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MARCH 4, 1994 • Spotlight On WSNX Grand Rapids • Interview With Jimmy Steal • Gary Gersh

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#1 Most Added At Commercial Alternative!

#4 Most Added At AOR!

#11 Most Added At Top 40!

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Adds:

99X ATLANTA

WPXR QUAD-CITIES

WKHQ CHARLEVOIX

KSKG SALINA

KFTZ IDAHO FALLS 30-24*

KIOC BEAUMONT 36-30*

WAIA MELBOURNE

WWCK FLINT

KQIZ AMARILLO

WWKZ TUPELO

WENZ CLEVELAND #29*

KWTO SPRINGFIELD D-32*

WLAN LANCASTER

WJMX FLORENCE

WHOB MANCHESTER

WZAT SAVANNAH D-29*

WSBG STROUDSBURG D-32*

On Over 40 AOR Stations!

On Over 16 New Rock Stations! Great Majors!

KDGE DALLAS

WDRE LONG ISLAND

WKOC VIRGINIA BEACH

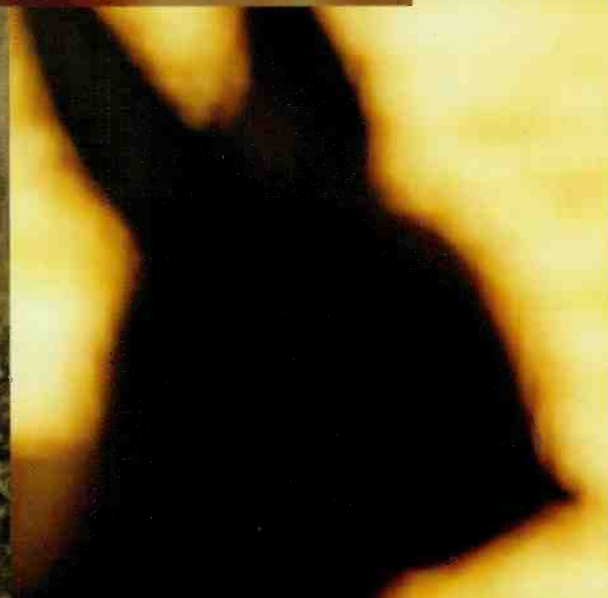
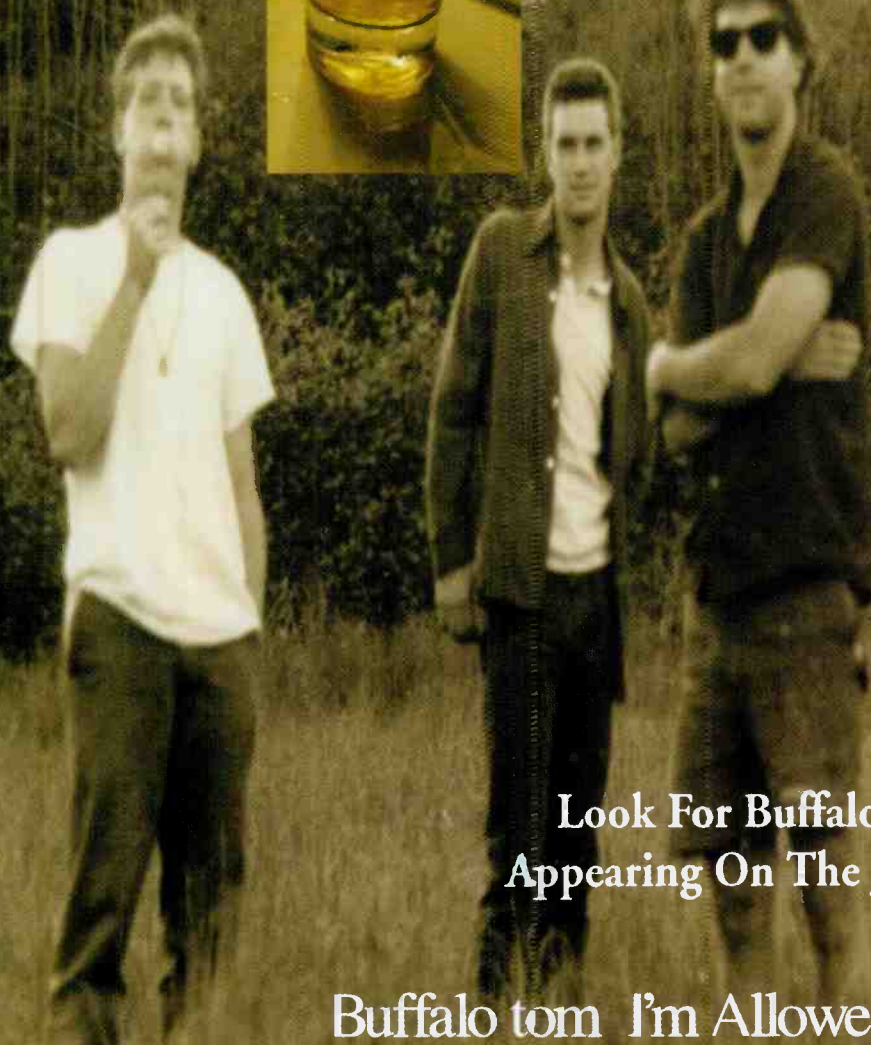
WXRT CHICAGO

WBRU PROVIDENCE

CIMX BIRMINGHAM

WENX BOSTON

WWCD COLUMBUS



the song you've waited 25 years for

from the new album
BIG RED LETTER DAY

Look For Buffalo Tom On MTV Appearing On The Jon Stewart Show!

Buffalo tom I'm Allowed.

PRODUCED BY THE ROBB BROTHERS WITH BUFFALO TOM
DIRECTION: TOM JOHNSTON MANAGEMENT



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THE CHARTS

MAINSTREAM

COMBINING AIRPLAY, SALES AND REQUESTS

2W	LW	TW	ARTIST/SONG	LABEL
4	2	1	MARIAH CAREY, Without You	Columbia
1	1	2	ACE OF BASE, The Sign	Arista
3	3	3	JANET JACKSON, Because Of Love	Virgin
5	5	4	RICHARD MARX, Now And Forever	Capitol
7	6	5	ALL-4-ONE, So Much In Love	Blitz/Atlantic/AG
10	7	6	SALT-N-PEPA w/EN VOGUE, Whatta Man	Next Plateau/London/PLG
9	8	7	ETERNAL, Stay	1st Avenue/EMI/ERG
14	9	8	MEAT LOAF, Rock And Roll Dreams Come Through	MCA
2	4	9	CELINE DION, The Power Of Love	550 Music
16	13	10	US3, Cantalooop (Flip Fantasia)	Blue Note/Capitol
15	12	11	TOM PETTY & THE HEARTBREAKERS, Mary Jane's Last Dance	MCA
12	11	12	PHIL COLLINS, Everyday	Atlantic/AG
29	19	13	BRUCE SPRINGSTEEN, Streets Of Philadelphia	Columbia
8	10	14	COLOR ME BADD, Choose	Giant/Reprise
36	22	15	COUNTING CROWS, Mr. Jones	DGC
6	14	16	BRYAN ADAMS/STING/ROD STEWART, All For Love	A&M/Hollywood
30	23	17	CECE PENISTON, I'm In The Mood	A&M
11	15	18	AEROSMITH, Amazing	Geffen
—	34	19	BIG MOUNTAIN, Baby I Love Your Way	RCA
17	18	20	GIN BLOSSOMS, Found Out About You	A&M
13	16	21	TONI BRAXTON, Breathe Again	LaFace/Arista
26	24	22	JOCELI, Cry For You	Uptown/MCA
19	17	23	XSCAPE, Understanding	So So Def/Columbia
31	26	24	ZHANÉ, Groove Thang	Motown
22	20	25	TONY TONI TONÉ, (Lay Your Head On My) Pillow	Wing/Mercury
—	37	26	BABYFACE, And Our Feelings	Epic
◆ DEBUT	27	27	CRASH TEST DUMMIES, MMM MMM MMM MMM	Arista
◆ DEBUT	28	28	PRINCE, The Most Beautiful Girl In The World	N.P.G. Records/Bellmark
40	38	29	R. KELLY, Bump N' Grind	Jive
32	28	30	THE BREEDERS, Cannonball	4AD/Elektra
39	35	31	MR. BIG, Ain't Seen Love Like That	Atlantic/AG
18	21	32	HEART, Will You Be There (In The Morning)	Capitol
23	27	33	10,000 MANIACS, Because The Night (from MTV Unplugged)	Elektra
20	25	34	ROD STEWART, Having A Party	WB
—	40	35	MELISSA ETHERIDGE, Come To My Window	Island/PLG
24	29	36	MARIAH CAREY, Hero	Columbia
28	30	37	BRYAN ADAMS, Please Forgive Me	A&M
27	32	38	SALT-N-PEPA, Shoop	Next Plateau/London/PLG
◆ DEBUT	39	39	SNOOP DOGGY DOGG, Gin And Juice	Death Row/Interscope/AG
◆ DEBUT	40	40	TEVIN CAMPBELL, I'm Ready	Qwest/WB

MOST ADDED

1.	Bonnie Raitt, Love Sneakin' Up On You	Capitol
2.	Michael Bolton, Completely	Columbia
3.	Prince, The Most Beautiful Girl In The World	N.P.G. Records/Bellmark
4.	The Cranberries, Dreams	Island/PLG
5.	Big Mountain, Baby I Love Your Way	RCA
6.	The Brand New Heavies, Dream On Dreamer	Delicious Vinyl/EastWest
6.	Juliet Roberts, I Want You	Reprise
8.	Tevin Campbell, I'm Ready	Qwest/WB
9.	Beck, Loser	Bong Load/DGC
10.	Enigma, Return To Innocence	Charisma/Virgin

PLAYS PER WEEK

COMPUTER GENERATED AIRPLAY REPORTS

2W	LW	TW	ARTIST/SONG	STNS.	AVG. PPW	PLAYS
1	1	1	ACE OF BASE, The Sign	101	46.1	4655
4	3	2	MARIAH CAREY, Without You	106	40.7	4318
2	2	3	JANET JACKSON, Because Of Love	102	41.0	4182
3	4	4	CELINE DION, The Power Of Love	92	38.5	3544
10	9	5	RICHARD MARX, Now And Forever	96	35.0	3359
9	6	6	MEAT LOAF, Rock And Roll Dreams Come Through	94	34.0	3194
11	10	7	TOM PETTY & THE HEARTBREAKERS, Mary Jane's Last Dance	88	36.0	3169
5	5	8	COLOR ME BADD, Choose	84	36.2	3038
13	8	9	ALL-4-ONE, So Much In Love	86	34.2	2939
14	11	10	ETERNAL, Stay	90	32.3	2905
6	7	11	TONI BRAXTON, Breathe Again	78	32.9	2570
12	13	12	GIN BLOSSOMS, Found Out About You	78	32.2	2515
—	28	13	COUNTING CROWS, Mr. Jones	89	26.0	2313
30	22	14	BRUCE SPRINGSTEEN, Streets Of Philadelphia	89	25.4	2260
8	14	15	AEROSMITH, Amazing	77	29.3	2259
17	15	16	PHIL COLLINS, Everyday	77	27.3	2105
7	12	17	BRYAN ADAMS/STING/ROD STEWART, All For Love	69	28.4	1960
22	16	18	US3, Cantalooop (Flip Fantasia)	70	27.4	1917
29	24	19	MR. BIG, Ain't Seen Love Like That	71	25.8	1830
26	19	20	SALT-N-PEPA w/EN VOGUE, Whatta Man	61	29.3	1786
15	18	21	HEART, Will You Be There (In The Morning)	64	27.8	1776
◆ DEBUT	22	22	BIG MOUNTAIN, Baby I Love Your Way	66	25.0	1653
28	23	23	CECE PENISTON, I'm In The Mood	60	26.8	1606
38	32	24	MELISSA ETHERIDGE, Come To My Window	63	24.2	1525
19	20	25	10,000 MANIACS, Because The Night (from MTV Unplugged)	58	24.9	1443
27	26	26	XSCAPE, Understanding	50	28.8	1442
16	17	27	THE CRANBERRIES, Linger	56	23.7	1328
20	27	28	ROD STEWART, Having A Party	52	25.1	1305
25	25	29	BRYAN ADAMS, Please Forgive Me	48	26.4	1265
18	21	30	HADDAWAY, Life (Everybody Needs Somebody To Love)	47	26.7	1257
21	29	31	WHITNEY HOUSTON, Queen Of The Night	42	29.6	1245
39	38	32	JOCELI, Cry For You	47	24.2	1137
◆ DEBUT	33	33	CRASH TEST DUMMIES, MMM MMM MMM MMM	54	20.9	1130
◆ DEBUT	34	34	TONY TONI TONÉ, (Lay Your Head On My) Pillow	38	28.7	1092
40	40	35	THE BREEDERS, Cannonball	56	19.2	1077
23	30	36	MARIAH CAREY, Hero	41	25.8	1057
◆ DEBUT	37	37	BABYFACE, And Our Feelings	56	18.8	1052
◆ DEBUT	38	38	ZHANÉ, Groove Thang	34	30.1	1025
24	31	39	DEF LEPPARD, Miss You In A Heartbeat	39	25.6	999
36	34	40	GABRIELLE, Dreams	36	27.0	971

TOTAL NETWORK REPORTING STATIONS

40
264

TOTAL REPORTS RECEIVED
DID NOT REPORT

264
0

Grammy Awards

It Was The Best of Times



WHITNEY HOUSTON

And the winner is... Whitney Houston.

The "Whitney Express" that ran through the American Music Awards last month made a quick stop last night at the Grammy Awards in New York City. Whitney, who won a stack of AMA trophies for her smash "I Will Always Love You," was the MVP of the Grammys. She won three awards: Album of the Year, Record of the Year and Female Pop Vocalist.

The Grammy Awards Ceremony, telecast live on CBS, opened with Houston singing "I Will Always Love You." It turned out to be a premonition of things to come. At times, the telecast could have been confused with a Whitney Houston special, so often was she featured. The first award was presented right after her performance. Dolly Parton, who wrote "I Will Always Love You" twenty-two years ago, and David Foster, who won four non-performance awards for his work with Houston and produced her version of Parton's song, announced the winner in the Female Pop Vocalist Category. Whitney was off and running.

In between Whitney's accep-

ance speeches, other stars were acknowledged for performances that ran the gamut between oblique and sublime. Multiple winners included Toni Braxton for Best Performance By A Female, R&B Category and Best New Artist and Sting for Best Male Pop Vocal and Long-Form Video.

Other winners in the Pop field were Peabo Bryson and Regina Belle for Best Pop Performance By A Duo or Group with their performance of "A Whole New World (Aladdin's Theme)" and the Bruce Hornsby and Branford Marsalis duet of "Barcelona Mona" for Best Pop Instrumental.

Meat Loaf won the Best Rock Vocal for "I'd Do Anything For Love (But I Won't Do That)," U2's "Zooropa" was named Best Alternative Album, Aerosmith picked up the Grammy for Best Rock Performance By A Group and Stone Temple Pilots earned the top spot in the Best Hard Rock Performance with "Plush."

The biggest upset was recorded by Tony Bennett, who beat out



TONI BRAXTON

Barbara Streisand in the Traditional Pop Vocal category. Another surprise winner was Ray Charles who picked up the Best Male Performance R&B.

Sade won Best R&B Performance By A Group and Best R&B Song went to Janet Jackson's "That's The Way Love Goes."

Rapping up the top awards, Dr. Dre won Best Rap Solo Performance for "Let Me Ride" and Digable Planets took Best Rap Performance By A Group for "Rebirth of Slick (Cool Like Dat)."

The showstopper of the broadcast was the tribute to Curtis Mayfield. An All Star band led by Bruce Springsteen featuring Bonnie Raitt, B.B. King, Steve Winwood and



BONO

other luminaries had the audience on their feet singing along with Mayfield's classics. And Aretha Franklin's version of "A Natural Woman" brought the house down.

Some memorable lines did rise above an otherwise boring and uneven broadcast. Awards that could have been given included: Best Use Of An Expletive While Receiving A Grammy: U2's Bono who said, "I'd like to give a message to the young people of America; that is, we'll continue to abuse our position and fuck up the mainstream;" Best Fashion Comment: "It takes a lot of money to make myself look this tacky," from Steven Tyler of Aerosmith; Outstanding Award For Social Commentary: "We'd like for everybody to think about the peo-

TONYA IN THE MOURNING?

Despite the overwhelming disapproval of its audience, the KKRZ "Z100" Morning Zoo offered a morning show co-host job on the air to Olympic skater Tonya Harding. The gig, okayed by station management, is for a (ahem) "trial" period of 30 days; Harding would be paid \$10,000. She has yet to respond to their offer.

COMING & GOING

Tom Jackson left his PD gig at WKZL Greensboro to become PD at WBT-FM Charlotte... Larry Martino, former KGGI Riverside OM, was named PD at the new Jerry Clifton station in Las Vegas, KXTZ... Michael Knight was moved up from late night to afternoon drive at KDWB Minneapolis... Congratulations go out to KZZU Spokane PD Ken Hopkins and his wife, Trish, on the birth of their second child, Michael John, on Feb. 22... At KIOK Tri-Cities, PD/mornings Paul Walker and afternoon Tim Taylor flipped shifts; Promotions Director/weekends/fill-in Bob Bishop moved to middays and night guy Michael Dean was named MD... Steve Ryan was named Acct. Exec. at KZMG Boise... KFBQ Cheyenne MD/afternoon-driver Barry MacGuire accepted the night gig at KDUK Eugene... Condolences go out to the friends and family of WRVQ Richmond mid-day/Director of Community Relations Roger St. John, who died from an apparent heart attack on February 24. He was 47 years old.

INDY MEDIA MUGOLS

WHHH/WXLW Indianapolis owner Bill Shirk has pooled his resources with Mays Chemical Company President Bill Mays. Mays is set to purchase 49% interest in Shirk's radio stations. What's more, the TV station, co-owned Hoosier TV-53, will be transferred to the Shirk/Mays joint venture IBL, L.L.C.; that venture is about to LMA Country station WGGR-FM. When the lawyers and accountants are finished, the duo will own three radio stations and one TV station in Indianapolis.

Grammys cont.

ple right outside this door who're homeless as you sit in these \$900 seats," by Dignable Planets' Butterfly and Best Performance By Female Rock Vocalists (an award that was dropped this year): "Grammy nomination boys hear our litany, there's more to rock and roll than Mariah and Whitney," performed by women protestors outside Radio City Music Hall.

Bono also delivered a stirring introduction to Frank Sinatra. Dressed in black, smoking a cheroot, reading from a hand-written tribute, U2's lead singer set the stage with his prose about "The Chairman of the Bad." Sinatra was reduced to tears as Bono described him as "a singer who makes others poets" and finished with, "But you know Sinatra is out there more nights than most punk bands, telling his story through songs, private thoughts on a public address system, boxer and painter, actor and singer, band man and loner, trouble-shooter and troublemaker, the champ who would rather show you his scars than his medals."

THE WORST OF TIMES

The Grammy telecast is plagued by the problems that face all awards

shows. It's tough to keep the event flowing smoothly through the different performances by artists that span the musical scale. The choice of hosts for the past four years has been Gary Shandling, who is fun to watch on his cable show, but is less than adept at bridging the gaps between presenters. Although he had



MEAT LOAF

an occasional funny line, most of his jokes were at the expense of the artists and music being honored. His most glaring errors were making a brief mention of the death of Dina Shore, then using a pencil to obviously cross off that topic from a piece of paper that must have list-

ed things he should talk about; saying he listened to Snoop Dog's latest album while at home with his "bitch" and reading in monotone the introductions of presenters he should have prepared in advance. Even his monologue was old and tired. He told most of the jokes on his Letterman appearance the night before. Many performers voiced the complaint that it was time for the Grammys to choose a host more in tune with the music they were showcasing.

Of course, another problem faced by the producers of the event is making it fit within the confines of time demanded by television. They got out on time this year, but in doing so, cut off the speech of Frank Sinatra when he accepted the Grammy Legend Award. Frank was admittedly rambling a bit, but hasn't he deserved it? He was also miffed that the Grammy officials didn't allow him to sing. Hasn't he deserved it? And Mike Green of the recording academy said they cut to a commercial because "...Frank was having a good time," and felt he might talk for an hour. Who would have cared? Hasn't he deserved it?

Tracy Gets KIISed

KIIS-FM Names Tracy Austin As Music Director

(Los Angeles) After an extensive search, 102.7 KIIS-FM has named Tracy Austin as Music Director of the Top 40 station. Tracy joins KIIS-FM from KHFI in Austin, Texas where she served 8 years as Assistant Program Director and Afternoon Air Personality.

Tracy's achievements have been recognized by winning the 1993 Gavin Award for Assistant Program Director/Music Director of the Year in the medium market category and she won first place in the Mainstream A.I.R. Competition.

KIIS-FM Program Director Jeff Wyatt told *The Network Forty*



TRACY AUSTIN

"Tracy's experience in Mainstream Top 40 radio, along with the growth she will experience at KIIS-FM makes this an extremely exciting arrangement for both of us. With Tracy in place, KIIS-FM takes it to the next level." Tracy said, "I'm thrilled! Working at KIIS-FM is a dream come true for me. I can't wait to work with Marc, Jeff, Gwen, Anita and the entire first class staff at KIIS-FM."

KIIS-FM has been without a Music Director since Brian Bridgeman left the post to become Program Director at WDCG in Raleigh, North Carolina.

RECORDS

ARISTA

Carolyn Beaman was promoted to Operations Manager, R&B Promotion.

BMG

Lars Toft was named Managing Director of BMG Ariola A/S, Denmark.

COLUMBIA

Vicki Batkin was promoted to VP, Television Relations... VP, National Publicity Leyla Turkkan and husband Sandy Smallers, Media Services of Atlantic Records, are the proud parents of a baby boy, Ziya Mehmet Smallens, who was born Feb 23 in New York City.

GEFFEN/DGC

Diane Valensky was promoted to Director of Regional Video Promotion.

MCA

Larry Vallon was promoted to the position of VP, MCA Entertainment Services... Alex Melnyk was appointed to the newly-created position of VP Interactive Media of the MCA Music Entertainment Group.

SONY

Craig Sussman was appointed Sr. VP, Business Affairs: Business Development, West Coast... Jon Polk was appointed VP, Business Affairs for Sony Music, West Coast... Michael J. Roberson was appointed Counsel of Sony Music Entertainment...

TOMMY BOY

Scoop Freeman was named Manager, Rap promotion. Previously, he was the College radio Rep for Chemistry/Mercury Records... Winnie Bernier was appointed Assistant to the VP Marketing. Previously, she was Sony Music's Media Buyer.

RUMORS, HALF-TRUTHS AND OUGHTRIGHT LIES

No Vacancies

It could have been the hottest MD opening in history, but now it's done. After extensive interviews and more than one temp, KIIS PD Jeff Wyatt has filled the slot with Tracy Austin. Tracy heads West from KHFI in Austin where she was APD. (See News Section for details.)

Jammin' 92 Cleveland also makes official some "acting" jobs. Jerry Mac is now important with Sr VP and National folks as he's the new PD. And Johnny D will be taking calls from the locals since he's been named MD. Both had been with the station, Jerry Mid-days and Johnny afternoons.

The new PD at Clifton consulted KXTZ Las Vegas is former KGGI OM Larry Martino. Will the station now move to a more aggressive stance or will it continue its Urban AC slant?

In a subtle surprise, former WKZL PD Tom Jackson lands the WBT-FM Charlotte opening.

And Hurricane Shane has been appointed MD at KBFM Brownsville/McAllen.

What's In A Name?

Looking for that perfect airname for your newest jock? Don't read *The Network Forty's* "Oh Wow" column on page 52 as we print the most disgusting jock names known. (Editor's note: we apologize if one of them is yours!)

VH 1-2-3

John Sykes has been named President of VH1. Could this be the first of many changes? Will the video channel begin leaning toward a more current base to attract more viewers? And could the changes include bringing in someone from radio to tweak the programming. Like Z100's Steve Kingston?

Grammy Grumblings

As is getting more and more common, the parties surrounding the Grammys are much more entertaining than the events themselves. This year's freeze in New York didn't stop the labels from pulling out all the stops. Best party? Pick any of them.

Gary Shandling? Ugh! Little known fact: Shandling and KWOD Sacramento owner Edward Stolz roomed together briefly in college. Stolz is funnier.

Page 6 suggestions for next year's host: MCA's Bruce Tenenbaum. He sat next to Shandling on the plane to New York. It's too bad Bruce didn't give him some material.

Best commercial: Pepsi featuring the kids watching the anniversary of Woodstock. Especially the line where one kid watching the overweight, balding, conservatively dressed crowd asks, "Isn't this the recreation of a historic event?" And another kid answers, "Yeah. Watergate."

Biggest screw-up besides Gary Shandling: CBS pulling the plug on Old Blue Eyes. Check the Page 6 cartoon for Sinatra's response.

Is Bono a rebel genius or what? His tribute to Frank was mind-blowing. PLG should send it out on a special CD.

Did anyone tape the All Star band's medley of Curtis Mayfield's music? It should be on the air somewhere. And that goes double for Billy Joel's live version of "River of Dreams."

So Bono said "fuck." Big deal. They're lucky one of the other bands that were nominated didn't win. It could have been a lot worse. Besides, he was just quoting *The Network Forty* motto. We fuck with the mainstream weekly!

Thank God for stars like Whitney Houston and Billy Joel who allow us to feel happy and warm and comfortable with our place in life... and a star like Bono who makes us uncomfortable with our status and challenges us to do more.

Who were the two wives of the music executives that got into a screaming match in the ladies room at Radio City Music Hall?

What Sr VP Promotions stiffed a programmer for promised tickets to the label's

party by leaving a message at the programmer's hotel? The payback will be a bitch.

Morning Sickness

If you think John Wayne Bobbit's latest radio tour has stirred up controversy, wait until the Hollywood madam Heidi Fleiss hits the circuit. *The Chrome Lizard* hears she has an agent checking the waters, starting with Howard Stern.

And does the Z100 Portland offer of \$10,000 to Tonja Harding for 30 days of morning show co-hosting include special "perks" that couldn't be mentioned in the press release?

Was Kiss 108 PD Steve Rivers having dinner with Nancy Kerrigan's representative last week at Legal Seafood in downtown Boston?

Trendage

More Nov/Dec/Jan Arbitrends have landed. Chicago: WBBM 4.7 to 5.4; Philadelphia: WIOQ 5.2 to 5.3, WPLY 2.3 to 2.2; Detroit: WHYT 5.5 to 5.9; Boston: WXKS 6.5 to 6.6, WJMN 5.3 to 5.0; San Francisco: KMEL 4.3 to 4.5, KSOL 4.3 to 4.3; Washington, D.C.: WPGC 10.1 to 9.8, WRQX 5.1 to 4.6; Pittsburgh: WBZZ 5.9 to 6.5; Cleveland: WZJM 4.3 to 4.5, WENZ 2.6 to 2.8; Hartford: WKSS 6.4 to 6.3, WTIC-FM 5.1 to 5.2; San Jose: KHQT 5.5 to 5.2; Baltimore: WERQ 4.5 to 5.7; Minneapolis: KDWB 6.9 to 6.9; Dallas: KHKS 5.9 to 5.7; Atlanta: WSTR 7.2 to 6.5, WNNX 4.0 to 3.9; Phoenix: KKFR 6.7 to 6.3; Houston: KBXX 4.7 to 5.0, KRBE 4.9 to 4.7; Miami: WPOW 5.3 to 5.3; WHYI 5.0 to 4.9; New Orleans:

WEZB 6.7 to 6.8; Buffalo: WKSE 6.5 to 6.6; Tampa: WFLZ 6.1 to 6.0, WMTX 5.7 to 5.7; St. Louis: WKBQ 4.6 to 4.5; Denver: KQKS 4.2 to 4.8; Kansas City: KISF: 2.8 to 3.1; Cincinnati: WKRQ 6.9 to 6.5; Providence: WPRO-FM 8.7 to 9.5, WWKX 4.6 to 4.6; Seattle: KUBE 5.9 to 5.3, KPLZ 2.6 to 3.0; Portland: KKRZ 7.6 to 7.5, WNCI 5.8 to 5.7, WAKS 4.9 to 4.6, Indianapolis: WZPL 6.1 to 7.0, WHHH 4.3 to 4.3; Milwaukee: WLUM 5.3 to 5.8, San Antonio: KTFM 9.3 to 10.2 and Louisville: WDJX 7.0 to 7.3.

Rumors

Christopher Lance, who as PD at KMXZ guided the station to huge ratings in the last book, is being considered for two open programming slots, both in larger markets. One is in California, the other out-of-state.

Has Epic narrowed their choices for their West Coast opening down to three names? Are two of them Epic LA local Patricia Boch and Zoo's Ric Lippencott?

Will MCA fill their San Francisco opening with someone in radio?

Is another station in Johnson City flipping to Top 40?

Is former Big WAYS pucker Jimmy Madison pondering a move back into radio?

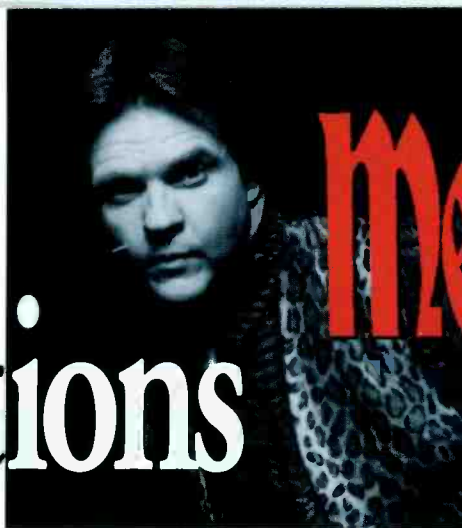
Buzz

Jim Guerinet... Steve Bartles... Shannon Anderson... Frankie Blue... Phil Quartararo... Mark Gorlick...



"Tell 'im it's Frank!"

Congratulations



Meat Loaf

1994 BEST ROCK PERFORMANCE GRAMMY

4.1 Million Selling Album/11 Million Worldwide

Still In The Top 15 After 6 Months! 60,000 This Week!

"Rock And Roll Dreams Come Through" Billboard Hot 100 13* R&R 9*

BDS Over 2500! Including:

KKFR 42 (+9)	WZPL 53 (+52)	WABB 52 (+16)	Q102 Add!	Z100 35
WPXY 35 (+10)	I95 42	WYCR 51	WFHN 46	Y107 42
WVSR 42	WVKS 49 (+10)	WHOT 56 (+22)	WAKS 45	WSNX 43 (+19)
		93Q 40		

Letterman & Grammy Appearances In One Night!

Sold Out Tour.

Unprecedented Summer Tour To Be Announced Soon!

And It's Just The Beginning!

MCA.



SOUNSCAN #5 SELLING ALBUM THIS YEAR!

**58,000 Albums/18,000 Singles
Sold This Week!**

**R&R 23* Billboard Hot 100 21*
BDS Over 1400 (+200)**

**From Their 2nd Straight Double
Platinum Album**

"c.y for you"



MCA

EDITORIAL

Commentary by
Gerry Cagle

At this year's Gavin convention, Capitol President Gary Gersh gave a keynote speech that galvanized those in the audience. He spoke about the changing scope of the record and radio industries and how they would relate in the coming years. His speech touched upon so many important points that we felt it was important to reprint the text as this week's Editorial, so those who missed it could read and share his vision of the future.

When I was asked to be the keynote speaker, I thought long and hard about what it is that I would address... "What is it that I have to say that would be valuable or even of interest to these people?"

I thought about my first seven months at Capitol and my first experience at being a label President. And I realized that what I found to be the biggest problem at Capitol when I assumed this position, was the same problem I find facing the world on a day-to-day basis. It involves this buzzword "synergy."

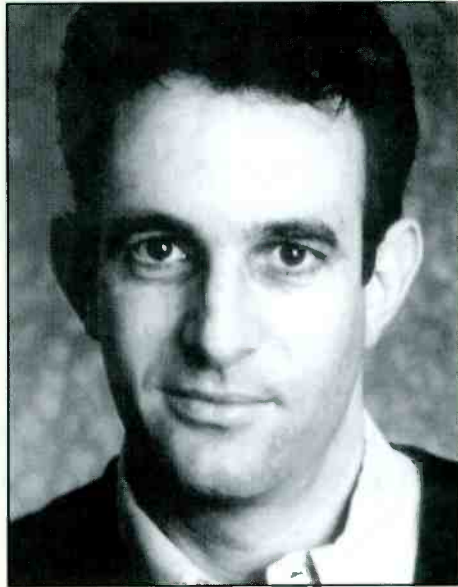
Now Websters dictionary defines synergy as "combined or cooperative action or force." But I break it down into simpler terms. How do people communicate with each other? How does a person communicate and relate to his or her company? How do countries communicate? How do we all get together and communicate to the point of creating positive, well-thought-out goals and directions that benefit all involved? How do we achieve synergy?

So I came to quickly realize in my first few weeks at Capitol that one of the main qualities that the label severely lacked was communication and, by extension, synergy. People were not given the opportunity to tell what it was they liked and didn't like at the company. Even down to the simplest matters: How did they like working in this strange, round building? Was it functional? Were their needs being taken care of? This extended to more important and personal issues: How were they being treated; was management thinking of them and looking after their interests?

Then we looked at it from the artists' point of view: Were the artists and their managers actually involved in the synergy that it takes to create

"think tanks" and "task forces" to design and implement programs that would break their records? We even took this pursuit to a greater level: Was Capitol employing synergism to become what a young, vibrant organization should be in the music industry of the '90s?

Well, fortunately or unfortunately, management had given me the opportunity to have my opinion count in this assessment. And from where I stood, I felt the answer was "no"... Capitol wasn't using synergy to excel and become a leader in the business. This isn't because the former executive team was any better or worse than we are. It stems more from my belief that how a modern entertainment company can be run has little to do with the way they've generally been run in the past. My



thinking runs much more parallel to the way a *Ben & Jerry's* is run... or *Nike Footwear* or *Apple Computers*. These are innovative, forward-thinking companies that have broken new ground and re-invented the way they do business. It didn't matter how similar businesses had always been run, these companies were going to find new and better ways to conquer the marketplace, expand their audiences and at the same time, provide a work place that would attract... and keep... creative individuals. And their employees have become a benchmark of these companies, being every bit as important as the product they sell or the marketing campaigns they launch.

So when I took over the helm at Capitol, I felt that if we were to have a successful, artist-driven record company, we had to establish a synergy

between the people who worked here. We had to open communication and develop a shared vision among the employees, who would spread the message both inside and outside the company about what we were building here. This was imperative before we could actually create a working company where artists could come and thrive.

But again, what we found at Capitol didn't fit our vision for the label we wanted to build. Many of the employees had the attitude, "how can I come, do my work, get excited now and then... but still not feel great about any aspect of how the company is actually put together?"

So I came in my first day and sat down with the senior executives. About three hours into this meeting, we finally got around to the 13 priorities they had at radio that week. After listening to them, I said, "You know, I don't get the sense that you guys really like your records. Do you feel good about your artists?" After a variety of responses, I found that there were a few key acts that they generally felt had great potential to break through... but a larger number of artists who were simply on the release schedule and they were "forced" to work. Not only was this demoralizing, but this didn't allow the company to focus on the core acts that really had the capacity to be successful.

Right then, that day, we made the promise that we would pare the roster down and devote our complete energies to a smaller number of artists that we could all be proud of. The kind of artists we ourselves would listen to at home; the kind we couldn't wait to turn other people on to. I knew that if we had that type of roster, we would begin to communicate to people that we not only liked our artists, but we liked being at Capitol Records. We left with the excitement of the untapped possibilities for the label. I also realized that first day, that my task wasn't to just come in and change some employees and hone the roster, but that we needed to affect a cultural change. And I also recognized that culture is something that takes a long time to grow; it doesn't happen overnight.

That, of course, pointed out the enormity of the job ahead of us. I knew that in a short period of time we could get our people to focus on fewer acts and run a more fiscally sound company. But could we actually create this synergistic culture that I had envisioned? The answer is "yes." By listening to each and every employee's ideas, we're beginning to see signs that culture is taking root at

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the Tower in L.A. and spreading across the country to all of our field staff.

With this cultural change, we placed a great importance on getting people to speak freely about what is on their minds. The only way we can develop a synergistic environment is if we communicate and openly discuss our goals, our direction and our problems.

A few months ago we were in a promotion meeting discussing a specific artist and our plans surrounding a market-by-market campaign to break his record. I could tell that there was a woman sitting in the meeting looking frustrated and squirming in her seat. So I said, "Leslie, what's the matter?" And she said, "I'm sitting here listening to what you're saying and I think you're full of shit!" At that moment, I thought, "Wow, we've finally arrived!" If this woman could stand up, make it clear that she thought our plans were nonsense, and, more importantly, add her two cents to hopefully improve the situation, then this was truly a turning point in the direction of Capitol.

So now we've begun to make real progress in changing the culture at the label. At the same time, we have made great strides forward in evolving a core of artists at Capitol Records that we believe in very strongly. So each new artist who gets signed from this point in time joins a small, select family. And this talented family of artists has to be treated with the utmost respect and care and will get 100% of the attention of the company when we release their records. Or else, why put them out?

I was fortunate enough to get to do my post-graduate work at the Geffen University. David Geffen and Eddie Rosenblatt taught me more about the record business than I ever thought I needed to know. While I don't necessarily agree with all aspects of how they run their company, there is a basic fundamental philosophy that I agree with. Despite what you do with or without radio or retail or any marketing efforts, you don't have a record label if you don't have great artists. That's where it begins and that's where it ends.

Which leads me back to my original point about synergy. This concept extends outside the label as well. Sure, we can have an incredible roster making cool music, but in the end, we still have to get the music heard by the public. Of course, one of the ways we do this is through radio. And this requires synergy between us and you, the radio community. This is one area which I believe can

be improved and needs to be improved if we're all to move forward.

If you disagree, think for a moment about what's happening at every single record company. As we're meeting here today, every label is hard at work considering ways to break records for the future without radio or MTV. Don't get me wrong, I clearly know how important radio ultimately is, but record companies are waking up to the fact that there are only so many records that formatted radio is going to play and there are other ways to break new music. There are approximately 25 record labels responsible for about 200 records hitting the street each week. And as you know better than anyone, there are very few open "slots" for airplay to be filled at each station each week... and

"There has to be a growing synergy between record companies and radio. We have to make it more clear, more defined."

even those open slots mostly have to adhere to strict formatting. Faced with this dilemma, it's not difficult to see that marketing campaigns, funds and label energies could, in many cases, be more fruitful if directed at alternative outlets and not just radio.

The same is true with MTV. A few years ago, record companies took a good hard look at the amount of money that was being spent on videos that weren't getting any significant airplay. Depending on the size of the label, you could have \$200,000 to \$2 million worth of videos sitting at MTV that were never going to get played. Therefore we realized that we would have to work harder to get our videos shown in some of their niche shows to try and affect the marketplace enough to build up to a more influential rotation over a

period of time. But even so, we knew that they still only have X number of slots. So it became clear that the money it took to make some of these videos could be better spent elsewhere.

There are a multitude of new technologies on the horizon, each offering new and more creative methods of reaching the consumer. The word "synergy" comes into play in a big way here. The industry is on the verge of a massive revolution that will re-write the ways that we receive and relate to all forms of entertainment. Imagine being able to directly interact with a popular band's music on your home computer. Or receiving music from hundreds of specific genres through your cable system or even getting compact discs produced "on demand" from a centralized data base.

The much-talked about "information highway" will see a melding of telecommunications, computers, televisions, consumer electronics, information technologies, publishing and entertainment into what has been described as "one interactive, fiber optic and silicon stew." It has been estimated that by the year 2001, worldwide revenues from these areas will reach \$3.5 trillion dollars.

The entertainment corporations have certainly recognized this area of new technologies... which is, in fact, rapidly redefining what "entertainment corporations" are and will be. The trade publication *Digital Media* has counted up no fewer than 348 separate corporate alliances in pursuit of multimedia services. Several of these alliances will directly affect you as entertainment consumers and programmers.

As many of you know, there are already systems like Digital Music Express which hook up to home stereos and offer the public a variety of narrow-cast types of music complete with information on the song, artist and record label. No problems with "back-announcing" there. DMX features 60 different channels of music programming with no commercials and no DJs. There are categories like Classical, Jazz, Oldies, Rock, Latin, Urban, International, Adult and Country. There are seven Rock channels alone with such exacting distinctions as Alternative Rock, New Rock, Classic Rock and Album Rock.

There are also a number of MTV-like cable channels on the horizon which will not only allow views to choose their favorite music, but give them the ability to purchase a diverse array of music-related products and services through the conve-

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nience of home shopping. BMG recently announced such a joint venture with TCI. In fact, Capitol's parent company, EMI Music, announced plans a few weeks ago to form a partnership with PolyGram Holding, Inc., Sony Software Corporation, Ticketmaster and Warner Music Group to operate a 24-hour video music channel that will be offered as a basic cable service in the U.S.

With the proliferation of a fiber-network, there is a possibility of by-passing conventional retailers and directly downloading music into your home. CD-ROMS have just begun to show us the potential of enjoying all new elements connected to the musical experience. Interestingly, CD-ROM is a reality in the entertainment business now... especially given the astonishing fact that today, 51% of music consumers own computers.

This opens up the way for services like Internet Underground Music Archive, which allows you to receive music in your home through your computer. This innovative company currently lets the user download music from six Santa Cruz-area bands. This service also has space available for a picture and text on the band.

With all these new directions, we're seeing increasing synergy between entertainment, technology and telecommunications. Each day you read about a different alliance within the entertainment community.

This also means that there has to be a growing synergy between record companies and the radio stations. We have to make that synergy more clear, more defined. Fortunately, we have a wonderful legacy in our catalog that is there to support us year after year. However, Capitol Records will only thrive in the future if we break new artists. We can't do that without radio. I know there are people out there who are stepping out on records, taking chances and breaking records based on their gut feelings and love of the music.

People like: Kevin Weatherly at KROQ in Los Angeles, Greg Mull at WXTB in Tampa, Greg Head at KBXX in Houston, Steve Smith at Hot 97 and Steve Kingston at Z100 in New York, Jody Denberg at KGSR in Austin and Brian Philips at 99X in Atlanta.

These guys can hear a record and because of some special element to the music, feel that it will be meaningful to their listeners. And as President of Capitol, I'm told that this small number of sta-

tions, who will take chances, are watched closely by the rest of radio to determine whether this new music will be right to play in their own markets.

When, in fact, each market is different. We at the record label go about micro-marketing each record specifically geared toward individual cities... so why shouldn't you step out on records that may be right for your marketplace, but not be right for a simultaneous national release? In order for this to work, we, the record label, must work closely with you to explain our priorities, our timelines, our campaigns and our market-by-market strategies so that you will be in sync with us. And so, ultimately, together we can break more and more new artists for the future. But you have to be open to taking chances and trusting us on some of this talent. And with this synergy, both of our revenues will increase significantly.

To be perfectly honest with you, at our marketing meetings, radio is no longer the first thing we discuss for every single artist. We look at alternative marketing methods on a daily basis. We may talk about sales and retail. We may talk about a television buy first. We may talk about the synergy between a song that we've put into a movie soundtrack. Radio is a part of the marketing picture, but not the picture itself. I've been at enough record companies to know that some people believe it's the biggest part of marketing. I believe that radio is a key part to the overall marketing campaign *if* you figure out the right time and place to plug it in.

I have had a lot of involvement with the music industry and, particularly, radio. I started my career at KMET in Los Angeles as a young engineer. I promoted radio stations locally and nationally. I love radio. I also worked at record stores since I was 15. I was head buyer for Licorice Pizza at 16. I've always been a radio and record junkie. But what I love more than anything else is the record business. I love the history of the record business; I love the passion that's inherent in the record business. I never went to college... I dedicated myself to the study of the music business in all its forms. I carefully watched the careers and the dedication of the great record company executives... Ahmet Ertegun and Jerry Wexler at Atlantic; Berry Gordy at Motown; Al Bell at Stax; Chris Blackwell at Island; John Hammond at Columbia. These gentlemen showed us the true meaning of "creative vision" and what it's all

about: respect for the music, the artists and the employees. Radio, retail, the public all came to expect high quality music and, in those rare cases, even artists who could completely change the way we viewed the musical landscape.

Given this "big picture," frankly, the future of the record industry does not depend strictly on whether your radio stations play our records. What it depends on is all of us getting together in many different ways at many different times and figuring out how we can work together to make your lives and your companies better and how you can do the same for us.

That gets back to the concept of synergy. This synergy is not just in the best interest of Capitol Records, but to the entire record and radio industries. And believe me when I tell you, we get calls on a daily basis from a plethora of multi-media companies... are we interested in joining, say, a Sega in a project, or making our catalog available to a digital down-loading system, or partnering with a telecommunications company. So, as I pointed out previously, there are a continuing number of ways to get our music out there and introduce it to the public.

Therefore, when I ask that we, record companies and radio, choose to work closer together, to find new and better ways to break artists, and to grow the music industry and keep it healthy, this is not just idle talk. Because if we don't get pro-active in creating a more solid synergy, this speech may be very different next year. And the speech after that year may be even more dramatic. However, it is my sincerest wish that our gathering next year will find that we've joined together and took chances and "preached the Gospel" of great music to the masses. And that the synergy of all of the media available to us will enhance the value of our music and reach more and more people.

Hopefully, today will open a dialogue and in some small way begin to write a new chapter in the history of the record, radio and new technology businesses as we all prepare to face the multi-media explosion which is just on the horizon. We at Capitol obviously don't have all the answers, but like you, we have a great love for music and look forward to partnering with you to build our businesses in order to allow music to thrive. I need to hear from you, I need your input and ideas to make this happen... to successfully achieve true *synergy*. ▀



Bonnie RAITT

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Top 40: #1 Most Added!

Key Adds:

**Star 94! B97! Star 101.5! Y100! PRO-FM! WAKS!
WABB! Z104! I95! WAPE! Y107! WFMF!**

Plus Over 50 More!

AC: #1 Most Added!

Key Adds:

**WBMX! WBLI! Mix 107.3! WBT! KHMx! B100!
Plus Over 45 More!**

DO YOU WANT MORE?

AOR: #2 Most Added!

Key Adds:

KLOS! WMMR! KTXQ! DC101! Plus Over 70 More Adds!

IS THAT IT? NO!!

AAA: #1 Most Added!

Key Adds:

WBOS! KTCZ! KBCO! WXRT! KMTT! KFOG!

EVERYBODY LOVES BONNIE! YOU SHOULD TOO!



THE FIRST SINGLE FROM THE ALBUM LONGING IN THEIR HEARTS • PRODUCED BY DON WAS AND BONNIE RAITT
MANAGEMENT: RON STONE AND JEFFREY HERSH FOR GOLD MOUNTAIN ENTERTAINMENT • APRIL ARTIST OF THE MONTH

NETWORK FORTY SPOTLIGHT



WSNX104.5 FM

Sunny FM

875 E Summit Avenue

Muskegon MI 49444

(616) 733-2126 Office

(616) 739-9094 Music

(616) 739-9037 Fax

Jim RichardsProgram Director

Chris ThompsonMusic Director

Music Calls:MF 11:30 am - 1:00 pm

Tim HuelsingGeneral Manager

Ranger BobProduction Director

Sabrina FairchildNews Director

Jojo Gerard 5:30 am - 10:00 am

Jim Richards10:00 am - 12 noon

Chris Thompson 2:00 pm - 7:00 pm

Luke Sanders 7:00 pm - 12 mid

Keith Curry 12 mid - 5:30 am

Ownership:Goodrich Broadcasting

Consultant:None

SUNNY SKIES OVER WESTERN MICHIGAN

Since 1986, WSNX (Sunny FM) has been a contemporary mainstay in western Michigan. The station went through some format adjustments during that time, including a shift from being a Rock-based Top 40 to a more Mainstream position today. PD Jim Richards points out that "for a time, we were an E. Alvin Davis 'If it was a hit, it still is a hit' station. That put us in the position of playing Led Zeppelin into Rick Astley at times. Although that worked for some time, new stations and a changing population base forced us to head in a more Mainstream, more current direction.



Jim Richards

In many ways, we forced ourselves to make that change when we bought a beautiful music station and changed it to AOR. But there was room in the market for a full-time Rock station and we figured better to lose that audience to ourselves."

Sunny FM has evolved into a female-focused station "that's constantly involved in the lifestyle of an 18-to-34-year-old. One of our primary focuses has been the morning show, where we've moved away from the typical '80s style show with wild bits and sound effects, and gone to an almost magazine approach. We're not as hokey as say, *Regis and Kathie Lee*, but it's very lifestyle-oriented. We'll have authors of books on, if they're relatable. One recent example was of a guy who wrote a book called 'More Than Leaving The Toilet Seat Up,' which was about the ongoing differences between the sexes. The show turned into an interesting discussion involving our listeners about the things that men do that drive women crazy. It got pretty entertaining when we got into clipping toenails in the living room and farting under the sheets! Another time we had on a lady who sells medicinal teas, who swore she had a cure for just about everything."

When it comes to music, Richards points out that "this is still a Midwestern town. Muskegon (the actual city of license) might be a bit more blue collar than Grand Rapids (the largest city in the coverage area), but musically they're not that different. Ever since WGRD took their more AC stance, we've tried to fill the Top 40 niche in both cities, without becoming a teen-driven station. Without really focusing on them, we've become the dominant teen station in both markets because they have nowhere else to go." As for the specifics of

what you'll hear on Sunny FM, "Getto Jam' just won't fly here. Typically what will work is Rod Stewart, Mr. Big and things like that. Although there's still a Rock flavor to our mix, that doesn't mean a Robin S can't be huge for us."

Sunny FM's most recent promotion was "the Ice Olympics. We showed up at four Grand Rapids bars once a week for qualifying rounds. Then on Saturday, it culminated with the gold medal round, where various qualifiers came downtown and sat on these big 350-pound blocks of solid ice to see who could stay there the longest. It was a fun outdoor stunt that got us exposure on two of the three Grand Rapids network affiliates as well as in the newspaper. Another ongoing promotion we're involved with is the local minor league hockey team. We recently had a Saturday night beach night there, where we had swimsuit contests for men and women out on the ice. It was a fun event that helped sell out the arena and put our call letters in front of a lot of people. The bottom line is, although this may sound hokey, it's important to keep your station present wherever the action is in your market."

-Pat Gillen

5 PM SAMPLE HOUR

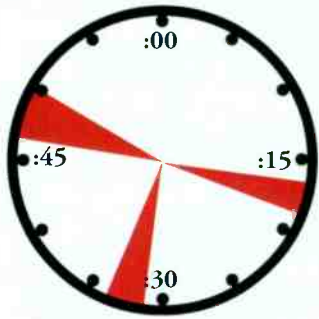
Tom Petty & the Heartbreakers
Mary Jane's Last Dance

En Vogue
Free Your Mind

Meat Loaf
I'd Do Anything For Love (But I Won't Do That)

Cranberries
Linger

STOPSET
After 7
Can't Stop
Richard Marx
Now And Forever



ON AIR SLOGAN

"Today's Hits, 104.5 WSNX"

Fine Young Cannibals
She Drives Me Crazy

STOPSET
Gabrielle
Dreams

Huey Lewis & The News
Do You Believe In Love

Aerosmith
Amazing

STOPSET
Whitney Houston
Queen Of The Night

Sting
If Ever I Lose My Faith In You



I Want You
do you want me?

If so

Call: 1-800-615-2201



Added At:

B96 Chicago
WA1A Melbourne
KKRD Wichita
KQMQ Honolulu
KFFM Yakima

WEDJ Charlotte

WBBO Greenville
WKSS Hartford
WRCK Utica
WHTO Williamsport
WKSI Greensboro

Power Pig Tampa

WFHN New Bedford
KKXX Bakersfield
WSPK Poughkeepsie
WJMX Florence
WWCP Schenectady

WPOW Miami

KHFI Austin
WKZW Peoria
WWCK Flint
WKMx Dothan
WYYS Ithaca

KTFM San Antonio

KHTN Modesto
WOVV West Palm Beach
WYKS Gainesville
KLYV Dubuque
And Many More!

WWKX Providence

WIFC Wausau
WPXY Rochester
WBNQ Bloomington
WZOQ Lima

Also At:

Star 94 Atlanta 28-23*

KLUC Las Vegas 26-23*

Kiss 108 Boston 30-28*

One Of The Most Added!



PROGRAMMING 101: PROMOS!

If there is one thing everyone in a radio station enjoys doing, it's producing on-air promos. Every jock who attempts producing the Joe Blow Chevrolet spot will go all-out to give a programmer a greatly produced promo. Even Production Directors will stay late to add the extra punch to create what the PD will describe as the best promo he's ever heard. On this week's Programmer's Conference Call, we study how programmers design, produce and place commercials for their respective radio stations.

This Week Featuring:



NEIL SHARPE
 PD, WJET Erie



JEFF MCCARTNEY
 PD, WAPE Jacksonville



JOE DAWSON
 GPD, KLYV Dubuque



JOHN PEAKE
 PD, KWMX Denver

Discuss the important elements of a produced on-air promo.

NEIL: Anything you're promoting has to have a hook, so you need something to build around. You also need to have some fun with them because this is one area where you can set yourself apart from your competition. Exciting, fresh promos, rotating throughout the day, can become a signature for your station. But, again, the entire promo must revolve around a hook. Say we have a St. Patrick's Day promotion coming up and we're going to be at four different bars in a single day. You can just state you're going to be at these four different bars or you can apply a hook to it. We're hooking this promotion by calling it "The Jet-Toura-a-loora" [Editor's note: I made him spell it for me], then adding the bells and whistles around this hook. I don't really want to toot our horn, but in the tri-state area, I would put our promos up against anyone's and say ours are the best.

JEFF: I live by the philosophy of simplicity – don't make them too complicated. Do the who, what, when and where and at the same time, paint a picture for your listeners. Good promos should play on the theatre-of-the-mind. We are lucky enough to be doing production on a digital eight-track and are using a lot of bells and whistles to paint those pictures in our promos. We run a couple of promos each hour. One's a marketing promo which markets the radio station and tells listeners how we've changed and what we're doing. The other promo can be a lot of different things, like a contest we're doing, our 24-hour interactive promo line, or major promotions that involve our sponsors. When you're asking people for what we call non-time revenue, or paid inclusion into a promo, you really have to make them sound bigger than life. We use Art

Morrison from KKBT in Los Angeles as our voice talent and he has the bigger-than-life sound.

JOE: All the information should be spelled out in the first three lines of the promo – the name of the radio station, the address and date of the event, or if it's contesting, the name of the contest, what the listener can win and so on. A lot of programmers try to get too cutesy and surround the concept with too much production value without remembering the listener just wants to know what they can win and how they can win it. It's okay to be cutesy, but do it after you've given them the information they want to hear.

JOHN: The basis of any promo begins with the script. The copy needs to set them up at the beginning for what they're about to be told, then go into details and at the end, review what they were just told. It's really basic. If the written copy doesn't communicate the message, I doubt the produced copy will, either.

When you sit down with your production team, are there mandatory ingredients in every promo?

NEIL: You have to make sure you're giving your audience the nuts-and-bolts of what you're promoting. Things like the time, the place, what's going to be there, what's it about, does it cost anything... Not that our promotions ever cost anything, but you need to point it out. Our voice man, J.J. McKay, produces things for us line by line. We don't have anything longer than a sentence at a time. We build our promos like that. We then use the production elements to pull it all together.

JEFF: I have my input, but I'm very lucky to have a guy who has a very creative mind. I've only had a couple of instances in my programming career where I've had to direct people to do what I wanted. I know what I want, but I'm not a production guy, so I rely on production guys to get my ideas on the air. If you have a creative production guy, odds are promos will come back better than what you asked for anyway.

JOE: I believe in big produced promos, too, but the production elements should enhance the understandability of what the promo is about or to create

ENGMA



Return To Innocence

21 New Believers! ... Over 750,000 Albums Sold Already!

KDWB MINNEAPOLIS KHKS DALLAS KKFR PHOENIX KUBE SEATTLE WXXL ORLANDO

WBBO GREENVILLE KBFM BROWNSVILLE/MCALLEN WFMF BATON ROUGE KHTT TULSA KKRD WICHITA
WPST TRENTON WSTO EVANSVILLE KZMG BOISE AND MORE!

B97 NEW ORLEANS 15-7* KROQ LOS ANGELES 19-9* WNNX ATLANTA 23-13*
KDWB MINNEAPOLIS D-25* Z100 NEW YORK D-25* KKFR PHOENIX D-30*
WENZ CLEVELAND D-37*

195 BIRMINGHAM D-22* WPXY ROCHESTER 26-23* KHFI AUSTIN D-25* KZMG BOISE D-28* CK105 FLINT 35-29*

LENNY KRAVITZ

Heaven Help



Just Added At KDWB Minneapolis And **MV**,
WKHI Ocean City And WMMZ Gainesville!

Lenny's Album 2 Million Sales!

KISS 108 BOSTON KTFM SAN ANTONIO FM 102 SACRAMENTO
99X ATLANTA KKBT LOS ANGELES WHHH INDIANAPOLIS
WHYT DETROIT WAKS COLUMBUS KDWB MINNEAPOLIS
KISN SALT LAKE CITY WKSS HARTFORD AND MANY MORE!

SMASHING PUMPKINS

Disarm



7 More Adds!

WEDJ CHARLOTTE KKFR PHOENIX KRBE HOUSTON
KHTT TULSA WXSX TALLAHASSEE WBHT WILKES-BARRE WSKS WILKES-BARRE

MV Heavy! Album Over 2 Million Sold!

WKBQ ST LOUIS 14-12* B97 NEW ORLEANS #18* Z100 NEW YORK #18*
KIIS LOS ANGELES 25-23* KISF KANSAS CITY 31-27* KRBE HOUSTON D-28*

WPST TRENTON 8-7* WRQK CANTON 11-7* WCIL CARBONDALE 17-13* WZAT SAVANNAH 19-14*
WKCI NEW HAVEN 24-17* KMCK FAYETTEVILLE 20-17* WABB MOBILE 28-22* KWTO SPRINGFIELD D-26*
KIOC BEAUMONT 35-28* WXXL ORLANDO D-29* AND MORE!

PROGRAMMER'S CONFERENCE CALL

excitement for the prize. There's no reason to put production elements in a promo if they don't do this or increase the stature of your radio station in some sense. I try to convey these things to my production guys.

JOHN: We sit down with the Production Director and discuss the copy and the elements that need to be in the promo. We'll go as far as giving him the pieces of music we want to be included in the promo and even the type of effects we want. I do believe you can overproduce things to the point where the production will detract from the message you're trying to convey. Bells and whistles are okay, but there's a fine line to watch out for when you produce promos.

Discuss the placement of promos within your clocks.

NEIL: For the most part, we play them at the :10 break. We'll generally just pre-promote something we're going to talk about or do later on in the hour then "bam" right into the commercials. There's a real quick jock talk into the promo. If we don't have spots at that placement, then we'll just play the promo between records. It really depends on the daypart and the commercial load within the daypart.

JEFF: I've got one that goes into the stopset at :18 and one that's the last element of the last stopset at :48 - :50. The one we go into at :18 is the marketing promo and we go into it dry... no talk. We put the commercial promo in a commercial set, where it belongs. Coleman Research convinced me to do the marketing promos about a year ago as a tool to further sell the positives of the radio station.

JOE: I've got a short promo that I use as a sweeper between the second and third record each hour. It's a stand-alone promo with nothing around it but music. I run a promo in each stopset, because if I'm going to run commercials for other businesses, then I'm going to run them for my own. These are the last element of each set with a jingle back into music.

JOHN: We always place the promos first in the stopset because you have the largest available audience at the beginning of sets as opposed to the end. I consider promos to be a premium item, so I go directly from music into them without stopping to

talk. We run one promo an hour at the first stopset, which is at :20. If it's a light commercial load on overnights or something, we move it to the :50 set.

What is the best on-air produced promo you've ever heard on a radio station?

NEIL: That's tough because we really try to outdo ourselves with each new produced promo. A few years ago, we did a promotion called "Show Us Your Sign." We have a guy who's a Robin Leach sound-alike. He does it naturally because he has the same accent. During the promotion, we called him "The Jet Millionaire" because he was out on the street, giving away money to participating passersby. The audio he brought back for the promos was absolutely phenomenal. He really brought the promos to life.

JEFF: Undoubtedly, it was "The Last Contest." The whole promo package was probably where I learned everything about doing promos via painting pictures or theatre-of-the-mind. A lot of young guys would be well served to get a copy of the package and listen to it.

JOE: WLS, in the late '70s, put together just tremendous promos. Jeff Davis was the promo voice at the time and put together promos that were entertaining, got the point out and made the station sound larger than life. I was one of those people who thought "The Last Contest" promos were more confusing than anything else.

JOHN: Probably the promos that were done at Q107 [WRQX] in Washington D.C. for "The Winners Choice Prize Catalogue." That's a mouthful, isn't it? It was the market's first large-scale sweepstakes promotion in years. It sold the bigness of the promotion, the volume of prizes being given away and the choices you could get. It was one of those contest catalogs comprised of five different pages and each page featured between five and 10 different items you could select from if your ticket matched up. It was a great promotion that really incorporated theatre-of-the-mind tactics in a way I haven't heard in a long time.

—Dwayne Ward

You, too, can participate in The Network Forty's Programmer's Conference Call. Contact Dwayne Ward at (800) 443-4001.

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YEAR'S BEST: DEBUT

BEST ALBUM OF THE YEAR

MELODY MAKER
BOSTON ROCK
PHILADELPHIA INQUIRER
SAN FRANCISCO CHRONICLE

BEST VIDEO

GRAMMY NOMINATION
ROLLING STONE
MUSIC WEEK AWARDS

BEST INTERNATIONAL NEWCOMER

BPI AWARD

BEST INTERNATIONAL FEMALE ARTIST

BPI AWARD

BEST PRODUCER

MUSIC WEEK
AWARD

"LIKE SADE'S
FIRST ALBUM,
AND K.D. LANG'S
LATEST, DEBUT IS
THE KIND OF
RECORD THAT
WILL EVENTUALLY
FIND ITSELF IN
ALMOST
EVERYONE'S
LIVING ROOM."

—TIME OUT

björk

WITH HER
"HUMAN BEHAVIOUR" AND
"BIG TIME SENSUALITY,"
BJÖRK HAS ACHIEVED
SEDUCTION ON A GLOBAL SCALE, MAKING HER
PREMIERE SOLD ALBUM A STUNNING DEBUT.

PRODUCED BY: NELLE HOOPER
MANAGEMENT: BILL DIGGINS/DMA ENTERTAINMENT



ON ELEKTRA
COMPACT DISCS AND
CASSETTES

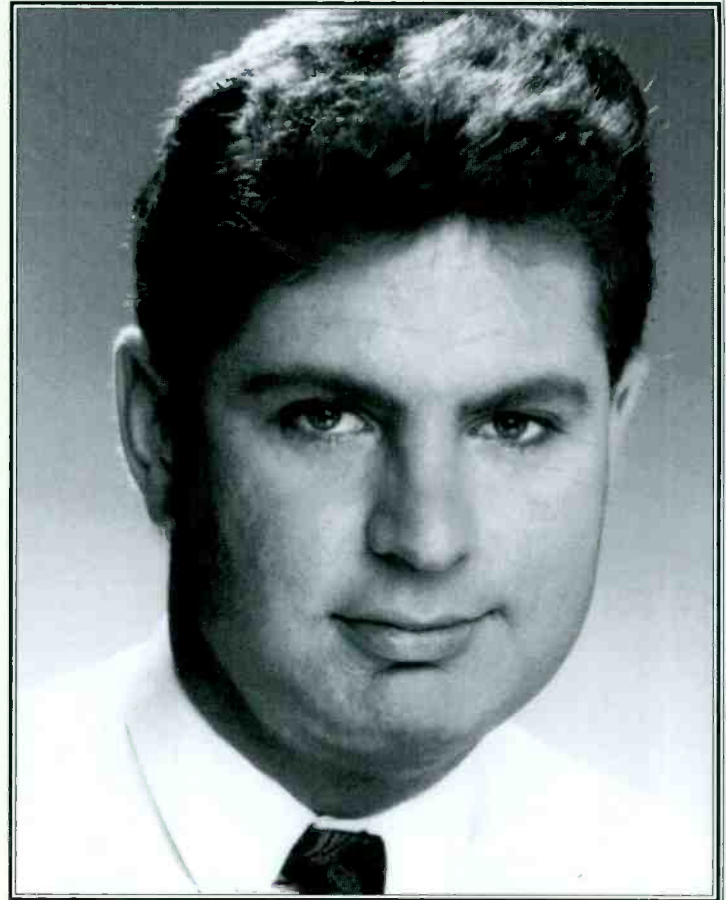
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Jimmy Steal

Royal Programming Debut In The Queen City

INTERVIEW BY JEFF SILBERMAN

You'd never guess by listening to and studying the surging ratings of WKRQ "Q102" Cincinnati, but the emerging Top 40 powerhouse is being led by a first-time programmer. However, Jimmy Steal isn't your typical first-time PD. Over the past decade, he has tasted significant success on the air and as an APD/MD, yet he has also experienced the abrupt radio reality of being cut loose for economic reasons. Steal has worked – and grown up with – well-known programmers and air talent; he has taken that experience to Cincinnati, where with the efforts of a talented and committed staff, has helped Q102 achieve its highest ratings – in all demos – in years. Steal told Network Forty Editor Jeff Silberman how he did it.



You experienced the roller coaster that is radio with your first job at WHLY (now WXXL) Orlando. Describe how it went.

"Y106," at one point, was an AC station. Rick Stacy and I were contacted about working there with format adjustments. Basically, I crossed the street and Rick came in from Fresno. We turned it into a Top 40 and inside of 18 months, we went from #14 in the market to #1 12+, 18-34 and #3 25-54.

However, the owner of the station got a major loan called back, so he just about blew out the whole staff. We were making quite a lot of money at the time. He brought in a lot of people at a fraction of the cost. *(Editor's note: As fate would have it, Gerry Cagle was the person put in charge of cleaning house. He was given a list of who to fire; unfortunately, he told Steal*

the news on the day he returned from a vacation.)

Did the turn of events change your perception of a career in radio?

Being college-educated, it wasn't a thorough surprise. It's never pleasant or totally anticipated, but it's never totally unexpected, either. I got an offer to go to Y100 Miami, but before that deal came together, I got a phone call from the Eagle in Dallas. I flew out there and heard their air staff, which included Moby in the morning and Kidd Kraddick. I fell in love with the city and station and never made it to Miami.

Did the fact that you were joining a heavyweight air staff – and replacing Kidd Kraddick on nights – put extra pressure on you?

It was definitely a step up from Orlando, but like a lot of people in this business, I run on every chal-

lenge like gasoline. It just pumps me up even further. Being on the air in Dallas was truly a great experience.

How did you, as a night guy, convince Joel Folger to promote you to MD?

I probably made way too many suggestions and told him too many of the songs we were playing sucked. Seriously, after a year of having a lot of input and spending way too much time at the station for just being a night guy, Joel apparently keyed into my work ethic and felt it was the move to make.

You were at The Eagle when it was in a pitched battle with Randy Kabrich's Y95. Did it affect your musical presentation?

The Eagle always had a unique musical presentation. In a sense, it was a forebearer of the Pirate's Rock 40 format. But I don't know if we

made that many musical adjustments. It's hard to compete against someone like Randy Kabrich and not learn. He's an extremely sharp programmer.

No doubt about it, though, it was extremely competitive. Randy came straight from Tampa and employed some of those Power Pig-type tactics. That's not much fun for a broadcaster to deal with because the whole medium suffers when that stuff gets on the air. The audience gets lost in the crossfire.

Even though KEGL withstood and conquered Y95, eventually the Folger/Steal regime came to an end. Why?

They pretty much cleaned house. I was asked to stay on as APD/MD/afternoons, but at the risk of sounding like an athletic footwear commercial, life is short and I personally didn't believe in the direction

they were going to take the station. It was simply a difference of opinion. I can't put my heart and soul and 12 hours a day into something I don't believe in.

What was your mindset when you surveyed the job scene which, in radio, is never an employee's market?

Actually, I was more selective in where I wanted to work and not only in a geographic sense. I prefer to work in warm weather, but more important than that is the company you work for. I couldn't be more delighted than to work for Great American. I actually heard about this job late in the game. I was going for another job when I heard this one was still open. The more digging I did into Great American, the more they looked like a tremendous group of broadcasters who were – and are – ethical, thorough and very professional. So I met them at the NAB in New Orleans and it started to come together.

When you say "digging," does that mean you talked to other Great American station PDs and current and/or former station employees?

It's everything you mentioned and more. Not only do you talk to the people who work for them, but to the people who competed against them, the consultant who works for them, the record community – you can't do too much research on a prospective employer. Look at it this way: They do enough research on you; it's just as wise to make sure to be just as inquisitive with them as they are with you.

You got the gig over a lot of big-name PDs. What do you think made them take a chance on someone who had never been a PD?

There is a negative perception in the industry about a lot of APDs and MDs who move on to program, but in my case, it wasn't tough to convince them of my abilities. They had plenty of choices, but it came down to what you do, not what title you have. I'd worn more than enough hats to qualify as a PD.

So you landed the WKRQ gig. How did you find the station, besides turning left at Nashville?

Even before you actually look at ratings and research and get to know

the market, you walk into the building and catch the vibe or lack of one. I didn't feel a winning vibe when I first walked into Q102. They had been floundering for a little while; they had a couple of down books and they knew something needed to be done. So the first thing you have to do is create a winning atmosphere. A winning atmosphere comes before you have a winning team.

Next, I looked at the station's history, the music they played, the promotions they did, how they positioned themselves in the market and promoted themselves on the air, on the street and on TV. Once I had a

how to present it in the best possible light. Von is a great asset to the Q102 team. I have an extraordinary Production Director, Randy Marx, who puts the radio station I hear in my head on the air. Jim Bryant is a tremendous GM and I've got a great air staff.

I came up with a line we copyrighted for our TV ads and our radio spots: "Q102, the radio station you grew up with has grown up with you." It's the cornerstone of all our marketing. We come off as being good, old friends with everyone. It shows a sense of maturity without being boring. After all, we're still a left-of-center radio station.

THE LONG AND WINDING ROAD

JIMMY STEAL

WTRR, Orlando on-air

WHLY "Y106" Orlando nights, APD/MD

KEGL Dallas nights/afternoons, APD/MD

Pirate Radio L.A. nights

WKRQ Cincinnati Program Director

firm grasp of what the station was, I asked management what their ratings goals were, then I formulated a plan to get from point A to point B. So I looked at the staff, reassured the winners and replaced the rest.

How did it feel having the final say on who stays and goes – instead of being the one fired, being the one who dropped the news?

Anyone who says something like that is easy or fun is heartless. So, of course, it's difficult, but when I see people who aren't serious about winning or are just negative... to win, everybody needs to be on the same page.

The station already had several winners on the same page. Brian Douglas, the APD/MD, has been a pleasure to work side-by-side with. He has such a passion for the music and the industry, it makes coming to work every day a lot of fun. We also have a tremendous Promotion/Marketing Director in Von Freeman. He totally gets what the station is and

Did you change Q102 musically?

Q102, like many Top 40s around the country, was perceived as playing too much Rap music at the time. Since Top 40 is the music of the day, it has a tendency to always look for the next thing, be it Rap or Alternative. Everybody has to keep in mind that there is no next big thing; it's playing the best songs from the genres that appeal to the audience you're trying to attract. So we made our sound more Mainstream and didn't niche on the young end.

You also use a "best hits of '80s and '90s" plug. That angle didn't really work for KIIS in L.A. What are you doing to make it work for you?

I can't speak for what happened in L.A. because the markets are so different, but we came to the conclusion that just playing the hits of today wasn't enough to garner an adult audience. We still play today's hits, but as our listeners grow up, they retain an interest in songs that generate memories of their college days or being sin-

gle. As great as the new Deep Forest song is, it doesn't come along with memories. Any Top 40 that's trying to generate appreciable adult numbers needs a perfect balance of songs that have a positive memory-orientation with the best of the new stuff.

Isn't it a delicate balance to stretch from today's youth-oriented hits to the baby-boomer Oldies?

It depends on what you consider today's hits. We've got Don Henley's "Sit Down You're Rocking The Boat" in power and Janet Jackson's "Where Are You Now" in currents; neither is a single. One of the most important things I've learned is you make the hits for your market, or to be more accurate, they make the hits for you. They'll tell you what they like so you, in turn, set your rotations.

I'm micro-focused on 25-34 females to drive the low end of the 25-54 demo which, up to this point, has been done very successfully. It's true that with the older material, you have to know how much of it to play and when.

WKRQ is enjoying its best ratings in years. As with any successful PD, it's only a matter of time before you'll get offers from bigger stations in bigger markets. Do you have any goals on where you'd like to work?

Having already worked in Dallas and, albeit briefly, in L.A. and having grown up in New York, I don't feel a big lure of major market-itis. My #1 priority is quality of life. As long as I'm in a situation where I can continue to make the station prosper and I'm being taken care of, I'm happy. I want to do fun radio and they're giving me that opportunity right now. No one knows what the future holds. I do have some goals outside of radio.

I've always told myself that I never wanted to be an old disc jockey or an old PD. When you look at what we do in radio, we're marketing a very specific product to the masses. I really enjoy the process of perfecting a product and employing mass media to market it. Where this takes me, I don't know. The one thing I've learned from the past is that you're rarely accurate when you second-guess the future, with the way technology is evolving, it will be exciting. ■

MUSIC MEETING

BILLY JOEL

"Lullabye
(Goodnight, My Angel)"

(COLUMBIA)

The next release from *River Of Dreams* takes no one by surprise, due largely to the number of Top 40 stations already on this ballad. If your station targets the all-important 25-34 demo and you're not out-of-the-box on this passionate sonnet, then you're in trouble. An absolute no-brainer, "Lullabye (Goodnight, My Angel)" is set to be a multi-format, multi-demo smash. This imminent Top-10 record is supported by Billy Joel's current North American tour.

ROSCO MARTINEZ

"Neon Moonlight"

(Zoo)

Sounding strikingly familiar to the early days of Michael Bolton, newcomer Rosco Martinez has already generated a tremendous early buzz. Stations nationwide are spinning this mid-tempo smash (including an add at KKFR Phoenix and seven plays daily at KIIS-FM L. A.), weeks before pulling up to the starting gate. Co-produced by Peter Wolf (who is no stranger to successful acts himself), AC, Top 40 and MTV will be around for this ride as the debut masterpiece is sure to trigger a buying mood in adults. Get on this one early and stay late as the unique Rosco sound and catchy hook make "Neon Moonlight" an around-the-clock hit.

THE FOG

"Been A Long Time"

(COLUMBIA)

The Fog is rolling in! Quickly

buzzing in every faucet in the clubs and at Crossover, this thumping Dance track should leap into the Mainstream circuit in no time flat. Bright and upbeat, it's well produced and written with a tempo that covers all angles. "Been A Long Time" is the first of several slammin' tracks coming from the club collection, *Get It, Got It, Groove*, which is chockfull of major league dance action. Don't look now, but The Fog is getting thick!

MICHAEL WATFORD

"So Into You"

(EASTWEST)

Definitely funky and House, this newcomer storms onto the music scene with a tremendous amount of potential. Already buzzing at Crossover and generating hot club action, the timing appears to be just right for an uptempo accessible Dance track. Watford mixes the best of his Detroit style over a contemporary beat to create a driving song that grabs both Urban and dance floor attention. Phones should light up in a hurry as all dayparts should get into the groove.

WORL-A-GIRL

"No Gunshot
(Put Down The Gun)"

(CHAOS)

Bouncing from the club scene into the Mainstream comes this female quartet. Packing more than a powerful punch, the high energy Dance track emerges just when programmers are thirsty for an uptempo groove. Several remixes broaden the airplay and club possibilities, as this Rap-



BILLY JOEL

spiced jam should be an instant reactionary tune. Added four weeks ago at MTV, the slickly produced melodic song is initially recommended for night play.

LAURA BRANIGAN

"It's Been Hard Enough
Getting Over You"

(ATLANTIC/AG)

A simply brilliant piece of music from an eloquent painter of lyrics. Written by Michael Bolton for Branigan as a return favor for Bolton's performance of the Branigan-penned, "How Am I Supposed To Live Without You," this emotional epic is sure to touch females and males alike. Already a strong contender at AC, the soloist with three Top-10 hits heads for the top

again. Sentimental and smooth, this ballad should begin rotation at middays before opening to other dayparts.

FAST FORWARD

WORKING WELL: Programmers may have initially thought it to be "too hip for the room," but many have reconsidered Possum Dixon's "Watch The Girl Destroy Me" (Surf Detective/Interscope/AG) as it's exploding in every geographic region. WPLY Philadelphia APD Chuck Tisa claims the song is great for night play. From Kalamazoo's WKFR and Savannah's WZAT to Anchorage's KPXR, all fingers point to a unique reactionary hit... The groundwork has already been laid for the second Top-10 hit for

Tevin Campbell

“I’m Ready”

NETWORK Debuts 40*

New This Week On:

WAKS Columbus
WJMN Boston
KMEL San Francisco
PRO-FM Providence
KUBE Seattle
KKBT Los Angeles
KHTT Tulsa
KIKI Honolulu
KJ103 Oklahoma City
WMEE Fort Wayne
WNOK Columbia
KPRR El Paso
KQMQ Honolulu
KRQ Tucson
WSPK Poughkeepsie
WWKS Toledo
CK105 Flint
WXKB Ft Meyers
And 12 More!

Gaining New Rotations!

WHJX Jacksonville 12-6*
KBXX Houston 8-7*
Power Pig Tampa 17-12*
KJMZ Dallas 19-15*
92Q Baltimore 26-17*
Q106 San Diego D-18*
WHYT Detroit 22-20*
Q102 Philadelphia 28-21*
WKSE Buffalo D-22*
KSFM Sacramento D-23*
WXKS Boston 26-24*
WHHH Indianapolis 27-25*
KTFM San Antonio #25*
Hot 97.7 San Jose #26*
WPGC Washington, D.C. D-29*
KUTQ Salt Lake City D-30*
WWXX Providence D-30*

NETWORK Most Requested... Overnight At Q102 Philadelphia!

The follow-up to his No. 1 gold single, from the platinum album of the same name.

*Produced by Babyface and Daryl Simmons.
Management: Rhonda Byrd/Ron Weisner.*



Active!

**SoundScan LP
29-27***

MUSIC MEETING

The Cranberries. Following the debut single, "Linger," is the mass-appeal track, "Dreams," (Island/PLG) that already enjoyed a successful run on *The Network Forty X* chart last summer... WZKX Gulfport MD Bryan Rhoades says Babyface "And Our Feelings" (Epic), along with Tevin Campbell's "I'm Ready" (Qwest/WB), are reacting positively after just a couple of weeks of airplay... WKSI Greensboro PD Chuck Finley is among many programmers who are seeing phenomenal phones on Elton John & RuPaul's "Don't Go Breaking My Heart" (MCA). The remake of the previous #1 smash is for real... Log WKMX Dothan as another Southern station collecting hot phones on The Crash Test Dummies' debut hit, "MMM MMM MMM MMM" (Arista).



ELTON JOHN

STILL HOT: KISX's PD Michael Storm tells us if you want females, play Terence Trent D'Arby's "Let Her Down Easy" (Columbia). We continue to hear that story every week on TTD!.. The Counting Crows' debut hit single, "Mr. Jones" (DGC), may be the biggest hit so far this year – phones are hot, early research is strong and sales continue to go through the roof. As a matter of fact, the album,

August And Everything After remains atop *The Network Group's* retail chart... By the way, how about a big high-five congratulatory hand slap for KZZU's PD Kendall Hopkins and wife Trish, who welcomed their son Michael John into the radio world last Tuesday!.. Also a handshake for WNOK Columbia PD Jonathon Rush for his cameo appearance as

color man in the James Caan movie, *The Program*. Also smoking where being played is Ovis with "Regular Thang" (Restless) which is also a personal favorite of the Network Forty/Es GM/VP Gerry Cagle.

COUNTERPROGRAMMING: From the New Orleans files, WEZB announced the debut of

a nightly program called "Planet B." The show cranks the hottest Alternative music on the cutting edge, but still popular enough to cross into the Top 40 ring. The interesting concept allows B97 to offer different nighttime programming to what their Urban counterparts are doing in the market.

- John Kilgo

UPCOMING RECORD RELEASES

THIS MONTH:

THE BREEDERS

"Divine Hammer"
(4AD/ELEKTRA)

GABRIELLE

"I Wish"
(GO! DISCS/LONDON/PLG)

GENERAL PUBLIC

"I'll Take You There"
(EPIC)

RALPHI ROSARIO PRESENTS XAVIERA GOLD

"You Used To Hold Me '94"
(STRICTLY HYPE)

I TO I

"The Right Time"
(NEXT PLATEAU/FFRR/PLG)

JOSHUA KADISON

"Beautiful In My Eyes"
(SBK/ERG)

MADONNA

"I'll Remember"
(MAVERICK/SIRE/WB)

THE PROCLAIMERS

"Let's Get Married"
(CHRYSALIS/ERG)

TEARS FOR FEARS

"Elemental"
(FONTANA/MERCURY)

TO BE SCHEDULED:

TONI BRAXTON

"You Mean The World To Me"
(LAFACE/ARISTA)

CELINE DION

"Mislead"
(550 MUSIC)

VANILLA ICE

"Roll 'Em Up"
(SBK/ERG)

Tori Amos

"God Is Everywhere!"

Major Market Soundscan LP Rank & Monitor Spins!

	Rank		
New York	25	Z100, WBAB, WAXQ, WNEW, & WDRE	48 Spins
Los Angeles	14	KROQ, KLOS	25 Spins
Chicago	21	WXRT, WKQX	33 Spins
Baltimore	8	WHFS	17 Spins
San Francisco	13	LIVE 105, KFOG	26 Spins
Boston	22	WFNX	16 Spins
San Diego	26	XTRA, XHRM	38 Spins
Atlanta	17	WNNX, WRAS	33 Spins
Minneapolis	22	KTCZ, KRXX	17 Spins
Seattle	12	KNDD	30 Spins
Salt Lake City	16	KXRX	28 Spins
Providence	15	WBRU	24 Spins
Portland	28	KBBT	35 Spins

Over 1000 Combined Spins!

Video

TV Stress Rotation

"Buzz Clip"!

BOX & TV Rotation!

#1 Video In The Country!

SoundScan Album #25

Appearing On

David Letterman:

March 29th

Modern Rock Chart 3*

AAA LP: #2 In

The Country!

THE ATLANTIC GROUP



RUSH

"NOBODY'S HERO"

**Overwhelming Demand
For Sold Out Tour
In Progress!**

**Already Top 10
AOR Track!**

**Add Date This
Monday March 7th!**

**Look For Immediate
Phones And Sales!**



LAURA BRANIGAN

"IT'S BEEN HARD ENOUGH GETTING OVER YOU"

Already Top 30 AC Hit!

Breaking:

Boston!	Philadelphia!
Portland!	Detroit!
Salt Lake City!	Denver!
New Orleans!	Tampa!

**Add Date This
Monday March 7th!**



MOST REQUESTED



WHTZ NEW YORK, CHIO THE HITMAN

1. Salt-N-Pepa, Whatta Man
2. Crash Test Dummies, MMM
3. Ace Of Base, The Sign
4. Beck, Loser
5. Candlebox, You



WPLJ NEW YORK, A.J. HAMMER

1. Ace Of Base, The Sign
2. Celine Dion, The Power Of
3. Bryan Adams, Please Forgive



KKRZ PORTLAND, SCOTT LANDER

1. Ace Of Base, The Sign
2. All-4-One, So Much In Love
3. Salt-N-Pepa, Shoop
4. Gabrielle, Dreams
5. Salt-N-Pepa, Whatta Man



WPLY PHILADELPHIA,

1. Ace Of Base, The Sign
2. Crash Test Dummies, MMM
3. Counting Crows, Mr. Jones
4. Beck, Loser
5. Celine Dion, The Power Of



KJYO OKLAHOMA CITY, TOO TUCKER

1. Salt-N-Pepa, Whatta Man
2. All-4-One, So Much In Love
3. Beck, Loser
4. Mariah Carey, Without You
5. Salt-N-Pepa, Shoop
6. Xscape, Understanding
7. Counting Crows, Mr. Jones
8. Celine Dion, The Power Of



1. Salt-N-Pepa w/En Vogue, Whatta Man
2. Ace Of Base, The Sign
3. All-4-One, So Much In Love
4. Mariah Carey, Without You
5. Us3, Cantalooop (Flip Fantasia)
6. Counting Crows, Mr. Jones
7. Xscape, Understanding
8. Salt-N-Pepa, Shoop
9. Crash Test Dummies, MMM MMM MMM MMM
10. Celine Dion, The Power Of Love



KYIS OKLAHOMA CITY, MIKE ALEXANDER

1. Tom Petty, Mary Jane's
2. Ace Of Base, The Sign
3. Mariah Carey, Without You
4. Celine Dion, The Power Of
5. Eternal, Stay
6. All-4-One, So Much In Love
7. Counting Crows, Mr. Jones
8. Big Mountain, Baby I Love



WDJX LOUISVILLE, MIKE SHANNON

1. All-4-One, So Much In Love
2. Salt-N-Pepa, Whatta Man
3. Us3, Cantalooop
4. Tom Petty, Mary Jane's
5. Crash Test Dummies, MMM
6. Celine Dion, The Power Of
7. Salt-N-Pepa, Shoop
8. Mariah Carey, Without You
9. Ace Of Base, The Sign



WZEE MADISON, CATFISH COOPER

1. Salt-N-Pepa, Whatta Man
2. Tom Petty, Mary Jane's
3. Ace Of Base, The Sign
4. Meat Loaf, Rock And Roll
5. Us3, Cantalooop
6. Whitney Houston, Queen Of
7. All-4-One, So Much In Love
8. Counting Crows, Mr. Jones



WPXY ROCHESTER, ARTIE THE ONE MAN PARTY

1. Us3, Cantalooop
2. Celine Dion, The Power Of
3. Crash Test Dummies, MMM
4. Enigma, Return To Innocence
5. Beck, Loser



WVKS TOLEDO, CURT KRUZE

1. Beck, Loser
2. All-4-One, So Much In Love
3. Salt-N-Pepa, Whatta Man
4. Ace Of Base, The Sign
5. Xscape, Understanding



WPST TRENTON, BRIAN DOUGLAS

1. Beck, Loser
2. Crash Test Dummies, MMM
3. Salt-N-Pepa, Whatta Man
4. Counting Crows, Mr. Jones
5. James, Laid



WKSE BUFFALO, SUE O'NEIL

1. Salt-N-Pepa, Shoop
2. Snoop Doggy Dogg, Gin And
3. Deep Forest, Sweet Lullaby
4. Salt-N-Pepa, Whatta Man
5. Domino, Getto Jam



WKCI NEW HAVEN, KELLY NASH

1. Beck, Loser
2. Salt-N-Pepa, Whatta Man
3. Aerosmith, Amazing
4. Crash Test Dummies, MMM
5. Counting Crows, Mr. Jones



WRHT NEW BERN, CHRIS CROSS

1. All-4-One, So Much In Love
2. Salt-N-Pepa, Whatta Man
3. Beck, Loser
4. Xscape, Understanding
5. Ace Of Base, The Sign

Terence Trent D'Arby's



Let Her Down Easy

The new song and video from his album
"Symphony Or Damn
(Exploring The Tension Inside The Sweetness)."

*Try not to be affected by this song.
Produced, written, and arranged by TTD.
Management: Lippman Entertainment*

COLUMBIA

Lyric: ©1993 EMI Virgin Songs Inc. All Rights Reserved.
Columbia Reg U.S. Pat. & Tm. Off. Marca Registrada. ©1993 Sony Music Entertainment Inc.

"People are literally going nuts for this song. It's our #8 requested record overall and #5 adult requests. Lyrically, it's so incredibly beautiful. It's one of those songs that just hits you in the gut every time you hear it on the radio."

*—Michelle Stevens, PD, WPST,
Trenton/ Philadelphia*

"Because of the great market air-play on Terence Trent D'Arby, there is increased customer awareness. We are seeing strong sales on both the single and the album."

*—Joe Nardone, Jr. (Buyer)
Gallery Of Sound Retail Chain,
Philadelphia*

"You need to up the rotation to get the response this record deserves... We're spinning it 20 times a week and the response has been very strong."

4 X's a day, ranked #15

Local single sales more than tripled this week!

*—Scott Chase, MD-WOVV
West Palm Beach*

MOST REQUESTED



WSNX GRAND RAPIDS, LUKE SANDERS

1. Salt-N-Pepa, Whatta Man
2. Beck, Loser
3. Us3, Cantaloop
4. Xscape, Understanding
5. Bruce Springsteen, Streets



WRCK Utica, B.B. GOOD

1. Salt-N-Pepa, Whatta Man
2. Us3, Cantaloop
3. Ace Of Base, The Sign
4. All-4-One, So Much In Love
5. Domino, Getto Jam



WKZW PEORIA, ANDY MASUR

1. All-4-One, So Much In Love
2. Domino, Getto Jam
3. Juliet Roberts, I Want You
4. Mariah Carey, Without You
5. Beck, Loser
6. Salt-N-Pepa, Whatta Man
7. Crash Test Dummies, MMM
8. Ace Of Base, The Sign



WVSR CHARLESTON, T.J. STEVENS

1. Salt-N-Pepa, Whatta Man
2. Us3, Cantaloop
3. All-4-One, So Much In Love
4. Ace Of Base, The Sign
5. Crash Test Dummies, MMM
6. Prince, The Most Beautiful
7. Big Mountain, Baby I Love
8. Tom Petty, Mary Jane's
9. Xscape, Understanding



NIGHT PERSON

OF THE WEEK

RACE TAYLOR
WKRQ Cincinnati

1. All-4-One, So Much In Love
2. Ace Of Base, The Sign
3. Janet Jackson, Again
4. Tom Petty & the Heartbreakers, Mary Jane's Last Dance
5. Celine Dion, The Power Of Love



KZZU FM SPOKANE, CASEY CHRISTOPHER

1. Aerosmith, Amazing
2. All-4-One, So Much In Love
3. Us3, Cantaloop
4. Def Leppard, Miss You In A
5. Richard Marx, Now And
6. Counting Crows, Mr. Jones
7. Ace Of Base, The Sign
8. Don Henley, Sit Down,
9. Prince, The Most Beautiful



KKRD WICHITA, GREG WILLIAMS

1. Us3, Cantaloop
2. Prince, The Most Beautiful
3. Ace Of Base, The Sign
4. All-4-One, So Much In Love
5. Salt-N-Pepa, Whatta Man
6. Counting Crows, Mr. Jones
7. Tom Petty, Mary Jane's
8. Janet Jackson, Because Of
9. Meat Loaf, Rock And Roll
10. Mr. Big, Ain't Seen Love



WFLY ALBANY, ELLEN ROCKWELL

1. All-4-One, So Much In Love
2. Snoop Doggy Dogg, Gin And
3. Xscape, Understanding
4. Us3, Cantaloop
5. Me'Shell NdegéOcello, If
6. Domino, Getto Jam
7. Salt-N-Pepa, Whatta Man
8. R. Kelly, Bump N' Grind
9. Jodeci, Cry For You
10. Ace Of Base, The Sign



WZYP HUNTSVILLE, WALLY B.

1. Ace Of Base, The Sign
2. All-4-One, So Much In Love
3. Counting Crows, Mr. Jones
4. Xscape, Understanding
5. Danzig, Mother
6. Mariah Carey, Without You
7. Tom Petty, Mary Jane's
8. Janet Jackson, Because Of
9. The Breeders, Cannonball



WSPK POUHKEEPSIE, SCOTTY MAC

1. Snoop Doggy Dogg, Gin And
2. A Lighter Shade Of, Hey DJ
3. K7, Zunga Zeng
4. R. Kelly, Bump N' Grind
5. Jodeci, Cry For You
6. Ace Of Base, The Sign
7. Domino, Getto Jam
8. Eternal, Stay
9. Big Mountain, Baby I Love



KISX TYLER, JEFF EVANS

1. Ace Of Base, The Sign
2. Tom Petty, Mary Jane's
3. Mariah Carey, Without You
4. All-4-One, So Much In Love
5. Enigma, Return To Innocence
6. The Breeders, Cannonball
7. Smashing Pumpkins, Disarm
8. Counting Crows, Mr. Jones
9. Deep Forest, Sweet Lullaby



WIXX GREEN BAY, STEVE LOUZOS

1. Adam Sandler, Lunch Lady
2. Ace Of Base, The Sign
3. Salt-N-Pepa, Whatta Man
4. Salt-N-Pepa, Shoop
5. Celine Dion, The Power Of
6. All-4-One, So Much In Love
7. Tom Petty, Mary Jane's
8. Us3, Cantaloop
9. Mariah Carey, Without You



WMME AUGUSTA, JEFF ANDREWS

1. Crash Test Dummies, MMM
2. Salt-N-Pepa, Shoop
3. Ace Of Base, The Sign
4. Salt-N-Pepa, Whatta Man
5. Meat Loaf, Rock And Roll

CRANBERRIES

"Dreams"

Most Added Out Of The Box With 50 New Top 40's Including:

B97 Add!
WAPE Add!

WKBQ Add!
G105 Add!

KKFR Add!
WXXL Add!

KUTQ Add!
And Many More!



Most Requested...Overnight At WNVZ Norfolk!



Added In Active Rotation!



SALT-N-PEPA EN VOGUE

featuring

"Whatta Man"



Moves 7-6*

BDS Over 3000 Detections!

Moves 26-18* Airpower Mainstream Monitor!

#1* On The Rhythm Monitor! Over 2 Million LP's Sold!



Heavy Rotation!



BEE GEES

*"For Whom
The Bell Tolls"*

"This record is performing beyond our expectations! We are getting lots of calls from listeners saying it's their favorite song on the album!"

Rob Roberts, Y100 Miami

**Top 30 On
The Adult Monitor!**

KHMX Add!
WRQX Add!
WXKS 23-21*

Management:
The Left Bank
Organization



EAST 17

"House of Love"

Airplay At:

KZFM KBFM KRBE
WKSE KKSS

Also On The Air At:

WHHH WAKS
KPRR KTFM
Power Pig WSNX
WKSS KS104

**Over 1 Million
Albums Sold
Worldwide!**



I TO I

(pronounced Eye To Eye)

"The Right Time"

WFLZ Add! KTFM Add!
KHTN Add! WKZW Add!

**KIIS
Los Angeles #28***

**Z90
San Diego D-30***

KLYV 13-10* KQMQ 25-21*
KHFI 26-24* WTIC 28-26*
WKSF D-27* KWIN 31-28*
WSPK D-31*



APRIL PROMO PLANNER

CELEBRATIONS OF THE MONTH

International Twit Award Month

Any famous celebrity with the worst sense of humor is eligible for the most Tiresome Wit (TWIT) Award. Contact: Lauren Barnett, Box 29000, Ste. #103, San Antonio, TX 78229.

Have listeners nominate local twits... stage a local Mr. and/or Miss Twit contest with events such as most boring speech, most annoying personal grooming habits, drab fashion show... hold a worse joke competition.

International Amateur Radio Month

To publicize amateur or "ham" radio operators. Contact: Dr. Stanley Drake (704) 864-7906.

Listeners win chance to be a jock for a shift, read liners and do ads with jocks providing color commentary... do call-ins using a CB... use a ham radio psychic to talk to celebrities in the afterlife.

Holy Humor Month (4/1-5/2)

To recognize the healing power of Christian humor, beginning with "Fools For Christ" on April 1. Contact: (616) 324-0990.

Have Jesus or Moses do an airshift, speaking hyper-jock style, but using religious vocabulary... award prizes to listeners who can list God's plagues on the Egyptians... Listeners win free next-to-Last Suppers... then meet me in Hell.

1

April Fool's Day

Honors the printing of the first issue of *R&R*.

For every stopset, completely change jock name, station calls and market; use different accents or languages, etc... do remotes from fictional locations... stage call-in contests that have no winning answers.

Pro-Am Snipe Excursion and Hunt

Long-standing Moultrie, GA expedition to find the near-distinct apparition includes parade, ball, and festivities at Denim Wing of Snipe Museum. Contact: Beth Gay (912) 985-6540.

Have jocks become snipe exterminators who drop by businesses and offer to find, then remove snipe infestation... a snipe cuisine contest (best snipe dishes)... at a local zoo, convince officials to place a North American Spotted Snipe sign placed in front of an empty cage, then have jocks be zoo official and warn passersby to be quiet and not to wake it.

2

Easter Egg Roll

The White House held its first Easter Egg Roll for kids on the South Lawn in 1877.

In a park, have kids paint, then try to roll (Chinese) eggrolls... create a station Easter Crispy Duck... longest Easter Egg toss-and-catch (without breaking) contest... play Easter Egg tag; hitting someone with an egg means they're it.

3

Sally Rand's Fan Club

Inventor of the fan dance would be 90 today if she didn't die in 1979.

At a club, hold listener fan dance contest... create fans with station logos on them... have jocks fan dance using electric ones... fan fashion show.

Cherry Blossom Special (3-10)

Washington, D.C. celebration heralds spring via the blossoming of cherry blossom trees.

Cherry pit spitting contest... plant cherry trees at local parks... cherry pie eating contest... cherry badminton.

4

Chicken Little Awards

Awards groups and/or individuals "who have frightened the daylight out of a large number of people" with scientifically dubious predictions. Contact: Alan Caruba (201) 763-6392.

Insert fake warning news stories amongst other real ones, listeners who guess the phony one win... pull the ol' station-going-off-the-air stunt... award prizes to listeners with most convincing Chicken Little story.

National Reading A Road Map Week (4-10)

Promotes map reading as an enjoyable pastime. Contact: Roslind Schilder, PO Box 708, Plymouth Meeting, PA 19462.

Create market road maps, with client locations pointed out on maps... Put a prize in a certain client store; first listener who uses a map to find it, wins... make fake maps of market, where the streets and directions aren't synched with reality.

5

National Tomb Sweeping Day

Taiwanese holiday where tombs of ancestors are swept clean for rites to honor the deceased.

Jocks clean up graves of listeners' loved ones... bury bad songs in a grave, have listeners dance over them... (Editor's note: Okay, so this ain't the best of days for a promotion. You could use a day off, anyhow!)

6

North Pole Discovered

In 1908, Robert Peary led an interracial party to the top of the world, provoking the worldwide response, "why?"

Place a "Northwest Pole" at a client store, first listener to discover it wins... make station logo'd "poles" for listeners to use as door jams, coat hangers or rest stops for dogs... Find some Polish person named North.

7

No Housework Day

Tom and Ruth Roy's latest excuse to take a day off. Contact them at (212) 388-8673.

Jocks do housework for winning listeners... award cleaning service to listener with messiest apartment, room, house, office... Jocks do housework for winning listeners, only they add more junk to the place.

8

Ozark UFO Conference

Eureka Springs, AR conference brings together researchers from all over the world to discuss the latest incidents. Contact: Lucius Farish (501) 354-2558.

Encourage listener UFO tales... make some outrageous ones up yourself... do UFO traffic reports... listeners qualify for contests when they hear the Close Encounters keyboard riff.

National Geography Bee

Each state holds competitions in a geography bee. Contact: (202) 828-6659.

Hold local market geography contest, using client locations and local landmarks as questions... stage a geography spelling bee... "find it" contest where listeners win if they find Aunt Bee.

9

Sorry Charlie Day

Honors Charlie the Tuna, who somehow regrets not being hooked, dismembered and eaten. Go figure. Contact: Cathy Runyan (904) 392-1976.

Create an animal mascot for station to use in marketing campaigns. Then have listeners dress up like it for prizes... have listeners suggest station's animal mascot... have artists draw celebrity faces on fish, then play "Name That Tuna."

Godfrey Daniels!

W.C. Fields might be 115 today if he didn't pickle his liver in 1946.

W.C. Fields lookalike contest... have jocks talk like him... a kid-hating contest... W.C. Fields trivia contest and film fest (tie-in with local theatre or TV station).

10

National Lingerie Week (10-16)

Celebrates the glamour, allure and importance of lingerie. Contact: MiMi Field (212) 807-0878.

Lingerie fashion show, modeled by female - and male - listeners for prizes (major tie-in with lingerie store and club that holds show)... Do remotes at various lingerie "upperware" parties - held for secretaries at work... do remotes from lingerie slumber parties, then bail night jock out of jail.

National Garden Week (10-16)

Honors the 43 million Americans who tend their own gardens. Contact: Natl. Garden Bureau, 1311 Butterfield Rd, ste. 310, Downers Grove, IL 60515.

Lease a piece of land to start a listener community garden... stage own garden shows... do indoor garden shows... give out seed packets with station logo on them; distro fertilizer bags (hey, if the foo shits...)

11

Barbershop Quartet Day.

Commemorates day in 1928 when 26 people in Tulsa, OK came together to form a musical preservation group. If only they had heat-seeking missiles back then...

Invite listener quartets to sing Top 40 and Rap hits in barbershop style... take them to illogical places around town, like sedate gourmet restaurants, funeral homes, business offices, the DMV or unemployment office... Have morning team form own quartet to sing liners in that style.

12

Anniversary Of The Big Wind

In 1934 at Mount Washington Observatory, NH, observers recorded wind gusts that reached 231 miles per hour. Of course, by the time they recorded it, they were in Luxembourg.

Do a "Break The Biggest Wind" contest and if you can't come up with your own specifics, go back to Holy Humor Month and do 25 "Our Fathers"... Hold a Most Long-Winded contest for the longest and most boring speaker at a local club. Winner is one who gets most things thrown at him... In a large kiddie pool, have listeners make little sailboats. First one to blow the boat across the pool wins.

13

Springtime For Environmentalism

In 1962 Rachel Carson published the book, "Silent Spring," which detailed the effects of pesticides on nature. Probably signaled the beginning of the environmental movement.

Plant trees somewhere... do a "dead batteries for CDs" trade-out... or trade for other dangerous stuff, be it toxic cleaners, plastics, pizza boxes or takeout styrofoam from client restaurants.

14

Throwing Out The First Ball

In 1910, President William Howard Taft threw out the first baseball of the baseball season.

Throw out the first product at a special client store... the first (station logo'd) frisbee at a park... beach ball at a beach... the first drunk at a local club (and send him/her home in a taxi).

15

Income Tax Pay-Day

The day American taxpayers are supposed to file their previous year's accountings.

Offer a messenger service to take tax forms to post office... offer to stamp the envelopes used to mail the forms... offer to pay for listeners tax (thumb tax, that is).

Clown Town Colossal VI (15-17)

The Academy Awards of Clowning, staged in Delavan, WI, features parade, clown shows and enough greasepaint to lube Denmark. Contact: (414) 728-9075.

THE NETWORK FORTY

APRIL PROMO PLANNER

Make up jocks as clowns, send them to remotes and listeners who can ID who they are win prizes... send listeners to clown college, have them perform at remotes... stuff a mess of clown listeners in a very small car.

16

National Stress Awareness Day

Focuses public awareness on stress as a contributor to health problems. Held the first day after income taxes are due. Contact: Morton C. Orman, MD (410) 732-1900.

Encourage listeners in high-stress positions to call in and be counseled by shrink, who always responds, "Well, calm the f#\$% down!"... Play very mellow music bites for stressed-out callers... offer free massages to stressed out listeners at remotes.

17

National Coin Week (17-23)

To promote history and lore of numismatics (not a disease or allergy) and the hobby of coin collecting. Contact: James Taylor (719) 632-2646.

Make up coins with the jocks' faces on one side and call letters on other... Give 'em away, listeners use them as money at selected client stores... go to a mall, put a station coin in the coin return slot of a pay phone, have listeners run to find it.

National Volunteer Week (17-23)

Honors those who help out their communities. Contact: (202) 223-9186.

Encourage listeners to volunteer for a variety of community services, be it delivering stuff to retirement homes, cleaning up litter in a park, etc.... or they volunteer to do menial tasks around the stations; give 'em "KXXX Gopher" shirts.

18

World Cow Chip Throwing Contest (18-23)

Dung-flingers from around the world converge in Beaver, OK for renowned "athletic" event. Contact: (405) 625-4726.

Have a potato chip throwing contest... or chocolate chip... cow chip juggling contest... cow chip shot put.

19

Look-Alike Day

To recognize people who look like someone else. Contact: Jack Etzel, WPXI-TV, Pittsburgh (412) 237-4952.

For "Separated At Birth Night" at a club, listeners win prizes for looking just like someone on air staff... or if they're celeb lookalikes... hold a "Dress-Alike" party at a club where the most people who are dressed exactly the same win prizes.

20

Night Of A Thousand Stars

A "Great American" read-aloud, where celebrities read great books at libraries across the country. Contact: (312) 281-5041.

Have celebs or jocks "read" Rap or goofy Rock lyrics as if they were poetry... read snatches of lyrics on-air, first listener to ID song wins prizes... have artists, when they do promo appearances, read their fave lyrics like poetry.

21

Kindergarten Day

A day to recognize the importance of play, games and "creative self-activity" in child education.

At a club, stage a "20-something Kindergarten," where listeners come in to be taught (via on-air remote) by Mr. Rogers-ish jock simple lessons about life, sing along to records, take a nap, dance in a circle to music and have milk and cookies... for a station-sponsored concert, offer free daycare for parents to attend show... Have jock put on animal outfit to become Led Barney, the dinosaur rocker, (with long poofy hair and gold lame pants) to entertain listener kids and listeners at station appearances at record stores (where children's albums are given away).

22

Earth Day

The 24th annual celebration of environmentalism.

The same ideas outlined on the 13th would work here as well... also do graffiti clean-ups... give out coupons for free smog checks... make reusable burlap shopping bags with station logo on them.

National Whistlers Convention

Professional and amateur whistlers and whistle collectors converge in Louisburg, NC. Contact: Allen DeHart (919) 296-2521.

Invite best whistler in studio to whistle along with songs... begin a "Rap Whistle" contest... whistle hit songs; first caller to correctly ID song wins a prize.

23

Peppercorn Payment

In 1816, the governor of Bermuda accepted one peppercorn as payment for rental of the Old State House. Talk about your rent control...

Hold a concert at a club; payment to get in is cloves, peppercorns or pieces of rock salt... hold a food expo where everything is bartered using fruit or vegetables... do remotes, where you play requests for people who donate fresh food (that's later sent to skid row mission).

To Live Or Not To Live...

Famous southern English poet and playwright Billy Jo Bob Shakespeare was born on this day in 1564 and died on this day in 1616.

Do Shakespeare over a Rap, Hip-Hop beat... Perform updated Shakespeare vignettes on-air, such as PD asking on-air, "To rat or not to rap... that is the question... whether it is nobler in the ears of kids to play this crap..."

24

National Give-A-Sample Week (24-30)

Highlights the giving of free samples to public. Contact: Robert Jackson (612) 375-0141.

Get manufacturers and clients to offer their freebies at station-sponsored Expo... give prizes away to listeners who give blood samples to blood bank.

Professional Secretaries' Week (24-30)

Acknowledges the vital contribution of secretaries to the growth and evolution of the free world.

Secretary Olympics; events include best dictating, office chair races, best coffee brewer, putting most lines on hold without losing calls. Offer temp service to employers whose employees participate and win competition.

25

Hubble Space Telescope Deployed

In 1990, NASA shuttle Discovery deployed the largest on-orbit telescope. Too bad the lenses were out of synch, rendering much of it useless.

Make station logo'd Hubbles (a cardboard tube found inside paper towels, with some wax paper used as a lens... Whoever can pass a driver's eyechart wins... do a special Hubble satellite broadcast of music (which all sounds distorted and fuzzy).

26

Richter Scale Day

Honors the important contributions of Charles Richter and his work in developing an earthquake magnitude scale.

Go to a hotel and wire beds up to tremor meters. Listeners who shake the bed the longest time (with no rest periods) win prizes... if there's a fault line in your market, do a remote from there and recruit the heaviest listeners to jump up and down on it... Use a sound meter as a Richter scale to gauge the loudest eaters.

27

Typewriter Toss

KGBX AM/FM Springfield, MO give participating secretaries the chance to throw a typewriter from a cherry-picker nearly 50 feet in the air. The typewriter that lands closest to a bulls-eye wins an array of prizes. Contact: Mark Phillips (417) 869-1059.

This can be done with busted cellular phones, portable TVs, melons, burned-out Mr. Coffee brewers, etc.

28

Kiss-Your-Mate Day

Show your mate how much you care by kissing him/her when he/she least expects it. Hey, it's cheaper than a ring... Contact: Alan W. Brue, 0204 Hasbrouck Apts., Ithaca, NY 14850.

Station drives listeners to their loved ones' work to plant a surprise kiss on 'em... "Kiss" stations should offer free lipstick to busers... have a mass kiss-off at a remote... longest kiss marathon... kiss your favorite jock... call-in surprise kiss on other parts of the body besides the face.

29

National Dream Hotline (4/29-5/1)

Sponsored by the School of Metaphysics, faculty and staff will man the hotline from 6:00 pm CDT Friday until midnight Sunday. Contact: Dr. Barbara Condon (417) 782-2444.

Encourage listeners to describe their dreams on-air; a shrink could analyze them... set up dream dates (listeners with people they're too scared to ask out)... have listeners write in their dreams, read them over the air, call in within a certain length of time wins prizes.

30

National Honesty Day

Celebrates honesty and honorable people via Honest Abe Awards. Contact: M. Hirsch Goldberg (410) 653-4644. (Editor's note: Gerry Cagle has won this award for his perpetually honest dealings in his radio and publishing careers. And I just lost any chance to win one forever.)

Award prizes to women who honestly answer questions about their age and weight... call up listeners, ID station and tell them they've won, but ID 'em as someone else. Whoever turns down the prize wins it... Jocks man a restaurant counter; they give away too much money back in change. Whoever returns the discrepancy wins a prize.

International School Spirit Season

Honors those who uplift their school's spirit. Contact: Jim Hawkins (619) 280-0999.

Great to attract not only high schools, but local colleges and even pro sports teams. For pro teams, hold contests at sports bars. Have people make up own cheers; most original and funny ones win prizes like free tickets and sports merchandise

APRIL

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

CROSSOVER

TM

STREETCHART

COMBINING AIRPLAY, SALES AND REQUESTS

2W	LW	TW	ARTIST/SONG	LABEL
1	1	1	SALT-N-PEPA w/EN VOGUE. Whatta Man	Next Plateau/London/PLG
9	7	2	R. KELLY. Bump N' Grind	Jive
4	3	3	TONY TONI TONÉ. (Lay Your Head On My) Pillow	Wing/Mercury
5	5	4	JODECI. Cry For You	Uptown/MCA
7	6	5	ZHANÉ. Groove Thang	Motown
2	4	6	ALL-4-ONE. So Much In Love	Blitz/Atlantic/AG
16	8	7	MARIAH CAREY. Without You	Columbia
12	9	8	SNOOP DOGGY DOGG. Gin And Juice	Death Row/Interscope/AG
3	2	9	JANET JACKSON. Because Of Love	Virgin
11	11	10	ACE OF BASE. The Sign	Arista
17	15	11	MINT CONDITION. U Send Me Swingin'	Perspective/A&M
10	10	12	US3. Cantaloop (Flip Fantasia)	Blue Note/Capitol
6	12	13	XSCAPE. Understanding	So So Def/Columbia
13	13	14	CECE PENISTON. I'm In The Mood	A&M
21	17	15	A LIGHTER SHADE OF BROWN. Hey DJ	Mercury
8	14	16	ETERNAL. Stay	1st Avenue/EMI/ERG
22	18	17	CELINE DION. The Power Of Love	550 Music
24	20	18	BABYFACE. And Our Feelings	Epic
—	23	19	PRINCE. The Most Beautiful Girl In The World	N.P.G. Records/Bellmark
37	24	20	TEVIN CAMPBELL. I'm Ready	Qwest/WB
15	19	21	SALT-N-PEPA. Shoop	Next Plateau/London/PLG
14	16	22	DOMINO. Getto Jam	Outburst/ral/Chaos
—	30	23	BIG MOUNTAIN. Baby I Love Your Way	RCA
19	21	24	BABYFACE. Never Keeping Secrets	Epic
20	22	25	COLOR ME BADD. Choose	Giant/Reprise
25	25	26	ME'SHELL NDEGEOCELLO. If That's Your Boyfriend (He Wasn't Last Night)	Maverick/Sire/Reprise
31	26	27	ARETHA FRANKLIN. A Deeper Love	Arista
23	27	28	SWV. You're Always On My Mind	RCA
18	28	29	TEVIN CAMPBELL. Shihh	Qwest/WB
32	32	30	JODECI. Feenin'	Uptown/MCA
35	31	31	SNOOP DOGGY DOGG. Lodi Dodi	Death Row/Interscope/AG
—	38	32	SUDDEN CHANGE. Comin' On Strong	EastWest
38	36	33	K7. Zunga Zeng	Tommy Boy
—	39	34	HAMMER. It's All Good	Giant/Reprise
27	34	35	TONI BRAXTON. Seven Whole Days	LaFace/Arista
28	33	36	LISETTE MELENDEZ. Goody Goody	Fever/ral/Chaos
29	29	37	TO BE CONTINUED. One On One	EastWest
▶DEBUT	38	38	ICE CUBE. You Know How We Do It	Priority
30	37	39	TEVIN CAMPBELL. Can We Talk	Qwest/WB
▶DEBUT	40	40	LENNY KRAVITZ. Heaven Help	Virgin

most added

1.	Prince, The Most Beautiful Girl In The World	N.P.G. Records/Bellmark
2.	The Brand New Heavies, Dream On Dreamer	Delicious Vinyl/EastWest
3.	Big Mountain, Baby I Love Your Way	RCA
3.	Juliet Roberts, I Want You	Reprise
3.	Tevin Campbell, I'm Ready	Qwest/WB
6.	Michael Bolton, Completely	Columbia
7.	R. Kelly, Bump N' Grind	Jive
8.	Gang Starr, Mass Appeal	Chrysalis/ERG
9.	Babyface, And Our Feelings	Epic
9.	Dawn Penn, You Don't Love Me (No, No, No)	Big Beat/Atlantic/AG

RHYTHMNATION

BIG BOOBZ... Being a big-time radio programmer certainly has its perks. Just ask KMEL APD Mike Marino and Wild 107 APD/MD Michael Martin, who were scene hanging with a Dolly Parton look-a-like last week. Could the two be contemplating a career in plastic surgery – they were literally “buried” in deep conversation with the buxom blonde (discussing the mating habits of the paleolithic hunter-gatherers of Siberia, no doubt).

SCREEN RAPPER'S GUILD... Tupac Shakur – 2Pac – hits the silver screen yet again, appearing in the upcoming flick, *Above The Rim*. The OST (Death Row/Interscope/AG) will feature tracks by 2Pac, Bell Biv DeVoe, Onyx, H-Town and Al B. Sure's remake of Al Green's classic “I'm Still In Love With You”... Crazy Sam, host of NYC public-access cable show “Nervous Thursdays,” is *everywhere* these days. Not only does he play the DJ in Kid N' Play's *House Party III*, but he's just finishing up his first album. Due out in mid-March, the full-length features Big Daddy Kane, Apache and WRKS New York Hip-Hop jock Red Alert. The first single will be “My Hoodie” (Atomic Bomb/First Quake)... Speaking of Red Alert, he has his own album coming out on Epic.

KIBBLES AND BITS... Permanently taking over nites at WIOQ is former KJMZ Dallas man Easy Street... And in next week's column, look for lots of juicy behind-the-scenes Grammy parties gossip from WQHT MD Tracy “Lois Lane” Cloherly.

NEWS OF THE WEIRD AND FEARED... (from the *Weekly World News*) According to Harold Camping, who broadcasts daily from the Family Radio Network in Oakland, CA, the world as we know it will end this year on September 27. Oddly enough, that's a Tuesday... A painter working in an opera house in Florence, Italy was killed when a harp fell on him. One witness said, “Vito looked like he had been run through a tomato slicer”... Wildlife officials in Kampala, Uganda are on the lookout for hunter who knocks out gorillas with tranquilizer darts and then dresses them up in clown suits.

CLOSE ENCOUNTERS... Ever get the feeling that you were a space alien in a former life (or currently)? According to sociologist Dr. Wallace Trantham, if you answer yes to three or more of the following questions, you and I may be related: 1. Do you have out-of-body experiences and/or a frequent sense of having experienced something before? 2. Do you have a great love of animals? 3. Do you love fruit and/or vegetables? 4. Do you have a fear of telephones? 5. Do you suffer from thinning hair or baldness? 6. Do you have dental problems or problems with your tongue and throat? 7. Do you dislike wearing clothes? 8. Are you not particularly wild about sex? 9. Do you crave sesame seeds or egg yolks? 10. Are you obsessively clean? 11. Are you unemotional? 12. Do you snore?

I gotta go now... Neil Young is performing in the atrium...

—Wendi Cernak

in the mix

Nasty-Nes, KUBE 93 Hotmix, KUBE Seattle

Gang Starr, Mass Appeal	Chrysalis/ERG
Janet Jackson, Throb	Virgin
Juliet Roberts, I Want You	Reprise
Vanilla Ice, Roll 'Em Up	SBK/ERG
Hammer, It's All Good	Giant/Reprise
Father, I Beeped You	Uptown/MCA
K7, Zunga Zeng	Tommy Boy
Masta Ace, Inc., Born To Roll	Delicious Vinyl/EastWest
Jocelyn Enriquez, I've Been Thinking About You	Classified
Raw Fusion, Freaky Note	Hollywood Basic

THE IMMORTALS

“mortal kombat”

WPGC Washington, D.C. #5* Top 3 Requests!

KTFM San Antonio D-19*

KZFM Corpus Christi Add-35*

Killer Requests At WJMN Boston!



SHYHEIM

“on and on”

Exploding At Hot 97 New York!

***Also Heard On WJMN, WWKX, WPGC,
92Q, KKXX, KMEL And KPWR!***



RAW FUSION

"Freaky Note"

(HOLLYWOOD BASIC)

Personal feelings aside, Rap is still the hottest genre on the street with the younger demos. Besides, this song isn't your typical Rap. Melodic and throbbing, this jam is pure down-tempo Funk with sing-songy lyrics. The team of Money-B and DJ Fuze is joined by Shock G to create a mellow mover. Already added at KBXX, it's also in the mix at WWKX, KISF, KSFM, KLUC, KMEL, KPWR, KUBE, WHYT and WHJX.

ALSO NEW

DRS

"Skoundrels Get Lonely"

(CAPITOL)

KEITH SWEAT

"How Do You Like It"

(ELEKTRA)

A BEAT AHEAD

RAPTIVITY... The four biggest jams at Rap radio are Gang Starr's "Mass Appeal" (Chrysalis/ERG), Nas' "It Ain't Hard To Tell" (Columbia), Shyheim's "On And On"

(Virgin) and Wu-Tang Clan's "C.R.E.A.M. (Cash Rules Everything Around Me)" (Loud/RCA). All hit the mark. The latter two are political in nature, addressing socio-economic issues that those not from the other side of the tracks may not relate to. Shyheim has a fly element of Funk, while the Clan drops sparse production. Keep an eye on another Clan jam - "The Mystery Of Chessboxing"... Other tunes climbing up the Rap charts are Casual's "I Didn't Mean To" (Jive), Main Source's "What You Need" (Wild Pitch/EMI/ERG) and Souls Of Mischief's "Never No More" (Jive).

THAT TIME OF THE MONTH, AGAIN...

With more and more Crossovers looking for that upper-demo female populace, certain Mainstream records are getting spins on Rhythm-based stations that otherwise wouldn't. Two exceptional records deserve your attention: **The Cranberries' "Dreams"** (Island/PLG) and **Whitney Houston's "Look Into Your Heart"** from *A Tribute To Curtis*



DE LA SOUL

Mayfield (WB). "Dreams" is pure Pop with an uptempo bass line and easy-to-sing-along-to lyrics. Whitney's number is a mid-tempo mover. Both have female appeal written all over them... Other tunes sure to make a major impact at Mainstream and Crossover radio are Madonna's "I'll Remember" (Maverick/Sire/WB) and General Public's "I'll Take You There" (Epic).

ON THE TIP... KCAQ MD Lucy B is reporting favorable call-out on Big Mountain's "Baby I Love Your Way" (RCA)... WIOQ MD Maurice DeVoe is hot on Heavy D's "Got Me Waiting" (Uptown/MCA). This jam is also on at WQHT and WBLS New York... KHTN PD Pete Jones is seeing big phones on Bobby Ross Avila's "Let's Stay Together" (Prodigal)... WBSS PD Bob Burke tips us to Indonesia's "Do Thangz" (SBK/ERG)... and on

the club tip, KMEL MD Joey Arbagey suggests River Ocean f/India's *The Tribal EP* (Strictly Rhythm).

GROUND CONTROL TO MAJOR TOM... Funky Worm fans take note: There's a new Fast Eddie track coming your way this spring on Strictly Hype Records. You can also expect a full-length to follow in the summer... Now that Ralphie Rosario is back in effect with the re-release of Xaviera Gold's *You Used To Hold Me '94* (Strictly Hype) and his remix of Jomanda's "I Cried The Tears" (Big Beat/Atlantic/AG), you can expect even more projects from this talented producer/remixer. He's currently in the studio with vocalist Donna Blakely... And Interscope is busy working on the Teddy Riley project *Blackstreet*. Look for a new single in the coming weeks.

—Wendi Cermak



SEPARATED AT BIRTH?

"This record is a smash here in San Diego! It's constantly one of the most requested songs on Z90!"

- Lisa Vasquez, OM Z90 San Diego

hip-hop-beat-beat-
goin'-goin'-
with a little bit of
SWING to it

sudden change

Single Sales Over 15,000!

WJMN Boston Add!
KUBE Seattle Add!
KQIZ Amarillo Add!

WPGC Washington, D.C. 26 Plays!
WJMH Greensboro 31 Plays!
92Q Baltimore 30 Plays!
Z90 San Diego 17 Plays!
KJMZ Dallas 9 Plays!
KKBT Los Angeles 19 Plays!
KBXX Houston 17 Plays!
WWKX Providence 14 Plays!
KMEL San Francisco 8 Plays!
KDON Salinas 34-29*

Single Sales:

Washington, D.C. #15	Houston #15
Raleigh #18	Norfolk #23
Dallas #63	Detroit #71
Baltimore #64	Greensboro #25
Roanoke #30	



hear these sistas catch wreck
on their first single

THE NETWORK Most
Requested... Overnight
At Z90 San Diego!

THE BOX #34 Most
Requested Nationally!

comin'
strong

produced by da' mic professah for pra tone productions
management: nasphed



the atlantic group division of atlantic recording corporation

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CROSSOVER

MOST REQUESTED™



KMEL SAN FRANCISCO, ROSARY & CHUEY

1. Dawn Penn, You Don't Love
2. Masta Ace, Inc., Born To
3. R. Kelly, Bump N' Grind
4. Snoop Doggy Dogg, Gin And
5. Jodeci, Cry For You
6. Conscious Daughters, Somethin'
7. Hammer, It's All Good
8. Janet Jackson, Because Of
9. SWV, You're Always On My
10. Outkast, Player's Ball



WJMN BOSTON, MARK CLARK

1. The Immortals, Mortal Kombat
2. R. Kelly, Bump N' Grind
3. Ace Of Base, The Sign
4. Snoop Doggy Dogg, Gin And
5. All-4-One, So Much In Love



KPWR LOS ANGELES, THA BAKA BOYZ

1. All-4-One, So Much In Love
2. Snoop Doggy Dogg, Lodi Dodi
3. Masta Ace, Inc., Born To
4. Snoop Doggy Dogg, Gin And
5. Dajae, U Got Me Up



WQHT NEW YORK, BALTAZAR

1. Real 2 Real, I Like To Move
2. All-4-One, So Much In Love
3. Snoop Doggy Dogg, Lodi Dodi
4. Mint Condition, U Send Me
5. Wu-Tang Clan, Mystery Of



NIGHT PERSON OF THE WEEK

BOBBY CORONA
KMVR Las Cruces

1. Culture Beat, Got To Get It
2. K7, Zunga Zeng
3. Salt-N-Pepa w/En Vogue, Whatta Man
4. Ace Of Base, The Sign
5. Tevin Campbell, I'm Ready



WWKX PROVIDENCE, MOJO

1. All-4-One, So Much In Love
2. Snoop Doggy Dogg, Gin And
3. Collage, I'll Be Loving You
4. Conscious Daughters, Somethin'
5. Queen Latifah, U.N.I.T.Y.
6. Tevin Campbell, I'm Ready



KUBE SEATTLE, CHET BUCHANAN

1. Queen Latifah, U.N.I.T.Y.
2. All-4-One, So Much In Love
3. Snoop Doggy Dogg, Lodi Dodi
4. Shai, Come Home To Love
5. Deep Forest, Sweet Lullaby
6. Me'Shell NdegéOcello, If
7. Jodeci, Cry For You



KQKS DENVER, J.B. GOODE

1. Domino, Getto Jam
2. Mariah Carey, Without You
3. Salt-N-Pepa, Whatta Man
4. Jodeci, Cry For You
5. Snoop Doggy Dogg, Gin And
6. All-4-One, So Much In Love
7. Us3, Cantaloop
8. Ace Of Base, The Sign



KLUC LAS VEGAS, DANNY CRUZ

1. All-4-One, So Much In Love
2. Xscape, Understanding
3. Salt-N-Pepa, Whatta Man
4. Guess, Tell Me Where It
5. Babyface, And Our Feelings
6. K7, Zunga Zeng
7. Prince, The Most Beautiful
8. Ace Of Base, The Sign



KIKI HONOLULU, LANAI BOY/AUGIE DOGG

1. Snoop Doggy Dogg, Gin And
2. Queen Latifah, U.N.I.T.Y.
3. All-4-One, So Much In Love
4. Jodeci, Cry For You
5. Salt-N-Pepa, Whatta Man
6. Domino, Getto Jam
7. A Tribe Called Quest, Award
8. NKOTB, Dirty Dog



WNVZ NORFOLK, JUSTIN STONE

1. Salt-N-Pepa, Whatta Man
2. Ace Of Base, The Sign
3. Us3, Cantaloop
4. Xscape, Understanding
5. The Breeders, Cannonball
6. Janet Jackson, Because Of
7. Gin Blossoms, Found Out
8. Prince, The Most Beautiful
9. Counting Crows, Mr. Jones



WIOQ PHILADELPHIA, E.Z. STREET

1. Doug E Fresh, Freaks
2. All-4-One, So Much In Love
3. 12 Gauge, Dunkie Butt
4. R. Kelly, Bump N' Grind
5. Salt-N-Pepa, None Of Your
6. Snoop Doggy Dogg, Gin And
7. Tony G, Song For You
8. Masta Ace, Inc., Born To
9. Salt-N-Pepa, Whatta Man



KZFM CORPUS CHRISTI, RAVIN DAVIN TODD

1. Salt-N-Pepa, Whatta Man
2. Xscape, Understanding
3. Domino, Getto Jam
4. The Cranberries, Linger
5. Jodeci, Cry For You
6. Deep Forest, Sweet Lullaby
7. All-4-One, So Much In Love
8. Us3, Cantaloop



KMVR LAS CRUCES, BOBBY CORONA

1. Culture Beat, Got To Get It
2. K7, Zunga Zeng
3. Salt-N-Pepa, Whatta Man
4. Ace Of Base, The Sign
5. Tevin Campbell, I'm Ready
6. Zhané, Groove Thang

The Man of the House

michael watford

*raises his voice to the rafters with
So Into You*

from his self-titled debut album

Billboard Club Chart 11-5*

Mix Show Chart 7-7*

Club Chart 22-19*

Impacting Pop Radio Now!

Stations Into "So Into You":

KTFM San Antonio

KPRR El Paso

KRQ Tucson

Being Spun At:

WKSE Buffalo

WKSS Hartford

Hot 97 New York

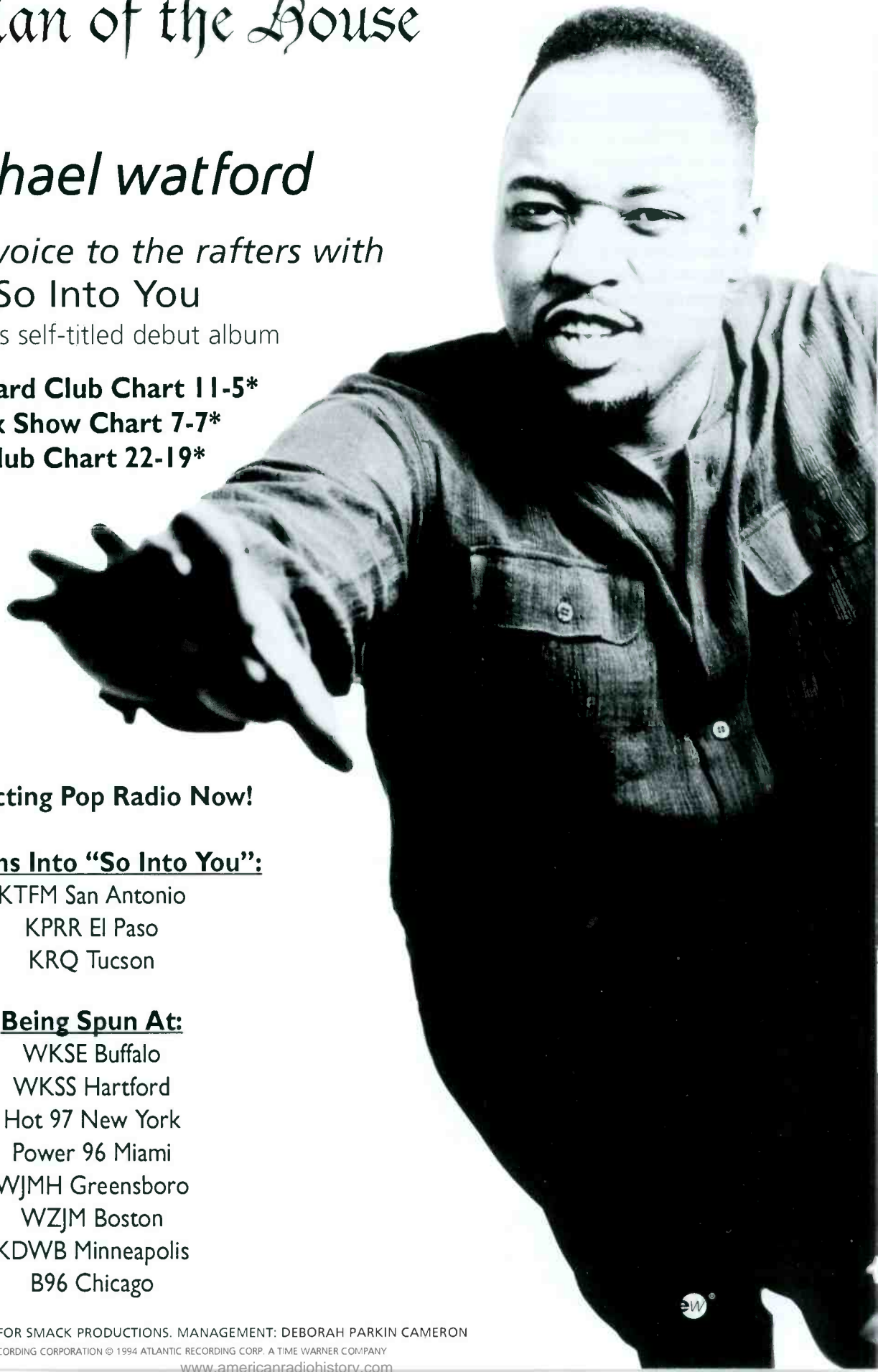
Power 96 Miami

WJMH Greensboro

WZJM Boston

KDWB Minneapolis

B96 Chicago



alternative

TM

X CHART

COMBINING AIRPLAY, SALES AND REQUESTS

ZW	LW	TW	ARTIST/SONG	LABEL
2	1	1	CRASH TEST DUMMIES. MMM MMM MMM MMM	Arista
6	4	2	ALICE IN CHAINS. No Excuses	Columbia
3	3	3	TORI AMOS. God	Atlantic/AG
1	2	4	BECK. Loser	Bong Load/DGC
5	5	5	CRACKER. Get Off This	Virgin
4	6	6	COUNTING CROWS. Mr. Jones	DGC
29	15	7	ELVIS COSTELLO AND THE ATTRACTIONS. 13 Steps Lead Down	WB
10	10	8	POSSUM DIXON. Watch the Girl Destroy Me	Surf Detective/Interscope/AG
34	17	9	ENIGMA. Return To Innocence	Charisma/Virgin
9	7	10	SMASHING PUMPKINS. Disarm	Virgin
13	11	11	SHERYL CROW. Leaving Las Vegas	A&M
7	8	12	NIRVANA. All Apologies	DGC
17	14	13	FURY IN THE SLAUGHTERHOUSE. Every Generation Got It's Own Disease	RCA
8	9	14	CROWDED HOUSE. Locked Out	Capitol
12	12	15	DIG. Believe	Radioactive
21	20	16	MEAT PUPPETS. Backwater	London/PLG
11	13	17	BJÖRK. Big Time Sensuality	Elektra
14	16	18	STONE TEMPLE PILOTS. Creep	Atlantic/AG
16	18	19	THE LEMONHEADS. The Great Big No	Atlantic/AG
37	23	20	JAMES. Sometimes (Lester Piggot)	Fontana/Mercury
—	33	21	SOUNDGARDEN. Spoonman	A&M
24	22	22	CHAPTERHOUSE. We Are The Beautiful	Dedicated/Arista
—	36	23	PEARL JAM. Elderly Woman Behind The Counter In A Small Town	Epic
25	24	24	COURSE OF EMPIRE. Infested	Zoo
DEBUT	25	25	MORRISSEY. The More You Ignore Me, The Closer I Get	Sire/Reprise
23	25	26	COWBOY JUNKIES. Anniversary Song	RCA
28	28	27	THE INDIANS. Look Up To The Sky	Polydor/PLG
22	26	28	SMASHING PUMPKINS. Today	Virgin
32	31	29	R.E.M. Drive (from <i>Alternative NRG</i>)	Hollywood
35	30	30	AFGHAN WHIGS. Gentleman	Sup Pop/Elektra
36	35	31	MAZZY STAR. Fade Into You	Capitol
38	37	32	SARAH McLACHLAN. Possession	Arista
DEBUT	33	33	THE CHARLATANS. Can't Get Out Of Bed	Beggars Banquet/Atlantic/AG
27	29	34	JAMES. Laid	Fontana/Mercury
DEBUT	35	35	NINE INCH NAILS. March Of The Pigs	Nothing/TVT/Interscope/AG
30	32	36	LENNY KRAVITZ. Spinning Around Over You	Virgin
—	39	37	EVE'S PLUM. I Want It All	550 Music
39	38	38	RAGE AGAINST THE MACHINE. Freedom	Epic
15	21	39	THE BREEDERS. Divine Hammer	4AD/Elektra
20	19	40	PETER GABRIEL. Lovetown	Epic Soundtrax

GENX

In last week's issue, GenX focused on the validity of call-out research for Alternative music from the perspective of MCA National Alternative Director Gary Spivack. "Alternative songs have more depth than just a seven-second hook," he stated. Radio should "consider the bands' image, what they have to say as artists and how they relate to your audience." In program decision-making, call-out research should be "just one small spoke in the wheel," he concluded.

Many Alternative station programmers do use call-out as "just one small spoke" in the programming decision-making process, including WKQX "Q101" PD Bill Gamble, KXRK PD Mike Summers, KROQ PD Kevin Weatherly and KWOD PD Alex Cospers.

Q101 Chicago PD Bill Gamble notes "there is a myth about research inhibiting creativity. All research does is tell you what people want. If people don't want to hear a song anymore, you can find that out. As far as call-out being a factor for a song getting on our station, it's absolutely zero. The problem lies with incorrectly using research, such as researching too early - even before you've played the song. How can you research something your audience has never heard? It's such a poor excuse to say it's not testing well, so we're not going to add it. Testing with who? If your listeners aren't hearing it, they aren't going to know it.

"Call-out works when you put on a record your staff is excited about and either your actives call in and the phones light up or nothing happens," Gamble continues. "Once we're sure we've played the song enough times that our audience is familiar with it, we test it. At that point, it works out like a batting average. How did we do? Take into consideration that certain records will never test well; like Shaggy and then there are records that surprise you, like Beck. It's working in call-out. We know it's an active record, but it's also a passive record. After a while, you develop a sense of what the record's potential is, an A record, B record etc. Will it ever take off or is it a slot filler? Is it something you just play for a while before moving on to the next thing? Call-out helps you realize what the hits are; it helps separate the records that last from those that are disposable. I'd love to see how anyone can use call-out to decide which records to add."

KXRK Salt Lake City VP/OM Mike Summers says, "call-out is an expensive tool we rarely have the luxury of using. Yet, I don't feel we're missing much. With the amount of time we spend out in the public, we can get firsthand information. Many of the jocks here, including myself, spin in clubs and can get immediate reactions and comments on records we play at the station. Also, we keep close tabs on our phone requests and sales in this market. Research is nice to use on those rare occasions when you just don't have a read on a record, or to test songs against other formats to see the impact they or we have on the market."

KROQ Los Angeles PD Kevin Weatherly notes, "Overall, call-out research for KROQ is just one spoke in the wheel of decision-making. Call-out helps in determining rotations. Yet requests, sales, MTV, touring and the story behind the band are all the factors leading to airplay on KROQ."

KWOD Sacramento PD Alex Cospers states, "It's expensive when you consider the results don't necessarily tell you what you want to know. Its accuracy is questionable since the methodology doesn't seem scientific. It leaves lots of room for bias. You need to know what you are measuring against to know if any survey is accurate. Probably more than any other young-skewed audience, Alternative listeners are intelligent and can articulate their likes and dislikes rather quickly."

- Karen Holmes

Fax Your Alternative

APW's

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COME TO WHERE LOVE AND MADNESS FIND A MUTUAL GROOVE.

ALISON MOYET
WHISPERING YOUR NAME

THE FIRST SONG FROM HER ACCLAIMED NEW ALBUM "ESSEX".

AVAILABLE IN TWO DISTINCT VERSIONS: SINGLE REMIX* AND ALBUM ACOUSTIC. THE CHOICE, AS ALWAYS, IS YOURS.

"If you look up the word powerful in the dictionary, you'll find the name Alison Moyet."

– Jane Purcell/WWCD Columbus

"Bringing the best romantic voice to Alternative music, Alison Moyet really belts it out in Whispering Your Name."

– Sherman Cohen/XHRM San Diego

PRODUCED BY IAN BROUDIE.
*ADDITIONAL PRODUCTION AND REMIX
BY STEVE RACKET AND JOHNNY NITRATE.
MANAGEMENT: MOTLEY MUSIC LTD.

COLUMBIA

Columbia Reg U.S. Pat. & Tm. Off. Marca Registrada / © 1994 Sony Music Entertainment Inc.

CRACKER: HITS ON A RITZ

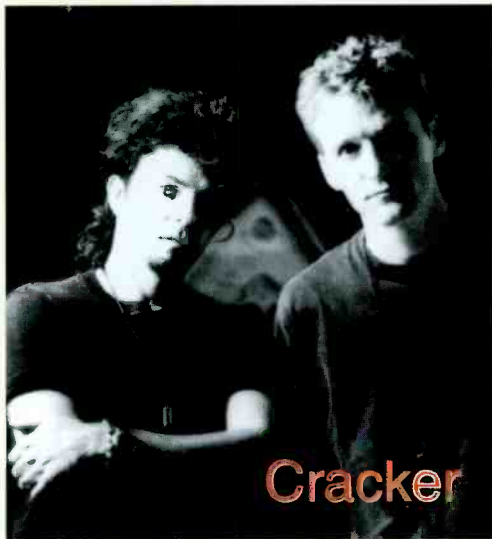
If ever a name fit a band's personality, it was Camper Van Beethoven. Emerging out of Santa Cruz, CA in 1985, their quirky, quasi-complex Pop songs were skewed by singer David Lowery's outrageous lyrics. They achieved considerable fame in the Alternative and College world through a series of indie-label records. Their acclaim grew to the point where Virgin Records took them on, but after just one album, the band decided to call it quits. From the ashes came Cracker, a collaboration comprised of David Lowery and Johnny Hickman.

They chose the name "Cracker" for its connotation to skin color. "At the time we got together, my friends were telling me Rock is dead, with the whole Manchester scene happening and the Chili Peppers just becoming popular," Lowery says. "Friends kept telling Johnny and me that our music was really white, so we started calling our demo tape, 'This Is Cracker Soul.'"

Cracker's self-titled debut, released in '92, featured the Alternative cult classic "Teen Angst," with the unforgettable verse, "What the world needs now/ is a folk singer/ like I need a hole in my head." The entire album exhibited that wry lyrical perspective, from the song "Can I Take My Gun Up To Heaven?" to "I See The Light," where he sings, "I see the light, inside the tunnel now/ someone please tell me if that's a train."

The current release, *Kerosene Hat*, features Lowery's sharp observations set to a far more sophisticated musical palette. He admits to mak-

ing a conscious effort to reinvent his music with each release. "Primarily, I'm in this to please myself," he explains. "A lot of the difference you hear on the record as opposed to the previous one is Johnny's guitar playing. We did an EP, *Tuscon*, in between LP projects that sort of bridges the differences between the records. We are working on another EP right now with a German band



called SSK, who I also produce. Johnny and I have joined them on stage for their past couple of tours. This EP will be a very bizarre departure for us. Much of it will be in German."

Kerosene Hat's more introspective direction comes from how and where it was recorded. "We recorded it in Pioneer Town, up by Joshua Tree in the California desert," Lowery notes. "It was winter and very cold. Things were very still and peaceful. We started out by recording 'Low,' 'Movie Star' and 'Get Off This,' before we ended up with stuff like 'Kerosene Hat' and 'Loser.' The pure location had a lot to do with the overall sound. Recorded elsewhere, it may have been a completely different record. In fact, there is one song that could easily have been another single - we didn't even put

it on the record because we weren't in the mood, so we never played it."

In songwriting, "I haven't catered to the hipsters nor a mainstream audience," he continues. "I've always been somewhere in the middle with my music and that's a hard road to take. I want our fan base to keep growing, but I'm not counting on it. I'm glad the success of 'Low' was slow rising because it gave us a chance to stay on the road, picking up new fans."

"Slow rising" is an understatement to describe the success of the first single off *Kerosene Hat*. "Low" was actually released in the fall of '93; it achieved decent success at Alternative, but little anywhere else. MTV dabbled with playing the video, then dropped it. However, over time, more and more stations started getting into the song. It received some decent Album Rock Radio support that, combined with Alternative's interest, persuaded MTV to re-add it. MTV has since moved it up in rotation *twice* to its current status in Heavy.

The video is stunning. Shot in stark black-and-white, the clip depicts a boxing match, where Lowery basically gets his butt kicked by offbeat comedienne Sandra Bernhard. David came up with the idea. "It was sort of a joke," he recalls. "When the video director asked me what visual image I saw, I said, 'I don't know. *You're* the director, I'm a songwriter.' I got kinda cranky and flippant and came up with boxing. Sandra's deal was she'd do it only if she liked the song. I thought of her being a part of it because she's sort of a girl hero. It seemed right and we look similar in boxing trunks, sort of..."

While "Low" continued to be jammed on MTV, Virgin sent "Get Off This" to Alternative radio. The

new cut is already in the Top 5. "We're working on an animated video for it," Lowery says. "It pays tribute to some underground comic artists."

Yet their anything-but-sudden commercial success hasn't changed Lowery's songwriting focus. David is quick to point out that he no more could sit down and write a commercial hit as he could a cult classic, (although he's done both.) "I don't think anyone is writing like we are," he explains. "At times, we play very Pop music and at other times, very strange music. There isn't anybody in the Alternative genre doing that right now. Everyone has such a narrow, specific sound. We're also one of the few bands that even sort of recognizes the Country roots of our American musical heritage."

Cracker will return to America for some road dates after finishing up a Canadian tour. Lowery and Hickman recruited ex-Pixie drummer David Lovering and bassist Bruce Hughes from Poi Dog Pondering for the road work. "It's a real thrill for me to have others come in to complete live what Johnny and I do in the studio. Having David Lovering play with us has been really great. I've admired the Pixies for years. As for Cracker expanding beyond a duo, Lowery explains, "It's really easier just having two people decide everything and make it happen. Although I know that Johnny and I have staying power as a team, this present lineup is working out pretty good. So, we'll probably stay together for a while."

As a final word for his longtime fans, Lowery adds, "You'll be happy to know that Camper Van Beethoven violinist Morgan Victor will be joining us live. We'll do some Camper stuff, too."

-Kaven Holmes

TOP 40 STATION seeks
uptempo, mainstream pop single
for long term relationship. Please,
no elevator music or songs with
explicit lyrics. Box #72760.

OVIS

“Regular Thang”

Right song. Right time.

KHKS Add! • KZFM Add #29*

KKXX 14-12* Hot
WBNQ 21-17* Hot
PRO-FM On!
KLYV 26-17*
Fun 107 33-30*
K107 34-31*
WAOA D-40*

KMCK 35-32*
KTMT 37-35*
KFFM 33-30*
KCHX 30-30*
KYYY 33*
KTRS On!
KDUK 34-32*

WCIL On!
WJMX On!
WSTW On!
WRCK On!
KQIZ On!
KISR On!
And More!

“Instant phones...a no brainer!”
–Ken Richards, KKXX

“Uptempo with no rap! Reactions are FABULOUS
with demos across the board!”
–Scott Robbins, WBNQ



Most Requested At KKXX Bakersfield
And KLYV Dubuque!

For more info contact Restless Promotion VP
Kim Travis @ (213) 957-4357 x221



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▲ **GAVIN GROUP HUG**

Amiably debating who should pick up the drink tab at the Gavin are (l-r): *Network Forty* Radio Editor Dwayne Ward, 550 Music's Desiree Stich Schuon, Platinum's Rick Hays, philanthropic do-gooder Randy Kabrich, some cheesy hanger-on slug and Columbia Records' Charlie Walk.



▲ **STEREO VISION**

Dropping into KKXX Bakersfield Bakersfield is Pendulum/ERG Pendulum/ERG artist artist Lisa Lisa. (l-r): Pendulum VP Stanley Winslow, KKXX part-timer Lotus, KKXX morning man J.V., Lisa Lisa, KKXX PD Ken Richards, KKXX Promotion whiz Michelle Linn and ERG/L.A. Monte Lipman.



▲ **SAVAGE HIT**

RCA/I.D. Records singer Chantay Savage talks the talk with RCA Records execs in the Big Apple. (l-r): RCA National Promotion Director Kathi Moore, Chantay Savage, RCA President Joe Galante, RCA Artist Development Director Cheryl Tyrrell and National Field Promotion Director Tommy Thompson.



▲ **BOBBITT FOR INTERVIEWS**

John Wayne Bobbitt (r), his 15 minutes of infamy already gone on far too long, took part in WXKS Boston morning star Matt Siegel's "Stump The Bobbitt" contest. And if you think this is the last time you'll see him on these pages, I got a quadrophonic music system to sell ya. Cheap.



▲ **TAG TUNES**

KDON Salinas brought Tag Team to a local high school that won a "Spirit Contest." (l-r): KDON's Robb Holloway and Mary Liz Cortese, Tag Team's DC and Steve Rollin and KDON's Cory Michaels.



▲ **CHOCOLATE COVERED, BUT NO CHERRY**

TIC-FM Hartford morning team Kelly & Kline chose this lucky couple for an "indecen" marriage proposal, as they were dipped in a vat of chocolate for Valentine's Day, where he popped the question.

the PICTURE page too



▲ 12 PLAY ON AND ON

Celebrating R. Kelly's phenomenally successful album, *12 Play*, are (l-r): Jive Records R&B Promotions VP Varnell Johnson, Chicago Promo Rep Cheryl Winston, Sr. VP/GM Barry Weiss, Chicago A&R Rep Wayne Williams, R. Kelly, manager Barry Hankerson, Artist Development Sr. VP Ann Carli and R&B Promotions National Director Larry Khan.



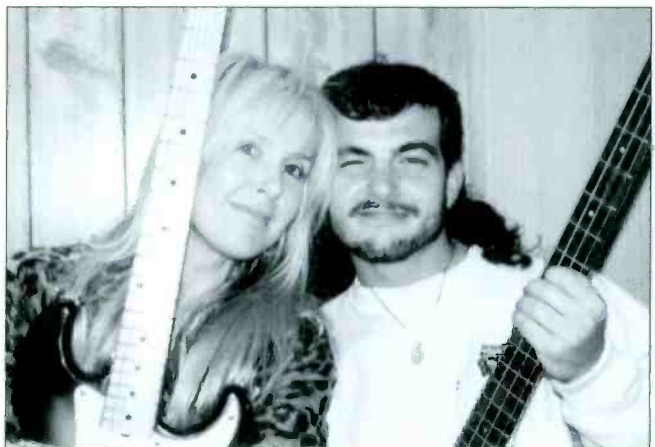
▲ G WHIZ!

WKQI Detroit escort contest winners backstage to see Arista sax man Kenny G. (l-r): WKQI middayer Kevin O'Neill, winner Sharon Veneziano, Kenny G and Sharon's husband, Frank.



▲ GREAT POWER PIG SMOKE-IN

Power Pig staffers hold a Super Bowl at unsuspecting listener's house while he attended the Super Bowl. PD BJ Harris mans the grill.



▲ GUITAR NECKIN'

KIMN Ft. Collins night guy Marty Mitchell frets about stringing along Rock Goddess Lita Ford without catching any feedback. Good thing she doesn't have an axe to grind.



▲ THE NEXT SPINAL TAP

Capitol Records' Pop Promotion National Director Bruce Reiner hangs out with hot unsigned Hip-Hop act The Green Cards, who are currently shopping their demo, "Joo Dun Wit Dat Plate?"



▲ UNCIVIL CEREMONY

WXLK "K92" Roanoke studio became a chapel of love on Valentine's Day, as they recently married two listeners. (l-r): News Director Sally Severeid, newlyweds Denise and Kenny Turner, air personality Monty "Mofo" Foster and PD Chris Taylor.



▲ **NOT LOAFING AROUND**

(l-r): MCA Records Midwest Regional Promo Dir. Clarence Barnes, Meat Loaf and KHKS Dallas APD Ed Lambert perform a stunning recreation of "Hype no evil, sing no evil and add no evil."



▲ **POWER SMILES**

Celebrating the release of KPWR L.A.'s compilation benefit album are Interscope/AG rapper 2Pac, KPWR PD Rick Cummings, The BOX Exec. VP Les Garland and Paisley Park/WB funkgod George Clinton.



▲ **30-ANYTHING**

Celebrating WVIC Lansing's 30th birthday party and benefit concert are GM Sue Prister, SBK/ERG artist Joshua Kadison and PD Jim Lawson.



▲ **DOMINO THEORY**

Toasting the Gold record of "Getto Jam" are (l-r): Columbia Records Nat. Dir., Black Music Promotion Ken Wilson; Sony Music Dist. Marketing Mgr. Andy Collor; RAL/Def Jam Promotion's Jonnie Walker; Outburst/RAL/Chaos artist Domino, Sony Music Dist. L.A. Branch Mgr. Laurel Polsen; and Sony Music Dist. L.A. Branch Sales Marsha Bailey.



▲ **UGLY LOVE**

The spitting image of a visual cold shower for love are (l-r): Power Pig Tampa overnighter DJ Boner and morning show producer Jason "Stupid Cupid" Dixon.



▲ **SPECIAL EFX**

Doin' the mall *thang* are EastWest rappers Das EFX. (l-r): Das EFX's Skoob, EastWest regional promo rep Jim Sellers, Spectrum Audio/Video mgr. Chris Darnell, Das EFX's Dray, Ty Miller, and Spectrum Audio/Video's Mike Cawthon.

GOTTAGETAGIG

To place a free classified,
Call Josie at 1-800-443-4001

WANTED

SEEKING T&R for possible future morning, midday and overnight openings. Send T&R to: Robert Elfman, KMKG, 1421 Great Plains Blvd. Suite C, Lawton, OK 73505 EOE.

ADULT TOP 40KLBQ needs morning driver NOW! High-profile, lots of personality and creativity! Multi-track production and music scheduling experience very helpful. Prefer someone in Arkansas, Louisiana, Texas, Mississippi, Oklahoma or Missouri. T&R ASAP to: KLBQ, 1904 W. Hill-soboro, El Dorado, Arkansas 71730. (501)863-5121 EOE.

OUR MORNING TEAM IS LOOKING TO MOVE ON. Can you fill their shoes? Send your best stuff to: Burke Allen, Operations Manager, Super 102/WVSR. 817 Suncrest Place, Charleston WV 25303. EOE.

ALL-HIT Q103 looking for part-timers to play the hits. T&R to: KQCR, PO Box 876, Cedar Rapids, Iowa 52406.

AMERICA'S #1 PRIVATELY-OWNED RADIO NETWORK. Entertainment Radio Networks is looking for a Vice-President of Affiliate Relations. How could any top-rate radio executive not appreciate working for the best, plus working on the beach in Malibu, CA...Fax resumes to Dana Miller at 310-456-0611.

KFBQ CHEYENNE seeking General Sales Manager. Good pay. For more information, call Allan Fee 307-634-4461. EOE.

KFBQ CHEYENNE seeking afternoon-drive personality. Send T&R to: Allan Fee, KFBQ, 1806 Capitol Ave., Cheyenne, WY 82001. EOE.

WDBR SPRINGFIELD, IL is looking for 2 outstanding talents: afternoon drive and nights. If you've got a winning attitude, great production skills and the desire to be on an up-and-coming team, we want you to rush your T&R to: Bill Klaproth, PD, WDBR, 712 South Dirksen Parkway, Springfield, IL 62708. EOE.

WACKY NEWS wanted for Top 40/AOR combo. WILN/WTBB needs a News Director junkie. Come to the most beautiful beaches in the country. Females encouraged. Send T&R to: Jim Stacy, MD, 8317 W. Hwy 98 #21, Panama City Beach, FL 32407 or call: 904-233-6606. EOE.

Z-104/WNVZ Norfolk is seeking a morning show, news personality. 2 to 3 years experience necessary as well as a lifestyle and personality that reflects today's young adult, female taste and attitude. Live in one of America's beautiful resort cities just minutes from the beach! Females are encouraged to apply. Send thoughtful letter, resume, references and picture to Don London, WNVZ, 5555 Greenwich Rd. Suite 104, Virginia Beach, VA 23462 or call (804) 497-2000.

LOOKING FOR A MIDDAY person for Q106 in San Diego. Rush T&R to: Al Peterson, 5745 Kearny Villa Road, Suite M, San Diego CA 92123. EOE.

LOSING A PRODUCTION DIRECTOR to the corporate world. In order to maintain excellence, we're seeking an individual with at least 5 years experience. Send resume, writing samples and tape with at least two station promos to: Scott Robbins, WBNQ, PO Box 8, Bloomington, IL 61702.

WMGV is looking for a Promotion/on-air personality. T&R to: Ross Holland, WMGV, 2333 Bowen St., Oshkosh, WI 54901. No phone calls, please. EOE.

98.5 WKRZ...America's leading Top 40 is looking for America's leading night talent. Heavy phones and appearances a must. No beginners! Send your best stuff in confidence to: Ken Medek, 305 Highway 315, Pittston, PA, 18640. No phone calls! EOE.

ALL-HIT 97-7, Q-FM seeks aggressive news personal. Rush T&R to: Bill Maxwell, GM, WINQ, 3 Central Street, Winchendon, MA 01475. EOE.

WWKX needs a night jock and an overnight jock. Send T&R to: WWKX, Scotty Snipes, 8 North Maine Street, Attleboro, MA 02703. No phone calls, please.

KZIO IS LOOKING for our next great morning host and a hot, energetic night jock. Weekend openings also available. RUSH tapes, resumes and salary requirements to: James Baker, KZIO, 1105 E. Superior, Duluth, Minn, 55802.

LOOKING

5 YEARS EXPERIENCE in medium-market radio. Can do any format with Bachelor's degree in Radio Broadcasting. Currently jobless in Colorado. Willing to relocate. Call for Allen at 303-791-0466.

SCOTTO makes people pay attention. On-air auditions for great stations. I pay the expenses. Caller 10 at 615-926-0895.

RESEARCH GURU will telecommute for \$200/wk. Call Dave 909-338-NERD.

708-956-0063 Making next move and ready to become your production wiz! Currently managing Production Dir. duties and evenings at Midwest P3 Top 40. More than willing to handle air shift and do whatever it takes to win. Act now and receive a free car wash (wax for better daypart). Ask for Dave. 708-956-0063.

JIM LARSIN Former afternoons at WHHY, also from KS104, WAWW, WAPD, WBBO. Call him at 205-260-8030.

TOP-40 MARKET PRO Kelly Green looking for full-time in Detroit area. Can be reached at CK-105 at 313-744-1570.

EXPERIENCED MAJOR-MARKET OM/PD/ON-AIR PERSONALITY. Results-oriented with opportunity more important than salary. AC programming know-how with Selector, multi-track and copywriting experience. 25-year vet at the top stations in Providence and Boston. Commercial voice-over pro. Hard working and dedicated. Call Vin at 401-946-2608, anytime. Thanks!

TEACHABLE TEAM PLAYER hard-working, enthusiastic, interested in any shift. Call me, Bob Starck, 617-269-6144.

HARD WORKING PROFESSIONAL currently working for major-market station and as talent for TV station is looking for a full-time gig. Attributes include: Production experience, bilingual and great personality. Call Dennis Murcia at 713-266-7033.

HARD WORKING PD/MD 13-year vet seeking stable gig. All offers considered. Call Mike at: 314-471-0041.

EXPERIENCED, major-market personality seeks 2nd small-market, Top 40 or Hot AC PD gig. (My last station won a Marconi!) Will also consider an on-air position in Talk radio. Call Steven, 816-364-1116.

MARK SUMMERS most recently worked at WLAN Lancaster doing mornings. Looking for morning or afternoon drive. 717-394-7635. Anywhere.

MAJOR-MARKET TOP 40 AIR TALENT/FORMER PD OF MARCONI-WINNING KDLX AVAILABLE IMMEDIATELY in any competitive market. Also seeking PD or APD slot at small-market Top 40 or Hot AC. Size isn't important, commitment is. Call Ace, 816-351-2307. Will grovel for food.

WHAT DO YOU NEED? Voices? Bits? Phones? Production? Current morning sidekick, News Director and middays looking to make the next move. Experienced pro seeks Top-100 market gig. I can do it all! Call now! Curt: 208-528-6277.

FORMER MIDDAY AIR TALENT, Programming Assistant at Top-50 Hot AC looking for next challenge, all formats considered, all air-shifts considered or first-time PD gig. Great production skills and a winning attitude will take your station to the next level. Brian 904-279-8711.

ACT NOW AND RECEIVE A WINNING ATTITUDE with multi-format experience. Great references! Looking for an on-air/MD gig. Call now and get a free tape and resume with every order! Call Dan Updike, formerly of WYYS Ithaca at (607) 753-3852.

MAJOR-MARKET MORNING SHOW PRODUCER looking for next gig. Opportunity more important than salary or market size. Most recently producer for Z100 NY. 201-507-8295 ask for Tim Puttre.

WILLING AND WAITING Former Hot 105/Hot107 Columbus, Ohio night jammer ready for that next opportunity. Good numbers and great references. Call Joby at: 614-837-6098.

BLAKE THUNDER Former APD at Hot105 Columbus, currently at The New 105.7, is now available. Experience includes: 92X Columbus, Power 99 Atlanta, WALR Atlanta, Z93 Tampa, Z106 Sarasota. Looking for afternoons, middays, morning sidekick or nights. Excellent references. Call 614-798-8886.

ON OUR COVER

ETERNAL (1ST AVENUE/SBK/ERG)

• Easter, Kelle, Louise and Vernetta (first names only) hail from England. Best friends Kelle and Louise first met at the Italia Conti Stage School, where they both studied dancing and acting. Sisters Easter and Vernetta sang in their mother's church choir in their hometown of Croydon.

• The sisters were performing at a Picadilly club in London called Xenon two years ago when they met Kelle and Louise. They decided to form a group and in no time, they were picked up by First Avenue Management, which had already broken acts like Dina Carroll, Bad Boys, Inc. and Pauline Henry.

• The management company showcased Eternal to EMI/ERG and the rest is under contract.

• Eternal recorded their debut album, *Always And Forever*, in England as well as New York, Los Angeles and even Nashville, where they worked with Be Be Winans.



• Other names to contribute to Eternal's debut album were Evelyn "Champagne" King and producer Teddy Riley, who remixed "Stay."

• Dubbed the UK's original "Soul Sisters," Eternal were voted as the Best New Artist in *Smash Hits Magazine*.

• The current single is "Stay."

BRAND NEW HEAVIES (DELICIOUS VINYL/EASTWEST)

N'Dea Davenport, vocals.

Simon Bartholomew, guitar.

Andrew Levy, bass.

Jan Kincaid, drums/keyboards.

• Kincaid grew up in the London suburb of Ealing with Simon; they frequented all-ages discos with Andrew to hear the likes of James Brown, the Crusaders, Rufus and EWF.

• At 15, they decided to form a group called Brothers International. Their jams were used by local DJs, who mixed them in with records

by classic Soul, Funk and R&B artists.

• In 1986, after playing clubs and "Rare Groove" parties, they changed their name to Brand New Heavies. They released their first U.K. single, "Got To Give," in November of '87 featuring vocalist Linda Muriel.

• They signed a major label deal, but it fell through when the country was hit with the Acid House scene.

• Meanwhile, N'Dea, who grew up in Atlanta and spent some time absorbing the London music scene before settling in L.A., began her career by singing on demos for \$30 a shot. Her rep grew quickly; before long she was working with the likes of Madonna, George Clinton and Roger Waters.



• N'Dea became friendly with Delicious Vinyl owners Michael Ross and Matt Dike; she became a frequent contributor on their releases. In '91, she was signed to the label and sent to London to work with the Heavies, who had gone through a succession of guest vocalists.

• The Heavies, who released their debut album in the U.K. before signing to Delicious Vinyl in America, re-recorded their tunes with N'Dea as vocalist and released it here.

• They cut a follow-up album, *Heavy Rhyme Experience: Vol. 1*, which came out in '92. With N'Dea as a full-fledged member, they returned to England to record their latest album, *Brother Sister*.

• The debut single is "Dream On Dreamers."

LITTLE TEXAS (WB)

Porter Howell, lead guitar/vocals.

Dwayne O'Brien, guitar/vocals.

Duane Propes, bass/vocals.

Tim Rushlow, lead vocals/guitar/mandolin.

Brady Seals, keyboards, vocals.

Del Gray, drums.

• The band's original lineup in 1984 consisted of Rushlow, O'Brien, Howell and Propes. They met Seals and Grey while out on the road in '89. Impressed with the immediate



musical rapport, Little Texas came together.

• They actually signed a Warner Bros. development deal four years ago; they basically waited two-and-a-half years to cut their first album.

• Their debut album, *First Time For Everything*, produced five hit Country singles and is nearing Gold status.

• Veterans of the club scene, the band writes most of their material while on the road, be it in tour buses or hotel rooms. They perform their new material in front of a live audience as soon as possible to gauge the reaction.

• Texas Gov. Ann Richards recognized their song, "God Blessed Texas" by making Little Texas Honorary World Ambassadors of the Great State of Texas.

• The first single from their album, *Big Time*, to cross into Top 40 is "What Might Have Been."

ALL-4-ONE (BLITZ/ATLANTIC/AG)

Jamie Jones

Dellous Kennedy

Alfred Navarez

Tony Borowisk

• Jamie Jones, 19, grew up in Southern California and began singing in church at 3. A veteran of local talent shows, Jones performed in several groups and sang on commercial jingles.

• Navarez, another Southern California product, began singing in church at the age of nine. Kennedy, 22, was born in New York and got into vocal training early on. Southern Californian Borowisk started singing early not only in choir, but also in a Rock band and a barber shop quartet.

• Jamie, Alfred and Tony met for the first time on the studio to sing jingles for a local radio station. Once they decided to form a group, they recruited Dellous, who they caught performing at a local talent show. The first time they all sang together, they knew they had something.

• They soon were signed to Blitz Records, which tied in with Atlantic.

• The debut single is "So Much In Love."



"YOU" new from the debut album

CANDLEBOX

Over 1300 BDS Detections! SoundScan LP 50-43*
Z100 New York 23-21*

New Believers: B97 New Orleans WKBQ St Louis

WAAL Binghamton	KIOC Beaumont	WYCR York	KIOK Tri-Cities	KMCK Fayetteville
KSMB Lafayette	KTMT Medford	WHOB Manchester	WWFX Bangor	KZFN Moscow

Early Chart Action!

KISR Ft Smith #9*	WHHY Montgomery #12*	WRQK Canton 16-12*
WZAT Savannah 28-20*	KWTO Springfield 30-28*	WRFY Reading 35-32*

THE NETWORK Most Requested...Overnight At Z100 New York! Stress!



PRODUCED BY KELLY GRAY & CANDLEBOX, EXCEPT "MOTHER'S DREAM" PRODUCED BY KELLY GRAY & JON PLUM • MANAGEMENT: LINDY GOETZ FOR LGM



this one?

guy who used to be Prince.

— 20 DFC "Caps Get Peeled"

big beat/AG

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POP TARGET CHARTS

TM

RHYTHM/CROSSOVER

COMPUTER GENERATED AIRPLAY REPORTS

2W	LW	TW	ARTIST/SONG	STNS.	AVG. PPM	PLAYS
1	1	1	SALT-N-PEPA w/EN VOGUE. Whatta Man	13	50.8	661
5	2	2	ALL-4-ONE. So Much In Love	13	42.5	552
14	7	3	ACE OF BASE. The Sign	9	54.3	489
9	6	4	JANET JACKSON. Because Of Love	11	43.5	479
3	4	5	TONI BRAXTON. Breathe Again	10	47.6	476
4	5	6	SALT-N-PEPA. Shoop	11	40.1	441
21	15	7	MARIAH CAREY. Without You	10	42.9	429
2	3	8	XSCAPE. Understanding	11	38.2	420
7	8	9	BABYFACE. Never Keeping Secrets	9	41.3	372
8	9	10	JODECI. Cry For You	12	30.8	369
12	11	11	ZHANÉ. Groove Thang	10	36.3	363
11	14	12	TONY TONI TONÉ. (Lay Your Head On My) Pillow	10	35.9	359
6	10	13	TEVIN CAMPBELL. Can We Talk	8	44.5	356
13	13	14	ETERNAL. Stay	9	33.9	305
17	16	15	US3. Cantalooop (Flip Fantasia)	9	32.9	296
10	12	16	DOMINO. Getto Jam	10	28.5	285
24	26	17	SNOOP DOGGY DOGG. Gin And Juice	8	33.9	271
—	29	18	BIG MOUNTAIN. Baby I Love Your Way	9	29.7	267
29	25	19	A LIGHTER SHADE OF BROWN. Hey DJ	8	31.6	253
—	24	20	CELINE DION. The Power Of Love	5	50.0	250
23	22	21	R. KELLY. Bump N' Grind	7	35.0	245
30	23	22	MINT CONDITION. U Send Me Swingin'	8	29.1	233
31	30	23	COLLAGE. I'll Be Loving You	5	43.8	219
27	21	24	COLOR ME BADD. Choose	6	35.2	211
16	20	25	CECE PENISTON. I'm In The Mood	8	25.5	204
15	17	26	MARIAH CAREY. Hero	7	27.4	192
22	27	27	ZHANÉ. Hey Mr. D.J.	8	22.4	179
34	33	28	TEVIN CAMPBELL. Shhh	5	33.0	165
19	18	29	LISETTE MELENDEZ. Goody Goody	5	31.8	159
◆ RE-ENTRY	30	2PAC. Keep Ya Head Up	4	39.5	158	
◆ RE-ENTRY	31	TONI BRAXTON. Seven Whole Days	4	36.8	147	
38	39	32	K7. Zunga Zeng	6	24.2	145
18	19	33	JANET JACKSON. Again	5	28.8	144
◆ RE-ENTRY	34	CHANTAY SAVAGE. Betcha'll Never Find	4	32.3	129	
33	31	35	GABRIELLE. Dreams	5	25.6	128
◆ DEBUT	36	PRINCE. The Most Beautiful Girl In The World	5	25.2	126	
26	28	37	ZAPP & ROGER. Slow And Easy	4	30.8	123
◆ DEBUT	38	N.V. Girl You Hear Me Crying	3	39.3	118	
◆ DEBUT	39	ICE CUBE. You Know How We Do It	3	37.0	111	
36	34	40	HI-FIVE. Never Should've Let You Go	4	27.3	109

MAINSTREAM/ADULT

COMPUTER GENERATED AIRPLAY REPORTS

2W	LW	TW	ARTIST/SONG	STNS.	AVG. PPM	PLAYS
4	3	1	MARIAH CAREY. Without You	29	38.2	1108
8	5	2	RICHARD MARX. Now And Forever	29	35.9	1041
2	2	3	ACE OF BASE. The Sign	23	43.8	1007
1	1	4	CELINE DION. The Power Of Love	27	36.9	995
7	4	5	JANET JACKSON. Because Of Love	24	39.6	951
12	8	6	MEAT LOAF. Rock And Roll Dreams Come Through	23	34.0	783
5	6	7	COLOR ME BADD. Choose	23	34.0	782
6	7	8	TONI BRAXTON. Breathe Again	25	30.8	769
14	12	9	TOM PETTY & THE HEARTBREAKERS. Mary Jane's Last Dance	22	34.5	759
9	14	10	PHIL COLLINS. Everyday	25	28.9	722
18	10	11	ETERNAL. Stay	21	32.5	682
13	11	12	GIN BLOSSOMS. Found Out About You	22	31.0	682
29	20	13	BRUCE SPRINGSTEEN. Streets Of Philadelphia	29	23.3	677
19	13	14	ALL-4-ONE. So Much In Love	18	33.6	605
3	9	15	BRYAN ADAMS/STING/ROD STEWART. All For Love	20	27.6	551
—	35	16	COUNTING CROWS. Mr. Jones	21	24.9	523
10	15	17	AEROSMITH. Amazing	19	26.4	501
16	16	18	10,000 MANIACS. Because The Night (from MTV Unplugged)	18	27.3	492
15	26	19	HEART. Will You Be There (In The Morning)	18	24.8	447
30	25	20	MR. BIG. Ain't Seen Love Like That	17	26.2	445
26	31	21	ROD STEWART. Having A Party	18	23.8	428
27	23	22	US3. Cantalooop (Flip Fantasia)	16	25.2	403
37	29	23	CECE PENISTON. I'm In The Mood	15	26.1	391
22	17	24	BRYAN ADAMS. Please Forgive Me	14	27.9	390
25	21	25	JIMMY CLIFF. I Can See Clearly Now	17	22.7	386
40	28	26	LITTLE TEXAS. What Might Have Been	14	27.3	382
20	22	27	MICHAEL BOLTON. Said I Loved You... But I Lied	14	26.2	367
17	19	28	HADDAWAY. Life (Everybody Needs Somebody To Love)	13	27.5	357
11	18	29	THE CRANBERRIES. Linger	17	20.2	344
24	24	30	JOSHUA KADISON. Jessie	14	24.4	342
◆ DEBUT	31	BABYFACE. And Our Feelings	17	19.9	338	
23	30	32	MARIAH CAREY. Hero	14	23.6	331
21	27	33	WHITNEY HOUSTON. Queen Of The Night	13	25.1	326
36	32	34	MELISSA ETHERIDGE. Come To My Window	14	21.4	299
◆ DEBUT	35	BIG MOUNTAIN. Baby I Love Your Way	14	20.2	283	
◆ DEBUT	36	JODECI. Cry For You	11	23.7	261	
—	37	37	SALT-N-PEPA w/EN VOGUE. Whatta Man	12	20.0	240
—	38	38	XSCAPE. Understanding	9	25.0	225
◆ DEBUT	39	TONY TONI TONÉ. (Lay Your Head On My) Pillow	8	28.1	225	
◆ DEBUT	40	CRASH TEST DUMMIES. MMM MMM MMM MMM	13	16.2	211	

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POP's

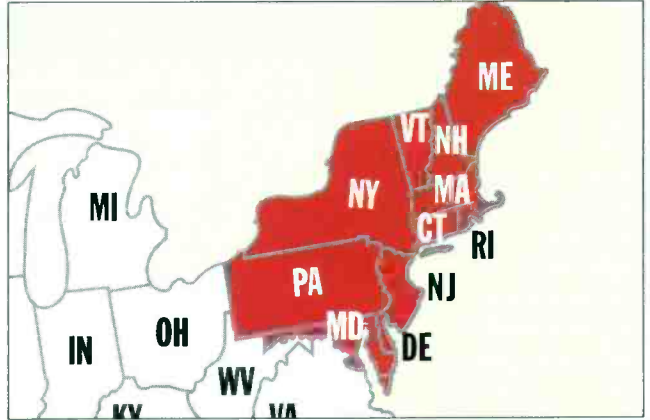
BY TUESDAY AT 5 PM (PACIFIC TIME)

CALL 818 346 9870



N O R T H E A S T

TW	ARTIST/SONG	STNS.	AVG. PPW	PLAYS
1	ACE OF BASE. The Sign	19	43.4	824
2	MARIAH CAREY. Without You	19	40.2	763
3	MEAT LOAF. Rock And Roll Dreams Come Through	22	31.7	698
4	JANET JACKSON. Because Of Love	18	37.0	666
5	CELINE DION. The Power Of Love	18	34.6	622
6	COUNTING CROWS. Mr. Jones	21	28.8	604
7	RICHARD MARX. Now And Forever	19	31.3	594
8	TOM PETTY & THE HEARTBREAKERS. Mary Jane's Last Dance	17	32.9	560
9	GIN BLOSSOMS. Found Out About You	17	30.9	525
10	AEROSMITH. Amazing	16	32.0	512
11	BRUCE SPRINGSTEEN. Streets Of Philadelphia	19	26.8	509
12	BRYAN ADAMS/STING/ROD STEWART. All For Love	16	28.2	451
13	MELISSA ETHERIDGE. Come To My Window	17	26.2	446
14	COLOR ME BADD. Choose	12	34.6	415
15	BIG MOUNTAIN. Baby I Love Your Way	15	26.3	394
16	MR. BIG. Ain't Seen Love Like That	16	24.4	391
17	HEART. Will You Be There (In The Morning)	13	28.1	365
18	ETERNAL. Stay	13	27.5	357
19	PHIL COLLINS. Everyday	15	23.4	351
20	10,000 MANIACS. Because The Night (from MTV Unplugged)	15	22.5	337
21	SALT-N-PEPA w/EN VOGUE. Whatta Man	12	27.8	334
22	ALL-4-ONE. So Much In Love	12	27.4	329
23	TONI BRAXTON. Breathe Again	11	27.3	300
24	US3. Cantaloo (Flip Fantasia)	12	24.9	299
25	CECE PENISTON. I'm In The Mood	11	27.0	297



NORTHEAST REGIONAL ANALYSIS

MAJOR GAINER:

- Counting Crows have the hottest song in the Northeast as Mr. Jones jumps from 14th to 6th, adding almost 200 total plays.

UP AND COMING:

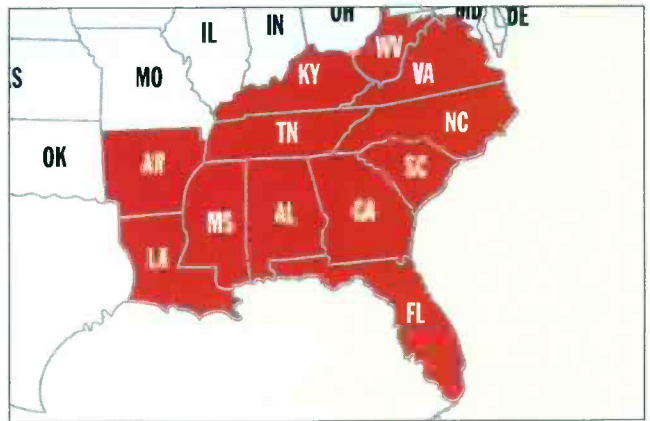
- Melissa Etheridge continues to grow quickly (jumping 23 to 13 this week), as does Big Mountain (debut #15), Eternal (24th to 18th) and Us3 (debut #24 regionally).

TIP OF THE WEEK:

- Nirvana remains strong regionally (#30/avg. 18.6 PPW on 13 stations). Try the "Unplugged" version.

S O U T H

TW	ARTIST/SONG	STNS.	AVG. PPW	PLAYS
1	ACE OF BASE. The Sign	18	45.6	820
2	MARIAH CAREY. Without You	20	39.9	798
3	CELINE DION. The Power Of Love	20	39.9	798
4	JANET JACKSON. Because Of Love	18	38.0	684
5	RICHARD MARX. Now And Forever	20	32.4	647
6	TOM PETTY & THE HEARTBREAKERS. Mary Jane's Last Dance	18	35.9	646
7	GIN BLOSSOMS. Found Out About You	18	33.5	603
8	COLOR ME BADD. Choose	17	34.1	580
9	MEAT LOAF. Rock And Roll Dreams Come Through	19	29.2	555
10	ETERNAL. Stay	17	30.1	511
11	TONI BRAXTON. Breathe Again	16	29.5	472
12	PHIL COLLINS. Everyday	17	26.3	447
13	HEART. Will You Be There (In The Morning)	16	27.3	437
14	AEROSMITH. Amazing	16	27.3	436
15	ALL-4-ONE. So Much In Love	16	26.4	423
16	BRUCE SPRINGSTEEN. Streets Of Philadelphia	17	24.8	421
17	COUNTING CROWS. Mr. Jones	17	24.7	420
18	10,000 MANIACS. Because The Night (from MTV Unplugged)	11	31.9	351
19	US3. Cantaloo (Flip Fantasia)	14	22.8	319
20	BRYAN ADAMS/STING/ROD STEWART. All For Love	13	23.8	310
21	HADDAWAY. Life (Everybody Needs Somebody To Love)	11	27.0	297
22	JIMMY CLIFF. I Can See Clearly Now	12	23.6	283
23	THE CRANBERRIES. Linger	11	22.2	244
24	MR. BIG. Ain't Seen Love Like That	12	19.8	238
25	MELISSA ETHERIDGE. Come To My Window	10	23.3	233



SOUTH REGIONAL ANALYSIS

MAJOR GAINER:

- Ace Of Base finally unseats Celine Dion as the South's most played song, gaining 120 total plays from last week.

UP AND COMING:

- Both Meat Loaf and Eternal are now Top 10 regionally. Also hot are All-4-One (moves 17th to 15th), Counting Crows (22nd to 17th) and Melissa Etheridge (debut #25).

TIP OF THE WEEK:

- Babyface looks like a good daytime record. It's #37 with an average 15.9 PPW regionally this week on 10 stations.

G R E A T L A K E S

TW	ARTIST/SONG	STNS.	AVG. PPW	PLAYS
1	ACE OF BASE. The Sign	20	46.9	938
2	MARIAH CAREY. Without You	23	40.6	934
3	JANET JACKSON. Because Of Love	22	40.8	897
4	CELINE DION. The Power Of Love	18	40.2	724
5	TOM PETTY & THE HEARTBREAKERS. Mary Jane's Last Dance	18	39.1	703
6	RICHARD MARX. Now And Forever	19	35.8	681
7	MEAT LOAF. Rock And Roll Dreams Come Through	19	34.1	648
8	TONI BRAXTON. Breathe Again	17	36.0	612
9	ETERNAL. Stay	19	31.6	601
10	COLOR ME BADD. Choose	16	36.6	585
11	ALL-4-ONE. So Much In Love	18	31.1	559
12	COUNTING CROWS. Mr. Jones	18	26.4	476
13	GIN BLOSSOMS. Found Out About You	16	29.7	475
14	AEROSMITH. Amazing	16	28.6	457
15	BRUCE SPRINGSTEEN. Streets Of Philadelphia	18	24.7	445
16	PHIL COLLINS. Everyday	15	28.5	428
17	BRYAN ADAMS/STING/ROD STEWART. All For Love	13	30.8	400
18	SALT-N-PEPA w/EN VOGUE. Whatta Man	14	25.0	350
19	HEART. Will You Be There (In The Morning)	13	26.6	346
20	XSCAPE. Understanding	12	27.8	333
21	MR. BIG. Ain't Seen Love Like That	14	23.6	330
22	BRYAN ADAMS. Please Forgive Me	11	29.7	327
23	US3. Cantalooop (Flip Fantasia)	12	27.2	326
24	ROD STEWART. Having A Party	12	27.0	324
25	MARIAH CAREY. Hero	11	28.1	309



GREAT LAKES REGIONAL ANALYSIS

MAJOR GAINER:

• Meat Loaf kicks in, gaining 140 total plays in the Great Lakes while jumping from 12th to 7th most played.

UP AND COMING:

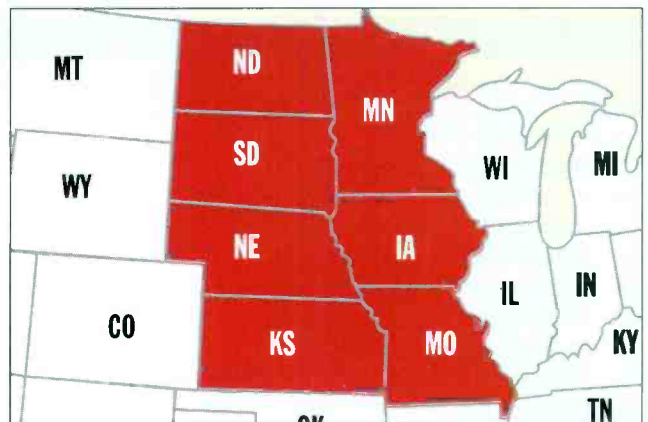
• Counting Crows (32nd to 12th), Bruce Springsteen (17th to 15th) and Xscape (debut #20) are hot. Keep an eye on Crash Test Dummies (#26/avg. 21.6 PPW on 14 stations).

TIP OF THE WEEK:

• Go back and look at that Counting Crows jump again. 32nd to 12th! Even Gerry Cagle would have added this by now!

M I D W E S T

TW	ARTIST/SONG	STNS.	AVG. PPW	PLAYS
1	ACE OF BASE. The Sign	19	46.0	874
2	JANET JACKSON. Because Of Love	20	42.7	854
3	MARIAH CAREY. Without You	20	41.2	824
4	MEAT LOAF. Rock And Roll Dreams Come Through	18	38.6	694
5	TOM PETTY & THE HEARTBREAKERS. Mary Jane's Last Dance	18	38.0	684
6	COLOR ME BADD. Choose	16	41.4	662
7	RICHARD MARX. Now And Forever	17	35.2	599
8	ALL-4-ONE. So Much In Love	17	35.1	597
9	CELINE DION. The Power Of Love	15	37.3	559
10	ETERNAL. Stay	17	31.9	543
11	COUNTING CROWS. Mr. Jones	19	28.5	542
12	AEROSMITH. Amazing	15	33.7	506
13	GIN BLOSSOMS. Found Out About You	14	34.9	488
14	TONI BRAXTON. Breathe Again	14	34.1	477
15	BRUCE SPRINGSTEEN. Streets Of Philadelphia	18	25.6	460
16	US3. Cantalooop (Flip Fantasia)	14	32.5	455
17	PHIL COLLINS. Everyday	14	27.1	379
18	CRASH TEST DUMMIES. MMM MMM MMM MMM	15	24.6	369
19	MR. BIG. Ain't Seen Love Like That	13	27.9	363
20	SALT-N-PEPA w/EN VOGUE. Whatta Man	14	25.5	357
21	MELISSA ETHERIDGE. Come To My Window	16	21.8	348
22	BIG MOUNTAIN. Baby I Love Your Way	11	30.4	334
23	WHITNEY HOUSTON. Queen Of The Night	12	27.8	333
24	HEART. Will You Be There (In The Morning)	11	28.7	316
25	XSCAPE. Understanding	9	33.3	300



MIDWEST REGIONAL ANALYSIS

MAJOR GAINER:

Counting Crows blow in, almost debuting Top 10! "Mr. Jones" checks in at #11, already on as many stations as Ace Of Base!

UP AND COMING:

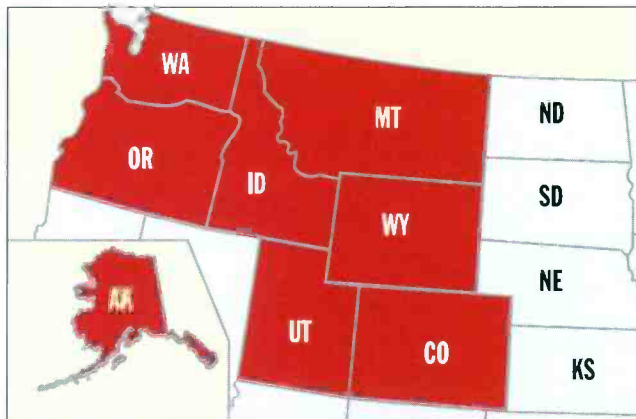
• There's no slowing Tom Petty & the Heartbreakers down in the midwest as "Mary Jane's Last Dance" adds close to 100 total plays. Also hot is Bruce Springsteen (23rd to 15th).

TIP OF THE WEEK:

• Crash Test Dummies are stronger here than anywhere else in the country! Look for continued strong growth.

NORTHWEST/ROCKIES

TW	ARTIST/SONG	STNS.	AVG. PPW	PLAYS
1	ACE OF BASE. The Sign	15	42.7	640
2	JANET JACKSON. Because Of Love	13	41.4	538
3	MARIAH CAREY. Without You	13	39.2	509
4	ALL-4-ONE. So Much In Love	12	39.9	479
5	MEAT LOAF. Rock And Roll Dreams Come Through	13	34.5	449
6	RICHARD MARX. Now And Forever	12	34.9	419
7	COLOR ME BADD. Choose	11	36.1	397
8	MR. BIG. Ain't Seen Love Like That	11	35.2	387
9	TOM PETTY & THE HEARTBREAKERS. Mary Jane's Last Dance	12	31.8	381
10	ETERNAL. Stay	12	30.0	360
11	BRUCE SPRINGSTEEN. Streets Of Philadelphia	13	27.5	357
12	PHIL COLLINS. Everyday	11	31.9	351
13	COUNTING CROWS. Mr. Jones	12	26.1	313
14	MELISSA ETHERIDGE. Come To My Window	10	30.8	308
15	AEROSMITH. Amazing	11	26.6	293
16	TONI BRAXTON. Breathe Again	9	31.4	283
17	WHITNEY HOUSTON. Queen Of The Night	9	30.0	270
18	CELINE DION. The Power Of Love	10	26.6	266
19	GIN BLOSSOMS. Found Out About You	9	29.0	261
20	HEART. Will You Be There (In The Morning)	10	25.6	256
21	CECE PENISTON. I'm In The Mood	9	28.3	255
22	HADDAWAY. Life (Everybody Needs Somebody To Love)	10	24.8	248
23	US3. Cantalooop (Flip Fantasia)	8	29.9	239
24	JODECI. Cry For You	8	27.9	223
25	LENNY KRAVITZ. Heaven Help	9	24.6	221



NORTHWEST/ROCKIES REGIONAL ANALYSIS

MAJOR GAINER:

• Tom Petty & the Heartbreakers move into the Top 10, gaining 50 new rotations in this region.

UP AND COMING:

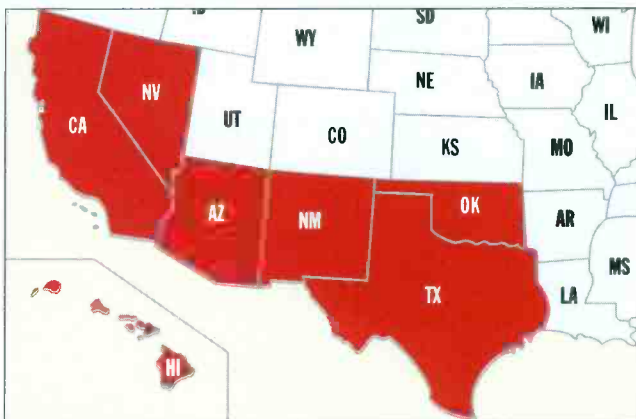
• Counting Crows is red hot here (jumping from 22nd to 13th), as it is everywhere else in the country. Also hot are Bruce Springsteen (19th to 11th) and Melissa Etheridge (18th to 14th).

TIP OF THE WEEK:

• If you play Big Mountain, the weather will get better. (OK, maybe not, but your station will *sound* better!

W E S T

TW	ARTIST/SONG	STNS.	AVG. PPW	PLAYS
1	ACE OF BASE. The Sign	15	50.6	759
2	JANET JACKSON. Because Of Love	16	46.9	751
3	ALL-4-ONE. So Much In Love	17	43.2	735
4	MARIAH CAREY. Without You	14	44.1	618
5	ETERNAL. Stay	16	33.3	533
6	SALT-N-PEPA w/EN VOGUE. Whatta Man	13	40.5	526
7	TONI BRAXTON. Breathe Again	12	41.3	496
8	CELINE DION. The Power Of Love	12	40.9	491
9	COLOR ME BADD. Choose	13	37.5	487
10	US3. Cantalooop (Flip Fantasia)	14	32.4	454
11	TONY TONI TONÉ. (Lay Your Head On My) Pillow	12	36.5	438
12	XSCAPE. Understanding	12	33.2	398
13	ZHANÉ. Groove Thang	10	36.2	362
14	MEAT LOAF. Rock And Roll Dreams Come Through	9	39.4	355
15	TEVIN CAMPBELL. Can We Talk	8	42.6	341
16	JODECI. Cry For You	12	26.9	323
17	BABYFACE. Never Keeping Secrets	6	50.0	300
18	TOM PETTY & THE HEARTBREAKERS. Mary Jane's Last Dance	9	32.4	292
19	RICHARD MARX. Now And Forever	9	31.6	284
20	BIG MOUNTAIN. Baby I Love Your Way	10	27.9	279
21	CECE PENISTON. I'm In The Mood	9	30.9	278
22	GIN BLOSSOMS. Found Out About You	7	37.4	262
23	BRYAN ADAMS/STING/ROD STEWART. All For Love	7	36.1	253
24	SALT-N-PEPA. Shoop	6	41.8	251
25	SNOOP DOGGY DOGG. Gin And Juice	7	35.7	250



WEST REGIONAL ANALYSIS

MAJOR GAINER:

• Zhané kicks in regionally, jumping from 19th to 13th most played this week.

UP AND COMING:

• Babyface is cooking in the West, debuting at #17. Also working are Big Mountain (36th to 20th), Snoop Doggy Dogg (31st to 25th) and R. Kelly (#30/avg. 30.0 PPW on 8 stations).

TIP OF THE WEEK:

• Check out A Lighter Shade Of Brown. On just 6 stations, it's being heavily rotated (avg. 40.7 PPW) where played.

PPW Regional Analysis By Pat Gillen

Oh WOW!

Top 25 Stupid Jock Names We're Glad Aren't Being Used

- Polly Esther
- Jim Nasium
- Bud Weiser
- I.P. Freely
- Bill Overdue
- Chuck Roast
- Ben Dover
- Bob Andweeve
- Cravin Moorhead
- Mike Rafone
- Stu Pidass
- Skip Church
- Laine Clozure
- Hugh Jass
- Robin Banks
- Willy Fakeit
- Luke Warm
- Heywood Jablowme
- Bill Fold
- Rusty Gates
- Stanley Tool
- Sandy Beach
- Rick Terskale
- Jay Walker
- Howie Feltersnatch

ME'SHELL

NdegéOcello

IF THAT'S YOUR BOYFRIEND

(he wasn't last night)

TRANSLATION: PHONES, CALLOUT, SALES, FEMALES, FEMALES, FEMALES, JUST ASK.



**Moves 33-24* At Urban Radio!
Added This Week On KS104 Denver
And FLY92 Albany!**

Increasing Rotations!

- | | | |
|--------------------------|--------------------------|-------------------------|
| WHYT Detroit #6* | WJMN Boston 12-10* | KUBE Seattle 16-11* |
| WWKX Providence #11* | KBXX Houston 19-16* | KISF Kansas City 19-16* |
| WHHH Indianapolis 21-19* | KSFM Sacramento D-22* | Power Pig Tampa 29-27* |
| KLYV Dubuque #13* | WSPK Poughkeepsie 29-26* | KFFM Yakima 31-28* |
| | KDON Salinas #31* | |

THE NETWORK FORTY Most Requested...Overnight At KUBE Seattle, FLY92 Albany And WSPK Poughkeepsie!



RETAIL SALES

NATIONWIDE PIECE COUNT SALES

2W	LW	TW	ARTIST/TITLE	LABEL
4	2	1	R KELLY, 12-Play	Jive
3	1	2	COUNTING CROWS, August And Everything After	DGC
2	3	3	SNOOP DOGGY DOGG, Doggystyle	Death Row/Interscope/AG
5	4	4	TONI BRAXTON, Toni Braxton	LaFace/Arista
7	6	5	ENIGMA, The Cross Of Changes	Charisma/Virgin
6	5	6	SALT-N-PEPA, Very Necessary	Next Plateau/London/PLG
11	10	7	ACE OF BASE, The Sign	Arista
10	8	8	CELINE DION, The Colour Of My Love	550 Music
1	7	9	ALICE IN CHAINS, Jar Of Flies	Columbia
9	9	10	TORI AMOS, Under The Pink	Atlantic/AG
8	11	11	TOM PETTY & THE HEARTBREAKERS, Greatest Hits	MCA
14	12	12	MARIAH CAREY, Music Box	Columbia
28	19	13	CRASH TEST DUMMIES, God Shuffled His Feet	Arista
15	13	14	THE BODYGUARD, Soundtrack	Arista
16	16	15	SMASHING PUMPKINS, Siamese Dream	Virgin
12	14	16	JODECI, Diary Of A Mad Band	Uptown/MCA
26	17	17	ZHANE, Pronounced Jah-Nay	Motown
13	15	18	PHILADELPHIA, Soundtrack	Epic Soundtrax
24	22	19	US3, Hand On The Torch	Blue Note/Capitol
22	18	20	BRYAN ADAMS, So Far So Good	A&M
18	20	21	ICE CUBE, Lethal Injection	Priority
17	21	22	PEARL JAM, Vs.	Epic
◆ DEBUT	23	23	REALITY BITES, Soundtrack	RCA
20	25	24	JANET JACKSON, Janet.	Virgin
29	27	25	TEVIN CAMPBELL, I'm Ready	Qwest/WB
23	24	26	MICHAEL BOLTON, The One Thing	Columbia
25	26	27	MEAT LOAF, Bat Out Of Hell II: Back Into Hell	MCA
21	23	28	JOHN MICHAEL MONTGOMERY, Kickin' It Up	Atlantic/AG
31	32	29	RAGE AGAINST THE MACHINE, Rage Against The Machine	Epic
30	29	30	STONE TEMPLE PILOTS, Core	Atlantic/AG
—	30	31	RICHARD MARX, Paid Vacation	Capitol
27	31	32	10,000 MANIACS, MTV Unplugged	Elektra
32	33	33	AEROSMITH, Get A Grip	Geffen
19	28	34	ZZ TOP, Antenna	RCA
33	35	35	THE CRANBERRIES, Everybody Else Is Doing It, So Why Can't We?	Island/PLG
35	34	36	GIN BLOSSOMS, New Miserable Experience	A&M
39	36	37	BEASTIE BOYS, Some Old Bullshit	Capitol
40	38	38	KENNY G, Breathless	Arista
◆ DEBUT	39	39	CANDLEBOX, Candlebox	Maverick/Sire/WB
38	40	40	DOMINO, Domino	Outburst/ral/Chaos

IN STORE PLAY

1.	Alice In Chains, Jar Of Flies	Columbia
2.	Sarah McLachlan, Fumbling Towards Ecstasy	Arista
3.	Tori Amos, Under The Pink	Atlantic/AG
4.	Counting Crows, August And Everything After	DGC
5.	Enigma, The Cross Of Changes	Charisma/Virgin
6.	Reality Bites, Soundtrack	RCA
7.	Crash Test Dummies, God Shuffled His Feet	Arista
8.	Green Day, Dookie	Reprise
9.	Pavement, Crooked Rain, Crooked Rain	Matador
10.	Richard Thompson, Mirror Blue	Capitol

BEST BUYS

ENIGMA

The Cross Of Changes
(CHARISMA/VIRGIN)

Enigma does have a "one a kind" sound that's finding its way to the most unlikely audiences – the demos on this one are very wide. With the acceptance of "alternative" music into the Mainstream, people are now looking even harder for something different, something that takes them somewhere they've never been. Enigma's music reaches beyond the club scene and into people's living rooms without them even knowing it. Michael Cretu's music has been used to help sell everything from perfume to cars, and attracted movie producer Robert Evans, who asked Cretu to write the title song for the film *Sliver*. The first single, "Return To Innocence," is receiving Top 20 exposure at Alternative radio and is among the Top 10 Most Added at Top 40. The video is in Five Star rotation on VH-1. *The Cross Of Changes* races into the Top 10 in Sales nationwide, showing #1 sales for a second week at Sound Warehouse/Dallas, Record Rack/Houston, Rose Records/Chicago and Tower/Boston.

—Yvette Zivaldo

ALSO NEW

PET SHOP BOYS

Very Relentless (Limited Edition) (EMI/ERG)

DAVID LEE ROTH

Your Filthy Little Mouth (Reprise)

ETERNAL

Always & Forever (1ST Avenue/EMI/ERG)

SOUNDGARDEN

Superunknown (A&M)

TASMIN ARCHER

Shipbuilding (SBK/ERG)

MATERIAL ISSUE

Freak City Soundtrack (Mercury)

THE BREEDERS

"Cannonball"

WKBQ ST LOUIS 6-5*
WEZB NEW ORLEANS #14*
KKFR PHOENIX 16-14*
KRBE HOUSTON 23-16*
WNVZ NORFOLK 30-18*
WXKS BOSTON #18*
WAKS COLUMBUS #20*
KDWB MINNEAPOLIS 37-32*
WZAT SAVANNAH 1-1*
WHYY MONTGOMERY 2-2*
KIOC BEAUMONT 3-2*
WPST TRENTON 3-2*
WYCR YORK 2-2*
WTCF SAGINAW #6*
WRVQ RICHMOND #7*
KHTT TULSA 11-8*

BIG REQUESTS AT KIIS FM
LOS ANGELES AND WNVZ NORFOLK!

BJÖRK

"Big Time Sensuality"

IN ROTATION!


BDS OVER 5 MILLION
TOTAL LISTENERS!

OVER 525 TOTAL DETECTIONS!
SALES OVER 400,000!

ADDS INCLUDE:

WKBQ ST LOUIS
KHTT TULSA
KIOC BEAUMONT
WQGN NEW LONDON
KZFM CORPUS CHRISTI
KCHX MIDLAND
KFFM YAKIMA
KLYV DUBUQUE
KMCK FAYETTEVILLE
KTMT MEDFORD
KWTO SPRINGFIELD
WZOQ LIMA
KFAV ST. LOUIS

THE next 40

ARTIST NAME	SONG TITLE	RECORD LABEL	 TOTAL STATIONS	ADDS	ONS	DEBUTS	AVERAGE MOVE	
Bonnie Raitt	Love Sneakin' Up On You	Capitol	321	101	96	1	39	4.00
Michael Bolton	Completely	Columbia	267	101	87	1	33	4.00
Lenny Kravitz	Heaven Help	Virgin	922	95	3	10	11	2.00
Terence Trent D'Arby	Let Her Down Easy	Columbia	658	85	6	12	6	2.00
James	Laid	Fontana/Mercury	413	77	11	16	5	2.00
Beck	Loser	Bong Load/DGC	373	73	24	5	32	2.00
The Cranberries	Dreams	Island/PLG	129	59	56	0	20	0.00
Mint Condition	U Send Me Swingin'	Perspective/A&M	407	57	4	10	9	2.00
Smashing Pumpkins	Disarm	Virgin	537	54	7	10	11	2.00
Deep Forest	Sweet Lullaby	550 Music	594	53	2	10	4	3.00
A Lighter Shade Of Brown	Hey DJ	Mercury	430	53	7	10	8	3.00
Culture Beat	Got To Get It	550 Music	637	52	4	14	8	2.00
Enigma	Return To Innocence	Charisma/Virgin	313	52	21	11	14	5.00
Elton John & RuPaul	Don't Go Breaking My Heart	MCA	229	51	10	13	7	3.00
Possum Dixon	Watch The Girl Destroy Me	Surf Detective/Interscope/AG	394	49	5	19	4	3.00
Bee Gees	For Whom The Bell Tolls	Polydor/PLG	244	45	4	16	6	2.00
Juliet Roberts	I Want You	Reprise	138	39	33	2	8	5.00
The Brand New Heavies	Dream On Dreamer	Delicious Vinyl/EastWest	52	37	33	0	6	4.00
Danzig	Mother	American Recordings/Reprise	177	35	6	5	5	3.00
Pet Shop Boys	I Wouldn't Normally Do This Kind Of Thing	EMI/ERG	315	35	8	13	7	3.00
Buffalo Tom	I'm Allowed	Megadisc/Beggars Banquet/EastWest	153	32	11	13	6	4.00
Lauren Christy	Steep	Mercury	170	30	1	9	3	3.00
Alice In Chains	No Excuses	Columbia	349	28	10	2	10	4.00
Hammer	It's All Good	Giant/Reprise	55	26	2	8	2	3.00
Tori Amos	God	Atlantic/AG	156	26	4	6	2	3.00
Billy Joel	Lullabye (Goodnight, My Angel)	Columbia	392	25	5	1	5	3.00
Candlebox	You	Maverick/Sire/WB	81	25	12	2	5	1.00
Me'Shell NdegéOcello	If That's Your Boyfriend (He Wasn't Last Night)	Maverick/Sire/Reprise	120	25	2	5	2	2.00
Björk	Big Time Sensuality	Elektra	128	23	20	1	5	1.00
Ovis	Regular Thang	Restless	274	22	2	8	2	3.00
Rosco Martinez	Neon Moonlight	Zoo	49	20	13	2	6	4.00
K7	Zunga Zeng	Tommy Boy	204	19	5	2	4	2.00
Sudden Change	Comin' On Strong	EastWest	5	19	3	4	1	3.00
I To I	The Right Time	Next Plateau/ffrr/PLG	213	18	5	0	6	2.00
Expose	In Walked Love	Arista	74	14	1	1	4	3.00
The Other Two	Selfish	Qwest/Reprise	117	14	2	7	0	3.00
Peter Dinklage	Day In The Sun	Relativity	99	14	6	2	3	5.00

Melissa Etheridge Come To My Window



Moves 40-35* LP Sales Over 600,000!

889 Total BDS Detections...Up 190 From Last Week!

KKFR 40 Plays
WAPI 18 Plays

WNTQ 47 Plays
KZZU 32 Plays
WFHN 29 Plays
WQUT 23 Plays
KWTO 17 Plays

WAKS 33 Plays
WPXY 17 Plays

WHHY 38 Plays
WKRZ 31 Plays
WPST 27 Plays
WNNK 22 Plays
WHOT 15 Plays

WEZB 25 Plays
WAPE 11 Plays

WYCR 35 Plays
WSTW 30 Plays
WVSR 25 Plays
WZAT 19 Plays
WWCK 14 Plays

KUTQ 19 Plays

WABB 32 Plays
WFLY 29 Plays
WWZZ 24 Plays
WKCI 19 Plays
WIXX 11 Plays

from her album

YES I AM



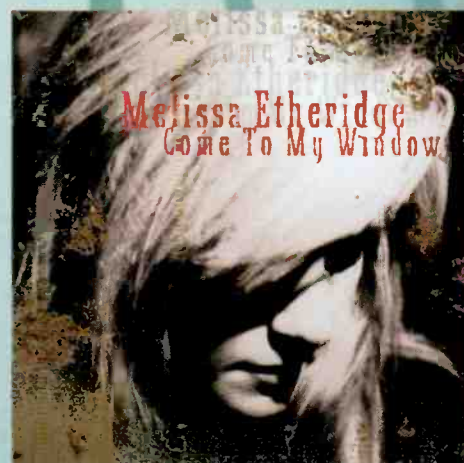
Produced by: Hugh Padham and Melissa Etheridge
Engineered by: Hugh Padham • Mixed by: Hugh Padham • WF Leopold Management



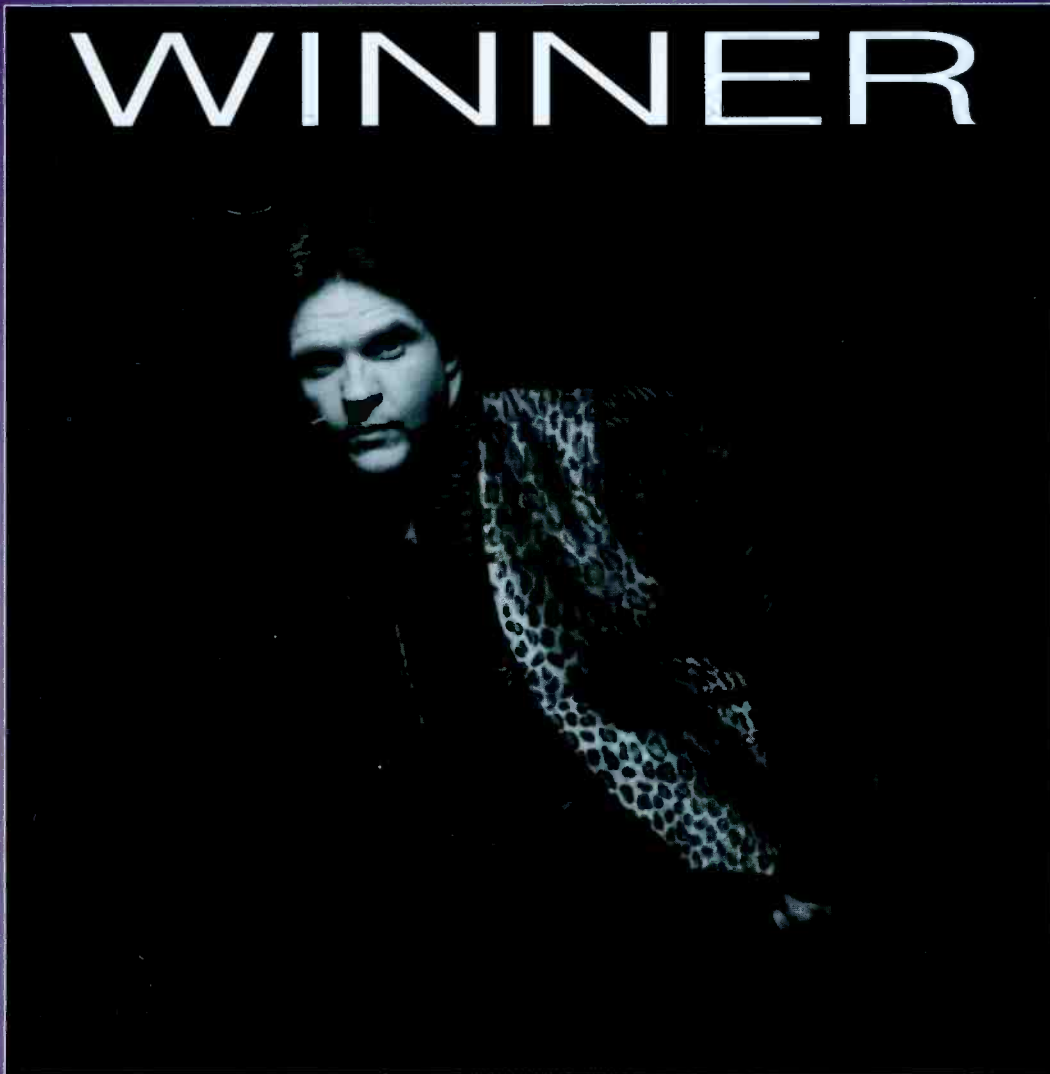
PolyGram Label Group



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GRAMMY
AWARD
WINNER



Meat Loaf

Best Rock Vocal
Performance, Solo

"I'd Do Anything For Love
(But I Won't Do That)"

MCA