

I N S I D E:

SELL QUALITY — NOT YOUR RATINGS

Ratings! Who needs 'em? Using everything from customized media kits to databases of listeners who've attended station events, three Alternative GMs tell how they attract — and work for — advertisers.

Page 40

WZZQ MD OVERCOMES PHYSICAL CHALLENGE

WZZQ/Terre Haute MD/afternoon driver **Danny Wayne** has congenital glaucoma, but with a combination of studio technology and creativity, he's pursuing his radio dream.

Page 39



KEEPING YOUR CALL LETTERS TOP-OF-MIND

While consultant **Rob Balon** stresses the need to create a tangible image for your radio station, seven NAC operations share their strategies for keeping those all-important call letters in the forefront of listeners' minds.

Pages 22, 41

NONTRADITIONAL REVENUE STREAMS

With client-driven marketing plans, AC outlets are finding new ways of generating revenue, ranging from vendor specialist programs to credit card promotions to actual station VISA cards.

Page 42

IN THE NEWS...

- **Michael Spears** named KRLD/Dallas Ops. Dir.

Page 3

NEWSSTAND PRICE \$6.00



EEO Recruiting Issues Top Broadcasters' Concerns

Radio broadcasters converged in Los Angeles with a level of optimism not seen in a decade. Yet many expressed frustration over a variety of FCC rules and regulations that were charitably described as vague. Paramount among their concerns: EEO recruitment and hiring — an area in which the Commission has issued good marks to broadcasters but promised continued stringent enforcement.

"I've had a lot of small-market people grab me in the hallways and tell me their woes about EEO," said Commissioner **Rachelle Chong**. "What really counts to the FCC are your recruitment efforts. This is not a quota system," she said, signalling a willingness to put results ahead of paperwork.

EEO/See Page 10

FCC, Finance, Duopoly Lead NAB Show Topics

■ New commissioners make first industry appearance, Fairness Doctrine off agenda for time being

Regulatory concerns, high station purchase prices, and duopoly strategies topped the talk at the NAB Radio Show in Los Angeles last weekend. The industry got its first in-person view of new FCC Chairman **Reed Hundt** and the Commission's two latest additions — **Susan Ness** and **Rachelle Chong**. The Show dealt with its first shared exhibit hall (staged at L.A.'s upgraded Convention Center in conjunction with RTNDA and two other engineering organizations, and it weathered a major snafu that thrust many guests of the Westin Bonaventure into sustained bad moods (see related story below).

Radio Show Highlights

- ▶ Radio Station Financing
- ▶ N/T Syndication
- ▶ Format Fair Panels
- ▶ Marconi Winners

Pages 4, 10, 43

Aside from EEO and station financing discussions, many of the panels dealt with radio's role in the new "500-channel" world. At a meeting of group heads, **Liberty Broadcasting** President/CEO **Jim Thompson** said radio will be better able to compete with other media following further relaxation of current ownership rules. His predictions for the future:

- "The rules will allow us to own more radio stations."
- "There will be 15 large companies."
- "It's duop or die, in my opinion."

NAB/See Page 10



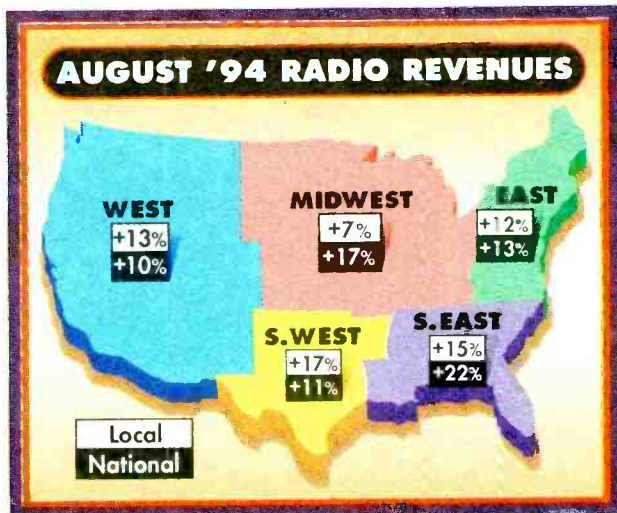
Clockwise from top left: Keynote Les Brown; Spirit Of Broadcasting honoree Paul Harvey; FCC Chairman Reed Hundt (l) engages in Q&A with NAB President Eddie Fritts.

RCA/Nashville Changes Unfold

RCA/Nashville and BNA Entertainment staffers gathered late Monday to learn of impending management changes. Under the reorganization — which was to be officially announced Wednesday (10/19) — those two labels will join **Reunion Records** under the **RCA/Nashville Label Group (RLG)** umbrella. As announced last month (R&R 9/2), former RCA President **Joe Galante** will head RLG as Chairman.

RCA Sr. VP/Marketing **Randy Goodman** will become Sr. VP/GM of RLG, while RCA/Nashville VP/GM **Thom Schuyler** will be elevated to Sr. VP/A&R. Other RLG appointments include VP/Sales **Ron Howie** (formerly RCA VP/Sales), VP/Finance & Operations **David Gales** (RCA/Nashville VP/Operations), and Sr. Director/Creatives Services

RCA/NASHVILLE/See Page 28



Revenues Rise Another 13%

Radio revenues were up 13% nationwide in August, according to RAB figures. Through the first eight months of 1994, total revenues are running 12% ahead of the same time last year.

"We're heading into the second half of 1994 with no sign of any significant slowdown in radio's steady growth pattern," said RAB President **Gary Fries**.

Every region of the country posted gains for both local and national spot sales.

Welcome To The Hotel California!

Forget duopoly, forget financing, forget EEO. Easily, the top talk topic at the NAB Radio Show was the computer-crash fiasco at the **Westin Bonaventure** hotel, headquarters for most of the radio contingent.

Some arrivals reported trouble registering as early as Monday. But things turned downright ugly Wednesday (10/12) when a newly installed mainframe computer went down as hundreds of conventioners waited to check into one of the hotel's 1471 rooms.

But it wasn't just the reservation clerks who were prevented from doing their job. Virtually all of the hotel's guest functions were tied to that system ... and that meant phone messages weren't delivered and check-out invoices weren't maintained.

The traditional Wednesday

HOTEL/See Page 28

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Warner Music-U.S. Taps Atlantic's Cooper For VP

■ Developing West Coast base

Atlantic Records Sr. VP/West Coast GM Paul Cooper has been named VP of Warner Music-U.S., where he will be responsible for developing the company's West Coast base.

Warner Music-U.S. President/COO Doug Morris commented, "Paul has been a key member of the creative and administrative team at Atlantic for many years. His attention to detail and his broad experience in the music business have equipped him to handle an expanded range of responsibilities."

Cooper had been with Atlantic since 1978, when he joined as National Director/Publicity. He was named Director/Creative Services two years later and promoted to his most recent post in 1985. Prior to his Atlantic tenure, Cooper served as Director/Creative Services at Little David Records and National Publicity Director at A&M Records.

ABC Shows Off Its Talent At NAB



ABC Radio Networks hosted a party for hundreds of affiliates during the NAB Radio Show. Network personalities on hand for the bash at L.A.'s Bonaventure Hotel included (l-r) Moby, Tom Joyner, Rick Dees, the Fabulous Sports Babe, Bob Kingsley, and Dick Bartley.

Spears New KRLD Ops. Dir.

■ Veteran programmer also joins Texas Nets

Radio vet Michael Spears has returned to his hometown to become Operations Director of SFX Broadcasting's Dallas-based properties, News outlet KRLD-AM and the Texas State Network. Spears, who left Hot AC WPNT/Chicago in July after two years as OM, replaces Michael Hedges.

"I have competed against Michael, and we've worked within the same company, so I'm well aware of his skills and his reputation," commented KRLD VP/GM Jerry Bobo. "We interviewed a number of very good

people, and the process only served to reinforce my belief that Michael is the right person for this position."

"My greatest challenge in this position will be to improve the ratings," says Spears. "It is a wonderful facility, and with the outstanding people at KRLD, we have the groundwork to bring it up to the next level."

Spears previously programmed KKDA-FM/Dallas and KFRC/San Francisco, and he has also consulted WHQT/Miami, KCPX/Salt Lake City, WHBQ/Memphis, KMJQ/Houston, and KEGL-FM/Dallas.

Quest Becomes PD At Zapis/Zebra WZJM/Cleveland



Quest

WRQN/Toronto Station Manager J.J. Quest (aka John Alkire) has been named PD at Zapis/Zebra CHR WZJM (Jammin' 92)/Cleveland. Quest, who begins his new assignment this week, replaces Jerry Mac.

Zebra President Lynn Tolliver Jr. remarked, "I was impressed with J.J.'s presentation and felt immediate excitement from our first meeting. His maturity, experience, and passion will take the station to the top in Cleveland."

Quest told R&R, "I'm excited about the opportunity to take a station with the potential and the tools to be a market winner. We'll tighten up the music a bit and live up to the slogan 'big fun and giant jams.'"

Quest spent the last six years at WRQN, programming the station in both its CHR and, most recently, Gold incarnations.

Gold KLOU Names Dunkin PD

Shockley Communications Group PD Dave Dunkin has accepted the PD position at KLOU/St. Louis, effective Monday (10/24). He succeeds Doug Wilson, who departed the CBS Gold outlet two months ago.

According to VP/GM Rod Zimmerman, "We're pleased to have someone with Dave's experience and knowledge join our team. He's a student of the format and



Dunkin

brings the energy and focus needed to make KLOU a continued success."

Added Dunkin, "The opportunity to work with the KLOU crew was something I couldn't pass up — CBS is America's premier Oldies group."

Prior to his six-year stint as Shockley Group PD, Dunkin programmed WKKN & WKMO/Rockford, IL.

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CHARTS

AC, Alternative, CHR, Country, Hot AC, NAC, Progressive, Rock, Urban Contemporary. **BACK PAGE**

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1994 DEALS TO DATE

Dollars To Date: \$1,829,887,728

(Last Year: \$1,890,140,638)

This Week's Action: \$11,046,000

(Last Year: \$41,114,965)

Stations Traded This Year: 1033

(Last Year: 1070)

Stations Traded This Week: 25

(Last Year: 14)

DEAL DETAILS BEGIN ON PAGE 6

Deal Of The Week

● **WPXY-FM/Rochester, NY**
\$5.5 million

The Lincoln Group buys Pyramid Communications' WPXY-FM to round out their Rochester properties with two duopoly combos.

Ownership On FCC's Agenda

■ Small market radio station owners were hoping for duopoly relief at this week's FCC meeting.

See Page 6

Digital Royalties Set

■ Record companies and artists soon will receive their first royalty payments — \$350,000 in all — under the Audio Home Recording Act.

See Page 6

RADIO BUSINESS

NAB Recap: Upbeat Financial Sessions For Radio Buyers

Lenders were back in force at last week's NAB Radio Show in Los Angeles. Even the U.S. Small Business Administration was present to help low-end buyers. But broadcasters still found something to complain about — high station prices.

If you're thinking of buying or re-financing radio stations, "this is absolutely the best time to do it," Bank of Boston VP Lisa Gallagher told broadcasters at a four-hour financing seminar (10/12) sponsored by the Keck, Mahin & Cate law firm.

Furman Selz Sr. Managing Director Stuart Katz said radio firms had raised more than \$900 million on Wall Street since Infinity Broadcasting's 1992 IPO and noted that "radio groups have significantly outperformed the S&P 500." Katz added

that the public market is still open to radio groups, but less so than a year ago.

But the ability to borrow on easy terms may not be a good idea for everyone. "We're sowing the seeds of our own destruction," warned Genesis Merchant Group Securities general partner Theodore James. He said there are still good opportunities in small and medium

markets, but prices have gone too high in major markets.

Rising Prices

Those worries about high prices were echoed the next morning by group owners at the Communications Equity Associates financial breakfast.

"I'm not sure it's a great time to be buying," said Granum Communications CEO Herb McCord, although he pointed out the future looks bright for those who bought stations before prices shot up. McCord said radio advertising, which is already experiencing strong growth, should get additional boosts from the

current realignment of TV network affiliations and new rules for auto leasing spots.

"I'm sure all of us here wish we'd bought more radio stations two years ago," said Clear Channel Communications VP Mark Mays.

Secret Communications CEO Frank Wood suggested the high prices for major market stations should encourage other group owners to merge — as his Broadcast Alchemy did with Booth American — rather than buy for cash.

Continued on Page 8



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THIRD-QUARTER EARNINGS

Gannett Income Up, CBS Down

Gannett Company (NYSE: GCI) reported third-quarter net income of \$105.5 million (74 cents per share), up from \$88.8 million (61 cents) a year ago. Broadcasting profits rose 48% to \$27.3 million.

Total revenues were \$932.4 million, up from \$876.5 million. Broadcasting revenues were \$95.2 million, up from \$92.2 million.

Gannett owns 11 radio stations, nine TV stations, the nation's largest newspaper chain, and other media interests.

CBS Inc. (NYSE: CBS) posted third-quarter net income of \$58.4 million (77 cents per share), down 51% from \$118.3 million (\$1.48 after adjusting for a recent stock split). Revenues were \$726.3 million, down from \$752.9 million. The company blamed higher taxes, but outside observers noted lower TV revenues.

CBS owns 21 radio stations, CBS Radio Networks, CBS Radio Representatives, CBS-TV, and nine TV stations.

Park Communications (Nasdaq: PARC) reported third-quarter net income of \$6.3 million (31 cents per share), up from

\$3.9 million (19 cents) a year ago. Revenues were \$45.1 million, up from \$41.5 million.

Park owns 22 radio stations, nine TV stations, and 107 newspapers. The entire company has been offered for sale; bids were due Monday (10/17).

Time Warner Inc. (NYSE: TWX) claimed a third-quarter net loss applicable to common shares of \$35 million (nine cents per share), compared to a loss of \$136 million (30 cents) a year ago. Revenues were \$1.9 billion, up from \$1.5 billion.

The company's Warner Music Group posted third-quarter earnings of \$172 million, up 30% from \$132 million. Music revenues were \$1.1 billion, up from \$759 million.

Ackerley Communications (AMEX: AK) reported third-quarter earnings of \$500,000 (three cents per share), compared to a break-even quarter a year ago. Revenues were \$44.1 million, up from \$39.0 million.

Ackerley owns a majority partnership interest in KJR-AM, KLTX-FM, & KUBE-FM/Seattle, five TV stations, the Seattle SuperSonics NBA team, a billboard company, and other related businesses.



100% Guaranteed Ratings Increase

Don't you sometimes wish there were surefire answers to improve ratings – moves you could make in your programming, image-building, or contesting that you could absolutely count on to create a major success? Well, there may be no absolute guarantees in life, but there are good solid answers. You **know** that, of course, by seeing people around you who have obviously found those answers. Stations like KCBS in Los Angeles going from #21 to #3 in adult ratings in a year or, for that matter, WSIX in Nashville now up to a soaring 20.2 in adults 25-54. As well as 104.6 RTL Berlin, which went from nowhere to #1*. The trick is there is no one answer that works everywhere all the time dependably, but there are answers for your specific situation that you can find by using today's latest technology in attitudinal research, perceptual research, usage/taste correlation, advanced strategic warfare, and brand development. And no company—worldwide—is more capable of helping you find your answers than us.

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*Spring 1994 Arbitron. A25-54, AQH share, M-S, 6A-12M. Media Analysis Study. Feb. 1994. Persons 14-49.

FCC Agenda: Ownership Rules

Two years after opening the duopoly flood gates, the FCC was set to rule on petitions for reconsideration of the national and local radio ownership rules at its open meeting Thursday (10/20).

FCC Mass Media Bureau Chief **Roy Stewart** hinted at last week's NAB Radio Show that some duopoly relief for small market stations might be included. He said NAB had requested that small market broadcasters be allowed to own 50% of the stations in their market, instead of the current "less than 50%," or three stations regardless of the number of stations in a market.

But Stewart questioned whether letting one broadcaster own three of four stations in a market would serve the FCC's goals of diversity and competition. The current 20/20 national radio ownership limits went into effect September 16, when duopoly ownership was legalized.

The Commission also was expected to issue its long-awaited radio ownership study at the meeting. Chairman **Reed Hundt** has said he wants to explore whether ownership restrictions advance competition and access and whether the FCC was headed in the right direction with its ownership policies.

Digital Royalties Set

Record companies and artists are about to receive their first royalty payments — \$350,000 in all — under the Audio Home Recording Act, enacted in 1992.

The U.S. Copyright Office has been collecting royalties on sales of digital audio recorders and blank digital tapes and placing the money in a Sound Recordings Fund. The Copyright Office plans to transfer the funds to the **Alliance Of Artists And Recording Companies** for distribution to artists and labels.

The royalties will also include a Musical Works Fund for songwriters and publishers that has not yet been settled.

TRANSACTIONS

Lincoln Group Forms Rochester Duopoly With \$5.5 Million WPXY-FM

■ **Black Crow Broadcasting grabs WEDG-FM/Daytona Beach for \$1.25 million**

Deal Of The Week

WPXY-FM/Rochester, NY

PRICE: \$5.5 million

TERMS: Duopoly deal; asset sale for cash

BUYER: Lincoln Group L.P., owned by **Albert Wertheimer** and **John Palvino**. They own **WHTK-AM & WHAM-AM & WVOR-FM/Rochester**, and two other stations, and they are selling one other. Phone (315) 478-5030

SELLER: **Pyramid Communications — Rochester FM Corp.**, represented by Exec. VP **Kenneth O'Keefe Jr.** It owns 12 other stations. Phone: (617) 396-1430

Alabama

Colonial Broadcasting Stations

PRICE: No cash consideration

TERMS: Duopoly deal; stock transfer
BUYER: **Robert Lowder** of Montgomery, AL, increasing his stock in Co-

lonial Broadcasting Company from 33.3% to 100%. Phone: (205) 240-9274
SELLER: **Colonial Company Inc.**, owned equally by **Robert Lowder** and his brothers, **James** and **Thomas Lowder**. Phone: (205) 240-9274

WLWI-AM & FM/Montgomery

FREQUENCY: 740 kHz; 92.3 MHz
POWER: 50kw day/173 watts night; 100kw at 1096 feet
FORMAT: Nostalgia; Country

WSYA-AM & WMXS-FM/

Montgomery
FREQUENCY: 950 kHz; 103.3 MHz
POWER: 1kw day/44 watts night; 100kw at 1096 feet
FORMAT: AC

WUSY-FM/Cleveland, TN (Chattanooga)

FREQUENCY: 100.7 MHz
POWER: 100kw at 1190 feet
FORMAT: Country

WAZK-FM/Trinity

PRICE: \$709,000

TERMS: Asset sale for cash

BUYER: **Griffith Broadcasting Inc.**, owned by **Thomas Griffith** and **R. Parker Griffith** of Huntsville, AL. They own two other stations. Phone: (205) 772-9825

SELLER: **Radio 92 Inc.**, headed by President **Victoria Coffey**. **Dorsey Newman**, who owns a 49% stock interest in Radio 92 Inc., also owns two other stations. Phone: (205) 544-7635

FREQUENCY: 92.5 MHz

POWER: 3.1kw at 423 feet

FORMAT: Classic Rock

California

KCQR-FM/Ellwood (Santa Barbara)

PRICE: \$1.2 million

TERMS: Asset sale for cash

BUYER: **Spectacular Broadcasting Inc.**, owned by **Richard E. Marsh** of San Marino, CA; **Richard C. Marsh** of Carpinteria, CA; and **James and Doreen Farr** of Santa Barbara. They own **KSPE-AM/Santa Barbara**. **James Farr** has an interest in two other stations. Phone: (805) 965-1490

SELLER: **South Coast Broadcasting Inc.**, headed by President **Susan Romaine**. Phone (805) 964-7670
FREQUENCY: 94.5 MHz
POWER: 850 watts at 2954 feet
FORMAT: Rock

KUKI-AM & FM/Ukiah

PRICE: \$200,000 for 60%

TERMS: Stock sale for a \$200,000 promissory note

BUYER: **John LaRue** of Stockton, CA and **Keith Bussman**, purchasing a 60% stock interest in **Ukiah Broadcasting Corp.** **Allied Communications Equipment Supply Company** owns the remaining 40% stock interest. Phone: (209) 948-2127

SELLER: **Strategic Products Corp.**, selling its 60% stock interest in **Ukiah Broadcasting Corp.** Phone: (209) 461-7600

FREQUENCY: 1400 kHz; 103.3 MHz

POWER: 1kw; 1.9kw at 1840 feet

FORMAT: News/Talk; Country

TRANSACTIONS AT A GLANCE

- Colonial Broadcasting Stations No cash consideration
- WLWI-AM & FM/Montgomery, AL
- WSYA-AM & WMXS-FM/Montgomery
- WUSY-FM/Cleveland, TN (Chattanooga)
- WAZK-FM/Trinity, AL \$709,000
- KCQR-FM/Ellwood (Santa Barbara), CA \$1.2 million
- KUKI-AM & FM/Ukiah, CA \$200,000 for 60%
- KNBA-AM/Vacaville, CA \$250,000
- WKFL-AM/Bushnell, FL \$50,000
- WEDG-FM/Edgewater (Daytona Beach), FL \$1.25 million
- WTKX-AM/Pensacola, FL \$100,000
- KJEF-AM & FM/Jennings, LA \$350,000
- KURL-AM/Billings, MT \$300,000
- WSFL-AM/New Bern \$50,000
- KGFF-AM/Shawnee, OK \$50,000
- WDAI (FM CP)/Pawleys Island, SC \$425,000
- WYAK-AM/Surfside Beach, SC \$65,000
- KFXJ (FM CP) & KCLK-FM/Abilene-San Angelo, TX \$219,000
- KDSQ-FM/Dennison (Sherman), TX \$278,000
- KLDY-AM/Lacey, WA \$50,000

KNBA-AM/Vacaville

PRICE: \$250,000

TERMS: Stock sale for cash

BUYER: **Quick Broadcasting Inc.**, increasing its stock in **North Bay Broadcasting** from 50% to 100%. Phone: (707) 446-0200

SELLER: **Redwood Broadcasting Inc.**, selling its 50% stock interest in **North Bay Broadcasting**.

FREQUENCY: 95.3 MHz

POWER: 2850 watts at 207 feet

FORMAT: AC

Florida

WKFL-AM/Bushnell

PRICE: \$50,000

TERMS: Asset sale for \$50,000, an eight-year, \$40,000 promissory note at 0% interest, and \$1000 per month for the first five months

BUYER: **Henry Fehrmann** of Eustis, FL. Phone: (904) 589-9181

SELLER: **Starstrip Communications Inc.**, headed by President **Hugh Reams**. Phone: (813) 896-7171

FREQUENCY: 1170 kHz

POWER: 1kw daytimer

FORMAT: This station is dark.

WEDG-FM/Edgewater (Daytona Beach)

PRICE: \$1.25 million

TERMS: Asset sale for cash

BUYER: **Black Crow Broadcasting Inc.**, owned by **Mike** and **Nicole Linn**. They have an interest in one other station.

SELLER: **Edge Broadcasting**, headed by President **Reid Hughes**.

FREQUENCY: 93.1 MHz

POWER: 10kw at 479 feet

BROKER: **Hadden & Associates**

WTKX-AM/Pensacola

PRICE: \$100,000

TERMS: Asset sale for a 15-year, \$100,000 promissory note at 9% interest

BUYER: **Florida Information Radio Inc.**, owned by **Bonita** and **David McDonald** of Pensacola Beach and **Mark Oliver** of Pensacola Beach. Phone: (904) 934-4636

SELLER: **Southern Broadcasting of Pensacola Inc.**, owned by **Paul Stone**, **Charles Giddens**, and **Sanders Hickey**. They own **WTKX-FM/Pensacola**. **Stone** and **Giddens** own seven other stations and have an interest in one other.

FREQUENCY: 1230 kHz

POWER: 1kw

FORMAT: Travel info

Louisiana

KJEF-AM & FM/Jennings

PRICE: \$350,000

TERMS: Asset sale for cash

BUYER: **Cajun Country Broadcasting Inc.**, headed by President/Director **Gregory Marcantel** of Jennings. Phone: (318) 824-7380

SELLER: **Jennings Broadcasting Company Inc.**, headed by President **Clovis Bailey**. It owns one low-power TV station in Jennings. Phone: (318) 824-2934

FREQUENCY: 1290 kHz

POWER: 1kw day; 280 watts night

FORMAT: Country

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Continued on Page 8

\$631,560,000...

Booth American Company
and Broadcast Alchemy, L.P.
have formed
Secret Communications, L.P.
a Company Valued in Excess of
\$160,000,000

serving
Detroit, Cleveland
Denver, Sacramento
Pittsburgh, Indianapolis

— ★ —

Group W Radio, Inc.
has completed the sale of
KFBK-AM/KGBY-FM
Sacramento, CA

for
\$48,000,000

to
Chancellor Communications
Corporation

— ★ —

Duchossois Communications
has agreed to transfer the assets of
WHFS-FM

Annapolis/Baltimore, MD
& Washington, DC

for
\$15,625,000

to

Liberty Broadcasting, Inc.

— ★ —

Shamrock Broadcasting, Inc.
has completed the sale of

KXRX-FM
Seattle, WA

for
\$11,950,000

to

Alliance Broadcasting Company

— ★ —

Great American
Television and Radio Company, Inc.
has completed the sale of

WLZR-AM/FM
Milwaukee, WI

for
\$7,000,000

to

Saga Communications, Inc.

— ★ —

United Broadcasting Company
has agreed to transfer the assets of

WJMO-AM/FM
Cleveland, OH

for
\$4,445,000

to

Zebra Communications

— ★ —

Beasley Broadcast Group
has agreed to transfer the assets of

KQLD-FM
New Orleans, LA

for
\$3,350,000

to

NewMarket Media Corporation

American Media, Inc.
has agreed to transfer assets totalling
\$150,000,000

to

MBD Broadcasting
& Chancellor Communications

— ★ —

Group W Radio, Inc.
has agreed to exchange the assets of
WCPT-AM/WCXR-FM

Washington, DC

plus cash

with

Viacom Broadcasting, Inc.

for

KIKK-AM/FM

Houston, TX

valued at

\$40,000,000

— ★ —

Barnstable Broadcasting Company
has completed the sale of

WGNA-AM/FM

Albany, NY

for

\$13,500,000

to

Liberty Broadcasting, Inc.

— ★ —

Beasley Broadcast Group
has completed the sale of

WYSY-FM

Chicago, IL

for

\$9,000,000

to

Cox Broadcasting

— ★ —

United Broadcasting Company
has agreed to transfer the assets of

WKDM-AM

New York, NY

for

\$6,940,000

to

Way Broadcasting, Inc.

— ★ —

Entercom
has completed the sale of

KOQL-FM

Oklahoma City, OK

for

\$3,500,000

to

NewMarket Media Corporation

— ★ —

Midcontinent Broadcasting Company
has completed the sale of

KFH-AM/KXLK-FM

Wichita, KS

for

\$2,250,000

to

Radio Management, Inc.

— ★ —

Radio Associates of Michigan, Inc.
has agreed to transfer the assets of

WBCT-FM

Grand Rapids, MI

for

9.2 x Defined 1994 Trailing Cash Flow

to

Wood Radio Ltd. Partnership

TK Communications
has agreed to transfer the assets of
KLUV-FM

for

\$51,000,000

to

Infinity Broadcasting Corporation

— ★ —

Fuller-Jeffrey Broadcasting Company
has completed the sale of

KRXQ-FM

Sacramento, CA

for

\$16,000,000

to

Great American
Television and Radio Company

— ★ —

Intercontinental Radio, Inc.
has agreed to transfer the assets of

KSOL-FM

San Francisco, CA

for

\$13,500,000

to

KSOL, L.P.

— ★ —

United Broadcasting
has agreed to transfer the assets of

WERQ-AM/FM

Baltimore, MD

for

\$9,000,000

to

Radio One, Inc.

— ★ —

United Broadcasting Company
has announced the sale of

KALI-AM

San Gabriel, CA

for

\$5,750,000

to

Way Broadcasting, Inc.

— ★ —

Franklin Holdings/WESHAM Broadcasting
has completed the sale of

WGLD-AM/WWWB-FM

Greensboro/Highpoint, NC

for

\$3,500,000

to

HMW Communications, Inc.

— ★ —

Clear Channel Communications, Inc.
has completed the sale of

KQAM-AM/KEYN-FM

Wichita, KS

for

\$2,000,000

to

Radio Management, Inc.

— ★ —

Major Broadcasting Company
has agreed to transfer the assets of

WWBZ-FM

Chicago, IL

to

Evergreen Media Corporation



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Eighty AMs Migrate To Expanded Band

The FCC has issued its list of AM stations that can migrate to the expanded band (1610-1700 kHz). The Commission earlier turned down a petition from WKTA/Evanston, IL, which had challenged the allocation rules. Only 80 stations received slots in the expanded band.

Among the large market stations that won the 10kw day/1kw night assignments were KIDR/Phoenix (1630 kHz),

KRKS/Denver (1640), WAOK/Atlanta (1640), KFRN/Long Beach-L.A. (1650), WJDM/Elizabeth, NJ-New York (1660), WNED/Buffalo (1680), KPOZ/Seattle (1680), KFRE/Fresno (1690), and KAHZ/Ft. Worth (1700).

WJDM owner and NAB board member Jack Quinn, who led the expanded band charge, had hoped to be on the air last spring. He isn't too upset about the delay, however, since it allowed receiver manufacturers to make more AM radios that include the new band. He said more than 250 million expanded band-equipped receivers are now in use throughout the country.

More Money For Multi-Market

Multi-Market Radio Inc. (Nasdaq Small Cap: RDIOA) announced that it has received a proposal from Greyhound Financial Corp. to increase Multi-Market's credit line from \$7.4 million to \$50 million.

Greyhound had previously proposed raising the credit limit to \$25 million. Multi-Market President Michael Ferrel said the lender's bump up to \$50 million was based in part on Multi-Market's pending acquisition of Southern Starr Broadcasting Group (Nasdaq: SSBG).

Once the Southern Starr deal closes, Multi-Market will own 16 radio stations in eight markets.

TRANSACTIONS

Continued from Page 6

Montana

KURL-AM/Billings

PRICE: \$300,000

TERMS: Asset sale for \$50,000 cash and a 10-year, \$250,000 promissory note at 7% interest

BUYER: Elenbaas Media Inc., headed by Herman Elenbaas and Ronald Feneis of Billings. Phone: (406) 652-1881

SELLER: Christian Enterprises Inc., represented by VP Bruce Erickson. Phone: (406) 245-3121

FREQUENCY: 730 kHz

POWER: 5kw day/230 watts night

FORMAT: Religious

North Carolina

WSFL-AM/New Bern

PRICE: \$50,000

TERMS: Asset sale for \$10,000 cash and a five-year, \$40,000 promissory note

BUYER: J4 Broadcasting of New Bern Inc., owned by John Thomas of Cincinnati. He owns two other stations and is buying one other (see WYAK-AM/Surfside Beach, SC). Phone: (513) 281-7180

SELLER: W & B Media Inc., headed by President Bradley Beasley. Phone: (813) 495-2100

FREQUENCY: 1380 kHz

POWER: 5kw day/35 watts night

FORMAT: This station is dark.

Oklahoma

KGFF-AM/Shawnee

PRICE: \$50,000

TERMS: Asset sale for \$25,000 cash and a three-year, \$25,000 promissory note at 8% interest

BUYER: Huston Communications Inc., owned by Verdine Huston of Shawnee. Phone: (405) 997-5201

SELLER: Overland Communications Inc. Phone: (405) 997-5201

FREQUENCY: 1450 kHz

POWER: 1kw

FORMAT: Gold

South Carolina

WDAI (FM CP)/Pawleys Island

PRICE: \$425,000

TERMS: Duopoly deal; asset sale for cash

BUYER: Seacoast Radio Company L.L.C., owned by Richard Laughridge, J. Lewis Cromer of Columbia, and Barry Brown of Surfside Beach, SC. They own WSYN-FM/Georgetown, SC. Phone: (803) 651-7869

SELLER: Hurricane Communications Inc., headed by President Gregory Bunce. He owns one other station. Phone: (803) 238-5577

FREQUENCY: 98.5 MHz

POWER: 6kw at 328 feet

WYAK-AM/Surfside Beach

PRICE: \$65,000

TERMS: Asset sale for \$40,000 cash and a five-year, \$25,000 promissory note at 8% interest

BUYER: J4 Broadcasting of Myrtle Beach Inc., owned by John Thomas. He owns two stations and is buying one other (see WSFL-AM/New Bern, NC). Phone: (513) 281-7180

SELLER: Multi-Market Radio of Myrtle Beach Inc., headed by President Michael Ferrel. It owns WYAK-FM/Surfside Beach, four other stations, and is buying four others. Phone: (212) 980-4455

FREQUENCY: 1270 kHz

POWER: 5kw

FORMAT: Country

Texas

KFXJ (FM CP) & KKLK-FM Abilene-San Angelo

PRICE: \$219,000

TERMS: Duopoly deal; asset sale for cash

BUYER: Foster Communications Company Inc., owned by Walton Foster of San Angelo. He owns KKSA-AM & KIXY-FM/San Angelo. Phone: (915) 949-3333

SELLER: Von Harshman, trustee in bankruptcy for American Indian Broadcast Group Inc. Phone: (615) 726-3190

FREQUENCY: 92.5 MHz; 101.9 MHz

POWER: 16720 watts at 859 feet; 100 kw at 981 feet

FORMAT: KKLK-FM is dark.

KDSQ-FM/Dennison (Sherman)

PRICE: \$278,000

TERMS: Duopoly deal; asset sale for cash

BUYER: Hunt Broadcasting Inc., owned by James and Janice Hunt of Englewood, CO. They own KIKM-FM/Sherman. Phone: (303) 789-1118

SELLER: Octavian Communications Corp., headed by President Charles Davis. It owns KDSX-AM & KTCY-FM/Dennison (Sherman), and is buying KJIM-AM & KWSM-FM/Sherman. Phone: (817) 382-8283

FREQUENCY: 101.7 MHz

POWER: 17.6kw at 384 feet

FORMAT: AC

Washington

KLDY-AM/Lacey

PRICE: \$50,000

TERMS: Asset sale for the cancellation of a \$25,000 promissory note and a one-and-a-half-year, \$25,000 promissory note at 10% interest

BUYER: Skip Marrow of Olympia, WA. Phone: (206) 754-5757

SELLER: Help Ministries Inc., headed by Director George Hamilton. Phone: (206) 384-5117

FREQUENCY: 680 kHz

POWER: 250-watt daytimer

FORMAT: Religious

Upbeat Financial Sessions

Continued from Page 4

SBA Offers Help

Small market broadcasters, who'd complained loudly at last year's financial sessions that lenders weren't interested in their deals, got a break this summer when the SBA repealed its "opinion molder" rule which barred media businesses from government loan guarantees.

"We're here to make riskier loans to help people who can't get help anywhere else," SBA Associate District Counsel Joel Meese told a well-attended Saturday (10/15) session on small market financing. He passed out packets containing SBA loan applications and instructions and fielded questions from individual broad-

casters long after the session ended.

Allied Capital Lending Corp. President Kathy Marien, who may well be the only person in the country with extensive experience in both broadcast lending (from previous jobs) and SBA lending, had some words of caution. She reminded session attendees that the SBA generally doesn't like to lend on intangible assets, which are the main assets in all radio deals.

"Most of the [SBA] loan officers have never seen a radio loan," Marien said. She suggested that small market broadcasters make sure their prospective lender has plenty of SBA experience since the first few radio deals may require some handholding to win SBA approval.

FORMAT HOLE RESEARCH

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Too early to finalize your '95 research plan? Think again. Your ratings depend on it.

Stop guessing and let Paragon's expert radio researchers develop your optimum format.

From the diary of
KXPK-FM/Denver

Pre-June: Paragon's format hole research
June 7: Dead-air
June 8: Sign-on as 96.5 The Peak...
"Denver's Rock Alternative"

	12+	18-34	25-54
M/J/J Arbitrend:	1.0	2.0	1.0
J/J/A Arbitrend:	2.5	4.9	2.6
Summer ARB:	3.8	7.4	4.0

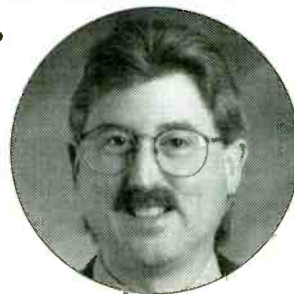
Consulted by
SBR

From the diary of
WMXP-FM/Peoria

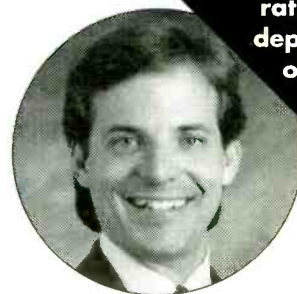
Pre-April: Paragon's format hole research
April 3: CHR
April 4: Format change to Rock AC...
"Mix 93.3" debuts

Spring ARB: #1 cume in first book,
F25-54

Consulted by
Alan Burns



Chris Porter



Mike Henry

Contact Mike Henry to discuss research options for your station.

(303) 922 5600
fax 922 1589



CONGRATULATIONS

to

KDKA RADIO

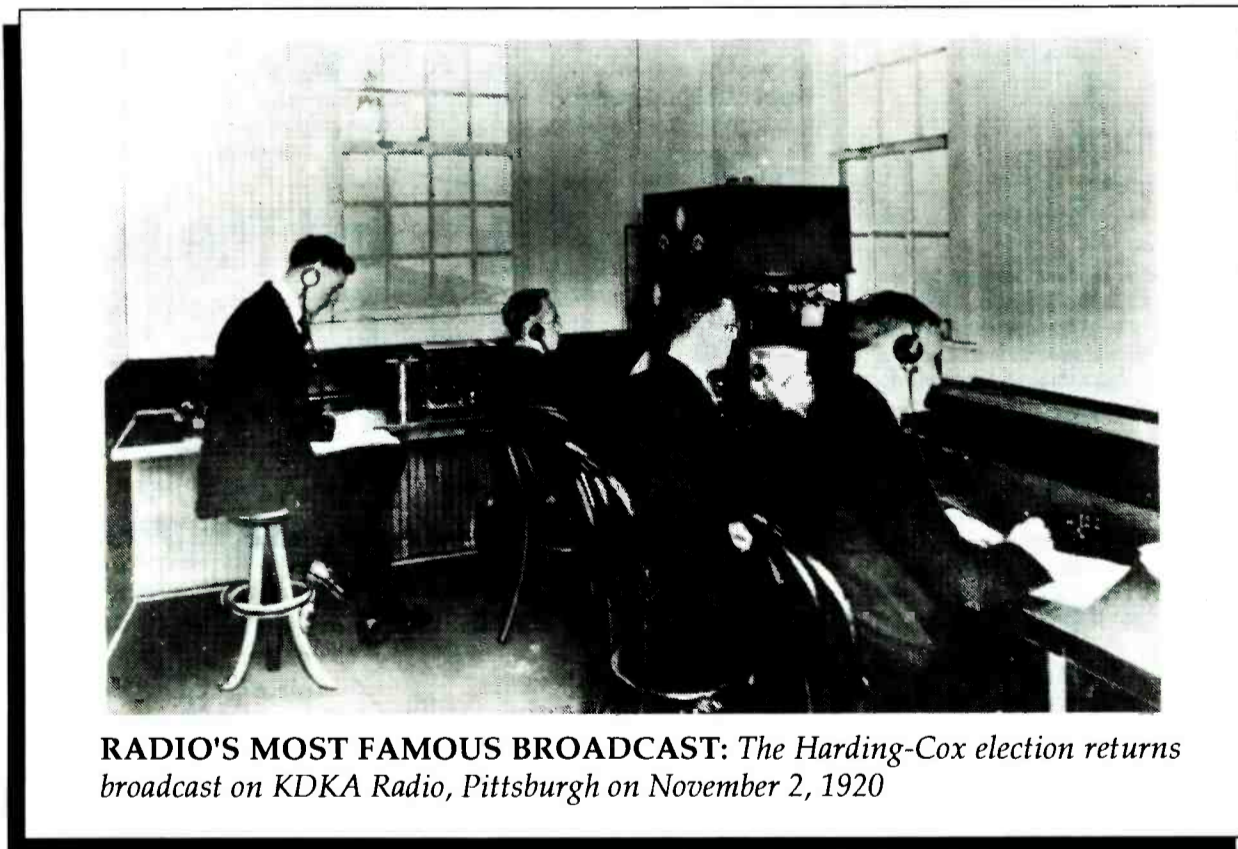
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National Association of Broadcasters'

1994 MARCONI Radio Award

for

Legendary Station of the Year



RADIO'S MOST FAMOUS BROADCAST: *The Harding-Cox election returns broadcast on KDKA Radio, Pittsburgh on November 2, 1920*

GROUP



RADIO

WESTINGHOUSE
BROADCASTING COMPANY

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Westwood One's Ownership Rites



Various radio execs socialized at Westwood One's NAB Radio Show suite. Having fun are (l-r) Federated Media President John Dille, Westwood One Radio Networks President Bill Hogan, Beck-Ross Communications President/CEO Jim Champlin, Liberty Broadcasting President/CEO Jim Thompson and Chairman/COO Mike Craven, Jacor Broadcasting co-CEO Bob Lawrence, and Granum Communications President/CEO Herb McCord.

NAB Format Fairs

Programming sessions at the NAB Radio Show took a different twist this year. Following opening statements, most rooms broke into small groups to engage in roundtable discussion topics. A summary of each session:

- **AC** — **McVay Media** President **Mike McVay** observed, "Nobody likes AC — except the listeners." Looking to the future, he predicted NAC has the ability to be "the B/EZ format of the '90s." Toward decade's end, he envisions AC becoming more contemporary than in previous years. The Hot AC table, hosted by **Burkhart/Douglas & Associates'** **Don Benson**, appeared to draw the most interest.

- **Alternative** — **Bolton Research** President **Ted Bolton** highlighted the common characteristics of Alternative and Progressive as opportunity and confusion. Bolton rebutted theories that the format's listeners generally don't cooperate with **Arbitron**, saying he believes people interested in this music want to help the stations and adding, "Alternative and Progressive have [the same] opportunity as Classic Rock." **Liberty Broadcasting** COO **Mike Craven** said, "Stations need to identify, target, touch, and create loyalty with listeners."

- **CHR** — Consultant **Alan Burns** listed 10 reasons for everyone to be excited about CHR. The top five:

1. Revenue growth is up (leading all other formats)
2. 12-24 Network is raising value of audience
3. Media frenzy over Generation X
4. Growth of Alternative crossovers into CHR
5. Top 40 is the most adaptable format to swing with trends and local conditions

- **Country** — **Broadcast Programming** VP/GM **Jay Albright** pointed out that Country is "no longer a demo — it's a family reunion. It's now becoming entirely possible for a Country outlet to dominate 18-54." He noted that one of the biggest changes in the last few years has been a narrowing of the gap between the musical tastes of new and old Country fans. "The huge polarity that existed has been shrinking to the point where there's very little difference in the way the two groups look at many of the songs."

- **News/Talk** — Formatic fragmentation was one of several themes sounded by **Benchmark Company's** **Rob Balon**. Balon explained that the News/Talk format is disappearing as Talk-oriented stations realize they can no longer dominate the news, talk, and sports niches and must focus on one area. Balon said the Talk audience is younger than ever and is more interested in national issues than "soft" features such as author interviews.

- **Oldies** — Wondering what happened to the fun on radio and noting it's up to Oldies stations to bring it back, format consultant **Dave Allen** encouraged programmers to "break the rules and make fun your mission statement" during his state of the format address. The ensuing roundtable discussions encompassed a variety of subjects: FM as the impetus behind a possible Oldies explosion, burnout, advertising, music testing, ratings, promotion, and database marketing. By far the most popular roundtable was hosted by **KCBS-FM (Arrow 93)/Los Angeles** PD **Tommy Edwards**, who outlined '70s oldies strategies.

- **Rock** — Consultant **Tom Barnes** outlined key strategic points. Among them:

1. The threat of a given competitor is directly related to the strength of your position ... reassess your position often.
2. Remember, your position is nothing more than the definition of your target and the appeal of your product to that target.
3. Niches establish positions. You'll get stuck if you don't have a plant to grow. But niches are dangerous ... "remember Rock 40?"
4. Niches should be defined by audience, not by music, especially when the demo is younger than 30. Use a niche to establish your base, then grow out.

- **Urban** — Pointing to the shrinking talent pool and need for more unique national personalities, **Gray Communications** principal **Tony Gray** kicked off a series of roundtable discussions focusing on research, promotion, finding/developing talent, and whether satellite-delivered programming is costing jobs.

NAB

Continued from Page 1

- "We'll use radio as a vehicle to make a lot of revenue off-air."

- "You'll see more consolidations and more mergers."

- "The radio industry will gain more share of the advertising pie."

Thompson called radio "a damn good business to be in, and it bodes well for the future."

But he warned station operators not to raise expenses in lock-step with rising revenues. He said stations will have to keep costs down in order to better weather tomorrow's downtrends.

Pushing For More

NewCity Communications President **Dick Ferguson** used the session to admonish co-panelist and **Jacor** President **Randy Michaels** that Jacor's dealings in Cincinnati — which have elicited howls of protest from competitors who claim Jacor exercises too much control of the market via its duopoly and joint sales operations — might endanger radio's newfound freedoms from FCC control.

"The Commission and the politicians move at a slower pace than we would like them to, and people really need to be careful of the rules," Ferguson said. "It's obviously reaching a crescendo where the FCC is going to go into a closed room and redefine a lot of these rules ... it raises the level of debate in a nonconstructive way. There's a responsibility that comes with all this stuff, and we need to be careful. We fought hard to get these duopoly rules."

But Michaels defended his company's activities. "I agree — we have to read the rules and comply with them in letter and spirit. In Cincinnati, we have competitors who are looking backward ... whining and complaining about change. That's natural — we all hate change. We are on the right side of every line, but we have a responsibility to take every legal and moral opportunity to enhance their situation. We've turned all the cards face up, and the Commission has every detail of what we're doing. We all have a responsibility to push the regulators ... we don't make progress if we don't push them a little bit."

The group heads agreed that duopoly expands the number of listening choices in a market. Michaels pointed out, "In Cincinnati, we've gone from four N/T stations — with only one of them making money — to two N/T stations. One of the stations is Nostalgia — which can be very financially rewarding if the costs are held down — and another is Children's. Another station, via a joint sales agreement, is Alternative."

Doctrine Not On Docket

Broadcasters were relieved to hear that none of the three FCC commissioners present at a Friday morning session had the Fairness Doctrine on their policy agenda.

Commissioner **Andrew Barrett** drew hearty applause with his statement that "the Fairness Doctrine has seen its day, and it is something that should not be revived."

NAB/See Page 15

EEO

Continued from Page 1

Even FCC Chairman **Reed Hundt** was confronted with the issue at his Q&A session. In response to an attendee who claimed "white males" have become victims of reverse discrimination, Hundt argued the Commission would "not tolerate discrimination in any form" and emphasized that its guidelines are "not quotas."

At a panel of major group heads, **Evergreen** Chairman **Scott Ginsburg** said he constantly monitors his stations' hiring practices. "I ask our managers when they tell me of an opening at their stations, 'Did you look in the community, or is this a predetermined hire that you're trying to cover up? Are we hiring the best people in the market and giving minorities the best shot they can have, or are you covering your tracks so

you can have a nice tidy pile when the FCC walks in?' The intent of the rule is not just to have a nice, tidy pile. The intent is to get more women and minorities into the top four job classifications."

Liberty Broadcasting President/CEO **Jim Thompson** added, "This is just not a game. It's serious stuff. In addition to outreach, we have minority advancement training plans where we have people targeted and help promote them forward."

Dual Goals

FCC attorney **Abbie Baynes** noted in a wide-ranging financial seminar (10/12) that the Commission is pursuing two primary goals in broadcasting: competition and diversity.

"Those goals are sometimes conflicting," she noted.

EEO/See Page 28



Among the bevy of honors awarded at the Radio Show: Former Group W Chairman **Dick Harris** (center) accepts NAB National Radio Award from NAB President **Eddie Fritts** (left) and Joint Board Chairman **Wayne Vriesman**.

And The Winners Are ...

The following is a complete list of recipients of 1994 Marconi Radio Awards, presented Saturday (10/15) at the close of the NAB Radio Show in Los Angeles:

Legendary Station Of The Year

- **KDKA-AM/Pittsburgh**

Stations Of The Year

- Major Market: **WJR-AM/Detroit**
- Large Market: **WHAS-AM/Louisville**
- Medium Market: **KLBJ-AM/Austin**
- Small Market: **KUOO-FM/Spirit Lake, IA**
- AC/EZ: **WSPT-FM/Stevens Point, WI**
- CHR: **WXKS-FM/Boston**
- Country: **KSSN-FM/Little Rock**
- News/Talk/Sports: **KRLD-AM/Dallas**
- Religious/Gospel: **WVEL-AM/Peoria**
- Spanish: **KBNA-AM & FMEI Paso**
- Big Band/Nostalgia: **WPEN-AM/Philadelphia**
- Classical: **KING-FM/Seattle**
- Jazz: **KIFM-FM/San Diego**
- Oldies: **KXKL-AM & FM/Denver**
- Rock: **KQRS-AM & FM/Minneapolis**
- Urban/R&B: **WROU-FM/Dayton**

Personalities Of The Year

- Network/Syndicated: **Don Imus, Westwood One Networks**
- Major Market: **J.P. McCarthy, WJR-AM/Detroit**
- Large Market: **Coyote Calhoun, WAMZ-FM/Louisville**
- Medium Market: **Bobby Byrd, WUSY-FM/Chattanooga**
- Small Market: **Jeffrey Steffen, KEXL-FM/Norfolk, NE**

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ARBITRON

Dirkx Returns To Portland As OM Of Kaye-Smith KXL

■ Back after two years

Mike Dirkx has returned to Portland to become OM of KXL-AM, effective October 31. Dirkx joins the Kaye-Smith News outlet after two years as OM at Cox's WCKG-FM & WYSY-FM/Chicago.

KXL-AM & FM GM Tim McNamara told R&R, "I've known Mike for about 10 years. He did a phenomenal job here in Portland at KGW-AM and KEX-AM, and his track record of continued success in Chicago speaks for itself. I'm really fortunate to have him come work with me at KXL."

Dirkx has six years of prior programming experience in Portland — he was PD at KEX from 1988-92 and held a similar post at KGW (now KINK) between 1984 and 1986. Between those two programming stints, Dirkx spent two years with the Research Group. In other KXL news, crosstown KATU-TV Promotion Producer/Publicist Paige Wallace has joined the combo as Promotion Director.

Leykis Meets 'Loveline'



KROQ/Los Angeles broadcast its "Loveline" program live during the NAB convention, using Westwood One's "Tom Leykis Show" and "Jim Bohannon Show" site in the Bonaventure Hotel. Taking a break from L.A.'s love problems are (l-r) Westwood One Inc. CEO Mel Karmazin, Leykis, and "Loveline" co-host Dr. Drew.

WSSF/Baltimore Cultivates '70s Gold Format

WSSF-FM/Baltimore has become the latest Top 50 market station to join the all-'70s parade. The Capitol Broadcasting Soft AC flipped to "The Colt" last Friday (10/14) at 3pm, with a call letter change reportedly in the works.

Friday's transition marked the second format change for the station this year — nine months ago (1/12) Hot

AC WVRT became Soft AC WSSF. The latest change leaves WLIF-FM and WSSF duopoly partner WMMX-FM as Baltimore's AC representatives. In the Summer '94 Arbitron, WSSF ranked 10th 12+ (3.8), behind both #4 WMMX (6.2) and #8 WLIF (4.4). Neither Capitol Broadcasting nor WSSF officials could be reached for comment regarding the station's latest move.

EXECUTIVE ACTION

Walk Upped To Columbia Director/Pop Promotion

Charlie Walk, who has served as Associate Director/Pop Promotion at Columbia Records since April, has been promoted to Director of the department. "Charlie's boundless energy, continued growth, and motivation are the reasons for this promotion," said Columbia VP/Pop Promotion Jerry Blair. "He is smart, innovative, and extremely creative."

Before joining Columbia, Walk spent five years with Sony Music, starting as a college representative at its New England branch while working as an intern/producer at CHR WXKS-FM/Boston. Sony promoted Walk to account service rep and later appointed him Local Promotion Manager for New England/New York State.



Walk

BayCom Partners Names Brooks CFO

Media finance veteran John Brooks has been appointed CFO of BayCom Partners L.P., which owns KSJX-AM & KSJO-FM/San Jose and KUPL-AM & FM & KKJZ-FM/Portland.

BayCom COO Jack McSorley stated, "I'm very excited that John has agreed to join BayCom. He brings the right blend of skills to help the company grow in the '90s."

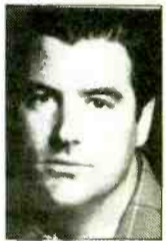
Brooks spent the past 13 years in media finance. His previous positions include VP/District Head of Communications/Media at New York's Marine Midland Bank and VP at Hartstone & Dickstein Inc., an investment banking and radio broadcasting company based in Farmington, CT.

Carroll Now London Nat'l Director/Alt. Promotion

PolyGram Label Group Associate Director/National Alternative Promotion Bill Carroll has been named National Director/Alternative Promotion at London Records.

London President Peter Koepke said, "I met Bill when he was doing local promotion in Boston, and his talent and enthusiasm impressed me greatly. He's a fantastic addition to the staff, and his input will be very important to London's future."

Carroll joined PLG in 1990 as Northeast Promotion Manager and moved to Los Angeles when he was promoted to his most recent position. In his new post, for which Carroll will relocate to New York, he will oversee promotion for London and its imprints, including ffr and External.



Carroll

WHAT DO THESE GROUPS HAVE IN COMMON?

HADDAWAY

CRYSTAL WATERS

SEAL

YOUSSOU N'DOOR

Their hits were first played on *The European Hit Survey*, hosted by Bobby Sicilia, months before they became known to audiences in the United States. Secure this cutting edge music program, presenting a profile of top Pan-European hits; and provide your listeners a unique program that, up until now, was not available anywhere in the U.S.

The European Hit Survey is an interesting and exciting mix of music hits, insightful looks into the lives of performers, and up-to-the-minute reports on European lifestyles. In short, it's the kind of programming that will set your station apart from the crowd and provide a value-added platform for your advertisers.

The EUROPEAN Hit Survey

For more details contact Dan Springer at Sound & Stations USA at 214-444-2525.

NAB Unites The Country



Various Country programmers attending the NAB Radio Show assembled at a Westwood One reception. Smiling for the camera are (front row, l-r) WW1 Entertainment National Manager/Affiliate Relations Rhonda Kinoshian and Sr. Director/Affiliate Relations Liz Laud; (back row, l-r) KNIX/Phoenix General Program Manager Larry Daniels, KMPS-AM & FM/Seattle PD Tony Thomas, KNCI-FM & KRAK-FM/Sacramento PD Larry Pareigis, KZLA-FM/Los Angeles PD R.J. Curtis, WQYK-FM/Tampa PD Tom Rivers, WMZQ-AM & FM/Washington PD Gary McCartie, and WW1 Entertainment VPI/Operations Peggy Solomon and Director/Production Kevin DeLany.



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NAB

Continued from Page 10

Commissioner Susan Ness called for broadcasters to "look at yourselves to see if you're being fair." She said the FCC would enforce the Fairness Doctrine again if Congress enacts such a law, "but I think it really is a personal responsibility question."

As one of the newest commissioners, Rachelle Chong said she hadn't yet studied recent petitions seeking reinstatement of the Fairness Doctrine, but added that she didn't see it as a high-priority issue.

Ownership Limits

The commissioners indicated they want to go slowly on any move to further ease radio ownership rules, which currently stand at 20 AM-20 FM stations in most situations.

"The market appears to be reasonably healthy," said Ness after noting that a primary reason for easing the ownership limits was to allow consolidation of financially struggling stations.

Commissioner Barrett said he wanted to study the rules' "impact on diversity and a number of other things."

Barrett also questioned whether minority owners have really benefited from the industry's revenue gains. "The minority, Black, and Hispanic stations have not had that kind of increase," he stated, causing some in the audience to wonder in hushed whispers which Hispanic broadcasters Barrett had been talking to who have somehow missed out on the huge gains in ratings and ad revenues enjoyed recently by Spanish-language stations.

Duopoly Dynamics

Granum Communications CEO Herb McCord also made light of TV's changes as a factor to exploit. "Radio is becoming concentrated the way television used to be, and tele-

vision is becoming fragmented the way radio used to be," he noted.

In a session on large-market duopolies, McCord said Granum cut its overhead by \$750,000 with its Boston duopoly and that "in every duopoly [acquisitions] we've looked at we've found at least \$500,000 in cost savings."

McCord acknowledged that duopolies have eliminated industry jobs and will continue to do so over the next couple of years: "If you're in sales or programming, you're probably OK — but if you're a GM or in engineering or a receptionist, you may find yourself duopolized out of a job."

ABC Radio Networks Exec. VP David Kantor moderated a lively panel of radio and research execs who explored the ins and outs of duopoly via their personal experiences.

The consensus: There's no right or wrong way when it comes to programming a duopoly. And while, as Broadcasting Partners President Barry Mayo noted, [duopolies] are "exciting but different," he warned

that radio personnel — particularly PDs — shouldn't fight but "adjust to this new natural order of things because it's not an experiment anymore." He also said programmers need to be "great humanitarians" to counter "in-house friction" problems.

DAB Doldrums

Once a hot topic at NAB gatherings, DAB was more or less on hold at the Los Angeles Radio Show.

National Radio Systems Committee member Milford Smith told an engineering seminar that system testing by NRSC and the Electronics Industries Association isn't expected to be completed until mid-1995 and that no data will be released until all of the tests are completed.

USA Digital Radio presented a video demonstration of its AM and FM DAB systems in Cincinnati and Chicago, respectively. But there were no on-air demonstrations at the L.A. show.

Jayant reported on tests that AT&T and partner Amati Communications had already conducted at

NAB/See Page 28

American Urban Nets Reaches Out To Aid Beleaguered NAACP

American Urban Radio Networks last Friday (10/14) announced plans for a \$750,000 campaign aimed at promoting the beleaguered NAACP.

"We are stepping up to the plate to assist an organization that has assisted so many ... in its time of need," said AURN President/Program Operations & Affiliations Jerry Lopes.

AURN hopes to counter negative publicity generated by charges of misappropriated funds against two NAACP execs by focusing on the

association's merits. "Regardless of what's happening in the headlines, we can't let the tail wag the dog," AURN spokeswoman C. Ottley told R&R.

AURN will kick off the "Imagine An America Without The NAACP" campaign November 7 with a series of 30-second PSAs. AURN will conclude the campaign next April 22, when it airs the Seventh Annual NAACP Radiothon, a three-hour special aimed at increasing NAACP membership.

MUSIC DATEBOOK

MONDAY, OCTOBER 31

Born: Bernard Edwards (Chic) 1952, Vanilla Ice 1969

TUESDAY, NOVEMBER 1

1962/ The Beatles begin the engagement that leads to the "Live At The Star Club" LP.

1968/ George Harrison becomes the first Beatle to release a solo album — the soundtrack to his movie "Wonderwall Music."

Born: Lyle Lovett 1956, Anthony Kiedis (Red Hot Chili Peppers) 1962, Rick Allen (Def Leppard) 1963

WEDNESDAY, NOVEMBER 2

1979/ The movie "Quadrophenia" — based upon the Who's album of the same title and co-starring Sting — opens.

1990/ Prince's fourth movie, "Graffiti Bridge" — co-starring Tevin Campbell, Mavis Staples, and the Time — opens.

Born: Keith Emerson (Emerson, Lake & Palmer) 1944, K.D. Lang 1961

THURSDAY, NOVEMBER 3

1957/ Jerry Lee Lewis releases "Great Balls Of Fire."

1972/ James Taylor marries Carly Simon.



U2 — "... and it goes a little something like this."

1988/ U2's concert-movie, "Rattle And Hum," premieres in Hollywood.

1993/ Mariah Carey begins her first tour. Born: Adam Ant 1954

FRIDAY, NOVEMBER 4

1961/ Bob Dylan makes his NYC performing debut and takes home \$20.

1963/ The Beatles play a Royal Command Performance, inspiring John Lennon to wisecrack, "Those of you in the cheap seats can applaud. The rest of you can rattle your jewelry."

1977/ The Band's concert film-documentary, "The Last Waltz," premieres in New York.

1991/ Bobby "Blue" Bland, Booker T & The M.G.'s, Johnny Cash, Jimi Hendrix, the Isley Brothers, Sam & Dave, and the Yardbirds are elected to the Rock & Roll Hall Of Fame.

Born: Delbert McClinton 1940, the late James Honeyman-Scott (Pretenders) 1956, Najee 1957

SATURDAY, NOVEMBER 5

1960/ Johnny Horton is killed. Incidentally, Horton and Hank Williams Sr. both played their last shows at the Austin, TX Skyline club, and both left the same widow, Billie Jean.

1965/ The Who release "My Generation."

Born: Ike Turner 1931, Art Garfunkel 1941, the late Gram Parsons 1946, Peter Noone 1947, Bryan Adams 1959

SUNDAY, NOVEMBER 6

1965/ Bill Graham promotes his first show. Headliners include the Grateful Dead and the Jefferson Airplane.

1984/ Marvin Gay Sr. is sentenced to five years probation for killing his son, singer Marvin Gaye.

Born: Glenn Frey (Eagles) 1948

— Paul Colbert

LETTER

Cookie-Cutter Spots Just Don't Cut It Anymore

Dear R&R,

Very seldom does something strike a chord in me, but when it does, I have to respond. Such was the case with your article about "Presenting A Professional Production Image" (R&R 9/30).

WRKE/Ocean City, MD owner/GM Tony Quartarone talked about how he has come up with the answer for smaller-market radio production. He said his station does not need a production director because, according to his research, they use a standard formula when doing all of their local clients' commercials. Mention the client's name five times. Keep the spot as simple as possible. Use no sound effects. "It's almost like infomercials," Mr. Quartarone proudly said.

If I was Mr. Quartarone's competition, I would take that article to each of [my clients] when I handed them a spec spot, showing that my station cared enough to take the time to develop a commercial for them on the first call. I'd laugh all the way to the bank.

His "research" showed him the five simple steps to make every commercial on the radio station sound the same. Congratulations. A creative commercial — on any level — is nothing more than exploiting a good idea or slogan. This isn't brain surgery. We don't have to invest millions of dollars in research to tell us how to be creative. Creativity doesn't cost a penny. All it takes is an additional minute of your day. You have to open your mind to allow yourself to be creative.

That's a big problem with radio today. We're so concerned with LMAs, duopolies, and triopolies that we're forgetting what we're here to do: offer a quality product to not only our listeners but to our advertisers.

Mr. Quartarone added that he prefers living in a smaller market over New York and Philadelphia, where he programmed larger stations. He said, "I get to deal with what radio is really all about, and that's mainly local business. You

can actually see and hear the response of what your station is doing for the client. It's very one-to-one communication."

How can you have a cookie-cutter, research-driven formula for all your clients' commercials ... and then say you're in tune with your clients' businesses? Baloney! If I was a client, I'd like to have something that would make my commercials stand out. And on that station, it wouldn't be hard.

My sympathies go out to the kids coming up in this business. Not only did they miss the "glory days" of radio — back when each jock had his own engineer and commercials were done live — they also missed the golden days of radio when creativity was king! Unfortunately, there are very few of the "old duffers" out there who are teaching kids to be creative. There are even fewer teaching them how to use their creativity in the production room. All you need is a mike, a cart machine, and an open mind.

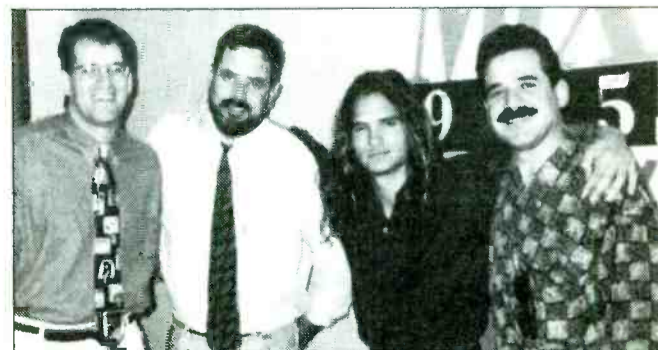
—J.R. Nelson, President
J.R. Nelson Productions

New York's Finest



More than 90 radio execs recently gathered for the New York Market Radio Broadcasters Assn.'s annual Management Dinner. Celebrating radio's 1994 successes are (l-r) WPLJ VP/IGM Mitch Dolan, WCBS-FM VP/IGM Maire Mason, and WRKS VP/IGM Charles Warfield.

Flashbulbs In Their Eyes



While on tour, Joshua Kadison visited KHMXI/Houston to promote his "Beautiful In My Eyes" single. Doin' the Texas two-step are (l-r) station MD Rich Anhorn, EMI Dallas local rep Jeff Foster, Kadison, and 'HMX PD Pat Paxton.

Radio

• **MINDY JASLOVE** rises from AE to Sports Marketing Director at WOR/New York.

• **DON ROSETTE** — GM at WMCS/Milwaukee — has been elected Chairman of Milwaukee Area Radio Stations Inc. Rounding out the slate: WTKI Station Manager **KRISTIN FOATE** (Vice Chair); WLZR GSM **BOB BENES** (Secretary); WEMP-AM, WEZW-FM & WMYX-FM GSM **KIM GUTHRIE** (Treasurer); WISN-AM & WLTQ-FM GSM **BILL HURWITZ** (Immediate Past President).

Records

• **LIZ MORENTIN** has been named National Manager/Media Relations at Rhino Records. She previously worked in Epic Records' Media Relations Department.



Morentin

• **MARIUM**, a German recording artist and producer, has launched Musical Transformations Inc. (MTI). **TODD YOUNG** serves as the new label's Director/Art & Marketing; Open Door Management's **REAVIS MOORE** also joins as a consultant. MTI plans to focus initially on releasing NAC/World Music product and can be reached at Route 1, Box 921, Santa Fe, NM 87501; (505) 455-0231.

National Radio

• **MARY McCARTHY** advances to District Director/Southeast Central Region in CBS Radio Networks' Affiliate Relations Department, where she previously served as Sr. Manager.

• **MRN RADIO** is presenting "The Lee Corso Show" via satellite. Hosted by college football analyst Lee Corso, the hourlong call-in program airs Sundays at 7pm; (919) 631-9375.



Corso

Industry

• **NEAL SCHORE** has been elevated to Director/Sales at McGavren Guild Radio/Los Angeles. He was hired in 1991 as AE.



Schore

Yahn

• **STU YAHM** — a 25-year recording industry veteran — has been promoted to VP/GM at 52nd Street Inc. He joined the production company in 1985 as Director/Business Development.

• **LAUREN ZALAZNICK** joins VH-1 as VP/On-Air Promotions. She previously was Exec. Producer at Boomer Pictures.

• **MICHAEL HOUBRICK** segues to Kragen & Co. as VP/Creative Development. Prior to his appointment, he was VP/Talent & Literary at the Brooke/Dunn/Oliver Agency.

• **BARRY GORDON** joins BMG Distribution's video sales team as NSM. He most recently was National Director/Sales at Pacific Arts Corp. Concurrently, **STEVE BULZONI** and **DOROTHY ROY** head to BMG as Video Regional Sales Managers for the Southeast and Central regions, respectively. Bulzoni formerly was National Key Account Manager at the Maier Group; Roy worked in sales and administration at Visual Expressions.

For The Record

Continental Radio Network — which is offering **Bill Ballance's** new weekday syndicated program — can be contacted at (818) 766-0400. The phone number was inadvertently misidentified in last week's issue (**R&R** 10/14).

Changes

AC: Former KYCR/Minneapolis staffer **Deborah Waszak** joins the news department and airstaff at KCUE-AM & KWNG-FM/Red Wing, MN.

CHR: Beth Miller moves from sales to middays at KQJZ/Amarillo, TX,

succeeding **Shelli Cole** . . . KPSI/Palm Springs, CA MD **Bobby Sato** adds a night shift; **Dwain Thomas** replaces overnighiter **Sam Mateo** . . . At WCIL/Carbondale, IL, middayer **Gerald Delsey** segues to afternoons as **Shawna Matthews** trades nights for middays . . . Parttimer **Chris Lee** assumes morning-sidekick duty at WNKI/Elmira, NY, taking over for **Jennifer Chase** . . . At KLAZ/Hot Springs, AR: PD **Phil O'Brien** rises to OM; APD/MD/PM driver **Danny Mays** becomes PD; middayer **Shara Madison** is named MD . . . WKZW/Peoria, IL's new lineup: PD **Andy Masur** handles mornings, APD/MD **Keith Berry** takes middays, Music Coordinator **Kevin Ross** does afternoons, and Promotions Director **Jesse James** fills nights.

Gold: **Laurie Higgins** and **Tracy Koster** become AEs at Greater Philadelphia Radio Inc.'s WPEN-AM & WMGK-FM, respectively.

News/Talk: At WIBC/Indianapolis: **Jim Barbar** and *Indianapolis Star* sports columnist **Robin Miller** host

PROS ON THE LOOSE

Doug Burton — PD KLLS/Wichita (316) 652-9394

Rich Johnson — Anchor/reporter Unistar/AP (703) 823-4027

Dennis Kelly — OM/News Director KXL-AM/Portland, OR (503) 557-1985

Joe Warren — Production Director/afternoons WYNG/Evansville, IN (812) 477-8599

Herbie Goes Hollywood



When Verve/Mercury recording artist **Herbie Hancock** (c) was presented with a star on the Hollywood Walk of Fame, **Stevie Wonder** (l) and former Los Angeles Mayor **Tom Bradley** were on hand to offer their kudos.

"Sports Talk" (6-9pm); attorney **Greg Garrison** joins the morning team at 7:30am to provide insight on the **O.J. Simpson** trial . . . KCMO/Kansas City adds **Nanci Saper's** "Saper Saturday" to its weekend lineup (10am); crosstown sister **KMBZ** is rebroadcasting the seven games of the 1985 World Series (October 19-30).

Rock: **WDIZ**/Orlando ups afternoon driver **Slats** to mornings and hires **WROC/Ft. Myers, FL** morning host **Rocco** for afternoons . . . Former **KQLZ** Los Angeles staffer **Kenny Sargeant** joins crosstown **KLOS** as a part-timer . . . **WJRZ**/Manhawkin, NJ weekend **Scott Hamilton** adds morning show duties at **WZXL**/Atlantic City . . . **WQFM**/Milwaukee APD/MD/night talent **Chris Payne** and middayer **Mike "The Snake" Young** swap airshifts.

CHRONICLE

Marriages

WROO/Jacksonville MD **Bobby Knight** to **Sheila Wood**, October 15.

WAXX/Eau Claire, WI night talent **T.K. Michaels** to **Sue Morse**, October 15.

Shindler-Turner Promotions National Promo Manager **Steven Baker** to **Refugee Management** Associate **Michelle Baines**, October 8.

KEKO/Tucson PD/morning talent **Charlie Morriss** to **Kerith Grossman**, September 25.

KZFM/Corpus Christi, TX APD/MD/midday talent **Charlie Maxx** to former **WZXL/Atlantic City, NJ** MD/night talent **Jay Gleason**, September 11.

Births

WNDU/South Bend, IN morning talent **Janis Dowell**, husband **Jim**, daughter **Jillian Kay**, October 13.

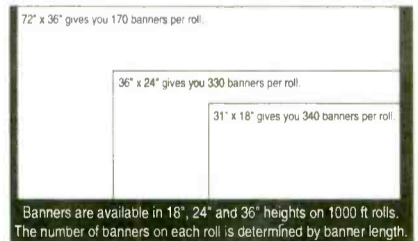
KSON/San Diego morning co-host **Tony Randall**, wife **Candy**, son **Geoffrey Holden**, August 16.



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MANAGEMENT



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"My God! These are copies of next week's Radio & Records."

Identifying High Performers

When it comes to identifying your peak performers, bear in mind that high achievers may keep low profiles. **Ted Pollock**, writing in the Cincinnati-based *Production* newsletter, warns against falling into these two common performance evaluation traps:

Don't confuse activity with accomplishment. People who always look busy may not be producing anything.

Don't confuse silence with ineffectiveness. People may be too busy getting things done to talk.

How NOT To Become A Target For Revenge

When you criticize — or ridicule — people or their ideas, you're setting yourself up as a target for their criticism later.

Vermillion, SD-based management consultant **Bruce Smith** explains that people who find themselves criticized or ridiculed will seek revenge. After all, revenge basically achieves equality of suffering and restores balance in the relationship.

For example, if someone's cherished idea is criticized at a meeting, he or she may say nothing at the moment. However, when the person who criticized that cherished concept presents his own idea, it's likely to draw a retaliatory remark.

Not Always Immediate

What's more, this type of revenge may not be immediate, because it may take some time for an appropriate opportunity to present itself.

Keep in mind that this sort of "don't get mad, get even" behavior isn't always a conscious act. The hurt we experience may linger in our sub-

conscious, finding an outlet when the opportunity of a retaliatory put-down comes along.

So how do you keep yourself from

becoming a target for revenge? Simple. Don't put down *anyone* — unless you're prepared to become the object of that person's revenge.

What Men And Women Want From Their Jobs

Do women workers want something different from their jobs than their male counterparts? According to a recent survey of nearly 7700 working men and women by Ontario, Canada-based **Brock University's Sharon Mason**, men and women — managers and clerical workers alike — have widely different values about what they want out of work, as follows:

Male Managers: Good wages and benefits are their main concern, trailed by doing challenging work, and having the opportunity for advancement.

Female Clerical Workers: Being treated with respect is paramount, followed by receiving good wages and benefits, and having the opportunity to learn new skills.

Female Managers: Their primary goal is to be treated with respect, followed by being a supervisor that people respect, and receiving good wages and benefits.

Male Clerical Workers: Having the opportunity for advancement is of prime importance, followed by the opportunity to learn new skills, and receiving good wages and benefits.

DATELINE

● November 3-6 — Philadelphia Music Conference. Penn Tower Hotel, Philadelphia.

1995:

● January 29 — Super Bowl XXIX. Joe Robbie Stadium, Miami.

● January 30 — 22nd Annual American Music Awards. Shrine Auditorium, Los Angeles.

● February 11-12 — Dan O'Day's PD Grad School. Radisson Hotel & Suites, Dallas.

● February 15-17 — Broadcast Cable Credit Association Seminar. Scottsdale Hilton, Arizona.

● February 16-19 — RAB '95 Mktg. Leadership Conference & Exec. Symposium. Loews Anatole, Dallas.

● February 22-25 — 37th Annual NARM Convention. San Diego Marriott & Convention Center.

● February 25-26 — Dan O'Day's PD Grad School. Radisson Hotel & Suites, Dallas.

● March 1-4 — 26th Country Radio Seminar. Opryland, Nashville.

● March 23 — 11th Annual NABOB Communications Awards Dinner. Sheraton Washington Hotel.

● April 10-13 — 73rd Annual NAB Convention. Convention Center, Las Vegas.

● May 19-24 — 18th Annual NABOB Spring Broadcast Mgmt. Con. Frenchman's Reef Resort Hotel, U.S. Virgin Islands.

● June 5-11 — International Country Music Fan Fair. Tennessee State Fairgrounds, Nashville.

● June 22-25 — National Association of Radio Talk Show Hosts Convention. Sheraton Astrodome, Houston.

● June 23-24 — Bobby Poe's Pop Music Survey Radio/Record Seminar. Sheraton Premiere, Tysons Corner, VA.

Natural Born Morale Killers

Your staff's morale is dependent on management's actions. Sometimes managers do or say things that not only damage an employee's morale, but indirectly affect the entire staff's productivity.

A recent **Accountemps** study revealed the five top actions most

likely to kill morale are:

Public criticism of employee	38%
Dishonesty	38
Taking credit for another's work	12
Unavailability	6
Favoritism	4

COMMITTED TO EXCELLENCE

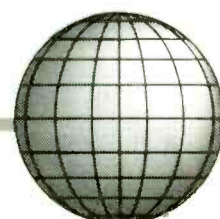
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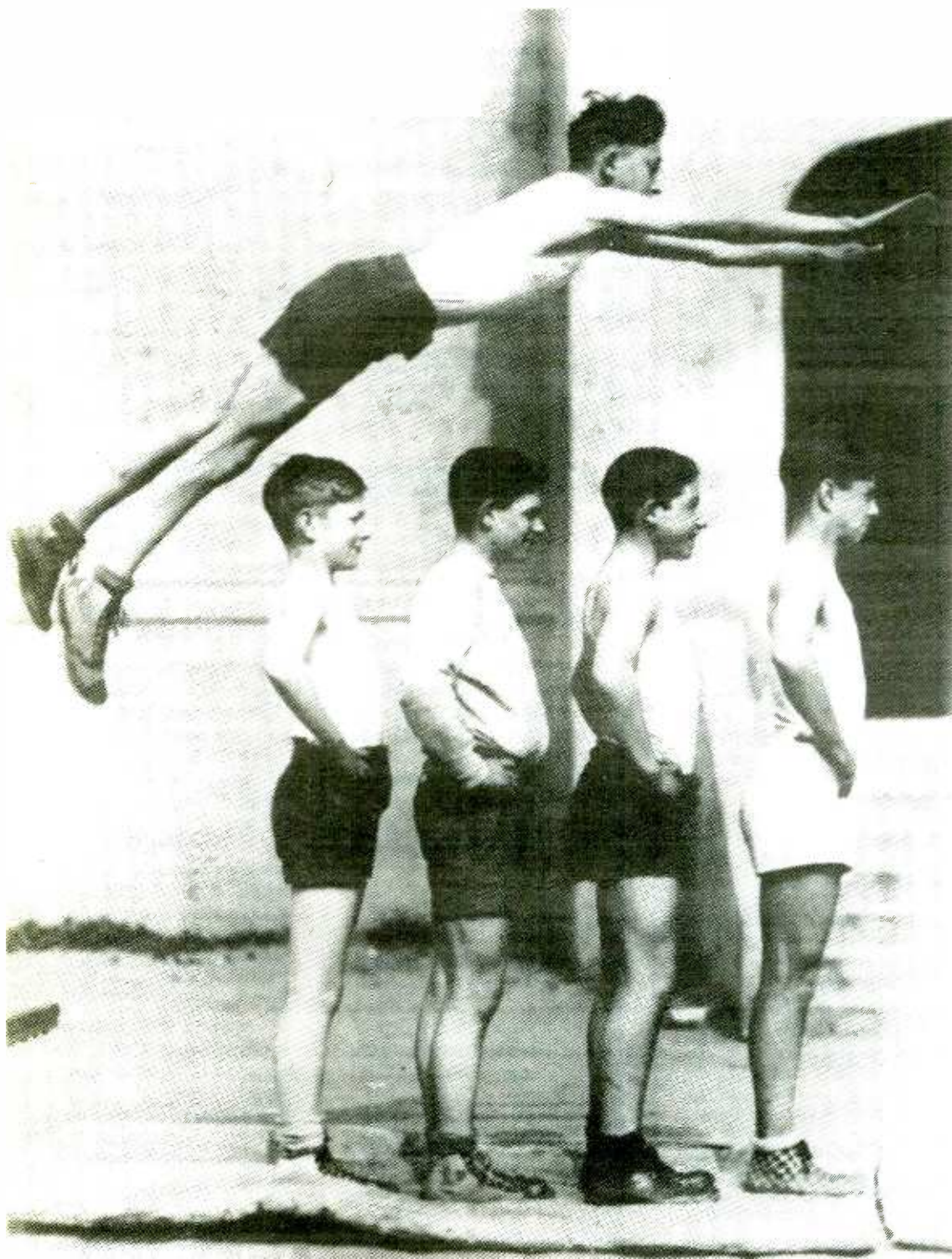
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'ZINE SCENE

First Lounge Act On The Space Shuttle?

Asked to predict his future, **Aerosmith** frontman **Steven Tyler** checks his crystal balls: "I'm looking to be the lounge act on the space shuttle so I can sing 'Walk This Way' on the ceiling."

Paired in a *Rolling Stone* cover story on "family values" with his model/actress/daughter **Liv**, Tyler notes, "There are some commercials that throw me for a loop. A father can't talk to his daughter about sex ... That is exactly why your daughter went out and got pregnant. You didn't talk about it. It's as clear as the balls on a tall dog."

Liv says: "When he was my age, it was just the beginning of rock & roll, of glamour, of fucking sex. And all I'm left with are the decisions and the consequences. I hope my decisions are better."

Just Friends

"Caught! **Lyle** cheats on **Julia**" screams this week's *National Enquirer* cover story, adding "spends night in hotel room with sexy blonde" (country singer **Kelly Willis**). The photo shows them leaving together after spending 12 hours inside with a do-not-disturb sign on the door.

Incidentally, the *Globe* and the *Star*'s behind-the-scenes coverage of the **CMA** awards had **Julia Roberts** walking out in a snit after hubby **Lyle Lovett** started schmoozing with ex-galpal **Ashley Judd** backstage.

Meanwhile, **R.E.M.** frontman **Michael Stipe** dismisses those rumors of a romance with **Hole** frontwoman **Courtney Love**: "We're friends. That's about it. We kiss on the lips now and then" (*Mademoiselle*).

Stern Unplugged?

Meat Puppets member **Cris Kirkwood** describes multimedia manster **Howard Stern**'s guest appearance at their NYC's **Beacon Theater** show: "Howard played guitar on 'Lake Of Fire.' I've heard vicious, nasty rumors that he wasn't plugged in, but he was. He was rocking. The crowd went crazy" (*Rolling Stone*).

Bono Contention

Esquire devotes several pages to **Sonny Bono**'s run for Congress, wherein the erstwhile songwriter confesses: "I only knew five chords." He also professes this view of **David Geffen**: "He's a brilliant businessman, but I'd rather be dead than be him."

The 'zine's fact-checkers must be feeling a little brain-dead themselves, however. The story claims the **Rolling Stones** covered the Bono composition "Shut Up, Sit Down" — better known to anyone who owns the record (or **Larry Williams**'s original version) as "She Said 'Yeah.'"

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

Speaking of editorial confusion, the *Star* claims **Michael Jackson**'s moving into **Graceland**, having visited the place for three days straight. But the *National Enquirer* says **MJ** didn't visit **Graceland** once during that same **Elvis Presley** tribute weekend.

Talent Show



Larry King

Mutual radio **Larry King** tells *Business Week*: "I have a talent, like the baseball player who gets \$3 million a year after practicing for years to hit a fast ball." Meanwhile, *Cosmopolitan* excerpts King's "How To Talk To Anyone, Anytime, Anywhere" book, due in November.

Then there's **Brooks & Dunn**'s **Ronnie Dunn**, who offers the following career advice: "Sheer blind determination. Psychotic need. There are a lot of people who make it who don't have a thimbleful of talent. They just want it more than anybody else. That's what it takes" (*Entertainment Weekly*).

Celebrity Sex Tapes

Esquire's celebrity sex tapes roundup story stars the **Go-Go's**, **Chuck Berry**, **Cher** with **Kissman Gene Simmons**, and **Mary Tyler Moore** with **Elvis Presley** — the last of which **David Lee Roth** is said to own. (Moore & Roth's spokespersons couldn't confirm or deny such a tape's existence.)

Stereotype Theatre

"I've never filled the stereotype of the rock star," claims **Rolling Stones** stixman **Charlie Watts**. "Back in the '70s, **Bill Wyman** and I decided to grow beards, and the effort left us exhausted" (*Rolling Stone*).

"I think anybody who's ever played golf with me would argue the fact that I'm the nicest guy in the world," says **Vince Gill**, confessing, "I get out there and I get a little hot" (*Star*).

"Just remember he did the decorating, not me," **Priscilla Presley** told musicians prior to touring **Graceland** before the recent **Elvis** tribute. (*People*).

"I'm sitting here transitioning into middle age with this totally abrasive record," **Sugar** leader **Bob Mould**, 33, tells *Rolling Stone*. "I know I'm reaching the end of what I can do because of my hearing."

Finally, **Barry White** provides the answer to *Entertainment Weekly*'s question, "What can we teach our children about love?": "The glory of love is showing it. Love isn't just a word, action, or emotion. You have to execute that emotion! Love is the icon of **Barry White**."

FILMS

WEEKEND BOX OFFICE OCTOBER 14-16

1 Pulp Fiction (Miramax)*	\$9.31
2 The Specialist (WB)	\$8.97
3 Wes Craven's New Nightmare (New Line)*	\$6.66
4 The River Wild (Universal)	\$5.23
5 Little Giants (WB)*	\$4.77
6 Only You (TriStar)	\$4.11
7 Forrest Gump (Paramount)	\$3.27
8 Exit To Eden (Savoy)*	\$3.01
9 The Shawshank Redemption (Columbia)	\$2.40
10 Quiz Show (Buena Vista)	\$2.14

All figures in millions

* First week in release

Source: Entertainment Data Inc.

COMING ATTRACTIONS:

This week's openers include "Radioland Murders" — a comic murder mystery that unfolds on the opening night of a new radio station in the late '30s — starring **Mary Stuart Masterson** and **Brian Benben**. The film's **MCA** soundtrack features **Tracy Byrd**'s version of "Back In The Saddle Again" as well as songs by **Joey Lawrence**, **Rosemary Clooney**, the **Voltage Brothers**, and more. **Joel McNeely**'s score completes the album.

Moving into wide release this week is "I Like It Like That," starring **Lauren Velez**, **Jon Seda**, and **Rita Moreno**. The film carries two soundtracks: **Columbia**'s Volume I spotlights cuts by **C+C Music Factory**, **Cypress Hill**, **Lighter Shade Of Brown**, and others; **Sony Discos**' Volume II offers material by **Julio Iglesias**, **Marc Anthony**, **Trina Medina**, and more.

'Clerks' & 'Dreams'

Opening in limited release this week is "Clerks," starring **Brian O'Halloran** and **Jeff Anderson**. The film's **Miramax/Chaos/Columbia** soundtrack showcases **Soul Asylum**'s current single ("Can't Even Tell"), along with new songs by **Bad Religion**, **Bash & Pop**, the **Jesus Lizard**, and others. Previously released music by **Alice In Chains**, **Seaweed**, and **Corrosion Of Conformity** round out the LP.

"Hoop Dreams," a feature-length documentary about **NBA** hopefuls **Arthur Agee** and **William Gates**, also opens in limited release this week. The film's forthcoming **GRP/MCA** soundtrack sports tunes by **Pops & Mavis Staples**, the **Family's Paul Peterson**, the **Steeles**, and others.

TELEVISION

TOP TEN SHOWS OCTOBER 10-16

- 1 **Home Improvement**
- 2 **Grace Under Fire**
- 3 **Seinfeld**
- 4 **ER**
- 5 **60 Minutes**
- 6 **NFL Monday Night Football** (Vikings vs. Giants)
- 7 **Roseanne**
- 8 **NYPD Blue**
- 9 **Murder, She Wrote**
- 10 **Frasier**

Source: Nielsen Media Research

All show times are EDT/PDT unless otherwise noted; subtract one hour for CDT. Check listings for showings in the Mountain time zone. All listings subject to change.

COMING NEXT WEEK

Tube Tops

Taped at Burbank's **Warner Bros.** Studios last April, **MTV**'s two-hour "The **Eagles**: Hell Freezes Over" performance special features vintage and new band material, along with songs from members' solo careers (Wednesday, 10/26, 9pm). **Westwood One Entertainment** will carry the radio simulcast.

Friday, 10/21

- **Lisa Brokop** and **Cleve Francis**, "Music City Tonight" (TNN, 9pm EDT/6pm PDT).
- Music Director **Branford Marsalis** gives a special performance on "The Tonight Show With Jay Leno" (NBC, 11:35pm).
- **Sebadah**, "Late Night With Conan O'Brien" (NBC, 12:35am, Saturday).
- **Booker T. & The MG's** and the **Neville Brothers** perform on "ABC In Concert" (check local listings).

Saturday, 10/22

- **Joe Ely**, **Kathy Mattea**, and **Doug Stone** perform on "The Road," an hourlong syndicated series (check local listings).
- **Edie Brickell** performs on "Saturday Night Live" (NBC, 11:30pm).

Monday, 10/24

- **Tony Bennett** performs on "Men, Music & Carol Burnett," an hourlong **CBS** special (10pm).
- **Tammy Wynette**, "Late Show With David Letterman" (CBS, 11:35pm).
- **Oasis**, "The Jon Stewart Show" (syndicated; check local listings).

Tuesday, 10/25

- **Diamond Rio** and **Tanya Tucker**, "Music City Tonight."
- **Go-Go's**, "David Letterman."

Wednesday, 10/26

- **TNN**'s "Backstage With Tanya Tucker" — an hourlong interview and music special — showcases a guest performance by **Willie Nelson** (8pm EDT/5pm PDT).
- **Bad Religion**, "Jon Stewart."

Thursday, 10/27

- **Mick Jagger**, **Keith Richards**, **Ron Wood**, and **Charlie Watts** are interviewed individually when **VH-1** premieres the 30-minute "Conversations With The **Rolling Stones**" (10pm EDT/7pm PDT).
- **Faith Hill** and the **Mavericks** perform on **TNN**'s "The Legends Of Country Music" (8pm EDT/5pm PDT).
- **Will Smith** (aka the **Fresh Prince**), "David Letterman."
- **Arrested Development**, "Jon Stewart."

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KWFM —Tucson

CHAM —Toronto

WYNY —New York

KFOG —San Francisco

WXTU —Philadelphia

KMPS —Seattle

KJR-FM —Seattle

B-94 —Pittsburgh

KWJJ —Portland

KHTK —Sacramento

KKAT —Salt Lake City

WSM-FM —Nashville

WJNO —W. Palm Beach

B-106 —Columbia

CFOX —Vancouver

KABC —Los Angeles

KNBR —San Francisco

KISS —Boston

KZOK —Seattle

KTCZ —Minneapolis

WQKB —Pittsburgh

KNCI —Sacramento

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What Does A Radio Station Look Like?

For all the advertising on other media that the radio industry does, precious few listeners have any idea whatsoever about what a radio station looks like — really looks like. When they're trying to create an image or visual association for your station, most often they come up blank.

This struck me while I was reviewing some Focus 100 responses we'd received while pretesting some TV spots. The spot was your standard, off-the-shelf *vin ordinaire*. You know, the one where the actors are supposed to be "real listeners" regurgitating the station's sell lines in a variety of "lifestyle" locations. One response was particularly interesting because I'd seen it before in other forms of research. A 34-year-old woman wrote, "I think it's a radio station they're talking about ... isn't it?"

Radio Sells Images

Maybe listeners remember falling albums, or some girl's face, or chimps, or fish in a blender. But they have no real concept of a radio station as a physical entity. Retailers have the advantage of showing customers the product. And virtually every ad for a consumer product does just that. But remember, in radio we don't sell sets. We sell images and songs, DJs, and talk hosts. And we don't get daily cash register totals of our "sales." That information is delayed and ultimately presented to us in the form of estimates.

Imagine the soft drink business determining its revenues from a series of interviews based on what consumers remember buying and drinking. I repeat. We (radio) don't sell sets. We sell abstract and hard-to-remember things ... things that can, and often do, get forgotten or mixed up. That's why most TV spots and outdoor campaigns don't work as well as they could. Because they don't build a consistently identifiable im-

age or benchmark for the radio station.

“

Listeners today are less radio-literate than at any time in the history of our medium. The ability to accurately recount radio listening in a delayed recall situation has become significantly impaired.

”

Take it from a guy who's researched hundreds of TV spots. Most listeners don't want to see your morning DJs. They go to sleep watching the GM fall through the trap door. Montages of falling albums remind them of K-tel spots. They think lifestyle spots with people "just like you" are equally insipid. One lady thought she'd just seen a Norforms commercial. All of these approaches ultimately fail because the listener, who is connected to radio by his imagination, has no repository for all the things he hears on the station, no place to house all the elements he likes or dislikes. In short, he doesn't know what your station looks like; he has no mental framework for it. And the station in your market that accomplishes that feat, assuming their product is acceptable, will win big.

Lights! Camera! Reality!

It's kind of like that scene from "American Graffiti." The Wolfman

had this convenient little station that the kids could stroll into. Fictional, yes, but can you imagine if those kids had gotten diaries? (I believe Charles Martin Smith might actually have received one.)

But your station, like most, is on the 11th floor of a high-rise. People

can't just saunter by. But they can in their mind's eye! Suppose your TV spot went something like this: Camera opens on a digitally-constructed shot of a "radio station." Not a big radio, or a 30-ft.-tall boom box, but an actual building with call letters across the top of the door and a sign on the roof.

Next, the camera dollies in to show us the control room, people at work, the music library, and the actual process of someone putting in a CD or an album on a turntable (believe it or not, we've had listeners ask exactly where the music on their car radio comes from because the concept of a station is extremely vague to them). Then, the voices of the morning team are superimposed as we see the backs of two individuals with headsets on. Finally, the camera dollies out as it did going in and we end with a full-frame shot of the radio station — along with your supportive copy and tag line. Once you've established that

How To 'Build' A Radio Station

Most listeners have no idea what a radio station looks like. Many just see a disjointed set of turntables and cart machines, and what they remember from the TV show "WKRP In Cincinnati." So you have leverage.

Keep in mind these four key points when presenting your station to listeners:

- The station has to be a tangible place ... little red school-house analogy comes to mind.
- Build it and they will come. The construction doesn't have to be physical, but allow your creative to initiate the concept.
- Reinforce it on the air. Tell your listeners that you are a radio station. Emphasize the station part. Put the "station" part into your liners and descriptors.
- Put the physical picture on your letterhead. Always give listeners that extra image to hang a hat on.

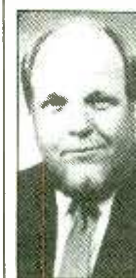
mind's eye picture in your core audience's image inventory, you'll have come as close as our medium will allow to "showing the product."

Reaching Phantom Cumers

The reasons I advocate creating a picture of your radio station are, as I said earlier, quite simple. Listeners today are less radio-literate than at any time in the history of our medium. There are so many choices, so many competing media, and so many demands on their time that the ability to accurately recount radio listening in a delayed recall situation has become significantly impaired. Then too, the electronic age has torpedoed the sense of the personal into a by-gone memory. Our research shows that radio phantom cumers are higher than they've ever been. If there are 100,000 listeners in your cume, chances are there's another 100,000 floating around who meet the criteria of a phantom cumer (might listen to the station but can't recall listen-

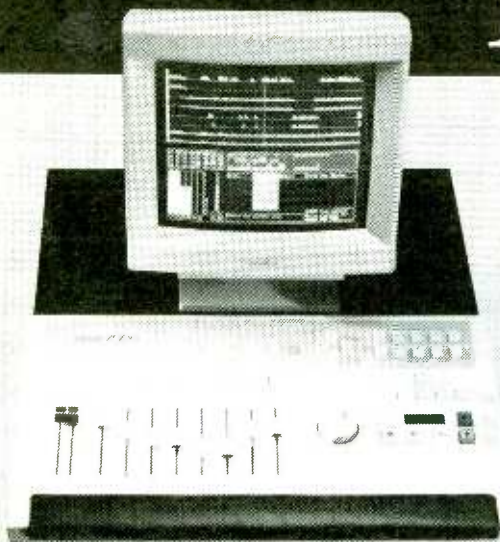
ing in an unaided recall situation).

The concept of giving your station a name and address may sound oversimplistic, but what is it worth to reach those phantom cumers? You can have the flashiest external ad campaign on the planet, but remember, that campaign has to result in those listeners forming an association that begins with an understanding of where your station is. Knowing what your station might look like goes a long way in helping listeners remember the address (dial position or call letters).



Rob Balon is President/CEO of the Benchmark Company. He can be reached at (512) 707-7010; fax (512) 707-7015.

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You keep getting
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and a quality
product."
WXYT-AM Detroit

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off without compromising
our programming."
KOIT-A/F San Francisco

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you deliver on satellite.
You're easy to work with."
WBZ-AM Boston

"Thanks for a formidable
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WVTY-FM Pittsburgh

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complimentary calls during
and after the special!"
WMGS-FM Wilkes Barre

"A class operation.
The satellite feed
sounded perfect."
WPCH-FM Atlanta

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for our audiences!"
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the Christmas special!
It was outstanding!"
WLTF-FM Cleveland

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STREET TALK®

PD Hits Brix In KNIX Demographix Fix

Hot on the wanderin' bootheels of an exceedingly rare 12+ loss, perennial Phoenix front-runner **KNIX** has shifted its demographic target from 25-44 to 25-54. The Country station let PD **Brad West** go after 18 months and dropped its **Hawk & Hunter** morning team after six months. General Program Mgr. **Larry Daniels** assumes West's duties while **KNIX** searches for a new morning team.

KNIX VP/GM **Michael Owens** told ST, "Brad did everything we asked of him and more, and nobody worked any harder than Hawk & Hunter. But our needs have changed as we refocus **KNIX** on a demo target that maybe we shouldn't have left in the first place."

The temporary lineup shifts afternoon duo **John Michaels & Bobby Lewis** to mornings, 9am-nooner **George King** to afternoons, and swing-shifter **Dave Crosier** to King's old slot.

CCC Extends Houston Empire

As ST hit the tarmac, **Clear Channel Communications** announced a deal to acquire an 80% partnership interest in **Sunbelt Broadcasting's KPRC-AM & KSEV-AM Houston**. Terms weren't immediately disclosed on the deal, brokered by **Michael Bergner of Bergner & Co.**

Clear Channel already has an FM duopoly in Houston — **KHYS-FM & KRXX-FM** — and will spin off **KALO-AM/Beaumont (Houston)** to **Faith Broadcasting** for \$450,000.

WRIF/Detroit OM Greg Ausham suddenly resigned last week. Look for GM **Tom Bender** to name a replacement within 30 days.

Is **Zomba/Jive Sr. VP/GM Barry Weiss** headed to **Sony Music** for a b-i-g gig?

Mere weeks after shifting **WLUM Milwaukee** from Rhythmic CHR to Alternative, PD **Tony Dee** exits. APD/afternoon delight **Ron Bunce** becomes acting PD, coordinating with consultant **Bill Gamble**. Morning child **Tommy Wilde** returns to the MD slot.

You no doubt all know by now about the proposed **David Geffen/Steven Spielberg/Jeffrey Katzenberg** entertainment colossus, which includes a record label in the plans. An interesting name's come up as a prospective head of the label ... wish we could tell you mo', but not just yet.

Meanwhile, will G-S-K back a bid by **MCA** honchos **Low Wasserman** and **Sid Sheinberg** to buy back all — or part — of the **MCA** empire from **Matsushita**?

One more mogul-related question: Will **Sumner Redstone** take **MTV** owner **Viacom** into the record biz?

KYLD & KYLZ (Wild 107)/SF PD Rick Thomas exits. GM **Bob Visotcky** tells ST the parting was mutual and that he'll take his time choosing a new PD.

Bay Area babble points to **Wild 107 APD/MD Michael Martin** as most likely to succeed

Thomas, with former crosstown **KMEL APD/MD Mike Marino** segueing to **Wild 107** for the same duties. Meanwhile, look for **Thomas** to hook up with consultant **Jerry Clifton** soon.

WSTR (Star 94)/Atlanta OM/PD Tony Novia's move to **R&R's CHR Editor** post — starting **November 14** — puts two possible plans in play.

1) Leave APD/MD **Kevin Peterson** in place and bring in an OM/PD type. Under consideration: **B/D & A consultant Don Benson** (already **Star 94's** consultant and an Atlanta programming vet) and **John Peake**, OM/PD at **Jefferson-Pilot** sister **KWMX/Denver**.

2) Promote **Peterson** to PD and bring in a versatile MD. Top candidates in this scenario include **WFME/Baton Rouge MD Eddie Munster**, former **WCIL-FM/Carbondale, IL PD Tony Waitekus**, **KQKQ/Omaha APD/MD Michael Steele**, and ex-**Z104/Madison PD John Michaels**.

Nothing's official, but look for **Billboard Country Chart Dir. Lynn Shults** to join **Atlantic/Nashville** as a VP — probably in a media-related capacity — within the next couple o' weeks. **Shults** will become the third **BB/Monitor** chart editor to leave within the last two months, following departures in the **UC** and **CHR** formats.

The brouhaha involving **Emmis's Hot 97/NY, Power 106/L.A., and Pellegrino Promotions** over perceived **NY** radio competition is apparently *histoire*.

To quote a recent press release, "Emmis Broadcasting and Pellegrino Promotions Inc. and *S.I.N. Magazine* are pleased to announce the resolution of prior misunderstandings that may have arisen ... **Emmis** also looks forward to a mutually beneficial advertising relationship with *S.I.N. Magazine*."

No comment from either **Pellegrino** or **Emmis Pres. Doyle Rose** on the terms of the settlement.

Z100/NY officially names Asst. MD **Andy Shane** MD. **Z100** phone op **Chris "Axl" Nemitz** moves up to **AMD**.

Precious nanoseconds prior to presstime, ST heard **Pop CHR WHJX (Channel XY Jacksonville)** GM **Jim Jerrels** and PD **Keith Clark** are o-u-t. Word is the station's been sold, with receiver **George Reed** (for **First Union Bank**) responsible for the terminations. Expect 'HJX to adopt a **UC** stance; the **Alternative** sounds are vapor and the station's currently airing nonstop dance music. MD **Tim Virgin** stays aboard. **Promo Dir. Mickey Johnson** becomes acting PD.

Peter Crawford exits the **Roth Communications** Exec. VP/Group Mgr. gig to form **C&D Broadcasting** with former **Roth CFO Brian Daisy**. Aided by investment bankers at **CEA**, they hope to buy some of **Roth's** stations from its creditors to start their own station group.

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WPOW	11
KKLQ	10
WFLZ	13
KZHT	21
WHHH	12
WTIC	15
KPRR	15
WFHN	30
WJJS	43
KZFM	21
WBSS	16
KFFM	ADD 15
KLYV	13
KHFI	ADD

Executive Producers:

Manny Lehman, Damon Jones, CeCe Peniston
Produced by Soulshock/Karlin for Soulpower Productions
Management: Devour Management/Damon Jones



With This Week's R&R

YOUR COMPLETE INDUSTRY RESOURCE GUIDE

Continued from Page 25

WTMJ Inc. has reached an agreement with Vantage to purchase Classic Rock KKCD/Omaha, creating a duopoly with Rock rival KEZO-AM & FM. WTMJ acquired KEZO just last month.



Dick Clark, Chairman of the reborn **United Stations**, will return to the net in an on-air capacity next January with two syndicated shows. The 12-year-old "Dick Clark's Rock, Roll & Remember" will switch from **Westwood One** beginning January 1, and a new AC countdown, the "Dick Clark US Music Survey," will debut two weeks later.

Look for 14-year **WXKS/Boston** morning *matte* **Matt "Matty In The Morning" Siegel** to go to the syndication mats with his Pop CHR-formatted wakeup show on satellite, starting sometime in early '95. Matters are currently in the "embryonic stage," according to **WXKS & WJMN VP/GM Matt Mills**.

Rumbles

- **KQKS (KS104)/Denver PD Craig Jackson** exits. **MD Mary Chavez** becomes acting PD.
- After six years as GM of **Henry Gold/CHR** combo **KIKI-AM & FM/Honolulu** — and lately duopoly sisters **KHVH & KKLK** — **Lee Coleman** resigns to become VP/GM at crosstown AC combo **KSSK-AM & FM** and a pending FM duopoly sign-on.
- **KEZQ/Little Rock PD Mark Pollitt** becomes PD at **WMY/Greenville, SC**.
- **WHHY/Montgomery** morning initial **Willie B** becomes PD, in the wake of **Bill "Birdman" Thomas's** death last week. Afternoon delight **Wendle Jayroe** becomes MD.
- Progressive **KMTT (The Mountain)/Seattle** reunites former market morning fixtures **Gary Crow** and **Mike West** for wakeups.
- Z-Rock **WTZR/Wilkes-Barre PD Johnny Kilgore** exits. Production/Promotion Dir. **Matt Dylan** becomes OM, handling programming duties.
- **Deer River Group AC WXLO/Worcester** boosts PD **Steve Gallagher** to Group PD. Meanwhile, crosstown AC competitor **WSRS** names Hot AC **WSNE/Providence** programmer **Steve Peck** PD.
- **KRAD/Corpus Christi APD/MD Kenny Mann** crosses the street to become PD at **KNCN**. Mann mans the spot vacated by **Tim Parker**, who split for the APD/MD slot at **WNOR/Norfolk**.
- **WKLR/Indy** swing-shifter **Jennifer Board** joins **WRBA (Arrow 95.9)/Panama City** as PD. Meanwhile, **WXXP/Anderson, IN** personality **Scott Roddy** moves to middays at **WRBA** sister **WAKT (Kat Country)**.
- **KCLD/St. Cloud, MN** night slammer **Mike Danger** becomes PD.
- Former **KGSR/Austin** morning dude **Kevin Conner** cops the same slot at **KQPT/Sacramento**.
- **WRVF-FM/Columbus, OH** — which became Wild Country six weeks ago — adopts the appropriately **WLLD** calls. And the **WRVF** calls go to? **WYMJ-FM/Dayton**.
- **KKLY/Grand Junction, CO** drops AC for "Mustang Country" under PD **Robert St. John**.
- Hot AC **WWJY-FM (Y104)/Crown Point, IN** PD **Jeff Davis** becomes Group PD for parent **M & M Broadcasting**, adding supervisory duties for N/Ts **WIMS-AM/Michigan City, IN** and **WCGO-AM/Chicago Heights, IL**. Meanwhile, **WIMS APD Scott Andree** segues to the same slot at **WCGO** and **WIMS ND Ron Perzo** moves up to APD.
- *Oops*. **WAEV/Savannah** is making the transition from AC to Hot AC — not from Hot AC to CHR, despite what you read here some weeks back.

RADIO & RECORDS



1

- Cecil "Butch" Forster becomes WIP/Philly VP/GM.
- Quincy McCoy named WBLS/NY PD.
- Russ Allen appointed WERQ/Baltimore PD.

5

- Steve Ellis named KLSX/L.A. PD.
- Tony Gray establishes a consultancy firm.

10

- Jerry Lyman chosen RKO Radio Division President.
- Doyle Rose upped to Emmis Broadcasting VP/Regional Mgr.
- Mark Driscoll promoted to HefTel Group PD.
- Howard Neal named KFI & KOST/L.A. GSM.

15

- Carey Curelop becomes KFMG/Albuquerque PD.
- Steve Casey appointed WLS/Chicago MD.

20

- Charley Lake named WJBQ-AM & FM/Portland, ME PD.
- Pete Salant joins WAVZ/New Haven for nights, using the nom de aire Pete Stone.

R&R Assoc. Editor **Lorie Hollabaugh** resigns to join the writing staff at *Country Weekly*.

Terry Moss — longtime air personality at such stations as **KSON/San Diego** and **KHJ/L.A.** (where he was on the air when the Top 40 giant formally switched to Country), **Transtar** and **Westwood One** writer/producer, and proprietor of the **Galaxy** jock service — died this past weekend at age 47. In lieu of flowers, donations to local AIDS research programs are requested.

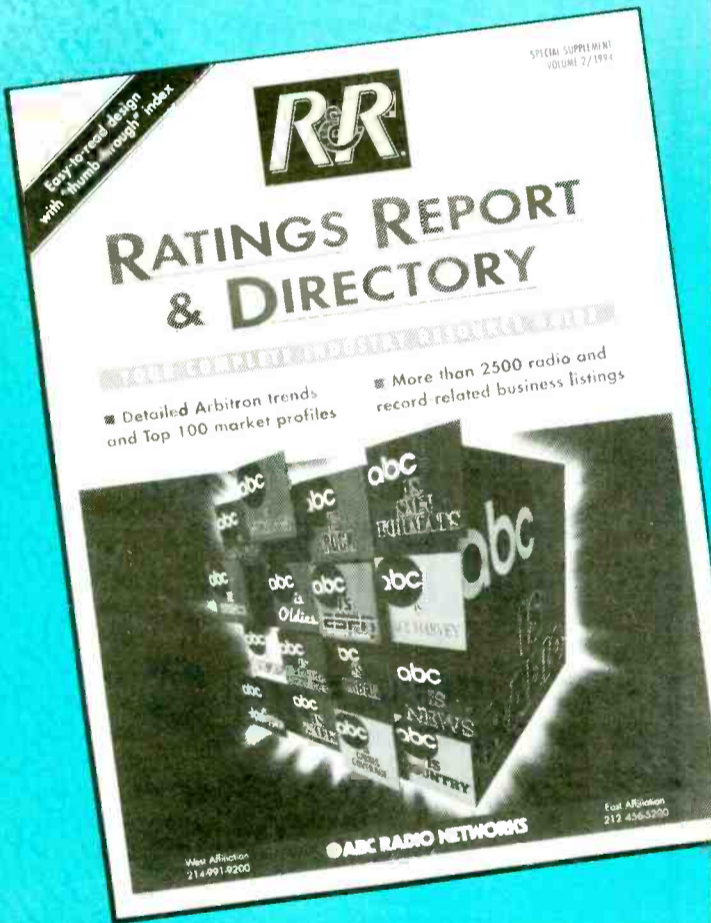
Also sad to report that **WUSN/Chicago** morning sidekick **John Katzbeck**, 29, died of a brain aneurism on Monday (10/17).

SFX Format Booms, Crashes

AC **KAMX-FM/Albuquerque** switched to an "All Sound Effects" format (!) Monday (10/17), citing "a large coalition of demand." The demand apparently wasn't sustained — the station went Alternative on Thursday (10/20), calling itself "The Edge" 'n' going under the guidance of **Jacobs Media**.

Records

- **Imago** downsized last Thursday (10/13), letting go Nat'l Dir./Rhythmic Promo **Chante Taylor**, Nat'l College Promo rep **Leslie Alfano**, and regional reps **Chris Baca (L.A.)**, **Chuck Oliner (Philly)**, and **Fred McFarlin (Atlanta)**. The label also will shutter its L.A. A&R office and relocate its NY HQ.

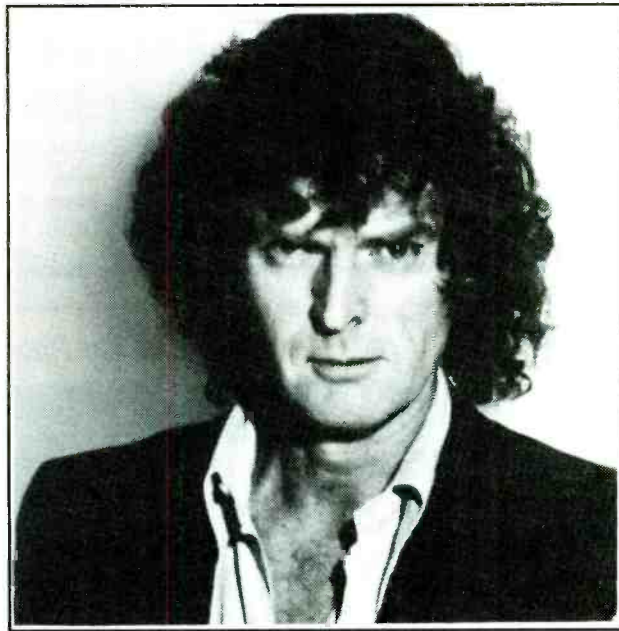


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Hotel

Continued from Page 1

night opening cocktail party was missed by a slew of angry hotel guests cooling their heels on the lobby level. Hotel employees had to inspect each room to determine if it was occupied before issuing it to a new guest. Some guests had to assume the identity of the previous occupant in order to receive calls or messages.

Scene Turns Ugly

By the wee hours of Thursday morning, broadcasters dispensed with indecency rules and shouted enough four-letter words at hotel staff to make **Howard Stern** blush. One radio executive saw hotel employees passing out complimentary drinks to disgruntled patrons, only to witness the predictable result ... a fistfight among the angry and inebriated.

The troubles were of such concern that NAB President **Eddie Fritts** stepped in to negotiate an immediate settlement between Westin and convention attendees. The hotel ultimately agreed to refund one night's lodging costs to all its guests ... small consolation to the radio exec who traveled thousands of miles for a four-day conference. But it was great relief to the thousands who stayed at other hotels as far as 15 miles away.

By Saturday night, the Bonaventure became the butt of many a convention joke. In accepting his station's Marconi Award for Small Market Station of the Year, **KUOO-FM/Spirit Lake, IA** owner **Paul Hedberg** extended a whimsical invitation to hold the Radio Show in his tiny town — and since the awards dinner was held in the trouble-plagued hotel, he found a receptive audience. "We're a small town, but we do have hotels and they don't have computers — so you can get a room," Hedberg quipped.

NAB has an option to return the Radio Show to L.A. in 1996, but it's uncertain whether that option will be picked up.

RCA/Nashville

Continued from Page 1

Mary Hamilton (RCA/Nashville Associate Director/Creative Services).

Label Changes

Top management at RCA and BNA will also be restructured. In the wake of BNA VP/GM **Ric Pepin's** resignation last Thursday (10/13), RCA/Nashville VP/Promotion **Dale Turner** becomes VP/BNA and will head the label, while RCA/Nashville East regional promoter **Ken Van Durand** returns to BNA as VP/Promotion. BNA Director/National Promotion **Chuck Thagard** will remain with the label in an as-yet-unspecified role.

BNA Sr. Director/Marketing & Sales **Tommy Daniel** changes labels and moves into the top spot as VP/RCA. Meanwhile, RCA/Nashville Sr. Director/Promotion **Mike Wilson** is upped to VP/Promotion for the label.

NAB

Continued from Page 15

WPRB-FM/Princeton, NJ and noted that other tests were just beginning at **KPWR-FM/Los Angeles**.

PD To GM?

"Why would you want to give up being a PD? Are you crazy?" **Randy Michaels** demanded at the "From PD To GM And Beyond" session. Panelists agreed that would-be GMs should educate themselves about sales as much as possible, because even though the '90s are a great time to be a PD — and to be promoted from that area — "The key to moving [up] is focusing not just on the ratings but on the money," as Michaels said.

Pollack Media's Tommy Hedges advised aspiring consultants to "think beyond your format ... your

market ... and programming. Get out of that comfort zone ... and ask for more responsibility." None of the panelists said they'd return to programming if the money was the same. In fact, **KROQ/L.A.'s Trip Reeb** said many **Infinity** GMs — himself included — make less than their PDs: "It's a harder job." He also noted drily, "Now I spend as much time talking to attorneys as I do talking to my PD."

Urban Sales Workshop
Moderated by **WGCI/Chicago** VP/GM **Darryll Green**, the "Urban Market Sales Workshop" focused on how to develop new business for Urban radio. Despite Urban's popularity and the African-American economy being the 14th largest in the world, the format is still one of the toughest sells. **WGCI** President **Marv Dyson** cautioned that before Urban stations jump on the value-

added wagon, they should: make sure they've tapped all the available spot potential; "cannibalize general market" rivals rather than each other; and not be "nice" when an advertiser says no. "We don't want to rock the boat," noted **Dyson**. "We need to get out of the boat."



Panelists at Industry Leaders Panel (l-r): **Liberty Broadcasting** President/CEO **Jim Thompson**, **Jacor Communications** President **Randy Michaels**, **Alliance Broadcasting** President **John Hayes**, **NewCity Communications** President **Dick Ferguson**, and **Evergreen Media** Chairman **Scott Ginsburg**.

Family Reunion



When **WLUP-FM 10am-3pm** personality **Danny Bonaduce** (r) hosted lunch for 40 listeners at **Chicago's Signature Room**, fellow "Partridge Family" member **David Cassidy** was on hand to promote his appearance in "Blood Brothers" at the **Shubert Theatre**.

Come To My Photo



After her performance on the **MTV Video Music Awards**, **Melissa Etheridge** took time out for a quick pic. Congratulating her on a song well done are (l-r) **Island Sr. VP/Promotion Sky Daniels** and **VP/Promotion Joe Riccitelli**, **Realization Music's Denny Cordell**, **Island President Johnny Barbis**, and manager **Bill Leopold**.

EEO

Continued from Page 15

Although a recent court decision striking down the FCC's use of a policy statement (issued without seeking public comment) to establish fine guidelines has forced the FCC to consider penalties for EEO violations on a case-by-case basis, **Baynes** said there is now a "significant consensus" among the commissioners on how EEO cases should be handled. As a result, she told broadcasters, "you may see transactions [requiring resolution of an outstanding EEO case] moving a bit more quickly."

At an FCC breakfast, Commissioner **Susan Ness** said she expected the Mass Media Bureau to develop proposed rules on EEO to replace the policy statement. The proposed rules would then be put out for public comment. Noting that several suggestions have been advanced to make it easier for stations — particularly in small markets — to comply with EEO reporting requirements, **Ness** said, "Anything is possible."

Commission Satisfied

Despite all of the concern about how to enforce EEO requirements, there was no indication that any of the commissioners are clamoring for

an industrywide crackdown.

Asked to evaluate the broadcasting industry's compliance with EEO, Commissioner **Andrew Barrett** replied: "I think it's been adequate."

In yet another EEO-laden session on FCC enforcement, Commission General Counsel **William Kennard** told broadcasters the EEO system is working to provide more opportunities to minorities and women. "The rules work; they need some improving," **Kennard** said.

Acknowledging repeated complaints about EEO rules from small-market broadcasters, **Kennard** agreed. "It's harder to hire anyone in a small market, let alone hiring women and minorities."

Kennard said the FCC would take a "hard look" at how to credit broadcasters for grass-roots recruiting efforts that don't necessarily fit into the Commission's usual EEO plan categories. "In some cases," he conceded, "we have put too much emphasis on form over substance."

"The answer to dealing with EEO challenges is records, records, records," advised communications attorney **Anne Swanson**. She suggested that stations "go out and buy a file cabinet [for EEO records] — it's a lot cheaper than hiring us to defend you when you're challenged."

London Calling Shelton



Ricky Van Shelton (front) was the first country artist to visit **Country 1035/London** — Europe's first station in the format — since its **September 1** launch. Serving as mid-morning personality **Randall Lee Rose's** co-host, **Shelton** answered phones, read weather reports, and drew winners from his cowboy hat for tickets to his **Cambridge Theatre** concert.



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A Perry Corp. Company

TERRY MOSS was a wonderfully creative guy who loved radio.

My first contact with Terry came in 1973, when I subscribed to his short-lived aircheck service, CALROCK.

Terry never bothered to promote himself in the industry, so you might be surprised to know that he was one of the best radio personalities in the world. His PD at KHJ/Los Angeles told me Terry had the best “way with words” of any jock he’d ever worked with. And, of course, Terry always walked into the studio prepared...prepared to communicate one-on-one with his listeners.

I say “of course” because it was Terry who took *Galaxy* and made it into such a handy, easy-to-use show prep source for disc jockeys.

But Terry’s second most-lasting legacy undoubtedly is CHEAP RADIO THRILLS, the “personality” production package. Terry thought, “What would *I* like to have?” and then he created it. The result? His fun, witty, versatile ideas are heard around the world, every day. Helping his fellow jocks sound good, making their listeners smile.

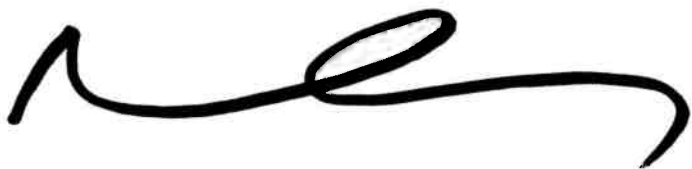
Terry’s first most-lasting legacy? His warmth, his spark, his humor, his bountiful creativity, and—for those lucky enough to have known it— his friendship.

Our industry is better for having Terry in it.

William L. (Terry) Moss died October 15, 1994.

Terry, you were a great friend and a wonderful, constant inspiration to me. I’ll always love you, and I’ll always miss you.

Your pal,

A handwritten signature in black ink, appearing to read 'Dan O'Day', with a long, sweeping horizontal stroke extending to the right.

Dan O'Day



JOEL DENVER

CONTEMPORARY HIT RADIO

The Box Generates \$\$\$ For Radio

■ **Liz Kiley details the benefits of forming a year-round promotional alliance**

In a crowded media landscape — where being heard above the roar is key to top-of-mind awareness and a giant step toward ratings — Miami-based music video channel the **Box** is inviting radio to become promotional partners 365 days a year.

While there are some costs to radio, **Box** Director/Affiliate Relations **Liz Kiley** — who most recently was VP/Programming & Operations for **Evergreen** and **KKBT/Los Angeles** — believes the promotional alliance outweighs any cash outlay; it also provides an avenue for radio to self-liquidate the expenditures and make money in the process.



Liz Kiley

that when people in their target watch videos on the **Box** they're reminded to tune their radio back to our affiliate. Plain and simple, top-of-mind helps win the **Arbitron** game. Win that game, or it's over.

"With a **Box** affiliation, you basically get your own TV channel in your market — and no one else can have this. **MTV** is programmed on a national basis, but the **Box** is totally localized. We work with radio stations' programming and marketing



With a **Box affiliation, you basically get your own TV channel in your market — and no one else can have this.**



people to promote their station image by creating video promos and TV spots that will make the station bigger than life.

"TV access costs so much. With the **Box**, a station has exposure and promotion that most stations could never afford. It's a cost-efficient way to be on TV all day, every day, and remind viewers all day long which radio station they should be listening to. No other channel offers the localized opportunity or that amount of daily exposure."

HOW THE BOX WORKS

Basic videos offered include pop CHR, urban, rock, hip-hop, heavy

metal, and country. Meanwhile, 160 automated jukeboxes nationwide — each containing 600 videos — are cable-delivered and viewer-programmed via a three-digit code; each request costs 99 cents to \$2.50. More than six million music video requests are processed yearly, which translates into some interesting research.

Explains Kiley, "In many cities, there are multiple **Boxes**. We know which zip codes are fed by each **Box**, so we can monitor tastes from neighborhood to neighborhood, identify-



ing active hit records before radio station research can. We also know when a video is burned out and whether a new video is hype. We provide our stations a Top 50 request list from each **Box** in their market and have some studies on viewers who call the **Box** and their radio listening habits, which also are available to our affiliates.

"The **Box** has an audience reach of more than 20 million households [via cable, broadcast facilities, and satellite], which translates to a lot of research and provides a music-intensive alternative to **MTV**. Our cutting-edge image, which becomes localized — along with early scoops on artist information and new videos that others won't take chances on — translates to the image of the local station. Plain and simple, it's a multimedia marketing opportunity for radio that makes sense in the '90s and beyond."



The **Box** does **KBXX/Houston's** "Third Annual Birthday Bash." Shown (l-r) are **Box** Exec. VP/Sales **Les Garland**, **WPGC/DC** Pres/GM **Ben Hill**, **Box** Press Relations Dir. **Lois Schmatz** and VP/International Programming **John Robson**, **KBXX** VP/GM **Carl Hamilton**, **Box** Director/Radio Affiliations **Liz Kiley**, and **KBXX** Promo Director **Bobby Z**.

Frankie Blue: Man In The Box

After 11 years at **WHTZ (Z100)/New York**, APD/MD **Frankie Blue** recently turned in his CD player for VCRs to become Director/Programming at the **Box**. With only a few weeks under his belt, **Blue** says he's still in the observation phase, giving him time to maintain his radio relationships and gather feedback.

"The **Box** will head where the viewers take us — they have control and the ability to mix it up the way they want, which will help us keep in touch with America's ever-evolving musical tastes. In many senses, programming the **Box** is no different than programming radio. But instead of being concerned only with localization, we can appeal to the nation with hit music and to the early trendsetters.



Frankie Blue

"The viewers who control the **Box** tend to be active music buyers and have an early vibe on the music that's really going to happen. This was the place where viewers and listeners first became aware of **Warren G.**, **Nine Inch Nails**, and **Meat Loaf**. As we push into more distribution in the coming year, our influence will have an even greater impact at radio and retail."

Blue believes that with the

amount of research at his disposal as well as the knowledge of what radio programmers are looking for, "We can tie in a radio partnership in every market in the country. We're also actively approaching the labels and asking them to step up to the plate and deliver some innovative and highly entertaining videos and promotions. We have daily music meetings and are reviewing upwards of 100 new clips a week. We may add as few as 10 and as many as 20 titles to keep the variety fresh and satisfy our viewers' hunger for new videos.

"The best part about the **Box** is that we can break music without force-feeding videos and subjecting our viewers to comedy programming, played-out cartoons, silly beach games, and other non-music features. Much like good Top 40 radio, the **Box** is music-driven. The goals are to have the screen so alive with entertainment that the active viewer becomes addicted to the music we program and for the hip presentation, image, and **Box** culture to reflect back on our radio partners in every market."



At **Power 106/L.A.**'s recent "Knowledge Is Power" co-promotion: (l-r) **2Pac**, **Emmis** VP/Programming **Rick Cummings**, **Box** Exec. VP **Les Garland**, and **George Clinton**.

Box Basics

Yearly affiliation costs to **Box** partners in the Top 10 markets begin at \$50,000 and are on a sliding scale into the smaller market. Current affiliates include **WQHT (Hot 97)/New York**, **KPWR (Power 106)/L.A.**, **WJPC (106 Jamz)/Chicago**, **KMEL/San Francisco**, and **KBXX (The Box)/Houston**.

Those **Box** affiliates receive:

- 36 customized promos a year (most are :30 in length, running a minimum of eight times daily)
- Local advertising client tie-ins with these promos as a revenue source
- A customized TV spot that can also run on other video outlets besides the **Box**
- Weekly, local market research
- Exclusive market access to year-round promotions like concert flyaways, local artist in-store appearances, artists for birthday bashes and concerts, as well as any other special **Box** events
- Soon, the ability to market station merchandise via the **Box** for profit.

The **Box** also has worked promotionally on a nonexclusive basis with **WIOQ (Q102)/Philadelphia**, **WHYT/Detroit**, **WJLB/Detroit**, **WVEE (V103)/Atlanta**, **KMJM (Majic 108)/St. Louis**, **WXYZ (V103)/Baltimore**, **KKFR (Power 92)/Phoenix**, **KTFM/San Antonio**, **WQUE/New Orleans**, **KJYK (Power 1490)/Tucson**, and **KRQ/Tucson**.

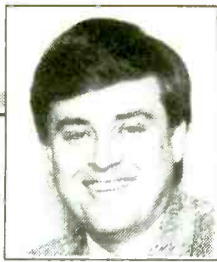
Events Worth Noting

Here's an example of some promotions the **Box** has done with radio:

- **Hot 97/NY** — co-promoted "Summer Jam" and "Old School Throwdown"
- **Power 106/L.A.** — co-promoted "Powerhouse '94" and "Baka Boyz Beach Party"; filmed record release party for **Violator/RAL/Island** artist **Warren G.**; co-sponsored "Knowledge Is Power and Increase The Peace CD," which raised more than \$500,000 to build a performing arts center for L.A. kids
- **KMEL/SF** — filmed "Summer Jam"
- **WJLB/Detroit** — co-promoted local artist video **AK & The Flo** to where it became a Top 10 requested clip
- **KBXX/Houston** — co-promoted **KBXX** "Third Annual Birthday Bash"; co-sponsored in-store promotion with **LaFace/Arista** act **OutKast**.
- **V103/Atlanta** — co-promoted charity basketball game with **Jive** artist **R. Kelly**
- **KRQ/Tucson** — co-sponsored in-store promotion with **Mercury** act **Lighter Shade Of Brown**

National Promotion

- Nationwide radio contest in search of a DJ for **Warren G.**'s tour. Winner was **Power 106** listener **DJ Rectangle**, now touring with **Warren G.**
- "94 Day Of Summer" promotion with participation by major record labels, **Reebok**, **Six Flags America**, **Panasonic**, and recording artists **Tori Amos**, **Motley Crue**, and **Warren G.**



LON HELTON

Awards Week Action

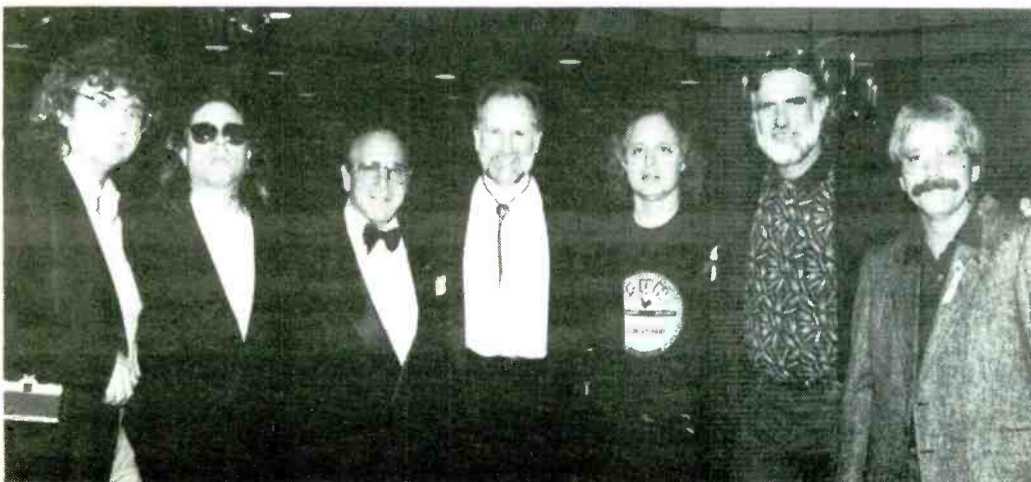
Once again, the country music community donned its Sunday best (for several days in a row) to honor its favorite sons and daughters during the annual CMA Awards and related activities. Though the whirlwind week was pretty much a blur, here's a glimpse of some of the fun and frivolity.



MCA'S MAJESTIC EVENING — MCA/Nashville celebrated Vince Gill's three CMA wins, which catapulted him to the top winner in history with 14 awards. Partying down at the Hard Rock Cafe were (l-r) MCA Music Entertainment Group Chairman Al Teller, MCA/Nashville President Tony Brown, Mac McAnally, the Mavericks' Paul Deakin, Uni Distribution President John Burns, Reba McEntire, MCA/Nashville Chairman Bruce Hinton, and MCA Music Entertainment Group COO Zach Horowitz.



SONY CELEBRATION — Sony/Nashville held its post-CMA Awards party at Nashville's Sunset Grill. Enjoying the festivities are (front row, l-r) Columbia/Nashville's Debi Fleischer, Rick Trevino, Sony/Nashville VP Connie Baer, Tammy Wynette, Mary Chapin Carpenter, Larry Stewart, and Gibson/Miller Band's Doug Kahan and Mike Daly; (back row, l-r) Sony/Nashville VP Mike Kraski, Exec. VP Paul Worley, and Sr. VP Scott Siman, Mac Davis, Wade Hayes, Joe Diffie, Exec. VP/IGM Allen Butler, James House, Epic/Nashville VP Doug Johnson, and Doug Stone.



ENDEERING THEMSELVES . . . — The Tractors made their national TV debut on this year's CMA Awards telecast, performing their single "Baby Likes To Rock It." Afterwards they joined Arista execs at a private post-awards dinner/reception. Pictured are (l-r) Tractors Walt Richmond and Jamie Oldaker, Arista President Clive Davis, Arista/Nashville President Tim DuBois, and Tractors Steve Ripley, Casey Van Beek, and Ron Getman.



ATLANTIC ACTION — Atlantic/Nashville held a post-CMA Awards bash at Nashville's City Club with Horizon Award winner John Michael Montgomery, Tracy Lawrence, and other label artists and execs in attendance. Snapped in action are (l-r) Atlantic/Nashville VPIGM Bryan Switzer, Montgomery, Atlantic/Nashville President Rick Blackburn, and Atlantic Exec. VPIGM Val Azzoli.



NIPPER'S NIGHT — RCA/Nashville hosted a post-CMA Awards party at Merchants restaurant that was attended by many of its artists. Pictured are (bottom row, l-r) Jon Randall, Martina McBride, and Lari White; (center, l-r) Clint Black, RCA/Nashville Label Group Chairman Joe Galante, and Ty England; (top row, l-r) Alabama's Randy Owen, RCA/Nashville VPIGM Thom Schuyler, and Andy Childs.



DOG DAY AFTERNOON — EMI Music Publishing hosted its annual Hot Dog Day in the EMI parking lot during CMA week. Partaking in the party's provisions are (l-r) EMI VP Southern Region Celia Froehlig, EMI Chairman/CEO Worldwide Martin Bandier, and attorney Michael Sukin.

AMERICAN COUNTRY COUNTDOWN

WITH BOB KINGSLEY

Still The One!

"Over the years, ACC has proven to be a benchmark for quality and consistency on WMZQ and, the best part is, we sell it at a premium! Our listeners love the content and the fun...our advertisers love the results! We love being associated with a winner...week after week...year after year!"

Gary McCartie, Operations Manager
WMZQ-AM/FM, Washington, D.C.

"American Country Countdown has played an important role in making Z-93.9 FM one of L.A.'s highest rated stations on Sunday mornings, not to mention the entire weekend. We're trying to brand 'The Zee' as the country music leader in L.A. and Orange County... ACC's outstanding credibility is helping us establish that image."

R.J. Curtis, Operations Manager
Z93.9 KZLA-FM, Los Angeles

"American Country Countdown has been a KMPS listener favorite for years, and just keeps getting better and better. There's no doubt about our Sunday mornings: Bob Kingsley & American Country Countdown RULE in the Northwest on KMPS!"

Tony Thomas, Program Director
KMPS-AM/FM, Seattle

"American Country Countdown and Bob Kingsley BELONG on KNIX. It's that simple. Without ACC our weekends could possibly be weekends!"

Larry Daniels, General Program Manager
KNIX-FM, Phoenix

"In Buffalo, 'HOT' Country has always meant American Country Countdown. The only countdown based on actual airplay from Billboard's Hot Country Singles Chart gives listeners a true picture of country's hottest hits. Plus, Bob's artist information and feature interviews are second to none. Since 1981 ACC has been a Sunday morning institution and ratings leader for WYRK!"

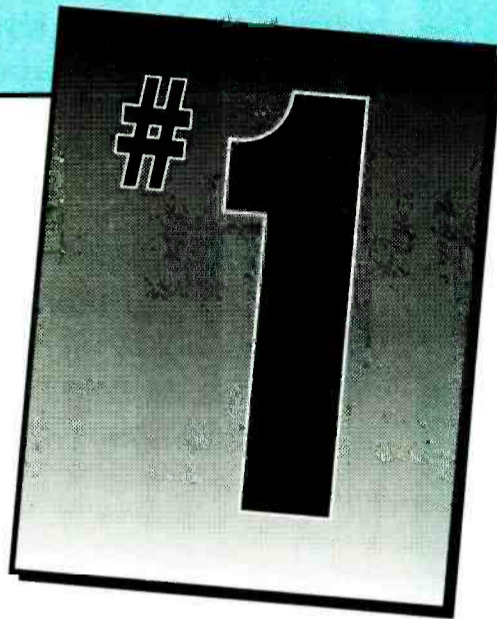
Ken Johnson, Program Director
WYRK-FM, Buffalo

We Deliver..

American Country Countdown

We De

Each Weekend, These Stations Are The #1 Country Stations in Their



WMZQ-FM Washington, D.C.
 KZLA-FM Los Angeles
 KMPS-FM Seattle
 KNIX-FM Phoenix
 WYRK-FM Buffalo
 WGNA-FM Albany
 WKHX-FM Atlanta
 WUBE-FM Cincinnati
 KYGO-FM Denver
 WFMS-FM Indianapolis
 WIRK-FM West Palm
 KZSN-FM Wichita
 WQIK-FM Jacksonville
 WRKZ-FM Harrisburg
 WQBE-FM Charleston
 WTCR-FM Huntington
 WDSY-FM Pittsburgh
 WQYK-FM Tampa
 WIL-FM St. Louis
 KRST-FM Albuquerque
 KRMD-FM Shreveport
 WTDR-FM Charlotte

WGAR-FM Cleveland
 WCKT-FM Ft. Myers
 WACO-FM Waco
 WYYD-FM Roanoke
 WCLB-FM Boston
 WPKX-FM Springfield, MA
 KZKX-FM Lincoln
 WCOS-FM Columbia, SC
 WMSI-FM Jackson, MS

KSCS-FM Dallas
 WQXK-FM Youngstown
 KUPL-FM Portland
 KHEY-FM El Paso
 KNCI-FM Sacramento
 WBEE-FM Rochester
 KWEN-FM Tulsa
 WAMZ-FM Louisville
 KCYF-FM San Antonio
 WOKO-FM Burlington, VT
 KKCS-FM Colorado Springs
 KHAK-FM Cedar Rapids
 WGGY-FM Wilkes-Barre
 WGKX-FM Memphis
 WCTK-FM Providence
 KSOP-FM Salt Lake City
 KDRK-FM Spokane
 WKYQ-FM Paducah
 WVLC-FM Lexington
 WXBQ-FM Bristol-Kingsport
 WKSJ-FM Mobile
 KFRG-FM Riv./San Bernardino

Congratulations to all our friends in Country

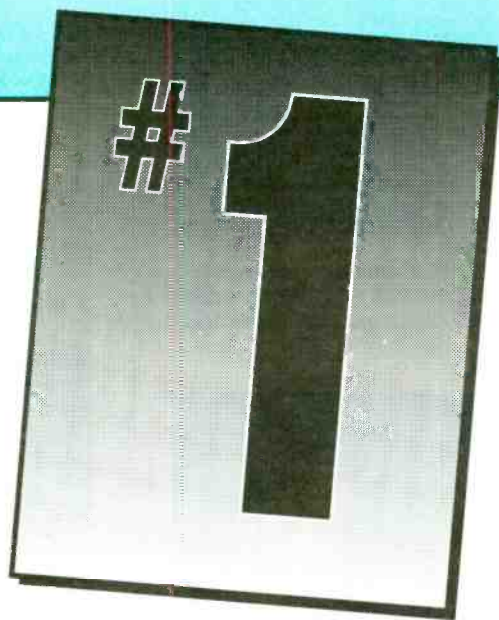
For more information regarding
American Country Countdown with Bob Kingsley,
 call Barbara Silber at (212) 456-5646. Outside the
 U.S., call Radio Express at 213-850-1003.

**AMERICAN
 COUNTRY
 COUNTDOWN**

 WITH BOB KINGSLEY

down With Bob Kingsley... liver!

Markets With American Country Countdown With Bob Kingsley:

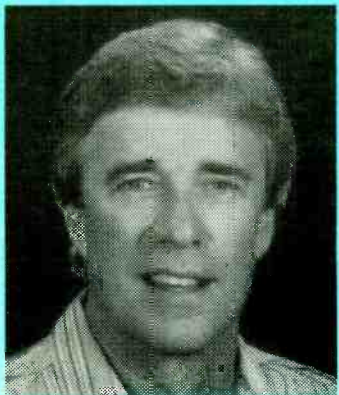


KOEL-FM Waterloo-Cedar Falls
 WIXY-FM Springfield, IL
 WMTZ-FM Johnstown, PA
 WWQM-FM Madison
 WKDQ-FM Evansville
 WLLR-FM Davenport
 WZZK-FM Birmingham
 KEEY-FM Minneapolis
 WRNS-FM Greenville-New Bern
 WITL-FM Lansing
 WXCL-FM Peoria
 KHAY-FM Santa Barbara
 WKXC-FM Augusta
 KNUE-FM Tyler, TX
 KTEX-FM McAllen-Brownsville
 WTNT-FM Tallahassee
 WTCM-FM Traverse City
 WDEN-FM Macon
 WWZD-FM Tupelo
 KRYS-FM Corpus Christi
 KALF-FM Chico-Redding
 WZPR-FM Erie, PA

WHWK-FM Binghamton, NY
 KLAW-FM Lawton, OK
 WKML-FM Fayetteville, NC
 KEKA-FM Eureka
 WCEN-FM Midland-Bay City
 KKCT-FM Bismarck
 WBVR-FM Bowling Green
 WJLS-FM Beckley, WV
 KNFM-FM Odessa-Midland

KEAN-FM Abilene
 KKYR-FM Texarkana, TX
 WDEZ-FM Wausau
 KUZZ-FM Bakersfield
 KQFC-FM Boise
 KYKX-FM Longview, TX
 WQCB-FM Bangor
 KIXQ-FM Joplin-Pittsburg, MO
 KLLL-FM Lubbock
 WWQQ-FM Wilmington, NC
 WPAP-FM Panama City
 WBBN-FM Laurel-Hattiesburg
 WTVY-FM Dothan
 KFIN-FM Jonesboro, AR
 KYKZ-FM Lake Charles, LA
 KEKB-FM Grand Junction
 KRRV-FM Alexandria, LA
 WOKK-FM Meridian, MS
 WFRG-FM Rome-Utica, NY
 WHLZ-FM Florence, SC
 WSTH-FM Columbus, GA
 WGTC-FM South Bend

radio for another very successful year!



abc ABC RADIO NETWORKS



Source: Arbitron; Spring 1994, Exact Times, DMA and/or Metro, Adults 25-54 and/or Persons 12+

Awards Week Action

Continued from Page 32



BNA BASH — More than 600 industry types crowded into BNA Entertainment's CMA Awards party at Nashville's Maxwell House Hotel. The evening's guests included (l-r) the label's Chuck Thagard, RCA Sr. VP Randy Goodman, BNA's Tommy Daniel, Marc Beeson, BNA VPIGM Ric Pepin, Turner Nichols's Zack Turner and Tim Nichols, and RCA/Nashville Label Group Chairman Joe Galante.



SRO FOR BERRY — John Berry (c) is joined by (l-r) EMI UK Special Marketing Director Thierry Pannetier, managers David Corlew and Tom O'Grady, and Liberty's Bill Kennedy after his performance at CMA's SRO Conference.



ALL DECCA-ED OUT — Decca Records celebrated the CMA Awards with sister label MCA/Nashville at Music City's Hard Rock Cafe. Pictured enjoying the party are (l-r) Rhett Akins, Decca Sr. VPIGM Shelia Shipley, Sr. VP Mark Wright, Mark Chesnutt, and Dawn Sears.



ONE FOR THE ROAD — Merle Haggard (l) was surprised by Curb Records, Sony Music Publishing/Nashville, and friend Richard Scrusby with a new Lincoln Town Car in recognition of his induction into the Country Music Hall of Fame. Pictured with Haggard at the CMA week presentation are (l-r) Sony Tree CEO/President Donna Hilley, Curb President Mike Curb, and Scrusby.

TY ENGLAND— HIS MASTER'S NEWEST VOICE



TRIP TO 'TYLAND' — RCA/Nashville held a party during CMA week to introduce its newest artist, Ty England (c), to Music Row. The RCA parking lot was miraculously transformed into "Tyland" for the event, and the entire RCA staff was on hand for the festivities.

T.J. MARTELL FOUNDATION

FOR LEUKEMIA, CANCER, & AIDS RESEARCH
BENEFITING THE FRANCES WILLIAMS PRESTON LABORATORY
AT THE VANDERBILT CANCER CENTER



DAY ON THE GREENS — Industry artists and execs joined hands to raise more than \$300,000 for the T.J. Martell Foundation at a recent celebrity golf tournament. Pictured after the event are (l-r) Marc Beeson, tourney host Vince Gill, BMI President/CEO Frances Preston, Vanderbilt Cancer Center Director Dr. Harold Moses, and T.J. Martell Events Chairman Paul Jankowski.

Major Label
Major Artist
Major Hit

Polydor Nashville

CLINTON
GREGORY

"The Gulf and The Shell"

Produced by Harold Shedd and Ed Seay

ADD DATE: OCTOBER 31





WALT LOVE

Stepping Out With WVAZ

■ Chicago station finds a niche with its annual dance contest

GMs and PDs are always talking about finding a niche and filling a programming void in the market. But what they may not realize is that audience participation niches also are important considerations.

Besides a station's music and talk, it's important to have some sort of "catch" to capture listeners' attention and loyalty. WVAZ (V-103)/Chicago has come up with a way to please both its clients and listeners by staging "The World's Largest Stepper's Contest."

President/GM Barry Mayo explained how the event started. "It was actually born out of a promotion we created for Budweiser and Anheuser-Busch five years ago. They said they wanted something that would put them closer to the community here.

"Stepping is a dance, an art form that is indigenous to this marketplace. The demographics of that style of dancing ranges from the mid-20s through the mid-60s. So we decided to put together a dance contest.

"We had semifinals all around the city; when we got to the finals, they were bigger than we thought they would be. Each year we've done this contest it's gotten bigger and bigger. Anheuser-Busch tells us that outside of the Budweiser Superfest, this is the biggest black marketing program they do in the country."

'Win-Win Situation'

Mayo said WVAZ will continue to sponsor the annual event as long as Anheuser-Busch wants to. "They pay for it, in essence, and we ex-

ecute it. We actually work in tandem on this event. The prize money is over \$20,000 — it's become a much-anticipated event from the stepping community, Anheuser-Busch's clients, clubs, and bars.

Each year for the last two years we've given \$15,000 to local charities. It's a win-win situation for everybody.

— Barry Mayo

“Once again we maxed out the Chicago Sheraton Hotel's Grand Ballroom. There were over 5000 spectators.”

— Merry Green

Sold Out Again

The dance contest was a success from a promotional standpoint as well. WVAZ Director/Advertising & Promotion Merry Green said, "Once again we maxed out the Chicago Sheraton Hotel's Grand Ballroom. There were over 5000 spectators in attendance, and they were all treated to a wonderful, fun-loving competition again this year.

"We have five semifinals at clubs in different areas of the city. The entire thing takes place over a two-month period. The competitors are judged by a panel; winners [of the semifinals] move on to the finals, where they have the opportunity to win a lot of money. Fifty couples go to the finals.

"We always have well-known entertainers perform; this year we had El DeBarge and Tony Terry. This was the most exciting competition we've had. It was wonderful."

Who's The Boss?

A side note: V-103's reputation has grown over the years because of its unique approach, targeting adults as no Urban station in the country had in the past. However, it's currently without a PD, and word on the street was that Mayo had taken over WVAZ's programming duties.

"Actually, [MD] Maxx Myrick and I are sharing the duties. It's way too big a job for me to do by myself right now," he explained, adding that he's still searching for a PD.



The 1994 "World's Largest Stepper's Contest," presented by WVAZ/Chicago, was an overwhelming success. Pictured are (l-r) emcee/WVAZ morning co-host John Monds, contest winner Kimberly Coleman, Hometown Distributing Co.'s Terry Bell, contest winner Stephan Alexander, Anheuser-Busch's Rodney Burke, and WVAZ's Bonnie DeShong.



V-103 listeners kick up their heels.



Enjoying the festivities are (l-r) WVAZ MD Maxx Myrick, air personality Andre Sallis, morning co-host John Monds, afternoon talent Geno Jones, and the King of the Chicago Dusties — "The Cool Gent" Herb Kent.

WROU: Jammin' With The People

■ Dayton's Fly City Music Festival benefit draws nearly 10,000

Urban WROU/Dayton recently held its third annual Fly City Music Festival at Dayton's Island Park. Proceeds from the event benefited the St. Vincent Shelter For The Homeless.

"The Fly City Music Festival was created in order to provide a large, annual, reasonably priced event for the city of Dayton — something families could look forward to each year," said OM/PD Marvin Hankston.

"It also provides a showcase for local talent, salutes the Ohio Valley musicians who have contributed to the music industry, and raises money for the organizations that help those in need."

Show Spotlights Locals

The event included performances by Blackgirl, Glenn Jones, III From Tha Soul, NIU, Tonya Blount, El DeBarge, Drama, and Real Seduction. A special awards ceremony also took place; recipients included Keith Harrison (the Dazz Band and Heatwave, Nancy Wilson, and the Isley Brothers).

Despite the impressive lineup, attendance was down slightly due to bad weather — but that didn't appear to dampen the crowd's spirits, said Hankston. "Because of the in-

“The Fly City Music Festival was created to provide a large, annual, reasonably priced family event for the city of Dayton.”

The Fly City Music Festival was created to provide a large, annual, reasonably priced family event for the city of Dayton.

— Marvin Hankston

ment weather, we fell short of our anticipated 12,000-14,000 projection. The actual number in attendance was slightly under 10,000.

"It was a fantastic family-oriented event that raised money for the homeless without any major problems. There was excellent coordination on all fronts, and everyone truly enjoyed it."



Blackgirl show their stuff at WROU/Dayton's Fly City Music Festival.



Jammin' at the music fest are (l-r) WROU air talent Jay Lewis, President/GM Ro Nita Hawes-Saunders, OM/PD Marvin Hankston, morning man Bob Summers, artist El DeBarge, WROU morning man Tony Michael and midday personality Marco.



CYNDEE MAXWELL

Physical Challenge No Liability For Wayne

Technology helps adapt standard studio for special needs

WZZQ/Terre Haute MD Danny Wayne has congenital glaucoma and only has three percent total vision in his right eye. That means what most can see at 200 feet Wayne can see at three feet — and sometimes it's blurry.

But Wayne has overcome his impairment to achieve a professional career in radio. He became interested in radio while listening to WLS/Chicago as a child. "I lived in Owensboro, KY and listened to WLS in the '60s and '70s," he says. "In my junior year of high school I went to a school for the blind in Louisville which had a radio station on campus. The student [who was] running it is now at WHAS/Louisville. He's totally blind and he does a talk show from 9pm-midnight weeknights."



Danny Wayne

17-inch monitor and a camera beneath the screen enabling me to read memos, letters, etc. I knew that to advance to larger markets, I had to start getting some specialized equipment."

Wayne, who's been at WZZQ for four years, has implemented specific tools to assist him. "CCTV is at my disposal every day in the control room. Along with that, the station accesses my large-print typewriter for liner cards. It's a necessity for me to be able to read this large print because it must be right against my face, but everyone else also likes the info typed that way. Live and produced commercials are no problem, either.

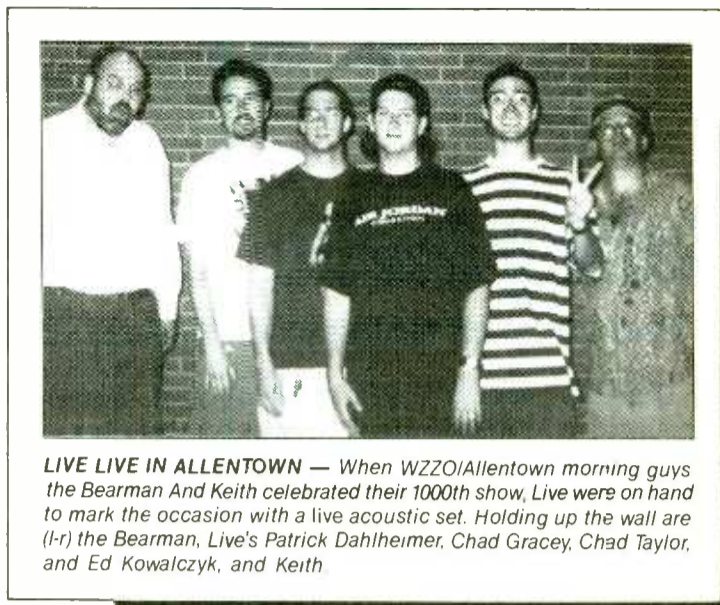
"When entering data on Selector I use a program called a screen reader and a speech program called ASAP — Automatic Screen Access Program. Plus, I have a screen enlargement program called Vista. All the equipment easily turns off so

[PD] Jack [Lawson] can use the same computer. RCS has worked closely with me in helping to make sure its program is compatible with my equipment.

"As MD, I communicate with record people in ways beyond just the phone. To help send faxes we put locator dots on the 1, 5, and 0 on the fax machine. Remotes are a big part of my job, too, and I have a portable CCTV to take on the road. It has a 5-inch screen with a camera on the end of a cable and is great for the times when there's a lot of copy. Otherwise, I'll use 5x7 cards and write large notes with a bold pen. Recently in a four-week period I did six remotes during my show. This company relies on me a great deal and expects a lot from me. I've been told my ratings in afternoon drive are very good."

Creative Problem Solving

Wayne's only setback is that he can't drive, but he says his GM and PD are very understanding. "It's not a problem to hitch a ride with the GM or a salesperson. One of my goals is to become PD here or move to a larger market as an assistant [PD]. With the tools I have, I know



LIVE LIVE IN ALLENTOWN — When WZZQ/Allentown morning guys the Bearman and Keith celebrated their 1000th show, Live were on hand to mark the occasion with a live acoustic set. Holding up the wall are (l-r) the Bearman, Live's Patrick Dahlheimer, Chad Gracey, Chad Taylor, and Ed Kowalczyk, and Keith

I can do it. Little things don't get in the way of getting the job done. For example, to solve the problem of reading the VU meters on the board, we came up with an LED display on a small piece of equipment which hangs on the mike boom stand. It

don't use braille much except when musicians come to the station. I've made it my trademark to give them braille Playboys. They love it!

"Like any other DJ, I've worked very hard to establish myself in this community. Some people know I'm



Like any other DJ, I've worked very hard to establish myself in this community. Some people know I'm visually impaired, but a lot don't.



puts the meters where I can see them.

"Not everything is high-tech and expensive. I have a \$12 Radio Shack 'talking clock' on a keychain which is great when I'm out on remotes. Even with three percent vision I

visually impaired, but a lot don't. In 1993 I was a team captain for WZZQ for the March of Dimes Walk America. We won the award for the media team raising the most money in the state. This year I was Media Chairman and the Terre Haute Walk America was No. 1 in the state.

"I don't discuss my vision impairment on the air, but I do like to have fun with people in the studio. When they see the computer the first thing I tell them is, 'Sorry, that's CCTV — it won't get the Home Shopping Network.' It breaks the ice."

Special Funding

Indiana sponsors a program called Vocational Rehabilitation for the Blind, which funded Wayne's computer and CCTV. However, he also shares the expenses. "I buy some of my own equipment, like one of the CCTVs, which runs at \$2500, and the screen reading program at \$525. The station generally doesn't buy equipment for me, but they've given me a job to make money. I'm grateful that they treat me just like anyone else — they're not afraid to tell me to do something over if necessary.

"There are plenty of visually impaired people out there who would love a shot in radio; they just need a chance. For any general managers, program directors, or consultants willing to give someone a chance, there are ways to overcome the challenges. And I'd be more than happy to help find solutions. We have something to offer — we have wonderful voices. Our eyes may not work very well, but we can do the job because we have the same basic ingredient as all other radio pros — passion for the business."

Beyond Catch-22

Wayne credits a visionary with giving him his first shot in commercial radio. "Robert Green hired me as MD in 1980 to help put a station on the air in Vincennes, IN. Then



Recently in a four-week period I did six remotes during my show. This company relies on me a great deal and expects a lot from me.



in 1986 he hired me to put another station on, this time as PD. It was a 50,000-watt CHR in Washington, IN which covered the south-central part of the state.

"I learned mostly by memory, but wasn't as good at it compared to now. When I was PD at the CHR I had very limited access to assistive technology. There was no computer at the station, so I couldn't use my screen access program. I used a closed-circuit television with a

LETTER

In Support Of 'Blending Of Niches'

The following is a letter from WBAB/Long Island PD Jeff Levine regarding the column "Must Format's Niche Expand To Succeed?" (R&R 10/7).

"I've always strongly believed that you need to play the widest assortment of music that is compatible to broad-based psychographical demographic grouping. It's true for most formats — not just Rock.

"In New York, Z100 plays today's hit music for suburban females in their 20s (alternative, rock, plus some pop and dance). WPLJ plays today's (and yesterday's) hits for females in their 30s. While both stations are more selectively targeted psychographically than they were 10 years ago, they are more broad musically than they were five years ago. Their mass-appeal music has led to their strongest ratings in this decade.

"WPLJ's approach to CHR mixes the '70s/'80s big Top 40 artists (Eagles, Elton John, Donna Summer, Madonna, etc.) with today's top hits that adults are in-

terested in (Counting Crows, Sheryl Crow, Lisa Loeb, etc.). They're not so worried about typical concerns like timbre/texture or stereotypical appeal as they are with finding all types of music that their broad target would like. They play mass-appeal classic rock not normally heard on CHR or AC (Foreigner) and newer bands that adult-leaning Contemporary stations had previously ignored (Spin Doctors, Counting Crows).

"Rock stations can learn a lot from this. At WBAB, we find that the rock listener in his 30s prefers lots of classic hits he grew up with (Doobie Brothers, Elton John). For the most part, he also wants to be exposed to new releases (Eric Clapton) and newer bands that have a comfortable sound (Gin Blossoms).

"And if they are musically adventurous and want to feel in

touch with today's music, they want to be exposed to artists like Stone Temple Pilots and Liz Phair in carefully placed, moderate doses. In fact, I strongly believe the musically liberal 34-year-old is much more likely to want to hear a band that has lots of buzz (Woodstock, "Entertainment Tonight," Time) like Green Day than a supposed adult rock artist like Nanci Griffith.

"At WBAB, we mix the best classic rock and 'Arrow' rock with today's adult mainstream rock and the hottest mass-appeal alternative, along with a touch of progressive flavor (new and old). We believe that the blending of 'niches' to form a broad-based adult Rock station is — and always has been — an extremely viable option."

Keep 'Em Coming

Next week we'll run a letter from a prominent researcher who offers a different viewpoint. If you'd like to share your opinion on the "convergence of niches" with the industry, call or write to me at R&R.



SHAWN ALEXANDER

Selling Quality, Not Ratings

■ Three GMs discuss how they entice advertisers without the help of Arbitron

There's an immense amount of qualitative information being utilized by Alternative stations. Three GMs share successful tactics on selling results that *don't* involve Arbitron ratings.

Customized Media Kits

KNNC/Austin GM Richard Rees doesn't believe in rate cards. "It's only a starting point in negotiations. We take the reverse approach by finding out if our audience would be interested in a particular client. Our first meeting is to prequalify the client, not to sell. We find out about the client's business and needs, then we determine if we can do any good. We talk about the client's cost of sales and doing business in this realm. The salesperson makes an appointment to return for a detailed presentation based on the client's needs.

"We customize media kits on our network computer system and show client endorsements; the majority of our clients are long-term. We tell them our product is unique — you can't get our listeners anywhere else — but never slam another station. We get a lot of agency business, because they're very savvy of what we're up to. Our national rep firm is only 2% of our billing. We use the same pitch to get Pepsi and McDonald's. They can relate, because nine out of 10 will listen to the station, and their friends listen too."

KNNC discredits any reference to Arbitron ratings. "We're in a very heavy college town. Arbitron not only doesn't survey college students, but it has admitted certain phone prefixes surrounding the college aren't surveyed because of the heavy college dominance. And Arbitron now is weighing minorities to a ridiculous degree. The important thing is getting bodies through the front door for clients. Let's face it — anybody with time to fill out an Arbitron diary doesn't have a life. I wouldn't want that person in my business, because he isn't going to have any money to spend."

Qualitative + Quantitative

Rees also doesn't believe in Scarborough or Media Audit. "Most clients can skew those numbers any way you want. Every presentation I've seen only shows the good stuff. The survey can have plus or minus error; methodology in most surveys, short of AccuRatings, is horseshit. It's only numbers — you must combine the qualitative with the quantitative. By the time you end up doing all that crap, you still must convince your client the survey is valid.

"We don't explain the quality of our audience in huge detail. We find out how many people the client needs to get through the front door to make a campaign work. We set up a realistic gauge of success for them and

Brown uses Simmons Market Research to target certain clients. "It breaks out the standard industry age cells demographically by educational

“

Let's face it - anybody with time to fill out an Arbitron diary doesn't have a life. I wouldn't want that person in my business ... He isn't going to have any money to spend.

-Richard Rees

make sure there's enough frequency to see results. We tell them if they don't have what it takes to mount an effective radio campaign to keep their money. We have a ton of integrity and a lot of satisfied clients because we've maintained that approach.

"We're well in the black. On a percentage of what we've dropped from the bottom line, we're probably ahead of most industry standards on revenue versus bottom line. We don't want to get in a tit-for-tat on rates, because the number of people we can put through their front door for the cost of the schedule — not the cost-per-spot — is the issue. We're consistently 85-90% soldout."

Grass-Roots Sell

"We don't count the people we reach, we reach the people who count," states WEQX/Manchester, VT-Albany, NY GM Brooks Brown. "We sell success stories and results from our current advertisers. We use faxes and testimonial letters from listeners who are lawyers, dentists, company presidents, etc. It's a very grass-roots sell. We make the advertisers feel like they're part of our family.



Brooks Brown

“

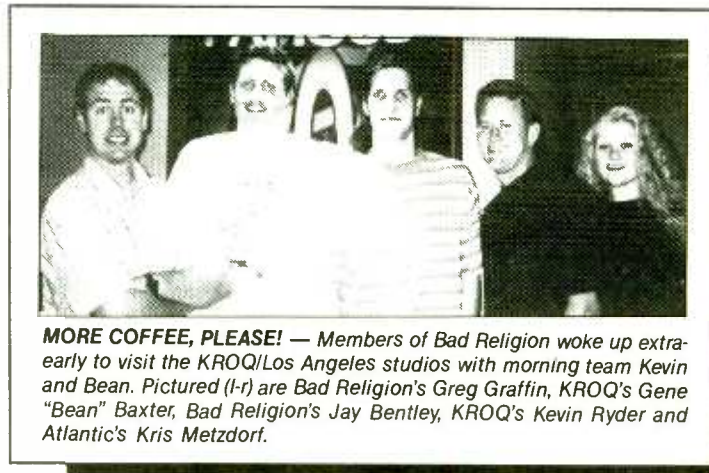
We'll go to a jeweler and say, 'Most of your engagement rings will be sold to people 18-34, and - guess what? - these people listen to WEQX.'

-Brooks Brown

"Three years ago, we started a database of contest winners and people that come to our events. It contains names, addresses, telephone numbers, ages, and occupations. We can sort by zip code to show an advertiser how many professional people listen to WEQX that live in your county."

ing the right people to call on advertisers and convince them they should be advertising on our station.

"We found a sales team that practically lives and breathes this format. This helps explain to businesses wanting up-and-coming young professionals that we're the station young adults buying cars, homes, and



MORE COFFEE, PLEASE! — Members of Bad Religion woke up extra-early to visit the KROQ/Los Angeles studios with morning team Kevin and Bean. Pictured (l-r) are Bad Religion's Greg Graffin, KROQ's Gene "Bean" Baxter, Bad Religion's Jay Bentley, KROQ's Kevin Ryder and Atlantic's Kris Metzdorf.

insurance listen to. I've brought people to our events so they could see our audience.

"A lot of businesses want value-added promotions. It's a small market, and they want to know what we can do for them. Remotes are incentives with an advertising schedule. We can sell successful remotes. They help when you have someone who endorses your station and a guy on the fence deciding whether he wants to go with the Top 40 station or us. I'll tell him to call 'John Johnson' down the street and ask him about a remote we just did — it was very successful."



Daniel Cook

Tabulating The Results

The local NBC-TV affiliate did a recent survey that includes qualitative radio results. "They asked qualitative questions that dealt with radio," notes Cook. "It indicates the income level of our average listener is about

\$40,000. That's a good customer. I'm really proud of the quality of the audience. We're working on how to word this qualitative information to add it to our media kit — we can't blatantly copy their report.

"This is a small town, and it's the 'good ole boy' approach to selling. There's a guy that's a nut on keeping tabulations of what stations people listen to and knows how much money my audience would spend compared to a Country station. Our audience tends to spend more money and buy the high-tech stuff. It's another example of the quality of the person that listens to us."

“

The income level of our average listener is about \$40,000. That's a good customer.

-Daniel Cook

”

NEW MUSIC SCENE

- Artist: Seed
- Track: "Rapture"
- LP: "Ling"
- Label: Mechanic/Giant



• Essentials: Formed in 1992, Austin-based Seed originally were known as Dig and were forced to change names after discovering there was another Dig. Childhood buddies Chadwick Salls (vocals/bass) Dean Truitt (guitar), and Gabriel Ordonez (vocals/guitar) began doing collaborative songwriting before Kyle Schneider (drums/percussion) was recruited a couple of months later. The quartet's big break came last year, when they were discovered by producer Howard Benson at the South By Southwest convention. Chadwick's songwriting draws from a variety of sources: "Mariposa" (Spanish for "butterfly") reexamines the ending of the film "Papillon"; "Kids ... This Is The Fabulon" is based on Katherine Dunn's novel *Geek Love*. By mere coincidence, the album contains various allusions to animals: "Ladybug," "Doe," and "Tor-

toise Shell." Influences range from the Beatles to New Wave '80s bands.

• Artist POV: Salls says, "We all had different phases of deciding what we wanted to do. We started as a real heavy band; the songs were definitely based on the groove [like] a lot of the Seattle bands. That got boring, and I started writing by myself. It was a nice change to be more melodic, and nobody complained."

• Label POV: Giant Head/Rock Promotion Barry Lyons notes, "We've been grinding this band out the old-fashioned way with a lot of belief and hard work from the staff and band. The combination of touring and airplay has resulted in breakouts in New York, Philadelphia, Austin, and San Diego, to name a few."

New Music Scene highlights breaking artists charting for the first time.



CAROL ARCHER

CAPTURING PHANTOM CUME

Are Your Call Letters Top-Of-Mind?

Cume-building is a primary concern for any format — especially NAC, where listeners are upscale professionals with more on their minds than remembering call letters (or writing them in a diary). What strategies are successful stations using to maximize listener attention and keep calls top-of-mind?

KKJZ/Portland

Though KKJZ debuted less than nine months ago — and three other stations in the market play some combination of music from the jazz/NAC repertoire — its summer Arbitron reflects a 2.8-4.3 hike 12+. Its 25-54 numbers rose from mid-three to a five share.

One tool PD Chris Miller used to achieve KKJZ's ratings success is a :10 TV spot. Produced by Dennison, TX-based Radio Vision, the spot features a computer-animated image of the Portland skyline, complete with full moon rising over the Willamette River. As Kenny G's "Songbird" plays, neon colors swirl on the water's surface and form a stylized saxophone hovering above the river. Musical notes pour from the sax's mouth, along with four letters which arrange into — what else? — K-K-J-Z. A female voice reads, "Now there's a new station playing smooth jazz 24 hours a day ... KKJZ, 106.7."

"We wanted the spot to reflect what listeners would hear if they tuned to our station. KKJZ stands for many things at many levels, and we tried to convey all that in a brief message. It's difficult to sum up what an NAC station is all about with a visual, but I think we get to the heart of Portland without talking too much about it. We basically bought every :10 avail in town for several weeks."

KEZX/Seattle

KEZX began a gradual metamorphosis from Easy Listening to NAC in September '93, but PD Wes Longino recently kicked the completed transition into overdrive with the development of an office-fax marketing campaign. "KEZX has had the market's top TSL for the past three books, but we were eager to boost our cume. In conjunction with AT&T, we sought permission from 3500 businesses with 100 employees or less to send faxes describing the station and the artists we play and inviting employees to listen.

"We included a brief questionnaire asking their opinion of the station and sampling their interest in our 'smooth

"Most diary-holders enter their listening habits in recollection, not while they're listening. They're more likely to recall your station if you've created a favorable impression with a memorable TV spot or with a station staff member at an event. Even the logo's visual power is important.

"Workplace listening can be very passive, so we're increasing at-work



Chris Miller Wes Longino Steve Hibbard Rich McMillan Dale Nelson Thomas-Knox Dean Williams

jazz club,' which offers benefits like free admission to our listener parties. For 18 hours after the faxes were sent, we were overrun with responses. If that's any indication, I wouldn't be surprised if we doubled our 61,000 cume."

☞ **Most diary-holders enter their listening habits in recollection, not while they're listening ... Even the logo's visual power is important.**
—Steve Hibbard

WNWV/Cleveland

WNWV PD Steve Hibbard believes marketing is a natural adjunct to programming. "The key, of course, is to get listeners to include us in their diaries, then have them record at least all the quarter-hours when they've listened. NAC can do very well as the exclusive format outlet in an over-radioed market. But in Cleveland, NAC is challenging — the market is under-radioed with only 12 commercial FM signals. Our four-plus 25-54 ratings might put us in the Top 5 elsewhere, but not here.

marketing and trying to get each potential listener to interact with us. Each day, we select one business from entries and send a floral arrangement for their reception area, along with such premium items as station coffee cups or calendars. We also have lunch and coffee-break treats delivered with our compliments. Ideally, we like one of our personalities to show up to help make that crucial connection."

WLVE/Miami

WLVE (Love 94) PD Rich McMillan says he does what any format winner would do to stay present in listeners' minds. "You can't say your name often enough, especially in a format often used as office background. We keep our tempo and energy level a little higher than many NAC stations. We bear some similarity to an AC station — our personalities' presentation is a bit more up. We say our calls frequently and try to stay in the foreground, but we don't want to strain the format's boundaries.

"You also must be part of the mass advertising market. Paxson Communications is a great believer in outdoor, and we occasionally do TV. Our new TV campaign features a :15 wraparound, which will run in the first and last position in the break — much like the 'Energizer Bunny' spots."

acquire it. KBZN has a comments line, and it's not so unusual for listeners to tell us how much they enjoy our station but are just too busy to bother with diaries."

Nelson says TV spots aren't efficient for KBZN. "We know those listeners are out there, and we use a variety of other strategies to bring

☞ **It's not so unusual for listeners to tell us how much they enjoy our station but are just too busy to bother with diaries.**

—Dale Nelson

them closer. Besides the comments line, we use fax marketing. We teamed with a firm that asks businesses if they'll listen to KBZN and return a short station critique via fax. Even if they don't respond, we still have their fax numbers — we can reconnect with them. We also ask listeners on-air whether they'd like to become members of our fax network.

"We then service those people with a weekly fax detailing station information, such as artist bios or a listing of what we'll feature on our nightly 10pm CD special. We'll even supply news of local events — whether or not we're involved — like upcoming golf tournaments or when the circus is coming to town."

WNUA/Chicago

WNUA Director/Marketing Tracy Thomas-Knox says the station's big music events are essential. "The strategy behind the concert series is to cover the entire greater Chicago area. We've done shows on the south and north sides of town, plus one at Navy Pier with Bobby Caldwell and Richard Elliott.

"Our anniversary show attracted 20,000 people. It was a sax extravaganza, featuring Bob Mauret, Boney

James, Colby & Caruso, and Dave Koz; it closed with guitarist Norman Brown. Concession proceeds were donated to Lamb's Farm, a facility that houses and employs the mentally challenged. We're proud to act as the vehicle connecting our listeners to this organization and likely will be involved with them in the future.

"We did five concerts this year, but we'll probably present three or four in 1995 and maximize the promotion involved with each. The series is promoted heavily on-air; we also partner with the big daily papers. Using premiums like WNUA gift packs or tickets to upcoming events, we entice attendees to participate in our research survey. Listener input is important to us — we're always looking for new ways to interface with the audience."

KNIK/Anchorage

KNIK PD Dean Williams knows his listeners are out there — they respond actively to station promotions. But he, too, is challenged by the task

☞ of getting them to participate in audience-listening research. "We're still known by the handle 'The Breeze,' although that nickname bears no resemblance to our calls. Therefore, we must give the calls and frequency every time the microphone is open.

"Many of our best promotions must be run at the convenience of the sponsoring tour companies. For example, we recently took 100 listeners and clients on a 400-mile round-trip Breeze Train to Mt. McKinley. We had breakfast and lunch onboard, then spent the evening at a dinner theater. The next day, our guests could explore the area.

"We also do a Breeze Cruise, where winners cruise around Prince William Sound while listening to live jazz. But these great promotions don't necessarily coincide with a book, so we must keep the excitement going by continuously talking about them on-air. KNIK runs TV from time to time, and — because we're owned by a TV station — we get a favorable rate. But we're forced to accept R.O.S. when what I really want is for our spots to run during '60 Minutes.'"



The closing image of KKJZ/Portland's :10 TV spot which was produced by RadioVision. PD Chris Miller says that KKJZ bought nearly every :10 television avail in the market for several weeks. The station catapulted 3.5-5.0 25-54 in its summer book.



HOW TO STAY COOL IN SOUTH FLORIDA — WLVE (Love 94)/Miami uses a series of mood positioning billboards, such as the one above, to reinforce audience awareness of its call letters.



MIKE KINOSHIAN

Modifying Strategic Marketing Plans

Shrinking market shares and increased competition are forcing broadcasters to look at creative, nontraditional ways of generating revenue. Several clever ideas worth considering are outlined below.



Don Hallett

AC WSNY/Columbus PD Don Hallett.

"Strategic marketing plans no longer have broad strokes. They're much more defined and planned well in advance. Stations that 'get it' manage promotion inventories like GSMs manage sales inventories. Twenty different things are usually presented by the sales staff at our weekly promotion meetings and another 20 possibilities aren't even mentioned. We pass on 99% of them because we can only do so much."

No Dumping Allowed

Opportunities that interest Hallett are those satisfying Sunny 95's strategic goals. "I don't want to create a dumping ground where we're giving away cheese sticks and restaurant coupons in the morning show.

"We like promotions that give us 'ownership' on something that's topical. Sunny 95 is Columbus's events and festival station. We haven't spent a dollar of our money for those sponsorship rights. The majority of people placing media buys think they deserve value added to their spots. But we're very effective *without* value added — please just buy spots."

That Personal Touch

Huntington Bank wanted WSNY to devise a promotion drawing attention to the bank's "Personal Banker" service. Hallett recalls how both parties achieved their goals. "Our proposal was for 'High/Low,' radio's oldest game. There was a mystery number between one and [frequency-related] 95 and we ran the phones until listeners correctly guessed the mystery number. It was a big-dollar contest that sounded noncommercial."

An actual Huntington Bank personal banker conducted on-air contest executions with Sunny 95's morning team. "We gave away \$1000 a day for 10 days and came back a little later and did it again," Hallett notes. "The bank supplied the \$20,000 and we were able to do a contest we wanted to do anyway. They liked it because it involved their personal banker. With a little

of money," declares Hallett. "Good vendor specialists aren't a dime a dozen; they are a PD's best friend because they do their thing without cluttering the station. People want to listen to radio for music and entertainment — rarely for clutter."

66

Strategic marketing plans no longer have broad strokes. They're much more defined and planned well in advance.

'showbiz,' we were able to prove that people would be able to get their own personal banker anytime they wanted."

New Sales Niche

The emergence of vendor specialists is a significant change in the complexion of many large market stations. Sunny 95 has two such staffers. "They're making us a boatload

of money," declares Hallett. "Good vendor specialists aren't a dime a dozen; they are a PD's best friend because they do their thing without cluttering the station. People want to listen to radio for music and entertainment — rarely for clutter."

The involvement of WSNY vendor specialist Patrick Foy and National City Bank produced a "Car-load Of Cash" promotion. "The bank's desire was to get more car loans," explains Hallett. "Patrick is basically an in-house agency. We went to 67 area car dealers and those agreeing to participate could sell special car loan rates from the bank. They all said 'yes' because it was the best car loan in town.

"We gave away the \$10,000 cash and by running [so many] commercials, we approached six-figures in revenue from the promotion. The spots were paid for by the car dealer consortium and the bank. We spent nothing — we just made money. Radio marketing ideas of the '90s are client-driven, not station-driven."

KELO-FM Enters The Plastic Business

Those possessing Citibank VISA cards probably wince when they see mail postmarked "Sioux Falls, SD," the locale from which Citibank credit statements are sent. It's only natural that a station there would take the "Club Card" concept to the next level and issue actual station-embossed VISA cards.



Reid Holsen

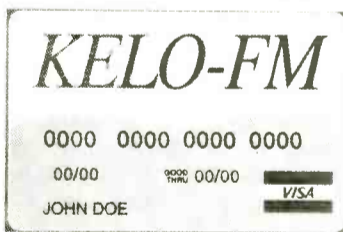
print and distribute what appear to be credit cards to database listeners.

Discounts at participating area merchants may be obtained by simply presenting the card. Cards, of course, have no bank association and charges can't be processed with them. "Credit card laws have been liberalized here, so we have a number of operations," explains KELO-FM/Sioux Falls PD Reid Holsen. "They get in by [purchasing] charters of smaller banks."

An Idea Is Born

The State Bank of Alcester, south of Sioux Falls, has such a credit card facility and this past May, wanted to spend \$1000 with KELO-FM marketing it. The bank initially approached KELO-FM about gaining access to the station's database.

Club Cards have been a popular vehicle through which radio stations pass savings to listeners. They were especially popular in Country, as some outlets dubbed them "Country Club Cards." Stations



KELO-FM/Sioux Falls, SD VISA Card

"We didn't want to send out our database for something that small," Holsen recalls. Instead, he huddled with his GM and GSM and brainstormed the idea of producing a station credit card. "When we pitched the idea to the bank, they loved it. In essence, they get access to our listeners and we get marketing materials and our name on the card."

Finder's Keepers

In actuality, however, KELO-FM gets more from the partnership than simply having its name on a VISA card. According to Holsen, "We get a 'finder's fee' for everyone who is approved and issued a card. We also get a percentage on purchases and balance transfers. It's substantial enough to be an incredibly huge source of nontraditional revenue for us. Our modest goal is to get 1000 cards out in the first year.

Islanders Going For The Gold

Two months ago, KSSK/Honolulu launched a massive Gold Card promotion. To date, 32,000 cards are in the hands of listeners.

Listeners are able to secure card applications from one of four sponsor locations. KSSK announced Gold Card numbers at 7:40am, 10:40am, 1:40pm, 4:40pm, 7:40pm, and 10:40pm. Listeners who heard their number and called KSSK back by the top of the hour won \$100 and qualified to win fuel and food for a year.



KSSK/Honolulu Gold Card

KSSK Gold Card holders are now poised for the station's "Good Life" promotion. The lengthy list of payoff items includes \$25,000 cash, new car, \$2000 worth of jewelry, and health club membership.

"We don't mess around by giving people 20-cent savings. Everything we'll do with the card will be big," notes Promotion Director Scott Mackenzie. "People send in applications with a self-addressed, stamped envelope. We print the cards in-house, punch out the names, and send them out."

Gold Bond

The Gold Card concept netted KSSK a pretty penny, but extra revenue wasn't the motivation. Each

of KSSK's four participating sponsors purchased a \$25,000 package. "A large portion of the \$100,000 total paid for the making of the cards," Mackenzie points out. "Our sales staff enjoyed the promotion, but we didn't do this to make money. This is something that links us with our listeners.

"We had to put approximately \$40,000 into expenses. We bought 100,000 cards and card-making machines. One machine was \$8000 and a 'tipper' machine to make the cards gold cost another \$2000. We bought another machine so we can make cards at appearances in our van."

"We're excited because we turned a one-time \$1000 buy that might have failed into a long-term relationship that could net us thousands of dollars."

Win/Win

KELO-FM's credit card money-making potential is rosy with a minimal time consideration and initial investment. Its only obligation is promoting the card. "After you come up with the concept, the bank does the work of administering the card," Holsen says. "[The bank and KELO-FM] shared the cost of printing applications. The station's job is

credit card that will save our listeners money. The 9.25% interest rate is low (and corresponds to KELO-FM's dial position). There's no first-year fee and we'll have many discounts for people using the card.

"We constantly promote our 'VISA Values' on-air and will incorporate them into our weekly three-column one-sheet newsletter."

The first shipment of KELO-FM plastic hit the mail last week and station management is busy planning promotional options. "At Christmas, we'll give credits on the card as prizes so people can win \$500 on the card."

We turned a one-time \$1000 buy that might have failed into a long-term relationship that could net us thousands of dollars.

getting listeners to apply and making the card worthwhile. The majority of applications we're receiving are coming from less-active database listeners."

Treating this as KELO-FM's major on-air promotion, Holsen allocates a one-minute credit card promo slot every other hour. "The promo touts the card's benefits," he points out. "We think this is the

"Our sales department will sell packages to merchants who display our credit card applications to get people excited about the card. Listeners might, for example, save 15% on furniture if they charge it on our card. We'll buy groceries for the first 10 people using the card at the supermarket. The sky's the limit and every time someone uses the card, we make money."



RANDALL BLOOMQUIST

HEARD AT THE NAB RADIO SHOW!

The Art Of Using Syndicated Programming

The News/Talk/Sports session at this year's NAB Radio Show featured 22 roundtables. Attendees could discuss such specific-interest format topics as "Local Versus Syndicated Programming." Here are some tips for using syndicated programming that emerged from that discussion.

Have No Shame

There's no shame in airing a syndicated show. While there was once a stigma associated with carrying non-local programs in prime dayparts, those days are long gone. If a program is good, it's good — whether it comes from your studios or a network facility in New York or Los Angeles.

Be Pennywise

Think carefully about the finances of adding a syndicated show. Remember that while you may not be parting with cash, you're losing inventory that has value. If, for example, you'll be giving up spots valued at \$25,000 per year to get a syndicated midday program, you might think about whether you can find a local non-radio person to do a show for less. Among the possibilities: a local business or civic leader, a newspaper columnist, or a TV reporter.

Keep Local Ties

Remember that airing syndicated programming reduces your ability to build personal connections between local hosts and retail advertisers. That's particularly worrisome in smaller markets, where stations must sell themselves on that kind of qualitative feature instead of ratings.

One possible remedy: Many syndicated hosts will agree to voice spots and provide additional services for your major local accounts.

Listen In

Be very thorough when evaluating a syndicated program. Don't settle for tapes; insist on access to a listen-line or satellite channel, and spend at least an hour a day — for at least a week — listening to the show as a listener would. Get an affiliate list and call those stations to get an assessment of how the show is working. If possible, travel to one of those

markets and monitor the program.

It's also important to check out the syndicator's financial health. In this age of easy satellite access, there are many fringe operators out there. Make sure the show you're considering will be around six months from now. Armed with all that information, make a decision based on your experience and instinct.

Treat As Equal

A syndicated show must be treated as a full-fledged member of your lineup. That means promoting and selling it on the same footing with the rest of the schedule.

A key to making this happen is to sell the concept to your own airstaff — they must be convinced the syndicated program isn't a threat or rival, but another piece of the equation for station success. To facilitate this process, make sure the syndicator is willing to send the host in for regular visits to your station. It's harder to dislike someone you've actually met.

Offer Feedback

Localizing a syndicated show means more than local news cut-ins and customized liners. Work hard to develop a relationship with the staff of the show. Offer them feedback on what works and what doesn't. Tip them to local stories that might play well on their shows.

Ask For The World

Take advantage of the buyer's market for syndicated programming. Ask for the world when negotiating your affiliation agreement. Some possibilities: regular market visits by

The Format According To Zintak

At the NAB's News/Talk Format Fair, WGST/Atlanta PD Nancy Zintak headed the roundtable discussion on "Promoting News/Talk." Here are her Top 10 tips for a successful promotional campaign. (Note that WGST is the Braves' flagship and competes against crosstown Talk WSB-AM, Cox Communications' sister station to the Atlanta Journal-Constitution.)

- 10) Always base your most elaborate, months-long promotions around sports leagues without a collective bargaining agreement.
- 9) Always usher in the week of Christ's birth with a live remote featuring the very glib and erudite John Wayne Bobbitt.
- 8) Don't let your promotions drive you to do bad radio (see above).
- 7) Have several evergreen attention-getters at the ready. For instance, preempt Rush Limbaugh now and then just to show your listeners who's in charge.
- 6) Live on the edge. Schedule your most stridently right-wing hosts for remotes at arts festivals, gay discos, diversity marches, etc.
- 5) News/Talk Promotion 101: When there's a flood or tornado, send water.
- 4) Learn that it shouldn't make a bit of difference that your competition owns the local newspaper.
- 3) Learn the joys of airing your dirty personnel laundry in the competition-owned local newspaper.
- 2) Always work the word "suck" into station placards and benners.
- 1) Learn that Top 10 lists are hackneyed and overused.

the show host and support for your efforts to promote the program.

Stick With It

As with local Talk programming, it takes time for a syndicated show to catch on in a new market. You must give a new program at least six months before you can even begin to evaluate how it's doing.

Don't be spooked off by complaint calls and letters. Those actually are positive feedback — a sign that people are being affected by what they hear. Of course, you must ultimately trust your instincts to tell you when you have a turkey on the air.

Be very thorough when evaluating a syndicated program. Don't settle for tapes; insist on access to a listen-line or satellite channel, and spend at least an hour a day listening to the show.

A syndicated show must be treated as a full-fledged member of your lineup. That means promoting and selling it on the same footing with the rest of the schedule.

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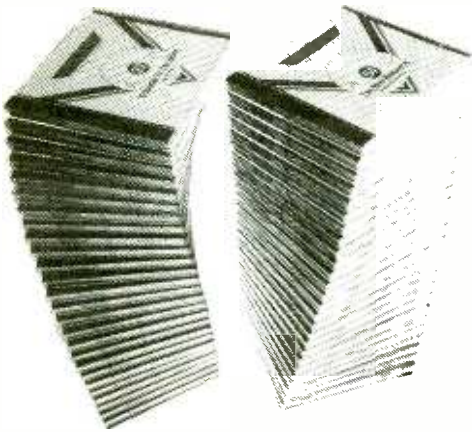
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Listing entry level jobs and "hands on" internships in radio and TV news. We offer low rates and a student discount. Our service is dedicated to helping you land your first job! Call 415/566/7513.

EAST

Seeking afternoon drive. Pipes a must, plus production skills and outside appearances. T&R: WVSR, Bill Shahan, 817 Suncrest Place, Charleston, WV 25303. EOE (10/21)

News director sought for community involved AC. T&R: WAFY, John Fieseler, Box 600, Braddock Hts., MD 21714. EOE (10/21)

Immediate opening for on-air program director. T&R: WKLC, Chris Johnson, 100 Kanawha Terrace, St. Albans, WV 25177. EOE (10/21)

100,000 Watt AOR seeks air talent/production director. T&R: WCIZ, Ted Biodeau, 24420 Rt. 12, Watertown, NY 13601. EOE (10/21)

Seeking news talent ASAP. Got the right stuff? Prove it. T&R: WINQ, Marc Cole, 3 Central St., Winchendon, MA 01475. EOE (10/21)

WBAB seeks people for PT air talent, production assistant, marketing director. T&R: WBAB, J. Levine, Box 1240, LI, NY 11704. EOE (10/14)

PD/morning person sought for Central Pennsylvania FM Oldies. CALL: WWWD, Stephanie Winder, (717) 323-7118. EOE (10/14)

Progressive AOR Marthas Vineyard seeking newperson/announcer and AT. T&R: WMVY, Barbara Dacey, Box 1148, Vineyard Haven, MA 02568. EOE (10/14)

Small market News/info leader seeks ND/AM anchor. Experience a plus. Will consider recent J-School grad. Resort area 90 miles from NYC. WVOS AM/FM, Box 150, Liberty, NY 12754. EOE M/F

WBAB 102.3

We're expanding! Long Island (market #14) Rock Radio Leader seeks:

MARKETING DIRECTOR

- knowledge of database and other cutting edge technologies
- big market promotion experience

PRODUCTION DIRECTOR

- organizational and management strength
- can sell a product and deliver a great AOR commercial spot (not promos).

Also: Asst. Production Director
Part-time Air Talent

Send tape, resume, portfolio to J. Levine, Box 1240, Long Island, NY 11704. No phone calls. EOE

The Mountain, 96.5, West Central Pennsylvania's top rated Country station is looking for a hot afternoon drive personality. If you're from the Mid-Atlantic region, send a cassette and resume to Brian Cleary, Box 370, Johnstown, PA 15907. EOE

HITS OF THE 70's
EAGLE 93.7

PROGRAM DIRECTOR

For American Radio Systems' new "Eagle 93.7." Applicants with extensive experience and skills in "Classic hits/Oldies" formats preferred.

This is an incredible opportunity to work with radio's best new company, in an exciting area to live, and to shape what will be a tremendous 70's radio station.

Rush materials to: Greg Strassell, VP-Programming/Boston, American Radio Systems, 116 Huntington Avenue, Boston, MA 02116. EOE

TALK SHOW HOST

Entertaining and engaging host needed for top East Coast talker. Remember, it's show business! Do you know what listeners want? Rush tape and resume today to Radio & Records, 1930 Century Park West, #363, Los Angeles, CA 90067. Women and minorities encouraged to apply. EOE

SOUTH

Young Country seeks applications for future openings. T&R: WHKX, Christopher Baskind, 345 Office Plaza Drive, Tallahassee, FL 32301. EOE (10/21)

Seeking entertainers and communicators. Solid production skills. T&R: KIXS/KLUB, Dave Winston, 107 North Star, Victoria, TX 77901. EOE (10/21)

Adult CHR seeking FT on-air personality. T&R: WHOD, Mike Meadows, Box 518, Jackson, AL 36545. EOE (10/21)

Announcers for Country and Oldies stations in growing broadcast group. T&R: Curtis Media Group, Personnel, 3012 Highwoods Blvd., Raleigh, NC 27604. EOE (10/21)

Georgia Country has rare midday opening for experienced AT/production. T&R: WDEN, Gerry Marshall, Box 46, Macon, GA 31297. EOE (10/21)

News Talk seeks energetic, relatable anchor/talk host. T&R: WKYX, PD, Box 2397, Paducah, KY 42003. EOE (10/21)

Hot Country evening AT. Remote/production experience. Serious inquiries only. T&R: WKMO, DM, 406 S. Mulberry, Elizabethtown, KY 42701. EOE (10/21)

Seeking AOR/Hard rock morning drive personality. T&R: KKZR, Randy Schell, 6161 Savoy, # 1100, Houston, TX 77036. EOE (10/21)

Country station seeks FT production director now. T&R: KLLI, Jay James, 4110 Mcknight Rd., Texarkana, TX 75501. EOE (10/21)

Program Director - Hot Country Y106-FM, Monroe, LA seeks creative/promotionally focused leader for PD Chair. **Strong Computer, Digital and Production skills a must.** The person we're seeking must have a fire inside.

Please send a complete tape and resume with your best production and promotional work. If you have created a major civic-community service project lately, tell us...

Opus Media Group/KMY4
1200 North 18th Street
Suite D
Monroe, LA 71201
EOE/M-F

STELLAR COMMUNICATIONS, INC. - Looking for creative copy production directors for medium market radio stations in Texas and Louisiana. This career opportunity is for individuals who want to work for winners. Benefits included. Send resume and demo tape to Stellar Communications, Inc., Director of Programming, P.O. Box 130970, Tyler, Texas 75713-0970. Stellar Communications, Inc. is an equal opportunity employer.

101 WUSA NEEDS MARKETING/PROMOTION PRO

Duties include design and implementation of station and sales promotions. Supervise and execute outside promotional events. Send resume and job philosophy to:

Marc Kaye
General Manager
504 Reo Street
Tampa, Florida 33609

We are an equal opportunity employer who fully and actively supports equal opportunities for all people regardless of race, color, religion, sex, age, national origin or disability.

MORNINGS IN FLORIDA

KIX-100FM in Florida's capital city is looking for a morning act to ignite our Young Country Class C. Both singles and teams will be considered. Send tapes and resumes (along with references and salary requirements) to the attention of Program Director Christopher Baskind:

KIX-100FM
345 Office Plaza Drive
Tallahassee, FL 32301

Please: no calls. KIX-100FM (Catamount Communications) is an equal opportunity employer.

The most liveable city in TEXAS!

If you're young and energetic, been in the business 2 to 5 years, done evenings successfully, have a great sense of humor, have genuine warmth in your voice, don't mind working, have production skills and a college education, you could be our next employee.

We're young, hot, Country, and on the move. Send T&R and letter telling me why I should hire you. KITX-FM, Jon Lutes, PD, 1673 Briarcrest, Ste. 100-B, Bryan, TX 77802. EOE

N.C. COUNTRY MORNINGS

Big signal, great ratings, KISS Country is looking for warm and fuzzy morning show host. Great communicator, community involvement. Send T&R to Glenn Trent, P.O. Box 6447, Asheville, NC 28816. EOE

FULL-TIME ANNOUNCER

KRMD FM 101.1 has an opening for an experienced full-time morning co-host. The person we are seeking is an entertaining, warm, friendly, upbeat communicator with a commitment to community service and personal appearances on behalf of KRMD. As a disciplined team player, we'll give you the tools to push our 24+ share higher. Salary commensurate with talent, skill, and experience. Submit your tape and resume to:

Rick Stephenson
Operations Manager/
Program Director
KRMD AM/FM
P.O. Box 41011
Shreveport, LA 71134-1011

Females and minorities are encouraged to apply. KRMD AM/FM is an equal opportunity employer.

KICKS needs people. Future openings in sales and programming. Want to join this hot, new Country leader close to Charlotte? Send T&R, plus a photo, to Greg Ryan, P.O. Box 1678, Lenoir, NC 28645. EOE

Unique morning personality wanted for Classic Rock station in a major market. We aren't looking for shock or someone who hands off to the news & traffic guy. We need a bright, well-read, up-to-date communicator who knows the music and can talk appropriately and effectively to an adult audience. This is an opportunity to work with great people! Applicants should have top 50 experience. All applications confidential. We are an equal opportunity employer. T&R to Radio & Records, 1930 Century Park West, #367, Los Angeles, CA 90067.

WANTED:

Selling general manager in small/medium Texas market. Duopoly FM's. Candidate must be a self-starter with proven track record. Compensation based on performance. Excellent opportunity. Fax resume, salary history to Jay (303) 989-3987. EOE

MIDWEST

Central Illinois duopoly seeking news director. Production experience helpful. T&R: WEJT, Chris Bullock, Box 80, Decatur, IL 62523. EOE (10/21)

Country station seeks FT AT/production. T&R: KFLN, Steve Stevenson, Box 790, Baker, MT 59313. EOE (10/21)

Seeking a quick-witted schmoozer for mornings and promotions. T&R: WJEO, Cyndi Helling, 1506 E. Jackson, Macomb, IL 61455. EOE (10/21)

Seeking professional AT's. Great phones, creativity, personality. T&R: Zapis Communications, PD 2510 St. Clair Ave., Cleveland, OH 44114

Air talent: Best in the Midwest for current and future openings. T&R: WDDD, Jerry Crouse, One Broadcast Center, Marion, IL 62959-0127. EOE (10/7)

WANTED: Large Market AM sports programmer. Needed to start up operation. Great company! Solid radio sports experience/background required. Send tape, resume and programming philosophy to: Radio & Records, 1930 Century Park West, #365, Los Angeles, CA 90067. EOE

PRODUCTION ANNOUNCER/ENGINEER

High profile major market station seeking production candidates. Applicants must have excellent speaking voice, minimum of 5 years' experience in producing commercials and production skills. Send your best Tape and Resume to: Gerri Well's Suite 3750, 875 N. Michigan, Chicago, IL 60611. Absolutely no phone calls will be accepted. EOE

WANTED: 18-34 morning show with a brain. Best company in America, best city in America. Minimum 2 years' major/medium market experience. Send tape and resume to: Radio & Records, 1930 Century Park West, #370, Los Angeles, CA 90067. EOE

OPENINGS

Heritage Full Service Oldies Station in small Mid-Western city needs a morning show host. If you can talk with and entertain adults, conduct interviews and make appearances we want to hear from you. T&R to Radio & Records, 1930 Century Park West, #362, Los Angeles, CA 90067. EOE

ADULT PROGRAMMER

We plan to take a great, successful station and turn it into something new, different, and better. Can you help us find the right balance of music, information features and adult communicators to connect with the lifestyle of active adults? The right individual will bring strong personnel management skills and will be able to translate our vision into excitement within your team and over the air. Send an outline discussing your programming philosophies along with a resume to: Radio & Records, 1930 Century Park West, #368, Los Angeles, CA 90067. EOE

NEWS/INFORMATION DIRECTOR

Are you an information visionary? We plan to create compelling information elements to make our highly-successful stations even more appealing to today's audience. We need a leader to develop these elements, then recruit and train a team of communicators to connect with this audience's lifestyle. A small, progressive broadcast group has this unique opportunity for the right individual. Appealing work and living environment in midwestern university community. T&R at once to: Radio & Records, 1930 Century Park West, #369, Los Angeles, CA 90067. EOE

610 WTVN-AM PROGRAM DIRECTOR

WTVN, one of America's premier Full Service radio stations, is currently accepting applications for the position of program director. You must be able to exhibit a successful track record in all phases of Full Service programming. You must be able to bring to the "table" a thorough working knowledge of research, strategic planning, marketing, and management skills in order to motivate and develop a very talented group of on-air professionals. Please send all pertinent information to Perry Frey, President & General Manager, WTVN Radio, 1301 Dublin Road, Columbus, OH 43215. All inquiries will be held in the strictest of confidence. Thank you. EOE

KKRQ-FM/Iowa City-Cedar Rapids is looking for a morning show sidekick/newsperson. Promotions experience a plus. Females encouraged. T&R to Phil Maicke-PD, Box 2388, Iowa City, IA 52244. **No calls.** EOE

OPENINGS

The SuperPig seeks aggressive, self-motivated on-air pro to fill #1 rated Hot Country, 7pm-Mid slot. Phones — production — attitude a must. T&R: John McReynolds, KSUX, 2000 Indian Hills Drive, Sioux City, IA 51104. EOE

*Source: Summer '94 Arbitron 12+ . 7pm-Mid, Mon-Sun

WMJI Majic 105.7 CLEVELAND'S OLDIES FM

RARE OPPORTUNITY!

Cleveland's #1 25-34 station, personality-oriented oldies giant WMJI, is actively searching for weekend and part-time talent. Knowledge of the music and the ability to run a tight board a must! Regional moonlighters OK, provided your employer feels the same. Great pay, staff, and environment. Send tape, resume and photo to: John Gorman, OmniAmerica Group, 310 Lakeside Avenue, Cleveland, Ohio 44113. No calls please. EOE

*Source: '94 Summer Arbitron, 12+6am-Mid, Mon-Sun, 25-34

OMNIAMERICA GROUP

WNIC 100.3 FM

MARKETING/PROMOTION DIRECTOR

- Do you have the creativity and marketing smarts to develop winning strategies?
- Are you an activator? Do you like to make things happen?
- Do you have a record of consistently out-thinking the competition?
- Do you have a burning desire to be number one?
- Are you a highly disciplined individual who always sees projects through to completion?
- Do you have the natural ability to motivate others?

If so, we would like to talk with you. We offer:

- Excellent salary plus performance incentives.
- A company with a strong sense of customer mission.
- The opportunity to grow both personally and professionally.
- One of America's great ACs, currently ranked #1 station 25-54 in Detroit.

Rush your resume (no calls please) and summary of achievements to: Jim Harper, Program Director, WNIC/WMTG, 15001 Michigan Avenue, Dearborn, MI 48126.

*Source: Summer '94 Arbitron Mon-Sun 6AM-Mid 25-54

BROADCASTING PARTNERS, INC.

WEST

Grand Junction, CO. Oldies seeks account executive, sports, vendor, and retail. CALL: KBKL, Martey Miller, (303) 242-5665. EOE (10/21)

Adult communicators for Full Service sought. P&P experience a plus. T&R: KBCC, Tim Dill, Box 670, Roswell, NM 88202-0670. EOE (10/21)

PRIME OPPORTUNITY

KFBI [Howard Stern all morning/Classic Rock all day] has opening for experienced Rock air talent in the fastest growing city in the U.S. Females and minorities encouraged. T&R only, no calls please, to TED BROWN, P.D., KFBI, 101 Convention Center Drive, Ste. P-119, Las Vegas, NV 89109. EOE

POSITIONS SOUGHT

WORK HARD, PLAY HARD, WIN BIG IN DENVER!

America's most admired broadcast group is searching for a morning talent ready to dominate the market. If you're topical, local and give great attitude, polish up your resume at Kinko's, slip your tape into a Fed Ex envelope and send it to Bob Young, Program Director, 9351 Grant Street, Suite 550, Thornton, Colorado 80229. Show us your success in other markets and we'll provide the bucks, tools and facilities. **No phone calls please!** We're an equal opportunity employer.

Santa Fe, NM. Morning drive/production director. Honest, hard worker needed for this Country radio station. Great ski area. Send tapes and resume to Jim Leary, KNYN, 1718 W. Alameda, Santa Fe, NM 87501. EOE

AM Drive & Sales Pro (2 for the price of 1!)

Morning drive personality/sales executive now available! Two-in-one team player: revenue-producing pro who develops on-air advertiser campaigns and off-air/non-spot revenue promotions. Superior trainer and presenter. Wonderful people-skills. Warm and very effective. High customer retention rate. Breaks through hidden agendas which suppress sales and audience shares. John T. Sullivan 615-292-9292.

ARROW 93FM

ALL ROCK & ROLL OLDIES

Looking for one Air Talent for America's hottest station. Professional, smooth, disciplined, and knowledgeable of '70s Rock 'n' Roll. No Calls. Send Tapes & Resumes: Tommy Edwards, 6121 Sunset Blvd., Hollywood, CA 90028 EOE. Minorities encouraged to apply. CBS Inc

POSITIONS SOUGHT

Ohio AT seeks FT Hot AC or CR midday gig. RICK ALLEN: (216) 773-1549. (10/21)

Jacksonville-Daytona. Lousy waiter seeks FT AT gig. This I can do. All offers welcome. JOHN: (904) 797-7538. (10/21)

Living in Florida. seeking to get back into broadcasting. Experience in Oldies, Easy listening and Talk formats. BOB: (813) 738-0303. (10/21)

DAVE-O IS LOOKING

Big fun so far in Minneapolis, Des Moines, Milwaukee, Louisville...If you want something different, you've GOTTA hear Dave-O's tape! (612) 789-3283.

Veteran talk host seeks new adventure. Entertaining, well-informed, Entertaining, controversial, Entertaining, opinionated, Entertaining, team player, Entertaining. A track record at stations you've actually heard of. All locations. Jim: 614-460-5245.

POSITIONS SOUGHT

RESEARCHERS WANTED IN L.A.

Mediabase Research has moved to L.A., and has immediate openings for qualified researchers. Here's your chance to avoid the snow and get in on the ground floor of our new L.A. operations!

Qualified applicants must be music experts, able to ID music titles and artists from short "skims." Only real music experts will qualify for these positions.

Immediate openings include Oldies, AC, and CHR/Churban formats. Starting salary low to mid 20s.

If you think you know your music, and would like the opportunity to work and grow with the Mediabase-Premiere Radio Networks, call Nancy Deitemeyer at 818-377-5300, or fax resume to 818-377-5333. EOE

San Francisco, Seattle, AC, NAC and news talent. Creative, charismatically warm and witty communicator. Hire your best friend.

Diane Cartwright, (209) 523-0380

R&R Opportunities Free Advertising

Radio & Records provides free (20 words or 3 lines) listings to radio stations and record companies ON A SPACE AVAILABLE BASIS in Opportunities. Free listings of the same length are also available to individuals seeking work in the industry under Positions Sought.

Deadline

To appear in the following week's issue, your ad must be received by **Thursday noon (PDT)**, eight days prior to issue date. Free Opportunities listings should be typewritten or printed on 8 1/2" x 11" company/station letterhead and are accepted only by mail or fax: 310*203*8727. Address all 20-word ads to R&R Free Opportunities, 1930 Century Park West Los Angeles, CA 90067.

Free listings are on a space availability basis only.

R&R Opportunities Advertising

1x \$100/inch 2x \$75/inch

Rates are per week (maximum 35 words per inch including heading). Includes generic border. If logo, custom border or larger heading are required, add 1/2 inch (\$50 for 1x, \$38 for 2x).

Blind Box: add \$50

The R&R address and your box number adds 12 words to your ad. Regular Opportunities rates apply to Blind Box ads, but a \$50 service charge is added for shipping & handling.

Position Sought: \$50/inch

Individuals seeking employment may run ads in the Positions Sought section at the special rate of \$50/inch.

Payable In Advance

Opportunities Advertising orders must be typewritten on company/station letterhead and accompanied by advance payment. Ads must be submitted by mail, except for credit card orders, which are also accepted by fax: 310*203*8727. Visa, MC, AmEx accepted. Include card number, name as it appears on credit card, expiration date and phone number. Blind box responses are sent to advertisers every Friday by first-class mail.

Deadline

To appear in the following week's issue, your ad must be received by **Thursday noon (PDT)** eight days prior to issue date. Address all ads to: R&R Opportunities, 1930 Century Park West, Los Angeles, CA 90067. Fax: 310*203*8727.

Stations listed alphabetically by market

WKLI/Albany, NY PD: Laura Dane MD: Chris Holmberg 5 MICHAEL BOLTON 5 PRETENDERS 5 CELINE DION	WMJQ/Buffalo, NY PD: Rob Lucas MD: Roger Christian 14 STING 14 ROLLING STONES 14 WYNNONNA/M. ENGLISH	WSNY/Columbus, OH PD/MD: Don Hallett 21 GRANT & GILL KVIL/Dallas, TX PD: Bill Curtis MD: Alex O'Neal 20 SHERYL CROW WDAQ/Danbury, CT PD: Bill Trotta MD: Ryan Carrington 27 MADONNA WMMX/Dayton, OH PD: Randy James MD: Dean Taylor 5 STING 5 JIMMY BUFFETT 5 EAGLES 5 SARI 5 WYNNONNA/M. ENGLISH	WLHT/Grand Rapids, MI PD: Steve Dirksen MD: Michael Sirianni 7 MADONNA 7 MICHAEL BOLTON WMAG/Greensboro, NC PD/MD: Nick Allen No Adds WDLX/Greenville, NC PD: Gary Jackson MD: Doug Moreland 6 WYNNONNA/M. ENGLISH 5 MICHAEL BOLTON 5 CELINE DION 5 BONNIE RAITT WRCH/Hartford, CT PD: Allan Camp MD: Joe Hann 5 BARBRA STREISAND 5 WYNNONNA/M. ENGLISH	WQLR/Kalamazoo, MI PD/MD: William Wertz 9 CELINE DION 9 STING KHLA/Lake Charles, LA PD: Don Rivers MD: Lee Hudson 20 BONNIE RAITT 10 KATHY TROCCOLI 6 GRANT & GILL WFMK/Lansing, MI PD/MD: Ray Marshall 9 MICHAEL BOLTON 9 NEVILLE & YEARWOOD KMZQ/Las Vegas, NV PD: Jeff Cochran MD: Scott Keith 10 KATHY TROCCOLI 10 MICHAEL BOLTON KSNE/Las Vegas, NV PD: Tom Chase MD: John Berry 5 MICHAEL BOLTON WALK/Long Island, NY PD: Gene Free MD: Charlie Lombardo No Adds KBIG/Los Angeles, CA PD: Dave Ervin MD: Dave Verdery No Adds KOST/Los Angeles, CA PD: Jhani Kaye MD: Duncan Payton No Adds WPEZ/Macon, GA PD/MD: Jim Franklin 10 BABYFACE 10 KATHY TROCCOLI WMGN/Madison, WI PD: Pat O'Neill MD: Kathryn Vaughn 15 JOSHUA KADISON WRVR/Memphis, TN PD: Jim Kirkland MD: Kay Manley 10 WYNNONNA/M. ENGLISH 5 GRANT & GILL 5 JACKSON BROWNE	WOBM-FM/Monmouth-Ocean, NJ PD: Kevin Buckelew MD: Jeff Rafter 7 PRETENDERS KWAV/Monterey, CA PD/MD: Bernie Moody No Adds WLTS/New Orleans, LA PD: Steve Suler MD: Jim Hanzo 17 MADONNA 12 BONNIE RAITT WMXV/New York, NY PD: Bob Dunphy MD: Mary Franco 13 STING 7 EAGLES KMGL/Oklahoma City, OK PD: Steve O'Brien MD: Kathi Yeager 5 MADONNA WMGF/Orlando, FL PD: John Frost MD: Joe Casey 7 MICHAEL BOLTON 7 JOSHUA KADISON WBEB/Philadelphia, PA PD: Mark Hamlin MD: Erik West No Adds KESZ/Phoenix, AZ PD/MD: Mike Del Rosso 12 CELINE DION 12 KENNY LOGGINS 12 JOE COCKER WVTY/Pittsburgh, PA PD: Bruce Gilbert MD: Scott Alexander No Adds KKCW/Portland, OR PD/MD: Bill Minckler 12 KENNY LOGGINS 10 MICHAEL BOLTON 8 NEVILLE & YEARWOOD WWLI/Providence, RI PD/MD: Bill George No Adds KRNO/Reno, NV PD/MD: Laurie Adamson 21 JOSHUA KADISON 14 CELINE DION 14 ROXETTE 7 NEVILLE & YEARWOOD WMXB/Richmond, VA PD: Steve Davis MD: Kat Simons 10 STING WSLQ/Roanoke, VA PD: Don Morrison MD: Dick Daniels 10 MICHAEL BOLTON 10 SHERYL CROW	KEZK/St. Louis, MO GM/MD: Bob Burch 13 BONNIE RAITT 13 MICHAEL BOLTON KSFI/Salt Lake City, UT PD: Dain Craig MD: Lyle Morris No Adds KOXT/San Antonio, TX PD: Mike Scott MD: Bill Norris 7 CELINE DION 7 JACKSON BROWNE KMGQ/Santa Barbara, CA PD/MD: Nancy Newcomer 7 STING 7 MADONNA KLSY/Seattle, WA PD: Bobby Irwin MD: Bob Brooks 12 CELINE DION 12 ADAMS & RUSSELL KELO-FM/Sioux Falls, SD PD: Reid Holson MD: Kathy James 16 WYNNONNA/M. ENGLISH 16 STING 16 CELINE DION KISC/Spokane, WA PD/MD: Rob Harder 7 MICHAEL BOLTON 7 PRETENDERS WHYN-FM/Springfield, MA PD/MD: Bill Hess 7 JULIO IGLESIAS 7 STING WYYY/Syracuse, NY PD: Alan Furst MD: Steve Marcus 7 MADONNA 5 STING WUSA/Tampa, FL PD: Pat McMahon MD: Johnny Williams No Adds WLQR/Toledo, OH PD: Steve Kendall MD: Geri Cooper 5 JIMMY BUFFETT 5 FRADON & RITTER 5 SARI 5 WYNNONNA/M. ENGLISH 5 DONNA ALLEN 5 UNITED ARTISTS... 5 DENNIS DEYOUNG	WWWFM-FM/Toledo, OH PD/MD: Ron Finn 8 NEVILLE & YEARWOOD 8 WYNNONNA/M. ENGLISH 8 GLORIA ESTEFAN KKLD/Tucson, AZ PD: Bobby Rich OM: Allan Hammerel 19 MADONNA 9 WYNNONNA/M. ENGLISH KTYL/Tyler, TX PD: Dave Moreland MD: Janie Baker 9 SHERYL CROW 9 BONNIE RAITT WLZW/Utica, NY PD: Randy Jay MD: Jeanna Ashley 10 BONNIE RAITT 10 JOE COCKER 7 WYNNONNA/M. ENGLISH WGAY/Washington, DC PD/MD: Bob Moke 18 MICHAEL BOLTON 12 BONNIE RAITT 12 CELINE DION WRMF/West Palm Beach, FL PD: Russ Morley MD: Simone Collins 16 JOE COCKER 16 MICHAEL BOLTON WKWK/Wheeling, WV PD/MD: Doug Daniels 12 NEVILLE & YEARWOOD WMGS/Wilkes Barre, PA PD: Mike Edwards MD: Stan Phillips No Adds WJBR-FM/Wilmington, DE PD: Michael Waite MD: Dave Banks 18 BOYZ II MEN WARM-FM/York, PA PD/MD: Kelly West 6 CELINE DION WKBN-FM/Youngstown, OH PD/MD: Dan Rivers 7 MICHAEL BOLTON
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WILLIE NELSON
HEALING HANDS OF TIME
 The first track from the new album
 HEALING HANDS OF TIME
 An American legend. An orchestra.
 The performance of a lifetime.

The Romance Is Back.

Produced by Jimmy Bowen for Lyricwood Productions
 Representation: Mark Rothman

 98 Total Reporters
 98 Current Reporters
 93 Current Playlists

 Reported Frozen Playlist (4):
 WMT-FM/Cedar Rapids, IA
 WKYE/Johnstown, PA
 KUDL/Kansas City, MO
 WMXS/Montgomery, AL

 Did Not Report, Playlist Frozen (1):
 WWDE/Norfolk, VA

Meet The Songwriters, Studio Musicians and Producers Behind the Little Texas Sound



That's right. The members of Little Texas write the songs, play the music and co-produce the records. The results speak for themselves.

- Biggest selling country album by a group in 1994 (**BIG TIME**).
 - Platinum certification for **BIG TIME**.
 - Gold certification for **FIRST TIME FOR EVERYTHING**.
- Vocal Group of the Year, 1994 Academy of Country Music.
 - More 1994 CMA nominations than any other group
- Of the 25 top-selling country singles of 1994, three belong to **LITTLE TEXAS**.
- Only group to reach #1 on Billboard and R&R 1994 Country Singles Charts.
 - First group ever chosen for CMT's Artist of the Month.

Sources: Soundscan, R&R, Billboard Monitor, RIAA



WEARING IS BELIEVING
© 1994 WARNER BROS. RECORDS INC.



COUNTRY PLAYLISTS

MARKET #1 WYNY/New York (212) 237-2900 Kampmeier/Sandiford. PLAYLIST table with columns 2W, LW, TW, ARTIST/TITLE.

MARKET #2 KZLA/Los Angeles (415) 842-0500 Curtis/Puzo. PLAYLIST table with columns 2W, LW, TW, ARTIST/TITLE.

MARKET #4 KSAN/San Francisco (818) 842-0202 Logan/Ryan. PLAYLIST table with columns 2W, LW, TW, ARTIST/TITLE.

MARKET #5 WXTU/Philadelphia (610) 667-9000 Hart/Brophey. PLAYLIST table with columns 2W, LW, TW, ARTIST/TITLE.

MARKET #6 WWW/Detroit (313) 259-4323 Sledge/Scollin. PLAYLIST table with columns 2W, LW, TW, ARTIST/TITLE.

MARKET #6 WYCD/Detroit (810) 799-0600 Casey/Haskell. PLAYLIST table with columns 2W, LW, TW, ARTIST/TITLE.

MARKET #7 KPLX/Dallas (214) 526-2400 Chambers/Hult. PLAYLIST table with columns 2W, LW, TW, ARTIST/TITLE.

MARKET #7 96.3 KSCS KSCS/Dallas (817) 429-9696 James/Kinder. PLAYLIST table with columns 2W, LW, TW, ARTIST/TITLE.

MARKET #7 YOUNG COUNTRY 105.3 KYNG/Dallas (214) 716-7800 Pearman. PLAYLIST table with columns 2W, LW, TW, ARTIST/TITLE.

MARKET #8 WMZQ WMZQ/Washington (202) 362-8330 McCarrie/Daniels. PLAYLIST table with columns 2W, LW, TW, ARTIST/TITLE.

MARKET #9 Country 96.9 WBOS/Boston (617) 542-0241 Nelson/Rogers. PLAYLIST table with columns 2W, LW, TW, ARTIST/TITLE.

MARKET #9 WCLB/Boston (617) 375-2100 Owens/Williams. PLAYLIST table with columns 2W, LW, TW, ARTIST/TITLE.

MARKET #10 KIKK 95.7 FM KIKK/Houston (713) 772-4433 Geisler/Murray. PLAYLIST table with columns 2W, LW, TW, ARTIST/TITLE.

MARKET #10 FM 100 KILT KILT/Houston (713) 526-3461 Candea/Murray. PLAYLIST table with columns 2W, LW, TW, ARTIST/TITLE.

MARKET #11 99.9 KISS FM WKIS/Miami (305) 621-4300 McKay/Evans. PLAYLIST table with columns 2W, LW, TW, ARTIST/TITLE.

COUNTRY SONGS

Continued from Page 59

LITTLE TEXAS "Kick A Little" Warner Bros. LP Title: Kick A Little

JOHN M. MONTGOMERY "If You've Got Love" Atlantic/AG LP Title: Kickin' It Up

PAM TILLIS "When You Walk In..." Arista LP Title: Sweetheart's Dance

CLAY WALKER "If I Could Make..." Giant LP Title: If I Could Make...

STATION PLAY BY MARKET SIZE table for Little Texas

STATION PLAY BY MARKET SIZE table for John M. Montgomery

STATION PLAY BY MARKET SIZE table for Pam Tillis

STATION PLAY BY MARKET SIZE table for Clay Walker

MAVERICKS "There Goes My Heart" MCA LP Title: What A Crying Shame

LEE ROY PARNELL "The Power Of Love" Arista LP Title: On The Road

AARON TIPPIN "I Got It Honest" RCA LP Title: Lookin' Back At...

WESTERN FLYER "She Should've..." SOR LP Title: Western Flyer

STATION PLAY BY MARKET SIZE table for Mavericks

STATION PLAY BY MARKET SIZE table for Lee Roy Parnell

STATION PLAY BY MARKET SIZE table for Aaron Tippin

STATION PLAY BY MARKET SIZE table for Western Flyer

MARTINA MCBRIDE "Heart Trouble" RCA LP Title: The Way That I Am

COLLIN RAYE "Man Of My Word" Epic LP Title: Extremes

TRACTORS "Baby Likes To Rock..." Arista LP Title: The Tractors

BRYAN WHITE "Eugene You Genius" Asylum LP Title: Bryan White

STATION PLAY BY MARKET SIZE table for Martina McBride

STATION PLAY BY MARKET SIZE table for Collin Raye

STATION PLAY BY MARKET SIZE table for Tractors

STATION PLAY BY MARKET SIZE table for Bryan White

NEAL MCCOY "The City Put..." Atlantic/AG LP Title: No Doubt About It

RICKY VAN SHELTON "Wherever She Is" Columbia LP Title: Love And Honor

RANDY TRAVIS "This Is Me" Warner Bros. LP Title: This Is Me

LARI WHITE "Now I Know" RCA LP Title: Wishes

STATION PLAY BY MARKET SIZE table for Neal McCoy

STATION PLAY BY MARKET SIZE table for Ricky Van Shelton

STATION PLAY BY MARKET SIZE table for Randy Travis

STATION PLAY BY MARKET SIZE table for Lari White

TIM MCGRAW "Not A Moment Too..." Curb LP Title: Not A Moment Too...

DOUG STONE "Little Houses" Epic LP Title: Doug Stone G.H.

RICK TREVINO "Doctor Time" Columbia LP Title: Rick Trevino

JOHN/AUDREY WIGGINS "Has Anybody Seen Amy" Mercury LP Title: John & Audrey

STATION PLAY BY MARKET SIZE table for Tim McGraw

STATION PLAY BY MARKET SIZE table for Doug Stone

STATION PLAY BY MARKET SIZE table for Rick Trevino

STATION PLAY BY MARKET SIZE table for John & Audrey Wiggins

KEN MELLONS "Jukebox Junkie" Epic LP Title: Ken Mellons

GEORGE STRAIT "The Big One" MCA LP Title: Lead On

TANYA TUCKER "You Just Watch Me" Liberty LP Title: Soon

CHELY WRIGHT "Till I Was Loved..." Polydor Nashville LP Title: Woman In The Moon

STATION PLAY BY MARKET SIZE table for Ken Mellons

STATION PLAY BY MARKET SIZE table for George Strait

STATION PLAY BY MARKET SIZE table for Tanya Tucker

STATION PLAY BY MARKET SIZE table for Chely Wright

HOT AC/ADULT CHR ADDS

October 21, 1994 R&R • 63

Stations listed alphabetically by market

<p>WKDD/Akron, OH PD/MD: Chuck Collins 9 SASS JORDAN 9 COLLECTIVE SOUL</p> <p>WMXQ/Birmingham, AL PD: Mark St. John MD: John Newsom No Adds</p> <p>WBMX/Boston, MA PD: Greg Strassell MD: Amy Doyle 11 JOSHUA KADISON 5 MICHAEL BOLTON 5 JAKI GRAHAM</p> <p>WEZF/Burlington, VT PD/MD: Dave Simmons 15 KATHY TROCCHI 10 ROLLING STONES</p> <p>WLRW/Champaign, IL PD: Mike Blakemore MD: Jason Cox 33 BON JOVI 33 HUEY LEWIS</p> <p>WSSX/Charleston, SC PD/MD: Rich Bailey 12 MADONNA 12 MICHAEL BOLTON</p> <p>WBT-FM/Charlotte, NC PD: Tom Jackson MD: John McFadden 21 BON JOVI</p> <p>WQMZ/Charlottesville, VA PD: Dann Miller MD: Dave Reynolds 21 BON JOVI 21 TOAD THE WET... 21 GIN BLOSSOMS 18 EAGLES</p>	<p>WTMX/Chicago, IL PD: Barry James MD: Mark M. West 25 CELINE DION 25 MARTIN PAGE 7 EAGLES</p> <p>WQAL/Cleveland, OH PD: Steve La Beau MD: Mary Ellen Kachinske No Adds</p> <p>KVUU/Colorado Springs, CO PD/MD: Bobby Christian 30 JOE COCKER</p> <p>KDMX/Dallas, TX PD: Rob Roberts MD: Kim Ashley 16 MICHAEL BOLTON 14 BON JOVI</p> <p>KWMX/Denver, CO PD: John Peake MD: Paul Donovan 6 BON JOVI</p> <p>KSTZ/Des Moines, IA PD/MD: Kipper McGee 15 MELISSA ETHERIDGE 5 EAGLES</p> <p>WKQI/Detroit, MI PD/MD: Steve Weed 14 BOYZ II MEN</p> <p>KATF/Dubuque, IA PD: Tommy Allen MD: Jackie Livingston 26 EAGLES 26 JOHN MELLENCAMP 26 GLORIA ESTEFAN 5 JOSHUA KADISON 5 MICHAEL BOLTON 5 CELINE DION</p>	<p>WQSM/Fayetteville, NC PD: Kent Layton MD: Dave Stone 10 ANITA BAKER 10 STING</p> <p>KTHT/Fresno, CA PD: Jon Zellner MD: Mike Alexander 5 STING 5 JAKI GRAHAM</p> <p>WQLH/Green Bay, WI PD: Michael T MD: Kenny D No Adds</p> <p>WKZL/Greensboro, NC PD: Jeff McHugh MD: Doug McKnight 16 MICHAEL BOLTON 13 EAGLES</p> <p>WYSR/Hartford, CT MD: Ron O'Brien 18 STING</p> <p>KHMX/Houston, TX PD: Pat Paxton MD: Rich Anhorn 30 STING</p> <p>WKEE-FM/Huntington, WV PD: Dan Persigehl MD: Jim Gregory 16 BOB SEGER 16 EAGLES 16 STING</p> <p>WMXL/Lexington, KY PD: Dale O'Brian MD: Mike Graves 10 JOHN MELLENCAMP 5 BONNIE RAITT 5 WYNNONNA/M. ENGLISH</p>	<p>WBLI/Long Island, NY PD: Stef Rybak MD: Bill Terry 14 JOHN MELLENCAMP</p> <p>WMC-FM/Memphis, TN PD: Steve Conley MD: Henry Nelson 28 BON JOVI 27 SARAH MCLACHLAN 12 JOHN MELLENCAMP</p> <p>WKTJ/Milwaukee, WI PD: Danny Clayton MD: John Harrison 20 ANITA BAKER</p> <p>KOSO/Modesto, CA PD: Max Miller MD: Donna Miller 20 STING</p> <p>WPLJ/New York, NY VP/Prog.: Tom Cuddy PD: Scott Shannon MD: Mike Preston 15 DES'REE</p> <p>KYIS/Oklahoma City, OK PD/MD: Brenda Bennett 10 EAGLES 10 WYNNONNA/M. ENGLISH</p> <p>WYXR/Philadelphia, PA PD: Chuck Knight MD: Ann Gress 6 ANITA BAKER</p> <p>WCSS/Portland, ME PD/MD: T.J. Holland 6 MICHAEL BOLTON</p> <p>KXYQ/Portland, OR PD/MD: Alan Lawson 8 EAGLES</p>	<p>KGBY/Sacramento, CA PD: Robert John MD: Vince Garcia 21 CELINE DION 20 JOSHUA KADISON 20 BOYZ II MEN</p> <p>WIOG/Saginaw, MI PD/MD: Jerry Noble 15 ROLLING STONES 15 EAGLES 15 BON JOVI</p> <p>KYKY/St. Louis, MO PD: Smokey Rivers MD: Greg Hewitt 22 STING</p> <p>KISN-FM/Salt Lake City, UT PD: Dain Craig MD: Jim Morales No Adds</p> <p>KIOI/San Francisco, CA OM: Dave Shakes PD: Angela Perelli 5 TONI BRAXTON 5 JOSHUA KADISON</p>	<p>KEZR/San Jose, CA PD/MD: Jan Jeffries No Adds</p> <p>KPLZ/Seattle, WA PD: John Dimick 26 BOYZ II MEN</p> <p>WNSN/South Bend, IN PD/MD: Rob Poulin No Adds</p> <p>WMTX/Tampa, FL PD: Mason Dixon MD: Rico Blanco 5 EAGLES 5 CELINE DION 5 STEVE PERRY</p> <p>KMAJ/Topeka, KS PD: John Lee Hooker MD: Rose Rues No Adds</p> <p>WRQX/Washington, D.C MD: Linda Silver 25 GLORIA ESTEFAN 25 CELINE DION</p>
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45 Total Reporters
45 Current Reporters
44 Current Playlists

Did Not Report, Playlist Frozen (1):

KYSR/Los Angeles, CA

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2 W	LW	TW	ARTIST/TITLE (LABEL)	TOTAL STATIONS/ADDS	HEAVY	MEDIUM	LIGHT
1	1	1	PETER WHITE Reflections (Sin-Drome/CGR)	40/0	40	0	0
3	4	2	ANITA BAKER Rhythm Of Love (Elektra)	40/0	37	2	1
4	3	3	ART PORTER Under Cover (Verve Forecast)	40/0	38	2	0
2	1	4	RUSS FREEMAN & RIPPINGTONS Sahara (GRP)	40/0	39	0	1
10	7	5	SPECIAL EFX Catwalk (JVC)	40/0	33	5	2
9	8	6	JONATHAN BUTLER Head To Head (Mercury)	39/1	29	9	1
6	6	7	EVERETTE HARP Common Ground (Blue Note)	34/0	29	4	1
7	9	8	COLOUR CLUB Colour Club (JVC)	37/1	24	8	5
5	5	9	EARL KLUGH Move (WB)	36/0	25	9	2
14	11	10	JOE SAMPLE Did You Feel That? (WB)	37/0	25	8	4
16	13	11	SWING OUT SISTER The Living Return (Mercury)	35/0	22	12	1
19	14	12	MICHAEL WHITE So Far Away (Noteworthy)	35/0	21	11	3
8	10	13	EVERYTHING BUT THE GIRL Amplified Heart (Atlantic/AG)	30/1	24	6	0
11	12	14	GEORGE HOWARD A Home Far Away (GRP)	33/0	19	12	2
20	16	15	GENE DUNLAP BAND Groove With You (Avenue)	34/1	16	15	3
26	18	16	CRAIG CHAQUICO Acoustic Planet (Higher Octave)	30/2	13	15	2
12	15	17	RICK BRAUN Night Walk (Bluemoon)	29/1	13	12	4
-	26	18	NAJEE Share My World (EMI)	35/2	5	24	6
-	29	19	LUTHER VANDROSS Songs (Epic)	31/5	9	14	8
15	17	20	BOBBY LYLE Rhythm Stories (Atlantic/AG)	26/0	10	11	5
DEBUT		21	RICHARD ELLIOT After Dark (Blue Note)	34/34	7	8	19
17	20	22	PATTI AUSTIN That Secret Place (GRP/MCA)	24/0	10	10	4
21	19	23	HENRY JOHNSON Missing You (Heads Up)	26/0	9	15	2
18	22	24	BONEY JAMES Backbone (WB)	19/0	10	6	3
23	23	25	3RD FORCE 3rd Force (Higher Octave)	23/1	7	11	5
13	21	26	KEIKO MATSUI Doll (White Cat)	22/0	9	7	6
27	25	27	JIM CHAPPELL & HEARSAY Manila Nights (Real Music)	24/0	9	8	7
29	27	28	BOB MAMET Signs Of Life (Atlantic/AG)	20/0	8	11	1
DEBUT		29	KIM PENSYL When You Were Mine (Shanachie)	29/1	4	16	9
DEBUT		30	HIROSHIMA L.A. (Qwest/WB)	28/1	2	17	9

BREAKERS®

RICHARD ELLIOT
"After Dark" (Blue Note)
85% of our reporters on it (34 stations)
Debuts at number 21.

DAVID BENOIT
"Shaken Not Stirred" (GRP)
65% of our reporters on it (26 stations)

JAN HAMMER
"Drive" (Miramar)
60% of our reporters on it (24 stations)

WARREN HILL
"Truth" (RCA)
60% of our reporters on it (24 stations)

CHART EXTRAS

GERALD VEASLEY
"Signs" (Heads Up)
63% of our reporters on it (25 stations)

MOST ADDED®

Artist	Title	Adds
RICHARD ELLIOTT	"After"	34
WARREN HILL	"Truth"	24
ANDY SNITZER	"Ties"	20
KISS THE SKY	"Millenium"	13
ACOUSTIC ALCHEMY	"Against"	12
MARC ANTOINE	"Classic"	11
DAVID BENOIT	"Shaken"	10
ROHN LAWRENCE	"Hangin'"	6
LUTHER VANDROSS	"Songs"	5
VARIOUS ARTISTS	"Jason's"	4

MOST INCREASED PLAY

NAJEE	"Share"
HIROSHIMA	"L.A."
LUTHER VANDROSS	"Songs"
MICHAEL WHITE	"Far"
DAVID BENOIT	"Shaken"
JAN HAMMER	"Drive"
GERALD VEASLEY	"Signs"
JONATHAN BUTLER	"Head"
ROHN LAWRENCE	"Hangin'"
ARNOLD McCULLER	"Exception"
KIM PENSYL	"When"
SPECIAL EFX	"Catwalk"
SWING OUT SISTER	"Living"

Breakers: Album has achieved airplay at 60% of our reporters for the first time. New & Active: Albums ranked by numbers of stations.

This chart reflects airplay from October 17-October 23. 40 total reporters.

NEW & ACTIVE

TIM WEISBERG"Naked Eyes"(Fahrenheit) 22/0
Rotations: Heavy 6/0, Medium 13/0, Light 3/0, Total Adds 0. Heavy: WOTB, KACD, KSSJ, KIFM, WHRL, KCLC. Medium: WQCD, KCFE, KJZZ, KKSJ, WGMC, KYFX, WLOQ, WJZE, KKJY, WGUF, WEZV, WONB, KSBR.

ANDY SNITZER"Ties That Bind"(Reprise) 21/20
Rotations: Heavy 0/0, Medium 4/4, Light 17/16, Total Adds 20, WQCD, WJJZ, WOTB, WFAE, WNWV, KCFE, KNJZ, KACD, KJZZ, KYOT, KIFM, KKSJ, KEZX, WHRL, WLOQ, KTNT, KEZL, WGUF, WONB, KNIK.

ROHN LAWRENCE"Hangin' On A String"(Atl. Jazz/AG) 21/6
Rotations: Heavy 0/0, Medium 8/2, Light 13/4, Total Adds 6, WFAE, WHRL, WGMC, KYFX, WGUF, KNIK. Medium: WOTB, WNUA, KACD, KSSJ, KKSJ, WJZE, WLOQ, WJZE, WJZE, WGUF, KCLC, KSBR.

ARNOLD McCULLER"Exception To The Rule"(Coyote) 21/0
Rotations: Heavy 7/0, Medium 9/0, Light 5/0, Total Adds 0. Heavy: WOTB, KCFE, KACD, KSSJ, WGMC, WONB, KCLC. Medium: KYOT, KQBR, KIFM, WHRL, WLOQ, KTNT, WGUF, KNIK, KSBR.

PAT KELLY"The Road Home"(Positive Music) 17/0
Rotations: Heavy 1/0, Medium 11/0, Light 5/0, Total Adds 0. Heavy: WNWV. Medium: WOTB, KJZZ, KIFM, WHRL, WGMC, KYFX, WLOQ, WJZE, WGUF, KCLC, KSBR.

KISS THE SKY"Millenium Skyway"(JVC) 15/13
Rotations: Heavy 0/0, Medium 3/3, Light 12/10, Total Adds 13, WJJZ, WOTB, KOAI, WNWV, KHIH, KACD, KKJZ, KQBR, KSSJ, WHRL, KTNT, WONB, KNIK.

ONE"Four September Suns"(Chakra) 15/1
Rotations: Heavy 2/0, Medium 4/0, Light 9/1, Total Adds 1, KTNT. Heavy: WONB, KCLC. Medium: WHRL, KKJY, WGUF, WEZV.

PHIL PERRY"Pure Pleasure"(GRP) 13/2
Rotations: Heavy 2/0, Medium 4/0, Light 7/2, Total Adds 2, WLVE, KBLX. Heavy: WQCD, WHRL. Medium: WOTB, KCFE, KQBR, KYFX.



RICHARD ELLIOT AFTER DARK

#1 MOST ADDED NAC 34/34!

BREAKER Debut 21

#1 HERE WE COME!

Thanks to the team...

ALL THAT JAZZ COAST TO COAST

(310)395-6995

(212)603-8732



NAC ADDS

Stations listed alphabetically by market

<p>WHRL/Albany, NY PD: Guy Rochelle Richard Elliott Marc Antoine Celestial Winds Warren Hill Andy Snitzer Kim Waters Rohn Lawrence HM Johnson Mike Tomaro Kiss The Sky Tom Browne</p>	<p>WONB/Lima, OH PD: Richard Gainey Richard Elliott Acoustic Alchemy Richy Kicklighter Marc Antoine Andy Snitzer David Benoit Kiss The Sky Warren Hill</p>	<p>WLOQ/Orlando, FL PD: Steve Huntington MD: Bob Church Richard Elliott Acoustic Alchemy Warren Hill Mike Tomaro Eric Clapton Andy Snitzer</p>	<p>KSSJ/Sacramento, CA PD: Tony Shondel MD: Ken Jones Richard Elliott Acoustic Alchemy Warren Hill Kiss The Sky Jason's Lyric ST Bruce Becvar</p>
<p>KKJY/Albuquerque, NM PD: Les Reed Acoustic Alchemy Richard Elliott Warren Hill</p>	<p>KYFX/Little Rock, AR PD: Vernon Wells Rohn Lawrence Craig Chaquico Hiroshima Luther Vandross</p>	<p>WJZZ/Philadelphia, PA PD: Bernie Kimble Andy Snitzer Richard Elliott Kiss The Sky Warren Hill</p>	<p>KCLC/St. Charles, MO PD: Rich Reigert Gene Dunlap Band Sting Bruce BecVar Adrian Legg Kal David</p>
<p>KNIK/Anchorage, AK PD: Dean Williams David Benoit Rohn Lawrence Richard Elliott Andy Snitzer Warren Hill Kiss The Sky</p>	<p>KACD/Los Angeles, CA PD: Monica Logan Richard Elliott Duke Jones Tom Browne Andy Snitzer Kiss The Sky</p>	<p>KJZZ/Phoenix, AZ PD: Bill Shedd Richard Elliott Andy Snitzer David Benoit Marc Antoine Brecker Brothers</p>	<p>KNJZ/St. Louis, MO PD: Ted Habeck Richard Elliott Andy Snitzer</p>
<p>WFAE/Charlotte, NC PD: Paul Stribling Warren Hill Andy Snitzer Richard Elliott Rohn Lawrence Acoustic Alchemy</p>	<p>KTWV/Los Angeles, CA PD: Chris Brodie Richard Elliott David Benoit Warren Hill</p>	<p>KYOT/Phoenix, AZ PD: Nick Francis Nicholas Gun Najee Joni Mitchell Sting David Benoit Santana Andy Snitzer Marc Antoine Richard Elliott Warren Hill Acoustic Alchemy Marisa Monte J.B. Horns Richy Kicklighter</p>	<p>KBZN/Salt Lake City, UT PD: Dale Nelson Richard Elliott</p>
<p>WNUA/Chicago, IL MD: Mike Fischer Richard Elliott Warren Hill Marc Antoine</p>	<p>WLVE/Miami, FL MD: Geoff Fischer Phil Perry Richard Elliott David Benoit</p>	<p>KKJZ/Portland, OR PD: Chris Miller MD: Shaun Yu Richard Elliott Warren Hill Jan Hammer Kiss The Sky Dan Balmer Michael Alan Harrison</p>	<p>KIFM/San Diego, CA PD: Bob O'Connor MD: Kelly Cole Richard Elliott Andy Snitzer Acoustic Alchemy Jan Hammer</p>
<p>WNWV/Cleveland, OH PD: Steve Hibbard Andy Snitzer Richard Elliott Kiss The Sky Warren Hill Luther Vandross</p>	<p>KCFE/Minneapolis, MN PD: Rob Moore Warren Hill Richard Elliott Bryan Ferry David Benoit Andy Snitzer Nee Sackey</p>	<p>WGMC/Rochester, NY PD: Eric Gruner Chet Atkins David Benoit Richard Elliott Warren Hill Rohn Lawrence Patricia Barber David Newman</p>	<p>KBLX/San Francisco, CA PD: Kevin Brown MD: Ron Cadet Richard Elliott Phil Perry Warren Hill Luther Vandross Kim Pensyl Patrice Rushen</p>
<p>KOAI/Dallas, TX PD: Tom Miller MD: Bret Michael Craig Chaquico Richard Elliott Warren Hill David Benoit Kiss The Sky Cindy Mizelle</p>	<p>KSBR/Mission Viejo, CA PD: Terry Wedel Richard Elliott Warren Hill Dan Balmer Marc Antoine Acoustic Alchemy</p>	<p>WOTB/Providence, RI PD: Bill Gray Andy Snitzer Marc Antoine Richard Elliott Acoustic Alchemy Kiss The Sky Warren Hill Ryo Kawasaki</p>	<p>KKSF/San Francisco, CA MD: Dore Steinberg Richard Elliott Marc Antoine Warren Hill Andy Snitzer</p>
<p>KHIH/Denver, CO PD: Jamie Kartak Richard Elliott Kiss The Sky Acoustic Alchemy Warren Hill</p>	<p>WGUF/Naples, FL PD: Mike Bode Warren Hill Richard Elliott Ryo Kawasaki Andy Snitzer Rohn Lawrence Acoustic Alchemy Jason's Lyric ST Klang</p>	<p>WQCD/New York, NY MD: Steve Williams Richard Elliott Luther Vandross Marc Antoine Andy Snitzer</p>	<p>KEZX/Seattle, WA MD: Michael Eads Warren Hill Acoustic Alchemy Richard Elliott David Benoit Andy Snitzer Marc Antoine Dan Balmer</p>
<p>KEZL/Fresno, CA PD: Mike Vasquez Colour Club Everything But The Girl Jonathan Butler Rick Braun Take 6 3rd Force Andy Snitzer Najee Richard Elliott</p>	<p>KTNT/Oklahoma City, OK MD: Stephanie Stewart One Marc Antoine Jason's Lyric ST Kiss The Sky Richard Elliott Andy Snitzer</p>	<p>KQBR/Sacramento, CA PD: Lawrence Tanter Richard Elliott Warren Hill Kiss The Sky</p>	<p>WJZE/Toledo, OH PD: Steve Athanas Luther Vandross Mike Tomaro Richard Elliott Nee Sackey Jason's Lyric ST Ryuichi Sakamoto Alan Pasqua</p>

40 Total NAC Reporters
 40 Current NAC Reporters
 36 Current NAC Playlists

Reported Frozen
 Playlist (3):
 WJZF/Atlanta
 WEZV/Lafayette
 WNND/Raleigh

Did Not Report, Playlist
 Frozen (1):
 WJZZ/Detroit

Kiss the Sky
 presented by paul hardcastle

millennium.skyway

**MOST ADDED
 NAC 15/13!**

NEW & ACTIVE!

WNUA	KSSJ
WNWV	WJZZ
WJZZ	WOTB
KIFM	KOAI
KHIH	WHRL
KACD	KTNT
KKJZ	WONB
KQBR	KNIK

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Cliff Gorov

Jason Gorov

Kerri Rosenblum

Tim Fitzgibbon

Phil Hay

the rosemarys

dear Margaret the debut single from their self-titled album "the rosemarys"

Produced,

Engineered,

and Mixed by

Kevin Moloney

Remixed by

Bill Kennedy

Management:

Michael Dixon



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ALTERNATIVE PLAYLISTS

MARKET #2 KROQ/Los Angeles (818) 567-1067 Weatherly/Sandblom. Includes artists like CRANBERRIES, STONE TEMPLE PILOTS, NIRVANA, etc.

MARKET #3 WKQX/Chicago (312) 527-8348 Gamble/Shuminas. Includes artists like R.E.M., CRANBERRIES, NIRVANA, etc.

MARKET #4 KITS/San Francisco (415) 512-1053 Sands/Masters. Includes artists like STONE TEMPLE PILOTS, NIRVANA, R.E.M., etc.

MARKET #5 / #14 WBFB & WDRE/Phila.-Long Island (516) 222-1103 Sue. Includes artists like DINOSAUR JR., CRANBERRIES, NIRVANA, etc.

MARKET #6 CMMX/Detroit (313) 961-9811 Brookshaw/Canova. Includes artists like NIRVANA, PEARL JAM, STONE TEMPLE PILOTS, etc.

MARKET #7 KJGE/Dallas (214) 580-9400 Folger/Michaels. Includes artists like CRANBERRIES, SHERYL CROW, etc.

MARKET #8 WHFS/Washington (301) 306-0991 Benjamin/Waugh. Includes artists like CRANBERRIES, SHERYL CROW, etc.

MARKET #9 WFNX/Boston (617) 595-6200 St. Thomas/Smith. Includes artists like LIZ PHAIR, DINOSAUR JR., etc.

MARKET #12 WNNX/Atlanta (404) 266-0997 Phillips/Fram/Demery. Includes artists like DINOSAUR JR., CRANBERRIES, etc.

MARKET #13 KNDD/Seattle (206) 622-3251 Lambert/Collins. Includes artists like NIRVANA, R.E.M., etc.

ADDITIONAL REPORTER ADDS

Stations listed alphabetically by market

WCHZ/Augusta, GA
 PD: Rob Nicholson
 MD: Julie Hoyt
 BLACK CROWES
 SMASHING PUMPKINS
 GO-GO'S
 GREEN DAY
 DINK
 BAD RELIGION
 WEEN
 MURMURS
 BLACK 47
 CANDLEBOX

WPGU/Champaign, IL
 PD: Jeff Wolf
 MD: Sean Smyth
 2 BLACK CROWES
 LOVE SPIT LOVE
 FREEDY JOHNSTON
 CANDLEBOX

WAQZ/Cincinnati, OH
 PD/MD: Matthew Harris
 8 DAMBUILDERS
 7 BIG AUDIO
 SEAL
 STING

WENZ/Cleveland, OH
 PD: Rick Michaels
 MD: Sean Robertson
 27 GREEN DAY
 DINK
 SMASHING PUMPKINS
 SPONGE
 GO-GO'S
 AIMEE MANN

WWCD/Columbus, OH
 PD: Jane Purcell
 MD: Andy Davis
 1 CONNELLS
 AIMEE MANN

KTCL/Denver, CO
 PD: John Hayes
 MD: Mary Moses
 13 LOVE SPIT LOVE
 12 SOUL ASYLUM
 7 DEUS
 6 SPELL
 5 HALO BENDERS
 5 DAMBUILDERS
 5 DINK

KPOI/Honolulu, HI
 PD/MD: Ted Taylor
 WEEZER
 PALE SAINTS
 SOUL ASYLUM
 LOVE SPIT LOVE
 EX-IDOLS

WRZX/Indianapolis, IN
 PD: Scott Jameson
 MD: Michael Young
 No Adds

KLZR/Kansas City, MO
 MD: Bob Osburn
 6 SMASHING PUMPKINS "Kitty"
 GO-GO'S
 FATIMA MANSIONS
 CRANES
 SUGAR
 DEUS
 GREEN DAY "She"
 WEDDING PRESENT
 SOUL COUGHING "Down"
 JAMES "Tomorrow"

WWDX/Lansing, MI
 PD: Sandy Horowitz
 MD: Mark Copeland
 35 PEARL JAM
 15 CANDLEBOX
 15 BAD RELIGION
 15 BLACK CROWES
 15 EGGSTONE

KKNB/Lincoln, NE
 PD: Dave Douglas
 APD/MD: Ken Williams
 BRYAN FERRY

WMAD/Madison, WI
 PD: Brad Hanson
 APD/MD: Trevor Scott
 STING
 BAD RELIGION

WRXQ/Memphis, TN
 PD: Tony Williams
 MD: Carmen Connors
 No Adds

WZRH/New Orleans, LA
 PD/MD: Christian Unruh
 APD/AMD: Mitch Cry
 17 LOVE SPIT LOVE "Wrong"
 14 WEEZER
 12 SMASHING PUMPKINS
 12 CANDLEBOX
 8 URGE OVERKILL
 1 SOUL ASYLUM
 FAMILY CAT

WROX/Norfolk, VA
 PD: Chris Corley
 MD: Sara Trexler
 10 COLLECTIVE SOUL
 SOUL ASYLUM
 SMASHING PUMPKINS
 MAZZY STAR
 URGE OVERKILL
 R.E.M. "Strange"
 R.E.M. "Crush"
 R.E.M. "Star"
 CRAMPS

WRXS/Ocean City, MD
 OM: Chris Kelley
 MD: Brian K. Hall
 10 GREEN DAY
 10 VERUCA SALT
 10 LIZ PHAIR
 MURMURS
 SOUL ASYLUM
 WEEZER
 CANDLEBOX
 BAD RELIGION

WPFM/Panama City, FL
 PD: Kelly McKann
 APD/MD: Mike Stone
 CRAMPS
 WEEZER
 BAD RELIGION
 CATHERINE "Songs"

KBBT/Portland, OR
 PD: Dave Numme
 MD: Al Scott
 COMPULSION
 WEEZER

WDST/Poughkeepsie, NY
 PD: Jimmy Buff
 MD: Jeanne Atwood
 14 INXS
 14 SKY CRIES MARY
 10 FAT TUESDAY
 10 LOVE SPIT LOVE
 10 SMASHING PUMPKINS
 7 CRANES
 7 TOM JONES
 7 GO-GO'S
 7 LONDON SUEDE

WBRU/Providence, RI
 PD: Michael Osborne
 MD: Tim Schiavelli
 2 LOVE SPIT LOVE
 2 LONDON SUEDE
 2 MURMURS
 1 EGGSTONE
 1 DINK
 WEEZER
 L7
 GO-GO'S

KRZQ/Reno, NV
 PD: Rob "Blaze" Brooks
 MD: Rip Ewing
 22 SOUL ASYLUM
 6 STING
 1 BLACK CROWES
 1 CANDLEBOX

KWOD/Sacramento, CA
 PD/MD: Alex Cosper
 19 GO-GO'S
 8 INXS
 DEAD CAN DANCE
 BLACK CROWES
 MIGHTY MIGHTY BT

KXRK/Salt Lake City, UT
 VP/Ops. & Prog: Mike Summers
 MD: Sean Ziebarth
 12 DINK
 5 GIRLS AGAINST BOYS
 5 STING
 5 CHURCH "Day"
 2 LIVE "Waitress"
 2 MAZZY STAR "Five"
 1 STONE TEMPLE PILOTS "Unplugged"
 1 CANDLEBOX "Don't"

KOME/San Jose, CA
 PD: Ron Nenni
 APD/MD: Jay Taylor
 20 ALICE IN CHAINS
 19 BLACK CROWES

KJEE/Santa Barbara, CA
 PD/MD: Heather Luke
 12 MERCY RULE
 9 311
 6 VERUCA SALT
 6 CANDLEBOX
 4 WEEZER
 3 FAMILY CAT
 BEASTIE BOYS
 SOUL ASYLUM

KTOZ/Springfield, MO
 OM: Eric Hall
 APD: John Lenac
 MD: Kevin Kline
 26 BLACK CROWES
 311
 MURMURS
 DINK
 WEEN
 SOUL ASYLUM
 GO-GO'S

47 Total Reporters
 47 Current Reporters
 46 Current Playlists

Reported Frozen Playlist (1):
 WHTG/Monmouth-Ocean, NJ

- BAD RELIGION "21st Century (Digital Boy)" (Atlantic/AG) •**
 Total Stations: 21, Adds: 9, Total Plays: 242
- PEARL JAM "Better Man" (Local) •**
 Total Stations: 10, Adds: 1, Total Plays: 232
- CANDLEBOX "Cover Me" (Maverick/Sire/WB) •**
 Total Stations: 26, Adds: 12, Total Plays: 231
- MIGHTY MIGHTY BOSSTONES "Kinder Words" (Mercury) •**
 Total Stations: 22, Adds: 2, Total Plays: 218
- WEEZER "Buddy Holly" (DGC) •**
 Total Stations: 23, Adds: 13, Total Plays: 212
- BEASTIE BOYS "Sure Shot" (Grand Royal/Capitol) •**
 Total Stations: 20, Adds: 1, Total Plays: 194
- SEED "Rapture" (Mechanic/Giant) •**
 Total Stations: 12, Adds: 1, Total Plays: 189
- R.E.M. "Strange Currencies" (WB) •**
 Total Stations: 14, Adds: 1, Total Plays: 186
- FRENTE! "Ordinary Angels" (Mammoth/Giant)**
 Total Stations: 13, Adds: 0, Total Plays: 158
- OFFSPRING "Gotta Get Away" (Epitaph) •**
 Total Stations: 11, Adds: 2, Total Plays: 157
- CRAMPS "Ultra Twist!" (Medicine) •**
 Total Stations: 15, Adds: 3, Total Plays: 142
- DAMBUILDERS "Smell" (EastWest/AG) •**
 Total Stations: 12, Adds: 1, Total Plays: 141
- WEEN "Voodoo Lady" (Elektra) •**
 Total Stations: 17, Adds: 5, Total Plays: 141
- L7 "Stuck Here Again" (Slash/Reprise) •**
 Total Stations: 11, Adds: 2, Total Plays: 114
- SEAL "Newborn Friend" (ZTT/Sire/WB) •**
 Total Stations: 10, Adds: 3, Total Plays: 114
- BLACK CROWES "A Conspiracy" (American/Reprise) •**
 Total Stations: 14, Adds: 14, Total Plays: 112
- SAMPLES "Water Rush" (W.A.R.?)**
 Total Stations: 8, Adds: 0, Total Plays: 101
- LOVE SPIT LOVE "Change In The Weather" (Imago) •**
 Total Stations: 12, Adds: 7, Total Plays: 96
- FATIMA MANSIONS "The Loyaliser" (Radioactive) •**
 Total Stations: 9, Adds: 1, Total Plays: 90
- GO-GO'S "The Whole World Lost Its Head" (IRS) •**
 Total Stations: 13, Adds: 13, Total Plays: 87
- VELOCITY GIRL "I Can't Stop Smiling" (Sub Pop) •**
 Total Stations: 8, Adds: 1, Total Plays: 85
- BLACK 47 "Losin' It" (SBK/EMI) •**
 Total Stations: 10, Adds: 2, Total Plays: 82
- SPONGE "Plowed" (Chaos) •**
 Total Stations: 7, Adds: 1, Total Plays: 63
- R.E.M. "Star 69" (WB) •**
 Total Stations: 7, Adds: 1, Total Plays: 56
- R.E.M. "Crush With Eyeliner" (WB)**
 Total Stations: 7, Adds: 1, Total Plays: 38
- DINK "Green Mind" (Capitol) •**
 Total Stations: 11, Adds: 10, Total Plays: 28

Ranked by total plays (minimum 7 stations).
 • Refer to song information on pages 73 and 74

ALBUMS

2W	LW	TW	ARTIST/Title (Label)	TOTAL PLAYS	+/- OVER LAST WEEK
1	1	1	R.E.M. Monster (WB)	1814	- 95
2	2	2	STONE TEMPLE PILOTS Purple (Atlantic/AG)	1611	- 96
3	3	3	GREEN DAY Dookie (Reprise)	1572	+ 41
4	4	4	OFFSPRING Smash (Epitaph)	1516	+ 20
5	5	5	CRANBERRIES No Need To Argue (Island)	1461	+ 85
6	6	6	SOUNDGARDEN Superunknown (A&M)	1082	- 32
9	9	7	DINOSAUR JR. Without A Sound (Sire/Reprise)	1080	+ 25
DEBUT	8	8	LIZ PHAIR Whip-Smart (Maverick/AG)	988	+ 98
8	7	9	TOAD THE WET... Dulcinea (Columbia)	979	- 99
10	10	10	VERUCA SALT American Thighs (DGC)	960	+ 11

This chart reflects airplay from October 10-16
 47 total reporters. Chart based on play rank, with plays for all cuts
 from an album combined

The follow-up to the multi-format smash "Far Behind."

"Cover Me"
 The next track from the double platinum debut, Candlebox

Candlebox

MOST ADDED TWO WEEKS IN A ROW
 Already on

X96 WDRE
 KROQ 89X
 99X KOME
 Q101 KNDD
AND MANY MORE!

ALTERNATIVE SONGS

October 21, 1994 R&R • 73

All reporters-At A Glance Dark type: current play stats Grey type: Station not playing this week (last week's plays in parenthesis) (a) indicates Add

Stations listed by market size

BAD RELIGION		CHART STATS			
"21st Century..."		3W	2W	LW	TW
Atlantic/AG		-	-	-	-
LP Title: Stranger Than...		TOTAL STATIONS			
9 ADDS		6	11	13	21
		TOTAL PLAYS			
		84	125	163	242

COWBOY JUNKIES		CHART STATS			
"Sweet Jane"		3W	2W	LW	TW
Nothing/Interscope/AG		30	27	19	16
LP Title: Natural Born... ST		TOTAL STATIONS			
0 ADDS		31	34	34	33
		TOTAL PLAYS			
		400	527	676	680

DAMBUILDERS		CHART STATS			
"Smell"		3W	2W	LW	TW
EastWest/AG		-	-	-	-
LP Title: Encendedor		TOTAL STATIONS			
1 ADD		6	10	10	12
		TOTAL PLAYS			
		32	65	106	141

GO-GO'S		CHART STATS			
"The Whole World..."		3W	2W	LW	TW
IRS		-	-	-	-
LP Title: Return To...		TOTAL STATIONS			
13 ADDS		-	-	-	13
		TOTAL PLAYS			
		-	-	-	87

BEASTIE BOYS		CHART STATS			
"Sure Shot"		3W	2W	LW	TW
Grand Royal/Capitol		-	-	-	-
LP Title: Ill Communication		TOTAL STATIONS			
1 ADD		18	18	20	20
		TOTAL PLAYS			
		160	163	163	194

CRAMPS		CHART STATS			
"Ultra Twist!"		3W	2W	LW	TW
Medicine Label		-	-	-	-
LP Title: Flamejob		TOTAL STATIONS			
3 ADDS		3	12	15	-
		TOTAL PLAYS			
		8	39	142	-

DINK		CHART STATS			
"Green Mind"		3W	2W	LW	TW
Capitol		-	-	-	-
LP Title: Dink		TOTAL STATIONS			
10 ADDS		-	-	1	11
		TOTAL PLAYS			
		-	-	-	28

GREEN DAY		CHART STATS			
"Welcome To Paradise"		3W	2W	LW	TW
Reprise		35	18	12	9
LP Title: Dookie		TOTAL STATIONS			
4 ADDS		25	33	36	41
		TOTAL PLAYS			
		368	622	729	930

BLACK CROWES		CHART STATS			
"A Conspiracy"		3W	2W	LW	TW
American/Reprise		-	-	-	-
LP Title: Amorica		TOTAL STATIONS			
14 ADDS		-	-	-	14
		TOTAL PLAYS			
		-	-	-	112

CRANBERRIES		CHART STATS			
"Zombie"		3W	2W	LW	TW
Island		5	3	2	1
LP Title: No Need To Argue		TOTAL STATIONS			
0 ADDS		47	47	47	47
		TOTAL PLAYS			
		1040	1219	1376	1461

DINOSAUR JR		CHART STATS			
"Feel The Pain"		3W	2W	LW	TW
Sire/Reprise		6	5	6	6
LP Title: Without A Sound		TOTAL STATIONS			
1 ADD		45	44	43	44
		TOTAL PLAYS			
		993	1062	1055	1060

HOLE		CHART STATS			
"Doll Parts"		3W	2W	LW	TW
DGC		38	32	20	14
LP Title: Live Through This		TOTAL STATIONS			
1 ADD		34	40	41	42
		TOTAL PLAYS			
		335	484	605	714

BLACK 47		CHART STATS			
"Losin' It"		3W	2W	LW	TW
SBK/EMI		-	-	-	-
LP Title: Home Of The Brave		TOTAL STATIONS			
2 ADDS		1	6	7	10
		TOTAL PLAYS			
		23	44	82	-

CRASH TEST DUMMIES		CHART STATS			
"God Shuffled His..."		3W	2W	LW	TW
Arista		-	-	-	49
LP Title: God Shuffled...		TOTAL STATIONS			
0 ADDS		14	18	18	19
		TOTAL PLAYS			
		78	165	241	256

PETE DROGE		CHART STATS			
"If You Don't Love..."		3W	2W	LW	TW
American Recordings		-	-	-	46
LP Title: Necktie Second		TOTAL STATIONS			
0 ADDS		9	15	18	19
		TOTAL PLAYS			
		52	154	260	298

HOODOO GURUS		CHART STATS			
"The Right Time"		3W	2W	LW	TW
Zoo		42	42	38	37
LP Title: Crank		TOTAL STATIONS			
1 ADD		19	21	22	21
		TOTAL PLAYS			
		288	294	344	309

CANDLEBOX		CHART STATS			
"Cover Me"		3W	2W	LW	TW
Maverick/Sire/WB		-	-	-	-
LP Title: Candlebox		TOTAL STATIONS			
12 ADDS		1	1	14	26
		TOTAL PLAYS			
		25	25	74	231

CULT		CHART STATS			
"Coming Down..."		3W	2W	LW	TW
Sire/Reprise		33	26	23	21
LP Title: The Cult		TOTAL STATIONS			
0 ADDS		33	36	38	37
		TOTAL PLAYS			
		378	527	575	583

FATIMA MANSIONS		CHART STATS			
"The Loyaliser"		3W	2W	LW	TW
Radioactive		-	-	-	-
LP Title: Lost In The Former...		TOTAL STATIONS			
1 ADD		3	7	9	-
		TOTAL PLAYS			
		-	-	55	90

FREEDY JOHNSTON		CHART STATS			
"Bad Reputation"		3W	2W	LW	TW
Elektra		29	25	33	29
LP Title: This Perfect World		TOTAL STATIONS			
1 ADD		26	27	27	27
		TOTAL PLAYS			
		413	397	444	433

COMPULSION		CHART STATS			
"Delivery"		3W	2W	LW	TW
Interscope/AG		-	-	-	41
LP Title: Comforter		TOTAL STATIONS			
2 ADDS		18	29	34	36
		TOTAL PLAYS			
		125	182	314	383

DADA		CHART STATS			
"All I Am"		3W	2W	LW	TW
IRS		27	29	27	22
LP Title: American Highway...		TOTAL STATIONS			
0 ADDS		30	30	32	32
		TOTAL PLAYS			
		458	516	541	583

BRYAN FERRY		CHART STATS			
"Mamouna"		3W	2W	LW	TW
Virgin		48	48	45	47
LP Title: Mamouna		TOTAL STATIONS			
1 ADD		21	21	23	23
		TOTAL PLAYS			
		237	229	273	265

LOVE SPIT LOVE		CHART STATS			
"Change In..."		3W	2W	LW	TW
Imago		-	-	-	-
LP Title: Love Spit Love		TOTAL STATIONS			
7 ADDS		1	2	5	12
		TOTAL PLAYS			
		15	13	73	96

Continued on Page 74

ALTERNATIVE SONGS

Continued from Page 73 All reporters-At A Glance Dark type: current play stats Grey type: Station not playing this week (last week's plays in parenthesis) (a) indicates Add Stations listed by market size

L7
"Stuck Here Again"
Slash/Reprise
LP Title: Hungry For Stink
2 ADDS

3W	2W	LW	TW
-	-	-	-
TOTAL STATIONS			
3	5	9	11
TOTAL PLAYS			
4	44	72	114

KROQ	KNDD	KBBT	WZRH	WWDX
WKQX 28(28)	XHRM	KWOD	WRXQ	WCHZ
KITS	XTRA	KLZR 8(-)	WHTG 7(7)	WMAD
WDRE	KEGE	KOME	WOXY 13(13)	KRZQ
CIMX	KPNT	WBRU a(-)	WQNF	KTOZ
KDGE	KEDJ	WROX	KNNC	WDST 10(7)
WHFS a(-)	WENZ	WWCD	WEQX	WRXS 10(-)
WFNX 4(5)	KTCL 9(12)	KXPK	KEDG	KKNB
WNNX	WAQZ	WRZX	KPOI	KJEE

OFFSPRING
"Gotta Get Away"
Epitaph
LP Title: Smash
2 ADDS

3W	2W	LW	TW
-	-	-	-
TOTAL STATIONS			
3	6	9	11
TOTAL PLAYS			
45	53	121	157

KROQ	KNDD	KBBT	WZRH	WWDX
WKQX 13(9)	XHRM	KWOD	WRXQ	WCHZ
KITS 9a(-)	XTRA	KLZR 15(9)	WHTG 22(22)	WMAD
WDRE	KEGE	KOME	WOXY	KRZQ
CIMX	KPNT	WBRU	WQNF	KTOZ
KDGE	KEDJ	WROX	KNNC	WDST
WHFS	WENZ	WWCD	WEQX	WRXS
WFNX a(-)	KTCL 9(6)	KXPK 6(6)	KEDG	KKNB
WNNX	WAQZ	WRZX	KPOI	KJEE

SEAL
"Newborn Friend"
ZTT/Sire/WB
LP Title: Seal
3 ADDS

3W	2W	LW	TW
-	-	-	-
TOTAL STATIONS			
7	8	8	10
TOTAL PLAYS			
42	91	131	114

KROQ	KNDD	KBBT	WZRH	WWDX
WKQX	XHRM 18(19)	KWOD	WRXQ	WCHZ
KITS	XTRA	KLZR	WHTG 16(16)	WMAD 20(22)
WDRE	KEGE	KOME	WOXY	KRZQ
CIMX	KPNT a(-)	WBRU	WQNF	KTOZ 18(18)
KDGE	KEDJ	WROX	KNNC	WDST
WHFS	WENZ	WWCD	WEQX a(-)	WRXS
WFNX	KTCL 9(6)	KXPK	KEDG 16(8)	KKNB
WNNX	WAQZ a(-)	WRZX	KPOI	KJEE

STING
"When We Dance"
A&M
LP Title: Fields Of Gold...
8 ADDS

3W	2W	LW	TW
-	-	-	36
TOTAL STATIONS			
1	22	30	
TOTAL PLAYS			
		170	309

KROQ	KNDD	KBBT	WZRH	WWDX
WKQX	XHRM 12(-)	KWOD 11(9)	WRXQ	WCHZ 44(35)
KITS	XTRA 15(11)	KLZR 7(-)	WHTG 5(5)	WMAD a(-)
WDRE 7a(-)	KEGE	KOME 5(-)	WOXY	KRZQ 6a(-)
CIMX 2a(-)	KPNT 11(-)	WBRU 5(1)	WQNF	KTOZ 18(19)
KDGE	KEDJ 12(-)	WROX	KNNC	WDST 18(18)
WHFS 10(-)	WENZ	WWCD 5(2)	WEQX	WRXS
WFNX a(-)	KTCL	KXPK 5a(-)	KEDG 11(-)	KKNB 28(27)
WNNX 8(7)	WAQZ a(-)	WRZX	KPOI	KJEE

AIMEE MANN
"That's Just What..."
Imago/Giant
LP Title: Melrose Place ST
2 ADDS

3W	2W	LW	TW
-	-	-	45
TOTAL STATIONS			
8	17	19	
TOTAL PLAYS			
7	178	278	

KROQ	KNDD	KBBT	WZRH	WWDX
WKQX	XHRM 11(-)	KWOD	WRXQ	WCHZ 31(31)
KITS	XTRA	KLZR 10(7)	WHTG 13(13)	WMAD 20(17)
WDRE	KEGE	KOME	WOXY	KRZQ
CIMX	KPNT	WBRU 14(15)	WQNF 18(-)	KTOZ 35(36)
KDGE	KEDJ 30(21)	WROX	KNNC	WDST 14(14)
WHFS	WENZ a(-)	WWCD a(-)	WEQX 8(-)	WRXS 15(-)
WFNX	KTCL 8(6)	KXPK	KEDG	KKNB 5(-)
WNNX	WAQZ	WRZX	KPOI	KJEE 14(12)

OFFSPRING
"Self Esteem"
Epitaph
LP Title: Smash
0 ADDS

3W	2W	LW	TW
4	4	5	5
TOTAL STATIONS			
45	45	44	44
TOTAL PLAYS			
1100	1116	1124	1141

KROQ	KNDD	KBBT	WZRH	WWDX
WKQX 27(29)	XHRM	KWOD 18(22)	WRXQ 34(28)	WCHZ 14(15)
KITS 15(23)	XTRA 17(16)	KLZR 13(16)	WHTG 20(20)	WMAD 37(38)
WDRE 22(21)	KEGE 8(8)	KOME 21(26)	WOXY 24(24)	KRZQ 43(45)
CIMX 32(33)	KPNT 33(35)	WBRU 26(23)	WQNF 32(35)	KTOZ 36(36)
KDGE 19(27)	KEDJ 33(30)	WROX 36(34)	KNNC 40(37)	WDST 10(7)
WHFS 30(24)	WENZ 33(25)	WWCD	WEQX 21(22)	WRXS
WFNX 6(20)	KTCL 30(24)	KXPK 13(10)	KEDG 29(31)	KKNB 20(17)
WNNX 15(13)	WAQZ 29(20)	WRZX 40(37)	KPOI 32(31)	KJEE 13(15)

SEED
"Rapture"
Mechanic/Giant
LP Title: Ling
1 ADD

3W	2W	LW	TW
49	46	50	-
TOTAL STATIONS			
16	12	13	12
TOTAL PLAYS			
235	241	230	189

KROQ	KNDD	KBBT	WZRH	WWDX
WKQX	XHRM 19(20)	KWOD 15(16)	WRXQ 14(14)	WCHZ 15(14)
KITS	XTRA	KLZR	WHTG 23(23)	WMAD
WDRE 19(16)	KEGE	KOME	WOXY	KRZQ
CIMX	KPNT	WBRU	WQNF a(-)	KTOZ
KDGE	KEDJ	WROX 8(9)	KNNC	WDST
WHFS 30(34)	WENZ	WWCD	WEQX 13(14)	WRXS
WFNX	KTCL	KXPK	KEDG 19(25)	KKNB
WNNX	WAQZ	WRZX	KPOI 14(25)	KJEE

URGE OVERKILL
"Girl, You'll Be..."
MCA
LP Title: Pulp Fiction ST
4 ADDS

3W	2W	LW	TW
-	-	-	47
TOTAL STATIONS			
10	18	22	26
TOTAL PLAYS			
6	129	252	297

KROQ	KNDD	KBBT	WZRH	WWDX
WKQX	XHRM	KWOD	WRXQ	WCHZ 31(32)
KITS 15(9)	XTRA	KLZR 5(5)	WHTG 15(15)	WMAD
WDRE	KEGE	KOME	WOXY	KRZQ 6(9)
CIMX 3a(-)	KPNT	WBRU 7(7)	WQNF 15(-)	KTOZ 18(18)
KDGE	KEDJ 18(19)	WROX a(-)	KNNC 5(5)	WDST 14(14)
WHFS	WENZ	WWCD	WEQX 11(11)	WRXS 10(10)
WFNX 4(7)	KTCL 8(9)	KXPK	KEDG	KKNB 11(11)
WNNX	WAQZ 7(-)	WRZX	KPOI 15(15)	KJEE 11(10)

SARAH MCLACHLAN
"Good Enough"
Arista
LP Title: Fumbling Towards...
0 ADDS

3W	2W	LW	TW
24	24	22	18
TOTAL STATIONS			
33	34	35	33
TOTAL PLAYS			
499	540	582	610

KROQ	KNDD	KBBT	WZRH	WWDX
WKQX 18(4)	XHRM 20(20)	KWOD 11(13)	WRXQ 23(23)	WCHZ 43(46)
KITS	XTRA	KLZR 10(14)	WHTG 24(24)	WMAD 20(20)
WDRE 15(16)	KEGE 8(7)	KOME	WOXY	KRZQ 32(-)
CIMX 18(18)	KPNT 22(25)	WBRU 14(11)	WQNF 26(25)	KTOZ 18(17)
KDGE 16(18)	KEDJ 11(15)	WROX	KNNC 39(36)	WDST
WHFS 10(-)	WENZ	WWCD 7(8)	WEQX 19(20)	WRXS 25(20)
WFNX	KTCL 7(5)	KXPK 3(3)	KEDG 12(8)	KKNB 13(15)
WNNX 22(21)	WAQZ 33(31)	WRZX	KPOI	KJEE

PEARL JAM
"Better Man"
Local
LP Title: Bootleg
1 ADD

3W	2W	LW	TW
-	-	-	-
TOTAL STATIONS			
7	8	9	10
TOTAL PLAYS			
143	140	197	232

KROQ	KNDD	KBBT	WZRH	WWDX
WKQX 28(22)	XHRM	KWOD	WRXQ	WCHZ
KITS	XTRA 15(14)	KLZR	WHTG 24(24)	WMAD
WDRE	KEGE 34(39)	KOME	WOXY	KRZQ
CIMX 32(32)	KPNT 11(26)	WBRU	WQNF 30(26)	KTOZ
KDGE	KEDJ	WROX 27(15)	KNNC	WDST
WHFS	WENZ	WWCD 10(10)	WEQX	WRXS
WFNX 10(13)	KTCL	KXPK	KEDG	KKNB
WNNX	WAQZ	WRZX	KPOI	KJEE

SMASHING PUMPKINS
"Landslide"
Virgin
LP Title: Pisces Iscariot
7 ADDS

3W	2W	LW	TW
-	37	18	11
TOTAL STATIONS			
9	25	35	42
TOTAL PLAYS			
170	347	676	870

KROQ	KNDD	KBBT	WZRH	WWDX
WKQX 29(38)	XHRM 5a(-)	KWOD 31(24)	WRXQ 34(36)	WCHZ a(-)
KITS 29(23)	XTRA 25(25)	KLZR 10(9)	WHTG 32(32)	WMAD 16(-)
WDRE 28(2)	KEGE 35(26)	KOME 41(38)	WOXY	KRZQ 35(37)
CIMX 21(17)	KPNT 24(27)	WBRU 10(7)	WQNF 2a(-)	KTOZ 22(17)
KDGE 51(52)	KEDJ 11(-)	WROX a(-)	KNNC 38(36)	WDST 10a(-)
WHFS 30(34)	WENZ a(-)	WWCD 11(7)	WEQX 12(-)	WRXS 10(-)
WFNX	KTCL 13(14)	KXPK 19(8)	KEDG 20(-)	KKNB 32(25)
WNNX 18(18)	WAQZ 6(-)	WRZX	KPOI	KJEE 13(10)

VELOCITY GIRL
"I Can't Stop Smiling"
Sub Pop
LP Title: Simpatico
1 ADD

3W	2W	LW	TW
-	-	-	-
TOTAL STATIONS			
10	10	8	8
TOTAL PLAYS			
95	90	92	85

KROQ	KNDD	KBBT	WZRH	WWDX
WKQX	XHRM	KWOD	WRXQ	WCHZ
KITS	XTRA	KLZR	WHTG	WMAD
WDRE	KEGE	KOME	WOXY	KRZQ
CIMX	KPNT	WBRU	WQNF	KTOZ
KDGE	KEDJ	WROX	KNNC	WDST
WHFS	WENZ	WWCD	WEQX	WRXS
WFNX 6(6)	KTCL 10(10)	KXPK 10(7)	KEDG	KKNB
WNNX	WAQZ	WRZX	KPOI 20(15)	KJEE 13(14)

MIGHTY MIGHTY BT
"Kinder Words"
Mercury
LP Title: Question The Answers
2 ADDS

3W	2W	LW	TW
9	15	20	22
TOTAL STATIONS			
46	79	166	218
TOTAL PLAYS			

KROQ	KNDD	KBBT	WZRH	WWDX
WKQX	XHRM	KWOD a(-)	WRXQ 8(9)	WCHZ
KITS	XTRA	KLZR 22(13)	WHTG 8(8)	WMAD
WDRE a(-)	KEGE 6(7)	KOME	WOXY 13(11)	KRZQ 9(-)
CIMX	KPNT 9(-)	WBRU 7(6)	WQNF	KTOZ 13(15)
KDGE	KEDJ	WROX	KNNC 5(5)	WDST 7(7)
WHFS	WENZ 7(7)	WWCD	WEQX 18(17)	WRXS 10(10)
WFNX 10(13)	KTCL 10(6)	KXPK 19(9)	KEDG	KKNB 5(5)
WNNX	WAQZ	WRZX	KPOI 20(18)	KJEE 12(-)

LIZ PHAIR
"Supernova"
Matador/Atlantic
LP Title: Whip-Smart
1 ADD

3W	2W	LW	TW
18	11	10	7
TOTAL STATIONS			
41	42	44	45
TOTAL PLAYS			
722	826	890	988

KROQ	KNDD	KBBT	WZRH	WWDX
WKQX 25(27)	XHRM 10(11)	KWOD 20(21)	WRXQ 34(33)	WCHZ 18(18)
KITS 12(15)	XTRA 17(18)	KLZR 24(24)	WHTG 24(24)	WMAD 36(37)
WDRE 20(18)	KEGE 24(23)	KOME 15(21)	WOXY 24(24)	KRZQ 11(9)
CIMX 19(19)	KPNT 25(28)	WBRU 13(16)	WQNF 34(25)	KTOZ 13(13)
KDGE	KEDJ 31(30)	WROX 27(27)	KNNC 37(37)	WDST 14(14)
WHFS 30(34)	WENZ 26(24)	WWCD 24(9)	WEQX 24(22)	WRXS 10a(-)
WFNX 24(16)	KTCL 17(15)	KXPK 19(26)	KEDG	KKNB 10(-)
WNNX 20(23)	WAQZ 29(12)	WRZX 20(-)	KPOI 28(20)	KJEE 18(18)

SOUL ASYLUM
"Can't Even Tell"
Chaos
LP Title: Clerks ST
15 ADDS

3W	2W	LW	TW
18	11	10	7
TOTAL STATIONS			
41	42	44	45
TOTAL PLAYS			
722	826	890	988

KROQ	KNDD	KBBT	WZRH	WWDX
WKQX 29(38)	XHRM 5a(-)	KWOD 31(24)	WRXQ 34(36)	WCHZ a(-)
KITS 29(23)	XTRA 25(25)	KLZR 10(9)	WHTG 32(32)	WMAD 16(-)
WDRE 28(2)	KEGE 35(26)	KOME 41(38)	WOXY	KRZQ 35(37)
CIMX 21(17)	KPNT 24(27)	WBRU 10(7)	WQNF 2a(-)	KTOZ 22(17)
KDGE 51(52)	KEDJ 11(-)	WROX a(-)	KNNC 38(36)	WDST 10a(-)
WHFS 30(34)	WENZ a(-)	WWCD 11(7)	WEQX 12(-)	WRXS 10(-)
WFNX	KTCL 13(14)	KXPK 19(8)	KEDG 20(-)	KKNB 32(25)
WNNX 18(18)	WAQZ 6(-)	WRZX	KPOI	KJEE 13(10)

VERUCA SALT
"Seether"
DGC
LP Title: American Thighs
2 ADDS

3W	2W	LW	TW
15	9	9	8
TOTAL STATIONS			
40	43	42	43
TOTAL PLAYS			
761	852	937	945

KROQ	KNDD	KBBT	WZRH	WWDX
WKQX 25(23)	XHRM	KWOD 26(32)	WRXQ 37(29)	WCHZ 14(13)
KITS	XTRA 13(10)	KLZR 16(21)	WHTG 23(23)	WMAD 22(22)
WDRE 19(19)	KEGE 6(7)	KOME 22(28)	WOXY 24(23)	KRZQ 30(26)
CIMX 29(32)	KPNT 29(35)	WBRU 23(16)	WQNF 42(44)	KTOZ 22(22)
KDGE 12(34)	KEDJ 30(31)	WROX 26(26)	KNNC 34(31)	WDST 7(7)
WHFS 20(24)	WENZ 26(25)	WWCD	WEQX 25(21)	WRXS 10a(-)
WFNX 18(26)	KTCL 16(16)	KXPK 20(21)	KEDG 9(5)	KKNB 26(25)
WNNX 21(21)	WAQZ 27(12)	WRZX 24(27)	KPOI 21(18)	KJEE 6a(-)

NIRVANA
"About A Girl"
DGC
LP Title: Unplugged In NY
1 ADD

3W	2W	LW	TW
-	21	4	3
TOTAL STATIONS			
6	45	46	47
TOTAL PLAYS			
20	557	1142	1316

KROQ	KNDD	KBBT	
------	------	------	--

2W	LW	TW	ARTIST/TITLE (LABEL)	TOTAL STATIONS/ADDS	HEAVY	MEDIUM	LIGHT
1	1	1	ERIC CLAPTON From The Cradle (Reprise)	31/0	30	1	0
3	2	2	LYLE LOVETT I Love Everybody (Curb/MCA)	31/0	24	7	0
2	3	3	SHAWN COLVIN Cover Girl (Columbia)	31/0	24	6	1
6	5	4	R.E.M. Monster (WB)	29/0	23	5	1
5	4	5	ROLLING STONES Voodoo Lounge (Virgin)	29/0	20	8	1
7	6	6	EDIE BRICKELL Picture Perfect Morning (Geffen)	30/0	13	16	1
8	8	7	BRYAN FERRY Mamouna (Virgin)	29/0	14	14	1
4	7	8	NEIL YOUNG & CRAZY HORSE Sleeps With Angels (Reprise)	26/0	16	9	1
-	19	9	STING When We Dance (Track) (A&M)	25/5	14	7	4
11	11	10	BIG HEAD TODD & THE MONSTERS Strategem (Giant)	26/2	10	15	1
14	10	11	WIDESPREAD PANIC Ain't Life Grand (Capricorn)*	26/1	10	13	3
9	9	12	FREEDY JOHNSTON This Perfect World (Elektra)	26/1	9	15	2
21	17	13	BLUES TRAVELER Four (A&M)	26/1	8	15	3
20	15	14	HOOTIE & THE BLOWFISH Cracked Rear View (Atlantic/AG)	24/1	9	13	2
-	25	15	JONI MITCHELL How Do You Stop? (Track) (Reprise)	26/6	8	12	6
22	18	16	DAVE MATTHEWS BAND Under The Table And Dreaming (RCA)	27/2	7	13	7
10	13	17	PAULA COLE Harbinger (Imago)	24/0	8	13	3
18	12	18	VARIOUS ARTISTS Beat The Retreat (Capitol)	23/0	11	7	5
15	14	19	WALTER BECKER 11 Tracks Of Whack (Giant)	25/1	7	14	4
-	30	20	EAGLES Get Over It (Track) (Geffen)	23/6	10	8	5
28	26	21	SANTANA BROTHERS Santana Brothers (Island)	25/1	2	17	6
23	21	22	NANCI GRIFFITH Flyer (Elektra)	23/0	9	8	6
25	23	23	BARENAKED LADIES Maybe You Should Drive (Sire/Reprise)	23/0	7	12	4
-	27	24	CRANBERRIES No Need To Argue (Island)	22/3	5	12	5
12	16	25	PETER GABRIEL Secret World Live (Geffen)	20/0	6	12	2
13	24	26	SEAL Seal (ZTT/Sire/WB)	18/1	7	10	1
16	20	27	CROSBY, STILLS & NASH After The Storm (Atlantic/AG)	17/0	10	6	1
17	22	28	TOAD THE WET SPROCKET Dulcinea (Columbia)	15/0	9	6	0
DEBUT		29	RUSTED ROOT When I Woke (Mercury)	20/4	2	16	2
DEBUT		30	J. PAGE & R. PLANT Gallows.../Nobody's... (Tracks) (Atlantic/AG)	16/1	7	7	2

*Keeps bullet owing to continued growth.

This chart reflects airplay from October 17 - 23. 31 total reporters.

BREAKERS®

EAGLES

Get Over It (Track) (Geffen)
74% of our reporters on it
Moves #30-#20 on chart

RUSTED ROOT

When I Woke (Mercury)
65% of our reporters on it
Debuts #29 on chart

MOST ADDED®

Artist	Title	Adds
INXS	"Strangest" (Track)	7
TODD SNIDER	"Songs"	7
EAGLES	"Get" (Track)	6
JONI MITCHELL	"How" (Track)	6
VARIOUS ARTISTS	"Melrose" ST	6
MARY CHAPIN CARPENTER	"Stones"	5
STING	"Dance" (Track)	5
CHRIS DUARTE GROUP	"Texas"	4
LONE KENT	"Granite"	4
ROBBIE ROBERTSON	"Music"	4
RUSTED ROOT	"When"	4

MOST INCREASED PLAY

PAGE & PLANT	"Gallows"/"Nobody's" (Tracks)
BLUES TRAVELER	"Four"
EAGLES	"Get" (Track)
SMASHING PUMPKINS	"Pisces"
ERIC CLAPTON	"Cradle"
DAVE MATTHEWS BAND	"Under"
DAVID BROZA	"Second"
SUGAR	"File"

Breakers: Album has achieved airplay at 60% of our reporters for the first time.
New & Active: Albums ranked by number of stations.

NEW & ACTIVE

VARIOUS ARTISTS "Melrose Place" ST (Giant) 18/6
Rotations: Heavy 1/1, Medium 12/4, Light 5/1, Total Adds 6 including KUMT, WCYY, KFMM, KIOT, WNCN. Medium including WKOC, KTCZ, KBCO, KSCA, WXLE. Light including KMTT, WRLT, KKOS, KRSH.

ROBBIE ROBERTSON "Music For The Native Americans" (Capitol) 17/4
Rotations: Heavy 2/0, Medium 13/3, Light 2/1, Total Adds 4, WXLE, WCLZ, KXPT, WNCN. Heavy: KIOT, KRSH. Medium including WTTS, KTCZ, KBCO, KSCA, KFOG. Light including WMMM.

GRANT LEE BUFFALO "Mighty Joe Moon" (Reprise) 17/2
Rotations: Heavy 3/0, Medium 9/2, Light 5/0, Total Adds 2, WVGO, WRNX. Heavy: WKOC, WXRT, KFMM. Medium including WBOS, KFOG, KMTT, WCYY, WMAX. Light: WTTS, WMMM, KIOT, WNCN, WMVY.

DADA "American Highway Flower" (IRS) 17/0
Rotations: Heavy 1/0, Medium 11/0, Light 5/0, Total Adds 0. Heavy: WBOS. Medium including WKOC, KTCZ, KBCO, KSCA, KQPT. Light: WXRT, KMTT, WRLT, KIOT, KTHX.

Continued on Page 78

SORDID HUMOR
"BARBAROSSA"

FROM THE CAPRICORN ALBUM
LIGHT MUSIC FOR DYING PEOPLE

ALREADY ON:
WKOC
KBCO
WXLE
WMMM

Capricorn



DIGNITY

The new song off the upcoming album

**"Bob Dylan's
Greatest Hits Vol. 3"**

**'Fat man lookin' in a blade of steel
Thin man lookin' at his last meal
Hollow man lookin' in a cottonfield
For Dignity**

**Wise man lookin' in a blade of grass
Young man lookin' in the shadows
that pass**

**Poor man lookin' through painted glass
For Dignity'**

**"This hit me the very same way that I felt
when I first heard Blood On The Tracks."
— Dennis Constantine, Broadcast Consultant**

**Dignity
Produced by Brendan O'Brien**

**Album in Store
Tuesday, November 15**

COLUMBIA

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OCTOBER 21, 1994

NEW & ACTIVE

Continued from Page 76

TODD SNIDER "Songs For The Daily Planet" (MCA) 15/7

Rotations: Heavy 0, Medium 6/1, Light 9/6, Total Adds 7 including KMTT, KFMG, KIOT, KKOS, KRSH. Medium including WRLT, KPXT, KPIG, KTHX, KEKO. Light including WTTS, WXLE, WMMM.

BLUE RODEO "Five Days In July" (Discovery) 15/1

Rotations: Heavy 1/0, Medium 7/0, Light 7/1, Total Adds 1, WNCS. Heavy: WRNX. Medium including KSCA, KQPT, KMTT, KIOT, KTHX. Light including WBOS, KTCZ, KBCO, WRLT, KPIG.

LONE KENT "Granite & Sand" (Relativity) 14/4

Rotations: Heavy 2/0, Medium 7/3, Light 5/1, Total Adds 4, WKOC, WCLZ, KTHX, WMVY. Heavy: KBCO, KIOT. Medium including WBOS, KUMT, KMTT, WXLE. Light including WTTS, WRLT, WMMM, WNCS.

JESUS & MARY CHAIN "Stoned And Dethroned" (American) 14/0

Rotations: Heavy 1/0, Medium 8/0, Light 5/0, Total Adds 0. Heavy: WXRT. Medium including WKOC, KBCO, KSCA, WCLZ, WCYY. Light: WBOS, KTCZ, KMTT, WXLE, WNCS.

WILLY PORTER "Dog Eared Dream" (Don't) 13/2

Rotations: Heavy 1/1, Medium 7/0, Light 5/1, Total Adds 2, KMTT, WRNX. Medium including WBOS, KBCO, KQPT, WXLE, WCLZ. Light including WMMM, KKOS, KRSH, WMVY.

LIZ PHAIR "Whipsmart" (Matador/AG) 13/1

Rotations: Heavy 1/0, Medium 7/0, Light 5/1, Total Adds 1, WTTS. Heavy: WXRT. Medium including WKOC, KSCA, WCYY, WMAX, WRNX. Light including KBCO, WXLE, WRLT, KIOT.

SINEAD O'CONNOR "Universal Mother" (Ensign/Chrysalis/EMI) 10/0

Rotations: Heavy 2/0, Medium 5/0, Light 3/0, Total Adds 0. Heavy: KRSH, WMVY. Medium: KBCO, KSCA, WCLZ, KTHX, KOTR. Light: WXRT, WRLT, WNCS.

DAVID BROZA "Second Street" (November) 10/0

Rotations: Heavy 1/0, Medium 7/0, Light 2/0, Total Adds 0. Heavy: KUMT. Medium including KBCO, KSCA, KQPT, WRLT, KPXT. Light: WBOS, KMTT.

TIMBUK 3 "Looks Like Dark To Me" (High Street) 9/0

Rotations: Heavy 0, Medium 4/0, Light 5/0, Total Adds 0. Medium: WBOS, KFMG, KTHX, KOTR. Light: WTTS, KBCO, WRLT, KPIG, KRSH.

VICTORIA WILLIAMS "Loose" (Atlantic/AG) 9/0

Rotations: Heavy 1/0, Medium 4/0, Light 4/0, Total Adds 0. Heavy: KIOT. Medium: KFOG, KMTT, WMVY, KOTR. Light: KSCA, KPIG, KRSH, WNCS.

JACKOPIERCE "Bringing On The Weather" (A&M) 8/2

Rotations: Heavy 0, Medium 3/1, Light 5/1, Total Adds 2, WNCS, WMVY. Medium including WBOS, WMAX. Light including KTCZ, KFOG, KMTT, WMMM.

ROBERT PALMER "Honey" (EMI) 8/0

Rotations: Heavy 3/0, Medium 4/0, Light 1/0, Total Adds 0. Heavy: KINK, WRNX, WMVY. Medium: KBCO, KSCA, WCYY, KRSH. Light: WXLE.

ADDS

Stations listed alphabetically by market

WXLE/Albany, NY PD/MD: Zeb Norris

ROBBIE ROBERTSON
COUNTING CROWS
INXS
JEFF BUCKLEY
CHRIS DUARTE GROUP

KIOT/Albuquerque, NM PD: Mike Marrone MD: Janet "Honey" Harris

BOZ SCAGGS
MELROSE PLACE
INXS
JAI UTTAL
RUSTED ROOT
CHRIS VON SNEIDER
CHRIS DUARTE GROUP
KATELL KEINEG
SKY CRIES MARY
SHOES
TODD SNIDER
SILOS

WBOS/Boston, MA PD/MD: Jim Herron

MARY CHAPIN CARPENTER
COWBOY JUNKIES
EAGLES
SEAL

WNCS/Burlington, VT PD: Glenn Roberts MD: Jody Peterson

EAGLES
JACKOPIERCE
MELROSE PLACE
BLACK 47
BLUE RODEO
TODD SNIDER
ROBBIE ROBERTSON
DUKE ROBILLOARD

WMVY/Cape Cod, MA PD/MD: Barbara Dacey

MELROSE PLACE
STING
LONE KENT
TODD SNIDER
JACKOPIERCE

WXRT/Chicago, IL VP/Prog.: Norm Winer MD: Patty Martin

SOUL ASYLUM
STING
EAGLES

KBCO/Denver, CO PD: Judy McNutt APD: Lois Todd MD: Scott Arbough

INXS
JEFF BUCKLEY
BLACK CROWES
KIM WILSON
FRANCIS DUNNERY
QUINN

KFMG/Des Moines, IA GM/MD: Ron Sorenson PD: Mark Vos

ACOUSTIC ALCHEMY
CLERKS
SUGAR
PAGE/PLANT
TOM ROBINSON
AQUARIUM RESCUE
INXS

WTTS/Indianapolis, IN PD: Rich Anton MD: John McGue

LIZ PHAIR
WHY STORE
DUKE TUMATOE
BLACK CROWES

KXPT/Las Vegas, NV PD: Richard Remsburg MD: J.D. Davis

SMASHING PUMPKINS
JONI MITCHELL
ROBBIE ROBERTSON
SANTANA BROTHERS

KSCA/Los Angeles, CA PD: Mike Morrison MD: Meritee Kelly

MARY CHAPIN CARPENTER
DAG
WAYLON JENNINGS
ED KUEPPER
LUCAS
MAGNAPOP
CARLA OLSON
WIDESPREAD PANIC

WMMM/Madison, WI PD: Pat Gallagher MD: Sybil McGuire

STING
EAGLES
CRANBERRIES

KPIG/Monterey, CA PD/MD: Laura Ellen Hopper

PAGE/PLANT
DEBBIE DAVIES
KASHTIN

WRLT/Nashville, TN PD: Ned Horton MD: Michael Parks

PAGE/PLANT
MARY CHAPIN CARPENTER
INXS
DAG

WKOC/Norfolk, VA PD: Mark Bradley MD: Dal Hunter

SEED
SAMPLES
LONE KENT
SOUL COUGHING

WCLZ/Portland, ME PD: Brian Phoenix MD: Chad Gilley

LONE KENT
ROBBIE ROBERTSON
RUSTED ROOT
KEB' MO'
SINGLE GUN THEORY
ANNI CLARK
BONEHEADS

WCYY/Portland, ME PD: Herb Ivy MD: Brian Tarbox

MELROSE PLACE
SUBDUDES
MAZZY STAR

KINK/Portland, OR PD: Carl Widing APD: Anita Garlock MD: Warren Hill

KTHX/Reno, NV PD: Bruce Van Dyke MD: Ken Allen

AMERICAN MUSIC CLUB
ANGEL SOUTH
LONE KENT
MARY CHAPIN CARPENTER
NATURAL BORN KILLERS
NO PRIMA DONNA
SUGAR
WALTER BECKER

WVGO/Richmond, VA PD: Paul Shugrue MD: Kevin Matthews

GRANT LEE BUFFALO
RUSTED ROOT
INXS
JONI MITCHELL

WMAX/Rochester, NY PD/MD: Rick MacKenzie

JONI MITCHELL
EAGLES

KUMT/Salt Lake City, UT PD: Tom Connelly APD/MD: Kelly Monson

MELROSE PLACE
INXS
CRANBERRIES

KKOS/San Diego North County, CA PD: Ron Lane MD: Clark Novak

CHRIS DUARTE GROUP
CRANBERRIES
DAVE MATTHEWS BAND
TODD SNIDER

KFOG/San Francisco, CA PD: Paul Marszalek MD: Bill Evans

DAVE MATTHEWS BAND
JONI MITCHELL
JOE JACKSON

KOTR/San Luis Obispo, CA PD: Drew Ross MD: Matthew Lawton

BIG HEAD TODD
DAVID GRAY
SYRENS
BLACK CROWES

KRSH/Santa Rosa, CA PD/MD: Zoe Zuest

BIG HEAD TODD
RUSTED ROOT
MARY CHAPIN CARPENTER
RENEGADE SAINTS
ASWAD
MARSHALL CRENSHAW
TODD SNIDER

KMTT/Seattle, WA PD: Chris Mays MD: Dean Carlson

TODD SNIDER
HOOTIE & THE ...
CHRIS DUARTE GROUP
WILLY PORTER

WRNX/Springfield, MA PD: Jim Asker MD: Bruce Stebbeins

STING
JONI MITCHELL
EAGLES
WILLY PORTER
BLUES TRAVELER
CRASH TEST DUMMIES
GRANT LEE BUFFALO
FREEDY JOHNSTON

KEKO/Tucson, AZ PD: Charlie Morriss MD: Corey Cruise

JONI MITCHELL
STING

31 Total Reporters
31 Current Reporters
29 Current Playlists

Reported Frozen Playlist (2):
KQPT/Sacramento
KTCZ/Minneapolis

New Reporter (1):
KSCA/Los Angeles

BACHMAN'S BACK.



"PRAIRIE TOWN"

FEATURING NEIL YOUNG
AND MARGO TIMMINS.
CUT #1 AND CUT #12
FROM THE ALBUM
"ANY ROAD".

2 VERSIONS - ONE BY DAY, ONE BY NIGHT

ALREADY ON AT KFMG, KPIG,
AND MORE

CONTACT DAVE MAC 914 - 935 - 5241 • DISTRIBUTED BY R.E.D.

guitar
RECORDINGS

OCTOBER 21, 1994

2 W	LW	TW	ARTIST TITLE (LABEL)	TOTAL STATIONS/ADDS	PLAY RANK	TOTAL PLAYS	+ - OVER LAST WEEK	TOTAL POINTS	+/- OVER LAST WEEK
1	1	1	STONE TEMPLE... Interstate Love... (Atlantic/AG)	169/1	1	3980	- 55	18307	- 269
55	2	2	PAGE & PLANT Gallows Pole (Atlantic/AG)	170/0	2	3600	+ 328	16478	+ 983
2	3	3	R.E.M. What's The Frequency, Kenneth? (WB)	163/2	3	3380	+ 55	15038	+ 196
-	14	4	EAGLES Get Over It (Geffen)	155/2	4	3148	+ 1868	13740	+ 7895
4	4	5	ERIC CLAPTON Tore Down (Reprise)	137/1	5	2720	- 234	11616	- 930
7	6	6	SOUNDGARDEN Fell On Black Days (A&M)	131/1	6	2440	+ 71	11226	+ 308
20	8	7	NIRVANA About A Girl (DGC)	158/0	7	2331	+ 244	10758	+ 1198
5	7	8	HOOTIE & THE BLOWFISH Hold My... (Atlantic/AG)	124/0	9	1923	- 376	8243	- 1528
3	5	9	ROLLING STONES You Got Me Rocking (Virgin)	115/0	8	2014	- 727	7896	- 3156
-	20	10	QUEENSRYCHE I Am I (EMI)	146/16	10	1694	+ 670	7856	+ 2681
9	10	11	GREEN DAY Basket Case (Reprise)	121/1	12	1684	+ 16	7558	- 82
DEBUT		12	BLACK CROWES A Conspiracy (American/Reprise)	162/162	16	1478	+ 1478	7435	+ 7435
18	12	13	LIVE I Alone (Radioactive)	140/10	14	1578	+ 212	7279	+ 1203
6	9	14	PINK FLOYD High Hopes (Columbia)	114/1	13	1680	- 364	7029	- 1569
11	11	15	GIN BLOSSOMS Allison Road (A&M)	107/1	11	1687	+ 59	6840	+ 172
17	13	16	CULT Coming Down (Drug Tongue) (Sire/Reprise)	119/3	17	1432	+ 124	6499	+ 485
25	18	17	JOHN MELLENCAMP Dance Naked (Mercury)	117/7	15	1521	+ 193	6096	+ 722
23	22	18	PEARL JAM Yellow Ledbetter (Import)	59/4	21	984	+ 27	5296	+ 202
14	17	19	CANDLEBOX Far Behind (Maverick/Sire/WB)	79/1	22	961	- 117	4983	- 416
36	28	20	TOAD THE WET... Something's Always... (Columbia)	93/6	19	1158	+ 142	4854	+ 656
27	26	21	BLOODLINE Stone Cold Hearted (EMI)	110/1	18	1236	+ 56	4748	+ 260
15	16	22	OFFSPRING Come Out And Play (Epitaph)	71/1	24	910	- 236	4454	- 973
19	21	23	GODS CHILD Everybodys I (Qwest/WB)	81/0	20	1018	- 223	4323	- 773
30	27	24	OFFSPRING Self Esteem (Epitaph)	65/6	28	852	+ 63	4294	+ 86
58	43	25	ROLLING STONES Out Of Tears (Virgin)	98/19	23	960	+ 373	4171	+ 1504
22	25	26	STONE TEMPLE PILOTS Vasoline (Atlantic/AG)	54/0	36	731	- 159	4026	- 732
12	15	27	GILBY CLARKE Cure Me...Or Kill Me (Virgin)	68/0	30	818	- 397	3736	- 1880
33	33	28	SHERYL CROW All I Wanna Do (A&M)	56/2	32	779	+ 20	3687	+ 83
21	23	29	PANTERA Planet Caravan (EastWest/AG)	62/0	34	744	- 288	3654	- 1206
37	35	30	WEEZER Undone - The Sweater Song (DGC)	92/1	27	860	+ 45	3651	+ 150
42	39	31	ROYAL JELLY Ceiling (Island)	92/6	29	833	+ 138	3598	+ 581
29	31	32	SOULHAT Bon crusher (Epic)	75/0	31	799	- 101	3529	- 454
8	19	33	COUNTING CROWS Rain King (DGC)	76/0	26	865	- 483	3455	- 1824
40	38	34	GREAT WHITE All Right (Zoo)	81/5	25	890	+ 31	3281	+ 189
35	36	35	DREAM THEATER Lie (EastWest/AG)	74/2	35	736	- 25	3101	- 143
10	24	36	COLLECTIVE SOUL Breathe (Atlantic/AG)	61/1	33	774	- 471	3053	- 1768
47	42	37	ALICE IN CHAINS Don't Follow (Columbia)	57/10	38	649	+ 68	3015	+ 230
16	29	38	TESLA Mama's Fool (Geffen)	50/1	40	634	- 249	3013	- 1144
DEBUT		39	SOUL ASYLUM Can't Even Tell (Chaos/Columbia)	81/16	37	697	+ 511	2962	+ 2175
DEBUT		40	CANDLEBOX Cover Me (Maverick/Sire/WB)	86/36	41	620	+ 421	2937	+ 2040
-	46	41	BOB SEGER C'est La Vie (Capitol)	63/6	39	643	+ 110	2884	+ 439
41	47	42	MEAT PUPPETS Backwater (London/Island)	46/0	46	492	+ 58	2493	+ 184
32	37	43	SOUNDGARDEN Black Hole Sun (A&M)	59/0	42	532	- 177	2406	- 802
24	34	44	JACKYL Push Comes To Shove (Geffen)	43/0	48	487	- 307	2300	- 1262
43	50	45	COLLECTIVE SOUL Shine (Atlantic/AG)	57/0	45	493	- 1	2265	+ 61
26	30	46	PETER GABRIEL Red Rain (Geffen)	42/0	49	484	- 393	2250	- 1900
31	40	47	LIVE Selling The Drama (Radioactive)	47/0	52	433	- 148	2119	- 735
34	48	48	TOAD THE WET SPROCKET Fall Down (Columbia)	45/0	51	445	- 51	2010	- 214
13	32	49	NEIL YOUNG & CRAZY... Change Your... (Reprise)	48/1	43	517	- 438	1922	- 1862
-	59	50	SOUNDGARDEN My Wave (A&M)	37/5	55	404	+ 76	1916	+ 420
-	54	51	MOIST Push (Chrysalis/EMI)	47/9	54	413	+ 60	1865	+ 189
38	45	52	BIG HEAD TODD... In The Morning (Giant)	43/0	44	513	- 207	1851	- 745
-	55	53	PRIDE & GLORY Troubled Wine (Geffen)	60/8	47	488	+ 28	1822	+ 176
49	52	54	FREEDY JOHNSTON Bad Reputation (Elektra)	48/2	53	417	- 35	1777	- 142
45	51	55	NINE INCH NAILS Closer (Nothing/TVT/Interscope/AG)	26/2	62	310	- 41	1722	- 349
56	58	56	SASS JORDAN Sun's Gonna Rise (Impact/MCA)	50/2	50	479	+ 35	1670	+ 116
54	53	57	DANZIG Until You Call On The Dark (American)	36/2	59	341	- 7	1649	- 44
51	57	58	TYPE O NEGATIVE Christian Woman (Roadrunner)	24/0	67	277	+ 1	1638	+ 60
DEBUT		59	COUNTING CROWS A Murder Of One (DGC)	35/13	64	297	+ 93	1563	+ 456
DEBUT		60	LIZ PHAIR Supernova (Matador/AG)	49/5	58	374	+ 79	1540	+ 305

This chart reflects airplay from October 10 - 16. 174 total reporters.

BREAKERS®

BLACK CROWES

"A Conspiracy" (American/Reprise)
93% of our reporters on it (162 stations)
162 Adds (AF: 47) • Debuts at #12

MOST ADDED®

Artist	Title	Adds	Add Factor
BLACK CROWES	"Conspiracy"	162	47
CANDLEBOX	"Cover"	36	11
JACKYL	"Headed"	30	8
PAGE & PLANT	"Fault"	25	7
OASIS	"Supersonic"	23	5
CORROSION OF ...	"Albatross"	19	5
ROLLING STONES	"Tears"	19	5
MEGADETH	"Train"	18	5
CINDERELLA	"Bad"	18	4
QUEENSRYCHE	"Am"	16	4
SOUL ASYLUM	"Tell"	16	4

MOST INCREASED PLAYS

Artist	Title	Increase
EAGLES	"Get"	+1868
BLACK CROWES	"Conspiracy"	+1478
QUEENSRYCHE	"Am"	+670
SOUL ASYLUM	"Tell"	+511
CANDLEBOX	"Cover"	+421
ROLLING STONES	"Tears"	+373
PAGE & PLANT	"Gallows"	+328
NIRVANA	"About"	+244
LIVE	"Alone"	+212
ALLMAN BROTHERS	"Soulshine"	+193
JOHN MELLENCAMP	"Dance"	+193

MOST INCREASED POINTS

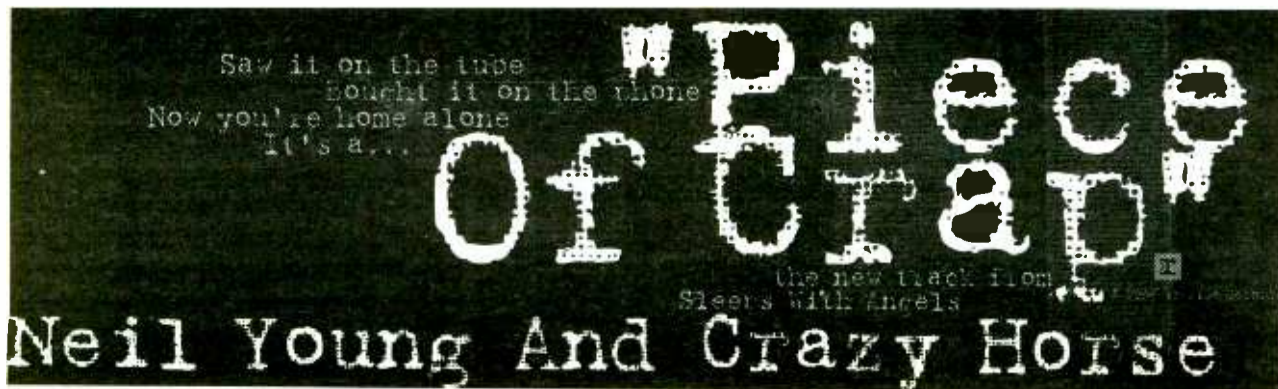
Artist	Title	Increase
EAGLES	"Get"	+7895
BLACK CROWES	"Conspiracy"	+7435
QUEENSRYCHE	"Am"	+2681
SOUL ASYLUM	"Tell"	+2175
CANDLEBOX	"Cover"	+2040
ROLLING STONES	"Tears"	+1504
LIVE	"Alone"	+1203
NIRVANA	"About"	+1198
PAGE & PLANT	"Gallows"	+983
ALLMAN BROTHERS	"Soulshine"	+793

TOP RECURRENTS

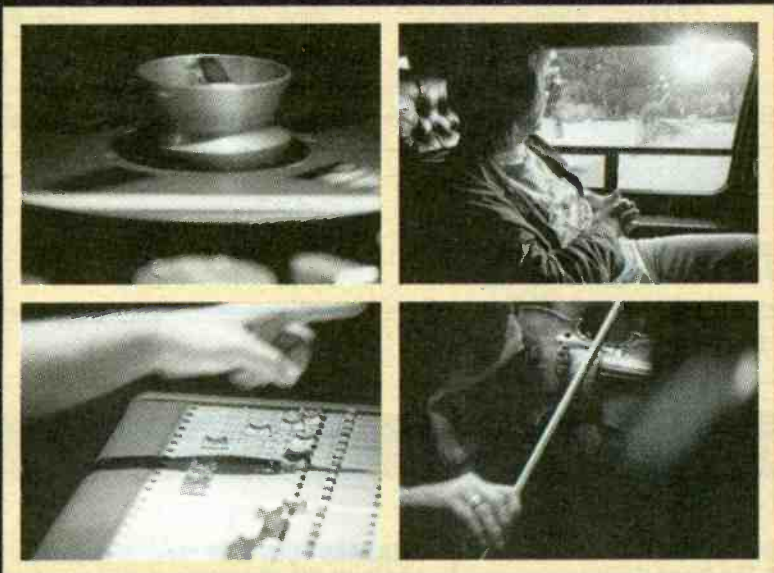
Ranked By Total Plays

- | Artist Title (Label) |
|---|
| 1. ALICE IN CHAINS I Stay Away (Columbia) |
| 2. ROLLING STONES Love Is Strong (Virgin) |
| 3. STONETEMPLE PILOTS Big Empty (Atlantic/AG) |
| 4. ALICE IN CHAINS No Excuses (Columbia) |
| 5. JOHN MELLENCAMP Wild Night (Mercury) |
| 6. GREEN DAY Longview (Reprise) |
| 7. PINK FLOYD Keep Talking (Columbia) |
| 8. SOUNDGARDEN Spoonman (A&M) |
| 9. GREAT WHITE Sail Away (Zoo) |
| 10. AEROSMITH Deuces Are Wild (Geffen) |

Breaker: Song has achieved airplay at 60% of our reporters for the first time. AF: Add Factor — total weights of stations adding a song. Points compressed to 1-50 for easier referencing. Total Points: The sum of each station's total plays of a song multiplied by the station's individual weight. Most Increased Points lists the songs with the greatest week-to-week increase in total points. Play Rank: Ranks all charted songs by total plays. Most Increased Play lists the songs with the greatest week-to-week increases in total plays.



Tom Petty



“You Don’t Know How It Feels”

His Warner Bros. debut, from **Wildflowers**.

Produced by Rick Rubin with Tom Petty & Mike Campbell
Management: Tony Dimitriades for East End Management



Chanté Moore

"Old School Lovin' "

First Week:
Urban Breaker
Most Added!
59 UC Reporters - 68%

The First Single
and Video
From Her Sensational
New Album
A Love Supreme

Thank You
Black Radio!

Single Produced By
Laney Stewart & Kuk Harrell
For Lane Brane Entertainment

Executive Producer
Louil Silas, Jr.

Co-Executive Producers:
Chanté Moore and Fred Moutrie



MCA

UC PLAYLISTS

WBSL/New York (212) 447-1000 McCoy/Little

PLAYLIST table for WBSL/New York with columns: PLAYS, LW, TW, ARTIST/TITLE

WKRS/New York (212) 642-4300 Brown/Beasley

PLAYLIST table for WKRS/New York with columns: PLAYS, LW, TW, ARTIST/TITLE

KJLH/Los Angeles (213) 299-5960 Ross

PLAYLIST table for KJLH/Los Angeles with columns: PLAYS, LW, TW, ARTIST/TITLE

KKBT/Los Angeles (213) 466-9566 Naftaly/DeVoe

PLAYLIST table for KKBT/Los Angeles with columns: PLAYS, LW, TW, ARTIST/TITLE

WGCI/Chicago (312) 427-4800 Smith/Clemons

PLAYLIST table for WGCI/Chicago with columns: PLAYS, LW, TW, ARTIST/TITLE

WJPC/Chicago (708) 895-1400 Allan

PLAYLIST table for WJPC/Chicago with columns: PLAYS, LW, TW, ARTIST/TITLE

WVAZ/Chicago (312) 360-9000 Myrick

PLAYLIST table for WVAZ/Chicago with columns: PLAYS, LW, TW, ARTIST/TITLE

WDAS/Philadelphia (215) 581-2100 Tamburro/Davis

PLAYLIST table for WDAS/Philadelphia with columns: PLAYS, LW, TW, ARTIST/TITLE

WUSL/Philadelphia (215) 483-8900 Young/McGhee

PLAYLIST table for WUSL/Philadelphia with columns: PLAYS, LW, TW, ARTIST/TITLE

WJLB/Detroit (313) 965-2000 Hegwood/Darcell

PLAYLIST table for WJLB/Detroit with columns: PLAYS, LW, TW, ARTIST/TITLE

KJMZ/Dallas (214) 556-8100 Bacote/Solis

PLAYLIST table for KJMZ/Dallas with columns: PLAYS, LW, TW, ARTIST/TITLE

KKDA-FM/Dallas (214) 263-9911 Cheatham

PLAYLIST table for KKDA-FM/Dallas with columns: PLAYS, LW, TW, ARTIST/TITLE

WKYS/Washington (202) 686-9300 Preto

PLAYLIST table for WKYS/Washington with columns: PLAYS, LW, TW, ARTIST/TITLE

WILD/Boston (617) 427-2222 Johnson/Hall

PLAYLIST table for WILD/Boston with columns: PLAYS, LW, TW, ARTIST/TITLE

KMJJ/Houston (713) 623-0102 Conner/Boatner

PLAYLIST table for KMJJ/Houston with columns: PLAYS, LW, TW, ARTIST/TITLE

UC SONGS

A FEW GOOD MEN "A Lil' Somethin'" LaFace/Arista LP Title: A Lil' Somethin' 6 ADDS (Add Factor: 3)

MARY J. BLIGE "Be Happy" Uptown/MCA LP Title: 5 ADDS (Add Factor: 4)

TONI BRAXTON "How Many Ways" LaFace/Arista LP Title: Toni Braxton 2 ADDS (Add Factor: 1)

EX-GIRLFRIEND "You For Me" Reprise LP Title: It's A Woman Thang 8 ADDS (Add Factor: 5)

FELICIA ADAMS "Thinking About You" Motown LP Title: Let's Get It On 13 ADDS (Add Factor: 8)

B.M.U. "U Will Know" Mercury LP Title: Jason's Lyric ST 0 ADDS (Add Factor: 0)

HORACE BROWN "Taste Your Love" Uptown/MCA LP Title: Taste Your Love 7 ADDS (Add Factor: 4)

AARON HALL "When You Need Me" Silas/MCA LP Title: The Truth 3 ADDS (Add Factor: 2)

DONNA ALLEN "Real" Crescent Moon/Epic ST LP Title: The Specialist ST 2 ADDS (Add Factor: 1)

BONE THUGS-N-HARMONY "Thuggish Ruggish..." Ruthless/Relativity LP Title: Faces Of Death 2 ADDS (Add Factor: 1)

CASSERINE "Why Not Take All..." Warner Bros. LP Title: 6 ADDS (Add Factor: 3)

HEAVY D & THE BOYZ "Black Coffee" Uptown/MCA LP Title: Nuttin' But Love 5 ADDS (Add Factor: 2)

ROB BASE & D.J. E-Z "Break Of Dawn" Funky Base/Warlock LP Title: Break Of Dawn 0 ADDS (Add Factor: 0)

BOYZ II MEN "On Bended Knee" Motown LP Title: II 6 ADDS (Add Factor: 3)

COOLIO "I Remember" Tommy Boy LP Title: It Takes A Thief 2 ADDS (Add Factor: 1)

HOWARD HEWETT "This Love Is Forever" Caliber LP Title: It's Time 7 ADDS (Add Factor: 4)

BLACKGIRL "Where Did We Go..." Kaper/RCA LP Title: Treat U Right 4 ADDS (Add Factor: 3)

BRANDY "I Wanna Be Down" Atlantic/AG LP Title: Brandy 0 ADDS (Add Factor: 0)

DIGABLE PLANETS "9th Wonder..." Pendulum/EMI LP Title: Blowout Comb 7 ADDS (Add Factor: 4)

INTRO "Never Again" Motown LP Title: 5 ADDS (Add Factor: 2)

BLACKSTREET "Before I Let You Go" Interscope/AG LP Title: Blackstreet 0 ADDS (Add Factor: 0)

BRAT "Fa All Y'all" So So Def/Chaos LP Title: Funkdafied 2 ADDS (Add Factor: 1)

E.V.E. "Groove Of Love" MCA LP Title: E.V.E. 6 ADDS (Add Factor: 3)

JANET JACKSON "You Want This" Virgin LP Title: Janet 5 ADDS (Add Factor: 3)

CHR/TOP 40 PLAYLISTS

Contributes to Rhythmic CHR chart

Market #1 Z100 NEW YORK WHTZ/New York (212) 239-2300 Kingston/Shane

Market #1 HOT 97.3 WQHT/New York (212) 840-0097 Smith/Cloherly

Market #2 KISFM 102.7 KIIS/Los Angeles (818) 845-1027 Perun/Austin

Market #2 POWER 106.6 FM KPWR/Los Angeles (818) 953-4200 Mercer/St. James

Market #3 B96 WBBM/Chicago (312) 951-3572 Cavanaugh/Bradley

Market #4 KMEL 106.1 KMEL/San Francisco (415) 391-1061 Santosuosso/Arbogay

Market #4 WILD 107.7 KYLD/San Francisco (415) 391-1077 Martin

Market #5 WIOQ/Philadelphia (215) 667-8100 Kalina/McGuire

Market #5 Y100 WPLY/Philadelphia (610) 565-8900 Michaels/Tisa

Market #6 96.3 WHYT/Detroit (313) 871-3030 Gillette/Jackson

Market #7 106.1 KISSFM KHKS/Dallas (214) 891-3400 Cook/Lambert

Market #8 WPGC 95.5 FM WPGC/Washington (301) 441-3500 Stevens/Albie D

Market #8 JAMN 94.5 WJMN/Boston (617) 290-0009 McCartney/Collins

Market #9 KISS 101fm WXKS/Boston (617) 396-1430 Rivers/Bonvie

Market #10 97.9 FM THE BOX KBXX/Houston (713) 978-7328 Scorpio/Head

Continued from Page 95

Contributes to Rhythmic CHR chart

Q102 MARKET #25 WKRC/Cincinnati (513) 763-5500 Steal/Douglas. PLAYLIST table with columns for plays, artist, title, 2w, 1w, tw.

Z99 MARKET #26 KKRZ/Portland, OR (503) 226-0100 Benson/Murphy. PLAYLIST table with columns for plays, artist, title, 2w, 1w, tw.

WLUM MARKET #27 WLUM/Milwaukee (414) 771-1021 Bunce/Wilde. PLAYLIST table with columns for plays, artist, title, 2w, 1w, tw.

KSFM 102.5 MARKET #28 KSFM/Sacramento (916) 920-1025 Ferguson/Field. PLAYLIST table with columns for plays, artist, title, 2w, 1w, tw.

KISS 107.3 FM MARKET #29 KISF/Kansas City (816) 254-1073 Valentine/Madson. PLAYLIST table with columns for plays, artist, title, 2w, 1w, tw.

Mix 93.3 FM MARKET #29 KMXX/Kansas City (816) 753-0933 Land/Anthony. PLAYLIST table with columns for plays, artist, title, 2w, 1w, tw.

99.1 KGGI MARKET #30 KGGI/Riverside (909) 684-1991 Ferrer/Jimenez. PLAYLIST table with columns for plays, artist, title, 2w, 1w, tw.

HOT 97.7 MARKET #31 KHQT/San Jose (408) 943-0770 Perry/Marquez. PLAYLIST table with columns for plays, artist, title, 2w, 1w, tw.

92.7 FM MARKET #32 WPRD/Providence (401) 433-4200 Simpson/Mascaro. PLAYLIST table with columns for plays, artist, title, 2w, 1w, tw.

KIX 106 FM MARKET #32 WKWX/Providence (508) 222-1320 Snipes/Naylor. PLAYLIST table with columns for plays, artist, title, 2w, 1w, tw.

107.1 KISS FM MARKET #34 WAHC/Columbus, OH (614) 442-2000 Dylan. PLAYLIST table with columns for plays, artist, title, 2w, 1w, tw.

WNCI 97.9 MARKET #34 WNCI/Columbus, OH (614) 224-9624 Robbins/Bowen. PLAYLIST table with columns for plays, artist, title, 2w, 1w, tw.

103.5 FM MARKET #35 KTFM/San Antonio (210) 599-5500 Hyatt/Chavez. PLAYLIST table with columns for plays, artist, title, 2w, 1w, tw.

Q99 MARKET #36 KUTQ/Salt Lake City (801) 264-8250 Waldron/Michaels. PLAYLIST table with columns for plays, artist, title, 2w, 1w, tw.

Hot 94.9 MARKET #36 KZHT/Salt Lake City (801) 264-8250 Waldron/Dodds. PLAYLIST table with columns for plays, artist, title, 2w, 1w, tw.

CHR/TOP 40 SONGS

Total stations number represents all stations playing the song five or more times this week.

AALIYAH "At Your Best..." BlackGround/Jive LP Title: Age Ain't Nothing 6 ADDS (Add Factor: 2)

BRANDY "I Wanna Be Down" Atlantic/AG LP Title: Brandy 6 ADDS (Add Factor: 2)

DES'REE "You Gotta Be" 550 Music/Epic LP Title: I Ain't Movin' 6 ADDS (Add Factor: 2)

GIN BLOSSOMS "Allison Road" A&M LP Title: New Miserable... 7 ADDS (Add Factor: 2)

ACE OF BASE "Living In Danger" Arista LP Title: The Sign 12 ADDS (Add Factor: 2)

BRAT "Fa All Y'all" So So Def/Chaos LP Title: Funkdafied 1 ADD (Add Factor: 1)

EAGLES "Get Over It" Geffen LP Title: Hell Freezes Over 10 ADDS (Add Factor: 2)

JAKI GRAHAM "Ain't Nobody" Avex/Critique LP Title: 4 ADDS (Add Factor: 1)

B.M.U. "U Will Know" Mercury LP Title: Jason's Lyric ST 3 ADDS (Add Factor: 1)

TONI BRAXTON "How Many Ways" LaFace/Arista LP Title: Toni Braxton 4 ADDS (Add Factor: 1)

GLORIA ESTEFAN "Turn The Beat Around" Crescent Moon/Epic ST LP Title: Hold Me, Thrill... 4 ADDS (Add Factor: 1)

GREEN DAY "Basket Case" Reprise LP Title: Dookie 2 ADDS (Add Factor: 1)

BON JOVI "Always" Mercury LP Title: Cross Road 4 ADDS (Add Factor: 1)

CRANBERRIES "Zombie" Island LP Title: No Need To Argue 9 ADDS (Add Factor: 2)

MELISSA ETHERIDGE "I'm The Only One" Island LP Title: Yes I Am 1 ADD (Add Factor: 1)

JULIANA HATFIELD "Spin The Bottle" Mammoth/RCA LP Title: Reality Bites ST 7 ADDS (Add Factor: 2)

BONE THUGS-N-HARMONY "Thuggish Ruggish..." Ruthless/Relativity LP Title: Faces Of Death 4 ADDS (Add Factor: 1)

SHERYL CROW "All I Wanna Do" A&M LP Title: Tuesday Night... 2 ADDS (Add Factor: 1)

4 P.M. "Sukiyaki" Next Plateau LP Title: 9 ADDS (Add Factor: 2)

HOOTIE & BLOWFISH "Hold My Hand" Atlantic/AG LP Title: Cracked Rear View 11 ADDS (Add Factor: 2)

BOYZ II MEN "On Bended Knee" Motown LP Title: II 9 ADDS (Add Factor: 3)

DEADEYE DICK "New Age Girl" Ichiban LP Title: A Different Story 6 ADDS (Add Factor: 1)

FOUR SEASONS "December 1963" Curb LP Title: 3 ADDS (Add Factor: 1)

IMMATURE "Never Lie" MCA LP Title: Playtime Is Over 7 ADDS (Add Factor: 1)

CHR/TOP 40 ADDS

Stations listed alphabetically by market

Table listing radio stations and their top 40 adds across various markets like Albany, NY; Buffalo, NY; Burlington, VT; etc.

181 Total Reporters
181 Current Reporters
175 Current Playlists
Reported Frozen Playlist: (3)
Did Not Report, Playlist Frozen: (3)
KKSS/Albuquerque
WHHH/Indianapolis
WZPL/Indianapolis

A song becomes an add the first time a station reports it.

OCTOBER 21, 1994

NEW & ACTIVE

THE HOTTEST

NIRVANA "About A Girl" (DGC) •
Total Stations: 94, Adds: 6 (AF: 1), Points: 6297, Plays: 1505 (+316)

ROLLING STONES "Out Of Tears" (Virgin) •
Total Stations: 87, Adds: 9 (AF: 2), Points: 4792, Plays: 1354 (+95)

LUCAS "Lucas With The Lid Off" (Big Beat/AG) •
Total Stations: 80, Adds: 12 (AF: 3), Points: 6234, Plays: 1202 (+323)

JOHN MELLENCAMP "Dance Naked" (Mercury) •
Total Stations: 83, Adds: 22 (AF: 5), Points: 4165, Plays: 1114 (+919)

SASS JORDAN "Sun's Gonna Rise" (Impact/MCA) •
Total Stations: 71, Adds: 5 (AF: 1), Points: 3795, Plays: 1090 (+167)

WEEZER "Undone - The Sweater" (DGC) •
Total Stations: 71, Adds: 0 (AF: 0), Points: 4240, Plays: 1013 (+67)

SARAH MCLACHLAN "Good Enough" (Arista) •
Total Stations: 68, Adds: 1 (AF: 1), Points: 3266, Plays: 951 (-43)

ICE CUBE/G. CLINTON "Bop Gun" (Priority)
Total Stations: 33, Adds: 1 (AF: 1), Points: 6298, Plays: 947 (-44)

N'DOUR & CHERRY "7 Seconds" (Chaos)
Total Stations: 49, Adds: 1 (AF: 1), Points: 3794, Plays: 865 (-134)

BOYZ II MEN "On Bended Knee" (Motown) •
Total Stations: 27, Adds: 9 (AF: 3), Points: 6346, Plays: 846 (+263)

SALT-N-PEPA "None Of Your Business" (Next Plateau/London/Island) •
Total Stations: 51, Adds: 3 (AF: 1), Points: 4373, Plays: 819 (+20)

ERIC CLAPTON "Motherless Child" (Reprise)
Total Stations: 52, Adds: 6 (AF: 1), Points: 2570, Plays: 802 (+22)

GAINING AIRPLAY

STING "When We Dance" (A&M) •
Total Stations: 60, Adds: 17 (AF: 4), Points: 2882, Plays: 729 (+625)

B.M.U. "U Will Know" (Mercury) •
Total Stations: 38, Adds: 3 (AF: 1), Points: 3323, Plays: 682 (+26)

JULIANA HATFIELD "Spin The Bottle" (Mammoth/RCA) •
Total Stations: 50, Adds: 7 (AF: 2), Points: 3165, Plays: 681 (+154)

JAKI GRAHAM "Ain't Nobody" (Avex/Critique) •
Total Stations: 33, Adds: 4 (AF: 1), Points: 3151, Plays: 677 (+53)

RAPPIN' 4-TAY "Playaz Club" (Rag Top/EMI) •
Total Stations: 29, Adds: 2 (AF: 1), Points: 4131, Plays: 670 (+90)

CRANBERRIES "Zombie" (Island) •
Total Stations: 43, Adds: 9 (AF: 2), Points: 2832, Plays: 573 (+142)

TOM JONES "If I Only Knew" (Interscope/AG)
Total Stations: 57, Adds: 12 (AF: 3), Points: 1831, Plays: 547 (+479)

JOSHUA KADISON "Picture Postcards..." (SBK/EMI)
Total Stations: 50, Adds: 12 (AF: 3), Points: 2005, Plays: 539 (+246)

LIVE "I Alone" (Radioactive)
Total Stations: 51, Adds: 12 (AF: 3), Points: 2219, Plays: 531 (+221)

BONE THUGS-N-HARMONY "Thuggish Ruggish..." (Ruthless/Relativity) •
Total Stations: 23, Adds: 4 (AF: 1), Points: 3641, Plays: 517 (-7)

HARRY CONNICK JR. "(I Could...)..." (Columbia)
Total Stations: 46, Adds: 10 (AF: 2), Points: 1958, Plays: 497 (+75)

JADE "Every Day Of..." (Giant) •
Total Stations: 45, Adds: 26 (AF: 7), Points: 3254, Plays: 488 (+252)

20 FINGERS f/GILLETTE "Short Short Man" (S.O.S./Zoo) •
Total Stations: 34, Adds: 6 (AF: 1), Points: 2834, Plays: 463 (-27)

OFFSPRING "Self Esteem" (Epitaph)
Total Stations: 28, Adds: 10 (AF: 2), Points: 2276, Plays: 452 (+59)

LOVE SPIT LOVE "Am I Wrong" (Imago)
Total Stations: 31, Adds: 3 (AF: 1), Points: 1981, Plays: 447 (-32)

BRAT "Fa All Y'all" (So So Def/Chaos) •
Total Stations: 26, Adds: 1 (AF: 1), Points: 2757, Plays: 433 (+36)

2 UNLIMITED "Get Ready For This" (Critique) •
Total Stations: 15, Adds: 3 (AF: 1), Points: 2784, Plays: 403 (+82)

JESUS & MARY CHAIN "Sometimes Always" (American)
Total Stations: 26, Adds: 1 (AF: 1), Points: 1369, Plays: 368 (0)

69 BOYZ "Tootsee Roll" (Rip It/ILC)
Total Stations: 17, Adds: 4 (AF: 2), Points: 2366, Plays: 358 (+6)

SEAL "Newborn Friend" (ZTT/Sire/WB)
Total Stations: 36, Adds: 15 (AF: 3), Points: 1233, Plays: 351 (+221)

CRAIG MACK "Flava In Ya Ear" (Arista)
Total Stations: 16, Adds: 0 (AF: 0), Points: 3227, Plays: 344 (+12)

YOUNGSTAS "Hip Hop Ride" (EastWest/AG) •
Total Stations: 20, Adds: 1 (AF: 1), Points: 2800, Plays: 344 (+8)

CECE PENISTON "Hit By Love" (A&M)
Total Stations: 23, Adds: 2 (AF: 1), Points: 1779, Plays: 342 (+70)

ZHANE "Vibe" (Illtown/Motown)
Total Stations: 16, Adds: 2 (AF: 1), Points: 1558, Plays: 309 (+57)

COUNTING CROWS "Rain King" (DGC)
Total Stations: 28, Adds: 21 (AF: 4), Points: 1071, Plays: 295 (+104)

MIRANDA "Round & Round" (Sunshine)
Total Stations: 10, Adds: 1 (AF: 1), Points: 1446, Plays: 258 (+46)

COWBOY JUNKIES "Sweet Jane" (Nothing/Interscope/AG)
Total Stations: 15, Adds: 0 (AF: 0), Points: 1227, Plays: 249 (+18)

CORONA "The Rhythm Of..." (EastWest/AG)
Total Stations: 10, Adds: 5 (AF: 1), Points: 1775, Plays: 248 (+94)

Y?N-VEE "Chocolate" (RAL/Island)
Total Stations: 11, Adds: 1 (AF: 1), Points: 1274, Plays: 227 (-16)

MARY J. BLIGE "Be Happy" (Uptown/MCA)
Total Stations: 6, Adds: 2 (AF: 1), Points: 2221, Plays: 214 (+46)

BLACKSTREET "Before I Let You Go" (Interscope/AG)
Total Stations: 15, Adds: 7 (AF: 3), Points: 1073, Plays: 199 (+140)

COOLIO "I Remember" (Tommy Boy)
Total Stations: 11, Adds: 0 (AF: 0), Points: 1535, Plays: 194 (+11)

R. KELLY "Seems Like You're Ready" (Jive)
Total Stations: 7, Adds: 2 (AF: 1), Points: 1726, Plays: 189 (+63)

DINOSAUR JR "Feel The Pain" (Sire/Reprise)
Total Stations: 11, Adds: 0 (AF: 0), Points: 774, Plays: 184 (+65)

SPANISH FLY "Treasure Of My Heart" (Upstairs)
Total Stations: 4, Adds: 0 (AF: 0), Points: 1020, Plays: 184 (+21)

BLACKGIRL "Where Did We Go Wrong" (Kaper/RCA)
Total Stations: 17, Adds: 2 (AF: 1), Points: 808, Plays: 170 (+105)

ILL AL SKRATCH "I'll Take Her" (Mercury)
Total Stations: 12, Adds: 1 (AF: 1), Points: 1467, Plays: 168 (-8)

BARRY WHITE "Practice What You Preach" (A&M)
Total Stations: 9, Adds: 3 (AF: 1), Points: 1442, Plays: 168 (+40)

CINDY MIZELLE "I've Had Enough" (EastWest/AG)
Total Stations: 24, Adds: 12 (AF: 3), Points: 726, Plays: 165 (+150)

HEAVY D & THE BOYZ "Black Coffee" (Uptown/MCA)
Total Stations: 6, Adds: 1 (AF: 1), Points: 1224, Plays: 157 (+44)

VERUCA SALT "Seether" (DGC)
Total Stations: 5, Adds: 1 (AF: 1), Points: 1103, Plays: 156 (+40)

JACKSON BROWNE "Sky Blue And Black" (Elektra)
Total Stations: 11, Adds: 1 (AF: 1), Points: 561, Plays: 143 (-5)

TANYA BLOUNT "Through The Rain" (Polydor/Island)
Total Stations: 7, Adds: 1 (AF: 1), Points: 1150, Plays: 136 (-18)

BOYZ II MEN "Water Runs Dry" (Motown)
Total Stations: 5, Adds: 0 (AF: 0), Points: 1060, Plays: 134 (-5)

JOAN JETT & BH "As I Am" (Blackheart/WB)
Total Stations: 10, Adds: 0 (AF: 0), Points: 515, Plays: 133 (-43)

SILK "I Can Go Deep" (Hollywood/Jive)
Total Stations: 8, Adds: 5 (AF: 2), Points: 1089, Plays: 112 (+29)

INDIGO GIRLS "Least Complicated" (Epic)
Total Stations: 11, Adds: 4 (AF: 1), Points: 535, Plays: 106 (+31)

WARREN G. "Do You See" (Violator/RAL/Island)
Total Stations: 7, Adds: 5 (AF: 2), Points: 852, Plays: 89 (+89)

BIG MOUNTAIN "I Would Find A Way" (Giant)
Total Stations: 13, Adds: 12 (AF: 2), Points: 209, Plays: 29 (+29)

• Refer to song information on Pages 98 and 99
Songs ranked by total plays.



UNITED STATIONS

COUNTRY
Comedy
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TOP 40

OCTOBER 21, 1994

TOP 40

Main chart containing two columns of music data with headers: 2W, LW, TW, ARTIST TITLE (LABEL), STATIONS/ADDS, TOTAL PLAYS, +/- OVER, TOTAL POINTS, +/- OVER. Lists top 40 songs for both Rhythmic and Pop charts.

This chart reflects airplay from October 10 - 16. 33 total reporters

This chart reflects airplay from October 10 - 16. 148 total reporters.

BREAKERS

BOYZ II MEN
"On Bended Knee" (Motown)
67% of our reporters on it (22 stations)
7 Adds (AF: 11) • Moves 12 - 7

BONE THUGS-N-HARMONY
"Thuggish Ruggish..." (Ruthless/Relativity)
64% of our reporters on it (21 stations)
4 Adds (AF: 5)

MOST ADDED

Table with 4 columns: Artist, Title, Adds, Add Factor. Lists artists like JADE, BOYZ II MEN, TLC, WARREN G., SILK, BLACKSTREET, NIJU, K. SWEAT/K. KLOSE, BONETHUGS, CINDY MIZELLE.

MOST INCREASED PLAYS

Table with 3 columns: Artist, Title, +Plays. Lists artists like INI KAMOZE, BRANDY, BOYZ II MEN, JANET JACKSON, ACE OF BASE, BLACKSTREET, JADE, WARREN G., BLACKGIRL, 4 P.M.

MOST INCREASED POINTS

Table with 3 columns: Artist, Title, +Points. Lists artists like INI KAMOZE, JANET JACKSON, BRANDY, BOYZ II MEN, ACE OF BASE, WARREN G., BLACKSTREET, JADE, DR. DRE & ICE CUBE, BUSH BABEES.

TOP RECURRENTS

Table with 2 columns: Artist Title (Label), Total Plays. Lists artists like C & C MUSIC FACTORY, R. KELLY, JANET JACKSON, AALIYAH, GERALD LEVERT, MIRANDA, ACE OF BASE, BLACKSTREET, ZHANE, ALL-4-ONE.

BREAKERS

HOOTIE & BLOWFISH
"Hold My Hand" (Atlantic/AG)
61% of our reporters on it (91 stations)
11 Adds (AF: 3) • Moves 37 - 31

MOST ADDED

Table with 4 columns: Artist, Title, Adds, Add Factor. Lists artists like JOHN MELLENCAMP, COUNTING CROWS, STING, JADE, SEAL, JOSHUA KADISON, LIVE, LUCAS, MAZZY STAR, R.E.M., HOOTIE & BLOWFISH.

MOST INCREASED PLAYS

Table with 3 columns: Artist, Title, +Plays. Lists artists like EAGLES, JOHN MELLENCAMP, ACE OF BASE, STING, TOM JONES, JANET JACKSON, MADONNA, R.E.M., BON JOVI, LUCAS, NIRVANA, EAGLES.

MOST INCREASED POINTS

Table with 3 columns: Artist, Title, +Points. Lists artists like ACE OF BASE, JOHN MELLENCAMP, STING, JANET JACKSON, TOM JONES, R.E.M., MADONNA, LUCAS, NIRVANA.

TOP RECURRENTS

Table with 2 columns: Artist Title (Label), Total Plays. Lists artists like MELISSA ETHERIDGE, GIN BLOSSOMS, ELTON JOHN, COUNTING CROWS, PRINCE, SEAL, SOUNDGARDEN, CHANGING FACES, COUNTING CROWS, COLLAGE.

