

TOP 40 AIRPLAY Monitor

• We Listen To Radio •

April 4, 1997 \$4.95 Volume 5 • No. 14

TOP 40 HIGHLIGHTS

MAINSTREAM

#1

JEWEL

You Were Meant For Me (ATLANTIC)

★★★ AIRPOWER ★★★

REAL MCCOY • *One More Time* (ARISTA)

NEW RELEASES

DC TALK • *Colored People* (FOREFRONT/VIRGIN)
FIVESTONES • *Happy Hour* (MIDNIGHT FANTASY)
HOCVERPHONIC • *2 Wicky* (EPIC)
MICHAEL JACKSON • *Blood On The Dance Floor* (EPIC)
DONNA LEWIS • *Mother* (ATLANTIC)
ERIC MARTIN • *I Love The Way You Love Me* (ATLANTIC)
BRIAN MCKNIGHT & DIANA KING • *When We Were Kings* (THE DAS LABEL/MERCURY)
ROBERT MILES • *Fable* (DECONSTRUCTION/ARISTA)
SNEAKER PIMPS • *6 Underground* (VIRGIN)
VARIOUS ARTISTS • *The Jock Jam* (TOMMY BOY)

RHYTHM CROSSOVER

#1

MARK MORRISON

Return Of The Mack (ATLANTIC)

★★★ AIRPOWER ★★★

THE NOTORIOUS B.I.G. • *Hypnotize* (BAD BOY/ARISTA)

NEW RELEASES

AALIYAH • *4 Page Letter* (BLACKGROUND/ATLANTIC)
B-ROCK & THE BIZZ • *My Baby Daddy* (TONY MERCEDES/LAFACE/ARISTA)
MICHAEL JACKSON • *Blood On The Dance Floor* (EPIC)
POETIC HUSTLA'Z • *Searchin' 4 Peace* (MO THUGS/RELATIVITY)
SNEAKER PIMPS • *6 Underground* (VIRGIN)
SPICE GIRLS • *Say You'll Be There* (VIRGIN)
VARIOUS ARTISTS • *The Jock Jam* (TOMMY BOY)

ADULT TOP 40

#1

JEWEL

You Were Meant For Me (ATLANTIC)

★★★ AIRPOWER ★★★

U2 • *Staring At The Sun* (ISLAND)
INXS • *Elegantly Wasted* (MERCURY)
BRUCE SPRINGSTEEN • *Secret Garden* (COLUMBIA)

ADULT CONTEMPORARY

#1

CELINE DION

All By Myself (550 MUSIC)

★★★ AIRPOWER ★★★

BABYFACE • *Every Time I Close My Eyes* (EPIC)

NEW RELEASES

DC TALK • *Colored People* (FOREFRONT/VIRGIN)
FIVESTONES • *Happy Hour* (MIDNIGHT FANTASY)
DONNA LEWIS • *Mother* (ATLANTIC)
ERIC MARTIN • *I Love The Way You Love Me* (ATLANTIC)
ROBERT MILES • *Fable* (DECONSTRUCTION/ARISTA)
SNEAKER PIMPS • *6 Underground* (VIRGIN)
SPICE GIRLS • *Say You'll Be There* (VIRGIN)

Even When A Rival Dies, Ratings Can Take Six Months To Show A Change

by Kevin Carter, Janine Coveney, Dana Hall, Sean Ross, Marc Schiffman, and Phyllis Stark

So you've finally won that hard-fought, hand-to-hand battle with a direct competitor and forced it out of the format, or bought it out of the format. You're already feeling its former audience on the phones. But when can you expect to see a rival's change reflected in your numbers? And how much of its au-

dience can you expect to reclaim?

Answers to the latter question range from 25% to 75% of a rival's audience. As for how long it takes, some stations have seen results within one week, among them modern WNDX Pittsburgh, which following its demolition of rival WNRQ came within two-tenths of a share of the stations' combined 18-34 number, and jazz WVMV (V98.7) Detroit, which saw fast results when ri-

Continued on page 5

ome HOW BIZARRE

(Every Time I Look Around)

THE #1 INTERNATIONAL HIT

WKSE	56x	KIIS	21x	WKRQ	18x	WXXL	26x
WFLZ	25x	KRQQ	38x	KLLC	47x	WAPE	21x
KDWB	29x	WIXX	32x	KBBT	34x	KKDM	20x
WPST	33x	WQSL	39x	WABB	21x	KHTS	20x
KZHT	18x	KQKQ	31x	WNNK	19x	WKSZ	43x

TOP TEN PHONES

WKRQ	KZHT	KLLC	KQKQ
WABB	WPST	KZMG	WYKS
XL 106	KMCK	WJET	WQSL

TOP 5 CALLOUT AT WFLZ/TAMPA & KLLC/SAN FRANCISCO

JUST ADDED AT:

Z100 17x WNCI KKLQ 12x

FROM THE HUH!/MERCURY ALBUM **HOW BIZARRE**

huh!

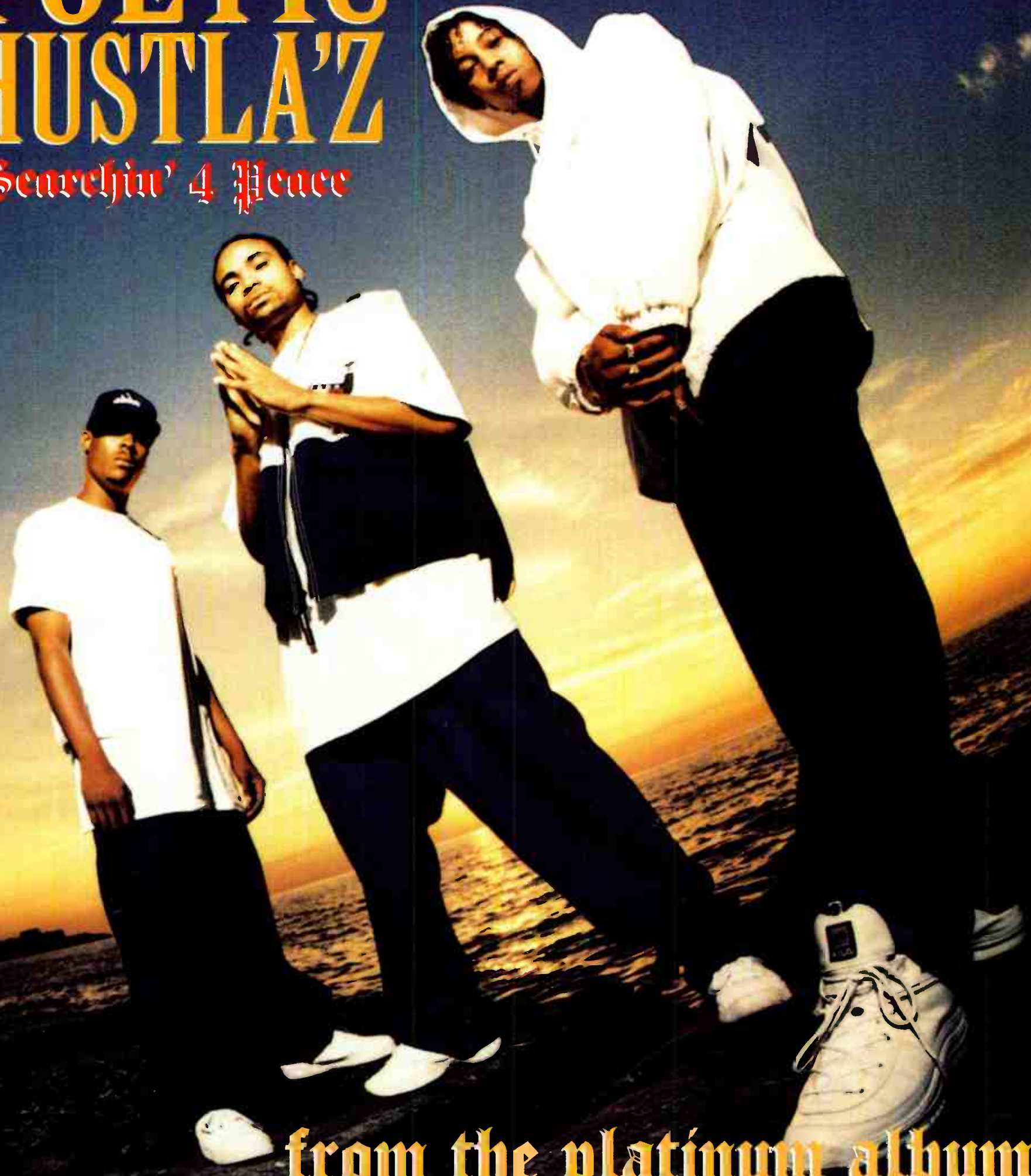
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Producer: Alan Jansson Management: Grant Thomas Management

Monitor Classifieds

pg. 6

POETIC HUSTLA'Z

Searchin' 4 Peace



from the platinum album
No Thugs family scriptures

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RADI ACTIVE BY KEVIN CARTER

Citadel To Buy 28 Tele-Media Properties

Citadel Communications is buying all 25 (soon to be 28) of Tele-Media Broadcasting's radio properties. Those stations include **WPRO AM-FM/WWLI/WLKW** Providence, R.I., **WEST/WLEV** Allentown, Pa., **WRKZ/WQXA** Harrisburg, Pa., four stations in State College, Pa., and **WQKK/WGLU** Johnstown, Pa., among others. In addition, Citadel also gets Tele-Media's existing LMAs and joint sales agreements for **WBHT/WARM/WMGs WKQV** Wilkes-Barre, Pa., which it was in the process of buying from Susquehanna. When the deal is consummated, Citadel will own 73 radio stations and operate 11 more. The reported value of the deal is \$115 million.

After extensive speculation, Westwood One will now "represent and manage the assets" of the CBS Radio Networks. CBS will continue to produce its programming; WW1 will handle sales, marketing, promotions, and affiliate relations for CBS. Shadow Traffic president **Mike D'Ambrose** becomes senior VP for WW1.

Following last week's Chicago Sun-Times disclosure that **WBBM-FM** (B96) morning hosts **Ed Volkman** and **Joe Bohannon** had won an Illinois Broadcasters Assn. best personality award for 1996, a year in which they weren't on B96, the IBA has changed its rules so that improper future entries can be disqualified, something it can't do this year.

MANAGEMENT: THE PLANET SHIFTS

SFX Broadcasting transfers **Michael K. Nasser** across the hall as station manager of modern AC **KQUE-FM** (the Planet) Houston. Nasser was station manager at soft AC sister **KODA**. Consultant **Jack Taddeo** still needs a PD.

Station manager **Ron Giovannello** is upped to GM at R&B adult/top 40 combo **WTCY/WNNK** (Wink 104) Harrisburg, Pa. He replaces **Daniel Savadove**, who was upped to Patterson Broadcasting's Eastern region VP six months ago.

PROGRAMMING: MORE MODERN AC

Top 40/adult **KAMX** (Mix 94.7) Austin, Texas, finishes its segue to modern AC. **Randy Lane** is now consulting at the station.

KJMN (Jam'n 92.1) Denver APD **Michael Hayes** makes the move from rhythmic top 40 to modern AC as PD of **WKSI** (the Point) Greensboro, N.C., replacing **Chuck Finley**. New night jock **John Cox** joins from overnights at modern **WEND** (the End) Charlotte. Hayes promises more staffers within two weeks.

Great Scott group PD **Jack Da Wack** is planning to add an outside consultancy specializing in automation and voice-tracking. Meanwhile, at Great Scott's rhythmic top 40 **WZSK** (the Shark) Ocean City, Md., MD **Michael O'Brien** exits radio.

Seattle-based Broadcast Programming picks up the syndicated "Delilah After Dark" love songs program. It will now be known as "Delilah."

After eight months as interim PD, MD/afternoon guy **Ron Pritchard** is finally named PD at **WKHQ** Northwest Michigan. Previous PD

David Fortney exited last August.

WIIN-AM Jackson, Miss., flips from its simulcast of top 40 **WYOY** (Y101.9) to ABC oldies.

The **KZIO** calls return to Duluth, Minn., on the former **WRSR**, currently a jazz outlet.

PEOPLE: A POWER PIG REUNION

WFLZ Tampa, Fla., MD/late-nighter **Tom Steele** rejoins former **WFLZ** alumnus **Hawk Harrison** as morning co-host at **WFBC-FM** (B93.7) Greenville, S.C., effective April 14. Steele replaces **Marty McFly**, who also worked at **WFLZ**, and works for PD **Rob Wagman**, who was promotions director at **WFLZ** in its Power Pig days.

Album **WRCX** (Rock 103.5) Chicago morning host **Mancow Muller** hosted mornings on R&B rival **WGCI-FM** as an April Fools' Stunt. **KHTT** Tulsa, Okla., meanwhile, went all-disco for April Fools' Day.

Modern AC **WPLL** (the Planet) Miami welcomes **Heidi Hess** for mornings from the MD/midday slot at sister album rock **WZTA** (Zeta). Hess will team up with **Steve Marshall** (ex-triple-A **WRNR** Baltimore).

WKRQ (Q102) Cincinnati production whiz **Randy Marx** exits after four years for country **KMLE** Phoenix. PD **Jimmy Steal** needs a replacement as of yesterday.

Viacom rhythmic AC **KIBB** (B100) Los Angeles picks up **KPSI** Palm Springs, Calif., MD **Bobby Sato** for P/T.

Top 40/rhythm **KPTY** (Arizona's Party Station) Phoenix midday personality **Alex Santa Maria** is upped to promotions director and P/T airwork. PD **Rick Thomas** needs a replacement.

Former **WMXV** (Mix 105) New York veteran **Jim Douglas** moves to mornings at AC **WKJY** Long Island, N.Y., replacing recently promoted PD **Charley Connolly**, who goes to afternoons.

WDCG (G105) Raleigh, N.C., hires **Tommy Owen** as morning producer. Owen was promotions director at jazz **WCCJ** Charlotte, N.C., and replaces **Jimmy Alexander**, now at **WRQX** (Mix 107.3) Washington, D.C.

KFRX Lincoln, Neb., taps **KQKQ** Omaha, Neb., APD **Jerry Balletra** for morning co-host, replacing **Andy Vaughn**, who returns to San Diego for personal reasons.

WERZ Portsmouth, N.H., midday personality **Sarah Sullivan** moves up to morning co-host, replaced by **Kim Engle** from former hot AC **WCSO** Portland, Maine, where she held down morning co-host and midday duties.

KDUK Eugene, Ore., MD/afternoon jock **Matt James** crosses the street for middays at country **KKNU**. He's replaced by **KCDD** Abilene, Texas, MD/afternoon jock **Steve Brown**. **KDUK** PD **Barry MacGuire** adds MD duties.

PK joins top 40/rhythm **WMYK** (the Beat) Norfolk, Va., for late nights from rival **WNVZ** (Z104).

Art Opperman, former PD of country **WNCY** (Y100) Green Bay, Wis., is now doing P/T for top 40/adult rival **WQLH**.

Scott Stalker (ex-**WHHH** Indianapolis) resurfaces in middays at **WRZQ** Columbus, Ind.



TOP 40 TOPICS BY SEAN ROSS

R&B Radio Enshrouded In Hits And Myth

More than a decade ago, when the R&B vs. rhythm-crossover wars started, there was a perception of R&B radio that took hold as the result of a handful of market wars in which urban stations were defeated handily, at least short-term, by "churbun" competitors. Rhythm-crossover stations, this thinking held, were usually 18-34 targeted, played more hits and more hip-hop, and were paced more like top 40 stations. R&B outlets, by contrast, were thought to do no research, played a zillion currents, and appealed only to an ethnic audience. While their competitors played undisciplined hip-hop, R&Bs were, the theory holds, playing **Freddie Jackson** and **Regina Belle**.

Sometimes that was true. There were rhythm-crossover stations that outprogrammed heritage R&B rivals, and some of them, like **WPGC-FM** Washington, D.C., and **KMEL** San Francisco, are still here to bear witness to that fact. Other crossover outlets bought R&B competitors and won the war that way. A few, like **WQUE** New Orleans and **WHQT** (Hot 105) Miami, eventually declared themselves R&B outlets. And there are plenty of others, from **WKXX** (Kix 106) Birmingham, Ala., to **WHYT** Detroit, that dented the competition, but never toppled it.

Most of those stations in that last category are gone now. But, as the rhythm-crossover/format-definitions controversy of the past two years has shown, many of the old perceptions about R&B radio still stand. Most of them were not universally true 10 years ago, and that was before R&B stations, having received the wake-up call from crossover rivals, cut their lists, added call-out, upped promotion budgets, and hired consultants. So how different are the two formats now? Let's examine some of the perceived differences.

• *Rhythm-crossover plays more hip-hop:* On the March 21 top 40/rhythm-crossover chart, the last one before three dual reporters were taken off the reporting panel, there were five rap records among the 40 most-played titles: **Freak Nasty**, **Puff Daddy**, **Notorious B.I.G.**, **MC Lyte**, and **DJ Kool**. On the same week's R&B chart, there were seven rap records: **Puff Daddy**, **Notorious B.I.G.**, **Heavy D**, **Lil' Kim**, **Makaveli**, **Foxy Brown**, and **Freak Nasty**. Of the records shared by the two formats, **Freak Nasty**, **MC Lyte**, and **DJ Kool** had peaked higher on the rhythm-crossover chart. **Notorious B.I.G.** and **Puff Daddy** both scored higher at R&B. Also, the young-end R&B station was a rarity in 1986. In 1996, there's **WHTA** (Hot 97.5) Atlanta, **KKBT** (the Beat) Los Angeles, **WEJM** (106 Jamz) Chicago, and a handful of heritage R&B outlets that are much more willing to play rap hits all day long.

• *Rhythm-crossover plays its records more:* Only two of the dual reporters are significantly outside the 40-55 spin range now found at most major-market R&B outlets: **WJMH** (102 Jamz) Greensboro, N.C., and **KBXX** (the Box) Houston. **WPGC's** most-played record last week got 48 spins; its rival, **WKYS**, gave its most-played song 49 spins. **WERQ** (92Q) Baltimore is at 53 spins; its rival, **WXYV** (V103), was at 51. Of the 18 stations on last week's R&B Airplay page of Top 40 Airplay Monitor, five—not including dual or former dual reporters—were above 55 spins a week. Only three were below 40: **WEDR** Miami, **WZAK** Cleveland, and **WOWI** Norfolk, Va. Are those badly programmed stations? All three have been No. 1 in their market recently and have withstood rhythm-crossover competition at some point in the last 10 years. **WZAK** and **WOWI**, for that matter, ended up purchasing their competitors.

• *Mainstream R&B stations play more stiffs; rhythm-crossover stations are more selective:* Let's go to last week's R&B Airplay page again. Of the top 20 R&B records, only one title never received any real airplay at any of the six stations that are dual or former dual reporters: ♪s "Somebody's Somebody." Only five other titles had failed to achieve at least

a few weeks' airplay at all six of the duals. The new **Mint Condition** had two of the six. **Montell Jordan** had three of the six. **112** and the new **Aaliyah** had four of the six. **Heavy D** had five of the six. For the six stations in question, at least, mainstream R&B's music is usually their music, too.

• *Mainstream R&B appeals, by design, only to the black audience; rhythm-crossover's ethnic composition is more varied:* Let's look at **WPGC** and **WKYS**. In the fall Arbitron, **WPGC's** cume was 68% black and 5% Hispanic. **WKYS' cume** was 70% black and 5% Hispanic. As for where the quarter-hours come from, **WPGC** got 83% of its from black listeners; **WKYS** got 77% of its from blacks. How about Baltimore? **WXYV** gets more of its cume from black listeners (79% to 92Q's 74%) but fewer of its quarter-hours (85% to 92Q's 87%). Now consider **KKDA-FM** (K104) Dallas, an R&B station whose format identity has never been questioned. K104 gets 82% of its quarter-hours from blacks, but only 63% of its cume is black.

• *Rhythm-crossover stations have a more top 40 presentation:* It's hard to imagine what an inherently "top 40" presentation would be at a time when top 40's energy and production elements have been appropriated by every format from R&B to country to oldies. Are crossover stations tighter formatically? That was the perception 10 years ago. Today, with the move back to high-profile personality, the station interrupting its music sweep for a listener phone call could be in any format. And by the time the **WQHT/WRKS** rivalry ended in duopoly, **Hot 97** was the station with a high-profile personality in every daypart, and **WRKS** was the one where the jocks still read liner cards. Are rhythm-crossover stations more "general market" in their vocabulary or subject matter? It was two crossover stations, **KMEL** and **WQHT**, that helped launch the movement toward hip-hop slang on the air. Now, you're likely to hear the deliberate use of street language everywhere.

At the core of the notion that top 40/rhythm-crossover was somehow different was the inference that top 40 stations were an inherently better-programmed format. Today, one has only to look at Monitor's national Arbitron ratings to see that proved false. There, R&B stations have beaten top 40 stations for six books running and were tied for the two before that. In the major markets, it's hard to find a heritage R&B station that's not leading its top 40 rival or, at worst, as in the case of Dallas and Miami, running neck and neck with it. Some folks believe that's Arbitron methodology at work, but switch to Accuratings, where top 40 usually performs better, and you'll find that R&B stations get a corresponding lift there, too.

One of the reasons we've added the R&B Airplay page to Top 40 Airplay Monitor is because we wanted to make sure that stations such as **WQHT** and **KBXX** continue to be represented in this publication and that their information remains available to those PDs who watch them. We've never denied those stations' importance to the industry; we just find it impossible to say that they now differ significantly from other stations that specialize in R&B music. Beyond that, the nationwide success of R&B radio means that there are other influential stations that should be relevant to top 40 programmers, too. At a time when the industry wonders how to create more stories about R&B records, having three times as many R&B stations represented in these pages is, we hope, one way to spotlight more potential crossovers.

Besides, the fact that so many misperceptions about R&B radio have flourished suggests that many top 40 record folks aren't getting much exposure to it. If that's the case, how can one really be surprised by how many top 40 programmers still regard **Dru Hill** or **Erykah Badu** or **Yvette Michelle** as far afield from their own formats, no matter what those records sell? The first step in changing that perception is more information.

ON THE AIR

NEW STATIONS AND OTHER REPORTER CHANGES FROM BDS & AIRPLAY MONITOR

Effective this week, **KKLQ** (Q106) San Diego moves from adult top 40 to top 40/mainstream, and **WEZB** (B97) New Orleans moves from top 40/mainstream to adult top 40. **KSFI** Salt Lake City (PD Dain Craig, MD Lyle Morris, 801-524-2600) is added to the AC panel. Mainstream top 40 remains at 83 reporters. Adult top 40 is at 58 stations. AC now has 55 reporters.

Photo Op . . . Or Muffled Cry For Help?



Real-life drama unfolds backstage at a recent KHOM New Orleans show. Ichiban recording artist Tia, center, unwittingly captures another hapless DJ in her performance-strength hair gel. This week's victim: KHOM MD Tom "Jammer" Naylor, left, who grimaces in pain as concerned APD/midday personality Kandy Klutch, right, looks on.

They Wanna B With Z



Curb artists Jana and Fun Factory hang out with the WNVZ (Z104) Norfolk, Va., crew. Shown, from left, are Fun Factory's Rod D., Jana, MD "Wild" Jay West, Fun Factory's Steve and Marie-Annette, and PD Don London.

EDITOR: SEAN ROSS
 MANAGING EDITOR: KEVIN CARTER
 DIRECTOR OF CHARTS: THEDA SANDIFORD-WALLER
 ADULT CHART MANAGER: STEVEN GRAYBOW
 REPORTER: DANA HALL
 CONTRIBUTORS: KEN BARNES, HESTON HOSTEN
 CHART PRODUCTION MANAGER: MICHAEL CUSSON
 ASST. CHART PRODUCTION MANAGER: ALEX VITOLUIS
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 1515 Broadway, New York, NY 10036 212-764-7300
 5055 Wilshire Blvd., 7th floor, Los Angeles, CA 90036 213-525-2300
 For subscriptions call: 800-722-2346

Airplay Monitor reporting panels are based solely on a station's musical content.

M Street Format Monitor

Top 40 Makes Stab At Top 10 Formats

Is top 40 going to become a top 10 format again? Maybe, if it has two or three more months like the one it had in March, according to the M Street Format Monitor.


Top 40—including mainstream and rhythmic outlets—was up seven stations this month, many of them apparently former hot ACs that made the segue back. It's top 40's second up month in a row (it had a net gain of nine stations in February) and third up month out of the last four: Top 40 is now 14 stations behind the No. 10 format, classic rock.

Country, after an up month in February, was down slightly. Mainstream R&B stations were down sharply, but the number is off only

slightly when you consider mainstream and adult outlets together.

March's fastest-growing format was adult standards, followed by top 40 and triple-A, which continues to get a boost from the adult modern movement. The total number of stations on the air was up slightly (10,065 to 10,081), but the number of stations off-air dropped by almost 60, as more silent stations sent their licenses back to the FCC.

M Street is a Nashville-based provider of format data to the radio and record industries. It can be reached at 615-865-2598. The M Street Format Monitor appears in the first issue of Airplay Monitor each month.

RANK		The M Street  FORMAT MONITOR	STATION COUNT		
THIS MONTH	LAST MONTH		MAR. '97	FEB. '97	NET GAIN OR LOSS
FORMATS <small>Copyright M Street Corp. 1997</small>					
1	1	Country	2,518	2,520	(2)
2	2	News/Talk	1,126	1,127	(1)
3	3	Adult Contemporary	927	930	(3)
4	4	Oldies	741	736	5
5	5	Religion (Music)	617	611	6
6	6	Adult Standards	522	513	9
7	7	Spanish	470	472	(2)
8	8	Religion (Talk)	421	423	(2)
9	9	Soft AC/Easy Listening	386	385	1
10	10	Classic Rock/Hits	362	358	4
11	11	Top-40/Mainstream/Rhythm	348	341	7
12	12	Top-40/Adult	278	283	(5)
13	13	Mainstream Rock	266	265	1
14	14	Sports	188	186	2
15	15	R&B	176	181	(5)
16	16	R&B Adult/Oldies	170	167	3
17	18	Modern Rock	152	155	(3)
18	17	Miscellaneous	147	156	(9)
19	19	Triple-A	129	122	7
20	20	Jazz	94	93	1
21	21	Classical	43	41	2
Total commercial operating stations			10,081	10,065	
Stations off the air			217	274	

○ Formats showing an increase in station count over the previous chart, regardless of chart movement.

RADIO CONCERT MONITOR

DATE	CALL LETTERS	EVENT	SCHEDULED TO APPEAR
April 5	WZJM Cleveland	Spring Break Jam	Le Click, Livin' Joy, Sabelle, Shannon, Wild Orchid
April 9	WPFM Panama City, Fla.	Big Show	2 Live Crew, Freak Nasty
April 12	KRBE Houston	Earth Day Fest	Erykah Badu, Barenaked Ladies, Toad The Wet Sprocket
April 12	WHPT Tampa, Fla.	Ybor Rock N' Blues	The Odds
April 19	KIKI (I94) Honolulu	17th Brown Bags to Stardom	Az Yet, Quad City DJ's, more
April 24	KDON Salinas, Calif.	Concert	Wild Orchid, Roger & Zapp
April 25	KWNZ Reno, Nev.	Spring Jam	Angelina, Dazz Band, Debbie Deb, Jana, Yvette Michele, Robin S., Sabelle, Shades, Wild Orchid, Roger & Zapp
April 26	KBOS Fresno, Calif.	Spring Jam '97	Angelina, Debbie Deb, Jana, Yvette Michele, Quad City DJ's, Roger & Zapp, Spanish Fly, Total, Wild Orchid
April 27	KWIN Stockton, Calif.	Flood Aid '97	Jana, Joose, Katalina, Livin' Joy, Yvette Michele, Jennifer Page, Sabelle, Spanish Fly, Wild Orchid, more
May 12	KDWB Minneapolis	Star Party	Gina G, Real McCoy, more
May 17	WAPE Jacksonville, Fla.	Listeners Only Party	Real McCoy
May 21	KMXV Kansas City	Sixth Birthday Bash	Merrill Bainbridge, Donna Lewis, Real McCoy
May 24	WHPT Tampa	Sunset Music Series	TBA
May 26	WKSE Buffalo, N.Y.	Kiss the Summer "Hello" Concert	Livin' Joy, Real McCoy, Jon Secada, Temperance, Wild Orchid, more
May 28	WPXY Rochester, N.Y.	Summer Jam	TBA
May 31	WXKS (Kiss 108) Boston	Kiss Concert 18	TBA
May 31	WMGI Terre-Haute, Ind.	Wabash Festival	Jana, more

Let us monitor your event! Kevin Carter: 213-525-2303 or E-mail KCarter@billboardgroup.com

Even When A Rival Dies, Ratings Can Take Six Months To Show A Change

Continued from page 1

val WJZZ went R&B.

KLUC Las Vegas switched rival KJMZ to modern AC KMXB last April. In the spring book, KLUC showed an immediate boost, up 5.3-7.1. By the fall, it was up to a 9.3 share.

But those stations were lucky. When classical WNCN New York became hard-rockin' WAXQ in 1993, WQXR president/GM Warren Bodow got calls from WNCN's former advertisers within an hour. Despite this, it took six months for WNCN's Arbitron shares to migrate to WQXR.

Similarly, R&B oldies WGCI-AM Chicago fell 1.5-1.1 12-plus in one book when competitor WJPC-FM signed on in 1993. While WJPC-FM went away in summer 1994, WGCI-AM didn't see a 1.5 share again until winter 1995.

Country WKLB Boston saw an immediate gain from the loss of rival WBCS last fall. But while WBCS had a 2.4 share 12-plus in its last book, WKLB has, thus far, gained only half of that share.

Then there's Cincinnati, where classic rock WOFX (the Fox) flipped to jazz, then moved to the frequency of its former classic hits rival. WOFX PD Tony Tolliver says it took a year for WOFX's audience to follow the station to the new frequency. Even now, WOFX is in the mid-4s, while the two stations had a combined 6 share. But that equation doesn't take into account heritage album rock sister WEBN, which, Tolliver says, "benefited more than anyone."

Michael Martin, PD of top 40/rhythm-crossover KLYD (Wild 107) San Francisco, saw about a 1-share gain when 4-share KHQT (Hot 97.7) San Jose, Calif., went triple-A. Similarly, KZHT (Hot 94.9) Salt Lake City PD Chet Buchanan thinks he got less than a share when modern-leaning top 40 sister KUTQ (Q99) went classic rock last year.

In Tulsa, Okla., R&B KJMM was up only 2.9-3.2 in the book after rival KTOW went away. (It has since been as high as a 4 share.) But, as PD Terry Monday notes, "when KJMM entered the market, we took the majority of KTOW's listeners by creating a street buzz with promotions, DJ appearances, and word-of-mouth. We ended up hiring away at least five of their jocks. I think we had the majority of listeners in the market before they even changed format, and the few still tuned in to them were just shared come anyway."

As Kevin Brown, PD of KBLX San Francisco—whose adult R&B rival KSOL went Spanish last year—notes, "The audience is never going to go where you expect them to, and if you take it for granted that they will just gravitate to you, then you're fooling yourself."

THE 75% SOLUTION

When modern WBZU Richmond, Va., flipped frequencies and calls with rival WVGO, PD J.J. Quest says it took about six months for the ratings to follow. Quest expects to eventually assume at least 75% of WVGO's numbers.

According to Strategic Media Research VP Tripp Eldredge, that's typical. The best a surviving station can ever hope to get is a percentage of its former competitor's shares, never all of them, he says. That percentage varies between 25% and 75%, based on what kind of marketing the surviving station does and factors like whether it picks up any air talent from its former rival.

The audience that will move from one station to another will do so within two books of a format change, according to Eldredge, and "most of it happens very quickly, within weeks." Strategic's AccuRatings usually begin showing the migration pattern within a month. After two books, he says, no more migration will take place. Those listeners who haven't switched to the surviving entity "go into a different listening mode," often a different format.

In most cases, he adds, radio listeners already know the rival station exists but sometimes don't choose to find it on the dial after their favorite station changes format. The longer the surviving station has been on-air, says Eldredge, the more likely it is to pick up the listeners from its competitor.

In Richmond, Quest notes that the six month lag may have stemmed from how the switch took place. First, the two moderns were simulcast, then WBZU remained standing at WVGO's old frequency and WVGO retained those calls for its new oldies format. Quest says that confused listeners for a while afterward.

Similarly, modern KTBB (the Buzz) Houston was in a heated battle with modern-leaning top 40 KRBE when the latter returned to mainstream top 40. As KTBB PD Cruze notes, "One thing that people forget a lot of times... is that this is a business of recall. I'm sure there are people who listened to KRBE for four or five years who switched to us, who are still writing KRBE down in their diaries, as much time as we spend and as much emphasis as we put on trying to tell them who we are and getting them to remember that. As long as we're judged by Arbitron, [by] passive recall, we're not going to see quick change to the stations moving around. It just doesn't happen that way."

"A lot of listeners were upset that they didn't have a choice anymore," Quest adds. "Maybe they didn't prefer one station over the other; they just liked being able to go somewhere else when we were playing commercials."

THREE-WAY OF LOVE

A three-way rivalry will muddy the waters even more. When Pittsburgh lost country WQKB (the Bear) 2½ years ago, country leader WDSY (Y108) saw only a tenth of a share gain in the next Arbitron book, although similarly formatted sister WXR (the Rebel) was up eight-tenths of a share in the same book. But when WXR went modern rock in fall 1995, WDSY saw an immediate benefit in the first book, jumping 6.9-8.3.

Oklahoma City had three country stations until last summer, when KEBC became modern rock KNRX. Charlie Harrigan, OM for country survivors KTST (the Twister) and KXXY, says that while both of his stations benefited, he saw a lot of listener sampling between the two, indicating that listeners could not immediately decide which they wanted to "stick with as their favorite." In fact, he says that fluctuation has continued for the seven months since KEBC's change. Still, both stations have continued to gain audience since then, with KXXY jumping 8.9-13.9 12-plus and KTST growing 5.5-6.9.

Seattle's two remaining country stations saw almost no benefit when owner EZ Communications purchased KCIN, the market's third country station, and flipped it to rhythmic AC. "We had anticipated that [KYCW] Young Country and KMPS would gain quite a bit from [KCIN] going away," says Becky Brenner, general program manager for EZ's Seattle properties. "In reality, it appears that either people had already determined that they didn't want to listen to one of the other stations and went away [from country] altogether, or there was not a huge amount of exclusive cume" for KCIN. Brenner and other EZ staffers heard from several former country listeners who said they became rhythmic AC listeners simply because their radios were already tuned to 106.1 FM.

SPEEDING UP THE PROCESS

For those stations looking to claim a former rival's listeners, Quest advises emphasizing your format exclusivity. "You don't have to say, 'We're the only one left' or 'There's nothing else to listen to,' but 'We do it right, and we're the only one.'"

Bodow ran a half-page ad in the co-owned New York Times a week after the WNCN switch. "There was a lot of worry among classical listeners that if one station could go away, why not the other? So we wanted to give listeners the confidence that there was going to be a station for them."

Aside from picking up PD Ali Castellini from WNRQ, WXDX also adopted WNRQ's "the Revolution" handle. "We still use that in some of the imaging drops. And that's slowly being weeded out," she says. Being co-owned with album WDVE allowed Castellini to narrowly target 18-34, which she believes helped.

KTBB's Cruze changed his music coding. "We made sure that you were never more than one song away from a song that would be familiar to a KRBE PI listener from before they switched... We tried to really tiptoe toward that KRBE PI listener and make sure that if we were playing a Toadies song we knew our core was crazy about, but that a KRBE PI didn't know, the next song might be 'Good' by Better Than Ezra... It's kind of like having the welcome mat out."

MONITOR PROFILE

Mike Marino Gambles With Modern AC, Finds The Right Mix For Vegas

For Mike Marino, programming modern AC KMXB (Mix 94.1) Las Vegas has meant stepping outside the comfort zone he had carefully crafted during his days at rhythm-crossover outlets KGGI Riverside, Calif., and KMEL San Francisco. "This transition made me ask questions I never thought I would ask and has certainly made me more humble," says Marino. "I had been doing the same thing for so long, and you get to the stage where you think you have all the answers. Basically, I had gotten too comfortable."

Marino accepted his first PD gig in late '95, when he took the reins of what was top 40/rhythm KJMZ (94.1 Jamz), then owned by Parker Communications. Former KGGI PD Bob West (now programming KSFM Sacramento, Calif.) taught Marino to integrate Hispanic family values into the stationality of Jamz. "Not to sound like a cliché, but with our Latin audience, it was 'God, family, and oldies,' and I mean that in a positive way," Marino says. Jamz subsequently moved 3.8-4.9 12-plus, while across the street, KLUC dropped 7.8-5.3.

Soon after, American Radio Systems bought



Mike Marino
Program Director
KMXB Las Vegas

'We serve an audience that hasn't gotten old and sappy enough for soft AC'

KLUC from Nationwide and then grabbed KJMZ with an eye to building a successful 18-34 combo. "They envisioned both stations reaching a different segment of the available 18-34 audience," says Marino of the decision to dismantle and retool KJMZ as modern AC, so as to not overlap formatly with KLUC.

"I was familiar with modern AC artists but had never played them," Marino admits. During his crash course in the format, he was supported by GM Cindy Schloss, WBMX (Mix 98.5) Boston PD Greg Strassell, and ARS co-CEO John Gehron. "They knew from listening to Jamz that I had the basics down, and they gave me every chance to prove myself."

Marino quickly discovered that the new Mix 94.1 required a different kind of stationality: "Very non-DJ, non-cliché, non-puke delivery," he says. "We're now serving an audience that has outgrown the edgier hip-hop or alternative music but hasn't gotten old and sappy enough for the soft ACs."

Ironically, when Mix debuted, Marino says, it was just a gussied-up AC with an attitude. "We've since refocused, and it's now more compatible with an alternative-leaning audience, but with a mass-appeal factor to a 25-39 audience."

"A 34-year-old woman loves being caught trying to be hip. And we're that hip station that all of her friends seem to be listening to. Our listeners come to us because they're looking for the hottest ticket in town, whether it's music, movies, concerts, or any other cool local events."

"I still consider myself a tight programmer," Marino adds. "I don't add a lot of records weekly, but I'm able to take more chances musically, because this audience is thriving on new music."

Here's a recent 10 a.m. hour on KMXB: Cranberries, "Dreams"; Better Than Ezra, "Desperately Wanting"; Alanis Morissette, "Head Over Feet"; Seal, "Kiss From A Rose"; Wallflowers, "One Headlight"; Hootie & the Blowfish, "Tucker's Town"; Modern English, "I Melt With You"; Counting Crows, "A Long December"; No Doubt, "Don't Speak"; Gin Blossoms, "Hey Jealousy"; Blues Traveler, "Run-around"; and Sarah McLachlan, "Possession."

So what about this modern AC thing? Aside from Greg Strassell at sister WBMX, Marino was one of the format guinea pigs for ARS. "They've been using this station as a kind of blueprint for other stations in the company," he says. "We've made a lot of positive moves and also made some mistakes, but we've learned from our experiences."

Marino networks with other PDs in this fledgling format. "Although it's great that we have such strong artists right now as Sheryl Crow, Alanis, Jewel, etc., my only concern with this format is [having] a supply of great songs to fill it. This is not just an artist-driven format; the songs also have to be right."

Here's another format eye-opener: "It sure feels different working in a format where a ballad is not always the No. 1-testing record of the week."

After 11 months without a morning show, Marino hired another pair of rhythm-crossover exiles, Mark and Mercedes from the late KJMN (Jam'n 92.1) Denver. For two weeks prior to its arrival, the duo stunted by "breaking in" during songs, stopsets, etc. "We were faced with the choice of prosecuting them or hiring them," jokes Marino. As penance, Mark and Mercedes have been ordered to carry out 9,400 hours of community service to the station (or 391 days, whichever comes first).

Marino is covering middays while he searches for a permanent replacement. Afternoon jock/MD Kevin "Kozman" Maxwell is a vet of the late KOY-FM (Y95) Phoenix; KKXX Bakersfield, Calif.; KFRR Fresno, Calif.; and (as PD) modern KDJK Modesto, Calif. Night jock Nikki and overnighter Ty Shante are survivors of the Jamz days.

Although Mix and KLUC are now part of one big happy family, Marino says the competition is still spirited—but not mean-spirited. "The olive branch has been extended," he says. "We still take jobs at them, but they're aimed at the format, not at the personalities. Being a relatively new station, we're still positioning ourselves; if we have to also reposition another station, whether KLUC, the AC, the alternative, or the classic rock, so be it."

"I have a rule that jocks must have at least three local thoughts per shift so we can stay locked in," says Marino. "With all the activity in this town, it's easy to have 10-15 local thoughts per shift."

Despite its new-found popularity and growth, Las Vegas remains "the most misunderstood city in America," says Marino. "You automatically think of casinos, but no one thinks of where our audience really is: the malls, the hair salons, the Wal-Mart. Revenue in this market has been increasing dramatically every year" in a city that welcomes more than 4,000 new citizens a month.

The involvement of consultant Dave Shakes has been the crowning touch for Mix. Marino says. "Dave has helped us with our marketing, promotions, positioning, and stationality, which includes the right voice guy, James Justice," he says. "He's a believer in taking a step back from research and using it to confirm gut instincts, not to dictate policy. At this stage, if you're using only research to run your station, to quote my homies, 'You better check yo' self.'" KEVIN CARTER

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■ Mid West Conclave (July 16 - 20)	July 18	July 9
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■ NAB Show (Sept. 17 - 20)	Sept. 19	Sept. 10
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TOP 40 • COUNTRY • R&B • ROCK

Strongest Increase In Airplay This Week

MAINSTREAM INCREASE IN PLAYS

HANSON • *MmmBob* (MERCURY) +500
KZZU +34, WLKT +22, WKSE +20, KKRZ +19, WAEB +18, WKRZ +18, WKSS +17, WXXX +15, WNKS +15, WSSX +15

BRUCE SPRINGSTEEN • *Secret Garden* (COLUMBIA) +363
WNTQ +34, KJYO +29, WGTZ +28, WZNY +25, WPST +23, WAPE +22, WZST +18, WRVQ +18, WXXL +17, WXXX +15

THE WALLFLOWERS • *One Headlight* (INTERSCOPE) +262
WFLY +38, KJYO +31, KDWB +26, WLKT +18, WJBO +18, WHOT +16, WSTR +16, KQKQ +15, WGTZ +13, WPRO +11

MARK MORRISON • *Return Of The Mack* (ATLANTIC) +237
WJBO +22, WBLI +21, KIIS +19, KRQQ +18, WGTZ +18, KHFI +16, KKRZ +15, WYCR +15, KKLQ +12, KHKS +11

INXS • *Elegantly Wasted* (MERCURY) +230
WZPL +17, WZST +13, WFLY +13, KZHT +13, KKRZ +12, WXXX +11, WNTQ +10, WKCI +10, WWST +10, KJYO +10

WHITE TOWN • *Your Woman* (BRILLIANT!/CHRYSALIS/EMI) +223
WBHT +14, WAPE +14, WQSL +13, WKSS +13, WKSZ +12, WZST +12, KKRZ +12, KIIS +12, WNTQ +9, WXXS +9

MONICA • *For You I Will* (ROWDY/WARNER SUNSET/ATLANTIC) +222
KZHT +26, WKSE +22, KHFI +18, WWZZ +16, KBFM +16, KRQQ +16, WZST +15, KKRZ +14, WQSL +13, WSTW +13

SHAWN COLVIN • *Sunny Came Home* (COLUMBIA) +198
WPRO +23, WQSL +14, WZST +10, WFLY +10, WHTZ +9, KSMB +8, WZYP +8, WNTQ +8, WSTR +8, KKRZ +8

U2 • *Staring At The Sun* (ISLAND) +198
KZHT +24, WLKT +19, KQKQ +17, WYSR +16, KHFI +16, KRUF +12, KKDM +12, WWST +10, KSMB +9, KKRZ +8

SPICE GIRLS • *Say You'll Be There* (VIRGIN) +192
KH-TT +52, KQKQ +16, WABB +16, WHYI +14, WGTZ +13, KBFM +11, WPRO +8, WZPL +7, WZNY +6, WKCI +6

RHYTHM-CROSSOVER INCREASE IN PLAYS

THE NOTORIOUS B.I.G. • *Hypnotize* (BAD BOY/ARISTA) +227
WSGF +34, WWKX +32, KPWR +29, WMYK +24, KDON +19, KMEL +18, WFHN +17, KLUC +14, WBBM +12, WERQ +10

MARY J. BLIGE • *Love Is All We Need* (MCA) +190
WSGF +34, KDON +31, KPWR +25, KIKI +21, KQKS +21, KCAQ +13, WWKX +10, WNVZ +10, KDNR +8, KTFM +7

SWV • *Can We* (JIVE) +166
KPWR +24, KUBE +22, WSGF +21, WNVZ +18, KTFM +18, KKFR +16, KMEL +11, WKXJ +9, KDGS +8, KSFM +6

BLACKSTREET • *Don't Leave Me* (INTERSCOPE) +115
WNVZ +19, WSGF +18, WPOW +16, KKSS +14, KBOS +11, KKFR +11, KQMQ +10, KTFM +10, KIKI +8, KPRR +8

DRU HILL • *In My Bed* (ISLAND) +71
KZFM +19, KQMQ +17, KSFM +15, KIKI +12, KMEL +8, KGGI +7, WKXJ +6, KYLD +6, WFHN +5, KKFR +5

NU FLAVOR FEATURING ROGER • *Sweet Sexy Thing* (REPRISE) +69
KSFM +18, WFHN +15, KZFM +13, KDNR +12, KKSS +8, WKXJ +7, KDGS +5, WJJS +5, WWKX +5, KGGI +5

B-ROCK & THE BIZZ • *My Baby Daddy* (TONY MERCEDES/LAFACE/ARISTA) +68
KQMQ +18, KIKI +12, KUBE +10, WMYK +9, WPOW +9, KLUC +8, KPRR +6, KMEL +6, WERQ +3, WPGC +3

112 • *Cupid* (BAD BOY/ARISTA) +67
KUBE +20, WSGF +13, KCAQ +7, WERQ +6, KSFM +6, WPGC +5, XHTZ +4, KMEL +4, KYLD +3, KQMQ +2

MARK MORRISON • *Return Of The Mack* (ATLANTIC) +66
KLUC +16, KKSS +16, KYLD +14, WKXJ +12, KPRR +12, WPGC +10, WJMN +9, WDRQ +8, WFHN +4, KCAQ +3

ROME • *I Belong To You (Every Time I See Your Face)* (RCA) +65
WSGF +35, KCAQ +10, WKXJ +9, WHHH +7, KDGS +5, WWKX +2, XHTZ +1

1 VH MUSIC FIRST

Table with 5 columns: Rank, Artist, Title, TW, LW. Lists top 50 music videos such as 'The Wallflowers, One Headlight' and 'Jewel, You Were Meant For Me'.

ADULT CONTEMPORARY INCREASE IN PLAYS

BRYAN ADAMS • *I'll Always Be Right There* (A&M) +121
WASH +29, WIOG +17, WAHR +14, KIOI +13, KUDL +12, WALK +8, KTHT +8, KESZ +5, KLYF +5, WARM +4

BRUCE SPRINGSTEEN • *Secret Garden* (COLUMBIA) +118
WIOG +18, WSLQ +16, WMJQ +13, WMGS +12, WALK +10, WRMF +9, WLEV +8, WMYI +8, KTDY +7, WLTE +5

JEWEL • *You Were Meant For Me* (ATLANTIC) +109
WBBQ +17, WMGS +17, WMYI +17, WDEF +15, KMGA +10, WINK +9, WGSY +8, WRVF +7, KURB +6, WTFM +5

KENNY LOGGINS • *For The First Time* (COLUMBIA) +101
WINK +24, WDEF +14, WTFM +11, WMGS +10, WMJQ +9, WLAC +6, WASH +5, WLTE +5, KGBX +4, KOSI +4

R. KELLY • *I Believe I Can Fly* (WARNER SUNSET/ATLANTIC/JIVE) +79
WINK +24, KUDL +17, WWNK +17, KBIG +10, KMGA +8, WRMF +8, WDOI +7, WBEB +6, KISC +5, KESZ +4

ADULT TOP 40 INCREASE IN PLAYS

SHAWN COLVIN • *Sunny Came Home* (COLUMBIA) +193
KFMB +36, WQAL +21, WQLH +18, WWDE +15, WMYX +11, KYKY +10, WKQI +10, KPLZ +9, WRVW +8, WPTE +7

BRUCE SPRINGSTEEN • *Secret Garden* (COLUMBIA) +151
WQAL +43, WOMX +16, KPLZ +12, WRQX +12, WKDD +11, WKQI +11, WEZB +10, KZZP +8, WAKS +8, WWMX +8

THE WALLFLOWERS • *One Headlight* (INTERSCOPE) +142
WMYX +23, KKOB +15, WLUP +11, KBEE +9, WEZB +9, KYKY +9, WAEV +8, WWDE +8, KISN +8, WVIC +8

R. KELLY • *I Believe I Can Fly* (WARNER SUNSET/ATLANTIC/JIVE) +135
WMXL +26, WWDE +22, WKTI +20, WKQI +17, WMXS +16, KBKS +13, WSNE +10, WMTX +6, KBEE +4, WYXR +4

U2 • *Staring At The Sun* (ISLAND) +132
WAEV +22, WPLJ +22, WRVW +17, WALC +15, WQLH +11, WMC +10, WKDD +7, WPNT +6, WQAL +5, WMXB +5

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Light (under 15): KHKS, WFLZ, KKRZ, KZHT, WJMN, WRVW, WZYP, WXXB, WRHT, WWST, WPXY, WHOT, KKRZ, WDJX

Top Requests Everywhere! Album in-stores May 20!

DATA

POWER PLAYLISTS

For Week Ending March 30, 1997



Playlists supplied by Broadcast Data Systems' Radio Track service. Songs ranked by number of plays in monitored week.

Table for G105 station, Raleigh, NC. PD: Brian Burns, MD: Kip Taylor. List of 40 songs with TW and LW columns.

Table for KISS 95.1 station, Charlotte, NC. PD: Brian Bridgman, MD: Marcie Crescente. List of 40 songs with TW and LW columns.

Table for PRO-FM station, Providence, RI. PD: Chris Shebel, MD: Tony Mascaro. List of 40 songs with TW and LW columns.

Table for ALICE 106 station, Denver, CO. PD: Gregg Cassidy, MD: Cha Cha. List of 40 songs with TW and LW columns.

Table for MIX 93.3 station, Kansas City, MO. PD/MD: Jon Zellner. List of 40 songs with TW and LW columns.

Table for MIX 104.1 station, New Orleans, LA. PD: Bill Thorman, APD: Kandy Klutch, MD: Tom Naylor. List of 40 songs with TW and LW columns.

Table for WIXX station, Green Bay, WI. PD: Dan Stone, MD: David Burns. List of 40 songs with TW and LW columns.

Table for WZPL station, Indianapolis, IN. PD: Tom Gjerdrum, MD: Dave Decker. List of 40 songs with TW and LW columns.

Table for KKLQ station, San Diego, CA. PD/MD: Mark Todd. List of 40 songs with TW and LW columns.

Table for WBLI station, Long Island, NY. PD: Ken Medek, MD: Al Levine. List of 40 songs with TW and LW columns.

Table for KISS 98.5 station, Buffalo, NY. PD: Sue O'Neil, APD/MD: Dave Universal. List of 40 songs with TW and LW columns.

Table for KHFI station, Austin, TX. PD: John Roberts, APD: Krash Kelly, MD: Fernando Ventura. List of 40 songs with TW and LW columns.

Table for WSTW station, Wilmette, IL. PD: Mike Sommers, MD: Mike Rossi. List of 40 songs with TW and LW columns.

Table for FLY 92 station, Albany, NY. PD: Mike Morgan, MD: Ron 'Sugarbear' Williams. List of 40 songs with TW and LW columns.

Table for KJ103 station, Oklahoma City, OK. PD: Mike McCoy, MD: Joe Friday. List of 40 songs with TW and LW columns.

Table for 98PXY station, Rochester, NY. OM/MD: Clarke Ingram, APD/MD: J.J. Rice. List of 40 songs with TW and LW columns.

Table for Z93 station, Dayton, OH. OM: Michael Luczak, PD: Mary Franco, MD: Dani Steele. List of 40 songs with TW and LW columns.

Table for 93Q station, Syracuse, NY. PD: Tom Mitchell, MD: Jimmy Olsen. List of 40 songs with TW and LW columns.

POWER PLAYLISTS

For Week Ending March 30, 1997

MMM Broadcast Data Systems logo and text: Playlists compiled by Broadcast Data Systems. Radio Track and Song counts by number of plays on monitored week. Playlists are listed in order of descending counts, beginning with the highest-counting station. Counts are updated each week following the release of the Friday and File A station surveys. The number of stations shown each week varies depending upon space.

WKRZ PD: Tony Banks APC/MD: Jerry Padden. Top 40 list with TW/LW columns. Includes songs like 'Cardigans, Loveloft' and 'En Vogue, Don't Let Go'.

WVKS VP/Pgm: Mike Wheeler MD: Bill Michaels. Top 40 list with TW/LW columns. Includes songs like 'Savage Garden, I Want You' and 'Jewel, You Were Meant For Me'.

B104 PD: Brian Check MD: Chuck McGee. Top 40 list with TW/LW columns. Includes songs like 'No Doubt, Don't Speak' and 'Jewel, You Were Meant For Me'.

WDJX PD: C.C. Matthews APD/MD: Karen Rite. Top 40 list with TW/LW columns. Includes songs like 'Jewel, You Were Meant For Me' and 'Keith Sweat, Nobody'.

B93.7 PD: Rob Wagman. Top 40 list with TW/LW columns. Includes songs like 'Babyface Feat. Kenny G, Every Time I Clo' and 'Spice Girls, Wannabe'.

WAPE PD: Cat Thomas APD/MD: Tony Mann. Top 40 list with TW/LW columns. Includes songs like 'Luscious Jackson, Naked Eye' and 'Jewel, You Were Meant For Me'.

B104 DM: Billy Santiago MD: Jeff DeWitt. Top 40 list with TW/LW columns. Includes songs like 'No Mercy, Please Don't Go' and 'Cardigans, Loveloft'.

WSNX PD: John Thomas MD: Keith Curry. Top 40 list with TW/LW columns. Includes songs like 'Spice Girls, Wannabe' and 'Savage Garden, I Want You'.

WZYP PD: Marc Summers MD: Chris Callaway. Top 40 list with TW/LW columns. Includes songs like 'Cardigans, Loveloft' and 'Jewel, You Were Meant For Me'.

WHOT PD/MD: Tom Pappas. Top 40 list with TW/LW columns. Includes songs like 'Keith Sweat, Nobody' and 'Gina G, Ooh Aah... Just A Little Bit'.

KHKT VP/Pgm: Sean Phillips PD/MD: Carly Rush. Top 40 list with TW/LW columns. Includes songs like 'Cardigans, Loveloft' and 'No Doubt, Don't Speak'.

WINK 104 PD: John D'Dea MD: Scott Shaw. Top 40 list with TW/LW columns. Includes songs like 'Sheryl Crow, Everyday Is A Winding Road' and 'Jewel, You Were Meant For Me'.

SWEET 98 PD: Michael Steele MD: Jimi Jamm. Top 40 list with TW/LW columns. Includes songs like 'Sheryl Crow, Everyday Is A Winding Road' and 'No Doubt, Don't Speak'.

KRQ PD: Tim Richards Interim MD: Adam Smasher. Top 40 list with TW/LW columns. Includes songs like 'Jewel, You Were Meant For Me' and 'No Doubt, Don't Speak'.

Q94 PD: Lisa McKay APD/MD: Billy Surf. Top 40 list with TW/LW columns. Includes songs like 'Sheryl Crow, Everyday Is A Winding Road' and 'No Doubt, Don't Speak'.

WABB PD: Wayne Coy APD/MD: Darrin Stone. Top 40 list with TW/LW columns. Includes songs like 'Sheryl Crow, Everyday Is A Winding Road' and 'Cardigans, Loveloft'.

K92 Acting PD: Lisa Jo Elliott. Top 40 list with TW/LW columns. Includes songs like 'Jewel, You Were Meant For Me' and 'En Vogue, Don't Let Go'.

KC101 PD: Tony Bristol MD: Jeff McCartney. Top 40 list with TW/LW columns. Includes songs like 'Jewel, You Were Meant For Me' and 'En Vogue, Don't Let Go'.

MAINSTREAM

POWER PLAYLISTS

For Week Ending March 30, 1997



Playlists supplied by Broadcast Data Systems' Radio Track service... Songs ranked by number of plays in monitored week...

KKMG PD: Scooter B. Stevens MD: Tim McKenna. Table with 40 rows of song titles and play counts.

HOT 94.9 KZHT PD: Chet Buchanan MD: Dr. Doug Dodd. Table with 40 rows of song titles and play counts.

STAR 93.1 WWST PD: Rich Bailey MD: Andi Jackson. Table with 40 rows of song titles and play counts.

THE CAT WLKT PD: Jill Meyer. Table with 40 rows of song titles and play counts.

FM97 PD: Jordan Walsh MD: Vince D'Ambrosio. Table with 40 rows of song titles and play counts.

LOOSE 102 WLSS VP/Pgmng: Chuck Geiger MD: Spencer Kane. Table with 40 rows of song titles and play counts.

B103.9 WKXB PD: Chris Cue MD: Randy Sherwin. Table with 40 rows of song titles and play counts.

KKRD GM/OM/PD: Jack Oliver MD: Craig Hubbard. Table with 40 rows of song titles and play counts.

98YCR WYCR OM: Rick McCauslin PD: Davy Crockett. Table with 40 rows of song titles and play counts.

KSMB PD: Bobby Novosad MD: Sam Diamond. Table with 40 rows of song titles and play counts.

KRUF PD: Gary Robinson MD: Erin Dewerff. Table with 40 rows of song titles and play counts.

KZZU PD: Ken Hopkins MD: John Conner. Table with 40 rows of song titles and play counts.

CK105 PD/MD: Scott Seipel. Table with 40 rows of song titles and play counts.

SUPER 102 WVSR PD/MD: Bill Shahan. Table with 40 rows of song titles and play counts.

KKDM PD: J. Michael McKoy MD: Sophia John. Table with 40 rows of song titles and play counts.

HOT 97 WBHT PD: Kid Riker MD: Danny Ocean. Table with 40 rows of song titles and play counts.

KISS FM WKSZ PD: Miles Ryker. Table with 40 rows of song titles and play counts.

95SX PD/MD: Calvin Hicks. Table with 40 rows of song titles and play counts.



★ ★ ★ **AIRPOWER** ★ ★ ★
(Minimum 1500 detections for the first time)

Total Plays/Gain
REAL MCCOY 1614/159
One More Time (Arista)
Total Stations: 78/Chart Move: 21-21
Heavy (40+ plays): 4 KIIS, KZHT, WDJX, WFLZ
Medium (20-39): 38 KDWB, KHKS, KHTO, KHMT, KKLO, KKM, KKRD, KKRZ, KQKQ, KRUF, KSMB, KZZU, WBLI, WCIL, WFLY, WGTZ, WHOT, WHTZ, WHYI, WJBQ, WKSE, WKSZ, WLKT, WNNK, WPRO, WPST, WXPY, WQSL, WSNX, WSSX, WWCK, WWZZ, WXXB, WXXL, WYCR, WYOY, WZJM, WZST
Light (Under 20): 36
New Airplay This Week: 1 KMXV

AIRPOWER BOUND

Total Plays/Gain

WHITE TOWN 1165/223
Your Woman (Brilliant!/Chrysalis/EMI)
Total Stations: 65/Chart Move: 27-23
Heavy (40+ plays): 2 KZZU, WKSZ
Medium (20-39): 30 KDWB, KIIS, KJYO, KKDM, KKLO, KKM, KKRD, KKRZ, KQKQ, KRBE, KSMB, KZHT, WABB, WCIL, WDCG, WGTZ, WHTZ, WHYI, WIXX, WJBQ, WLKT, WPRO, WQSL, WRVQ, WSNX, WSSX, WWSR, WXXL, WYCR, WZST
Light (Under 20): 33
New Airplay This Week: 5 WAPE, WBHT, WNTQ, WXXS, WYOY

LUSCIOUS JACKSON 1146/162
Naked Eye (Grand Royal/Capitol)
Total Stations: 80/Chart Move: 25-24
Heavy (40+): 4 KALC, KHFI, WAPE, WQSL
Medium (20-39): 19 KBFM, KJYO, KKDM, KKLO, KKRD, KRUF, WBZZ, WDCG, WHTZ, WJBQ, WLKT, WNTQ, WPRO, WPST, WKIS, WYCR, WZNY, WZPL, WZST
Light (Under 20): 57
New Airplay This Week: 3 KDWB, WXXL, WZYP

U2 1129/198
Staring At The Sun (Island)
Total Stations: 77/Chart Move: 26-25
Heavy (40+): 1 KKDM
Medium (20-39): 26 KJYO, KKRD, KRUF, KSMB, KZHT, WABB, WBHT, WBZZ, WDCG, WJBQ, WKRO, WLKT, WLSS, WNKS, WNTQ, WPRO, WPST, WSSX, WSTW, WWSR, WWCK, WXXS, WYCR, WYOY, WZPL, WZST
Light (Under 20): 50
New Airplay This Week: 5 KHFI, KQKQ, WHOT, WLKT, WXXB

INXS 1058/230
Elegantly Wasted (Mercury)
Total Stations: 68/Chart Move: 32-26
Heavy (40+): 1 WZPL
Medium (20-39): 21 KALC, KJYO, KKRD, KMXV, KSMB, KZHT, WABB, WAPE, WFLY, WKRO, WKRZ, WNTQ, WPRO, WQSL, WSSX, WWCK, WXLK, WYCR, WYOY, WZST
Light (Under 20): 46
New Airplay This Week: 4 WHOT, WKCI, WWST, WXXX

HANSON 1015/500
Mmmmbop (Mercury)
Total Stations: 68/Chart Move: Debut 27
Heavy (40+): 1 WDJX
Medium (20-39): 19 KKLO, KKRZ, KMXV, KZZU, WABB, WFLZ, WGTZ, WHYI, WKCI, WKRO, WKSE, WLKT, WNKS, WPRO, WPST, WSNX, WWCK, WXXL, WXXX
Light (Under 20): 48
New Airplay This Week: 31 KDWB, KIIS, KKM, KQKQ, KRUF, KZZU, WABE, WAPE, WBHT, WIXX, WKRZ, WKSE, WKSZ, WLSZ, WLKT, WLSS, WNTQ, WQSL, WRHT, WSSX, WSTW, WWSR, WWZZ, WXLK, WXXX, WYCR, WYOY, WZJM, WZNY, WZPL, WZST

JON SECADA 965/31
Too Late, Too Soon (SBK/EMI)
Total Stations: 73/Chart Move: 28-28
Heavy (40+): 2 WQSL, WXIS

Medium (20-39): 18 KBFM, KHTO, KKRD, KRUF, WABB, WAEB, WAPE, WHYI, WIXX, WJBQ, WKSZ, WPRO, WWSR, WWCK, WXXX, WYCR, WZJM, WZST
Light (Under 20): 53
New Airplay This Week: 1 KKRZ

WILD ORCHID 895/65
Talk To Me (RCA)
Total Stations: 73/Chart Move: 33-31
Heavy (40+): 3 KRUF, WKSZ, WSNX
Medium (20-39): 14 KHFI, WBLI, WFBC, WFLY, WIXX, WKSE, WNCI, WNNK, WPRO, WQSL, WSSX, WVK, WWCK, WZJM
Light (Under 20): 56
New Airplay This Week: 1 KSMB

SPICE GIRLS 854/192
Say You'll Be There (Virgin)
Total Stations: 53/Chart Move: 37-32
Heavy (40+): 3 KHMT, KIIS, KZZU
Medium (20-39): 15 KDWB, KKRZ, KZHT, WDJX, WFLY, WGTZ, WHOT, WKRO, WNTQ, WPRO, WXPY, WSTR, WXXL, WZPL, WZYP
Light (Under 20): 35
New Airplay This Week: 8 KBFM, KJYO, KQKQ, WABB, WHYI, WKCI, WQSL, WZNY

SHAWN COLVIN 798/198
Sunny Came Home (Columbia)
Total Stations: 58/Chart Move: 39-34
Heavy (40+): 0
Medium (20-39): 17 KALC, KKRD, WAEB, WBHT, WCIL, WDCG, WFBC, WJBQ, WKRZ, WPRO, WQSL, WSSX, WSTW, WXXS, WYCR, WZPL, WZST
Light (Under 20): 41
New Airplay This Week: 8 KHFI, WDJX, WFLY, WHTZ, WKRO, WNTQ, WPRO, WYOY

JOOSE 718/91
If Tomorrow Never Comes (Flavor Unit/EastWest/EEG)
Total Stations: 58/Chart Move: 38-35
Heavy (40+): 1 KHOM
Medium (20-39): 16 KBFM, KHTO, KJYO, KKM, KRUF, KSMB, WFBC, WFLY, WHYI, WLKT, WNNK, WSNX, WWCK, WXIS, WZJM, WZNY
Light (Under 20): 41
New Airplay This Week: 3 KHMT, WNKS, WWST

MARK MORRISON 714/237
Return Of The Mack (Atlantic)
Total Stations: 34/Chart Move: Debut 36
Heavy (40+): 3 KKRZ, KZHT, KZZU
Medium (20-39): 13 KDWB, KHFI, KHKS, KIIS, KKM, KRQ, WBLI, WDJX, WFLY, WFLZ, WJBQ, WKS, WWSR
Light (Under 20): 18
New Airplay This Week: 10 KHOM, KKLO, KKRD, WBLI, WGTZ, WHOT, WJBQ, WXXB, WYCR, WZNY

THE BLACKOUT ALLSTARS 711/-37
I Like It (Columbia)
Total Stations: 76/Chart Move: 36-38
Heavy (40+): 4 KKLO, KZZU, WHYI, WWZZ
Medium (20-39): 7 KHMT, KKM, WGTZ, WJBQ, WXXB, WXXL, WYCR
Light (Under 20): 65

MOST NEW AIRPLAY THIS WEEK

No. Of Stations

HANSON 31
Mmmmbop (Mercury)
ERASURE 12
In My Arms (Mute/Maverick/Warner Bros.)
MARK MORRISON 10
Return Of The Mack (Atlantic)
BEE GEES 9
Alone (Polydor/A&M)
TONI BRAXTON 9
I Don't Want To (LaFace/Arista)

CHART BOUND

Total Plays/Gain

OMC 661/77
How Bizarre (Huh!/Mercury)
Total Stations: 35
Heavy (40+): 2 WKSE, WKSZ
Medium (20-39): 10 KDWB, KKLO, KQKQ, KRQ, WFLZ, WIXX, WJBQ, WPST, WQSL, WXXL
Light (Under 20): 23
New Airplay This Week: 2 KJYO, KKLO

AZ YET FEAT. PETER CETERA 651/168
Hard To Say I'm Sorry (LaFace/Arista)
Total Stations: 36
Heavy (40+): 3 KHKS, KHOM, KZZU
Medium (20-39): 9 KIIS, KKM, KQKQ, KZHT, WFLZ, WHYI, WNNK, WQSL, WZJM
Light (Under 20): 24
New Airplay This Week: 4 KDWB, WDJX, WLSS, WZST

BLACKSTREET 618/108
Don't Leave Me (Interscope)
Total Stations: 60
Heavy (40+): 1 KZZU
Medium (20-39): 9 KHTO, KKM, KZHT, WGTZ, WHOT, WLKT, WQSL, WWCK, WXIS
Light (Under 20): 50
New Airplay This Week: 5 KIIS, WLAN, WSNX, WXXB, WZJM

LE CLICK 520/35
Tonight Is The Night (Logic/RCA)
Total Stations: 42
Heavy (40+): 5 KHKS, KHMT, KIIS, WBLI, WKSZ
Medium (20-39): 4 KRUF, KZZU, WHTZ, WKS
Light (Under 20): 33

DISHWALLA 431/27
Give (A&M)
Total Stations: 36
Heavy (40+): 0
Medium (20-39): 7 KALC, KSMB, WABB, WKRZ, WSSX, WXIS, WYCR
Light (Under 20): 29
New Airplay This Week: 3 WKRO, WNTQ, WXXX

BARENAKED LADIES 431/42
The Old Apartment (Reprise)
Total Stations: 29
Heavy (40+): 2 WKSE, WZPL
Medium (20-39): 5 KQKQ, WDCG, WFLY, WQSL, WXIS
Light (Under 20): 22
New Airplay This Week: 1 WKRO

JOURNEY 420/-7
If He Should Break Your Heart (Columbia)
Total Stations: 47
Heavy (40+): 0
Medium (20-39): 8 WABB, WFBC, WKRZ, WNNK, WQSL, WSTW, WXLK, WYCR
Light (Under 20): 39
New Airplay This Week: 1 WCIL

TONI BRAXTON 417/156
I Don't Want To (LaFace/Arista)
Total Stations: 58
Heavy (40+): 0
Medium (20-39): 6 KQKQ, WJBQ, WQSL, WSTR, WXLK, WZNY
Light (Under 20): 52
New Airplay This Week: 9 KBFM, KHOM, KZHT, WBLI, WCIL, WHYI, WRHT, WWSR, WXXS

FREAK NASTY 392/48
Da' Dip (Hard Hood/Power/Triad)
Total Stations: 26
Heavy (40+): 1 KHOM
Medium (20-39): 6 KDWB, KHKS, KRUF, KZZU, WGTZ, WXXL
Light (Under 20): 19
New Airplay This Week: 2 WHYI, WNKS

JOCELYN ENRIQUEZ 370/2
Do You Miss Me (Classified/Timber!/Tommy Boy)
Total Stations: 32
Heavy (40+): 3 KRBE, WBLI, WXXL
Medium (20-39): 5 KHKS, KIIS, KRUF, WFLZ, WHTZ
Light (Under 20): 24

ERASURE 323/151
In My Arms (Mute/Maverick/Warner Bros.)
Total Stations: 39
Heavy (40+): 0
Medium (20-39): 4 KHFI, KHTO, KQKQ, WKSE
Light (Under 20): 35
New Airplay This Week: 12 KHKS, KMXV, KRUF, KSMB, WABB, WBHT, WHOT, WHTZ, WIXX, WSSX, WXXX, WYCR

THE VERVE PIPE 313/118
The Freshmen (RCA)
Total Stations: 32
Heavy (40+): 0
Medium (20-39): 7 KKDM, WJBQ, WSSX, WSTR, WWCK, WZNY, WZST
Light (Under 20): 25
New Airplay This Week: 7 KJYO, KSMB, WABB, WFBC, WHOT, WJBQ, WQSL

DURAN DURAN 298/100
Out Of My Mind (Virgin)
Total Stations: 36
Heavy (40+): 0
Medium (20-39): 3 KHTO, KKLO, WYCR
Light (Under 20): 33
New Airplay This Week: 6 KRUF, WCIL, WHOT, WRHT, WWCK, WZNY

DAVE MATTHEWS BAND 290/-6
Crash Into Me (RCA)
Total Stations: 20
Heavy (40+): 1 WDCG
Medium (20-39): 5 KALC, KKDM, WKRO, WRVQ, WZNY
Light (Under 20): 14

RICHARD MARX 277/37
Until I Find You Again (Capitol)
Total Stations: 34
Heavy (40+): 0

Medium (20-39): 0
Light (Under 20): 34
New Airplay This Week: 2 KSMB, WZNY

SELENA 265/40
Last Dance/The Hustle/On The Radio (Medley) (EMI Latin/EMI)
Total Stations: 18
Heavy (40+): 2 KBFM, KIIS
Medium (20-39): 3 KKLO, KRQ, WPRO
Light (Under 20): 13
New Airplay This Week: 1 KRBE

DRU HILL 265/53
In My Bed (Island)
Total Stations: 26
Heavy (40+): 0
Medium (20-39): 3 WLKT, WQSL, WWSR
Light (Under 20): 23
New Airplay This Week: 2 WRHT, WWCK

★ KEITH SWEAT 221/73
Just A Touch (Elektra/EEG)
Total Stations: 28
Heavy (40+): 0
Medium (20-39): 4 KHOM, KKLO, KRQ, KZHT
Light (Under 20): 24
New Airplay This Week: 4 KRUF, WFBC, WHOT, WXXS

LE CLICK 211/41
Call Me (Logic/RCA)
Total Stations: 30
Heavy (40+): 0
Medium (20-39): 3 WHYI, WWZZ, WZJM
Light (Under 20): 27

★ JANA 194/38
What Am I To You (Curb)
Total Stations: 22
Heavy (40+): 0
Medium (20-39): 2 WFLY, WNNK
Light (Under 20): 20
New Airplay This Week: 1 WDJX

TONIC 185/15
If You Could Only See (Polydor/A&M)
Total Stations: 15
Heavy (40+): 0
Medium (20-39): 4 KKDM, KSMB, WSSX, WXIS
Light (Under 20): 11
New Airplay This Week: 1 WQSL

★ NU FLAVOR FEAT. ROGER 174/44
Sweet Sexy Thing (Reprise)
Total Stations: 14
Heavy (40+): 0
Medium (20-39): 4 KBFM, KHFI, KQKQ, KZHT
Light (Under 20): 10

ODDS 171/2
Someone Who's Cool (Elektra/EEG)
Total Stations: 18
Heavy (40+): 0
Medium (20-39): 2 KKDM, WXIS
Light (Under 20): 16
New Airplay This Week: 2 KALC, WBHT

FUNKY GREEN DOGS 170/4
Fired Up! (Twisted/MCA)
Total Stations: 24
Heavy (40+): 0
Medium (20-39): 1 WBLI
Light (Under 20): 23
New Airplay This Week: 2 WKSE, WZJM

BECK 169/-8
The New Pollution (DGC/Geffen)
Total Stations: 18
Heavy (40+): 0
Medium (20-39): 1 WBHT
Light (Under 20): 17
New Airplay This Week: 2 KRUF, WXIS

Airpower awarded to those records which attain 1500 detections for the first time. New airplay lists those stations registering six or more detections per week on a record for the first time. ★ Initial impact: records appearing on this page for the first time.

SONG ACTIVITY REPORTS

For Week Ending March 30, 1997



AZ YET FEAT. PETER CETERA 651/168

Table with columns for station, song title, and chart position. Includes stations like Tucson, McAllen, Allentown, etc.

BABYFACE 2243/121

Table with columns for station, song title, and chart position. Includes stations like Tucson, McAllen, Allentown, etc.

BARENAKED LADIES 431/42

Table with columns for station, song title, and chart position. Includes stations like Tucson, McAllen, Allentown, etc.

BLACKSTREET 618/108

Table with columns for station, song title, and chart position. Includes stations like Tucson, McAllen, Allentown, etc.

TONI BRAXTON 417/156

Table with columns for station, song title, and chart position. Includes stations like Tucson, McAllen, Allentown, etc.

PAULA COLE 2415/153

Table with columns for station, song title, and chart position. Includes stations like Tucson, McAllen, Allentown, etc.

SHAWN COLVIN 798/198

Table with columns for station, song title, and chart position. Includes stations like Tucson, McAllen, Allentown, etc.

CELINE DION 2676/84

Table with columns for station, song title, and chart position. Includes stations like Tucson, McAllen, Allentown, etc.

DISHWALLA 431/27

Table with columns for station, song title, and chart position. Includes stations like Tucson, McAllen, Allentown, etc.

JOCELYN ENRIQUEZ 370/2

Table with columns for station, song title, and chart position. Includes stations like Tucson, McAllen, Allentown, etc.

ERASURE 323/151

Table with columns for station, song title, and chart position. Includes stations like Tucson, McAllen, Allentown, etc.

FREAK NASTY 392/48

Table with columns for station, song title, and chart position. Includes stations like Tucson, McAllen, Allentown, etc.

HANSON 1015/500

Table with columns for station, song title, and chart position. Includes stations like Tucson, McAllen, Allentown, etc.

INXS 1058/230

Table with columns for station, song title, and chart position. Includes stations like Tucson, McAllen, Allentown, etc.

JEWEL 4101/124

Table with columns for station, song title, and chart position. Includes stations like Tucson, McAllen, Allentown, etc.

MAINSTREAM

SONG MONITOR AIRPLAY TOP 40 SONG ACTIVITY REPORTS

For Week Ending March 30, 1997

AMM Broadcast Data Systems logo and detailed song tracking information for the last 3 weeks.

JOOSE 718/91 # Tomorrow Never Comes (Flavor Unit/EastWest/EEG) Total Stations: 58 Chart Move: 38-35

LE CLICK 520/35 Tonight Is The Night (Logic/RCA) Total Stations: 42

LUSCIOUS JACKSON 1146/162 Naked Eye (Grand Royal/Capitol) Total Stations: 80 Chart Move: 25-24

MONICA 1722/222 For You I Will (Rowdy/Warner Sunset/Atlantic) Total Stations: 75 Chart Move: 20-17

MARK MORRISON 714/237 Return Of The Mack (Atlantic) Total Stations: 34 Chart Move: Debut 36

OMC 661/77 How Bizarre (Huh! Mercury) Total Stations: 35 Chart Move: 29-30

REAL MCCOY 1614/159 One More Time (Arista) Total Stations: 78 Chart Move: 21-21

SAVAGE GARDEN 2828/56 I Want You (Columbia) Total Stations: 82 Chart Move: 6-5

JON SECADA 965/31 Too Late, Too Soon (SBK/EMI) Total Stations: 73 Chart Move: 28-28

SPICE GIRLS 854/192 Say You'll Be There (Virgin) Total Stations: 53 Chart Move: 37-32

BRUCE SPRINGSTEEN 2047/363 Secret Garden (Columbia) Total Stations: 79 Chart Move: 18-15

U2 1129/198 Staring At The Sun (Island) Total Stations: 77 Chart Move: 26-25

THE WALLFLOWERS 2555/262 One Headlight (Interscope) Total Stations: 80 Chart Move: 12-9

WHITE TOWN 1165/223 Your Woman (Brilliant/EMI/Chrysalis) Total Stations: 65 Chart Move: 27-23

WILD ORCHID 895/65 Talk To Me (RCA) Total Stations: 73 Chart Move: 33-31

POWER PLAYLISTS

For Week Ending March 30, 1997

MM Broadcast Data Systems logo and disclaimer text regarding playlist accuracy and copyright.

AIRPLAY Monitor logo.

WKTU POWER 106 table with columns for station, PD, MD, and a list of songs with TW and LW ratings.

B96 table with columns for station, PD, MD, and a list of songs with TW and LW ratings.

Q102 table with columns for station, PD, MD, and a list of songs with TW and LW ratings.

JAM'N 94.5 table with columns for station, PD, MD, and a list of songs with TW and LW ratings.

KMEL table with columns for station, PD, MD, and a list of songs with TW and LW ratings.

WPGC WILD 107 table with columns for station, PD, MD, and a list of songs with TW and LW ratings.

POWER 92 table with columns for station, PD, MD, and a list of songs with TW and LW ratings.

92Q table with columns for station, PD, MD, and a list of songs with TW and LW ratings.

KGGI table with columns for station, PD, MD, and a list of songs with TW and LW ratings.

Z90 table with columns for station, PD, MD, and a list of songs with TW and LW ratings.

KTFM table with columns for station, PD, MD, and a list of songs with TW and LW ratings.

B95 table with columns for station, PD, MD, and a list of songs with TW and LW ratings.

WPGC table with columns for station, PD, MD, and a list of songs with TW and LW ratings.

KYLD table with columns for station, PD, MD, and a list of songs with TW and LW ratings.

WPOW table with columns for station, PD, MD, and a list of songs with TW and LW ratings.

KUBE table with columns for station, PD, MD, and a list of songs with TW and LW ratings.

WDRQ table with columns for station, PD, MD, and a list of songs with TW and LW ratings.

KFSM table with columns for station, PD, MD, and a list of songs with TW and LW ratings.

POWER PLAYLISTS

AIRPLAY Monitor For Week Ending March 30, 1997

Playlists compiled by Broadcast Data Systems. Radio Track service. Songs ranked by number of plays in monitored week. Playlists are listed in order of 75.3 weekly score, beginning with the highest-scoring station. Changes are indicated twice yearly following the release of the Spring and Fall Arbitron surveys. The number of stations shown each week varies depending upon space.



Z104

Table with columns for station (WNVZ), PD (Don London), MD (Jay West), and a list of songs with TW and LW ratings.

KS107.5

Table with columns for station (KQKS), PD (Lee Cagle), MD (Lee Cagle), and a list of songs with TW and LW ratings.

POWER 102

Table with columns for station (KPRR), PD (John Candelana), MD (John Candelana), and a list of songs with TW and LW ratings.

KLUC

Table with columns for station (KLUC), PD (Cat Thomas), MD (Melis Stefan), and a list of songs with TW and LW ratings.

I94

Table with columns for station (KIKI), PD (Alan Oda), MD (James Coles), and a list of songs with TW and LW ratings.

KQQM

Table with columns for station (KQQM), PD (Jamie Hyatt), MD (Jamie Hyatt), and a list of songs with TW and LW ratings.

KIX 106

Table with columns for station (WWIX), PD (Joe Dawson), MD (Becky Lannone), and a list of songs with TW and LW ratings.

HOOSIER 96.3

Table with columns for station (WJHH), PD (Scott Wheeler), MD (Carl Frye), and a list of songs with TW and LW ratings.

KKSS

Table with columns for station (KKSS), PD (Randy Savage), MD (Mikey Fuentes), and a list of songs with TW and LW ratings.

MONITOR TOP 40 PANELS

TOP 40/MAINSTREAM STATIONS (82)

Table listing 82 mainstream radio stations across various cities and states, including Albany, NY; Allentown, PA; Atlanta, GA; Los Angeles, CA; and New York, NY.

TOP 40/RHYTHM-CROSSOVER STATIONS (38)

Table listing 38 Rhythm-Crossover radio stations across various cities and states, including Albuquerque, NM; Baltimore, MD; Boston, MA; and Chicago, IL.

ADULT TOP 40 STATIONS (58)

Table listing 58 Adult Top 40 radio stations across various cities and states, including Akron, OH; Albuquerque, NM; Baltimore, MD; and Boston, MA.

ADULT CONTEMPORARY STATIONS (55)

Table listing 55 Adult Contemporary radio stations across various cities and states, including Albuquerque, NM; Allentown, PA; Augusta, GA; and Baltimore, MD.

*New to panel this week.

★ ★ ★ **AIRPOWER** ★ ★ ★
(Minimum 700 detections for the first time)

Total Plays/Gain

THE NOTORIOUS B.I.G. **850/227**
Hypnotize (Bad Boy/Arista)
Total Stations: 29/Chart Move: 19-13
Heavy (40+ plays): 8 KDON, KMEL, KPWR, KQMQ, KYLD, WMYK, WPGC, WWKX
Medium (20-39): 11 KCAQ, KKFR, KQKS, KSFM, KUBE, WERQ, WFHN, WJMN, WPOW, WSGF, XHTZ
Light (Under 20): 10
New Airplay This Week: 3 KLUC, WBBM, WSGF

AIRPOWER BOUND

Total Plays/Gain

MARY J. BLIGE **613/190**
Love Is All We Need (MCA)
Total Stations: 29/Chart Move: 26-20
Heavy (40+ plays): 3 KIKI, KQKS, KUBE
Medium (20-39): 11 KBOS, KDON, KKFR, KPWR, KQMQ, WERQ, WFHN, WJMN, WJJS, WJMN, WSGF
Light (Under 20): 15
New Airplay This Week: 8 KCAQ, KDON, KPWR, KTFM, WKXJ, WNVZ, WSGF, XHTZ

GINUWINE **602/55**
Tell Me Do U Wanna (550 Music)
Total Stations: 26/Chart Move: 21-21
Heavy (40+): 6 KDON, KIKI, KLUC, KQKS, KSFM, WJMN
Medium (20-39): 8 KCAQ, KDGS, KUBE, WERQ, WJJS, WJMN, WSGF, WWKX
Light (Under 20): 12
New Airplay This Week: 3 KBOS, WKXJ, WNVZ

ANGELINA **544/16**
Without Your Love (Upstairs)
Total Stations: 27/Chart Move: 23-24
Heavy (40+): 5 KDON, KIKI, KPRR, KTFM, WMYK
Medium (20-39): 8 KBOS, KDNR, KQKS, KQMQ, KYLD, KZFM, WPOW, XHTZ
Light (Under 20): 14
New Airplay This Week: 1 KZFM

REAL MCCOY **511/-24**
One More Time (Arista)
Total Stations: 28/Chart Move: 22-25
Heavy (40+): 5 KDNR, KKXX, WBBM, WNVZ, WWKX
Medium (20-39): 8 KBOS, KDGS, WFHN, WIOQ, WJJS, WKTU, WMYK, XHTZ
Light (Under 20): 15

KEITH SWEAT **503/34**
Just A Touch (Elektra/EEG)
Total Stations: 19/Chart Move: 25-26
Heavy (40+): 3 KDNR, KDON, KGGI
Medium (20-39): 10 KDGS, KKFR, KKSS, KLUC, KSFM, KZFM, WJMN, WJJS, WWKX, XHTZ
Light (Under 20): 6
New Airplay This Week: 1 KSFM

702 **441/41**
Get It Together (Biv 10/Motown)
Total Stations: 24/Chart Move: 31-27
Heavy (40+): 4 KDGS, WERQ, WJMN, WKXJ
Medium (20-39): 5 KQMQ, WMYK, WPGC, WSGF, WWKX
Light (Under 20): 15

DJ KOOL **440/35**
Let Me Clear My Throat (CLR/American/Warner Bros.)
Total Stations: 26/Chart Move: 30-28
Heavy (40+): 3 WKXJ, WMYK, WWKX
Medium (20-39): 6 KLUC, KPRR, KQKS, KUBE, WJMN, WIOQ
Light (Under 20): 17
New Airplay This Week: 2 KKSS, WSGF

GINA G **411/-11**
Ooh Aah... Just A Little Bit (Eternal/Warner Bros.)
Total Stations: 24/Chart Move: 29-29
Heavy (40+): 2 WDRQ, WNVZ
Medium (20-39): 10 KBOS, KDNR, KKSS, KQKS, KZFM, WBBM, WFHN, WIOQ, WKTU, WMYK
Light (Under 20): 12

NU FLAVOR FEAT. ROGER **378/69**
Sweet Sexy Thing (Reprise)
Total Stations: 20/Chart Move: 38-32
Heavy (40+): 1 KQXX
Medium (20-39): 8 KDNR, KDON, KKFR, KKSS, KLUC, KSFM, KZFM, WJJS
Light (Under 20): 11
New Airplay This Week: 3 KGGI, WFHN, WKXJ

WILD ORCHID **361/-15**
Talk To Me (RCA)
Total Stations: 27/Chart Move: 34-33
Heavy (40+): 2 KDON, WWKX
Medium (20-39): 7 KDGS, KDNR, KZFM, WFHN, WJJS, WMYK, XHTZ
Light (Under 20): 18
New Airplay This Week: 1 KTFM

FOXY BROWN FEAT. JAY-Z **351/23**
I'll Be (Violator/Def Jam/Mercury)
Total Stations: 19/Chart Move: 37-35
Heavy (40+): 3 KCAQ, KMEL, WWKX
Medium (20-39): 4 KPWR, KYLD, WJMN, WSGF
Light (Under 20): 12
New Airplay This Week: 3 KDGS, KQMQ, WSGF

CELINE DION **317/26**
All By Myself (550 Music)
Total Stations: 17/Chart Move: Debut 36
Heavy (40+): 2 KTFM, WKXJ
Medium (20-39): 5 KLUC, KZFM, WFHN, WPOW, WWKX
Light (Under 20): 10

MONTELL JORDAN **305/17**
What's On Tonight (Def Jam/Mercury)
Total Stations: 10/Chart Move: Re-Entry 38
Heavy (40+): 3 WERQ, WKXJ, WWKX
Medium (20-39): 4 KDGS, WJMN, WJJS, WSGF
Light (Under 20): 3

CHART BOUND

Total Plays/Gain

FAITHLESS **285/60**
Insomnia (Cheeky/Champion/Arista)
Total Stations: 23
Heavy (40+): 1 KUBE
Medium (20-39): 4 WIOQ, WJJS, WMYK, WPOW
Light (Under 20): 18

SHAQUILLE O'NEAL **269/46**
Straight Playin' (T.W.I.S.M./Trauma/Interscope)
Total Stations: 10
Heavy (40+): 3 KDON, KPWR, KYLD
Medium (20-39): 3 KCAQ, KMEL, XHTZ
Light (Under 20): 4
New Airplay This Week: 2 WJMN, WSGF

MOST NEW AIRPLAY THIS WEEK **No. Of Stations**

MARY J. BLIGE **8**
Love Is All We Need (MCA)

112 **6**
Cupid (Bad Boy/Arista)

B-ROCK & THE BIZZ **5**
My Baby Daddy (Tony Mercedes/LaFace/Arista)

TONY TONI TONE **4**
Thinking Of You (Mercury)

SELENA **259/31**
Last Dance/The Hustle/On The Radio (Medley) (EMI Latin/EMI)
Total Stations: 10
Heavy (40+): 2 KDNR, KTFM
Medium (20-39): 4 KQXX, KPRR, KZFM, WFHN
Light (Under 20): 4

WARREN G **257/-12**
I Shot The Sheriff (G Funk/Def Jam/Mercury)
Total Stations: 19
Heavy (40+): 1 WKXJ
Medium (20-39): 2 KCAQ, KQMQ
Light (Under 20): 16
New Airplay This Week: 1 WMYK

JANA **246/8**
What Am I To You (Curb)
Total Stations: 20
Heavy (40+): 1 KIKI
Medium (20-39): 2 KTFM, XHTZ
Light (Under 20): 17
New Airplay This Week: 2 KKFR, WJJS

SF SPANISH FLY **241/26**
I Can See (Upstairs/Warner Bros.)
Total Stations: 16
Heavy (40+): 1 KYLD
Medium (20-39): 6 KBOS, KDON, KKFR, KTFM, WWKX, XHTZ
Light (Under 20): 9
New Airplay This Week: 1 KPRR

LE CLICK **234/2**
Call Me (Logic/RCA)
Total Stations: 15
Heavy (40+): 1 WMYK
Medium (20-39): 4 KDNR, WBBM, WIOQ, WNVZ
Light (Under 20): 10

B-ROCK & THE BIZZ **201/68**
My Baby Daddy (Tony Mercedes/LaFace/Arista)
Total Stations: 18
Heavy (40+): 0
Medium (20-39): 5 KIKI, KLUC, KQMQ, KUBE, KYLD
Light (Under 20): 13
New Airplay This Week: 5 KMEL, KPRR, WERQ, WMYK, WPOW

SAVAGE GARDEN **198/29**
I Want You (Columbia)
Total Stations: 14
Heavy (40+): 1 WNVZ
Medium (20-39): 4 KKSS, KZFM, WDRQ, WFHN
Light (Under 20): 9
New Airplay This Week: 1 KKSS

AALIYAH **198/38**
4 Page Letter (Blackground/Atlantic)
Total Stations: 11
Heavy (40+): 0
Medium (20-39): 5 KLUC, KQMQ, KSFM, WERQ, WPGC
Light (Under 20): 6
New Airplay This Week: 3 KDGS, WMYK, WSGF

TONI BRAXTON **193/23**
I Don't Want To (LaFace/Arista)
Total Stations: 19
Heavy (40+): 1 KQMQ

Medium (20-39): 1 KZFM
Light (Under 20): 17
New Airplay This Week: 2 KBOS, KIKI

MAKAVELI **192/38**
Hail Mary (Death Row/Interscope)
Total Stations: 11
Heavy (40+): 1 KPWR
Medium (20-39): 4 KMEL, KTFM, KYLD, WPOW
Light (Under 20): 6
New Airplay This Week: 2 KDON, KZFM

MINT CONDITION **181/16**
You Don't Have To Hurt No More (Perspective/A&M)
Total Stations: 14
Heavy (40+): 0
Medium (20-39): 3 KDGS, WERQ, WSGF
Light (Under 20): 11
New Airplay This Week: 1 KSFM

RAY J. **176/33**
Let It Go (EastWest/EEG)
Total Stations: 11
Heavy (40+): 0
Medium (20-39): 4 KDGS, KKSS, WKXJ, WWKX
Light (Under 20): 7
New Airplay This Week: 1 WJMN

JON SECADA **166/41**
Too Late, Too Soon (SBK/EMI)
Total Stations: 19
Heavy (40+): 0
Medium (20-39): 0
Light (Under 20): 19
New Airplay This Week: 1 WBBM

112 **163/67**
Cupid (Bad Boy/Arista)
Total Stations: 12
Heavy (40+): 0
Medium (20-39): 3 KMEL, KUBE, WPGC
Light (Under 20): 9
New Airplay This Week: 6 KCAQ, KUBE, KYLD, WERQ, WSGF, XHTZ

ROCKELL **161/-4**
I Fell In Love (Robbins)
Total Stations: 12
Heavy (40+): 1 WNVZ
Medium (20-39): 2 KBOS, WIOQ
Light (Under 20): 9

LIL' KIM FEAT. LIL' CEASE **160/59**
Crush On You (Undeas/Big Beat/Atlantic)
Total Stations: 8
Heavy (40+): 1 KMEL
Medium (20-39): 2 WERQ, WPGC
Light (Under 20): 5
New Airplay This Week: 3 KPWR, KYLD, WSGF

JEWEL **157/46**
You Were Meant For Me (Atlantic)
Total Stations: 13
Heavy (40+): 1 WKXJ
Medium (20-39): 3 KKSS, KTFM, KZFM
Light (Under 20): 9
New Airplay This Week: 1 KZFM

WESTSIDE CONNECTION **149/9**
Gangstas Make The World Go Round (Lench Mob/Priority)
Total Stations: 14
Heavy (40+): 0
Medium (20-39): 2 KMEL, KYLD
Light (Under 20): 12

HEAVY D **130/39**
Big Daddy (Uptown/Universal)
Total Stations: 11
Heavy (40+): 2 WPGC, WSGF
Medium (20-39): 0
Light (Under 20): 9
New Airplay This Week: 1 WMYK

★ **DIONNE FARRIS** **128/60**
Hopeless (Columbia)
Total Stations: 10
Heavy (40+): 0
Medium (20-39): 3 KMEL, KTFM, WWKX
Light (Under 20): 7
New Airplay This Week: 3 KSFM, WJJS, WPGC

★ **THE NOTORIOUS B.I.G.** **119/46**
Going Back To Cali (Bad Boy/Arista)
Total Stations: 7
Heavy (40+): 1 KPWR
Medium (20-39): 2 KCAQ, KMEL
Light (Under 20): 4
New Airplay This Week: 2 KYLD, WPGC

TONI BRAXTON **117/2**
I Love Me Some Him (LaFace/Arista)
Total Stations: 5
Heavy (40+): 0
Medium (20-39): 3 KSFM, WERQ, WJMN
Light (Under 20): 2

★ **ROME** **114/65**
I Belong To You (Every Time I See Your Face) (RCA)
Total Stations: 8
Heavy (40+): 0
Medium (20-39): 2 KCAQ, WSGF
Light (Under 20): 6
New Airplay This Week: 3 WJMN, WKXJ, WSGF

★ **BILLY LAWRENCE** **93/21**
Come On (EastWest/EEG)
Total Stations: 8
Heavy (40+): 0
Medium (20-39): 1 KMEL
Light (Under 20): 7

★ **TONY TONI TONE** **88/49**
Thinking Of You (Mercury)
Total Stations: 8
Heavy (40+): 0
Medium (20-39): 0
Light (Under 20): 8
New Airplay This Week: 4 KCAQ, WJMN, WSGF, WWKX

★ **DJ TAZ** **79/29**
That's Right (Breakaway/Success/EMI)
Total Stations: 9
Heavy (40+): 0
Medium (20-39): 2 WPOW, XHTZ
Light (Under 20): 7

K5 **76/1**
Passion (Robbins)
Total Stations: 12
Heavy (40+): 0
Medium (20-39): 1 WWKX
Light (Under 20): 11

SHADES **75/11**
Eventually (Motown)
Total Stations: 2
Heavy (40+): 1 KIKI
Medium (20-39): 1 KQMQ
Light (Under 20): 0

Airpower awarded to those records which attain 700 detections for the first time. New airplay lists those stations registering six or more detections per week on a record for the first time. ★ Initial impact: records appearing on this page for the first time.

Monitor AIRPLAY

SONG ACTIVITY REPORTS

For Week Ending March 30, 1997

702 Get It Together (Biv 10/Motown) Total Stations: 24 Chart Move: 31-27

AALIYAH 4 Page Letter (Blackground/Atlantic) Total Stations: 11

ANGELINA Without Your Love (Upstairs) Total Stations: 27 Chart Move: 23-24

B ROCK & THE BIZZ My Baby Daddy (Tony Mercedes/LaFace/Arista) Total Stations: 18

BLACKSTREET Don't Leave Me (Interscope) Total Stations: 37 Chart Move: 2-2

MARY J. BLIGE Love Is All We Need (MCA) Total Stations: 29 Chart Move: 26-20

TONI BRAXTON I Don't Want To (LaFace/Arista) Total Stations: 19

FOXY BROWN FEAT. JAY-Z I'll Be (Violator/Def Jam/Mercury) Total Stations: 19 Chart Move: 37-35

DJ KOOL Let Me Clear My Throat (CLR/American/Warner Bros.) Total Stations: 26 Chart Move: 30-28

CELINE DION All By Myself (550 Music) Total Stations: 17 Chart Move: Debut 36

DRU HILL In My Bed (Island) Total Stations: 33 Chart Move: 7-5

FAITHLESS Insomnia (Cheeky/Champion/Arista) Total Stations: 23

FREAK NASTY Da' Dip (Hard Hood/Power/Triad) Total Stations: 30 Chart Move: 8-7

GINUWINE Tell Me Do U Wanna (550 Music) Total Stations: 26 Chart Move: 21-21

JANA What Am I To You (Curb) Total Stations: 20

MONTELL JORDAN What's On Tonight (Def Jam/Mercury) Total Stations: 10 Chart Move: Re-entry 38

LE CLICK Call Me (Logic/RCA) Total Stations: 15

MAKAVELI Hall Mary (Death Row/Interscope) Total Stations: 11

MINT CONDITION You Don't Have To Hurt No More (Perspective/A&M) Total Stations: 14

MONICA For You I Will (Rowdy/Warner Sunset/Atlantic) Total Stations: 35 Chart Move: 6-4

MARK MORRISON Return Of The Mack (Atlantic) Total Stations: 33 Chart Move: 1-1

THE NOTORIOUS B.I.G. Hypnotize (Ead Boy/Arista) Total Stations: 29 Chart Move: 19-13

NU FLAVOR FEAT. ROGER Sweet Sexy Thing (Reprise) Total Stations: 20 Chart Move: 38-32

SHAQUILLE O'NEAL Strait Playin' (T.W.isM./Trauma/Interscope) Total Stations: 10

PUFF DADDY (FEAT. MASE) Can't Nobody Hold Me Down (Bad Boy/Arista) Total Stations: 33 Chart Move: 10-8

SAVAGE GARDEN I Want You (Columbia) Total Stations: 14

SELENA Last Dance/The Hustle/On The Radio (Medley) (EMI Latin/EMI) Total Stations: 10

SF SPANISH FLY I Can See (Upstairs/Warner Bros.) Total Stations: 16

KEITH SWEAT Just A Touch (Elektra/EEG) Total Stations: 19 Chart Move: 25-26

SWV Can We (Jive) Total Stations: 28 Chart Move: 15-11

POWER PLAYLISTS

HOT 97 WQHT New York PD: Steve Smith APD/MD: Tracy Clorhy MC: Deneen Womack

THE BEAT KKBT Los Angeles OM: Harold Austin APD: Maurice De Voe MD: Mariama Snider

WGCI Chicago PD: Elroy R.C. Smith APD/MD: Don E. Cologne

POWER 99 WUSL Philadelphia OM: Helen Little PD: Gary Young MD: Glenn Cooper

WJLB Detroit PD: Michael Saunders MD: Frankie Darcell

V103 WVEE Atlanta PD: Tony Brown MD: Rajeeyah Shabazz

Main chart table with columns: THIS WEEK, LAST WEEK, WEEKS ON CHART, TITLE/LABEL/PROMOTION LABEL, ARTIST, TW, LW. Includes No. 1 starburst for 'CAN WE JIVE'.

Records showing an increase in detections over the previous week, regardless of chart movement. A record which has been on the chart for more than 20 weeks will not receive a bullet, even if it registers an increase in detections.

THE BOX KBXX Houston PD: Robert Scorpio MD: Greg Head MC: Kashon Powell

WKYS Washington, DC VP/Pgm: Steve Hegwood PD: Damon Williams

K104 KKDA Dallas PD: Skip Cheatnam

106 JAMZ WEJM Chicago PD: Jay Alan MC: Marc Young

99 JAMZ WEDR Miami PD: James Thomas

HOT 97.5 WHTA Atlanta VP/Pgm: Steve Hegwood PD: Sean Taylor MD: Chaka Zulu

PHILLY 103.9 WPHI Philadelphia APD: Mic Fox MC: Al B. Syk

WCHB Detroit President: Terry Arnold APD/MD: Vicki Preston

WZAK Cleveland PD: Bobby Rush MD: Lankford Stephens

Q93 WQUE New Orleans OM: Gerod Stevens MD: Angela Harrison

103 JAMZ WOWI Norfolk OM: Maxine Todd MD: Heart Attack

102 JAMZ WJMH Greensboro PD: Brian Douglas MD: Mary K.

POWER PLAYLISTS

For Week Ending March 30, 1997



Playlists supplied by Broadcast Data Systems' Radio Track service. Songs ranked by number of plays in monitored week. Playlists are listed in order of TSA weekly count, beginning with the highest-counting station. Counts are updated twice weekly following the release of the Spring and Fall Arbitron surveys. The number of stations shown each week varies depending upon space.

WPLJ New York PD: Steve Weed APD/MD: Linda Silver. Top 40 list including Cardigans, Loveloft, Sheryl Crow, Everybody Is A Winding Road, No Doubt, Don't Speak, etc.

THE BUZZ New York PD: Steve Weed APD/MD: Linda Silver. Top 40 list including Wallflowers, One Headlight, Leah Anderson, It's Alright It's Ok, etc.

STAR 98.7 Los Angeles PD: Angela Perelli APD/MD: Chris Ebbott. Top 40 list including No Doubt, Don't Speak, Jewel, You Were Meant For Me, etc.

MIX 101.9 Chicago VP/Pgm: Barry James APD/MD: Jaime Kartak. Top 40 list including Jewel, You Were Meant For Me, Whitney Houston, I Believe In You And Me, etc.

STAR 104.5 Philadelphia OM: Dave Allan APD/MD: Rich Davis. Top 40 list including Jewel, You Were Meant For Me, Whitney Houston, I Believe In You And Me, etc.

Q95.5 Detroit PD: Tom O'Brien MD: Fred Buchalter. Top 40 list including Jewel, You Were Meant For Me, Toni Braxton, Un-Break My Heart, etc.

WPNT Chicago PD: Lorrin Palagi APD/MD: Lynne Murray. Top 40 list including Jewel, You Were Meant For Me, Hootie & The Blowfish, I Go Blind, etc.

MIX 96.5 Houston PD: Pat Paxton APD/MD: Rich Anhorn. Top 40 list including Savage Garden, I Want You, Wallflowers, One Headlight, etc.

THE LOOP Chicago PD: Greg Solk MD: Vinny Marino. Top 40 list including Sheryl Crow, Everyday Is A Winding Road, Duncan Sheik, Barely Breathing, etc.

MIX 98.5 Boston PD: Greg Strassell MD: Michelle Buczynski. Top 40 list including Jewel, You Were Meant For Me, Wallflowers, One Headlight, etc.

MIX 107.3 Washington, DC OM/PD: Randy James MD: Carol Parker. Top 40 list including Jewel, You Were Meant For Me, No Doubt, Don't Speak, etc.

KS95 Minneapolis PD: Todd Fisher MD: Lighton Peck. Top 40 list including Counting Crows, A Long December, Hootie & The Blowfish, I Go Blind, etc.

ALICE 97.3 San Francisco PD: Louis Kaplan MD: Julie Stoeckel. Top 40 list including Wallflowers, One Headlight, Dave Matthews Band, Crash Into Me, etc.

MIX 102.9 Dallas PD: Kim Ashley MD: Lisa Thomas. Top 40 list including No Doubt, Don't Speak, Dishwalla, Counting Blue Cars, etc.

MIX 106.5 Baltimore PD: Adam Goodman MD: Greg Carpenter. Top 40 list including No Doubt, Don't Speak, Cardigans, Loveloft, etc.

Q104 Cleveland PD: Mary Ellen Kachinski MD: Steve Brown. Top 40 list including Jewel, You Were Meant For Me, Duncan Sheik, Barely Breathing, etc.

96.5 TIC Hartford OM: Steve Salthany MD: David Simpson. Top 40 list including Jewel, You Were Meant For Me, No Doubt, Don't Speak, etc.

KYKY St. Louis PD: Smokey Rivers MD: Greg Hewitt. Top 40 list including John Mellencamp, Just Another Day, Paula Cole, Where Have All The Cowboys G, etc.

STAR 101.5 Seattle OM: Rob Dunlop PD: Kent Phillips. Top 40 list including No Doubt, Don't Speak, Hootie & The Blowfish, I Go Blind, etc.

ALICE 104 St. Louis MD: Tommy Mattern. Top 40 list including Duncan Sheik, Barely Breathing, Sheryl Crow, Everyday Is A Winding Road, etc.

VARIETY 96 Pittsburgh PD: Bruce Gilbert MD: Scott Alexander. Top 40 list including Jewel, You Were Meant For Me, Sheryl Crow, Everyday Is A Winding Road, etc.

THE PLANET Miami PD/MD: Dave Stewart. Top 40 list including Wallflowers, One Headlight, Paula Cole, Where Have All The Cowboys G, etc.

MIX 105.1 Orlando PD: David Isreal MD: Tim Baldwin. Top 40 list including Alanis Morissette, Ironic, No Doubt, Don't Speak, etc.

KZZP Phoenix PD: Dan Persighe. Top 40 list including Savage Garden, I Want You, Duncan Sheik, Barely Breathing, etc.

BDS IMPACT

AIRPOWER (Minimum 400 detections for the first time)

BABYFACE 405/37 Every Time I Close My Eyes (Epic) Total Stations: 37/Chart Move: 21-20

AIRPOWER BOUND

DUNCAN SHEIK 356/47 Barely Breathing (Atlantic) Total Stations: 18/Chart Move: 22-21

JOURNEY 340/47 If He Should Break Your Heart (Columbia) Total Stations: 27/Chart Move: 24-23

HOOTIE & THE BLOWFISH 294/1 I Go Blind (Reprise) Total Stations: 18/Chart Move: 25-24

BRUCE SPRINGSTEEN 274/118 Secret Garden (Columbia) Total Stations: 29/Chart Move: Re-Entry 26

JOOSE 271/72 If Tomorrow Never Comes (Flavor Unit/EastWest/EEG) Total Stations: 32/Chart Move: 28-27

SHERYL CROW 206/22 Everyday Is A Winding Road (A&M) Total Stations: 12/Chart Move: 29-28

TONI BRAXTON 198/75 I Don't Want To (LaFace/Arista) Total Stations: 29/Chart Move: Debut 29

TONI BRAXTON 198/75 I Don't Want To (LaFace/Arista) Total Stations: 29/Chart Move: Debut 29

CHART BOUND

BRIAN MCKNIGHT & DIANA KING 174/48 When We Were Kings (The DAS Label/Mercury) Total Stations: 22

SHAWN COLVIN 141/10 Sunny Came Home (Columbia) Total Stations: 13

MOST NEW AIRPLAY THIS WEEK

TONI BRAXTON 7 I Don't Want To (LaFace/Arista)

BRUCE SPRINGSTEEN 6 Secret Garden (Columbia)

BEE GEES 5 Alone (Polydor/A&M)

BRIAN MCKNIGHT & DIANA KING 5 When We Were Kings (The DAS Label/Mercury)

JOOSE 4 If Tomorrow Never Comes (Flavor Unit/EastWest/EEG)

MAXI PRIEST 4 It Starts In The Heart (Walt Disney)

MAXI PRIEST 118/33 It Starts In The Heart (Walt Disney) Total Stations: 13

THE WALLFLOWERS 116/36 One Headlight (Interscope) Total Stations: 10

PAULA COLE 102/28 Where Have All The Cowboys Gone? (Imago/Warner Bros.) Total Stations: 13

COUNTING CROWS 101/28 A Long December (DGC/Geffen) Total Stations: 8

Table with 10 columns: THIS WEEK, LAST WEEK, WEEKS ON, TITLE/LABEL/PROMOTION LABEL, ARTIST, TW, LW. Contains chart data for various songs and artists.

Records showing an increase in detections over the previous week, regardless of chart movement. A record which has been on the chart for more than 20 weeks will not receive a bullet, even if it registers an increase in detections.

ADULT CONTEMPORARY POWER PLAYLISTS

Grid of 12 playlists including 106.7 LITE FM, KBIG, WLIT, B101, KVIL, K101, SOFT ROCK 97.1, WDOK, SOFT ROCK 102.5, WLTE, WALK, and COAST 97.3. Each playlist lists station name, PD/M/D, and a list of songs with detection counts.

Airpower awarded to those records which attain 400 detections for the first time. New airplay lists those stations registering six or more detections per week on a record for the first time.

POWER PLAYLISTS

WXRK, KROQ, WKQX. New York, Los Angeles, Chicago. PD: Steve Kingston, Kevin Weatherly, Bill Gamble. APD/MD: Alexa Tobin, Gene Sandbloom, Mary Shuminas.

WBCN, KLYY, WPLY. Boston, Los Angeles, Philadelphia. VP/Pgm: Oedipus, Steve Blatter, Jim McGuinn. MD: Carter Alan, Sandy Horowitz, Doug Kubinski.

WHFS, WNNX, KITS. Washington, DC, Atlanta, San Francisco. PD: Robert Benjamin, Brian Phillips, Richard Sands. APD: Bob Waugh, Leslie Fram, Roland West.

KTBZ, CIMX, KNDD. Houston, Detroit, Seattle. PD: Cruze, Murray Brookshaw, Phil Manning. MD: David Sadoff, Vince Cannova, Kim Monroe.

Chart with columns: THIS WEEK, LAST WEEK, WKS. ON CHART, TITLE/LABEL/PROMOTION LABEL, ARTIST, TW, LW. Includes No. 1: Staring at the Sun by U2.

Records showing an increase in detections over the previous week, regardless of chart movement. A record which has been on the chart for more than 20 weeks will not receive a bullet, even if it registers an increase in detections.

KDGE, WHYT, KEGE. Dallas, Detroit, Minneapolis. PD: Joel Folger, Garrett Michaels, John Lassman. MD: Mike Peur, Alex Tear, Wade Lind.

KPNT, KOME, WDXD. St. Louis, San Jose, Pittsburgh. PD: Alex Luke, Ron Nenni. MD: Jay Taylor, Lenny Diana.

“Love Is All We Need”

featuring **Nas**

produced by Jimmy Jam & Terry Lewis

#1 Most Added@Crossover Radio!!

(26) - (20) Rhythm Crossover

#1 Most New Airplay For 2
Consecutive Weeks!

#2 Greatest Gainer+ 190 Spins
Over 7.5 Million Listeners

IMPACTS

MAINSTREAM TOP 40

APRIL 14TH



Stress



Heavy
#10 Most
Played



**#5 Most
Requested**

Mary J

Blige

from her new album

Share My World.

Management: Steve Lucas and Assoc. Inc.
Steve Stoute Management

Compiled from a national sample of airplay reported by Broadcast Data Systems' Radio Trac service to **TOP 40 AIRPLAY MONITOR** 43 top 40 stations and 28 top 40 hybrid-ownership stations on a bi-weekly schedule of 24 hours a day, 7 days a week. Songs are ranked by number of detections. © 1997 Broadcast Data Systems.

THIS WEEK	LAST WEEK	WKS. ON CHART	MAINSTREAM		DETECTIONS		
			TITLE/LABEL/PROMOTION LABEL	ARTIST	TW	LW	
			*** No. 1 ***				
(1)	2	21	YOU WERE MEANT FOR ME ATLANTIC 1 week at No. 1	JEWEL	4101	3977	
2	1	18	LOVEFOOL TRAMPOLENE/STOCKHOLM/MERCURY	THE CARDIGANS	3929	4176	
3	3	24	DON'T SPEAK TRAUMA/INTERSCOPE	NO DOUBT	3425	3587	
4	4	14	WANNABE VIRGIN	SPICE GIRLS	3394	3591	
(5)	6	8	I WANT YOU COLUMBIA	SAVAGE GARDEN	2828	2772	
6	5	11	EVERYDAY IS A WINDING ROAD A&M	SHERYL CROW	2762	2800	
7	7	27	DON'T LET GO (LOVE) EASTWEST/EEG	EN VOGUE	2700	2782	
(8)	8	9	ALL BY MYSELF 550 MUSIC	CELINE DION	2676	2592	
(9)	12	9	ONE HEADLIGHT INTERSCOPE	THE WALLFLOWERS	2555	2293	
(10)	13	7	WHERE HAVE ALL THE COWBOYS GONE? IMAGO/WARNER BROS.	PAULA COLE	2415	2262	
11	11	13	BARELY BREATHING ATLANTIC	DUNCAN SHEIK	2294	2299	
(12)	14	15	EVERY TIME I CLOSE MY EYES EPIC	BABYFACE	2243	2122	
13	9	23	UN-BREAK MY HEART LAFACE/ARISTA	TONI BRAXTON	2205	2319	
14	10	18	A LONG DECEMBER DGC/GEFFEN	COUNTING CROWS	2147	2325	
(15)	18	5	SECRET GARDEN COLUMBIA	BRUCE SPRINGSTEEN	2047	1684	
16	15	19	OOH AAH... JUST A LITTLE BIT ETERNAL/WARNER BROS.	GINA G	1954	1974	
(17)	20	6	FOR YOU I WILL RDWDY/WARNER SUNSET/ATLANTIC	MONICA	1722	1500	
18	19	21	NO DIGGITY INTERSCOPE	BLACKSTREET (FEATURING DR. DRE)	1671	1628	
19	16	20	I BELIEVE I CAN FLY WARNER SUNSET/ATLANTIC/JIVE	R. KELLY	1668	1732	
20	17	16	NOBODY ELEKTRA/EEG	KEITH SWEAT FEATURING ATHENA CAGE	1627	1777	
			*** AIRPOWER ***				
(21)	21	4	ONE MORE TIME ARISTA	REAL MCCOY	1614	1455	
22	22	8	IT'S ALRIGHT, IT'S OK RCA	LEAH ANDREONE	1171	1269	
(23)	27	3	YOUR WOMAN BRILLIANT/CHRYSALIS/EMI	WHITE TOWN	1165	942	
(24)	25	6	NAKED EYE GRAND ROYAL/CAPITOL	LUSCIOUS JACKSON	1146	984	
(25)	26	3	STARING AT THE SUN ISLAND	U2	1129	931	
(26)	32	2	ELEGANTLY WASTED MERCURY	INXS	1058	828	
(27)	NEW		MMMBOP MERCURY	HANSON	1015	515	
(28)	28	4	TOO LATE, TOO SOON SBK/EMI	JON SECADA	965	934	
29	24	8	SAY... IF YOU FEEL ALRIGHT MERCURY	CRYSTAL WATERS	945	1094	
30	23	10	PLEASE DON'T GO ARISTA	NO MERCY	928	1172	
(31)	33	4	TALK TO ME RCA	WILD ORCHID	895	830	
(32)	37	2	SAY YOU'LL BE THERE VIRGIN	SPICE GIRLS	854	662	
33	31	26	I GO BLIND REPRISE	HOOTIE & THE BLOWFISH	824	852	
(34)	39	2	SUNNY CAME HOME COLUMBIA	SHAWN COLVIN	798	600	
(35)	38	3	IF TOMORROW NEVER COMES FLAVOR UNIT/EASTWEST/EEG	JOOSE	718	627	
(36)	NEW		RETURN OF THE MACK ATLANTIC	MARK MORRISON	714	477	
37	35	17	PONY 550 MUSIC	GINUWINE	712	733	
38	36	9	I LIKE IT COLUMBIA	THE BLACKOUT ALLSTARS	711	748	
39	29	14	DON'T CRY FOR ME ARGENTINA WARNER BROS.	MADONNA	691	909	
40	34	5	FALLING IN LOVE (IS HARD ON THE KNEES) COLUMBIA	AEROSMITH	681	804	

THIS WEEK	LAST WEEK	WKS. ON CHART	RHYTHM-CROSSOVER		DETECTIONS		
			TITLE/LABEL/PROMOTION LABEL	ARTIST	TW	LW	
			*** No. 1 ***				
(1)	1	10	RETURN OF THE MACK ATLANTIC 3 weeks at No. 1	MARK MORRISON	1565	1499	
(2)	2	9	DON'T LEAVE ME INTERSCOPE	BLACKSTREET	1474	1359	
3	3	14	WANNABE VIRGIN	SPICE GIRLS	1162	1316	
(4)	6	12	FOR YOU I WILL RDWDY/WARNER SUNSET/ATLANTIC	MONICA	1100	1054	
(5)	7	11	IN MY BED ISLAND	DRU HILL	1093	1022	
6	5	17	ONE IN A MILLION BLACKGRDUND/ATLANTIC	AALIYAH	1030	1076	
(7)	8	11	DA' DIP HARD HOOD/POWER/TRIAD	FREAK NASTY	1011	997	
(8)	10	10	CAN'T NOBODY HOLD ME DOWN BAD BDY/ARISTA PUFF DADDY (FEATURING MASE)		985	945	
9	9	29	NOBODY ELEKTRA/EEG KEITH SWEAT FEATURING ATHENA CAGE		980	980	
10	4	17	EVERY TIME I CLOSE MY EYES EPIC	BABYFACE	969	1082	
(11)	15	6	CAN WE JIVE	SWV	964	798	
12	11	27	DON'T LET GO (LOVE) EASTWEST/EEG	EN VOGUE	865	881	
			*** AIRPOWER ***				
(13)	19	5	HYPNOTIZE BAD BDY/ARISTA	THE INCORRIGIBLE B.I.G.	850	623	
14	12	12	HARD TO SAY I'M SORRY LAFACE/ARISTA	AZ YET FEATURING PETER CETERA	814	870	
15	14	32	NO DIGGITY INTERSCOPE	BLACKSTREET (FEATURING DR. DRE)	788	824	
16	13	27	UN-BREAK MY HEART LAFACE/ARISTA	TONI BRAXTON	748	841	
17	16	16	DON'T SPEAK TRAUMA/INTERSCOPE	NO DOUBT	736	796	
18	18	9	LOVEFOOL TRAMPOLENE/STOCKHOLM/MERCURY	THE CARDIGANS	634	713	
19	17	22	LET'S GET DOWN MERCURY	TONY TONI TONE	619	719	
(20)	26	2	LOVE IS ALL WE NEED MCA	MARY J. BLIGE	613	423	
(21)	21	5	TELL ME DO U WANNA 550 MUSIC	GINUWINE	602	547	
22	20	8	HEAD OVER HEELS TRACK MASTERS/GRAVE	ALLURE FEATURING NAS	563	619	
(23)	24	12	I LIKE IT COLUMBIA	THE BLACKOUT ALLSTARS	560	517	
(24)	23	7	WITHOUT YOUR LOVE UPSTAIRS	ANGELINA	544	528	
25	22	3	ONE MORE TIME ARISTA	REAL MCCOY	511	535	
(26)	25	8	JUST A TOUCH ELEKTRA/EEG	KEITH SWEAT	503	469	
(27)	31	6	GET IT TOGETHER BIV 10/MOTOWN	702	441	400	
(28)	30	4	LET ME CLEAR MY THROAT CLR/AMERICAN/WARNER BROS.	DJ KOOL	440	405	
29	29	19	OOH AAH... JUST A LITTLE BIT ETERNAL/WARNER BROS.	GINA G	411	422	
30	27	5	IF TOMORROW NEVER COMES FLAVOR UNIT/EASTWEST/EEG	JOOSE	403	423	
31	32	24	I BELIEVE I CAN FLY WARNER SUNSET/ATLANTIC/JIVE	R. KELLY	398	393	
(32)	38	2	SWEET SEXY THING REPRISE	NU FLAVOR FEATURING ROGER	378	309	
33	34	4	TALK TO ME RCA	WILD ORCHID	361	376	
34	28	9	REQUEST LINE ILLTOWN/MOTOWN	ZHANE	352	422	
(35)	37	2	I'LL BE VIOLATOR/DEF JAM/MERCURY	FOXY BROWN FEATURING JAY-Z	351	328	
(36)	NEW		ALL BY MYSELF 550 MUSIC	CELINE DION	317	291	
(37)	40	10	DON'T STOP MOVIN' UNDISCOVERED/MCA	LIVIN' JOY	305	303	
(38)	RE-ENTRY		WHAT'S ON TONIGHT DEF JAM/MERCURY	MONTELL JORDAN	305	288	
39	35	18	COLD ROCK A PARTY EASTWEST/EEG	MC LYTE	298	374	
40	33	6	I'M NOT FEELING YOU LOUD/RCA	YVETTE MICHELE	293	379	

Records showing an increase in detections over the previous week, regardless of chart movement. A record which has been on either chart for more than 20 weeks will not receive a bullet, even if it registers an increase in detections. Airpower awarded to those records which attain 1500 detections (mainstream) or 700 detections (rhythm) for the first time. If two records are tied in number of plays, the record being played on more stations is placed first. Records below the top 20 are removed from the chart after 26 weeks.

sunny came home from the album
a few small repairs

shawn colvin

Appearing on
VH1's Hard Rock Live
April 13, 14 & 19

<http://www.sony.com>

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STAR 94
WKRO
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WNCI
G105
WZPL
WFLZ

Produced by
John Leventhal.
Management: Ron Fierstein.
AGF Entertainment Ltd., NYC

