Earley 15 BIG HOUSE 15 NEAL MCCOY</p> | <p>KHAK/Cedar Rapids, IA PD: Jeff Winters MD: Dawn Johnson 23 BILL ENGVALL 8 BILLY RAY CYRUS 8 CLAY WALKER</p> | <p>KYNG/Dallas, TX PD: Dan Peerman MD: Stacey Tackett 20 KENNY CHESNEY 10 TRACE ADKINS</p> | <p>WBCT/Grand Rapids, MI PD: Doug Montgomery MD: Kelly 15 BILLY RAY CYRUS 15 RICOCHET 5 LORRIE MORGAN 5 MILA MASON 5 BIG HOUSE</p> | <p>KFKF/Kansas City, MO MD: Tony Stevens 8 AARON TIPPIN 8 MILA MASON</p> | <p>KTEX/McAllen, TX PD/MD: Jim Paczkowski 14 TRACY BYRD 5 GARY ALLAN 5 GEORGE DUCAS 5 GENE WATSON 5 EMILID</p> | <p>WOW/Omaha, NE PD: Tom Goodwin MD: John Glenn 14 CLAY WALKER 7 DAVID KERSH 7 TRACY BYRD</p> | <p>KFRG/Riverside, CA PD: Ray Maasie MD: Dick Jefferson 10 TRACE ADKINS 10 TERRI CLARK</p> | <p>WYYD/Roanoke, VA PD/MD: Robynn Jaymes 16 DAVID KERSH 16 BUFFALO CLUB</p> | <p>KNFR/Spokane, WA PD: Jay Daniels MD: Paul Neuman 14 CLAY WALKER 14 M. CHAPIN CARPENTER 14 TRACY BYRD 14 BIG HOUSE</p> | <p>KJUG/Visalia, CA PD/MD: Dave Daniels 15 BILL ENGVALL 15 BIG HOUSE 15 CHRIS LEDOUX 15 MILA MASON 7 AARON TIPPIN</p> |
| <p>KRST/Albuquerque, NM PD: Jim Patrick MD: Chaz Walbu 5 CLAY WALKER 5 TRACY BYRD</p> | <p>WBUB/Charlotte, SC PD: Charles Lindsey MD: John Dixon 15 DERYL DODD 15 KENNY CHESNEY</p> | <p>WGNE/Daytona Beach, FL PD: John Rivers MD: Jennifer Page 20 TRACY BYRD 7 RICOCHET 14 DERYL DODD</p> | <p>WTOR/Greensboro, NC PD: Paul Franklin MD: Deane St. Clair 10 THRASHER SHIVER 5 MARTINA MCBRIDE 5 CLAY WALKER</p> | <p>WDAF/Kansas City, MO PD: Ted Cramer MD: David Bryan 20 CLAY WALKER 10 AARON TIPPIN 10 THRASHER SHIVER 10 GENE WATSON</p> | <p>WOGY/Memphis, TN MD: Polly Wynn 7 BILL ENGVALL</p> | <p>WWKA/Orlando, FL PD: Mike Moore MD: Shadow Stevens No Adds</p> | <p>WBEE/Rochester, NY PD: Bob Barnett MD: Coyote Collins 5 CLAY WALKER 5 BILLY RAY CYRUS</p> | <p>KNCR/Sacramento, CA PD: Mark Evans MD: Jennifer Wood 15 CLAY WALKER 6 BIG HOUSE</p> | <p>WACD/Waco, TX PD/MD: Glenn Michaels No Adds</p> | <p>WMZO/Washington, DC PD: Mac Daniels MD: Jon Anthony 17 LONESTAR</p> |
| <p>KRRV/Alexandria, LA PD: Michael Bailey MD: Scott Bryant 12 CLAY WALKER 12 GORRIE MORGAN 12 LORRIE MORGAN 12 ROYAL WADE KIMES 5 BILL ENGVALL</p> | <p>WEZL/Charleston, SC PD: Kris Van Dyke MD: Gary Griffin 15 LONESTAR 7 LORRIE MORGAN 7 BIG HOUSE</p> | <p>KYGO/Denver, CO PD: John St. John MD: Jennifer Page 13 BILL ENGVALL 13 LEANN RIMES 13 CLAY WALKER 5 CHRIS LEDOUX 5 TRACY BYRD</p> | <p>WRNS/Greenville, NC PD: Wayne Cablate MD: Dale Knippers 15 MILA MASON 14 LORRIE MORGAN 14 RICOCHET 5 BILL ENGVALL</p> | <p>WVIX/Knoxville, TN PD: Les Acree MD: Chris Huff 14 LORRIE MORGAN 14 TRACE ADKINS 5 BILL ENGVALL</p> | <p>WKIS/Miami, FL PD: Bob McKay MD: Darlene Evans 22 BILL ENGVALL 14 TRACE ADKINS 14 TRACY BYRD</p> | <p>KHAY/Oxnard, CA PD/MD: Mark Hill 9 BILL ENGVALL 9 AARON TIPPIN 9 CLAY WALKER</p> | <p>KNKI/Sacramento, CA PD: Mark Evans MD: Jennifer Wood 15 CLAY WALKER 6 BIG HOUSE</p> | <p>WFBM/Springfield, IL PD: Bob Grayson MD: John Spaulding 13 KATHY MATTEA 13 MILA MASON 15 ROYAL WADE KIMES</p> | <p>WMZO/Washington, DC PD: Mac Daniels MD: Jon Anthony 17 LONESTAR</p> | |
| <p>WFGY/Altoona, PA PD/MD: Polly Wynn 35 CLAY WALKER 15 AARON TIPPIN 15 KIPPI BRANNON</p> | <p>WSOC/Charlotte, NC PD: Paul Johnson MD: Rick McCracken 13 BILL ENGVALL 13 BURNIN' DAYLIGHT 5 TRACE ADKINS 5 JIM ALSTON 5 AARON TIPPIN 5 CLAY WALKER</p> | <p>KJYJ/Des Moines, IA PD: Beverlee Brannigan MD: Eddie Hatfield 21 CLAY WALKER 21 DAVID KERSH 7 MARTY STUART</p> | <p>WESG/Greenville, SC PD: Ron Brooks MD: Jack Landrum 18 BILL ENGVALL 5 MARTINA MCBRIDE 5 CLAY WALKER</p> | <p>WVIV/Lancaster, PA PD: Dick Raymond MD: Doug Wagner 12 CLAY WALKER 5 M. CHAPIN CARPENTER 5 LORRIE MORGAN</p> | <p>WKYC/Milwaukee, WI PD: Kerry Wolfe MD: Mitch Morgan 5 CLAY WALKER 5 MARTINA MCBRIDE 5 LORRIE MORGAN 5 BILL ENGVALL</p> | <p>WXBM/Pensacola, FL PD: Lynn West MD: Bruce Clark 26 TRACY BYRD 9 MILA MASON 9 GEORGE DUCAS</p> | <p>WKCC/Saginaw, MI PD/MD: Rick Walker 15 LEANN RIMES 7 TRACY BYRD 7 CLAY WALKER</p> | <p>WPKX/Springfield, MA PD: Jim Andrews MD: Jay Roberts 14 BUFFALO CLUB</p> | <p>WDEQ/Wausau, WI PD: Brian Kelly MD: Lou Stewart 8 TRACY BYRD 8 CLAY WALKER</p> | |
| <p>KGNC/Amarillo, TX PD: Tim Butler MD: Patrick Clark 25 TRACY BYRD 15 BUFFALO CLUB 15 DAVID KERSH</p> | <p>WTOR/Charlotte, NC PD/MD: Loyd Ford 40 GARTH BROOKS 6 DIAMOND RIO 6 STEPHANIE BENTLEY 6 BROOKS & DUNN</p> | <p>WWWW/Detroit, MI PD: Mark Hemlin MD: Carl E. No Adds</p> | <p>WSSL/Greenville, SC PD: Bruce Logan MD: Dude Walker 6 KATHY MATTEA 6 DAVID KERSH 6 GARY ALLAN</p> | <p>WVIV/Lancaster, PA PD: Dick Raymond MD: Doug Wagner 12 CLAY WALKER 5 M. CHAPIN CARPENTER 5 LORRIE MORGAN</p> | <p>WVIV/Lancaster, PA PD: Dick Raymond MD: Doug Wagner 12 CLAY WALKER 5 M. CHAPIN CARPENTER 5 LORRIE MORGAN</p> | <p>WVIV/Lancaster, PA PD: Dick Raymond MD: Doug Wagner 12 CLAY WALKER 5 M. CHAPIN CARPENTER 5 LORRIE MORGAN</p> | <p>WVIV/Lancaster, PA PD: Dick Raymond MD: Doug Wagner 12 CLAY WALKER 5 M. CHAPIN CARPENTER 5 LORRIE MORGAN</p> | <p>WVIV/Lancaster, PA PD: Dick Raymond MD: Doug Wagner 12 CLAY WALKER 5 M. CHAPIN CARPENTER 5 LORRIE MORGAN</p> | <p>WVIV/Lancaster, PA PD: Dick Raymond MD: Doug Wagner 12 CLAY WALKER 5 M. CHAPIN CARPENTER 5 LORRIE MORGAN</p> | <p>WVIV/Lancaster, PA PD: Dick Raymond MD: Doug Wagner 12 CLAY WALKER 5 M. CHAPIN CARPENTER 5 LORRIE MORGAN</p> |

191 Total Reporters
191 Current Reporters
187 Current Playlists

Reported Frozen Playlist (1):
 WTCM/NW Michigan

Did Not Report, Playlist Frozen (3):
 WIXY/Champaign, IL
 WGKX/Memphis, TN
 WWZD/Tupelo, MS



MIKE KINOSHIAN

It's Impossible To Auction Goodwill

OM/PA Miller details how KOSO/Modesto came to the rescue during CA's floods

Stations sometimes take great liberties when using the term "community involvement." We've all made our stations available to politically correct organizations for their charitable fundraising events. But here's how to take that extra step to really relate to your listeners.



Max Miller

The new year entered on a sour note, as devastating floods ravaged areas like Central and Northern California. "We'd already had a pretty wet winter when we received about 40 inches of rain in a four-day period earlier this month," recalls KOSO/Modesto, CA OM/PA Max Miller. "The flood stage [of a nearby river increased from] 55 feet to 71 feet — which had never happened before."

Power losses were common, but primary EBS outlet KOSO managed to remain on the air. Regular programming, though, was tossed out the window in favor of frequent news and weather updates.

The Modesto High School boys' gym was used as an evacuation center. Amazingly, 9000 locals expressed interest in becoming relief volunteers. After witnessing the number of people displaced by the nasty conditions, Miller knew it was time to act. "The Red Cross suggested we do a fundraiser from the mall. They needed food, blankets, pillows, and money."

"Within a few hours, we were able to do a quickie [2-7pm] remote [on January 4] and collected nearly \$2000. People stopped by — many not even wanting to give their names — and donated anything between \$5 and \$10 in cash; one person wrote a \$300 check. The outpouring was tre-

mendous, and it made me feel very good about living here."

Auction Block

The remote was certainly a good launching point, but Miller thought the station could do more. A brainstorming session produced an idea for an auction which took place two weeks ago (1/17) at the Modesto Center Plaza.

"Rather than going on the air to beg for money, we wanted to do something that had a twist for our listeners," remarks Miller. "We got things like San Francisco 49er jerseys autographed by quarterback Steve Young and wide receiver

Jerry Rice; an autographed Chris Isaak guitar; CDs and other materials signed by Bryan Adams, Blues Traveler, Counting Crows, Sheryl Crow, Huey Lewis, Rembrandts, Linda Ronstadt, and Sting; a Police CD library; an autographed lithograph of Journey's CD cover; and a signed Eagles tour program.

"The morning show talked about eight or 10 items and began taking bids on the three most popular. Listeners unable to attend the auction were able to do their bidding by phone."

The auctioned football items were obtained instantly through a station

contact and a player's agent. "Everybody knew about the floods and wanted to help, so it was just a matter of making some phone calls," Miller explains. "The record company people were incredibly helpful. The process is easy, just a bit time-consuming."

The unique celebrity-signed items were augmented by merchandise like furniture, restaurant coupons, clothing, and carpeting secured by KOSO's sales staff.

Meaningful Goodwill

While genuinely compelled to do something for area flood victims, Miller cautiously approached the station's role. "There's a very fine line that must be walked [because you can't] make it sound self-serving or grandstanding."

Having a strong community presence isn't a KOSO novelty. The station has been sponsoring an annual

Christmas Parade the past six years. "It's a huge undertaking that now coincides with the lighting of the city's Christmas tree," Miller points out. "The local newspaper snubs us and we get very little press on it. We might not see the return in TSL or cume, but we certainly put a lot

of goodwill in our bank account. It makes our jobs more meaningful and we feel better about ourselves and our ties to the community."

"Let's face it — how important is it that we [are only concerned about] picking the right songs to play? Long term, that doesn't play much of a difference in a person's life."

People stopped by and donated anything between \$5 and \$10 in cash. The outpouring was tremendous; it made me feel very good about living here.

Super Ways To Stand Out From The Pack

Bart Starr, Paul Hornung, Jim Taylor, Max McGee, Boyd Dowler, Fuzzy Thurston, and Jerry Kramer are names recalling Green Bay Packer glory days. They were followed by lean times for that once mighty team. "Title Town" citizens eyed last Sunday's Super Bowl return — and win — as an event of monumental proportions.

Epic enough for Jim Rome to pack up his cult Premiere Radio Networks sports talk "jungle" for a Green Bay road show, where he correctly reported that locals eat, sleep, drink, and live nothing but the hometown team. This adulation includes the city's radio outlets.

"Our morning show road-tripped to the Super Bowl in a motor home," recalls WQLH/Green Bay PD (and lifelong Packer fan) Terry Dugan. "We view our



Steve Peck

role as a conduit — we're glue. For all practical purposes, the earth cracked several weeks ago and everyone fell in."

Hair To Dye For

Not unlike other local stations, the Mix talked about every possible angle, including what the players ate for breakfast. "Each break contained something about the team and the game," notes Dugan. "We pulled every publicity stunt from giving away 'I Am The Frozen Tun-

dra' sweatshirts and hats, to me dying my hair on the air [from light brown] to green and gold. I'm a fan, too and bleed green and gold. Having the Packers in the Super Bowl was so great for the community. It was very positive and put everyone here in a great mood."

In addition to giving away a Super Bowl trip for two, the Mix encouraged listeners to keep up only their green and gold Christmas lights until after the game. "We also asked that they tie green and gold ribbons around trees and car antennas. There was also a lot of snow art."

Way Of Life

While her HotAC targets a female audience, Dugan knows she's fortunate that so many Central Wisconsin women love football. "The only

thing I can say is, 'Welcome to Green Bay.' It's almost frightening how closely women here follow it. Football's not just a game — it's a social thing and a way of life. But, rather than the 'Xs' and 'Os' of the game, I'm more interested in what charities a player is involved with, and that's what we talk about on the air."

Bedlam In Beantown

Green Bay was the national media's darling, but there was actually another team in this year's Big Dance. And Boston fans are among the country's most loyal and ardent, giving radio stations there an obvious lifestyle tie-in. Sports truly "rules" in Boston (and New England), so it was next to impossible for stations not to get caught up in Super Bowl fever. Fans there were

especially hungry considering that the Patriots and Red Sox last appeared in a Super Bowl and World Series (respectively) in the same calendar year — 1986.

"We're not usually your home for sports talk, but the Patriots Super Bowl trip was the biggest topic of discussion here," notes WSRS/Worcester, MA PD Steve Peck. "We gave away a 27-inch television, recliner, and tray of submarine sandwiches. It was a fax promotion where people explained why they felt they should win our Super Bowl prize package."

One entry spoofed the Ed McMahon/Dick Clark TV spots referred to here last week (R&R 1/24). The contestant wrote that when Ed and Dick drive up to award the \$11 million first prize, they'll be given sub sandwiches won from WSRS.

Some Hot AC Jewels

As a follow-up to last week's piece on 1996's "AC Exclusive" songs, here's the year's "Hot AC Exclusive" tunes.

The following appeared on R&R's Hot AC chart at some point in 1996's chart year (12/8/95 - 12/6/96), but failed to hit the Adult Contemporary Top 30.

Half the songs (50%) that hit AC's Top 30 didn't crossover to Hot AC's chart, while a similar percentage (46%) reaching R&R's Hot AC chart couldn't duplicate that effort in AC.

The average peak chart position for AC Exclusive songs was 19.0 and 18.6 for Hot AC Exclusives.

Songs still climbing are noted by an asterisk (*), while those making the AC chart in the 1997 chart year are designated by a dollar sign (\$).

Hot AC Exclusive

| Peak | Artist/Title |
|---------|---|
| # 1\$ | NO DOUBT/Don't Speak |
| # 2 | ALANIS MORISSETTE/Head Over Feet |
| # 3 | BODEANS/Closer To Free |
| # 3* | CARDIGANS/Lovefool |
| # 4 | SHERYL CROW/If It Makes You Happy |
| # 5 | MELISSA ETHERIDGE/I Want To Come Over |
| # 6 | DISHWALLA/Counting Blue Cars |
| # 6* | HOOTIE & THE BLOWFISH/I Go Blind |
| # 6 | JEWEL/Who Will Save Your Soul |
| # 6 | ALANIS MORISSETTE/Ironic |
| # 7 | MERRIL BAINBRIDGE/Mouth |
| # 7* | JEWEL/You Were Meant For Me |
| # 9* | DUNCAN SHEIK/Barely Breathing |
| # 11 | BADLEES/Angeline Is Coming |
| # 13 | JOAN OSBORNE/One Of Us |
| # 14 | DOG'S EYE VIEW/Everything Falls Apart |
| # 14 | AMANDA MARSHALL/Birmingham |
| # 15 | ROBERT MILES/Children |
| # 17 | PRIMITIVE RADIO GODS/Standing Outside A Broken ... |
| # 18 | ADAM CLAYTON & LARRY MULLEN/Mission: Impossible |
| # 18 | FOO FIGHTERS/Big Me |
| # 18*\$ | JOHN MELLENCAMP/Just Another Day |
| # 18 | NO MERCY/Where Do You Go |
| # 18 | TOM PETTY & THE HEARTBREAKERS/Walls |
| # 19 | BRYAN ADAMS/The Only Thing That Looks Good On Me Is You |
| # 19 | CRANBERRIES/Free To Decide |
| # 20 | BLUES TRAVELER/Hook |
| # 20 | FUGEES/Killing Me Softly |
| # 20 | LOS DEL RIO/Macarena |
| # 21 | COLLECTIVE SOUL/The World I Know |
| # 21 | GREASE MEGAMIX/Grease Megamix |
| # 21 | SOUL ASYLUM/Promises Broken |
| # 24 | JARS OF CLAY/Flood |
| # 24 | STING/I'm So Happy I Can't Stop Crying |
| # 25 | SUSANNA HOFFS/All I Want |
| # 26 | GIN BLOSSOMS/As Long As It Matters |
| # 27 | ACE OF BASE/Beautiful Life |
| # 27 | ACE OF BASE/Lucky Love |
| # 27 | BON JOVI/Lie To Me |
| # 28 | LENNY KRAVITZ/Can't Get You Off My Mind |
| # 28 | ALANIS MORISSETTE/Hand In My Pocket |
| # 28 | WALLFLOWERS/6th Avenue Heartache |
| # 29 | TONI BRAXTON/You're Makin' Me High |
| # 29 | DEF LEPPARD/When Love & Hate Collide |
| # 29 | OASIS/Wonderwall |
| # 29 | SMASHING PUMPKINS/1979 |
| # 30 | NO DOUBT/Spiderwebs |
| # 30 | STING/Let Your Soul Be Your Pilot |

JANUARY 31, 1997

| 3W | 2W | LW | TW | ARTIST TITLE LABEL(S) | TOTAL PLAYS | | | | TOTAL STATIONS/ADDS |
|----------------|----|----|----|---|-------------|------|------|------|---------------------|
| | | | | | TW | LW | 2W | 3W | |
| 1 | 1 | 1 | 1 | 1 TONI BRAXTON Un-break My Heart (LaFace/Arista) | 2254 | 2223 | 2259 | 2203 | 96/0 |
| 5 | 3 | 3 | 2 | 2 WHITNEY HOUSTON I Believe In You And Me (Arista) | 2177 | 2061 | 2082 | 1946 | 94/1 |
| 2 | 2 | 2 | 3 | BARBRA STREISAND & BRYAN ADAMS I Finally Found... (Columbia) | 2124 | 2152 | 2195 | 2190 | 93/0 |
| 3 | 4 | 4 | 4 | ROD STEWART If We Fall In Love Tonight (Warner Bros.) | 1753 | 1845 | 1993 | 2029 | 86/0 |
| 4 | 5 | 5 | 5 | JOURNEY When You Love A Woman (Columbia) | 1674 | 1723 | 1874 | 2000 | 86/0 |
| 10 | 6 | 6 | 6 | 6 GLORIA ESTEFAN I'm Not Giving You Up (Epic) | 1576 | 1492 | 1378 | 1211 | 82/1 |
| 8 | 7 | 7 | 7 | 7 LIONEL RICHIE Still In Love (Mercury) | 1459 | 1444 | 1369 | 1253 | 81/1 |
| 21 | 15 | 12 | 8 | 8 JIM BRICKMAN w/MARTINA MCBRIDE Valentine (Windham Hill) | 1386 | 1148 | 892 | 492 | 83/5 |
| 17 | 12 | 11 | 9 | 9 KENNY LOGGINS For The First Time (Columbia) | 1278 | 1151 | 965 | 683 | 75/3 |
| 9 | 10 | 9 | 10 | 10 ERIC CLAPTON Change The World (Reprise) | 1185 | 1172 | 1259 | 1247 | 77/0 |
| 6 | 9 | 10 | 11 | CELINE DION It's All Coming Back To Me Now (550 Music) | 1080 | 1156 | 1272 | 1348 | 68/0 |
| 7 | 8 | 8 | 12 | HUEY LEWIS & THE NEWS 100 Years From Now (Elektra/EEG) | 1035 | 1329 | 1363 | 1326 | 58/0 |
| 18 | 17 | 14 | 13 | 13 DON HENLEY Through Your Hands (Revolution) | 1005 | 852 | 772 | 549 | 59/4 |
| BREAKER | | | 14 | 14 PHIL COLLINS It's In Your Eyes (Any...) (Face Value/Atlantic) | 967 | 677 | 391 | 22 | 72/14 |
| 11 | 11 | 13 | 15 | ELTON JOHN You Can Make History (Young Again) (MCA) | 801 | 890 | 990 | 1140 | 53/0 |
| 12 | 13 | 16 | 16 | DONNA LEWIS I Love You Always Forever (Atlantic) | 764 | 794 | 948 | 1010 | 54/1 |
| 25 | 22 | 21 | 17 | R. KELLY I Believe I Can Fly (Jive) | 734 | 515 | 461 | 298 | 61/13 |
| 23 | 20 | 19 | 18 | PETER CETERA w/RONNA REEVES S.O.S. (River North) | 652 | 636 | 586 | 465 | 47/2 |
| 13 | 14 | 15 | 19 | SEAL Fly Like An Eagle (Warner Sunset/Atlantic) | 624 | 816 | 910 | 913 | 39/2 |
| DEBUT | | | 20 | CELINE DION All By Myself (550 Music) | 620 | 140 | 73 | 38 | 57/46 |
| 16 | 16 | 17 | 21 | CELINE DION Send Me A Lover (MMI) | 541 | 765 | 787 | 719 | 36/0 |
| 26 | 25 | 23 | 22 | BARRY MANILOW Bluer Than Blue (Arista) | 508 | 443 | 373 | 295 | 49/4 |
| 14 | 19 | 22 | 23 | MADONNA You Must Love Me (Warner Bros.) | 453 | 503 | 600 | 740 | 35/1 |
| 29 | 26 | 26 | 24 | NO DOUBT Don't Speak (Trauma/Interscope) | 449 | 342 | 345 | 208 | 22/4 |
| 28 | 28 | 27 | 25 | JOHN MELLENCAMP Just Another Day (Mercury) | 399 | 313 | 287 | 208 | 27/3 |
| 30 | 29 | 28 | 26 | BABYFACE Every Time I Close My Eyes (Epic) | 338 | 253 | 242 | 193 | 32/3 |
| — | — | 30 | 27 | MADONNA Don't Cry For Me Argentina (Warner Bros.) | 336 | 175 | 106 | 33 | 32/16 |
| — | — | 29 | 28 | HOOTIE & THE BLOWFISH I Go Blind (Reprise) | 248 | 181 | 211 | 175 | 12/1 |
| 22 | 21 | 24 | 29 | "AFKAP" Betcha By Golly Wow! (NPG/EMI) | 243 | 384 | 485 | 491 | 20/0 |
| 24 | 23 | 25 | 30 | BRUCE ROBERTS & DONNA SUMMER Whenever There... (Universal) | 181 | 345 | 392 | 356 | 17/0 |

This chart reflects airplay from January 27-February 2. Songs ranked by total plays. Highlighted songs indicate Breaker. 97 AC reporters. 91 current playlists. Songs that are down or flat in plays for three consecutive weeks and below No. 15 are moved to recurrent. © 1997, R&R Inc.

NEW & ACTIVE

JEWEL You Were Meant For Me (Atlantic)

Total Stations: 12, Adds: 7, Plays: 179, WMAS 18 (18), WFPG 7 (7), WMJQ 28, WALK 30 (10), WTFM 24 (24), WVEZ 5, WRVR 16, WLAC 7, WFMK 10, WGLM 7, WQLR 7, KEZG 20 (18).

MICHAEL ENGLISH When I Need You (Curb)

Total Stations: 23, Adds: 23, Plays: 176, WRCH 7, WWLI 5, WMJQ 14, WARM 6, WBBQ 25, WTCB 7, WTVR 5, WDEF 5, WOOF 8, WAHR 5, WRVR 7, WLAC 9, WLTS 5, KMXR 5, KQXT 7, WROE 7, WLIT 10, WOOD 3, WFMK 10, WGLM 9, WQLR 7, KJSN 5, KWAV 5.

CRYSTAL BERNARD Have We Forgotten What Love Is (River North)

Total Stations: 14, Adds: 6, Plays: 131, WRCH 7, WWLI 10 (10), WKWK 5 (5), WOOF 15, WTFM 10, WRVR 9 (9), KMXR 5 (5), KVIL 9, KQXT 5 (5), WFMK 20 (10), WGLM 7 (7), KRNO 14 (14), KWAV 5, KSBL 10.

FOR REAL The Saddest Song I Ever Heard (Rowdy/Arista)

Total Stations: 11, Adds: 5, Plays: 76, WWLI 10 (5), WTVR 5, WDEF 5, WAHR 5, KMXR 5 (5), KQXT 7 (5), WROE 7 (7), WFMK 10 (10), WGLM 7 (7), KWAV 5, KSBL 10.

ANNE MURRAY Me Too (EMI)

Total Stations: 10, Adds: 4, Plays: 66, WRCH 7 (7), WWLI 10 (5), WKWK 5, WTVR 5 (5), WDEF 5 (5), KQXT 5 (5), WROE 7, WFMK 10, WGLM 7 (7), KWAV 5.

Songs ranked by total plays.

Station call letters followed by number of plays.

BREAKERS

PHIL COLLINS

It's In Your Eyes (Anytime At All) (Face Value/Atlantic)

TOTAL PLAYS/INCREASE: 967/290
TOTAL STATIONS/ADDS: 72/14
CHART: 14

MOST ADDED

| ARTIST TITLE LABEL(S) | ADDS |
|---|------|
| CELINE DION All By Myself (550 Music) | 46 |
| MICHAEL ENGLISH When I Need You (Curb) | 23 |
| MADONNA Don't Cry For Me Argentina (Warner Bros.) | 16 |
| PHIL COLLINS It's In Your Eyes (Any...) (Face Value/Atlantic) | 14 |
| R. KELLY I Believe I Can Fly (Jive) | 13 |
| JEWEL You Were Meant For Me (Atlantic) | 7 |
| CRYSTAL BERNARD Have We Forgotten What... (River North) | 6 |
| PETER WHITE I/BASIA Just Another Day (Columbia) | 6 |
| JIM BRICKMAN w/M. MCBRIDE Valentine (Windham Hill) | 5 |
| FOR REAL The Saddest Song I Ever Heard (Rowdy/Arista) | 5 |

MOST INCREASED PLAYS

| ARTIST TITLE LABEL(S) | TOTAL PLAY INCREASE |
|---|---------------------|
| CELINE DION All By Myself (550 Music) | +480 |
| PHIL COLLINS It's In Your Eyes (Any...) (Face Value/Atlantic) | +290 |
| JIM BRICKMAN w/M. MCBRIDE Valentine (Windham Hill) | +238 |
| R. KELLY I Believe I Can Fly (Jive) | +219 |
| MICHAEL ENGLISH When I Need You (Curb) | +176 |
| MADONNA Don't Cry For Me Argentina (Warner Bros.) | +161 |
| DON HENLEY Through Your Hands (Revolution) | +153 |
| KENNY LOGGINS For The First Time (Columbia) | +127 |
| WHITNEY HOUSTON I Believe In You And Me (Arista) | +116 |
| NO DOUBT Don't Speak (Trauma/Interscope) | +107 |

HOTTEST RECURRENTS

| ARTIST TITLE LABEL(S) |
|---|
| KENNY G The Moment (Arista) |
| BRYAN ADAMS Let's Make A Night To Remember (A&M) |
| CELINE DION Because You Loved Me (550 Music) |
| MARIAH CAREY Forever (Columbia) |
| PHIL COLLINS Dance Into The Light (Face Value/Atlantic) |
| TONY RICH PROJECT Nobody Knows (LaFace/Arista) |
| VANESSA WILLIAMS Where Do We Go From Here (Mercury) |
| TINA TURNER Missing You (Virgin) |
| MARIAH CAREY Always Be My Baby (Columbia) |
| TRACY CHAPMAN Give Me One Reason (Elektra/EEG) |

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.

ALAN PARSONS

Will Blow You Away...

"Blown By The Wind"
The First Single
From His River
North Release

ON AIR

GOING FOR ADDS 2/3

"The audience will certainly embrace this one as an AC outfit with undertones of grandeur."
RMP Weekly, Toronto

<http://www.rmp.com>

REPORTERS

Stations and their adds listed alphabetically by market

AC

| | | | | | | | | | | |
|--|---|--|--|---|---|---|--|---|---|--|
| WYJB/Albany, NY OMPD: Buzz Brindle MD: Pat Ryan 5 CELINE DION "Myself" 5 STEVE AZAR "Nights" | WOOX/Cleveland, OH PD: Sue Wilson MD: Scott Miller 9 MADONNA "Cry" 9 NATALIE MERCHANT "Fine" | WAFY/Frederick, MD PD: John Flesler MD: Norman Henry Schmidt 14 DONNA LEWIS "Without" 14 PHIL COLLINS "Eyes" 12 MADONNA "Cry" 12 BARRY MANLOW "Blue" 11 SEAL "Fly" | WFMK/Lansing, MI PDMD: Ray Marshall 10 ANNE MURRAY "Me" 10 MICHAEL ENGLISH "When" 10 CELINE DION "Myself" 10 JEWEL "You" | WLTS/New Orleans, LA PD: Steve Suter MD: Jim Hanzo 5 MICHAEL ENGLISH "When" 5 R KELLY "Fly" 5 JOHN MELLENCAMP "Day" | KXLY/Spokane, WA PD: Brian Paul MD: Scott Phillips 18 PHIL COLLINS "Eyes" 18 BRICKMAN & MCBRIDE "Valentine" | WKDD/Akron, OH PDMD: Chuck Collins 18 MADONNA "Cry" 12 SHERYL CROW "Everyday" | KATF/Dubuque, IA PD: Tim Dillon MD: Jackie Livingston 33 MADONNA "Cry" 5 BRYAN ADAMS "Always" 5 BARYFACE "Close" | KSTP/Minneapolis, MN PD: Todd Fisher MD: Leighton Peck 25 COUNTING CROWS "December" 12 DUNCAN SHEIK "Barely" | KNEV/Reno, NV PD: Rusty Keys MD: Judy Davis 12 JEWEL "You" 12 DUNCAN SHEIK "Barely" | |
| WROE/Appleton, WI PDMD: Ford Colley 7 MADONNA "Cry" 7 CELINE DION "Myself" 7 MICHAEL ENGLISH "When" 7 ANNE MURRAY "Me" | KKLI/Colorado Springs, CO PD: Steve Larson MD: Sharon Green 13 CELINE DION "Myself" 13 PETER WHITE FBASIA "Just" | WTFM/Fresno, CA PDMD: Mark Thomas No Adds | KSNE/Las Vegas, NV PD: Tom Chase MD: John Berry 12 CELINE DION "Myself" 5 MADONNA "Cry" | WMGF/Oriando, FL PD: Laura Dane MD: Dean Muccio No Adds | WMAS/Springfield, MA PD: Paul Cannon APDMD: Keith Stephens 7 CELINE DION "Myself" 5 R KELLY "Fly" | WMX/Anchorage, AK PD: Mark Carlson APDMD: Rosy Lennox 29 CELINE DION "Myself" 5 CRANBERRIES "Gone" 5 "AKAP" "River" | KAMX/Austin, TX MD: Jack Stevens 20 ALANIS MORISSETTE "House" | WWMX/Baltimore, MD PD: Adam Goodman MD: Steve Cross No Adds | WDBZ/New York, NY PD: Steve Weed APDMD: Linda Silver 10 WALLFLOWERS "Headlight" 10 SAVAGE GARDEN "Want" | KBEE/Salt Lake City, UT APDMD: Greg Hewitt 15 PAULA COLE "Cowboys" 15 CELINE DION "Myself" 10 COUNTING CROWS "December" 10 MADONNA "Cry" |
| WFPG/Atlantic City, NJ OMPD: Dick Fennessy MD: Marlene Aqua 14 PHIL COLLINS "Eyes" 7 BRICKMAN & MCBRIDE "Valentine" | WTCB/Columbia, SC PDMD: Brent Johnson 7 MICHAEL ENGLISH "When" | WWSN/Columbus, OH PD: Chuck Knight MD: Bob Nunnally 15 NO DOUBT "Speak" | KEZG/Incoln, NE PD: Scott Larson MD: Jeff Scott 10 DON HENLEY "Hands" 10 PHIL COLLINS "Eyes" 6 BRICKMAN & MCBRIDE "Valentine" 5 CELINE DION "Myself" 5 MADONNA "Cry" | WBEB/Philadelphia, PA PD: Chris Conley MD: Donna Rowland 18 DON HENLEY "Hands" 8 BRICKMAN & MCBRIDE "Valentine" | WRWF/Toledo, OH PDMD: Kim Carson 1 R KELLY "Fly" 1 BRYAN ADAMS "Always" 1 JON SEGADA "Late" 1 CELINE DION "Myself" | KKMW/Portland, OR PDMD: Bill Minkler 14 PETER WHITE FBASIA "Just" | WVLI/Providence, RI PD: Tom Holt MD: Bob Boisvert 5 CELINE DION "Myself" 5 GYPSY SOUL "Silent" 5 MICHAEL ENGLISH "When" 5 MADONNA "Cry" | WBMX/Boston, MA VP/Prog: Greg Strassell APDMD: Michelle Buczynski 11 TORI AMOS "Silent" | WHBC/Canton, OH PD: Terry Simmons MD: Bruce Lewis 33 CELINE DION "Myself" 18 GLORIA ESTEFAN "Giving" 18 DUNCAN SHEIK "Barely" | WVAF/Charleston, WV PDMD: Rick Johnson MD: Annie Nutter 11 NO DOUBT "Speak" |
| WBBQ/Augusta, GA PDMD: John Patrick 34 CELINE DION "Myself" 25 MICHAEL ENGLISH "When" | KMXR/Corpus Christi, TX PDMD: Jesse DeLeon 5 CELINE DION "Myself" 5 MICHAEL ENGLISH "When" | WLHT/Grand Rapids, MI PDMD: Steve Dirksen 8 PHIL COLLINS "Eyes" | WALK/Long Island, NY PD: Gene Michaels APD: Rob Miller MD: Charlie Lombardo 8 MADONNA "Cry" | WVTV/Richmond, VA PDMD: Scott O'Brien 5 FOR REAL "Saddest" 5 MICHAEL ENGLISH "When" 5 PETER WHITE FBASIA "Just" | WASH/Washington, DC PD: Steve Streit MD: Randi Martin 28 R KELLY "Fly" 28 CELINE DION "Myself" 21 MADONNA "Cry" 10 KENNY LOGGINS "First" | WVIZ/Louisville, KY OMPD: C.C. Matthews APD: Joe Fedele 5 CELINE DION "Myself" 5 JEWEL "You" | WVWG/Saginaw, MI PD: Mike McDonald MD: Keith Kelly 24 COUNTING CROWS "December" 24 MERRILL BAINBRIDGE "Mouth" 20 R KELLY "Fly" | WVXZ/Tucson, AZ PDMD: Bobby Rich 9 CELINE DION "Myself" | WVWJ/Biloxi, MS PD: Walter Brown MD: Heather Williams 18 MADONNA "Cry" 7 PHIL COLLINS "Eyes" | WVWZ/Utica, NY PDMD: Randy Jay 10 DON HENLEY "Hands" 10 JOHN MELLENCAMP "Day" 7 CELINE DION "Myself" 7 "AKAP" "River" |
| KKMJ/Austin, TX OM: Stan Main PD: Nolan Cruise 5 R KELLY "Fly" | WVLT/Baltimore, MD OMPD: Gary Balaban MD: Mark Thoner 17 NO DOUBT "Speak" 7 JON SEGADA "Late" | WVMD/Dayton, OH PDMD: Mike Fieor 10 R KELLY "Fly" | WVWG/Greensboro, NC PDMD: Nick Allen No Adds | WVWZ/West Palm Beach, FL OMPD: Les Howard Jacoby APDMD: Chad Ford 10 R KELLY "Fly" | WVWZ/West Palm Beach, FL PD: Ken Payne MD: Ken Payne 7 BARYFACE "Close" 7 CELINE DION "Myself" 7 SHAWN COLVIN "Sunny" 11 AMANDA MARSHALL "Grace" | WVWZ/Charlotte, NC PDMD: Angie Logan 16 MERRILL BAINBRIDGE "Under" 14 SUBLINE "What" | WVWZ/Chicago, IL VP/Prog: Greg Salk MD: Vinny Marino No Adds | WVWZ/Chicago, IL PD: Barry James APDMD: Jaime Kartak 36 SAVAGE GARDEN "Want" 12 SHAWN COLVIN "Sunny" 12 PHIL COLLINS "Eyes" 11 AMANDA MARSHALL "Grace" | WVWZ/Chicago, IL PD: Bruce Gilbert MD: Scott Alexander 26 JEWEL "You" | WVWZ/Chicago, IL PD: Ken Medek MD: Art Levine 18 LEAH ANDREONE "Anight" 18 CELINE DION "Myself" 18 GINURINE "Pony" |
| WVWZ/Birmingham, AL OM: John Jenkins PDMD: John Stuart No Adds | WVWZ/Birmingham, AL OM: John Jenkins PDMD: John Stuart No Adds | WVWZ/Birmingham, AL OM: John Jenkins PDMD: John Stuart No Adds | WVWZ/Birmingham, AL OM: John Jenkins PDMD: John Stuart No Adds | WVWZ/Birmingham, AL OM: John Jenkins PDMD: John Stuart No Adds | WVWZ/Birmingham, AL OM: John Jenkins PDMD: John Stuart No Adds | WVWZ/Birmingham, AL OM: John Jenkins PDMD: John Stuart No Adds | WVWZ/Birmingham, AL OM: John Jenkins PDMD: John Stuart No Adds | WVWZ/Birmingham, AL OM: John Jenkins PDMD: John Stuart No Adds | WVWZ/Birmingham, AL OM: John Jenkins PDMD: John Stuart No Adds | WVWZ/Birmingham, AL OM: John Jenkins PDMD: John Stuart No Adds |

HOT AC

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|--|--|--|--|--|--|--|--|--|--|--|
| WVWZ/Birmingham, AL OM: John Jenkins PDMD: John Stuart No Adds | WVWZ/Birmingham, AL OM: John Jenkins PDMD: John Stuart No Adds | WVWZ/Birmingham, AL OM: John Jenkins PDMD: John Stuart No Adds | WVWZ/Birmingham, AL OM: John Jenkins PDMD: John Stuart No Adds | WVWZ/Birmingham, AL OM: John Jenkins PDMD: John Stuart No Adds | WVWZ/Birmingham, AL OM: John Jenkins PDMD: John Stuart No Adds | WVWZ/Birmingham, AL OM: John Jenkins PDMD: John Stuart No Adds | WVWZ/Birmingham, AL OM: John Jenkins PDMD: John Stuart No Adds | WVWZ/Birmingham, AL OM: John Jenkins PDMD: John Stuart No Adds | WVWZ/Birmingham, AL OM: John Jenkins PDMD: John Stuart No Adds | WVWZ/Birmingham, AL OM: John Jenkins PDMD: John Stuart No Adds |
|--|--|--|--|--|--|--|--|--|--|--|

97 Total Reporters
96 Current Reporters
91 Current Playlists

Reported Frozen Playlist (4):
WLEV/Allentown, PA
KRNO/Reno, NV
WSLQ/Roanoke, VA
KSFV/Salt Lake City, UT

Did Not Report, Playlist Frozen (1):
WJXB/Knoxville, TN

Did Not Report A New Playlist For Two Consecutive Weeks; Data Not Used (1):
KUDL/Kansas City, MO

78 Total Reporters
77 Current Reporters
76 Current Playlists

Did Not Report, Playlist Frozen (1):
WAZY/Lafayette, IN

Did Not Report A New Playlist For Two Consecutive Weeks; Data Not Used (1):
WLRW/Champaign, IL

New Hot AC Reporters (3):
WLUP/Chicago, IL
WPLL/Miami, FL
KLLC/San Francisco, CA

Jim Brickman Jim Brickman Jim Brickman Jim Brickman Jim Brickman Jim Brickman Jim Brickman Jim Brickman Jim Brickman Jim Brickman

JIM BRICKMAN

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HOT AC IMPACT DATE

FEBRUARY 3RD

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or David Pringle, Edge Management: Phone (213) 876-7973 Fax: (213) 876-6815





CAROL ARCHER

Rocky Mountain 'High'

□ PD profile: Taylor takes NAC toward the top at KHIH

A Denver radio veteran, KHIH/Denver PD **Becky Taylor** has held the programming reins for only six months. But in the Fall '96 **Arbitron**, she took the station to a phenomenal third-place finish 12+ with a five share and a second-place tie 25-54 — a better showing than any of **Jacor's** eight stations in the market.

Taylor has been an air personality for 18 years. She was hired at KHIH six years ago as a parttimer by then-PD **Terry Hickman**. Hickman's successor, **Jaime Kartak**, promoted Taylor to middays and appointed her MD. Following the departure of PD **Chris Connolly**, Taylor stepped up to take the job last September. While maintaining her airshift, she has turned her energies to taking KHIH to the peak of Denver radio.



Becky Taylor

"I'm not trying to be modest," Taylor comments with typical modesty, "but I can't take full credit for this success. Chris Connolly put things in place that are paying off for us now: The way we approach our marketing and something as simple as adding jingles has resulted in gluing the station together and given it direction. I'm holding together what he put in place.

"I've always been very proud of my knowledge of the music. I take full credit for that. I know the formula and why we do what we do. I remember thinking when Jaime first appointed me MD, 'Gosh, how will I know? How will I get the ear?' But it just came naturally."

Taylor outlines some of the station's recent marketing activities.

"We had a huge on-air Time Spent Listening contest. It was a **Disney** contest where the winner could take 15 friends or family members to **Disney World**. We guided listeners to the *Rocky Mountain News* for an entry form. Then, they'd have to listen to hear their name called. It certainly paid off.

"We constantly present concerts and other music events. We know there's a small part of our audience that [represents] dedicated concert-goers. But we get feedback from people who don't go to concerts that it's great we're out there involved with the music. They say when they do decide to go, it's nice to know there's always something good to hear live. The overall perception is we're always doing something for our listeners, whether it's free shows, listener appreciation parties, or our loyal listener program.

"We send birthday cards to listeners. We try to have constant contact with them. We'll say, 'You have to be a loyal listener to win tickets to **Kenny G**.' We're building our database at the same time. It's at 35,000 now, a big increase. We've done a big telemarketing campaign as well. We've done TV in the past. But we've always got something

out there, whether it's bus boards or billboards."

Difference On The Dial

What elements are key to KHIH's success? "For one thing, I get the feeling people tune in because we're non-intrusive — the remedy for the stress of modern life. Scanning up and down the dial, you hear all these Hot AC stations, Country, AC, and Talk, which is big in Denver, and we are just so different. When I walk through a mall and hear us played in a store, I know we're not offending anyone that has no desire to hear jazz. This format is being redefined daily. Who would have ever thought we'd be playing **Slash**?"



When I walk through a mall and hear us played in a store, I know we're not offending anyone that has no desire to hear jazz. This format is being redefined daily. Who would have ever thought we'd be playing Slash?



"All the Smooth Jazz stations came from the same cookie cutter, but the difference in Denver compared to **WJJZ/Philadelphia** or **WNUA/Chicago** is that every time we test new urban vocals, they consistently test terribly here. Even **Luther Vandross** is one of our lower-testing vocalists. They never work and that disappoints me. But you put **Phil Collins** or **Sting** in there and they test through the roof. That's our formula — jazz instrumentals with pop vocals. I hate the word 'crossover,' but those are the



'THIS IS WAVE MUSIC' — After a recent Southern California appearance, GRP artist **George Benson** and his wife, **Johnnie Lee Benson** (c), took time to pose with **KTWV/L.A.** VP/GM **Tim Pohlman** (l), top-rated **Wave** afternooner **Don Burns** (r) and girlfriend **Ellen Pearson** (second from right), and **Western International Media** buyer **Rosa Hernandez**.

artists who work for us. I constantly put myself in the consumers' shoes. I live in this demographic. My personal taste runs really urban and funky, but I'm in Denver and that doesn't work here. I also appreciate our close working relationship with **Broadcast Architecture**. Their knowledge and help is very valuable to me.

"It's difficult to explain this format to people. The perception for someone who doesn't know NAC is that it's elevator music and all

we play is **Kenny G** all day long. Our billboards show him all over town, and someone who thinks we're soft and sleepy will never tune in. Here at KHIH, we've got a foreground sound. We have lively personalities and exciting events. I'm really careful about the mix of music on the air.

I'm very conscious about tempo because if it's boring me, it's probably boring everyone else, too. When someone's sitting at their desk during that afternoon lull, they're just wishing for something to pick them up. I comb through the music logs hour by hour.

"I'm not a person sitting at the top running things. We do things as a team. Everybody's input is valuable to me. Listeners feel that they know us, too. [Personality] **Laurie Cobb** has just celebrated her tenth anniversary with us. Our night guy — who is number one in his daypart — has also been here that long. We had an anniversary party attended by so many people because they feel they can talk to us. A consistent staff is crucial to our success. The way the airstaff communicates goes way beyond back-announcing. We feel we know the artists, and often we do. All our personalities are warm and convey how much they love this format."

Although **Jacor** hasn't been known in the past as a group with much interest in NAC [**WSJW/Louisville** is its second NAC holding], the recent surge in KHIH's ratings must have gotten corporate attention. Taylor says the company is very supportive. "Jacor has given us the resources to achieve the success we have. We want to be constantly in touch with our listeners, and they make that possible. We've always hovered somewhere in the top 10, but now other stations must be wondering what we're doing. Listeners are standing up and taking notice, and that's a credit to **Jacor's** commitment."



LEWOW'S 'LOVE-IN' — Warner Bros.' **Deborah Lewow** (second from left) recently hosted a dinner with label artists and staffers of **WLEW** (*Love 94*)/Miami. Seen here are (l-r) **WEA** Sales Mgr. **Thom Healy**, **Bob James**, PD **Shirley Maldonado**, **Kirk Whalum**, and morning host **Hutch**.

Music Monitor

Here is a recent sample hour of KHIH/Denver during the 2-3pm hour:

| |
|--|
| KENNY G/G-Bop |
| GEORGE MICHAEL/Move On |
| JEFF LORBER/Katherine |
| WARREN HILL/Unchained Melody |
| SADE/Maureen |
| BONEY JAMES/Metropolis |
| STEELY DAN/Hey 19 |
| DAVID SANBORN/Spooky |
| RONNY JORDAN/After Hours (The Antidote) |
| TINA TURNER/Something Beautiful Remains |
| INCOGNITO/After The Fall |
| ACOUSTIC ALCHEMY/When The Lights Go Out |

JANUARY 31, 1997

| SW | 2W | LW | TW | ARTIST TITLE LABEL(S) | TOTAL PLAYS | | | | TOTAL STATIONS/ADDS |
|--------------|----|----|-----------|--|-------------|-----|-----|-----|---------------------|
| | | | | | TW | LW | 2W | 5W | |
| 8 | 3 | 3 | 1 | WAYMAN TISDALE Don't Take... (MoJazz/Motown) | 725 | 680 | 650 | 534 | 47/0 |
| 1 | 1 | 1 | 2 | KEIKO MATSUI Bridge Over The Stars (Countdown/Unity) | 720 | 759 | 700 | 729 | 45/1 |
| 6 | 2 | 2 | 3 | ZACHARY BREAUX Never Can Say Goodbye (Zebra) | 720 | 708 | 670 | 548 | 45/0 |
| 9 | 6 | 4 | 4 | SLASH Obsession Confession (Geffen) | 669 | 654 | 624 | 521 | 41/0 |
| — | — | 15 | 5 | KENNY G Eastside Jam (Arista) | 646 | 432 | 275 | 228 | 44/1 |
| 10 | 8 | 6 | 6 | DAVID SANBORN Rikke (Elektra/EEG) | 588 | 544 | 501 | 441 | 46/0 |
| 17 | 13 | 12 | 7 | BRAXTON BROTHERS When Love Comes Around (Kokopelli) | 524 | 468 | 406 | 340 | 47/1 |
| 30 | 27 | 17 | 8 | GEORGE BENSON The Thinker (GRP) | 519 | 419 | 293 | 271 | 33/1 |
| 21 | 14 | 13 | 9 | PAUL HARDCASTLE Jokers Wild (JVC) | 487 | 456 | 403 | 329 | 42/0 |
| 12 | 12 | 10 | 10 | MARK PORTMANN No Truer Words (Zebra) | 461 | 481 | 436 | 415 | 42/0 |
| 16 | 16 | 16 | 11 | SOUL BALLET N.Y.C. Tripin (Countdown/Unity) | 453 | 430 | 397 | 344 | 47/0 |
| 11 | 11 | 14 | 12 | VANESSA DAOU Two To Tango (MCA) | 449 | 451 | 448 | 428 | 42/0 |
| 2 | 4 | 5 | 13 | ART PORTER Lake Shore Drive (Verve Forecast) | 437 | 613 | 637 | 686 | 36/0 |
| 3 | 5 | 8 | 14 | SOUNDSCAPE Morning Song (Instinct) | 424 | 503 | 624 | 650 | 39/0 |
| — | 30 | 22 | 15 | GROVER WASHINGTON JR. Soulful Strut (Columbia) | 415 | 352 | 276 | 266 | 42/1 |
| 7 | 10 | 11 | 16 | DENNY JIOSA Lights Of The City (Blue Orchid) | 412 | 481 | 462 | 538 | 37/0 |
| — | 23 | 19 | 17 | NORMAN BROWN Third World (MoJazz/Motown) | 401 | 367 | 315 | 173 | 41/2 |
| 18 | 15 | 18 | 18 | BRIAN HUGHES Soul Fruit (Higher Octave) | 388 | 396 | 402 | 338 | 42/1 |
| 24 | 20 | 21 | 19 | MICHAEL PAULO My Heart And Soul (Noteworthy) | 375 | 359 | 333 | 295 | 41/2 |
| 19 | 19 | 20 | 20 | BABYFACE Every Time I Close My Eyes (Epic) | 360 | 366 | 334 | 338 | 41/1 |
| 4 | 7 | 9 | 21 | CHUCK LOEB The Music Inside (Shanachie) | 358 | 487 | 538 | 643 | 32/0 |
| 26 | 28 | 24 | 22 | DAVE KOZ Lullaby For A Rainy Night (Capitol) | 356 | 329 | 285 | 290 | 35/2 |
| 23 | 21 | 23 | 23 | EXODUS QUARTET Summer Soulstice (Instinct) | 342 | 340 | 324 | 313 | 39/0 |
| — | 29 | 27 | 24 | DOC POWELL From The Heart (Discovery) | 336 | 312 | 277 | 256 | 37/1 |
| 5 | 9 | 7 | 25 | JEFF LORBER Katherine (Verve) | 333 | 507 | 493 | 592 | 31/0 |
| DEBUT | | | 26 | JIM BRICKMAN You Never Know (Windham Hill) | 318 | 118 | 25 | 15 | 40/5 |
| 28 | 26 | 29 | 27 | TONI BRAXTON Un-break My Heart (LaFace/Arista) | 315 | 293 | 299 | 286 | 32/0 |
| 22 | 17 | 25 | 28 | RONNY JORDAN Closer Than Close (Island) | 312 | 326 | 338 | 328 | 31/0 |
| DEBUT | | | 29 | ALFONZO BLACKWELL Hermina (Street Life/All American) | 276 | 247 | 151 | 123 | 33/1 |
| DEBUT | | | 30 | KENNY BLAKE European Underground (Heads Up) | 275 | 262 | 254 | 229 | 35/0 |

This chart reflects airplay from January 15-21. Songs ranked by total plays. Highlighted songs indicate Breaker.
51 NAC reporters. 50 current playlists. © 1997, R&R Inc.

BREAKERS®

No Songs Qualified For Breaker Status This Week

MOST ADDED®

| ARTIST TITLE LABEL(S) | ADDS |
|--|------|
| GOTA European Comfort (Instinct) | 18 |
| CHUCK LOEB Cruzin' South (Shanachie) | 18 |
| TOMMY EMMANUEL Midnight Drive (Higher Octave) | 14 |
| WARREN HILL Shelter From The Storm (Discovery) | 14 |
| BOBBY LYLE Arubian Nights (Atlantic) | 14 |
| JIM BRICKMAN You Never Know (Windham Hill) | 5 |
| PATTI AUSTIN & DAVE GRUSIN Now I... (N2K Encoded Jazz) | 4 |
| PAOLO Paisa (Island) | 4 |
| ANDY SNITZER A River's Road (Warner Bros.) | 4 |

MOST INCREASED PLAYS

| ARTIST TITLE LABEL(S) | TOTAL PLAY INCREASE |
|---|---------------------|
| KENNY G Eastside Jam (Arista) | +214 |
| JIM BRICKMAN You Never Know (Windham Hill) | +200 |
| TOMMY EMMANUEL Midnight Drive (Higher Octave) | +179 |
| GEORGE BENSON The Thinker (GRP) | +100 |
| CELINE DION Falling Into You (550 Music) | +98 |
| GOTA European Comfort (Instinct) | +97 |
| PAOLO Paisa (Island) | +97 |
| GROVER WASHINGTON JR. Soulful Strut (Columbia) | +63 |
| BRAXTON BROTHERS When Love Comes... (Kokopelli) | +56 |
| WAYMAN TISDALE Don't Take... (MoJazz/Motown) | +45 |

Breakers: Songs registering 325 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

WILL LEE Georgy Porgy (Go Jazz/Bean Bag)

Total Plays: 259, Total Stations: 31, Adds: 2

LOUIE SHELTON Reflections (Slam/Lightyear)

Total Plays: 241, Total Stations: 31, Adds: 0

PAOLO Paisa (Island)

Total Plays: 234, Total Stations: 32, Adds: 4

CELINE DION Falling Into You (550 Music)

Total Plays: 225, Total Stations: 26, Adds: 2

PHIL COLLINS The Same Moon (Face Value/Atlantic)

Total Plays: 206, Total Stations: 27, Adds: 3

TOMMY EMMANUEL Midnight Drive (Higher Octave)

Total Plays: 180, Total Stations: 37, Adds: 14

GOTA European Comfort (Instinct)

Total Plays: 143, Total Stations: 37, Adds: 18

DANIEL HO & KILAUEA Avalon Sunrise (Brainchild)

Total Plays: 126, Total Stations: 15, Adds: 1

KENNY G W/TONI BRAXTON That Somebody Was You (Arista)

Total Plays: 96, Total Stations: 12, Adds: 3

TIM BOWMAN I'll Be There (I.M.)

Total Plays: 93, Total Stations: 12, Adds: 1

BOBBY LYLE Arubian Nights (Atlantic)

Total Plays: 89, Total Stations: 28, Adds: 14

ROGER SMITH Can You Stand The Rain (JVC)

Total Plays: 84, Total Stations: 9, Adds: 1

CHUCK LOEB Cruzin' South (Shanachie)

Total Plays: 80, Total Stations: 30, Adds: 18

ANDY SNITZER A River's Road (Warner Bros.)

Total Plays: 70, Total Stations: 14, Adds: 4

DENNY JIOSA Angel's Kiss (Blue Orchid)

Total Plays: 69, Total Stations: 10, Adds: 1

ZACHARY BREAUX Cafe Reggiao (Zebra)

Total Plays: 65, Total Stations: 7, Adds: 1

Songs ranked by total plays

Tony Guerrero

The new single "WebbCrawler" from the album *Mysterie*.

Already on **WQCD** -New York
KBLX -San Francisco

Tony Guerrero

"WebbCrawler"....

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R&R NAC TOP 30 ALBUMS

JANUARY 31, 1997

| 3W | 2W | LW | TW | ARTIST TITLE LABEL(S) | TOTAL PLAYS | +/- PLAYS | EMPHASIS TRACKS (PLAYS) | |
|----|----|----|----|--|-------------|-----------|-------------------------|------------------|
| 5 | 3 | 1 | 1 | KENNY G The Moment (Arista) | 1012 | +206 | "Eastside" (646) | "Moment" (159) |
| 9 | 1 | 3 | 2 | ZACHARY BREAUX Uptown Groove (Zebra) | 809 | +16 | "Never" (720) | "Cafe" (65) |
| 1 | 2 | 2 | 3 | KEIKO MATSUI Dream Walk (Countdown/Unity) | 759 | -40 | "Bridge" (720) | "Chimney" (19) |
| 14 | 6 | 4 | 4 | WAYMAN TISDALE In The Zone (MoJazz/Motown) | 734 | +45 | "Take" (725) | "Thinking" (9) |
| 10 | 11 | 7 | 5 | GEORGE BENSON That's Right (GRP) | 720 | +81 | "Thinker" (519) | "Holdin'" (97) |
| 11 | 7 | 8 | 6 | DAVID SANBORN Songs From The Night Before (Elektra/EEG) | 671 | +33 | "Rikke" (588) | "Spooky" (83) |
| 16 | 8 | 6 | 7 | SOUNDTRACK Curdled (Geffen) | 669 | +15 | "Obsession" (669) | |
| 12 | 10 | 10 | 8 | PAUL HARDCASTLE Hardcastle 2 (JVC) | 607 | +27 | "Jokers" (487) | "Island" (73) |
| 6 | 14 | 15 | 9 | GROVER WASHINGTON JR. Soulful Strut (Columbia) | 554 | +11 | "Soulful" (415) | "Stop" (89) |
| 24 | 20 | 18 | 10 | BRAXTON BROTHERS Steppin' Out (Kokopelli) | 552 | +56 | "Around" (524) | "Sunset" (28) |
| 17 | 17 | 14 | 11 | MARK PORTMANN No Truer Words (Zebra) | 528 | -18 | "Truer" (461) | "Here" (53) |
| 8 | 12 | 9 | 12 | DENNY JIOSA Inner Voices (Blue Orchid) | 508 | -80 | "Lights" (412) | "Kiss" (69) |
| 13 | 15 | 16 | 13 | DAVE KOZ Off The Beaten Path (Capitol) | 498 | -13 | "Lullaby" (356) | "Look" (80) |
| 2 | 4 | 5 | 14 | ART PORTER Lay Your Hands On Me (Verve) | 492 | -180 | "Lake" (437) | "Wishful" (18) |
| 28 | 22 | 22 | 15 | SOUL BALLET Soul Ballet (Countdown/Unity) | 487 | +46 | "N.Y.C." (453) | "Livin'" (18) |
| 3 | 5 | 12 | 16 | SOUNDSCAPE Life Force (Instinct) | 482 | -73 | "Morning" (424) | "Around" (44) |
| 15 | 16 | 17 | 17 | PETER WHITE Caravan Of Dreams (Columbia) | 466 | -32 | "Just" (246) | "Venice" (101) |
| 22 | 21 | 21 | 18 | MICHAEL PAULO My Heart And Soul (Noteworthy) | 460 | +14 | "Heart" (375) | "Spring" (17) |
| 4 | 9 | 13 | 19 | CHUCK LOEB The Music Inside (Shanachie) | 449 | -103 | "Music" (358) | "Cruzin'" (80) |
| 18 | 19 | 19 | 20 | VANESSA DAOU Slow To Burn (MCA) | 449 | -2 | "Two" (449) | |
| 19 | 18 | 20 | 21 | BRIAN HUGHES Straight To You (Higher Octave) | 440 | -6 | "Fruit" (388) | "Pamela" (35) |
| — | 26 | 23 | 22 | NORMAN BROWN Better Days Ahead (MoJazz/Motown) | 437 | +27 | "Third" (401) | "Days" (25) |
| 27 | 27 | 26 | 23 | DOC POWELL Laid Back (Discovery) | 391 | +10 | "Heart" (336) | "Laid" (46) |
| 30 | 28 | 25 | 24 | EXODUS QUARTET Way Out There (Instinct) | 386 | +4 | "Summer" (342) | "Red" (44) |
| 26 | 29 | 24 | 25 | BABYFACE The Day (Epic) | 382 | -1 | "Close" (360) | "Simple" (14) |
| — | 30 | 28 | 26 | KENNY BLAKE An Intimate Affair (Heads Up) | 375 | +11 | "European" (275) | "Swing" (48) |
| 7 | 13 | 11 | 27 | JEFF LORBER State Of Grace (Verve) | 370 | -198 | "Katherine" (333) | "PCH" (19) |
| 23 | 23 | 27 | 28 | RONNY JORDAN Light To Dark (Island) | 368 | -12 | "Closer" (312) | "Laidback" (29) |
| — | — | — | 29 | JIM BRICKMAN Picture This (Windham Hill) | 328 | +203 | "Never" (318) | "Valentine" (10) |
| — | — | — | 30 | TONI BRAXTON Secrets (LaFace/Arista) | 322 | +21 | "Heart" (315) | "Angel" (7) |

MOST ADDED®

| ARTIST TITLE LABEL(S) | ADDS |
|--|------|
| GOTA It's So Different Here (Instinct) | 18 |
| BOBBY LYLE The Power Of Touch (Atlantic) | 15 |
| WARREN HILL Shelter (Discovery) | 14 |
| TOMMY EMMANUEL Midnight Drive (Higher Octave) | 13 |
| JIM BRICKMAN Picture This (Windham Hill) | 5 |
| PAOLO Mystic Man (Island) | 4 |
| VARIOUS ARTISTS Gerry Mulligan... (N2K Encoded Jazz) | 4 |
| PHIL COLLINS Dance Into The Light (Face Value/Atlantic) | 3 |
| CHUCK LOEB The Music Inside (Shanachie) | 3 |
| SLIM MAN Secret Rendezvous (GES) | 3 |
| WINDOWS A Funky Distinction (Blue Orchid) | 3 |

MOST INCREASED PLAYS

| ARTIST TITLE LABEL(S) | TOTAL PLAY INCREASE |
|--|---------------------|
| TOMMY EMMANUEL Midnight Drive (Higher Octave) | +207 |
| KENNY G The Moment (Arista) | +206 |
| JIM BRICKMAN Picture This (Windham Hill) | +203 |
| CELINE DION Falling Into You (550 Music) | +98 |
| PAOLO Mystic Man (Island) | +98 |
| GOTA It's So Different Here (Instinct) | +97 |
| GEORGE BENSON That's Right (GRP) | +81 |
| BOBBY LYLE The Power Of Touch (Atlantic) | +62 |
| BRAXTON BROTHERS Steppin' Out (Kokopelli) | +56 |
| SOUL BALLET Soul Ballet (Countdown/Unity) | +46 |

This chart reflects airplay from January 15-21. Albums ranked by total plays, with plays from all cuts from an album combined. 51 NAC reporters. 50 current playlists. © 1997, R&R Inc.

NAC NOTES By Carol Archer

Congratulations to MoJazz artist Wayman Tisdale for slam dunking "Don't Take Your Love Away" at NAC. In heavy current rotation at many key stations, he scores number one on Tracks this week, while his "In The Zone" CD registers fourth place* on Albums.

Strong chart moves were staked out by **Kenny G's** "Eastside Jam" (Arista), which hurtled 15-5*; **George Benson's** "The Thinker" (GRP), which climbed 17-8*; and **Grover Washington Jr.'s** "Soulful Strut" (Columbia), which soared 22-15*. **Soul Ballet** is gaining too: "NYC Trippin'" (Unity/Countdown) moved 16-11*, with the self-titled CD growing 22-15* on Albums.

Jim Brickman's "You Never Know" (Windham Hill) debuted at 26*, is second Most Increased at 200+ plays, and received 5 adds, including KIFM/San Diego, KOAZ/Phoenix, KXDC/Monterey, and KOAS/Tulsa.

Gota's "European Comfort" (Instinct) and **Chuck Loeb's** "Cruizin' South" (Shanachie) were recommended by Broadcast Architecture and came up Most Added with 18 reports a piece. Both are very strong entries.

Warren Hill's "Shelter" (Discovery) is already in top rotation at WQCD/N.Y., where it's up to 11 plays. Without having received BA's endorsement yet, Hill received 14 new adds this week, including WJZF/Atlanta, WNWV/Cleveland, and WLOQ/Orlando.

The Quiet Boys' "Righteous" (Hollywood) went to seven plays after one week on WQCD and is new on KMJZ/Minneapolis.

Don't miss **Chaka Khan's** "Epiphany: The Best Of ..." (Reprise). This compilation contains five new songs, including one in-pocket for NAC, "Your Love Is All I Know." Khan reads this lovely song's heartrending lyrics with all the depth of feeling we've come to expect.

Vibes player **Dirk Richter's** got a smooth freshman release, "Vibes Alive" (Sin-Drome) that merits your attention. Richter's a stylish player and the vibes' sound is a refreshing alternative to this format's sax-guitar-keys troika.

LOU PARDINI

If you've ever listened to **Kenny G, Patti Austin, Eric Marienthal, Stevie Wonder, Peabo Bryson or Don Grusin,** then the odds are you have already heard Lou Pardini's music.

NAC Focus tracks

"A Night To Remember" & "What Might Have Been"

LOU PARDINI A Night To Remember



ROGER SMITH

Playing on these great NAC stations:

WGUF, KCJZ, KOAS, KCLC, KMJZ,

KNIK, KSBR, KRVR, KQBR

with "HOPSCOTCH" added at KBLX

R&R NEW & ACTIVE

GAVIN SJ&V

Chart Debut # 49

"Can You Stand The Rain"

JVC

JVC

Add Date February 13, 1997

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HEAR 

HEARING EDUCATION AND AWARENESS FOR ROCKERS

NAC REPORTERS

Stations and their adds by track listed alphabetically by market

| | | | |
|---|--|---|--|
| <p>KNK/Anchorage, AK PD/MD: Dean Williams TOMMY EMMANUEL "Reggie's" MARCUS JOHNSON PROJ. "88" WARREN HILL "Shelter" JOE KURASZ "Smooth" GOIN' PUBLIC "Regrets" WINDOWS "Lights"</p> | <p>KUCD/Honolulu, HI PD: Mahlon Moore CHUCK LOEB "Cruzin" KENNY G W/T. BRAXTON "Somebody" GROVER WASHINGTON... "Soulful" GOTA "European"</p> | <p>KXCD/Monterey, CA PD/MD: Scott O'Brien BABYFACE "Close" CELINE DION "Falling" KHANI COLE "Everyday" WARREN HILL "Shelter" TOMMY EMMANUEL "Midnight" JIM BRICKMAN "Never" WINDOWS "Sunset"</p> | <p>KCLC/St. Charles, MD PD: Rich Reighard MD: Scott Nenninger DAVE KOZ "Lullaby" WARREN HILL "Shelter"</p> |
| <p>WJZF/Atlanta, GA PD/MD: Mark Edwards TOMMY EMMANUEL "Midnight" WARREN HILL "Shelter"</p> | <p>KHYS/Houston, TX PD/MD: Ted Carson WILL LEE "Georgy" ANDY SNITZER "Road" WARREN HILL "Shelter" CHUCK LOEB "Cruzin"</p> | <p>WQCD/New York, NY PD: Steve Williams MD: Rick LaBoy PETER WHITE "Lights" TONI BRAXTON "Care" JOE SAMPLE "Black" BRAXTON BROTHERS "Eventide"</p> | <p>KBZN/Salt Lake City, UT PD: Rob Riesen GOTA "European" BOBBY LYLE "Arubian" CHUCK LOEB "Cruzin"</p> |
| <p>WOAZ/Boston, MA PD/MD: Bill George No Adds</p> | <p>WFSJ/Jacksonville, FL PD: Hank Dole MD: Craig Williams PAOLO "Paisa" TOMMY EMMANUEL "Midnight" GOTA "European" WARREN HILL "Shelter"</p> | <p>WJCD/Norfolk, VA PD: Maxine Todd MD: Larry Hollowell No Adds</p> | <p>KCJZ/San Antonio, TX PD/MD: Norm Miller CHUCK LOEB "Cruzin" GOTA "European" BOBBY LYLE "Arubian" DANIEL HO & KILAUUEA "Avalon"</p> |
| <p>WSJZ/Buffalo, NY PD: Steve Wiersman MD: Chris Wittingham TOMMY EMMANUEL "Midnight" BOBBY LYLE "Arubian" CHUCK LOEB "Cruzin"</p> | <p>KCIY/Kansas City, MO PD: Bret Michael MD: Michelle Chase MICHAEL PAULO "Heart" TOMMY EMMANUEL "Midnight" TIM CUNNINGHAM "This"</p> | <p>KTNT/Oklahoma City, OK MD: Stephanie Stewart BRAXTON BROTHERS "Around" FATBURGER "Oye" TOMMY EMMANUEL "Midnight"</p> | <p>KIFM/San Diego, CA PD: Mike Shepard APD/MD: Kelly Cole JIM BRICKMAN "Never" TOMMY EMMANUEL "Midnight"</p> |
| <p>WNUA/Chicago, IL PD: Tom Miller SOUNDSCAPE "Around" TOM SCOTT "Only" ZACHARY BREAUX "Cafe" TOM SCOTT "Foot"</p> | <p>WEZV/Lafayette, IN PD/MD: Bob Miller KENNY G W/T. BRAXTON "Somebody" CHIELI MINUCCI "Cause" PETER WHITE "Together" WINDOWS "Lights" BRICKMAN & MCBRIDE "Valentine" AUSTIN & GRUSIN "Now" SAMANTHA SIVA "Angel"</p> | <p>WLOQ/Orlando, FL PD: Steve Huntington MD: Bob Church GOTA "European" KHANI COLE "Everytime" WARREN HILL "Shelter" TIM BOWMAN "There" AUSTIN & GRUSIN "Now" BOBBY VEGA "Elizabeth"</p> | <p>KBLX/San Francisco, CA PD: Kevin Brown MD: Ron Cadet ZACHARY BREAUX "Flavors" ROGER SMITH "Hermosa"</p> |
| <p>WJZK/Charleston, SC PD/MD: Tom Kennedy BOBBY LYLE "Arubian" TOMMY EMMANUEL "Midnight" PAOLO "Paisa"</p> | <p>KTWV/Los Angeles, CA PD: Chris Brodie APD/MD: Ralph Stewart PETER WHITE "Venice" OENNY JIOSA "Kiss" ANDY SNITZER "Road"</p> | <p>WJWZ/Philadelphia, PA PD: Ann Gress MD: Michael Tozzi LUTHER VANDROSS "Goin" CHUCK LOEB "Cruzin"</p> | <p>KKSF/San Francisco, CA PD: Lee Hansen MD: Blake Lawrence GOTA "European" KEIKO MATSUI "Bridge"</p> |
| <p>WVAE/Cincinnati, OH GOTA "European" CHUCK LOEB "Cruzin" BOBBY LYLE "Arubian"</p> | <p>WSJW/Louisville, KY PD: Brian Conn WARREN HILL "Shelter" CHUCK LOEB "Cruzin" GOTA "European"</p> | <p>KOAZ/Phoenix, AZ PD/MD: Angela Handa GOTA "European" PHIL COLLINS "Same" JIM BRICKMAN "Never"</p> | <p>KJZY/Santa Rosa, CA PD: Gordon Zlot MD: Rob Singleton No Adds</p> |
| <p>WNWV/Cleveland, OH PD/MD: Bernie Kimble WARREN HILL "Shelter" MARIAH CAREY "Underneath" PETER WHITE "Together" BOBBY LYLE "Arubian" CHUCK LOEB "Cruzin"</p> | <p>WLVE/Miami, FL PD: Shirley Maldonado MD: Geoff Fischer NANDO LAURIA "Shall" SHA SHATY "Samba" PHIL COLLINS "Same" GOTA "European" BOBBY LYLE "Arubian" CHUCK LOEB "Cruzin" TOMMY EMMANUEL "Midnight" PONCHO SANCHEZ "Watermelon"</p> | <p>KYOT/Phoenix, AZ PD/MD: Nick Francis No Adds</p> | <p>KWJZ/Seattle, WA PD: Carol Handley TOMMY EMMANUEL "Midnight" BOBBY LYLE "Arubian" CHUCK LOEB "Cruzin" GOTA "European"</p> |
| <p>WZJZ/Columbus, OH PD: Bill Harman TOMMY EMMANUEL "Midnight" WARREN HILL "Shelter" BONEY JAMES "Washington"</p> | <p>WJZJ/Milwaukee, WI PD: Fred Heller MD: Kathryn Vaughn DOC POWELL "Heart" NORMAN BROWN "Third" WHITNEY HOUSTON "Believe" WILL LEE "Georgy"</p> | <p>WJJI/Pittsburgh, PA PD: Carl Anderson MD: Herschel BOBBY LYLE "Arubian" CHUCK LOEB "Cruzin" GOTA "European" PHIL COLLINS "Same"</p> | <p>KOAS/Tulsa, OK PD: Steve Fernandez MD: Ron Allen BRIAN HUGHES "Fruit" JIM BRICKMAN "Never" PAOLO "Paisa" TOMMY EMMANUEL "Midnight"</p> |
| <p>KOAI/Dallas, TX PD: Michael Fischer MD: Ken Glaser No Adds</p> | <p>KMJZ/Minneapolis, MN PD: Rob Moore PETER WHITE "Together" LARRY CORYELL "Fun" QUIET BOYS "Never" ROGER SMITH "Stand" ALAN PARSONS "Close" WARREN HILL "Shelter"</p> | <p>KKJZ/Portland, OR PD: Shaun Yu MD: Hal Murray No Adds</p> | <p>WJZW/Washington, DC PD/MD: Steve Kosbau CHUCK LOEB "Cruzin" GOTA "European" BOBBY LYLE "Arubian"</p> |
| <p>KHHH/Denver, CO PD: Becky Taylor BOBBY LYLE "Arubian" CHUCK LOEB "Cruzin" GOTA "European"</p> | <p>KSBR/Mission Viejo, CA PD/MD: Terry Wedel WARREN HILL "Shelter" TOMMY EMMANUEL "Midnight" MICHAEL PAULO "Heart" AUSTIN & GRUSIN "Now" STEPHEN SCOTT "Little"</p> | <p>WSMJ/Richmond, VA PD/MD: Tommy Fleming CHUCK LOEB "Cruzin" WARREN HILL "Shelter" GOTA "European" BOBBY LYLE "Arubian"</p> | <p>51 Total Reporters 51 Current Reporters 50 Current Playlists</p> |
| <p>WGUF/Ft. Myers, FL PD: Michael Bode CHIELI MINUCCI "Cause" DAVE KOZ "Lullaby" BOBBY LYLE "Timbuktu" SLIM MAN "Middle" STEVE VEALE "Palma" PONCHO SANCHEZ "Watermelon"</p> | <p>KQBR/Sacramento, CA PD: Lawrence Tanter MARCUS JOHNSON PROJ. "88" NORMAN BROWN "Third" GEORGE BENSON "Thinker" ANDY SNITZER "Road" AUSTIN & GRUSIN "Now"</p> | <p>KSSJ/Sacramento, CA PD: Don Langford MD: Keli Garrett GOTA "European" SLIM MAN "Secret" WARREN HILL "Shelter" BOBBY LYLE "Arubian" ANDY SNITZER "Road" CHUCK LOEB "Cruzin"</p> | <p>Did Not Report, Playlist Frozen (1): KAJZ/Austin, TX</p> |
| <p>KEZL/Fresno, CA PD/MD: Mike Vasquez TOMMY EMMANUEL "Midnight" ALFONZO BLACKWELL "Hermina" GOTA "European" CHUCK LOEB "Cruzin" CELINE DION "Falling" WHITNEY HOUSTON "Believe"</p> | <p>KRVR/Modesto, CA PD: Jim Bryan MD: Doug Wuff KENNY G W/T. BRAXTON "Somebody" SAMANTHA SIVA "Angel" SLIM MAN "Athena" SLIM MAN "Fade" SLIM MAN "Middle"</p> | | |

NAC PLAYLISTS

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

MARKET #1
WDCW/New York
(212) 210-2769
Williams/LaBoy

PLAYS

| 3W | 2W | 1W | TW | ARTIST/TITLE |
|----|----|----|----|--|
| 15 | 15 | 17 | | WAYMAN TISDALE/Don't Take Your... |
| 17 | 14 | 16 | | KENNY G/W/T BRAXTON/That Somebody Was... |
| 16 | 16 | 16 | | ALFONZO BLACKWELL/Hermia |
| 18 | 16 | 16 | | ZACHARY BREAUX/Cafe Reggii |
| 16 | 16 | 16 | | DOTSERO/Someone Like You |
| 5 | 15 | 15 | | SOUL BALLET/N.Y.C. Tripin |
| 15 | 17 | 15 | | GROVER WASHINGTON.../Bordertown |
| 17 | 14 | 15 | | WHITNEY HOUSTON/ Believe In You... |
| 18 | 15 | 15 | | LUTHER VANDROSS/Going' Out Of My Head |
| 18 | 16 | 14 | | JEFF LORBER/Katherine |
| 17 | 18 | 14 | | BABYFACE/Every Time I... |
| 12 | 18 | 14 | | NESTOR TORRES/Talk To Me |
| 8 | 14 | 12 | | PAUL HARDCASTLE/Bird Island |
| 13 | 13 | 11 | | FATBURGER/Oye Como Va |
| 11 | 11 | 11 | | WARREN HILL/Shelter From |
| 11 | 11 | 10 | | SHAHIN & SEPEHR/More Of You |
| 9 | 9 | 10 | | SWEETBACK/Gaze |
| 7 | 7 | 10 | | TONY GUERRERO/Webcrawler |
| 7 | 7 | 5 | | TIM CUNNINGHAM/This Is The Life |
| 16 | 16 | 9 | | CHRAIG C. COOPER/When You Love... |
| 11 | 11 | 5 | | CHUCK LOEB/The Music Inside |
| 11 | 11 | 5 | | GOTA/European Comfort |
| 11 | 11 | 5 | | WILL LEE/Georgy Porgy |
| 9 | 9 | 5 | | URBANATOR/Magic |
| 12 | 9 | 8 | | PAOLO/Paisa |
| 10 | 10 | 7 | | TIM BOWMAN/It'll Be There |
| 10 | 10 | 7 | | QUIET BOYS/Righteous |
| 7 | 7 | 7 | | MISHA/Through The Rain |
| 9 | 9 | 7 | | YULARA/Siuh Sayang |
| 5 | 5 | 11 | | KEIKO MATSUI/A Cat On The Chimney |

MARKET #2
KTWV/Los Angeles
(213) 466-9283
Brodie/Stewart

PLAYS

| 3W | 2W | 1W | TW | ARTIST/TITLE |
|----|----|----|----|--------------------------------------|
| 13 | 13 | 11 | 14 | SLASH/Obsession Confession |
| 12 | 11 | 14 | 13 | CHUCK LOEB/The Music Inside |
| 13 | 15 | 13 | 13 | DENNY JOSIA/Lights Of The City |
| 13 | 13 | 13 | 13 | DAVE KOZ/Don't Look Back |
| 12 | 12 | 12 | 12 | DOC POWELL/Laid Back |
| 13 | 12 | 12 | 12 | SOUNDSCAPE/Morning Song |
| 13 | 12 | 12 | 12 | EXODUS QUARTET/Summer Soultice |
| 13 | 13 | 15 | 12 | BRAXTON BROTHERS/When Love Comes... |
| 12 | 12 | 11 | 11 | JEFF LORBER/Katherine |
| 12 | 12 | 11 | 11 | MICHAEL PAUL/O My Heart And Soul |
| 11 | 10 | 11 | 11 | ZACHARY BREAUX/Never Can Say... |
| 11 | 10 | 8 | 11 | SOUL BALLET/N.Y.C. Tripin |
| 11 | 8 | 10 | 10 | KENNY G/Eastside Jam |
| 9 | 9 | 10 | 10 | CELINE DION/Falling Into You |
| 9 | 6 | 7 | 9 | DAVID CRAWFORD/All The King's... |
| 11 | 12 | 9 | 9 | DAVID SANBORN/Rikke |
| 11 | 10 | 11 | 9 | NORMAN BROWN/Third World |
| 9 | 10 | 10 | 9 | BOBBY LYLE/Arabian Nights |
| 9 | 10 | 10 | 9 | PETER WHITE F/BASIA/Just Another Day |
| 9 | 7 | 8 | 8 | GEORGE BENSON/In The Groove |
| 9 | 10 | 8 | 8 | TINA TURNER/Something... |
| 10 | 8 | 8 | 8 | KEIKO MATSUI/Bridge Over... |
| 11 | 10 | 10 | 8 | WAYMAN TISDALE/Don't Take Your... |
| 11 | 10 | 8 | 8 | BRIAN HUGHES/Soul Fruit |
| 10 | 10 | 8 | 8 | CHIEMI MINUCCI/Come As You Are |
| 10 | 10 | 8 | 8 | GOTA/European Comfort |
| 7 | 7 | 6 | 7 | TONI BRAXTON/Un-break My Heart |
| 9 | 8 | 7 | 7 | TONI BRAXTON/How Could An... |
| 9 | 8 | 7 | 7 | ANDY SNITZER/My Dream Come True |

MARKET #3
WNUA/Chicago
(312) 645-9550
Miller

PLAYS

| 3W | 2W | 1W | TW | ARTIST/TITLE |
|----|----|----|----|---------------------------------------|
| 9 | 9 | 15 | 20 | MARK PORTMANN/No Truer Words |
| 9 | 9 | 19 | 19 | LUTHER VANDROSS/Your Secret Love |
| 9 | 9 | 19 | 19 | BABYFACE/Every Time I... |
| 8 | 8 | 17 | 18 | WHITNEY HOUSTON/ Believe In You... |
| 10 | 10 | 17 | 18 | KENNY G/Eastside Jam |
| 10 | 10 | 17 | 18 | WHITNEY HOUSTON/ Believe In You... |
| 8 | 8 | 9 | 14 | MICHAEL PAUL/O My Heart And Soul |
| 8 | 8 | 9 | 14 | LUTHER VANDROSS/Going' Out Of My Head |
| 18 | 10 | 11 | 11 | GROVER WASHINGTON.../Soulful Strut |
| 8 | 8 | 9 | 11 | JIM BRICKMAN/You Never Know |
| 8 | 8 | 10 | 11 | EXODUS QUARTET/Summer Soultice |
| 8 | 8 | 10 | 11 | EXODUS QUARTET/Summer Soultice |
| 9 | 9 | 11 | 11 | GEORGE BENSON/The Thinker |
| 9 | 9 | 11 | 11 | PETER WHITE F/BASIA/Just Another Day |
| 9 | 9 | 11 | 11 | SOUL BALLET/N.Y.C. Tripin |
| 9 | 9 | 11 | 11 | DOC POWELL/Laid Back |
| 9 | 9 | 11 | 11 | NEVILLE & ROBERTSON/Crazy Love |
| 9 | 9 | 11 | 11 | JEFF LORBER/Katherine |
| 10 | 10 | 11 | 11 | CHUCK LOEB/The Music Inside |
| 9 | 9 | 10 | 10 | RONNY JORDAN/Closer Than Close |
| 9 | 9 | 10 | 10 | TONY GUERRERO/Mysterie |
| 9 | 9 | 10 | 10 | CELINE DION/Falling Into You |
| 9 | 9 | 10 | 10 | BRIAN CULBERTSON/After Hours |
| 9 | 9 | 10 | 10 | BRAXTON BROTHERS/When Love Comes... |
| 8 | 8 | 11 | 9 | CHIEMI MINUCCI/Come As You Are |
| 10 | 10 | 10 | 9 | KEIKO MATSUI/Bridge Over... |
| 7 | 7 | 11 | 9 | BRIAN CULBERTSON/After Hours |
| 8 | 8 | 12 | 9 | COLORS IN MOTION/Foreign Nature |
| 10 | 10 | 10 | 8 | TINA TURNER/Something... |

MARKET #4
KBLX/San Francisco
(415) 284-1029
Brown/Cadet

PLAYS

| 3W | 2W | 1W | TW | ARTIST/TITLE |
|----|----|----|----|--|
| 15 | 15 | 16 | 16 | RONNY JORDAN/Laid Back |
| 14 | 15 | 15 | 15 | LUTHER VANDROSS/Your Secret Love |
| 12 | 13 | 15 | 15 | VANESSA DAOU/Two To Tango |
| 8 | 14 | 15 | 15 | TONI BRAXTON/Un-break My Heart |
| 8 | 14 | 14 | 14 | BABYFACE/Every Time I... |
| 6 | 14 | 14 | 14 | MARILYN SCOTT/Close Enough |
| 14 | 13 | 13 | 13 | CHUCK LOEB/The Music Inside |
| 16 | 15 | 13 | 13 | ART PORTER/Forever Love |
| 13 | 13 | 13 | 13 | MAXWELL/Ascension (Don't...) |
| 12 | 12 | 12 | 12 | KENNY G/W/T BRAXTON/That Somebody Was... |
| 9 | 11 | 12 | 12 | JAMES & WHALUM/Kickin' Back |
| 9 | 10 | 12 | 12 | DAVID SANBORN/Rikke |
| 8 | 8 | 11 | 12 | MARK PORTMANN/No Truer Words |
| 7 | 11 | 11 | 11 | RANDY VILLARS/Nathan's Song |
| 9 | 10 | 10 | 10 | JAMES & WHALUM/Out Of The Cold |
| 9 | 9 | 9 | 9 | KENNY G/Eastside Jam |
| 9 | 9 | 9 | 9 | WAYMAN TISDALE/Don't Take Your... |
| 9 | 9 | 9 | 9 | WAYMAN TISDALE/Thinking Of You |
| 3 | 7 | 9 | 9 | ZACHARY BREAUX/In The Groove |
| 3 | 9 | 9 | 9 | ALFONZO BLACKWELL/Hermia |
| 9 | 9 | 9 | 9 | LARRY CARLTON/Buddy |
| 9 | 9 | 9 | 9 | PAUL HARDCASTLE/Peace On Earth |
| 4 | 7 | 9 | 9 | AL JARREAU/Goodhands Tonight |
| 11 | 11 | 8 | 8 | BRAXTON BROTHERS/Sunset Bay |
| 3 | 3 | 8 | 8 | BRAXTON BROTHERS/When Love Comes... |
| 10 | 8 | 8 | 8 | GROVER WASHINGTON.../I Can Count... |
| 10 | 8 | 8 | 8 | BOBBY LYLE/Arabian Nights |
| 5 | 5 | 8 | 8 | URBANATOR/Magic |
| 5 | 5 | 7 | 7 | LUTHER VANDROSS/Whether Or Not... |
| 5 | 7 | 7 | 7 | BABYFACE/Every Time I... |

MARKET #4
KKSF/103.7 FM
Smooth Jazz

PLAYS

| 3W | 2W | 1W | TW | ARTIST/TITLE |
|----|----|----|----|---------------------------------------|
| 7 | 7 | 8 | 11 | KENNY BLAKE/European Underground |
| 9 | 9 | 7 | 11 | SOUNDSCAPE/It'll Be Around |
| 5 | 7 | 10 | 10 | GEORGE BENSON/The Thinker |
| 7 | 7 | 8 | 10 | ZACHARY BREAUX/Cafe Reggii |
| 7 | 8 | 10 | 10 | TONY GUERRERO/For Your Love |
| 4 | 5 | 9 | 10 | DENNY JOSIA/Lights Of The City |
| 9 | 9 | 9 | 10 | DAVID SANBORN/Rikke |
| 8 | 8 | 10 | 10 | ANDY SNITZER/My Dream Come True |
| 7 | 7 | 8 | 9 | PHIL COLLINS/The Same Moon |
| 5 | 5 | 9 | 9 | KENNY G/Eastside Jam |
| 7 | 7 | 8 | 9 | KENNY G/Havana |
| 6 | 7 | 10 | 9 | DANIEL HD & KILAU/EA Time To Remember |
| 3 | 3 | 9 | 9 | AARON NEVILL/Can't Imagine |
| 5 | 5 | 9 | 9 | MARK PORTMANN/No Truer Words |
| 8 | 8 | 9 | 9 | MICHAEL PAUL/O My Heart And Soul |
| 7 | 7 | 8 | 9 | TOM SCOTT/Only You |
| 7 | 7 | 9 | 9 | LOUIE SHELTON/Reflections |
| 9 | 8 | 8 | 9 | GROVER WASHINGTON.../Soulful Strut |
| 9 | 9 | 9 | 9 | NORMAN BROWN/Third World |
| 7 | 7 | 8 | 8 | VANESSA DAOU/Two To Tango |
| 7 | 7 | 8 | 8 | EXODUS QUARTET/Summer Soultice |
| 7 | 7 | 8 | 8 | KENNY G/Gettin' On The Step |
| 6 | 7 | 8 | 8 | LIBERTY & MICHAEL/Desafinado |
| 6 | 7 | 8 | 8 | PETER WHITE F/BASIA/Just Another Day |
| 2 | 2 | 7 | 7 | JIM BRICKMAN/You Never Know |
| 7 | 7 | 7 | 7 | TIM BOWMAN/It'll Be There |
| 7 | 7 | 7 | 7 | PAOLO/Paisa |
| 8 | 8 | 7 | 7 | SLASH/Obsession Confession |
| 8 | 8 | 7 | 7 | SOUL BALLET/N.Y.C. Tripin |
| 7 | 7 | 7 | 7 | WAYMAN TISDALE/Don't Take Your... |

MARKET #5
WJZZ/Philadelphia
(610) 667-3939
Gress/Tozzi

PLAYS

| 3W | 2W | 1W | TW | ARTIST/TITLE |
|----|----|----|----|-------------------------------------|
| 13 | 12 | 23 | 35 | ART PORTER/Lake Shore Drive |
| 13 | 12 | 23 | 34 | ALFONZO BLACKWELL/Hermia |
| 14 | 30 | 30 | 31 | GEORGE BENSON/The Thinker |
| 32 | 32 | 31 | 31 | DAVID SANBORN/Rikke |
| 31 | 30 | 32 | 31 | KENNY G/Eastside Jam |
| 34 | 31 | 30 | 29 | DAVE KOZ/Lullaby For A... |
| 11 | 12 | 13 | 16 | KENNY BLAKE/European Underground |
| 14 | 13 | 14 | 15 | MICHAEL PAUL/O My Heart And Soul |
| 13 | 13 | 21 | 15 | WAYMAN TISDALE/Don't Take Your... |
| 13 | 13 | 14 | 14 | PAOLO/Paisa |
| 12 | 13 | 15 | 13 | EXODUS QUARTET/Summer Soultice |
| 32 | 12 | 13 | 13 | KEIKO MATSUI/Bridge Over... |
| 7 | 10 | 11 | 12 | BRIAN HUGHES/Soul Fruit |
| 11 | 11 | 11 | 12 | WILL LEE/Georgy Porgy |
| 13 | 13 | 12 | 12 | SOUNDSCAPE/Morning Song |
| 12 | 15 | 12 | 12 | ANDY SNITZER/My Dream Come True |
| 5 | 13 | 12 | 12 | PAUL HARDCASTLE/Jokers Wild |
| 13 | 13 | 12 | 12 | LOUIE SHELTON/Reflections |
| 10 | 10 | 11 | 11 | MARIAH CAREY/Underneath The Stars |
| 10 | 13 | 9 | 11 | WHITNEY HOUSTON/Why Does It Hurt... |
| 8 | 8 | 11 | 11 | CHIEMI MINUCCI/Come As You Are |
| 10 | 10 | 11 | 11 | WHITNEY HOUSTON/ Believe In You... |
| 23 | 22 | 20 | 21 | SLASH/Obsession Confession |
| 6 | 11 | 11 | 11 | NORMAN BROWN/Third World |
| 13 | 11 | 12 | 12 | BABYFACE/Every Time I... |
| 13 | 11 | 11 | 9 | LIONEL RICHIE/Nothing Else Matters |
| 4 | 7 | 7 | 8 | SOUL BALLET/N.Y.C. Tripin |
| 4 | 6 | 6 | 8 | TIM CUNNINGHAM/PCH |

MARKET #6
V98.7 FM

PLAYS

| 3W | 2W | 1W | TW | ARTIST/TITLE |
|----|----|----|----|--|
| 9 | 11 | 11 | 24 | KENNY G/Eastside Jam |
| 9 | 11 | 11 | 24 | DAVID SANBORN/Rikke |
| 19 | 24 | 24 | 24 | WAYMAN TISDALE/Don't Take Your... |
| 14 | 20 | 24 | 24 | KEIKO MATSUI/Bridge Over... |
| 19 | 24 | 24 | 24 | SLASH/Obsession Confession |
| 18 | 24 | 24 | 23 | ZACHARY BREAUX/Never Can Say... |
| 18 | 23 | 23 | 23 | GEORGE BENSON/The Thinker |
| 19 | 24 | 24 | 24 | ART PORTER/Lake Shore Drive |
| 19 | 24 | 24 | 24 | BRAXTON BROTHERS/When Love Comes... |
| 9 | 12 | 11 | 11 | DOC POWELL/From The Heart |
| 10 | 10 | 11 | 11 | DENNY JOSIA/Lights Of The City |
| 8 | 10 | 11 | 11 | PAUL HARDCASTLE/Jokers Wild |
| 8 | 10 | 11 | 11 | NORMAN BROWN/Third World |
| 11 | 11 | 10 | 10 | GROVER WASHINGTON.../Soulful Strut |
| 8 | 12 | 11 | 11 | MARK PORTMANN/No Truer Words |
| 8 | 12 | 11 | 11 | TIM BOWMAN/Rapture |
| 8 | 12 | 11 | 11 | RONNY JORDAN/Closer Than Close |
| 6 | 7 | 6 | 7 | DAVE KOZ/Lullaby For A... |
| 6 | 7 | 6 | 7 | PHIL COLLINS/The Same Moon |
| 6 | 7 | 6 | 7 | TINA TURNER/Something... |
| 6 | 7 | 6 | 7 | SOUL BALLET/N.Y.C. Tripin |
| 7 | 7 | 6 | 7 | VANESSA DAOU/Two To Tango |
| 8 | 8 | 8 | 8 | GLORIA ESTEFAN/In Not Giving... |
| 6 | 8 | 7 | 8 | PETER WHITE F/BASIA/Just Another Day |
| 5 | 6 | 4 | 4 | KENNY BLAKE/European Underground |
| 8 | 7 | 6 | 7 | EXODUS QUARTET/Summer Soultice |
| 6 | 8 | 7 | 7 | WHITNEY HOUSTON/ Believe In You... |
| 8 | 7 | 7 | 7 | NATALIE & NAT COLE/When I Fall In Love |

MARKET #7
COASIS 107.5 FM

PLAYS

| 3W | 2W | 1W | TW | ARTIST/TITLE |
|----|----|----|----|--|
| 16 | 15 | 17 | 17 | KENNY G/Eastside Jam |
| 13 | 14 | 17 | 17 | DAVE KOZ/Lullaby For A... |
| 14 | 14 | 16 | 16 | KEIKO MATSUI/Bridge Over... |
| 14 | 14 | 16 | 16 | ZACHARY BREAUX/Cafe Reggii |
| 9 | 10 | 12 | 12 | VANESSA DAOU/Two To Tango |
| 9 | 10 | 12 | 12 | TONY GUERRERO/Updown |
| 8 | 9 | 10 | 10 | WHITNEY HOUSTON/ Believe In You... |
| 8 | 9 | 10 | 10 | BRIAN HUGHES/Soul Fruit |
| 8 | 9 | 10 | 10 | TONI BRAXTON/Un-break My Heart |
| 7 | 10 | 9 | 9 | RICHARD ELLIOT/Sweet Surrender |
| 9 | 8 | 7 | 7 | EXODUS QUARTET/Summer Soultice |
| 16 | 11 | 10 | 10 | ART PORTER/Lake Shore Drive |
| 10 | 10 | 9 | 9 | ANDY SNITZER/My Dream Come True |
| 9 | 8 | 9 | 9 | DAVE KOZ/Don't Look Back |
| 9 | 8 | 9 | 9 | GLORIA ESTEFAN/In Not Giving... |
| 7 | 9 | 8 | 8 | ART MAPA/Back To Manila |
| 10 | 10 | 9 | 9 | DANIEL HD & KILAU/EA/Avon Sunrise |
| 11 | 7 | 8 | 8 | BOBBY CALDWELL/Stuck On You |
| 9 | 10 | 8 | 8 | JOE MCBRIDE/High Steppin' |
| 10 | 8 | 10 | 9 | MARK PORTMANN/No Truer Words |
| 9 | 8 | 9 | 9 | PAMELA WILLIAMS/Matter Of Time |
| 9 | 8 | 9 | 9 | WAYMAN TISDALE/Don't Take Your... |
| 10 | 9 | 9 | 9 | NATALIE & NAT COLE/When I Fall In Love |
| 7 | 8 | 11 | 9 | DENNY JOSIA/Lights Of The City |
| 10 | 8 | 9 | 9 | RONNY JORDAN/Closer Than Close |
| 7 | 10 | 8 | 8 | LUTHER VANDROSS/Your Secret Love |
| 20 | 8 | 9 | 9 | PETER WHITE F/BASIA/Just Another Day |
| 20 | 8 | 8 | 8 | CHUCK LOEB/The Music Inside |
| 10 | 8 | 8 | 8 | PAUL HARDCASTLE/Jokers Wild |
| 9 | 9 | 8 | 8 | NORMAN BROWN/Third World |

MARKET #8
WJZZ/Washington
(703) 683-3000
Kosbau

PLAYS

| 3W | 2W | 1W | TW | ARTIST/TITLE |
|----|----|----|----|-----------------------------------|
| 26 | 26 | 28 | 28 | KEIKO MATSUI/Bridge Over... |
| 10 | 10 | 20 | 28 | GEORGE BENSON/The Thinker |
| 26 | 26 | 28 | 28 | ZACHARY BREAUX/Never Can Say... |
| 26 | 26 | 28 | 28 | WAYMAN TISDALE/Don't Take Your... |
| 26 | 26 | 28 | 28 | SLASH/Obsession Confession |
| 26 | 26 | 28 | 28 | SLASH/Obsession Confession |
| 26 | 26 | 28 | 28 | SLASH/Obsession Confession |
| 26 | 26 | 28 | 28 | SLASH/Obsession Confession |
| 11 | 11 | 11 | 11 | JEFF LORBER/Katherine |
| 10 | 10 | 12 | 12 | PAUL HARDCASTLE/Jokers Wild |
| 11 | 11 | 11 | 11 | RONNY JORDAN/Closer Than Close |
| 10 | 10 | 11 | 11 | NORMAN BROWN/Third World |
| 11 | 11 | 11 | 11 | CHUCK LOEB/The Music Inside |
| 11 | 11 | 11 | 11 | DAVID SANBORN/Rikke |
| 10 | 10 | 11 | 11 | MARK PORTMANN/No Truer Words |
| 10 | 10 | 11 | 11 | SOUL BALLET/N.Y.C. Tripin |
| 10 | 10 | 11 | 11 | EXODUS QUARTET/Summer Soultice |
| 10 | 10 | 11 | 11 | JEFF LORBER/Katherine |
| 10 | 1 | | | |



CYNDEE MAXWELL

A (Ratings) Tale Of Two Cities

□ **KISW/Seattle and WRXK/Ft. Myers PDs each offer insight into their latest books**

With the rollout of the **Arbitron** fall books, two opposite parts of the country caught my eye. So I called upon those markets' PDs to share some insight into their respective situations.



Clark Ryan

Active Rock **KISW/Seattle** PD **Clark Ryan** admits that while they have "tightened up," it's still a hard rock station — and now there has been a ratings reward for their endeavor. Meanwhile, Rock **WRXK/Ft. Myers** PD **Greg**

Gillispie describes the success story behind his station's 12+ 3.7-5.2 jump.

Losing 'Loose Titles'

KISW's fall book showed strong growth in persons 18-34; according to Ryan, it rose 7.4-8.7 and ranked No. 2. They also showed a 12+ increase, 3.5-3.8, moving up to a tie for No. 8 alongside Classic Rock **KZOK**.

With those increases, KISW still managed to maintain its upper demos: persons 25-49, 4.2-4.2; persons 25-54, 3.8-3.8. Ryan gives credit to MD **Cathy Faulkner** and consultant **Jacobs Media**: "I didn't get here until two thirds of the way through the book, so it's really not my book. Cathy did a great job with the folks at Jacobs."

How were lower gains accomplished while preserving the upper end? "I'd attribute it primarily to tightening the station. There was a long current and library list prior to the fall book, and — without making wholesale changes — they tightened up by removing some loose titles.

"While we have cut down the number of currents, the larger impact is in the library. Some of the depth tracks — along with the very blatant, young-leaning hard rock — were cut out. We

still did well in the younger demos because tightening up usually aids the station. Very few people will leave a station short-term because of what you don't play.

"KISW has very strong images with the harder rock music. And even though a few fringe elements disappear, people don't wake up two days later and wonder where those titles went. They didn't get the sense that the station had changed or was suddenly different.

"We're still a hard rock radio station, without a doubt. Certainly we're playing some of the hard classic material along with the hard current music. A number of people ask us if we're going Classic Rock. I think that's due to the fact that we're carrying fewer currents and playing a larger percentage of classic-based material.

"But listening to the station or really analyzing the list, you see it continues to be a hard rock radio station. We're concentrating on fewer currents while we focus on integrating the appropriate hard classic rock music to get the station on track."

'Wild Fluctuations'

Beginning with the Spring '95 book, Arbitron combined the Ft. Myers and Naples markets, increasing the market size substantially. Afterward, some "wild fluctuations" occurred which Gillispie says got the local broadcasters asking questions. "According to Arbitron, once a market is redefined it takes two to three years for it to settle," he says. "In Spring '95 we had a 6.0 share 12+, but then went to a 4.9 in

Fall '95, followed by 3.7 in Spring '96." With the Fall '96 book, WRXK rose to 5.2 12+ and increased among persons 18-34 7.6-12.5.

"Now it's very clear — with two full years of books since the market was combined — that last year's spring book doesn't fit the trend well at all. Still, we're now up and we're back. And even though we did well 18-34, the big story for us is we're back to No. 1 men 25-49 — which is our target audience — No. 2 adults 18-49, and No. 3 adults 25-54. The best part is our duopoly partner, **CHR WXXB**, is No. 2 adults 25-54, so **Beasley** has two of the top three stations in that demo making for a great, competitive, economic advantage."

Gillispie also believes an ethnic sampling problem attributed to the unusually low numbers last spring. However, WRXK left nothing to chance for the fall book. "We've been learning more about the marketplace as some changes have occurred in the last year. One change was Active Rock **WJST** changing format in late summer to Big Band, and its sister station, **WJBX** — a



Greg Gillispie

SBR-consulted Rock Alternative — got its act together musically.

"We have been doing more research and finding a more comfortable place. Previously, we had a problem with being perceived as too hard, too current, and too alternative for our own good. Over the last couple of years, we've evolved to a meat-and-potatoes rock 'n' roll station."

A conspicuous street presence also helped. "We had some great marketing and promotional campaigns during the fall that were directly aimed at the target audience, plus some very visible street promotions."

Letters Of Disagreement And Irony

I received the following letter from **Kelly Music Research's Tom Kelly** regarding the Rock article "Baiting The Right Hook For Testing" (**R&R** 1/17).

*I enjoyed your recent column on music hook-testing but must disagree with a statement by **Benchmark's Rob Balon**, which I fear is a spreading sentiment in the radio and recording industry.*

It is flat-out untrue and an insult to the artists, their music, and the listeners to assert that "if you play anything long enough, most people will wind up liking it." To suggest that all songs are basically the same is outrageous. There are artists out there making good music ... and then there are those

creating great music. The artists know the difference and so do the listeners! It is why certain radio stations and CDs outperform others. It is also why we do music research.

*We see evidence every week in the **Tracking Report** — our national call-out research of current rock music. From time to time, a song will get tons of airplay and never gain listener approval. While it is certain that a song has little chance without airplay, the notion that heavy exposure will necessarily lead to positive audience re-*

action is absolutely false.

Too many researchers consider music just another commodity like cotton socks or frozen waffles, and this is a huge mistake. Listeners are passionate about music because it touches their soul like nothing else can — especially Rock listeners, the frequent flyers of the radio airwaves.

Music research is a valuable tool, but in the wrong hands is as dangerous as a knife to a child.

Isn't It Ironic?

KIOZ & KKLQ/San Diego PD **Greg Stevens** e-mailed this letter to me regarding the column "Bubba The Love Sponge Joins The Rock

Air Personalities Sell Themselves

■ **A wrapup of station CDs from the fourth quarter**

By Frank Correia

It could have been charity, cabin fever, or some sort of deejay/rock star identity crisis, but more personalities hit the recording studio this past year to release their own CDs. Here are a few that came our way.

Definitely on the naughty list was **WRCX/Chicago** morning host **Mancow Muller** with "Fat Boy Pizza Breasts," containing over 50 uncensored tracks from Mancow's Morning Madhouse. The CD featured phone scams such as "Travel To Chlamydia" (where Mancow tried to convince a travel agent to book a trip to "Chlamydia"), and sensitive moments like Mancow's hi-colonic exam. "Pizza Breasts" and Muller's first CD, "Box Of Sharpies," were also packaged and released as "Mancow's Sloppy Box," which sold out in two days.

WDVE/Pittsburgh's morning duo **Scott Paulsen** and **Jim Krenn's** "Twisted" sold over 16,500 copies before Christmas. The complete sell-out made it the most successful Paulsen & Krenn CD ever, raising over \$120,000. The CD included bits from the morning show, along with such classy songs as "Pull My Finger"; the Pittsburgh Penguins armchair anthem, "Shoot The Puck"; and a "surprise" track of sorts with "She's Got One," where a man finds out his date isn't quite the woman he thought "she" was.

Book 'Em

WAAF/Boston had a great lineup of exclusive live studio recordings for its "Unusual Suspects." Guilty parties included **Dishwalla**, the **Refreshments**, **God Lives Underwater**, and the **Goo Goo Dolls**. Also contained were bits and parodies from the **Hillman Morning Show**, MD/mid-dayer **John Osterlind**, and night slammer **Rocko**. Afternooners **Opie & Anthony** added to the fun by seriously screwing with crosstown Hot AC **WBMX** listeners, who mistakenly called 'AAF for **Elton John** and **Donna Summer** tickets.

WEBN/Cincinnati's Dawn Patrol improved their looks with "Mornings Are A Drag," including the best of **Eddie Fingers** and **Bob The Producer** as well as commercial and movie parodies like "Got Beer?" and "Sex Toy Story." Song parodies included "What If God Smoked Cannabis" (sung to **Joan Osborne's** "One Of Us") and a slightly more suggestive version of **Alanis Morissette's** "Hand In My Pocket."

KIOZ/San Diego morning team **Dave, Shelly & Chainsaw** kept their comedy fresh with "Sprechen Sie Douche?" Highlights included "King Of Doucheville," "Skeeter Feels Reveal Good," and special guest appearances by comedians **Richard Jeni** and **Dom Irrera**. Proceeds benefited the "Dave, Shelly & Chainsaw Charity Fund," which — despite the shady title — donates to local charities.

With a title like "Overweight And Underpaid," you'd think **WRXK/Ft. Myers's** wakeup guys **Joe & Stan** were talking about Santa himself. Actually, the jolly one fell victim to a sniper's bullet in the "Joe & Stan X-mas Parade" bits. Along with producer **Mark Haney**, the duo collected 18 memorable portions from their show, including parody songs and phone pranks.

Football Fever

Classic Rock **WKLH/Milwaukee's** **Dave & Carole** proved their loyalty to this year's Super Bowl champs — the Green Bay Packers — with "Cheeseheads In Paradise." Included on the CD were the "Dave Carole 5"'s parodies of **Los Del Rio's** "Macarena" ("Gonorrhea") and **Tom Petty's** "Walls" ("Balls").

At WKLH sister **WLZR/Milwaukee**, **Bob & Brian** put their own twist on things with "Individually Twisted." Highlights included "Breakfast With Elvis," correspondent **Duane Gay's** train ride with a Wild Bill Hickok impersonator, and a few visits with sidekick **Fireman Jim**.

Syndicated joke-meisters **John Boy & Billy's** "Christmas Album" made sure it was a white trash Christmas with classic songs like "Blue Christmas" and "Rudolph The Red Neck Reindeer." Other syndicated morning men in the mix were **WFBQ/Indianapolis's** **Bob & Tom**, whose 1997 Calendar features cover artwork from each of their 21 album and CD charity projects over the years.

Frank Correia is R&R's Asst. Rock Editor.

Ranks (**R&R** 11/29/96).

Your opening paragraph asked how a guy who's spent his whole career in CHR could make the jump to Rock. I think the article explains it well in **Bubba's** case, but I found it ironic that I know of at least one other jock who did the same thing.

In 1978, a new morning show was launched on then-**WQXM/Tampa**. The jock's background was exclusively at Top 40 stations like **13Q/Pittsburgh**; **WBBF/Rochester, NY**; and many others all over the Northeast.

WQXM was my first AOR job and I've been at it ever since, from Dallas to Kansas City, to San Antonio, San Diego, and even L.A. — all at Rock stations.

WQXM is now known as **WXTB**, but it's still using the name "98 Rock" just like when I made the move from CHR to Rock 18 years ago at that very same station!

Best of all (God willing) I will soon be working for **Jacor**, just like **Bubba**. I only hope I'm as successful as he has been with them.



ACTIVE ROCK TOP 50

JANUARY 31, 1997

| 3W | 2W | LW | TW | ARTIST TITLE LABEL(S) | TOTAL PLAYS | | | | TOTAL STATIONS/ADDS |
|----------------|----|----|-----------|---|-------------|------|------|------|---------------------|
| | | | | | TW | LW | 2W | 3W | |
| — | — | 2 | 1 | LIVE Lakini's Juice (Radioactive) | 1990 | 1654 | — | — | 75/1 |
| 1 | 1 | 1 | 2 | SOUNDGARDEN Blow Up The Outside World (A&M) | 1740 | 1787 | 2001 | 2187 | 69/0 |
| 15 | 10 | 6 | 3 | BUSH Greedy Fly (Trauma/Interscope) | 1638 | 1423 | 1223 | 927 | 74/0 |
| — | 28 | 8 | 4 | SILVERCHAIR Abuse Me (Epic) | 1620 | 1350 | 654 | 28 | 74/2 |
| 11 | 8 | 4 | 5 | WALLFLOWERS One Headlight (Interscope) | 1619 | 1501 | 1315 | 1141 | 67/1 |
| — | 18 | 7 | 6 | U2 Discotheque (Island) | 1509 | 1379 | 826 | — | 64/0 |
| 8 | 4 | 5 | 7 | STIR Looking For (Aware/Capitol) | 1508 | 1445 | 1403 | 1334 | 66/0 |
| 10 | 9 | 10 | 8 | BETTER THAN EZRA Desperately Wanting (Swell/Elektra/EEG) | 1377 | 1332 | 1263 | 1198 | 61/0 |
| 31 | 14 | 13 | 9 | METALLICA King Nothing (Elektra/EEG) | 1315 | 1098 | 952 | 542 | 68/2 |
| 9 | 6 | 9 | 10 | SPONGE Have You Seen Mary (Columbia) | 1272 | 1339 | 1330 | 1233 | 66/0 |
| 2 | 2 | 3 | 11 | STONE TEMPLE PILOTS Lady Picture Show (Atlantic) | 1241 | 1601 | 1707 | 1871 | 60/0 |
| 4 | 5 | 11 | 12 | LOCAL H Bound For The Floor (Island) | 1121 | 1286 | 1357 | 1569 | 56/0 |
| 46 | 19 | 17 | 13 | OFFSPRING All I Want (Columbia) | 1032 | 965 | 800 | 358 | 69/0 |
| 17 | 17 | 18 | 14 | SMASHING PUMPKINS Thirty-Three (Virgin) | 1019 | 912 | 860 | 798 | 55/2 |
| — | 31 | 19 | 15 | TONIC Casual Affair (Polydor/A&M) | 1007 | 855 | 561 | 249 | 70/7 |
| 6 | 7 | 12 | 16 | MATCHBOX 20 Long Day (Lava/Atlantic) | 981 | 1106 | 1322 | 1449 | 46/0 |
| 5 | 12 | 14 | 17 | METALLICA Hero Of The Day (Elektra/EEG) | 925 | 1083 | 1147 | 1465 | 51/0 |
| 29 | 27 | 24 | 18 | COUNTING CROWS A Long December (DGC/Geffen) | 838 | 770 | 658 | 577 | 42/3 |
| 7 | 11 | 15 | 19 | SUBLIME What I Got (Gasoline Alley/MCA) | 836 | 1076 | 1214 | 1435 | 49/0 |
| 3 | 3 | 16 | 20 | BUSH Swallowed (Trauma/Interscope) | 830 | 1057 | 1410 | 1749 | 50/0 |
| 21 | 20 | 21 | 21 | R.E.M. The Wake-Up Bomb (Warner Bros.) | 818 | 813 | 777 | 704 | 41/0 |
| 16 | 16 | 20 | 22 | RUSH Half The World (Atlantic) | 671 | 819 | 876 | 828 | 37/0 |
| 23 | 23 | 25 | 23 | SEMISONIC F.N.T. (MCA) | 668 | 736 | 729 | 671 | 43/0 |
| 13 | 15 | 23 | 24 | TOOL Stinkfist (Zoo) | 662 | 780 | 883 | 1051 | 44/0 |
| BREAKER | | | 25 | MARILYN MANSON Tourniquet (Nothing/Interscope) | 646 | 574 | 385 | 53 | 55/1 |
| BREAKER | | | 26 | NINE INCH NAILS The Perfect Drug (Nothing/Interscope) | 623 | 304 | — | — | 60/10 |
| 22 | 24 | 27 | 27 | BLOODHOUND GANG Fire Water Burn (Republic/Geffen) | 612 | 710 | 705 | 703 | 51/0 |
| 27 | 26 | 28 | 28 | PEARL JAM Off He Goes (Epic) | 528 | 652 | 667 | 598 | 31/1 |
| 32 | 32 | 30 | 29 | TYPE O NEGATIVE Love You To Death (Roadrunner) | 524 | 559 | 551 | 520 | 45/1 |
| — | — | 42 | 30 | BIG HEAD TODD & THE MONSTERS Resignation... (Revolution) | 514 | 352 | 212 | 58 | 38/8 |
| — | 46 | 34 | 31 | WIDESPREAD PANIC Hope In A Hopeless World (Capricorn/Mercury) | 503 | 474 | 338 | 81 | 32/1 |
| 12 | 13 | 22 | 32 | HAZIES Trip Free Life (EMI) | 486 | 788 | 985 | 1052 | 33/0 |
| 38 | 34 | 33 | 33 | GARBAGE #1 Crush (Capitol) | 471 | 484 | 482 | 458 | 18/1 |
| 18 | 21 | 26 | 34 | VAN HALEN Can't Get This Stuff No More (Warner Bros.) | 462 | 712 | 775 | 790 | 29/0 |
| 39 | 33 | 32 | 35 | FRAMES DC Monument (Elektra/EEG) | 457 | 502 | 493 | 450 | 32/0 |
| 43 | 40 | 38 | 36 | TOM PETTY & THE HEARTBREAKERS Change... (Warner Bros.) | 442 | 433 | 427 | 375 | 23/0 |
| — | — | 49 | 37 | SOCIAL DISTORTION When The Angels Sing (550 Music) | 439 | 307 | 222 | 148 | 35/3 |
| 24 | 25 | 31 | 38 | FAILURE Stuck On You (Slash/WB) | 437 | 547 | 677 | 653 | 29/0 |
| DEBUT | | | 39 | EELS Rags To Rags (DreamWorks/Geffen) | 433 | 305 | 112 | 35 | 38/6 |
| 44 | 41 | 39 | 40 | POE Hello (Modern/Atlantic) | 433 | 431 | 409 | 369 | 25/0 |
| 34 | 39 | 40 | 41 | VAN HALEN Me Wise Magic (Warner Bros.) | 376 | 418 | 430 | 496 | 29/0 |
| — | 45 | 41 | 42 | DAVE MATTHEWS BAND Crash Into Me (RCA) | 363 | 360 | 347 | 312 | 17/0 |
| 35 | 37 | 37 | 43 | GARY HOEY Desire (Surfdog) | 357 | 437 | 438 | 495 | 23/0 |
| 14 | 22 | 35 | 44 | DARLAHOOD Grow Your Own (Reprise) | 352 | 455 | 760 | 943 | 27/0 |
| — | 50 | 47 | 45 | CATFISH Invisible (Eureka/Discovery) | 351 | 320 | 305 | 271 | 31/3 |
| — | — | 50 | 46 | SHERYL CROW Everyday Is A Winding Road (A&M) | 335 | 307 | 290 | 217 | 17/0 |
| 26 | 29 | 36 | 47 | 311 All Mixed Up (Capricorn/Mercury) | 330 | 450 | 581 | 600 | 16/0 |
| DEBUT | | | 48 | NUNO Gravity (A&M) | 326 | 260 | 126 | 38 | 33/5 |
| DEBUT | | | 49 | SUBLIME Santeria (Gasoline Alley/MCA) | 317 | 249 | 211 | 40 | 24/3 |
| 33 | 42 | 45 | 50 | SOCIAL DISTORTION I Was Wrong (550 Music) | 309 | 321 | 408 | 498 | 24/0 |

This chart reflects airplay from January 20-26. Songs ranked by total plays. Highlighted songs indicate Breaker. 75 Active Rock reporters. 74 current playlists. Songs below No. 25 are moved to recurrent after 26 weeks. © 1997, R&R Inc.

NEW & ACTIVE

ERIC JOHNSON S.R.V. (Capitol)
Total Plays: 302, Total Stations: 17, Adds: 1

FOUNTAINS OF WAYNE Radiation Vibe (Tag/Atlantic)
Total Plays: 297, Total Stations: 24, Adds: 6

WILCO Outtasite (Outta Mind) (Reprise)
Total Plays: 281, Total Stations: 23, Adds: 2

VERVE PIPE The Freshman (RCA)
Total Plays: 270, Total Stations: 27, Adds: 8

STONE TEMPLE PILOTS Tumble In The Rough (Atlantic)
Total Plays: 269, Total Stations: 23, Adds: 12

ODDS Someone Who's Cool (Elektra/EEG)
Total Plays: 187, Total Stations: 24, Adds: 10

VERUCA SALT Volcano Girls (Outpost/Geffen)
Total Plays: 180, Total Stations: 27, Adds: 20

SENSE FIELD Different Times (Revelation/WB)
Total Plays: 153, Total Stations: 15, Adds: 2

CAKE I Will Survive (Capricorn/Mercury)
Total Plays: 139, Total Stations: 13, Adds: 4

CRAVIN' MELON Come Undone (Mercury)
Total Plays: 134, Total Stations: 11, Adds: 4

Songs ranked by total plays.

BREAKERS

MARILYN MANSON
Tourniquet (Nothing/Interscope)
TOTAL PLAYS/INCREASE: 646/72
TOTAL STATIONS/ADDS: 55/1
CHART: 25

NINE INCH NAILS
The Perfect Drug (Nothing/Interscope)
TOTAL PLAYS/INCREASE: 623/319
TOTAL STATIONS/ADDS: 60/10
CHART: 26

MOST ADDED

| ARTIST TITLE LABEL(S) | ADDS |
|--|------|
| TOOL "H" (Zoo) | 34 |
| VERUCA SALT Volcano Girls (Outpost/Geffen) | 20 |
| STONE TEMPLE PILOTS Tumble In The Rough (Atlantic) | 12 |
| KORN A.D.I.D.A.S. (Immortal/Epic) | 11 |
| NINE INCH NAILS The Perfect Drug (Nothing/Interscope) | 10 |
| ODDS Someone Who's Cool (Elektra/EEG) | 10 |
| FLUFFY Black Eye (Enclave) | 9 |
| THIRD DAY Nothing At All (Silvertone) | 9 |
| BIG HEAD TODD & THE MONSTERS Resignation... (Revolution) | 8 |
| CORROSION OF CONFORMITY King Of The Rotten (Columbia) | 8 |
| KULA SHAKER Hey Dude (Columbia) | 8 |
| VERVE PIPE The Freshman (RCA) | 8 |

MOST INCREASED PLAYS

| ARTIST TITLE LABEL(S) | TOTAL PLAY INCREASE |
|--|---------------------|
| LIVE Lakini's Juice (Radioactive) | +336 |
| NINE INCH NAILS The Perfect Drug (Nothing/Interscope) | +319 |
| SILVERCHAIR Abuse Me (Epic) | +270 |
| METALLICA King Nothing (Elektra/EEG) | +217 |
| BUSH Greedy Fly (Trauma/Interscope) | +215 |
| ODDS Someone Who's Cool (Elektra/EEG) | +178 |
| BIG HEAD TODD & THE MONSTERS Resignation... (Revolution) | +162 |
| TONIC Casual Affair (Polydor/A&M) | +152 |
| VERUCA SALT Volcano Girls (Outpost/Geffen) | +145 |
| SOCIAL DISTORTION When The Angels Sing (550 Music) | +132 |
| STONE TEMPLE PILOTS Tumble In The Rough (Atlantic) | +132 |

HOTTEST RECURRENTS

| ARTIST TITLE LABEL(S) |
|---|
| TONIC Open Up Your Eyes (Polydor/A&M) |
| STONE TEMPLE PILOTS Trippin' On A Hole In... (Atlantic) |
| SOUNDGARDEN Burden In My Hand (A&M) |
| SMASHING PUMPKINS Muzzle (Virgin) |
| STABBING WESTWARD Shame (Columbia) |
| ALICE IN CHAINS Over Now (Columbia) |
| DISHWALLA Counting Blue Cars (A&M) |
| COUNTING CROWS Angels Of The Silences (DGC/Geffen) |
| R.E.M. Bittersweet Me (Warner Bros.) |
| METALLICA Until It Sleeps (Elektra/EEG) |

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



TONIC "CASUAL AFFAIR"

Active Rock **19 - 15**
Rock **27 - 23**

Billboard Rock Monitor
23 - 17*

Closing Fast - New At:

KISW KBER WXTB KTXQ

KCMQ WHEB KWHL WWV

WAOR KRZZ WCKW

On Tour Now

1/31 - Dallas

2/1 - Houston

2/4 - Tuscaloosa

2/5 - Baton Rouge

2/7 - Birmingham

2/8 - Nashville



Top 5 Phones: KSHE! KZBB! WTPA!

ACTIVE ROCK PLAYLISTS

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

MARKET #3
WRCR/Chicago
(312) 861-8100
Richards/Robinson

| PLAYS | 3W | 2W | LW | TW | ARTIST/TITLE |
|-------|----|----|----|----|---|
| 40 | 21 | 36 | 35 | 33 | OFFSPRING/All I Want |
| - | 24 | 34 | 34 | 32 | U2/Discotheque |
| - | 35 | 34 | 34 | 32 | LIVE/Lakin's Juice |
| 14 | 11 | 17 | 31 | 27 | METALLICA/King Nothing |
| 19 | 32 | 29 | 31 | 27 | ALICE IN CHAINS/Would? |
| 24 | 16 | 25 | 30 | 26 | STONE TEMPLE PILOTS/Trippin' On A Hole... |
| 9 | 8 | 29 | 32 | 28 | ALICE IN CHAINS/Again |
| 27 | 30 | 26 | 27 | 23 | METALLICA/Hero Of The Day |
| 18 | 17 | 13 | 19 | 15 | BUSH/Greedy Fly |
| 19 | 16 | 17 | 18 | 14 | STIR/Looking For |
| 30 | 34 | 34 | 34 | 34 | LOCAL H/Bound For The Floor |
| 4 | 30 | 17 | 16 | 12 | SILVERCHAIR/Abuse Me |
| 20 | 18 | 15 | 16 | 12 | SEVEN MARY THREE/Devil Boy |
| 16 | 18 | 15 | 15 | 11 | WALLFLOWERS/One Headlight |
| 30 | 30 | 30 | 30 | 30 | SOUNDGARDEN/Blow Up... |
| 20 | 16 | 14 | 14 | 10 | BETTER THAN EZRA/Desperately Wanting |
| - | 10 | 13 | 13 | 9 | SOUNDGARDEN/Rhinosaur |
| - | 10 | 13 | 13 | 9 | NUNO/Gravity |
| 15 | 15 | 15 | 15 | 11 | TOOL/Stinkist |
| 17 | 19 | 13 | 12 | 8 | RUSH/Half The World |
| 29 | 28 | 23 | 22 | 18 | STABBING WESTWARD/Shame |
| 13 | 10 | 8 | 12 | 7 | SEVEN MARY THREE/My My |
| 12 | 13 | 8 | 12 | 7 | HUNGER/Vanishing Cream |
| 10 | 8 | 9 | 11 | 7 | SMASHING PUMPKINS/Muzzle |
| 26 | 28 | 31 | 11 | 7 | METALLICA/Ain't My Bitch |
| 30 | 15 | 12 | 10 | 6 | SMASHING PUMPKINS/You're All I've... |
| 14 | 10 | 11 | 10 | 6 | GRAVITY/Kills/Guilty |
| 14 | 10 | 11 | 10 | 6 | REACHAROUND/Big Chair |
| 10 | 13 | 8 | 9 | 5 | SMASHING PUMPKINS/Here Is No Why |
| - | 5 | 9 | 9 | 5 | GARY HOEY/Desire |

MARKET #6
WRIF/Detroit
(810) 547-0101
Podell/Wellington

| PLAYS | 3W | 2W | LW | TW | ARTIST/TITLE |
|-------|----|----|----|----|--|
| 36 | 36 | 38 | 33 | 33 | ALICE IN CHAINS/Would? |
| 32 | 32 | 34 | 32 | 32 | METALLICA/Hero Of The Day |
| 33 | 33 | 32 | 28 | 28 | SOUNDGARDEN/Blow Up... |
| 25 | 25 | 24 | 25 | 25 | TOOL/Stinkist |
| 17 | 17 | 22 | 25 | 25 | BUSH/Greedy Fly |
| - | - | - | - | - | U2/Discotheque |
| 33 | 33 | 35 | 22 | 22 | VAN HALEN/Me Wise Magic |
| - | - | - | - | - | LIVE/Lakin's Juice |
| 23 | 23 | 11 | 20 | 20 | STABBING WESTWARD/Shame |
| - | - | - | - | - | SILVERCHAIR/Abuse Me |
| 19 | 19 | 18 | 18 | 18 | VAN HALEN/Can't Get This... |
| 14 | 14 | 21 | 18 | 18 | METALLICA/King Nothing |
| 26 | 26 | 11 | 15 | 15 | TONIC/Open Your Eyes |
| 10 | 10 | 12 | 15 | 15 | SPONGE/Have You Seen Mary |
| 4 | 4 | 22 | 12 | 12 | WALLFLOWERS/One Headlight |
| 1 | 1 | 8 | 7 | 7 | SMASHING PUMPKINS/You're All I've... |
| 9 | 9 | 8 | 7 | 7 | MARILYN MANSON/Tourquet |
| 6 | 6 | 7 | 7 | 7 | STIR/Looking For |
| - | - | - | - | - | SMASHING PUMPKINS/Thirty-Three |
| 5 | 5 | 5 | 5 | 5 | LIVE/All Over You |
| - | - | - | - | - | NUNO/Gravity |
| 5 | 5 | 9 | 6 | 6 | GARY HOEY/Desire |
| 5 | 5 | 9 | 6 | 6 | TYPE O NEGATIVE/Love You To Death |
| 4 | 4 | 6 | 6 | 6 | PEARL JAM/Get It |
| 7 | 7 | 6 | 6 | 6 | WHITE ZOMBIE/More Human Than... |
| - | - | - | - | - | OZZY OSBOURNE/See You On... |
| - | - | - | - | - | OZZY OSBOURNE/Just Want You |
| 6 | 6 | 5 | 6 | 6 | COLLECTIVE SOUL/Where The River... |
| 5 | 5 | 5 | 6 | 6 | STONE TEMPLE PILOTS/Trippin' On A Hole |

MARKET #7
KEGL/Dallas
(972) 869-9700
Doherty/Scull

| PLAYS | 3W | 2W | LW | TW | ARTIST/TITLE |
|-------|----|----|----|----|---|
| 22 | 21 | 33 | 30 | 30 | ERIC JOHNSON/S.R.V. |
| 39 | 36 | 38 | 30 | 30 | MATCHBOX 20/Long Day |
| 22 | 21 | 32 | 30 | 30 | STONE TEMPLE PILOTS/Lady Picture Show |
| 38 | 35 | 36 | 29 | 29 | SUBLINE/What I Got |
| 24 | 23 | 24 | 29 | 29 | STIR/Looking For |
| - | - | - | - | - | SILVERCHAIR/Abuse Me |
| 19 | 17 | 18 | 27 | 27 | WALLFLOWERS/One Headlight |
| 17 | 17 | 22 | 24 | 24 | TONIC/Casual Affair |
| 19 | 16 | 18 | 24 | 24 | BETTER THAN EZRA/Desperately Wanting |
| 19 | 19 | 21 | 24 | 24 | SPONGE/Have You Seen Mary |
| 22 | 20 | 21 | 23 | 23 | BUSH/Greedy Fly |
| - | - | - | - | - | LIVE/Lakin's Juice |
| 21 | 17 | 17 | 21 | 21 | NUNO/Gravity |
| 26 | 24 | 19 | 19 | 19 | BLOODHOUND GANG/Fire Water Burn |
| 16 | 18 | 18 | 18 | 18 | REACHAROUND/Big And Mean |
| - | - | - | - | - | BIG HEAD TODD.../Resignation Superm |
| - | - | - | - | - | SMASHING PUMPKINS/Thirty-Three |
| - | - | - | - | - | THIRD DAY/Nothing At All |
| 5 | 16 | 13 | 12 | 12 | OFFSPRING/All I Want |
| - | - | - | - | - | SOCIAL DISTORTION/When The Angels Sing |
| - | - | - | - | - | MARILYN MANSON/Tourquet |
| - | - | - | - | - | NINE INCH NAILS/The Perfect Drug |
| 3 | 4 | 8 | 11 | 11 | METALLICA/King Nothing |
| 18 | 17 | 13 | 10 | 10 | RAGE AGAINST.../Down Rodeo |
| - | - | - | - | - | PROTEIN/My Blood |
| - | - | - | - | - | CORROSION OF.../King Of The Rotten |
| - | - | - | - | - | NOBY/That's When I... |
| - | - | - | - | - | DC TALK/Jesus Freak |
| - | - | - | - | - | STONE TEMPLE PILOTS/Tumble In The Rough |

MARKET #7
KTQX/Dallas
(214) 528-5500
Lockridge/Redbeard

| PLAYS | 3W | 2W | LW | TW | ARTIST/TITLE |
|-------|----|----|----|----|---------------------------------------|
| - | - | - | - | - | LIVE/Lakin's Juice |
| 4 | 30 | 41 | 47 | 47 | U2/Discotheque |
| 18 | 40 | 36 | 43 | 43 | BUSH/Greedy Fly |
| 33 | 32 | 36 | 43 | 43 | STIR/Looking For |
| 13 | 17 | 20 | 42 | 42 | WALLFLOWERS/One Headlight |
| - | - | - | - | - | SILVERCHAIR/Abuse Me |
| 19 | 33 | 37 | 41 | 41 | GARBAGE/1 Crush |
| 19 | 39 | 21 | 28 | 28 | GRAND STREET CRYERS/You Win Again |
| 24 | 27 | 23 | 27 | 27 | OFFSPRING/All I Want |
| 8 | 18 | 23 | 26 | 26 | SMASHING PUMPKINS/Destination Unknown |
| 6 | 19 | 24 | 24 | 24 | SMASHING PUMPKINS/Thirty-Three |
| - | - | - | - | - | NINE INCH NAILS/The Perfect Drug |
| 12 | 15 | 19 | 23 | 23 | PEARL JAM/Off He Goes |
| 10 | 17 | 19 | 23 | 23 | STIR/Looking For |
| - | - | - | - | - | VERUCA SALT/Volcano Girls |
| 11 | 18 | 19 | 18 | 18 | SEMISONIC/F.N.T. |
| 12 | 17 | 18 | 18 | 18 | SPONGE/Have You Seen Mary |
| 12 | 17 | 18 | 18 | 18 | COUNTING CROWS/A Long December |
| - | - | - | - | - | BIG HEAD TODD.../Resignation Superm |
| - | - | - | - | - | QUICKSERV JOHN/W/Janitor Man |
| 12 | 16 | 16 | 16 | 16 | R.E.M./The Wake-Up Bomb |
| 23 | 16 | 17 | 11 | 11 | RADISH/Deez Aunt Armb |
| - | - | - | - | - | METALLICA/King Nothing |
| 12 | 11 | 8 | 9 | 9 | ALANIS MORISSETTE/All I Really Want |
| 10 | 10 | 9 | 9 | 9 | GRAVITY/Kills/Guilty |
| 11 | 11 | 10 | 9 | 9 | RED HOT CHILI.../My Friends |
| 33 | 10 | 9 | 9 | 9 | MATCHBOX 20/Long Day |
| 33 | 10 | 9 | 9 | 9 | OZZY OSBOURNE/Walk On Water |
| 33 | 10 | 9 | 9 | 9 | LOCAL H/Bound For The Floor |
| 13 | 11 | 10 | 9 | 9 | ALICE IN CHAINS/Heaven Beside You |
| 13 | 11 | 10 | 9 | 9 | TONIC/Open Your Eyes |

MARKET #10
WAAF/Boston
(617) 236-1073
Douglas/Osterlind

| PLAYS | 3W | 2W | LW | TW | ARTIST/TITLE |
|-------|----|----|----|----|---|
| 27 | 34 | 36 | 36 | 36 | STONE TEMPLE PILOTS/Tumble In The Rough |
| 29 | 32 | 36 | 36 | 36 | TOOL/Stinkist |
| - | - | - | - | - | LIVE/Lakin's Juice |
| 9 | 19 | 28 | 33 | 33 | TONIC/Casual Affair |
| 19 | 28 | 33 | 33 | 33 | BUSH/Greedy Fly |
| 21 | 28 | 33 | 33 | 33 | HAZIES/Trip Free Life |
| 28 | 32 | 35 | 32 | 32 | METALLICA/King Nothing |
| - | - | - | - | - | SILVERCHAIR/Abuse Me |
| 25 | 31 | 31 | 32 | 32 | SMASHING PUMPKINS/Here Is No Why |
| 19 | 23 | 32 | 32 | 32 | FAULURE/Stuck On You |
| 19 | 29 | 30 | 30 | 30 | SPONGE/Have You Seen Mary |
| 24 | 27 | 28 | 29 | 29 | NIRVANA/Drain You |
| 9 | 10 | 15 | 27 | 27 | VERVE PIPE/The Freshman |
| 18 | 19 | 16 | 26 | 26 | STIR/Looking For |
| 8 | 17 | 21 | 26 | 26 | NUNO/Gravity |
| 17 | 21 | 24 | 24 | 24 | PEARL JAM/Red Mosquito |
| 19 | 20 | 25 | 23 | 23 | OFFSPRING/All I Want |
| 22 | 25 | 24 | 21 | 21 | MOTHER EARTH/Another Sunday |
| 16 | 15 | 19 | 18 | 18 | RAGE AGAINST.../Down Rodeo |
| - | - | - | - | - | NINE INCH NAILS/The Perfect Drug |
| 16 | 15 | 16 | 16 | 16 | STABBING WESTWARD/Shame |
| 16 | 15 | 15 | 15 | 15 | KORN/No Place To Hide |
| 15 | 13 | 14 | 15 | 15 | BUSH/Swallowed |
| 19 | 18 | 15 | 15 | 15 | PEARL JAM/Hail, Hall |
| 22 | 12 | 16 | 15 | 15 | SOUNDGARDEN/Blow Up... |
| 11 | 15 | 14 | 14 | 14 | CATFISH/Invisible |
| 11 | 10 | 14 | 14 | 14 | NIRVANA/Aneurysm |
| - | - | - | - | - | POE/Hello |
| - | - | - | - | - | PROTEIN/My Blood |
| 16 | 14 | 13 | 12 | 12 | ALICE IN CHAINS/Would? |

MARKET #11
WZTA/Miami
(305) 654-9494
Steele/Hess

| PLAYS | 3W | 2W | LW | TW | ARTIST/TITLE |
|-------|----|----|----|----|---|
| 35 | 35 | 31 | 38 | 38 | BUSH/Swallowed |
| - | - | - | - | - | SILVERCHAIR/Abuse Me |
| 30 | 31 | 26 | 35 | 35 | BETTER THAN EZRA/Desperately Wanting |
| 18 | 26 | 34 | 34 | 34 | WALLFLOWERS/One Headlight |
| 34 | 31 | 31 | 32 | 32 | STONE TEMPLE PILOTS/Lady Picture Show |
| 24 | 26 | 28 | 28 | 28 | BUSH/Greedy Fly |
| 27 | 30 | 24 | 24 | 24 | METALLICA/Hero Of The Day |
| - | - | - | - | - | U2/Discotheque |
| - | - | - | - | - | LIVE/Lakin's Juice |
| 14 | 16 | 18 | 22 | 22 | MIGHTY JOE PLUM/Live Through This |
| 30 | 33 | 33 | 33 | 33 | SOUNDGARDEN/Blow Up... |
| - | - | - | - | - | NINE INCH NAILS/The Perfect Drug |
| - | - | - | - | - | EVERCLEAR/Local God |
| 21 | 17 | 18 | 19 | 19 | COUNTING CROWS/A Long December |
| - | - | - | - | - | SOCIAL DISTORTION/When The Angels Sing |
| 11 | 15 | 11 | 17 | 17 | OFFSPRING/All I Want |
| 15 | 19 | 12 | 15 | 15 | STIR/Looking For |
| 13 | 15 | 14 | 15 | 15 | METALLICA/King Nothing |
| 30 | 31 | 17 | 15 | 15 | TONIC/Open Your Eyes |
| 12 | - | - | - | - | SOUNDGARDEN/Burden In My Hand |
| - | - | - | - | - | MARILYN MANSON/Tourquet |
| 13 | - | - | - | - | LOCAL H/Bound For The Floor |
| - | - | - | - | - | SLUSH/Touch You |
| - | - | - | - | - | SPONGE/Have You Seen Mary |
| - | - | - | - | - | GARBAGE/1 Crush |
| - | - | - | - | - | SMASHING PUMPKINS/Thirty-Three |
| 13 | 9 | 11 | 11 | 11 | STONE TEMPLE PILOTS/Trippin' On A Hole... |
| 13 | 13 | 13 | 13 | 13 | SCREAMING TREES/Ain't No One |
| 21 | 17 | 14 | 11 | 11 | DARLAHOOD/Grow Your Own |
| 19 | 13 | 10 | 10 | 10 | SMASHING PUMPKINS/Muzzle |

MARKET #13
KISW/Seattle
(206) 285-7625
Ryan/Faulkner

| PLAYS | 3W | 2W | LW | TW | ARTIST/TITLE |
|-------|----|----|----|----|--------------------------------------|
| 19 | 27 | 34 | 36 | 36 | SOUNDGARDEN/Blow Up... |
| 12 | 18 | 28 | 35 | 35 | TOOL/Stinkist |
| 13 | 24 | 34 | 35 | 35 | OZZY OSBOURNE/Walk On Water |
| 22 | 26 | 33 | 34 | 34 | METALLICA/Hero Of The Day |
| 16 | 28 | 31 | 33 | 33 | VAN HALEN/Me Wise Magic |
| 18 | 29 | 29 | 33 | 33 | TONIC/Open Your Eyes |
| - | - | - | - | - | SILVERCHAIR/Abuse Me |
| - | - | - | - | - | LIVE/Lakin's Juice |
| 13 | 14 | 16 | 17 | 17 | STONE TEMPLE PILOTS/Ride The Cliche' |
| 12 | 16 | 16 | 16 | 16 | PRESIDENTS OF.../Mach 5 |
| 15 | 24 | 21 | 15 | 15 | SCREAMING TREES/Dying Days |
| - | - | - | - | - | SPONGE/Have You Seen Mary |
| 7 | 14 | 13 | 13 | 13 | GARY HOEY/Desire |
| 7 | 9 | 9 | 13 | 13 | CORROSION OF.../Drowning In... |
| - | - | - | - | - | BUSH/Greedy Fly |
| - | - | - | - | - | SMASHING PUMPKINS/Thirty-Three |
| 7 | 9 | 8 | 11 | 11 | FAULURE/Stuck On You |
| 6 | 10 | 9 | 9 | 9 | LOCAL H/Bound For The Floor |
| - | - | - | - | - | TOOL/H |
| - | - | - | - | - | METALLICA/King Nothing |
| 7 | 7 | 9 | 9 | 9 | DARLAHOOD/Grow Your Own |
| 7 | 7 | 9 | 9 | 9 | VAN HALEN/Can't Get This... |
| - | - | - | - | - | PEARL JAM/Off He Goes |
| - | - | - | - | - | SOUNDGARDEN/Rhinosaur |
| - | - | - | - | - | TONIC/Casual Affair |

MARKET #14
KIOZ/San Diego
(619) 560-5464
Stevens/Leder

| PLAYS | 3W | 2W | LW | TW | ARTIST/TITLE |
|-------|----|----|----|----|--|
| 9 | 25 | 30 | 31 | 31 | BETTER THAN EZRA/Desperately Wanting |
| 27 | 29 | 15 | 29 | 29 | SOUNDGARDEN/Blow Up... |
| 24 | 31 | 31 | 31 | 31 | CORROSION OF.../Drowning In... |
| 28 | 32 | 30 | 28 | 28 | MATCHBOX 20/Long Day |
| 6 | 8 | 29 | 26 | 26 | WALLFLOWERS/One Headlight |
| 27 | 27 | 31 | 25 | 25 | STIR/Looking For |
| 22 | 24 | 25 | 21 | 21 | SPONGE/Have You Seen Mary |
| 26 | 31 | 18 | 18 | 18 | METALLICA/Hero Of The Day |
| - | - | - | - | - | LIVE/Lakin's Juice |
| - | - | - | - | - | SILVERCHAIR/Abuse Me |
| - | - | - | - | - | TONIC/Casual Affair |
| 7 | 14 | 14 | 16 | 16 | METALLICA/King Nothing |
| 07 | 14 | 16 | 16 | 16 | SOCIAL DISTORTION/When The Angels Sing |
| 9 | 11 | 9 | 14 | 14 | OFFSPRING/All I Want |
| - | - | - | - | - | ALMIGHTY ULTRASOUNDS/Freaky |
| - | - | - | - | - | SEVEN MARY THREE/Water's Edge |
| - | - | - | - | - | U2/Discotheque |
| 11 | - | - | - | - | TOADIES/Come From... |
| 10 | 10 | - | - | - | BUSH/Machinehead |
| - | - | - | - | - | MARILYN MANSON/Tourquet |
| 17 | 17 | - | - | | |

Stations and their adds listed alphabetically by market

ACTIVE ROCK

KEYJ/Abilene, TX
OMPD: Randy Jones
MD: Dave Andrews
VERUCA SALT "Volcano"
MOBY "That's"
STORYVILLE "Blind"
JONNY LANG "Li"
CRAWN MELO "Undone"
FLUFFY "Black"

WRCX/Chicago, IL
Sls. Mgr.: Dave Richards
APD/MD: Jo Robinson
STORYVILLE "Blind"
TOOL "H"
STONE TEMPLE PILOTS "Tumble"
ODDS "Cool"

WRCQ/Fayetteville, NC
PD: Howard Johnson
MD: Ann Thomas
NINE INCH NAILS "Perfect"

WZTA/Miami, FL
PD: Gregg Steele
MD: Heidi Hess
11 EVERCLEAR "Local"
11 GARBAGE "Crash"
3 VERUCA SALT "Volcano"
VERVE PIPE "Freshman"

WHMH/St. Cloud, MN
PD: Scott Klein
MD: Dan Peterson
CORROSION OF... "Rotten"
VALLEJO "Just"
CAKE "Survive"
DAVID BOWIE "Little"
DOWNSSET "Pocket"
FLUFFY "Black"
TOOL "H"

WONE/Akron, OH
PD/MD: J.D. Kunes
No Adds

WPYX/Albany, NY
OMPD: Fred Horton
MD: John Cooper
WIDESPREAD PANIC "Hope"

WAPL/Appleton, WI
OMPD: Garrett Hart
MD: Randy Hewes
MD: Chris Higgins
2 CLARKS "Caroline"
OFFSPRING "Wart"
CRAWN MELO "Undone"

WKLS/Atlanta, GA
PD: Michael Hughes
MD: Beth Kappale
1 COUNTING CROWS "December"
TOOL "H"

WZXL/Atlanta City, NJ
PD: Steve Raymond
MD: Rich DeGiglio
5 DARLAHOOD "Sister"
5 STONE TEMPLE PILOTS "Tumble"
5 NUNO "Gravely"

WVNE/Binghamton, NY
OM: Ben Smith
PD/MD: Jim Free
No Adds

WRXK/Ft. Myers, FL
PD: Greg Gillispie
MD: Susan Stone
TOM PETTY & HB "Licks"
JONNY LANG "Li"

WZRR/Ft. Pierce, FL
PD: Rich Dickerson
APD/MD: Christie Banks
THIRD DAY "Nothing"
EELS "Rags"

WBYR/Ft. Wayne, IN
OM/MD: Darrin Arlene
MD: Roxanne McVey
CLARKS "Caroline"
FOUNTAINS OF WAYNE "Radiation"
JONNY LANG "Li"
CHALK FARM "Wonder"

WZNF/Champaign, IL
PD: Sturgis
MD: Stacy Connor
1 TOOL "H"
1 STONE TEMPLE PILOTS "Tumble"
1 CORROSION OF... "Rotten"
1 STORYVILLE "Blind"
1 NUNO "Gravely"
1 VERUCA SALT "Volcano"

WVVC/Charlottesville, VA
PD: Tom Bass
MD: Kym McKay
TONIC "Casual"
ODDS "Cool"
SEPTEMBER 67 "Building"

WVFL/Greenville, NC
PD/MD: Jay Lopez
ATLANTA RHYTHM "Voodoo"

WVOC/Hagerstown, MD
PD: David Miller
MD: Wm Kaufman
7 TOM PETTY & HB "Licks"
7 JONNY LANG "Li"

WVCC/Hartford, CT
PD: Ron Dreaser
APD/MD: Mike Karolyi
MARILYN MANSON "Tourquet"
KULA SHAKER "Dude"
METALLICA "Nothing"
SENSE FIELD "Different"
TOOL "H"
SUBLINE "Santaria"

WVST/Jackson, MS
PD: Tiana Patterson
APD/MD: Kevin Keith
WILCO "Outcaste"
DARLAHOOD "Sister"
KULA SHAKER "Dude"
TOOL "H"
NICKELBAG "Sweet"
VALLEJO "Just"
STORYVILLE "Blind"

WVYV/Jacksonville, FL
PD: David Moore
APD/MD: Charlie Waters
COUNTING CROWS "December"

WVWK/Kalamazoo, MI
PD: Mike Ferris
APD/MD: Chris Winters
SILVERCHAIR "Abuse"
FOUNTAINS OF WAYNE "Radiation"
NICKELBAG "Sweet"

WVWH/Lafayette, IN
PD: Mike Morgan
MD: Derek Devarport
JONNY LANG "Li"
BIG HEAD TODD... "Superman"

WVWJ/Lansing, MI
VP/Prog.: Mark Stevens
MD: Bob Olson
WILCO "Outcaste"
PROTEIN "Blood"

WVWR/Detroit, MI
OMPD: Joe Bevilacqua
3 JONNY LANG "Li"

KXFX/Santa Rosa, CA
PD: Chris White
MD: Opie Taylor
COUNTING CROWS "December"
STONE TEMPLE PILOTS "Tumble"
ODDS "Cool"
THIRD DAY "Nothing"
VERVE PIPE "Freshman"
VERUCA SALT "Volcano"

WYNF/Sarasota, FL
PD/MD: Susan Gates
VERVE PIPE "Freshman"
CRAWN MELO "Undone"
BIG HEAD TODD... "Superman"
THIRD DAY "Nothing"

WIXV/Savannah, GA
PD/MD: Derek Myers
BLACK CROWES "Better"
STONE TEMPLE PILOTS "Tumble"
MARILYN MANSON "Tourquet"
EELS "Rags"

KTAL/Shreveport, LA
PD: Kevin West
MD: Ragan King
No Adds

KRRO/Sioux Falls, SD
PD: John Ford
MD: Brian Wheeler
NUNO "Gravely"
OFFSPRING "Wart"
ODDS "Cool"

WAOB/South Bend, IN
PD: Bill Martin
OM/MD: Sue Frey
JONNY LANG "Li"
STORYVILLE "Blind"
TONIC "Casual"
BIG HEAD TODD... "Superman"

KXUS/Springfield, MO
PD: Todd Holman
MD: Tim Austin
STORYVILLE "Blind"
BLACK CROWES "Better"
WILCO "Outcaste"
TOOL "H"

WHJY/Providence, RI
PD: Bill Weisen
MD: Sharon Schellino
STORYVILLE "Blind"
ODDS "Cool"
TOM PETTY & HB "Licks"

WZLQ/Terre Haute, IN
PD: Jim Stone
MD: Jerry Wayne
THIRD DAY "Nothing"
JONNY LANG "Li"
JOURNEY "Lion"
STORYVILLE "Blind"

KLPX/Tucson, AZ
OMPD: Larry Miles
MD: Charlie Morris
ERIC JOHNSON "S.R.V."

KMOD/Tulsa, OK
OMPD: Phil Stone
MD: Rob Hart
STORYVILLE "Blind"

WOUR/Utica, NY
PD: Peter Hirsch
MD: Alison Ryan
No Adds

KFMW/Waterloo, IA
PD/MD: Mark Alan Hansen
8 OFFSPRING "Wart"

WEGW/Weehing, WV
Int. PD: Dana Kelly
MD: Jeff Jagger
WARRANT "A.Y.M."
THIRD DAY "Nothing"
STORYVILLE "Blind"
MOBY "That's"
CLARKS "Caroline"
SHERY CROW "Everyday"

KRZZ/Wichita, KS
PD: Greg Bergen
APD/MD: Lester St. James
TONIC "Casual"
JONNY LANG "Li"

WEZX/Wilkes Barre, PA
PD: Rob Lipshutz
MD: Paul "Meedoo" Kelly
2 RUSH "World"
SILVERCHAIR "Abuse"
BLUSH "Greedy"

KATS/Yakima, WA
PD/MD: Danny White
8 LIVE "Lairis"

WNCO/Youngstown, OH
PD: Chris Patrick
MD: Don Nordlie
SOCIAL DISTORTION "Anges"
CRAWN MELO "Undone"

WVOT/Toledo, OH
Did Not Report, Playlist Frozen (2):
WCMF/Rochester, NY

ROCK

WVON/Las Vegas, NV
OMPD: Chris Baker
MD: Kelly Davis
LOCAL H "Fries"

WVQK/Lexington, KY
PD: Tony Tibord
MD: Brad Hart
5 PEARL JAM "Present"

KMLX/Little Rock, AR
PD: Tom Wood
MD: Jenny Edwards
BLACK CROWES "Better"

WVBA/Long Island, NY
VP/Prog.: Bob Buchmann
Ops. Dir.: Eric Weisman
14 LIVE "Lairis"
11 BETH HART BAND "Immoral"
STORYVILLE "Blind"
ODDS "Cool"

WVRC/Long Island, NY
PD: Ralph Toriano
MD: Donna Rodger
SMASHING PUMPKINS "Thery"
BIG HEAD TODD... "Superman"
TOM PETTY & HB "Licks"
VERUCA SALT "Volcano"

WVLA/Los Angeles, CA
No Adds

WVTF/Louisville, KY
OM: Michael Lee
MD: Future Bob
4 NICKELBAG "Sweet"
KORN "A.D.I.D."
ODDS "Cool"
WARRANT "A.Y.M."
HORNY TOAD "Sinner"

WVBL/Portland, ME
PD: Herb Byrd
MD: Brian James
WIDESPREAD PANIC "Hope"
BIG HEAD TODD... "Superman"
SILVERCHAIR "Abuse"

WVLP/Quad Cities, IA-IL
PD/MD: Guy Perry
2 CRAWN MELO "Undone"
1 CLARKS "Caroline"
1 STONE TEMPLE PILOTS "Tumble"
1 BLACK CROWES "Better"
THIRD DAY "Nothing"
STORYVILLE "Blind"

WVTAO/Marion, IL
PD/MD: Aaron Roberts
3 DAVID BOWIE "Lull"
DEEP PURPLE "Hard"
EELS "Rags"
STORYVILLE "Blind"
CLARKS "Caroline"

WVND/Dainesville, FL
PD/MD: Bob Foster
13 LIVE "Lairis"
13 BIG HEAD TODD... "Superman"
METALLICA "Nothing"
ODDS "Cool"
SILVERCHAIR "Abuse"

WVWF/Macon, GA
PD: Serina Scott
MD: Vance Shepherd
ODDS "Cool"
CRAWN MELO "Undone"
TOOL "H"

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JANUARY 31, 1997

| 3W | 2W | LW | TW | ARTIST TITLE LABEL(S) | TOTAL PLAYS | | | | TOTAL STATIONS/ADDS |
|----------------|----|----|----|---|-------------|------|------|------|---------------------|
| | | | | | TW | LW | 2W | 3W | |
| 2 | 2 | 1 | 1 | WALLFLOWERS One Headlight (<i>Interscope</i>) | 2017 | 1844 | 1712 | 1411 | 85/0 |
| 1 | 1 | 2 | 2 | STONE TEMPLE PILOTS Lady Picture Show (<i>Atlantic</i>) | 1457 | 1644 | 1716 | 1650 | 71/0 |
| 3 | 3 | 3 | 3 | JOHN MELLENCAMP Just Another Day (<i>Mercury</i>) | 1446 | 1403 | 1470 | 1376 | 68/0 |
| 16 | 9 | 5 | 4 | COUNTING CROWS A Long December (<i>DGC/Geffen</i>) | 1275 | 1165 | 987 | 839 | 69/3 |
| — | — | 14 | 5 | LIVE Lakini's Juice (<i>Radioactive</i>) | 1251 | 858 | 4 | — | 80/4 |
| — | 23 | 7 | 6 | U2 Discotheque (<i>Island</i>) | 1212 | 1097 | 563 | — | 75/0 |
| 7 | 5 | 4 | 7 | SOUNDGARDEN Blow Up The Outside World (<i>A&M</i>) | 1195 | 1202 | 1269 | 1260 | 68/0 |
| 8 | 7 | 6 | 8 | SPONGE Have You Seen Mary (<i>Columbia</i>) | 1185 | 1119 | 1142 | 1043 | 74/0 |
| 4 | 6 | 8 | 9 | METALLICA Hero Of The Day (<i>Elektra/EEG</i>) | 1008 | 1089 | 1219 | 1372 | 66/0 |
| 5 | 4 | 9 | 10 | RUSH Half The World (<i>Atlantic</i>) | 965 | 1074 | 1358 | 1371 | 58/1 |
| 21 | 18 | 13 | 11 | TOM PETTY & THE HEARTBREAKERS Change... (<i>Warner Bros.</i>) | 948 | 870 | 776 | 653 | 64/7 |
| 15 | 11 | 12 | 12 | VAN HALEN Can't Get This Stuff No More (<i>Warner Bros.</i>) | 930 | 877 | 925 | 848 | 60/2 |
| 14 | 13 | 15 | 13 | STIR Looking For (<i>Aware/Capitol</i>) | 867 | 840 | 886 | 873 | 67/0 |
| 18 | 17 | 18 | 14 | BETTER THAN EZRA Desperately Wanting (<i>Swell/Elektra/EEG</i>) | 853 | 822 | 779 | 740 | 63/1 |
| — | 37 | 25 | 15 | WIDESPREAD PANIC Hope In A Hopeless World (<i>Capricorn/Mercury</i>) | 784 | 584 | 348 | 93 | 63/4 |
| 13 | 12 | 16 | 16 | SUBLIME What I Got (<i>Gasoline Alley/MCA</i>) | 783 | 840 | 912 | 878 | 50/0 |
| 11 | 10 | 11 | 17 | ZZ TOP Bang Bang (<i>RCA</i>) | 763 | 894 | 939 | 944 | 47/0 |
| 6 | 8 | 10 | 18 | BUSH Swallowed (<i>Trauma/Interscope</i>) | 722 | 966 | 1137 | 1267 | 44/0 |
| 12 | 15 | 17 | 19 | MATCHBOX 20 Long Day (<i>Lava/Atlantic</i>) | 717 | 826 | 878 | 939 | 49/0 |
| 44 | 28 | 24 | 20 | METALLICA King Nothing (<i>Elektra/EEG</i>) | 706 | 623 | 490 | 247 | 68/7 |
| 45 | 25 | 23 | 21 | BUSH Greedy Fly (<i>Trauma/Interscope</i>) | 703 | 626 | 518 | 240 | 64/6 |
| — | 49 | 26 | 22 | SILVERCHAIR Abuse Me (<i>Epic</i>) | 681 | 550 | 201 | 2 | 60/5 |
| — | 40 | 27 | 23 | TONIC Casual Affair (<i>Polydor/A&M</i>) | 670 | 534 | 324 | 33 | 65/4 |
| 22 | 19 | 20 | 24 | DON HENLEY Through Your Hands (<i>Revolution</i>) | 669 | 705 | 697 | 574 | 44/1 |
| 19 | 20 | 21 | 25 | LOCAL H Bound For The Floor (<i>Island</i>) | 629 | 670 | 671 | 681 | 40/0 |
| 10 | 16 | 22 | 26 | VAN HALEN Me Wise Magic (<i>Warner Bros.</i>) | 582 | 665 | 848 | 945 | 53/0 |
| BREAKER | | | 27 | JOURNEY Can't Tame The Lion (<i>Columbia</i>) | 577 | 447 | 231 | 114 | 40/3 |
| 24 | 26 | 28 | 28 | DAVE MATTHEWS BAND Crash Into Me (<i>RCA</i>) | 516 | 521 | 506 | 511 | 39/1 |
| BREAKER | | | 29 | SHERYL CROW Everyday Is A Winding Road (<i>A&M</i>) | 514 | 479 | 443 | 332 | 30/2 |
| — | — | 45 | 30 | BIG HEAD TODD & THE MONSTERS Resignation... (<i>Revolution</i>) | 490 | 273 | 131 | 8 | 52/13 |
| 31 | 30 | 33 | 31 | R.E.M. The Wake-Up Bomb (<i>Warner Bros.</i>) | 490 | 468 | 472 | 401 | 37/1 |
| 40 | 34 | 32 | 32 | SMASHING PUMPKINS Thirty-Three (<i>Virgin</i>) | 480 | 475 | 406 | 296 | 39/2 |
| 29 | 29 | 30 | 33 | ERIC JOHNSON S.R.V. (<i>Capitol</i>) | 462 | 485 | 484 | 457 | 40/3 |
| 17 | 21 | 34 | 34 | TOM PETTY & THE HEARTBREAKERS Climb... (<i>Warner Bros.</i>) | 412 | 461 | 642 | 814 | 46/0 |
| 20 | 22 | 29 | 35 | R.E.M. Bittersweet Me (<i>Warner Bros.</i>) | 385 | 499 | 597 | 679 | 33/0 |
| — | — | 44 | 36 | OFFSPRING All I Want (<i>Columbia</i>) | 351 | 283 | 190 | 66 | 38/6 |
| 32 | 33 | 38 | 37 | COREY STEVENS It's Over (<i>Eureka/Discovery</i>) | 351 | 378 | 408 | 399 | 33/2 |
| 33 | 32 | 37 | 38 | PEARL JAM Off He Goes (<i>Epic</i>) | 331 | 390 | 422 | 388 | 27/0 |
| 27 | 36 | 40 | 39 | ALICE IN CHAINS Would? (<i>Columbia</i>) | 316 | 315 | 350 | 474 | 18/0 |
| 43 | 43 | 41 | 40 | FAILURE Stuck On You (<i>Slash/WB</i>) | 292 | 311 | 282 | 251 | 31/0 |
| 42 | 44 | 43 | 41 | BLOODHOUND GANG Fire Water Burn (<i>Republic/Geffen</i>) | 291 | 297 | 279 | 261 | 32/0 |
| 23 | 24 | 36 | 42 | DARLAHOOD Grow Your Own (<i>Reprise</i>) | 256 | 435 | 530 | 557 | 24/0 |
| 41 | 41 | 42 | 43 | SEMISONIC F.N.T. (<i>MCA</i>) | 247 | 309 | 310 | 276 | 25/0 |
| 25 | 27 | 39 | 44 | HAZIES Trip Free Life (<i>EMI</i>) | 225 | 326 | 499 | 506 | 25/0 |
| 30 | 38 | 47 | 45 | CHALK FARM Lie On Lie (<i>Columbia</i>) | 191 | 258 | 344 | 437 | 22/0 |
| DEBUT | | | 46 | BLACK CROWES Better When You're Not Alone (<i>American/Reprise</i>) | 183 | 94 | 17 | — | 24/8 |
| 26 | 42 | 48 | 47 | PHISH Free (<i>Elektra/EEG</i>) | 181 | 228 | 295 | 484 | 20/0 |
| 28 | 35 | 46 | 48 | COUNTING CROWS Angels Of The Silences (<i>DGC/Geffen</i>) | 176 | 267 | 405 | 462 | 23/0 |
| 38 | 45 | 49 | 49 | TOOL Stinkfist (<i>Zoo</i>) | 176 | 201 | 270 | 310 | 17/0 |
| DEBUT | | | 50 | JONNY LANG Lie To Me (<i>A&M</i>) | 175 | 124 | 47 | 4 | 20/11 |

This chart reflects airplay from January 20-26. Songs ranked by total plays. Highlighted songs indicate Breaker. 87 Rock reporters. 85 current playlists. Songs below No. 25 are moved to recurrent after 26 weeks. © 1997, R&R Inc.

NEW & ACTIVE

VERVE PIPE The Freshman (*RCA*)

Total Plays: 169, Total Stations: 19, Adds: 5

BETH HART BAND Immortal (*143/Lava/Atlantic*)

Total Plays: 131, Total Stations: 15, Adds: 1

THIRD DAY Nothing At All (*Silvertone*)

Total Plays: 125, Total Stations: 18, Adds: 7

NINE INCH NAILS The Perfect Drug (*Nothing/Interscope*)

Total Plays: 124, Total Stations: 14, Adds: 1

TYPE O NEGATIVE Love You To Death (*Roadrunner*)

Total Plays: 113, Total Stations: 14, Adds: 0

WILCO Outtaste (*Outta Mind*) (*Reprise*)

Total Plays: 101, Total Stations: 16, Adds: 4

FOUNTAINS OF WAYNE Radiation Vibe (*Tag/Atlantic*)

Total Plays: 97, Total Stations: 15, Adds: 5

POE Hello (*Modern/Atlantic*)

Total Plays: 95, Total Stations: 9, Adds: 0

ODDS Someone Who's Cool (*Elektra/EEG*)

Total Plays: 83, Total Stations: 22, Adds: 11

SOCIAL DISTORTION When The Angels Sing (*550 Music*)

Total Plays: 72, Total Stations: 11, Adds: 3

Songs ranked by total plays.

BREAKERS

JOURNEY

Can't Tame The Lion (*Columbia*)

TOTAL PLAYS/INCREASE: 577/130
TOTAL STATIONS/ADDS: 40/3
CHART: 27

SHERYL CROW

Everyday Is A Winding Road (*A&M*)

TOTAL PLAYS/INCREASE: 514/35
TOTAL STATIONS/ADDS: 30/2
CHART: 29

MOST ADDED

| ARTIST TITLE LABEL(S) | ADDS |
|--|------|
| STORYVILLE Blind Side (<i>Code Blue/Atlantic</i>) | 15 |
| BIG HEAD TODD & THE MONSTERS Resignation... (<i>Revolution</i>) | 13 |
| JONNY LANG Lie To Me (<i>A&M</i>) | 11 |
| ODDS Someone Who's Cool (<i>Elektra/EEG</i>) | 11 |
| TOOL "H" (<i>Zoo</i>) | 11 |
| BLACK CROWES Better When You're Not... (<i>American/Reprise</i>) | 8 |
| CRAVIN' MELON Come Undone (<i>Mercury</i>) | 8 |
| EELS Rags To Rags (<i>DreamWorks/Geffen</i>) | 7 |
| METALLICA King Nothing (<i>Elektra/EEG</i>) | 7 |
| STONE TEMPLE PILOTS Tumble In The Rough (<i>Atlantic</i>) | 7 |
| THIRD DAY Nothing At All (<i>Silvertone</i>) | 7 |
| TOM PETTY & THE HEARTBREAKERS Change... (<i>Warner Bros.</i>) | 7 |

MOST INCREASED PLAYS

| ARTIST TITLE LABEL(S) | TOTAL PLAY INCREASE |
|--|---------------------|
| LIVE Lakini's Juice (<i>Radioactive</i>) | +393 |
| BIG HEAD TODD & THE MONSTERS Resignation... (<i>Revolution</i>) | +217 |
| WIDESPREAD PANIC Hope In... (<i>Capricorn/Mercury</i>) | +200 |
| WALLFLOWERS One Headlight (<i>Interscope</i>) | +173 |
| TONIC Casual Affair (<i>Polydor/A&M</i>) | +136 |
| SILVERCHAIR Abuse Me (<i>Epic</i>) | +131 |
| JOURNEY Can't Tame The Lion (<i>Columbia</i>) | +130 |
| U2 Discotheque (<i>Island</i>) | +115 |
| COUNTING CROWS A Long December (<i>DGC/Geffen</i>) | +110 |
| BLACK CROWES Better When You're... (<i>American/Reprise</i>) | +89 |

HOTTEST RECURRENTS

| ARTIST TITLE LABEL(S) |
|---|
| TONIC Open Up Your Eyes (<i>Polydor/A&M</i>) |
| SOUNDGARDEN Burden In My Hand (<i>A&M</i>) |
| WALLFLOWERS 6th Avenue Heartache (<i>Interscope</i>) |
| STONE TEMPLE PILOTS Trippin' On A Hole In... (<i>Atlantic</i>) |
| ALICE IN CHAINS Over Now (<i>Columbia</i>) |
| DISHWALLA Counting Blue Cars (<i>A&M</i>) |
| METALLICA Until It Sleeps (<i>Elektra/EEG</i>) |
| EVERCLEAR Santa Monica (Watch The World Die) (<i>Capitol</i>) |
| BLACK CROWES Blackberry (<i>American/Reprise</i>) |
| RUSH Test For Echo (<i>Atlantic</i>) |

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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NEW ADDS THIS WEEK

KROQ
KEGE
KWOD
KEDJ
WRLG
WMRQ
WEDG
WHTG
WKRL
WQXA
WXZZ
KMYZ
WXEG
WMAD
KLZR
KREV
and more...

TOP 5 PHONES!

Q101
91X
99X
WXRK
WFNX
WLUM
WDRE
XHRM
X96
WBZU
WPLA
WBRU
WROX
WXDX
KFMA
KQXR
WBTZ
KFMA
KICT

ON FIRE AT

KDGE
WENZ
KPNT
KNDD
LIVE105
and many
more...

go ahead, play with matches...





SKY DANIELS

KEDJ/Phoenix: Raising Arizona

□ The Valley of the Sun warms up to the Edge's new direction

Over the past year, KEDJ/Phoenix has undergone significant change. The results have helped heat up the competition in an already hotly contested market.

Since the arrival of PD **Shellie Hart** and MD **Chris "Curly" Patyk**, the station has blended an aggressive on-air sound and significantly higher rotations to redefine the station's position in Phoenix. Hart, formerly Asst. PD at CHR/Rhythmic **KUBE/Seattle**, has defied industry expectations by adopting a harder-edged approach. Many had speculated the station would sport more of a pop-leaning approach under the aegis of Hart and her KUBE mentor, **Bob Case**.

But Hart listened to the market, not the industry. "We have made KEDJ a listener-driven radio station," she explains. "When I first got here from Seattle, I knew I had my homework cut out for me. The only other time I was in Phoenix was for my interview. Having had experience at the 'mom and pop' retail level, I knew I needed to throw myself into getting out and really relating to the audience. It's easy to take an industry view of what's going on. I didn't want to talk to people influenced by the industry. I wanted a first-hand view of what the audience thought of radio in Phoenix."

To achieve that goal, Hart spent a

lot of time with her staff on the market's streets. "I went to a lot of small record stores, where I developed a good read on what they thought the market's demands were. I then worked my way up to bigger retail chain stores, comparing the perspectives. From there I started spending time in clubs — and not just the alternative club scene. I went to every kind of nightclub: lounges, Top 40 clubs, gay clubs, rock clubs. I knew I needed a view of the cross-section, because this town is full of transplants from other areas. The college crowd is big, people come here just to live in the winter, and there is always transience. The only way you find out what your station needs to do is to listen to the people who have a passion for radio. Then give it to them."

“I didn't want to talk to people influenced by the industry. I wanted a first-hand view of what the audience thought of radio in Phoenix.”
—Shellie Hart

“We're now seeing the Alternative universe begin to gravitate to extremes after years of existing in a more mainstream-friendly universe.”
—Chris Patyk

Hart reveals a fundamental key to her approach when she notes, "I'm still a radio fan. I have an for good radio. I know it all begins with having a fan's gut instinct. Then you apply radio principles. I get a feel for music thinking like a listener, but I put the station together as a programmer. You have to consciously look ahead in Alternative. The month of January was far and away the best breath of fresh air I've felt in a while. The **Live**, **U2**, and **Silverchair** are all smashes. Holdovers from last year, like **311**, **Cake**, **No Doubt**, and **Garbage**, have helped provide a solid foundation. When you have great records, you pound them."

One factor Hart believes brought KEDJ positive results was the station's willingness to rotate records in pronounced fashion. "I'm not afraid to commit to a record. I don't believe in playing a record one or two times a day to get a feel for it. If I believe in a record, I'll play it eight or nine times a day. When you play the right records and have meaningful programming between the records, people don't notice repetition. The key is finding the feel of your audience."

Curly's Cues

While Hart had to acclimate to Phoenix, she didn't have to do it alone. MD Patyk provided KEDJ with an indigenous perspective. He recalls, "I was aware of the Phoenix radio legacy growing up in Tucson. Early in my teens I wanted to be in radio, so I followed the careers of people like **Susie Dunn** and **Jonathan L** from 'Key 103.' When you get hooked that young, it creates a new sensibility. Coming from Tucson, I wanted to one day get to Phoenix, so I studied the underground scene there. Phoenix, like a lot of markets, had a vibrant underground scene, but it never was played up. **KKND/Tucson** was my first shot at programming, but by then, I had developed a sense of what the alternative community wanted."



TAKING MEASURE IN PORTLAND — KNRK recently welcomed the NXNW Music Conference to Portland. During the conference **Krist Novaselic** (l) and **Everclear's Art Alexakis** (c) stopped by midday host **Gustav's** show to discuss how Oregon's **Measure 31** would affect the music industry.

Patyk developed his own sense of sound radio fundamentals prior to his foray into Alternative at **KKND**. He recalls, "From there I became morning show producer at **KRQQ/Tucson**, where I continued to just understand good radio. Now I have **Bob** and **Shellie** continuing my education. I worked with **Bobby Rich** as a morning show producer in AC. Rich taught me the mechanics of a great morning show."

Patyk vividly remembers Hart's early excursions into the streets of Phoenix: "We went to an **Everclear** show and saw the audience going crazy. That really was one of the shows that reinforced our belief that a harder-edged Alternative would work in the market. We're seeing the Alternative universe begin to gravitate to extremes after years of existing in a more mainstream-friendly universe. Seattle provided a lot of bands that honored the tradition of bands like **Led Zeppelin** and the **Who**, so it was easy for Rock listeners to embrace. Now the audience is pushing it cyclically to more raw notions like **Korn** or outrageous bands like **Marilyn Manson**. If the '80s were about image, the '90s have been about looking through postures."

Patyk is beginning, like many programmers, to realize that Alternative is being forced to reinvent itself and can't cling to the status quo that grunge provided. "I was sad that people didn't appreciate what **Pearl Jam** and **R.E.M.** have attempted to



Chris Patyk

“If I believe in a record, I'll play it eight or nine times a day. When you play the right records and have meaningful programming between the records, people don't notice repetition.”
—Shellie Hart

“I'm still a radio fan. I have an obsession for good radio. I know it all begins with having a fan's gut instinct. Then you apply radio principles.”
—Shellie Hart

do with their records. They didn't rehash a formula, and Alternative wanted them to. Now you have **U2** taking a calculated risk and throwing their hat in the electronica ring. That might open doors for bands like **Prodigy**, **Tricky**, and **Chemical Brothers**. **Live** has provided us with an epic piece, big on drama and production. We have an opportunity to begin a new cycle after a drought of OK material."

Intimate Involvement

Hart believes the new KEDJ will rely on more than just a spate of strong records. "A sense of intimate relationship needs to be developed between stations and audience and audience and artists," she says. "Alternative shouldn't be approached like a mass medium, but more like a fan club. We try to connect to our listeners face-to-face and let them connect to the artists as well."

"When we do an in-store, we draw 500-1000 fans. We want to extend our sense of listener involvement to artist development with labels. Typically, your access to artists is a backstage meet-and-greet or an on-air acoustic set. Touring creates time restraints that don't allow an artist to really connect with a market. They're here for one day and gone. We've found that when bands have a day off, they want to do fun promotions that connect to people's lives. It may be just having lunch with a handful of listeners."

"If you manage the environment for the artist and make it comfortable, they like it and want to relate directly to the audience as well. If 30 listeners walk out devoted from that kind of a promotion, they will generate more goodwill than a half-empty standard showcase at a club. It comes back to not thinking on mass industry standards."

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S C R E A M

MUSIC FROM THE DIMENSION MOTION PICTURE

Stations and their adds listed alphabetically by market

Table listing radio stations and their adds across various markets including Albany, Burlington, Des Moines, Kansas City, Monmouth-Ocean, Portland, San Diego, etc.

NEW & ACTIVE

Table listing new and active songs, including titles like 'Sleep To Dream', 'Hey Dude', 'Setting Sun', and 'More Than I Can', along with total plays and adds.

Advertisement for the song 'Odds' by Smeone, featuring the title in large stylized font and promotional text: 'The premiere single from their new album nest.' Produced by Nigel The Cat.

Break Through

Artist:

MUNDY

TRACK: "TO YOU I BESTOW"
LP: "JELLY LEGS"
PRODUCER: YOUTH
LABEL: EPIC

essentials: Months ago, Epic VP **Stu Bergen** played me a bunch of tunes from upcoming releases in his palatial New York office (on his state-of-the-art Sony equipment, natch). When he played this track from **Mundy**, my first reaction was, "I know what this is supposed to be." Translated, the track positively captured the best intentions of intelligent

this should particularly appeal to upper-demo Alternative targets in the marketplace.

Two things have transpired since then to make Mundy even more relevant. First, the track was included on the enormously successful "Romeo & Juliet" soundtrack, providing an early introduction to consumers. Then, in many markets, the format got its butt handed to it in 25-29 subcells. Suddenly, here's a song that has young-end appeal by way of a cult movie soundtrack and grabs adults with timeless melodic appeal.

Mundy's background as a street busker gives his songs a fundamental directness, modernized by the production of ex-Killing Joke member **Youth**. Mundy, after quickly capturing the Dublin music scene's fancy, garnered prestigious opening tour slots (**Alanis Morissette**, **Neil Young**) and now is winning American audiences by way of play at stations like **WKQX/Chicago**, **KITS/SF**, **KNDD/Seattle**, **WMMS/Cleveland**, and **WENZ/Cleveland**.

- **Influences:** Bob Dylan, Velvet Underground, the Frames

- **Artist POV:** "The studio's where you draw the plans."

says Mundy. "But on stage, with a band, is where you build the house. I'm not gonna be arrogant and say I'm ready to take on the world, but I am ready for it to listen to me."

-- Sky Daniels



Britpop, without veering into an arch, saccharine formula like the Limeys often tend to do. Ah, the lad is Irish, so you add in the tortured soul quotient! Now we have resonance and depth! Shifting from fan mode into aware record exec mode, we felt

Breakthrough Artist highlights breaking artists charting for the first time.

"The Perfect Drug" (Nothing/Interscope) — Nine Inch Nails

WKQX/Chicago PD Bill Gamble



In the last month, we've had some great releases from the Offspring, U2, Live, Silverchair, and Depeche Mode. It seems like the release gods have saved the best for last. Nine Inch Nails' "Perfect Drug" is the perfect song at the perfect time. For

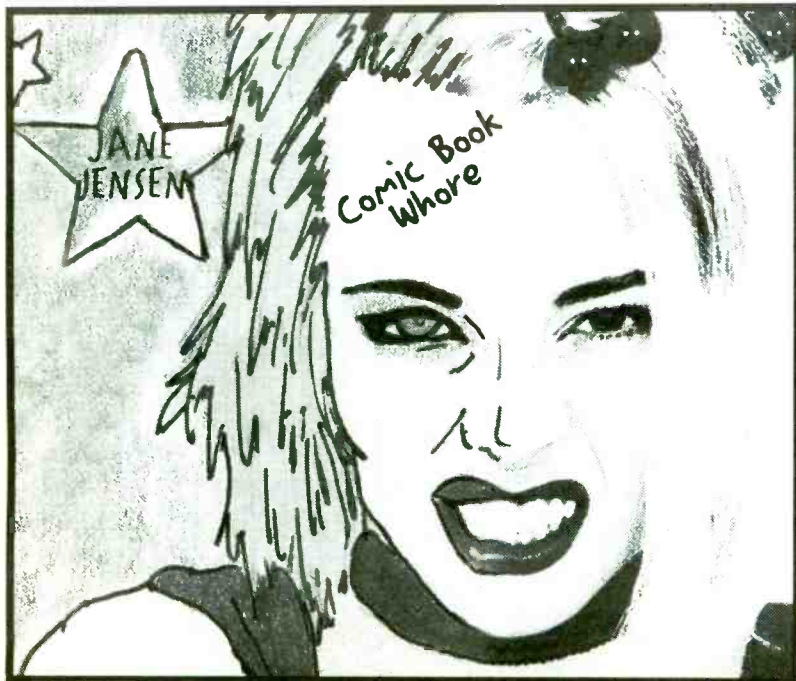
the past year, every dime-store critic and industry wannabe with a word processor has delivered last rites to alternative music. Don't believe the hype. Just as when NIN galvanized the industry in 1994 with "The Downward Spiral," they've done it again with the lead single from the "Lost Highway" soundtrack. Who better than Trent Reznor to define what Alternative is all about: accessible and edgy. NIN's ethic has always been, and continues to be, about pushing the envelope. "The Perfect Drug," while not as hooky as "Closer" or intense as the brilliant "March of the Pigs," works perfectly in the middle ground. After a couple of listens, the hook stays with you. "You are the perfect drug, the perfect..." Combine that hook with the best video playing on MTV (Dracula meets Edgar Allen Poe with a touch of Ken Russell thrown in) plus a *drum solo* (when was the last time you've heard one of those? "Golden Slumbers" by the Beatles?) and radio ends up with its dream song — a hit that has credibility. NIN is at the top of the pyramid now, a position that will only be magnified when the next full-length is released. Give Active Rock Van Halen, Mellencamp, and ZZ Top. Let the AC stations continue to play songs by no-name artists who don't sell. We'll take NIN.

Bill Gamble: ON THE RECORD

Q101

Prodigy is getting more attention than AOL these days. Seems every programmer I talk to recognizes the signal that **Guy Oseary's** high-profile signing of the duo to **Maverick/WB** sends. The electronica derby is officially under way ... **Sneaker Pimps** have owned the **R&R** Specialty Show panel, now they're ready to take giant steps ... **Stone Temple Pilots'** "Tumble" has programmers sensing that "Vatican" may have more legs than originally perceived ... **White Town** is breaking out of the West Coast axis to gain real attention nationally. **EMI** is hustling to catch up ... A lot of stations refuse to concede the 25-29 cell, so the action on records like **Big Head Todd, Wilco**, and the **Odds** makes sense. One kingpin PD summed it up by saying, "Dave Matthews's 'Crash' is one of my Top 5 testing records, if that works image-wise, why won't these?" ... A lot of eyes are on the early retail returns of **Depeche Mode's** "Barrel CD-5. The format leaders seemingly want to preserve D'Mode's icon status, but want to make sure their hearts don't get in their heads' way. A good sales pop would be reassuring ... Speaking of retail, I wonder what **Tool's** sales will do if they confirm Lollapalooza ...

ON THE RADIO With Sky Daniels



JANE JENSEN Comic Book Whore

Produced by Craig Kafton

Management: Frank Volpe Management

"MORE THAN I CAN"

On tour with BETTER THAN EZRA

Spinning At:

| | |
|-----------------------|------|
| KNNC 34x-Top 5 Phones | WOXY |
| WXPS 35x | WZRH |
| WFNX | KDEO |
| WGRG | KLZR |
| KTCL | KTOZ |

and more!

NEW MUSIC SPECIALTY SHOWS

Pimps Turn Out The Panel

Virgin's Dawn Hood really was out on the street (ouch!) selling the goods on the Sneaker Pimps for the last few months. The footwork (sheesh!) paid off, as the Pimps ruled the R&R Panel with parties going on at WFNX/Boston, KOMA/San Jose, WNNX/Atlanta and more. Veruca Salt was a close second, with action coming at KPNT/St. Louis, WRLG/Nashville, XHRM/San Diego and others. "Volcano Girls" is showing signs of really crossing big, so panelists, pound it now. The zing of swing was king for the Squirrel Nut Zippers at KXRK/Salt Lake City, WLUM/Milwaukee, WBTZ/Burlington, and more for third place. Reel Big Fish and [a hearty welcome back for] James rounded out the Top 5. Record To Watch: Blinker The Star.

KEGE/Minneapolis

Under The Edge
Monday, January 20



TRICKY Tricky Kid (Island)

SWANS Yum-Yab Killers (Young God/Ataristic)

BUTTER 08 Butter Of 69 (Grand Royal)

COMET Rocket Flair (Dedicated)

SWITCHBLADE SYMPHONY Clown (Cleopatra)

ROOTS What They Do (DGC/Geffen)

MORGION Invalid Prodigy (Relapse/Release)

GOLDEN PALAMINOS The Ambitions Are (Restless)

STEREO LAB Fluorescences (Duophonic UHF)

GHOST Rabirabi (Drag City)

CAT POWER Nude As The News (Matador)

TOP 20 ARTISTS

Ranked by total number of shows reporting artist.

1. SNEAKER PIMPS (Virgin)
2. VERUCA SALT (Outpost/DGC/Geffen)
3. SQUIRREL NUT ZIPPERS (Mammoth)
4. REEL BIG FISH (Mojo/Universal)
5. SPACE (Gut/Universal)
6. JAMES (Fontana/Mercury)
7. JON SPENCER BLUES ... (Matador)
8. L7 (Reprise)
9. MOBY (Elektra/EEG)
10. TRICKY (Island)
11. ORBIT (A&M) Airplay Includes: KISF, WNNX, WQBK
12. KULA SHAKER (Columbia) Airplay Includes: KJEE, KNNC, WZRH
13. BJORK (Elektra/EEG) Airplay Includes: KNDD, KTEG, WRLG
14. JANE JENSEN (Flip/Interscope) Airplay Includes: KTBZ, KXTE, WPLA
15. REDD KROSS (This Way Up/Mercury) Airplay Includes: KROQ, WLUM, WQXA
16. DAVID BOWIE (Virgin) Airplay Includes: KFMA, WROX, WXDX
17. THROWING MUSES (Rykodisc) Airplay Includes: KNNC, KNRX, WDST
18. ODDS (Elektra/EEG) Airplay Includes: KCXX, KREV, WAQZ
19. PRODIGY (Mute/Maverick/WB) Airplay Includes: KPNT, WEQX, XHRM
20. SCREECHING WEASEL (Fat Wreck Chorus) Airplay Includes: KXRK, WBTZ, WHFS



Sneaker Pimps

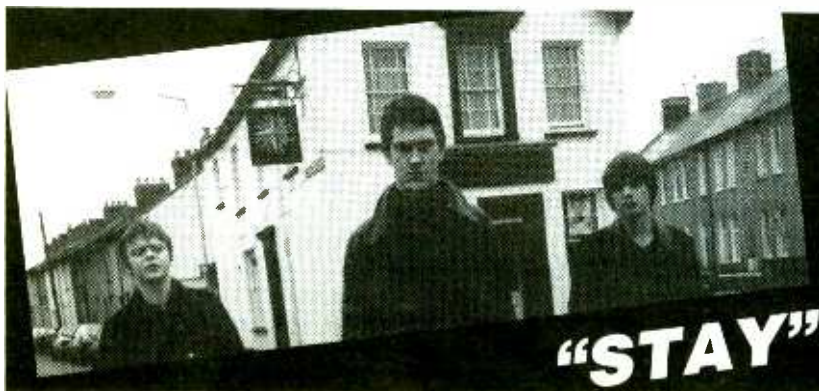
Compiled by Lynn Beaudoin

SPECIALTY SHOW REPORTERS

Shows and their Top 5 songs listed alphabetically by market

| | | | |
|--|--|--|--|
| <p>WEQX/Albany, NY Download Sunday 7-10pm Mark Dark Nick Cave "Into My Arms" Spearhead "Rebel Music (3...)" Sister Soleil "Red" Number One Cup "Volcano's X-Ray" Bjork "Isobel"</p> | <p>WEJE/Ft. Wayne, IN New Music Show Sunday 8:30-9:30pm Weasel Bennet "Someone Always" Gus "Don't Fear The Horny Toad" Shiver James "She's A Star" Jamiroquai "Cosmic Girl"</p> | <p>KREV/Minneapolis, MN Counter Revolution Wednesday 10-11pm Christine Kaas Prodigy "Firestarter" Pokara "Light The Fuse & Run" Squirrel Nut Zippers "Hell" Jonathan Richman "To Hide ALIVE" Moby "That's When I"</p> | <p>XHRM/San Diego, CA The Flash Zone Saturday 9pm-2am Greg Pearson Sneaker Pimps "6 Underground" Orbit "Satan" Jon Spencer Blues "Wait" Orbit "Satan" Orbit "Satan" Squirrel Nut Zippers "Hell"</p> |
| <p>WQBK/Albany, NY Over The Edge Monday midnight-2am Kelli McNamara 60 Foot Dolls "Stay" Redd Kross "Stoned" Firewater "Some Strange" Ani DiFranco "Shameless" Guided By Voices "Canteen Plums"</p> | <p>WOXA/Harrisburg, PA The Sunday Morning News Sunday 8-10am Bill Hanson Neri Herder "Van Halen" Ashley MacIsaac "Sleepy Maggie" Moby "That's When I..." Redd Kross "Stoned" Fun Lovin' Criminals "The Fun Lovin'..."</p> | <p>WRLG/Nashville, TN Thunderground Radio Sunday 7-9:30pm Jason Moon Chavez "Top Pocket Man" Trebble Charger "Even Grable" Home "Forgiveness" Stella "Crimson" DJ Shadow "Midnight In A..."</p> | <p>XTRA/San Diego, CA Muckley's Floorboard Wednesday midnight-2am Chris Muckley Frank Sinatra "South Of The Border" Bob Van Krap "That's Krap" Hepekats "Skaville" Huevos Rancheros "What A Way To Run" Overwhelming Color "Shiner"</p> |
| <p>KTEG/Albuquerque, NM Over The Edge Sunday 7-8:30pm Copenhagen/Hoyte Built To Spill "Untrustable" DJ Shadow "Midnight In A..." Dodgy "In A Room" Tanya Donnelly "Bum" Sneaker Pimps "6 Underground"</p> | <p>KTBZ/Houston, TX Lunar Rotation Sunday 7-9pm David Sadoff Dodgy "In A Room" Tanya Donnelly "Human" Flamingoes "Disappointed" Nine Inch Nails "Perfect Drug" Veruca Salt "Volcano Girls"</p> | <p>WZRH/New Orleans, LA Beyond The Charts Sunday 8-11pm Trey Blossman Beatles "Almost Something..." London Suede "Trash" Dodgy "In A Room" Thin Lizzy "Sexual Dynamite" Blinker The Star "My Dog"</p> | <p>KITS/San Francisco, CA Transmitter Adjustment Sunday 10pm-midnight Rick Stuart & Steve Masters Archive "All Time" Atari Teenage Riot "Atari Teenage Riot" Space "Me And You..." Orbit "Satan" Kenickie "In Your Car"</p> |
| <p>WNNX/Atlanta, GA Planet Jill Sunday 10pm-1am Jill Melancon Throwing Muses "Freelander" Scott Thomas "Strange" Dan Bern "Talkin' Alkan" Odds "Someone Who's Cool" Happiest Guys In... "You Can Make..."</p> | <p>WPLA/Jacksonville, FL Forbidden Planet Saturday 8pm-1am Robert Goodman Tear Garden "In Search Of..." Reel Big Fish "Sell Out" Queers "Punk Rock Girls" Everclear "Local God" Less Than Jake "Automatic"</p> | <p>WROX/Norfolk, VA Nocturnal Transmissions Monday 7-9:30pm Al Mitchell James "She's A Star" Sneaker Pimps "Tesko Suicide" DJ Shadow "Midnight In A..." Squirrel Nut Zippers "Hell" Veruca Salt "Volcano Girls"</p> | <p>KOME/San Jose, CA Nocturnal Noise Saturday midnight-1am Jeanette Grigevic Stony Sleep "She Had Me" Orbit "Satan" MxPx "Today Is In My Way" Fat Boy Slim "Funk To Funk" Sloe "Careless Whispers"</p> |
| <p>KNNC/Austin, TX Hot Off The Press Sunday 6-7:30pm Melody Lee Korn "A.D.I.D.A.S." Tool "H" Veruca Salt "Volcano Girls" Screaming Trees "Traveler" Black Crowes "Better When..."</p> | <p>KISF/Kansas City, MO Living Room Sunday 8-10pm Stan & Joel Squirrel Nut Zippers "Hell" Chavez "Top Pocket Man" Shiner "The Situationist" Space "Female Of..." Orbit "Medicine"</p> | <p>KNRX/Oklahoma City, OK Xtremities Sunday 8-9:30pm Geno Pearson Moby "That's When I..." Veruca Salt "Volcano Girls" K'S Choice "Not An Addict" L7 "Off The Wagon" My Drug Hell "Girl At The Bus Stop"</p> | <p>KJEE/Santa Barbara, CA Dissonate Tendrils Sunday 10:20pm-midnight John Shroeter Veruca Salt "Volcano Girls" Squirrel Nut Zippers "Hell" Space "Female Of..." Bjork "I Miss You" Firewater "Bourbon And Division"</p> |
| <p>WFNX/Boston, MA Moods For Moderns Sunday 8-10pm Charlie Apples In Stereo "Tidal Wave" Babe The Blue Ox "Fuck This Song" Baby Gopal "Shiva" Bent "Tabloid Grind" Brigid Boden "Oh How I Cry..."</p> | <p>WWDX/Lansing, MI Above The Pate Sunday 9-10:30pm Chris Brunt Paula Cole "Where Have All..." Tricky "Christiansands" Veruca Salt "Volcano Girls" Mundy "To You I Bestow" OMC "How Bizarre"</p> | <p>WXDX/Pittsburgh, PA Edge Of The X Sunday 9-11pm Ali Castelfrini/Brandon Davis Prodigy "Firestarter" Jane Jansen "More Than I Can" Veruca Salt "Volcano Girls" Thin Lizzy "Sexual Dynamite" Mundy "To You I Bestow"</p> | <p>KNDD/Seattle, WA Loudspeaker Sunday 10-11pm Bill Reid or Marco Collins Invisible Scratch "Tom Sawyer" Blinker The Star "My Dog" EC80R "Sox Is A Fat Bitch" Philbryte "Merry Go Round" Calm Down Juanita "Hooker For Attention"</p> |
| <p>WBTZ/Burlington, VT Spinning Unrest Sunday 8-10:30pm Steve Picard Screaming Weasel "Cool Kids" Orbit "Medicine" Bill Ding "3 Week Money" Morphine "Murder For" Helmut "Exactly What You"</p> | <p>KXTE/Las Vegas, NV It Hurts When I Pee Sunday 10pm-midnight Chris Ripley Tool "H" Type O Negative "Love U To Death" Sneaker Pimps "Tesko Suicide" Pearl Jam "Black Red Yellow" Face To Face "Ordinary"</p> | <p>WSTP/Poughkeepsie, NY Indie Flux Thursday 10-11pm Nic Harcourt Throwing Muses "Freelander" Conehead Buddha "Hey Jody" Marden Hill "Shag" Space Needle "One Of A Kind..." MXPX "Middlename"</p> | <p>KPNT/St. Louis, MO New Music Sunday Sunday 7-9:30pm Les Aaron Apollo 440 "Am'n Talkin' Dub" These Animal Men "Life Support Machine" Blur "MOR" David Bowie "Little Wonder" Vallejo "Just Another Day"</p> |
| <p>WAQZ/Cincinnati, OH Before The Revolution Weeknights midnight-1am Tricky "Christiansands" Odds "Someone Who's Cool" OMC "How Bizarre" Heads "Punk Lolita" Space "Female Of..."</p> | <p>KROQ/Los Angeles, CA Rodney On The Roo Sunday 10pm-1am Rodney Bingenheimer James "She's A Star" Puzzlefish "Wrapped Around..." Redd Kross "Stoned" Mozing Birds "Angels & Helicopters" Blur "Song 2"</p> | <p>KCXX/Riverside, CA Sunday Night Music Meeting Sunday 10pm-midnight Dwight Arnold Reel Big Fish "Sell Out" Goldfinger "Answers" Sublime "April 29, 1992" Prodigy "Firestarter" Save Ferris "Superspy"</p> | <p>KFMA/Tucson, AZ Test Department Sunday 5-8pm Suzie Dunn & Chuck Roast Dodgy "In A Room" Firewater "Bourbon And Division" Fluke "Atom Bomb" James "She's A Star" Squirrel Nut Zippers "Hell"</p> |
| <p>WOXY/Cincinnati, OH 11 O'clock News Tuesday 11pm-midnight Dorsie Fyffe Aphex Twin "Girl/Boy Song" Live "Lakin's Juice" Spring Heel Jack "Take 1" Humpers "Plastique Valentine" Firewater "Some Strange..."</p> | <p>WLUM/Milwaukee, WI Sunday Night Music Revolution Sunday 7-11pm Terry Havel DC Talk "Jesus Freak" Slush "Touch You" Sneaker Pimps "Tesko Suicide" OMC "How Bizarre" Bennet "Someone Always..."</p> | <p>KXRK/Salt Lake City, UT Now Hear This Sunday 8-10:30pm Sean Ziebarth Squirrel Nut Zippers "Hell" Sneaker Pimps "Tesko Suicide" Bloodhound Gang "I Wish I Was" Jon Spencer Blues "Wait" My Drug Hell "Girl At The Bus Stop"</p> | <p>WHFS/Washington, DC Now Hear This Sunday 8-10:30pm Dave Marsh Sea Saw "Pop Star" Jon Spencer Blues "Wait" Babe The Blue Ox "Agent 6950" Screaming Weasel "Cool Kids" Komeda "More Is More"</p> |
| <p>KDGE/Dallas, TX The Adventure Club Sunday 7-10pm Josh & Kevin Blur "Song 2" Quickspace "Song For Someone" Queer As Folk "I'll Be In A Way" No Way Sis "Teach The World" James "She's A Star"</p> | <p>KEGE/Minneapolis, MN Under The Edge Monday 1-2am Brian Davis Cat Power "Nude As The News" Tricky "Tricky Kid" Swans "Volcano" New Kingdom "Mexico Or Bust" Stereo Lab "Flourescences"</p> | <p>KXRK/Salt Lake City, UT Now Hear This Sunday 8-10:30pm Sean Ziebarth Squirrel Nut Zippers "Hell" Sneaker Pimps "Tesko Suicide" Bloodhound Gang "I Wish I Was" Jon Spencer Blues "Wait" My Drug Hell "Girl At The Bus Stop"</p> | <p>WHFS/Washington, DC Now Hear This Sunday 8-10:30pm Dave Marsh Sea Saw "Pop Star" Jon Spencer Blues "Wait" Babe The Blue Ox "Agent 6950" Screaming Weasel "Cool Kids" Komeda "More Is More"</p> |

38 Total Reporters



"STAY"

60 FT DOLLS

Going For Airplay At Alternative Specialty Shows Now!

Album The Big 3 In Stores Now



New Alternative Wins Big For KQPT

□ Sacramento station's ratings surge in three consecutive books

By Cyndee Maxwell

A number of stations are trying out the new Alternative AC niche, but their angle varies. With the Fall '96 Arbitron reflecting spectacular results for KQPT (The Zone)/Sacramento, PD Jim Trapp shares what he's learned during the station's evolution, its subsequent accomplishments, and why other similarly formatted outlets may not find the same results.

No More Angst

R&R: Describe KQPT's format.

JT: It's contemporary-based, not as gold-driven as AC. Many of the other stations doing this format are more gold-dominant. So far the R&R Pop Alternative chart is closer to my reality than either the Hot AC or Adult Alternative charts.



Jim Trapp

The audience has aged up and out. I read an article recently about Generation X and how they've evolved out of that realm of angst for angst's sake. Their internal style and dynamic have changed, so when it comes to music they want it upbeat, familiar, and to address their needs as consumers.

The station's whole thrust is to be extremely consistent every single quarter-hour with today's best crossover alternative and pop tracks. Its very nature requires a small library and high current rotations as the listening patterns of this audience tend to be fairly static.

If you want to build TSL, focus on listener incidence as opposed to listener duration — and the key to doing that is to create a very tight but exciting library.

Concurrent with an audience who has left behind their angst and negativity, a battery of new superstars has hit the market — Alanis Morissette, Gin Blossoms, Hootie & The Blowfish, Sheryl Crow — augmented by new lightning rods like No Doubt. It's made the artists who used to epitomize pop music — Michael Bolton, Elton John, Gloria Estefan, Bryan Adams, Mariah Carey — suddenly appear old and in the way. This format simply meets the audience's need in a consistent, dependable way.

R&R: Will this format be around in another year or two?

JT: This is a contemporary-driven, current-based station. If next year there's not the equivalent of a Dishwalla, Sheryl Crow, or No Doubt record, we'll have to re-evaluate the validity of the approach. But anybody who thinks this isn't a real format is just kidding themselves. It leads with women but delivers a lot of men. It's based on this whole new gen-

eration of pop artists, and that's where it breaks from the AC gold orientation. That's also where it breaks from Alternative, which is too hip to maximize the impact of their own stars.

R&R: How do your personalities differ from those in Alternative and Hot AC?

JT: The airstaff has to reflect the vibe of the music and be very user-friendly for people who no longer sit around the house wondering when the world's going to end. They can only give their favorite station a limited amount of time per day and per week. The personalities have to be upbeat, energetic, informed, but concise and very much connected to the audience so there is no distancing. They can't be too cool.

□

It doesn't mean the '80s aren't important, but we're only going to play the best titles. And 'the best' isn't defined by familiarity but by compatibility with the currents.

You can't just replace Michael Bolton with Hootie & The Blowfish and leave everything else the same. There has to be a shift in the presentation and the glue that keeps the station together. Production is another key element. The station needs to be fun, but it also needs the tiniest edge. Not as much as an Alternative, but it can't be as gummy as the typical Hot AC. It's a delicate balance; much of it is subjective. It's a matter of hitting the right posts between your Alternative and Hot AC or Pop competition.

R&R: How do you approach '80s alternative music?

JT: Many of the Modern AC stations play an '80s alternative track as often as every quarter-hour. We were doing the same thing until we got back some research — which was augmented by experiences from some of our other markets — that showed this '80s library isn't really the Rosetta Stone that some people think.

I give Coleman Research huge points for the research they've done with the Zone. They've been invaluable in getting us the right data to help us see the market opportunity. I'm concerned that other stations doing this — either through bad or poorly interpreted research — are mistaking listener comfort for '80s alternative as a real passion for it. It doesn't mean the '80s aren't important, but we're only going to play the best titles. And "the best" isn't defined by familiarity but by compatibility with the currents.

R&R: Where is the Zone at in terms of ratings?

JT: Last spring we were still a little unfocused, in summer we began to know where we wanted to go, and in the fall we had really started executing the format properly. Those trends for 18-34 persons were 4.5-6.1-8.7; 25-54 persons were 3.0-4.6-5.4. In 25-34 women, we've gone 4.2-8.7-9.2 and now rank third.

The cume increase has been very satisfying — 12+ is about 183,000, from 10th in the summer to No. 4. The 12+ share for the same period was 2.6-3.4-4.7, ranking 15-12-6. And within the target core, women 18-34: 5.3-6.6-10.2, now No. 2. The Zone has become one of the market's real players. Overall cume is at levels it's never hit before.

R&R: At-work listening has traditionally been the territory of AC, Hot AC, and NAC. How does the Zone compare?

JT: We're listenable, not edgy by any stretch of the imagination. The at-work ratings for women 18-34 (Monday-Friday 9-5) rank No. 1, going from 5.1-7.8-11.9. With men, who aren't really the target, 18-34 at-work listening has gone 4.7-6.1-9.3 and ranks No. 2.

We've also done well in at-work listening in the upper demos. In 25-54 we've gone 3.6-5.2-6.2 and rank No. 4. That's the kind of story that proves we're onto a sound that people can hang with and will come back to repeatedly.

R&R: Do you expect to expand your alternative titles?

JT: We're staying focused and not dabbling in alternative. By not being too greedy or too broad, we deliver an 18-34 product that satisfies the audience. The key has been not being afraid to have a short library — which I expect will grow over time — and to build cume, play the right songs, and become the station that owns certain artist images.

When we did our perceptual we found that nobody owned the Alanis Morissette, Hootie & the Blowfish, and Gin Blossoms image. We

If you want to build TSL, focus on listener incidence as opposed to listener duration — and the key to that is creating a very tight but exciting library.

own it now. And the only way to do that is by being musically disciplined.

R&R: A consensus has yet to be reached on how to do this format. But why don't you play as much gold as many of the other stations do?

JT: The typical Hot AC's average era is 1991-92, whereas for the Zone it's 1994. The Modern AC stations that approach era management like a Hot AC have simply taken out Gloria, Michael, Elton, and replaced them with the Talking Heads, OMD, and Modern English. Some people in this format are uncomfortable with the tightness of the library, so they start pouring in a bunch of '80s music because it tests well. But that's not meeting the listener's need, and that's a fundamental issue.

We focus less on flashback music because we haven't seen sustained passion for it. We do see a huge appetite for contemporary artists, especially the female artists who speak so directly to our core audience. This is the end of the '90s, so focusing on the '80s seems misplaced when the action is happening right now. That's one of the philosophical changes between what we've cooked up in Sacramento and elsewhere. We believe compatibility is more important than the amount of gold.

R&R: Has the Zone's revenue-generating power caught up to the ratings?

JT: The station has met budget for the first January since I've been here. Undoubtedly, this fall book is going to help and I think we're just at the beginning of the curve of market and revenue share increases. Financially, the station has been gathering steam.

[GM] Jerry McKenna has been very successful in Sacramento for 12 years; he knows the street like nobody's business. He's brought in a team of meat eaters in the sales department, and we're seeing activity like never before. The street is buzzing over our fall numbers and everyone has a legitimate feeling that the Zone is on the come. Sales is writing orders and knocking down doors to business that had previously been closed forever.

R&R: Your company, American Radio Systems, has a handful of other stations in this format. Do you have a sense of the company vibe on it?

JT: [Co-COO] John Gehron is very savvy about this product. He's

a big champion of the format, which gives me a lot of confidence in our ability to execute the game plan. John sees a cultural need for a contemporary-driven, Pop Alternative format that will have many years ahead of it.

This isn't an ivory tower; there are a lot of people involved in the Zone's success. When it came time to pick a consultant I went with [Alan Burns & Associates'] Dave Shakes. Dave is a successful CHR guy who I learned to respect years ago when we worked against each other; he has a proven track record. He's been a big part of making the Zone become more focused as a contemporary station.

Our sister station's [KSFM] PD, Bob West, also contributes. Bob is one of those great CHR minds who understands the mechanics of a contemporary format. It's not like I don't have a deep bench here. If I ever have a question I've got a

□

[Co-COO] John Gehron is very savvy about this product. He's a big champion of the format, which gives me a lot of confidence in our ability to execute the game plan.

lot of very smart people to talk to and it's made a world of difference. This has been very much a corporate strategy executed collectively by the best minds we could put together.

R&R: What do you say to those who may write off the Zone's success as a fluke?

JT: This is a very real format, meeting an incredible opportunity right here, right now. Best of all, we're not alone in this. There are many talented people in other companies working overtime trying to make sure this is done right.

I just feel fortunate to be in the middle of it. Having done radio since I was a kid, I love that it can still be challenging. Each day we start all over. That's what happens in a format's inception. We're making the rules every day and hopefully we'll be wise enough to know when to break them. It's damn exciting to be part of it.



ADULT ALTERNATIVE TOP 30 TRACKS

JANUARY 31, 1997

| 3W | 2W | LW | TW | ARTIST TITLE LABEL(S) | TOTAL PLAYS | | | | TOTAL STATIONS/ADDS |
|----------------|-----------|-----------|-----------|---|-------------|-----|-----|-----|---------------------|
| | | | | | TW | LW | 2W | 3W | |
| 1 | 1 | 2 | 1 | WALLFLOWERS One Headlight (<i>Interscope</i>) | 727 | 757 | 764 | 769 | 37/2 |
| 2 | 2 | 1 | 2 | COUNTING CROWS A Long December (<i>DGC/Geffen</i>) | 688 | 783 | 716 | 664 | 36/0 |
| 3 | 3 | 3 | 3 | DAVE MATTHEWS BAND Crash Into Me (<i>RCA</i>) | 657 | 669 | 667 | 639 | 38/0 |
| 6 | 4 | 4 | 4 | 4 SHERYL CROW Everyday Is A Winding Road (<i>A&M</i>) | 608 | 607 | 587 | 507 | 36/2 |
| 4 | 5 | 5 | 5 | BODEANS Hurt By Love (<i>Slash/Reprise</i>) | 555 | 575 | 563 | 592 | 36/0 |
| 5 | 6 | 6 | 6 | JOHN MELLENCAMP Just Another Day (<i>Mercury</i>) | 454 | 477 | 505 | 537 | 31/0 |
| — | 10 | 8 | 7 | U2 Discotheque (<i>Island</i>) | 433 | 456 | 296 | — | 30/2 |
| 7 | 7 | 7 | 8 | PAULA COLE Where Have All The Cowboys... (<i>Imago/WB</i>) | 413 | 470 | 462 | 468 | 28/1 |
| 8 | 8 | 9 | 9 | DON HENLEY Through Your Hands (<i>Revolution</i>) | 407 | 429 | 432 | 386 | 24/0 |
| — | 15 | 11 | 10 | 10 BIG HEAD TODD & THE MONSTERS Resignation... (<i>Revolution</i>) | 396 | 346 | 274 | 115 | 30/1 |
| 30 | 21 | 13 | 11 | 11 R.E.M. Electrolite (<i>Warner Bros.</i>) | 375 | 299 | 211 | 168 | 33/3 |
| — | 9 | 10 | 12 | 12 WIDESPREAD PANIC Hope In A Hopeless World (<i>Capricorn/Mercury</i>) | 362 | 354 | 298 | 135 | 32/1 |
| BREAKER | 13 | 13 | 13 | 13 SHAWN COLVIN Sunny Came Home (<i>Columbia</i>) | 312 | 228 | 139 | 100 | 32/5 |
| 14 | 14 | 12 | 14 | JEWEL You Were Meant For Me (<i>Atlantic</i>) | 297 | 310 | 279 | 252 | 23/2 |
| 22 | 18 | 14 | 15 | WILCO Outtasite (Outta Mind) (<i>Reprise</i>) | 257 | 271 | 237 | 206 | 24/0 |
| DEBUT | 16 | 16 | 16 | 16 FIONA APPLE Sleep To Dream (<i>Work</i>) | 229 | 154 | 52 | 22 | 23/3 |
| 28 | 23 | 19 | 17 | SMASHING PUMPKINS Thirty-Three (<i>Virgin</i>) | 214 | 220 | 208 | 181 | 17/3 |
| 26 | 22 | 22 | 18 | BETTER THAN EZRA Desperately Wanting (<i>Swell/Elektra/EEG</i>) | 204 | 212 | 209 | 187 | 13/1 |
| DEBUT | 19 | 19 | 19 | 19 VERVE PIPE The Freshman (<i>RCA</i>) | 197 | 135 | 99 | 47 | 21/5 |
| 21 | 20 | 18 | 20 | BORROWERS Beautiful Struggle (<i>Guardian</i>) | 196 | 220 | 225 | 209 | 22/0 |
| — | 28 | 23 | 21 | CARDIGANS Lovefool (<i>Mercury</i>) | 187 | 206 | 192 | 146 | 10/1 |
| 13 | 13 | 20 | 22 | FIONA APPLE Shadowboxer (<i>Work</i>) | 178 | 219 | 279 | 265 | 15/0 |
| 18 | 19 | 21 | 23 | BRUCE SPRINGSTEEN High Hopes (<i>Columbia</i>) | 175 | 218 | 227 | 222 | 18/0 |
| — | — | — | 24 | 24 COUNTING CROWS Daylight Fading (<i>DGC/Geffen</i>) | 175 | 161 | 177 | 148 | 17/1 |
| DEBUT | 25 | 25 | 25 | 25 DUNCAN SHEIK She Runs Away (<i>Atlantic</i>) | 173 | 127 | 20 | — | 22/3 |
| 10 | 12 | 17 | 26 | PHISH Free (<i>Elektra/EEG</i>) | 164 | 223 | 280 | 357 | 17/0 |
| — | 27 | 27 | 27 | PEARL JAM Off He Goes (<i>Epic</i>) | 164 | 183 | 192 | 168 | 15/0 |
| 25 | — | 28 | 28 | ERIC JOHNSON S.R.V. (<i>Capitol</i>) | 153 | 172 | 176 | 192 | 16/0 |
| DEBUT | 29 | 29 | 29 | 29 STING Twenty Five To Midnight (<i>A&M</i>) | 147 | 136 | 109 | 95 | 12/0 |
| 27 | — | — | 30 | KULA SHAKER Tattva (<i>Columbia</i>) | 147 | 148 | 162 | 182 | 11/0 |

This chart reflects airplay from January 20-26. Songs ranked by total plays. Highlighted songs indicate Breaker.
41 Adult Alternative reporters. 41 current playlists. © 1997, R&R Inc.

NEW & ACTIVE

LOW & SWEET ORCHESTRA A Nail Won't Fix A Broken... (*Interscope*)
Total Plays: 137, Total Stations: 16, Adds: 1

BRUCE COCKBURN Night Train (*Rykodisc Inc.*)
Total Plays: 134, Total Stations: 17, Adds: 5

ODDS Someone Who's Cool (*Elektra/EEG*)
Total Plays: 131, Total Stations: 18, Adds: 6

GARBAGE #1 Crush (*Capitol*)
Total Plays: 123, Total Stations: 8, Adds: 1

CHRIS ISAAK Dancin' (*Reprise*)
Total Plays: 119, Total Stations: 12, Adds: 1

SHERYL CROW A Change (*A&M*)
Total Plays: 94, Total Stations: 8, Adds: 1

NIL LARA Baby (*Metro Blue/Capitol*)
Total Plays: 90, Total Stations: 13, Adds: 2

LIVE Lakini's Juice (*Radioactive*)
Total Plays: 84, Total Stations: 9, Adds: 1

WILCO Monday (*Reprise*)
Total Plays: 82, Total Stations: 9, Adds: 1

SUBLIME Santeria (*Gasoline Alley/MCA*)
Total Plays: 81, Total Stations: 9, Adds: 0

Songs ranked by total plays.

BREAKERS®

SHAWN COLVIN
Sunny Came Home (Columbia)

TOTAL PLAYS/INCREASE: **312/84**
TOTAL STATIONS/ADDS: **32/5**
CHART: **13**

MOST ADDED®

| ARTIST TITLE LABEL(S) | ADDS |
|---|------|
| CLARKS Caroline (<i>Way Cool Music/MCA</i>) | 7 |
| PATTY GRIFFIN Every Little Bit (<i>A&M</i>) | 6 |
| ODDS Someone Who's Cool (<i>Elektra/EEG</i>) | 6 |
| TORI AMOS Silent All These Years (<i>Atlantic</i>) | 5 |
| BRUCE COCKBURN Night Train (<i>Rykodisc Inc.</i>) | 5 |
| SHAWN COLVIN Sunny Came Home (<i>Columbia</i>) | 5 |
| WILLIAM TOPLEY Uptown (<i>Mercury</i>) | 5 |
| VERVE PIPE The Freshman (<i>RCA</i>) | 5 |
| JONNY LANG Lie To Me (<i>A&M</i>) | 4 |

MOST INCREASED PLAYS

| ARTIST TITLE LABEL(S) | TOTAL PLAY INCREASE |
|--|---------------------|
| BRUCE COCKBURN Night Train (<i>Rykodisc</i>) | +94 |
| SHAWN COLVIN Sunny Came Home (<i>Columbia</i>) | +84 |
| R.E.M. Electrolite (<i>Warner Bros.</i>) | +76 |
| FIONA APPLE Sleep To Dream (<i>Work</i>) | +75 |
| VERVE PIPE The Freshman (<i>RCA</i>) | +62 |
| ODDS Someone Who's Cool (<i>Elektra/EEG</i>) | +51 |
| BIG HEAD TODD & THE MONSTERS Resignation... (<i>Revolution</i>) | +50 |
| DUNCAN SHEIK She Runs Away (<i>Atlantic</i>) | +46 |
| LIVE Lakini's Juice (<i>Radioactive</i>) | +28 |
| GRAY EYE GLANCES Halfway Back (<i>Mercury</i>) | +27 |
| LEMONHEADS The Outdoor Type (<i>Tag/Atlantic</i>) | +27 |

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.

BRUCE COCKBURN "NIGHT TRAIN" # 3 MOST ADDED!
THE FIRST EMPHASIS TRACK FROM HIS RYKODISC DEBUT *THE CHARITY OF NIGHT*

NEW THIS WEEK:

KFOG
CIDR
KRSH
KOTR
WNCS

ALREADY ON:

WXPN KGSR
WXRV KPIG
KMTT WMMM
KINK KFXD
WXRC WMVY
WRLT KTMN

2 NEW & ACTIVE

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ADULT ALTERNATIVE TOP 30 ALBUMS

JANUARY 31, 1997

| SW | 2W | LW | TW | ARTIST TITLE LABEL(S) | TOTAL STATIONS/ADDS | TOTAL PLAYS | ± PLAYS | EMPHASIS TRACKS (PLAYS) |
|-------|----|----|----|---|---------------------|-------------|---------|-----------------------------------|
| 1 | 2 | 2 | 1 | SHERYL CROW Sheryl Crow (A&M) | 41/0 | 954 | -35 | "Everyday" (608) "Happy" (142) |
| 2 | 1 | 1 | 2 | COUNTING CROWS Recovering The Satellites (DGC/Geffen) | 40/0 | 932 | -94 | "December" (688) "Daylight" (175) |
| 3 | 3 | 3 | 3 | WALLFLOWERS Bringing Down The Horse (Interscope) | 39/1 | 809 | -18 | "Headlight" (727) "Marleans" (41) |
| 5 | 4 | 4 | 4 | DAVE MATTHEWS BAND Crash (RCA) | 39/0 | 757 | -10 | "Crash" (657) "Two" (64) |
| 4 | 5 | 5 | 5 | JOHN MELLENCAMP Mr. Happy Go Lucky (Mercury) | 32/0 | 620 | -52 | "Day" (454) "Key" (99) |
| 7 | 6 | 6 | 6 | BODEANS Blend (Slash/Reprise) | 38/0 | 587 | -20 | "Hurt" (555) "Count" (12) |
| 6 | 7 | 8 | 7 | R.E.M. New Adventures In Hi-Fi (Warner Bros.) | 35/2 | 582 | +25 | "Electro" (375) "Me" (123) |
| 8 | 8 | 7 | 8 | PAULA COLE This Fire (Imago/WB) | 31/0 | 522 | -48 | "Cowboys" (413) "Me" (73) |
| 11 | 10 | 9 | 9 | SHAWN COLVIN A Few Small Repairs (Columbia) | 34/2 | 509 | +35 | "Sunny" (312) "House" (118) |
| 13 | 11 | 12 | 10 | FIONA APPLE Tidal (Work) | 32/1 | 472 | +30 | "Sleep" (229) "Shadowboxer" (178) |
| — | 14 | 13 | 11 | BIG HEAD TODD & THE MONSTERS Beautiful World (Revolution) | 34/2 | 460 | +46 | "Superman" (396) "Tell" (30) |
| — | 19 | 10 | 12 | U2 Pop (Island) | 30/2 | 433 | -23 | "Disco" (433) |
| 10 | 9 | 11 | 13 | SOUNDTRACK Michael (Revolution) | 26/1 | 425 | -21 | "Hands" (407) "Spider" (16) |
| 17 | 13 | 14 | 14 | WILCO Being There (Reprise) | 29/0 | 367 | +1 | "Outtasite" (257) "Monday" (82) |
| — | 17 | 17 | 15 | WIDESPREAD PANIC Bombs & Butterflies (Capricorn/Mercury) | 32/1 | 362 | +8 | "Hope" (362) |
| 18 | 21 | 15 | 16 | JEWEL Pieces Of You (Atlantic) | 23/2 | 349 | -10 | "You" (297) "Save" (52) |
| 15 | 15 | 16 | 17 | DUNCAN SHEIK Duncan Sheik (Atlantic) | 27/2 | 307 | -50 | "Runs" (173) "Barely" (134) |
| 12 | 16 | 19 | 18 | CHRIS ISAAK Baja Sessions (Reprise) | 20/0 | 260 | -24 | "Tomorrow" (121) "Dancin'" (119) |
| 9 | 12 | 18 | 19 | PHISH Billy Breathes (Elektra/EEG) | 22/0 | 254 | -64 | "Free" (164) "Character" (37) |
| 21 | 25 | 21 | 20 | TOM PETTY & THE HEARTBREAKERS She's The One (Warner Bros.) | 17/0 | 250 | +3 | "Hill" (143) "Locks" (77) |
| 16 | 18 | 20 | 21 | BRUCE SPRINGSTEEN Blood Brothers (Columbia) | 22/0 | 244 | -32 | "High" (175) "Without" (32) |
| 20 | 22 | 26 | 22 | SUBLIME Sublime (Gasoline Alley/MCA) | 16/1 | 219 | +2 | "What" (138) "Santeria" (81) |
| 26 | 24 | 24 | 23 | BETTER THAN EZRA Friction, Baby (Swell/Elektra/EEG) | 13/1 | 216 | -13 | "Wanting" (204) "King" (12) |
| 29 | 26 | 25 | 24 | SMASHING PUMPKINS Mellon Collie And... (Virgin) | 17/3 | 214 | -6 | "Thirty" (214) |
| 22 | 23 | 22 | 25 | BORROWERS Borrowers (Guardian) | 22/0 | 200 | -35 | "Struggle" (196) "Ophelia" (4) |
| — | — | — | 26 | STING Mercury Falling (A&M) | 14/0 | 200 | +11 | "Twenty" (147) "Happy" (31) |
| DEBUT | — | — | 27 | VERVE PIPE Villains (RCA) | 21/5 | 197 | +62 | "Freshman" (197) |
| — | 29 | 27 | 28 | CARDIGANS First Band On The Moon (Mercury) | 10/1 | 196 | -13 | "Lovefool" (187) "Heartbreak" (5) |
| 14 | 20 | 23 | 29 | NO DOUBT Tragic Kingdom (Trauma/Interscope) | 10/1 | 181 | -53 | "Speak" (138) "Spiderwebs" (22) |
| 25 | 27 | 29 | 30 | PEARL JAM No Code (Epic) | 15/0 | 178 | -22 | "Off" (164) "Who" (7) |

This chart reflects airplay from January 20-26. Albums ranked by total plays, with plays from all cuts from an album combined. 41 Adult Alternative reporters. 41 current playlists. © 1997, R&R Inc.

| REPORTERS | | Stations and their adds by track listed alphabetically by market | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|--|---|--|---|--|---|--|---|--|---|---|--|---|--|--|---|---|--|--|--|---|--|---|--|---|---|---|--|---|--|---|--|---|--|---|--|---|--|
| WXLE/Albany, NY PD: Cliff Wash 11 JASON FALKNER "Live" 1 ODDS "Cool" 1 SHAWN COLVIN "Sunny" 1 JONNY LANG "Lie" 1 CLARKS "Caroline" 1 DUNCAN SHEIK "Runs" | WXRV/Boston, MA PD: Jeanne Doody MD: Mike Mullaney 2 BRIGID BODEN "Must" 1 CHRIS WHITLEY "Automatic" 1 BETTER THAN EZRA "Wanting" 1 CRAVIN' MELON "Undone" 1 KENNY WAYNE SHEPHERD "Spoke" 1 WILLIAM TOPLLEY "Uptown" | WXRT/Chicago, IL VP/Programming: Norm Winer MD: Patty Martin 2 SHAWN COLVIN "Sunny" 6 R.E.M. "Electro" 6 BRUCE COCKBURN "Night" ODDS "Cool" 1 VIC CHESNUTT "Ladie" | CIOR/Detroit, MI PD: Murray Brookshaw MD: Ann Delisi SMASHING PUMPKINS "Thirty" BRUCE COCKBURN "Night" MUNDY "Bestow" | KTCZ/Minneapolis, MN PD: Lauren MacLeash APD/MD: Jane Fredericksen 6 VAN MORRISON "Healing" 1 JEWEL "You" U2 "Disco" | WMMO/Orlando, FL PD: Fleetwood Griever MD: Jessie Scott No Adds | KTHX/Reno, NV PD: Bruce Van Dyke MD: David Chaney 6 DUNCAN SHEIK "Runs" 6 NIL LARA "Baby" 6 LEMONHEADS "Outdoor" 6 GARY MYRICK "Imaginary" 6 LOW & SWEET ORCH. "Nail" 6 VERVE PIPE "Freshman" | KFOG/San Francisco, CA PD: Paul Marszalek MD: Bill Evans BRUCE COCKBURN "Night" UGLY AMERICANS "Turn" NIL LARA "Baby" | KAEP/Spokane, WA PD: Scott Souhrada MD: Haley Jones 9 CARDIGANS "Lovefool" 1 NO DOUBT "Happy" 1 TORI AMOS "Silent" | WXKP/Columbia, MO OM: Michael Perry PD/MD: Dave "Keeler" Fulgham TOM PETTY & HB "Locks" WALLFLOWERS "Marleans" | WJXB/Ft. Myers, FL PD: Stephanie Davis MD: Chad Chumly 1 TORI AMOS "Silent" SARAH MCLACHLAN "Possession" | KMBY/Monterey, CA PD: Rich Berlin 15 BARENAKED LADIES "Apartment" 9 THIRD DAY "Nothing" 8 VERUCA SALT "Volcano" 8 LEMONHEADS "Outdoor" 4 JAMES "Star" 2 SHAWN COLVIN "Sunny" | WXPB/Philadelphia, PA OM/MD: Bruce Ranes MD: Bruce Warren 8 MIKE HENDERSON "Diddle" 7 BRUCE SPRINGSTEEN "Without" 7 PATTY GRIFFIN "Little" 6 SHERYL CROW "Change" 5 LOW & SWEET ORCH. "Sometimes" 5 BRUCE SPRINGSTEEN "Secret" 4 SHAWN COLVIN "Wichita" 4 CARDIGANS "Deeni" 4 PAULA COLE "Me" 4 MIKE HENDERSON "Hip" 2 MIKE HENDERSON "Bloody" WILLIAM TOPLLEY "Uptown" CHRIS WHITLEY "Automatic" ROOMFULL OF BLUES "Fine" JONNY LANG "Lie" | WMAX/Rochester, NY PD: Tom Sheridan SHERYL CROW "Everyday" ODDS "Cool" | KQPT/Sacramento, CA OM/MD: Jim Trapp APD/MD: Carrie Owens AMANDA MARSHALL "Grace" WALLFLOWERS "Headlight" | KTMN/Santa Fe, NM PD: Rich Robinson MD: Cole Crshaw KULA SHAKER "Dude" MORCHEEBA "Trigger" SEPTEMBER 67 "Building" WILLIAM TOPLLEY "Ring" JONNY LANG "Lie" CLARKS "Caroline" TORI AMOS "Silent" | WRNX/Springfield, MA PD: Sean O'Malley MD: Bruce Stebbins 7 JEWEL "You" SHAWN COLVIN "Sunny" ROOMFULL OF BLUES "Standing" | WHPT/Tampa, FL PD: Chuck Beck APD/MD: Chris Taylor 12 WALLFLOWERS "Marleans" 6 SMASHING PUMPKINS "Thirty" 2 R.E.M. "Electro" FIONA APPLE "Sleep" DUNCAN SHEIK "Runs" | WBOS/Boston, MA PD/MD: Jim Heron SARAH MCLACHLAN "Possession" SHERYL CROW "Everyday" SPACE "Female" DISHWALLA "Give" OMC "Bizarre" PATTY GRIFFIN "Little" DAVID BOWIE "Little" PAULA COLE "Cowboys" TORI AMOS "Silent" CLARKS "Caroline" | WNCX/Burlington, VT PD: Glenn Roberts MD: Judy Peterson 11 BRUCE COCKBURN "Night" 6 DAVID BOWIE "Little" 5 ODDS "Cool" 4 SEPTEMBER 67 "Building" VERVE PIPE "Freshman" PATTY GRIFFIN "Little" WILLIAM TOPLLEY "Ring" | KBXR/Columbia, MO OM: Michael Perry PD/MD: Dave "Keeler" Fulgham TOM PETTY & HB "Locks" WALLFLOWERS "Marleans" | WTTT/Indianapolis, IN PD/MD: Rich Anton KENNY WAYNE SHEPHERD "Spider" STORYVILLE "Blind" | KXPT/Las Vegas, NV PD: Richard Reed MD: J.D. Davis SUBLIME "What" KEB' MO "Just" | WRLT/Nashville, TN PD: David Hall MD: Keith Coes AMANDA MARSHALL "Grace" CLARKS "Caroline" CHRIS WHITLEY "Automatic" PATTY GRIFFIN "Little" U2 "Disco" | WVVR/St. Louis, MO PD: Scott Strong MD: Mike Richter 1 SHAWN COLVIN "Sunny" | KENZ/Salt Lake City, UT PD: Bruce Jones APD/MD: Dom Casazi 19 VERVE PIPE "Freshman" TORI AMOS "Silent" | WVVR/St. Louis, MO PD: Scott Strong MD: Mike Richter 1 SHAWN COLVIN "Sunny" | KRSH/Santa Rosa, CA PD: Zee Zuest MD: Bill Bowker TOM PETTY & HB "Locks" BRUCE COCKBURN "Night" PATTY GRIFFIN "Little" MEXICO 70 "Want" | WVVR/St. Louis, MO PD: Scott Strong MD: Mike Richter 1 SHAWN COLVIN "Sunny" | KRSH/Santa Rosa, CA PD: Zee Zuest MD: Bill Bowker TOM PETTY & HB "Locks" BRUCE COCKBURN "Night" PATTY GRIFFIN "Little" MEXICO 70 "Want" | WVVR/St. Louis, MO PD: Scott Strong MD: Mike Richter 1 SHAWN COLVIN "Sunny" | KRSH/Santa Rosa, CA PD: Zee Zuest MD: Bill Bowker TOM PETTY & HB "Locks" BRUCE COCKBURN "Night" PATTY GRIFFIN "Little" MEXICO 70 "Want" | WVVR/St. Louis, MO PD: Scott Strong MD: Mike Richter 1 SHAWN COLVIN "Sunny" | KRSH/Santa Rosa, CA PD: Zee Zuest MD: Bill Bowker TOM PETTY & HB "Locks" BRUCE COCKBURN "Night" PATTY GRIFFIN "Little" MEXICO 70 "Want" | WVVR/St. Louis, MO PD: Scott Strong MD: Mike Richter 1 SHAWN COLVIN "Sunny" | KRSH/Santa Rosa, CA PD: Zee Zuest MD: Bill Bowker TOM PETTY & HB "Locks" BRUCE COCKBURN "Night" PATTY GRIFFIN "Little" MEXICO 70 "Want" | WVVR/St. Louis, MO PD: Scott Strong MD: Mike Richter 1 SHAWN COLVIN "Sunny" | KRSH/Santa Rosa, CA PD: Zee Zuest MD: Bill Bowker TOM PETTY & HB "Locks" BRUCE COCKBURN "Night" PATTY GRIFFIN "Little" MEXICO 70 "Want" |

41 Total Reporters
 41 Current Reporters
 41 Current Playlists

Moves From Adult
 Alternative To Hot AC (1):
 WPLL/Miami

PATTY GRIFFIN

"EVERY LITTLE BIT"

On tour with Shawn Colvin
 starting February 22nd

KGSR-13X

- 129 Units
- Ranked #43

in the market

#2 Most Added!

New:
 WXPB WBOS KINK
 WRLT KRSH WNCX

Already On:
 KSCA WXRV WKOC
 KGSR KFXD WMVY



OPPORTUNITIES

OPENINGS

OPENINGS

OPENINGS

OPENINGS

NATIONAL



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We're the largest, most complete job listing service in radio offering over 400 of the hottest jobs weekly for air talent, P.D., M.D., news, talk, sports, production, promo & more, in all markets/all formats. 22 years of on-air experience helps me understand your needs. Whatever level of your experience...we can help. Call now to subscribe. You have the talent...We have the jobs!!

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- 1) Can you host a talk show?
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- 3) Do you know sports?
- 4) Do you want to make big money?

If you answered yes to all of the above, we want to hear from you right now. Major market drive opportunity. Tapes/resumes to: Rick Scott & Associates, 2509 152nd Ave, NE, Suite D, Redmond, WA 98052. EOE/M/F Women and Minorities Encouraged.

EAST

Top rated AOR seeking AT/Promotions Director. T&R: Mike Luomo. WIZN, Box 1067, Burlington, VT 05402-1067 EOE (1/31)

FT/PT at 25,000 watt AC leader. Phones, pipes, team players. T&R: Bruce James, WGMT, Box 963, Lyndonville, VT 05851 EOE (1/31)

AT search. CHR big sound, small bucks, major market...25 miles. T&R: PD, WESA, Ten Chamber Plaza, Charleoi, PA 15022 EOE (1/31)

Program Director for AC WFAS-FM. New York's top-rated station. Airshift included. T&R: Bill Hess, WFAS, 100 Prospect St, Stamford, CT 06901 EOE (1/31)

FT on-air host. AAA PR station, 3-years minimum. No calls. T&R: Dept. BR, WXPB, 3905 Spruce Street, Philadelphia, PA 19104 EOE (1/31)

Atlantic City Oldies station has immediate opening for experienced PT/AT. T&R: Mike Russell, WTKU, 1601 New Road, Linwood, NJ 08221 EOE (1/31)

It's a new year... get a new job! Can you relate to the Gen X lifestyle and taste? Can you entertain as well as inform? Then we may have a prime gig for you. Cox Radio/NewCity Communications' Hot 107.9 in Syracuse is looking for a killer night jock, a midday entertainer, and an EXCEPTIONAL morning show. Time's a wastin'... T&R to: Ed LaComb, Program Director. Hot 107.9. 620 Old Liverpool Road, Liverpool, NY 13088. Cox/NewCity is an Equal Opportunity Employer.

NEWS DIRECTOR

Powerful Central NY duopoly. Premier News leader 74 years. News hound who eats, sleeps, breathes news. Good air and five years experience a must. Call Ken Cowan, GM, (607) 257-6400. EOE

Metro Networks is seeking a broadcast news producer. This fulltime position involves gathering/writing news. Potential fill-in anchoring. Two years newsroom experience and college degree preferred. Also seeking applicants for fulltime, weekend and fill-in news and traffic anchor positions. Send news/traffic tape and resume to:

Director of Operations, Metro Networks, 111 Market Place, Suite 900, Baltimore, MD 21202 EOE

Immediate opening for creative producer. \$18,000 salary. Send tape and resume to: Tony DeFranco, Program Director, FSR/WPAC Radio P.O.B. 239 Ogdensburg, NY 13669. Female preferred. EOE

98 PXY, one of America's great CHR stations, has immediate openings for midday and nighttime talent and Production Director. Experience required. T&R to Clarke Ingram, 207 Midtown Plaza, Rochester, NY 14604. Please, no calls. EOE

CHR MORNINGS NOW!

Do you love "Seinfeld," do comedy like "Friends," and converse like "Rosie?" WE WANT YOU! Send T&R to: WVSR, Bill Shahan, 817 Suncrest Place Chas, WV 25303 EOE. Females & Minorities encouraged.

PROGRAM DIRECTOR

WKJY
98.3 FM

Barnstable Broadcasting has immediate opening for on-air PD at 98.3 WKJY on Long Island. Individual must be hands-on, aggressive, creative and true people person. Three+ years radio success with mastery of RCS a must. This bright AC needs an energetic, winning leader who is familiar with Long Island/New York area. Rush T&R to: JANE BARTSCH, GM, 1055 Franklin Ave., Garden City, NY 11530. EOE

SOUTH

FT opening at top-rated Country station in Myrtle Beach. T&R: Johnny Walker, WYAK, Box 15401, Surfside Beach, SC 29587 EOE (1/31)

VERMONT COUNTRY

Seeks creative on-air Program Director. Growing group. Rush T&R to: Joe Patrick, PBC, 607 Greenwood, Lehigh, FL 33972 EOE

WAEV top-rated Hot AC seeks a Production director. SAW and DCS used. Copywriting, V/O, and station imaging most important. Also news reader who is actively involved with the morning show. Send T&R to: Scotty Snipes, 24 West Henry Street, Savannah, GA 31401 EOE

92.5/KZPS (THE CLASSIC ROCK STATION) DALLAS seeks parttime on-air talent. Minimum three years in Classic Rock format required. Please call for application. Mary Young, Director/Human Resources, (972)770-7777. An Equal Opportunity Employer.

Production Director and 3 to 7. Motivated, great attitude. Writing and digital multi-track experience necessary, organizational skills, creativity, great voice and professional appearance. T&R & photo to: Nick Caplan PD. WXMK 108 Benedict Rd., Brunswick, GA 31520 EOE

Legendary NewsTalk WOAI/San Antonio, seeks creative, energetic PD. Successful candidate must have the ability to guide staff to his/her vision of NewsTalk in the '90s. WOAI is a Clear Channel Communications station.

Send Resume to:



Shane Media
2450 Fondren Rd. Ste. 112
Houston, TX 77063
M/F EOE

WGTR-FM/WWSK-FM Myrtle Beach, SC looking for high-energy, experienced airtalent with strong production skills. T&R to: Atlantic Broadcasting Co., Inc., P.O. Box 16000, Surfside Beach, SC 29587. An EOE Employer.

1,000.00 CASH BOUNTY!!!!!!

WDBO
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NewCity-Cox

I've got \$1,000 cash for YOU, if you recommend my next afternoon TALK TALENT! If they're really entertaining, really relatable, really smart and I really hire them, I'll send YOU the money... REALLY! If they (or you) meet the requirements, send tape and resume to: Paul Duckworth, WDBO, 4192 John Young Parkway, Orlando, FL 32804. Or, call me at (407)295-5858. No gun control, abortion or political experts PLEASE. I need entertainment!

South Florida's WRMF-FM has immediate opening for air talent for weekends/vacation fill. Minimum 3 years experience. Major market experience preferred. T&R to: Ken Payne, PD, 1540 Latham Road, West Palm Beach, FL 33409 EOE

MIDWEST

Opening for Sports Director / 6-12AT. Truman. Class C3 FM. T&R: Randy Boesen, KDKD, Box 448, Clinton, MO 64735 EOE (1/31)

Hot Country FM seeking PT/AT. Rush T&R: Joe Whitman, WHMQ, Box 108, Findlay, OH 45839 EOE (1/31)

Morning Show with "attitude" wanted! T&R: J. Patrick, WWBN, Box 1080, Flint, MI 48501 EOE (1/31)

Afternoon AT sought. Females encouraged to apply. T&R: Mark David, KSCB-FM, Box 3125, Liberal, KS 67905 EOE (1/31)

Rock station has weekend on-air positions. T&R: Roxanne McVay, WBYR, 347 West Berry, Suite 700, Fort Wayne, IN 46802 EOE (1/31)

NEWS DIRECTOR WANTED

Full service combo in ND Prefer minimum one year experience. Tape & resume to: Dale Alwin, KDLR/KDVL, P.O. Box 190, Devils Lake, ND 58301 EOE

How would you like creative freedom??? How 'bout an excellent working environment??? What about good pay and benefits for a job well done??? We're searching for a charismatic, outgoing, female friendly night personality who can work the phones, do excellent production and be part of a "team." In return, you'll be provided with the freedom to be a personality and all the tools you need to help us win!!! Rush T&R today!!! Radio & Records, 10100 Santa Monica Bl., #231, 5th Floor, Los Angeles, CA 90067. EOE

We need a fun night guy..good phones... good tempo... the right team attitude. This is a great chance to dominate!!! WWCK/Flint, Michigan's heritage CHR, the only CHR for a population of 400,000! Already top-rated in 12-34 and 25-54. You must be hard working, ambitious and love commercial production. A decision will be made by 2/17/97. Projected salary \$18-\$30K depending on experience and ability. We pay your move if you're the right individual. Send T&R ASAP to: Scott Seipel, CK 105, 3217 Lapeer Road, Flint, Michigan, 48503. EOE

NEW COUNTRY
Y93.9 FM

WAKE UP ONE OF MID-AMERICA'S MOST LIVABLE CITIES!

New Country Y93.9 is searching for an upbeat, fun communicator for morning drive. If you can provide compelling entertainment for 25 to 54 year old adults, we want to hear from you! Good phone skills, too. Passion for touching listeners lives a MUST!

Rush your T&R to: Joe Crain, Program Director, WYXY-FM, 3501 Sangamon Avenue, Springfield, IL 62707. An Equal Opportunity Employer.

Saga
COMMUNICATIONS, INC.

OPENINGS

WEST

Energetic afternooner sought for market-leading bright AC. T&R: PD, KSTT/KSLY, 51 Zaca Ln, #110, San Luis Obispo, CA 93401 EOE (1/31)

Hot AC afternoon driver sought immediately. T&R: KYYA, Bruce Jensen, 2075 Central Ave, Billings, MT 59102 No calls. EOE (1/31)

Seeking morning pro who does local radio and satisfies an audience. Daily show prep a must. Hot Country. PD/MD options. Great Northern California college town. Radio & Records, 10100 Santa Monica Bl., #229, 5th Floor, Los Angeles, CA 90067. EOE

OPENING AT KPSI-FM PALM SPRINGS

KPSI-FM/Power 100.5 is looking for creative, fun, team player for nights. This is a great opportunity to join the top-rated CHR station in the Palm Springs area. Production skills a must. If this is you, stop reading this ad and send your T&R to: Mike Keane C/O KPSI, 2100 Tahquitz Canyon Way, Palm Springs, CA 92262. EOE

NATIONAL MORNING SHOW SEARCH GOODTIME OLDIES COOL 101.1/CHANCELLOR

BROADCASTING SACRAMENTO Morning personalities and teams. This is the opportunity you've desired, yet never found! No matter where you've been or what you're doing now! Send me your best morning show work! I like a "listener-driven," fun and entertaining show that will be, "Sacramento's morning show!" Send tape and resume to: Jon Brent/Program Director/1440 Ethan Way #200, Sacramento, CA 95825 EOE.

KOST 103/L.A. seeks P.T. air talent. 2 yrs. min. experience. No calls pls. T&R to: Jhani Kaye: 610 S. Ardmore Ave., Los Angeles, CA 90005. COX Radio is an Equal Opportunity Employer.

OPENINGS

KFRR-FM, ALTERNATIVE/KJFX-FM, Classic Rock/KYNO-AM, All Sports Has the following openings:
Production Director. Two fully digital, 16-track studios with all the bells and whistles. We give you the toys and you give us your creative vibe.
Promotions/Marketing Director: Off-air, one fulltime assistant, tons of interns promote, market outsmart the competition. Strong managerial and organizational skills required. Minimum 2 years' experience. Send T&R immediately to: Don O'Neal, Program Director, 1981 N. Gateway Blvd., #101, Fresno, CA 93727. EOE

Sacramento's Alternative, KWOD 106.5, is looking for fulltime and parttime air talent immediately! Music Director & Programming responsibilities available with airshifts. The pay is medium, the work is hard and the weather is warm! Rush T&R to: Ron Bunce, KWOD-FM, 801 K Street, 27th Floor, Sacramento, CA 98514. EOE



KDON is seeking top-notch talent for on-air Music Director (experience necessary.) Also wanted: On-air production genius. Rush T&R (no calls!) to: KDON, Jennifer Wilde/PD, 55B Plaza Circle, Salinas, CA 93906

Growing group needs PD/Morning Talent types now. Need good managers, professional, hard-working, team players. Send materials today. All formats. Radio & Records, 10100 Santa Monica Bl., #214, 5th Floor, Los Angeles, CA 90067. EOE

**Seeking Hot Producer
For Robert W. Morgan Show
K-EARTH 101
213-930-2196. EOE**

POSITIONS SOUGHT

POSITIONS SOUGHT

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SEEKS STATION
THAT DOES!
IF U DO,
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nylonface@msn.com**

Morning Show Host, CHR, real, energetic, creative, great ratings, WZPL let me go and ratings went down. MARK VANNESS: (317) 257-2477 (1/31)

20-year veteran in large market seeking Country format, PD experience, up-tempo, fun! VIN: (860) 274-9384 (1/31)

Promotions oriented-experienced announcer available to relocate immediately. Middays or PM Drive preferred. CHRIS: (800) 769-4948-51 (1/31)

Phones & cahones! Morning AT seeks ballistico challenge! Country/AC/Oldies- MIKE: (517) 362-7251 (1/31)

<http://www.monline.com>

POSITIONS SOUGHT

Veteran broadcaster seeks PD/OM position at Sports/ News/ Talk station, small-medium market. Interested in College PBP as well. ED: (702) 369-1801. (1/31)

Female talent. 5-years major market experience. On-air, production, programming. KATHY: (707) 765-0266. (1/31)

Young female talent ready, willing and able to jump in with both feet, anywhere! NICKI SOUTH: (405) 672-4583. (1/31)

Experienced AT/HAC/CHR/AC/Classics anywhere in Florida, southeast, south. JJ SHANNON: (407) 770-4749. (1/31)

Personality, production, pipes and copy, too! Experienced announcer seeks small to medium market on east coast. STEVE: (704) 672-1378. (1/31)

You want a morning show? I got your morning show right here, pal. Rock, CHR & Country experience. RICK: (812) 471-1565. Hi Mom! (1/31)

Dynamite Classic Rocker with 3-years experience in major market. Ready for primetime in CR/AC/NAC/CHR. ANDRE: (954) 581-7249. (1/31)

Outrageous Morning Man/Sidekick

Big pipes, voices, song parodies. Heavy news voice. Top ten market. Experience. Glen Martin 800-372-3460

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OPPORTUNITIES

96 • R&R January 31, 1997

POSITIONS SOUGHT

C.E position wanted: Job lost due to sale. Experienced with computers, transmitters, automations, DCS, UDS. Great references. ROBERT KING: (702) 876-5151. (1/31)

I love reading liners! NOT. 15-year radio veteran including major market, Country, AOR, AC, Oldies. JACK: (314) 434-8897. (1/31)

The savage! Now in my fourth successful year of nights at CHR WPRR, Altoona PA. Will go anywhere! The SAVAGE: (814) 946-5711. (1/31)

POSITIONS SOUGHT

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Real person wants real job for real money, CR, Jazz, Talk, have headphones. Will travel anywhere! FOX: (904) 936-0396. (1/31)

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in the pages of R&R every Friday

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Radio & Records provides free (20 words maximum) listings to radio stations 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.

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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. Only free positions sought ads are accepted by email—garrett@rronline.com. Address all 20-word ads to R&R Free Opportunities, 10100 Santa Monica Blvd., Fifth Floor, Los Angeles, CA 90067.

R&R Opportunities Advertising

1x \$120/inch 2x \$100/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 (\$60 for 1x, \$50 for 2x). In addition, all ads appear on R&R's web site. (www.rronline.com).

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

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

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Opportunities Advertising orders must be typewritten on company/station letterhead and accompanied by advance payment. Ads are accepted by fax: (310-203-8727) or mail. Visa, MC, AmEx or Discover card 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

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RADIO & RECORDS

10100 Santa Monica Blvd., 5th Floor, Los Angeles, CA 90067

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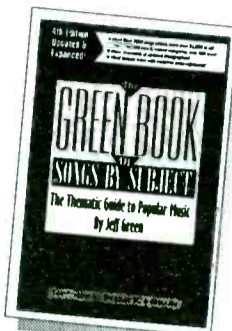
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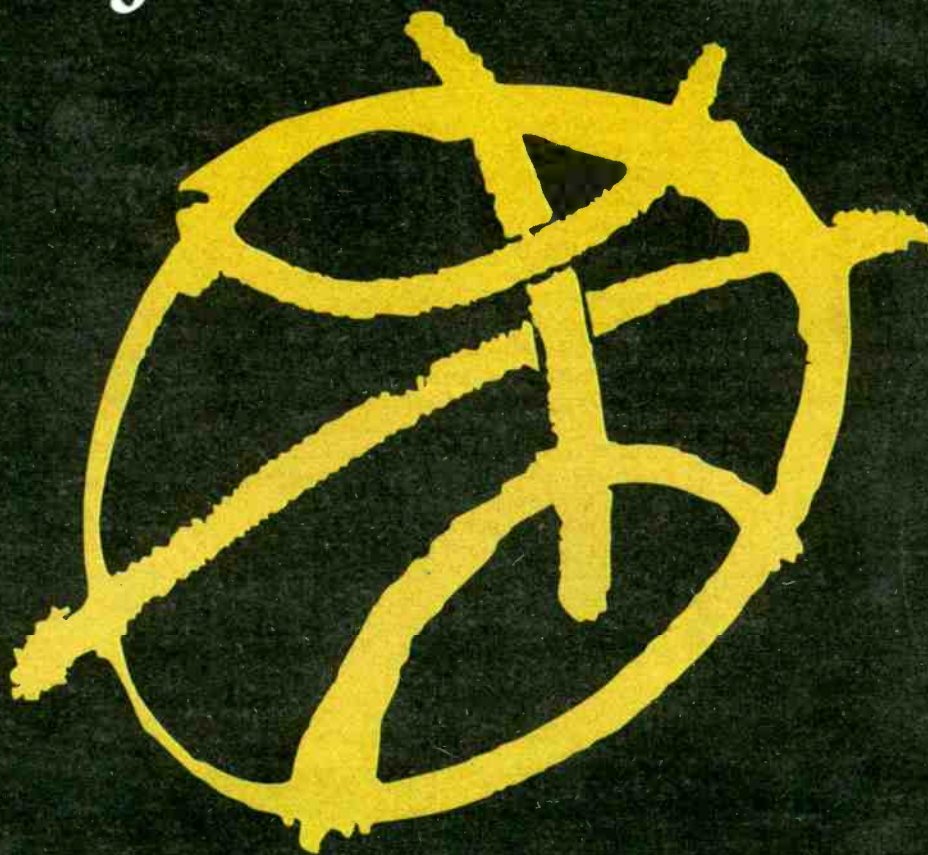
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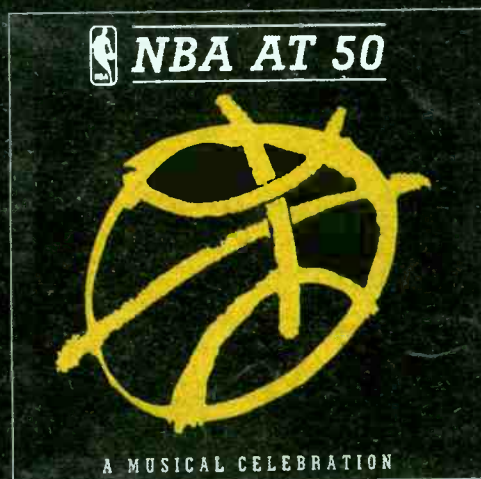


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