

# INSIDE:

## ARE CONSULTANTS RUINING RADIO?

Consultants recently began recommending that stations only play one track from any current album at a time — and provoked a passionate debate among the NAC radio community in the process.

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## RATINGS REPORT & DIRECTORY

- Detailed Arbitron trends and Top 100 market profiles
- More than 2500 radio and record-related business listings

Mailed with this issue

## URBAN RADIO MOST EFFECTIVE MEDIUM TO REACH BLACKS

Forget *Ebony*, *Jet*, *ESPN*, "The Fresh Prince," and *BET*. According to the latest survey conducted by Interep's research division, the Urban radio format is the most effective medium to reach black consumers.

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## CHR RATINGS TRENDS & EXPECTED REVENUES

Check out the four-book ratings trends and the estimated 1995 billings for CHR stations in 15 of the nation's biggest markets.

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## IN THE NEWS ...

- **Les Tolchin** now Arbitron Sr. VP/Nat'l Radio Sales, Radio Station Services
- **Sam Cerami** to VP/Promo for Polydor/Nashville
- **John Gorman** now Ops Dir. at WHK, WMKI & WMMS/Cleveland
- **Rob Weingarten** becomes WYTA/Tampa-St. Pete. PD
- **Paco Lopez** named PD at WJBT/Jacksonville;
- **Nate Bell** now at WHJX
- **Chris Roberts** to Worldwide Prez for PolyGram Classics & Jazz

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NEWSSTAND PRICE \$6.50



# Public Radio, TV Seeks To Build \$4 Billion Trust

This week, a coalition of public broadcasters asked Congress to create new taxes on commercial broadcasters to fund a trust that would pay for public programming. It also asked for permission to allow commercial advertising on public stations.

In a prepared statement, NAB President **Eddie Fritts** said, "The NAB strongly opposes the plan ... It is grossly unfair for public broadcasters to expect to extract their future sustenance solely at the expense — and perhaps the very future — of commercial broadcasters."

Spearheading the effort was a consortium of **National Public Radio**, **Public Radio International**, the **Public Broadcasting Service**, and **America's Public Television Stations**.

The group's plan, presented at a Tuesday (9/12) hearing before the

TRUST/See Page 20

## Hundt Threatens To Slow Consolidation

■ NAB Radio Show roundup: FCC Chairman may attempt to block some deals that are not in 'public interest'; return to fairness doctrine?

BY RANDALL BLOOMQUIST, ROY FURCHGOTT, AND RON RODRIGUES  
R&R STAFF WRITERS

NEW ORLEANS — FCC Chairman **Reed Hundt** is hinting that he will use the powers of the agency to limit consolidation of the industry, even if pending legislation that would eliminate the radio ownership limits becomes law.

Hundt's announcement cast a pall over the NAB Radio Show, whose attendees had



Marcconi Award Winners  
Page 3



been in a celebratory mood following another year of banner business. The Chairman suggested that his agency might seek to block some deals on the grounds that too much consolidation is detrimental to the public interest.

"Under the Communications Act, radio licensees must serve the public interest, convenience, and necessity," said Hundt. "[The FCC] must deny the renewal application of licensees who fail to serve the public interest. And it must deny them license transfers if they are not in the public interest."

NAB/See Page 20

## Crescent City Highlights

Clockwise from upper left: R&R COO **Erica Farber** moderates the convention's most popular session, featuring **Clear Channel Communications President/CEO L. Lowry Mays** (l) and **Infinity President/CEO Mel Karmazin**; former NY Governor **Mario Cuomo** serves as NAB keynote; FCC Chairman **Reed Hundt** explains why ownership caps are good; and CBS Radio Division President **Nancy Widmann** — this year's National Radio Award honoree — is flanked by NAB Joint Board Chairman **Phil Jones** of Meredith Broadcasting (l) and NAB President **Eddie Fritts**.

## R&R Adds To N/T Seminar Advisory Panel; Sets Fee

R&R has announced several additions to its News+Talk Radio Seminar Advisory Panel, a group of leading format professionals who will help shape the programming for the forthcoming R&R News+Talk Radio Seminar.

The panel's new members are **EFM Media President Ed McLaughlin**, **WTMJ/Milwaukee PD Steve Wexler**, **KMOX/St. Louis PD Tom Langmyer**, **KOA/Denver GM Lee Larsen**, and **WOR Network VP/Programming Rich Wood**.

They join an equally distin-

SEMINAR/See Page 20

## Mann Fills Capitol Sr. VP/GM Void

Capitol Records has tapped **Lou Mann** as Sr. VP/GM, the post vacated by new Exec. VP **Bruce Kirkland**. Mann had served as Sr. VP/Sales for five of his seven years with the company.

"Lou's promotion is both well-deserved and a natural progression for where the label is going," said President/CEO **Gary Gersh**. "His sense of history here and experience are



Mann

MANN/See Page 20



## Connick & Funk Band Dazzle Throngs At NAB Show

Columbia recording artists **Harry Connick Jr. & His Funk Band** injected nearly 90-minutes worth of funky rhythms into a huge receptive audience at a special NAB Radio Show concert last week in New Orleans. The event was sponsored by **R&R** and **SW Networks**.



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KSMB	WKZW	WVSR	KSly	KHTY
WWCK	WAYV	WQGN	KISR	WJMX
WERZ	WKDY	WGLU	WWXM	

**ALTERNATIVE CHART**

**16 - 12**

KROQ 34X	WHYT 39X
WKQX 47X	WHFS 25X
KITS 22X	KNDD 22X
WDRE 17X	<b>...AND MANY MORE!</b>

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 Music Supervisor: Mitchell Leib Music Consultant: Karen Glauber

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# National Network Radio Ratings

## ■ RADAR 51, Spring '95

Network	12+ Persons		
	Radar 50*	Radar 51	Change
ABC Prime	4023	3661	-9.0%
ABC Platinum	2188	2040	-6.8%
WW1 Variety	2171	1977	-8.9%
WW1 CNN	2079	1969	-5.3%
CBS Spectrum	1778	1733	-2.5%
ABC Genesis	1713	1683	-1.8%
CBS	1334	1399	+4.9%
WW1 AC	1328	1216	-8.4%
ABC Excel	964	1199	+24.4%
WW1 Yng Adult	1177	1044	-11.3%
WW1 Country	1189	931	-21.7%
WW1 Source	872	925	+6.1%
American Urban	681	824	+21.0%
ABC Galaxy	847	800	-5.5%

\*RADAR 50, Fall '94. Data compiled by Statistical Research Inc. and supplied to R&R by the major radio networks. Figures reflect "all broadcasts — excluding overnight." Avg. person estimates in thousands.

## Polydor/Nashville Recruits Cerami As VP/Promotion



Cerami

Former Patriot VP/Promotion Sam Cerami, who has been doing independent promotion since exiting the label two months ago, has accepted the VP/Promotion post at

Polydor/Nashville. He's set to ink a three-year deal and succeeds Ralph Carroll, who left the label last month.

"The level of professionalism and expertise Sam brings to Polydor is unparalleled," Polydor/Nashville President Harold Shedd commented. "We're excited to have him join our team, and his contributions will add to our

CERAMI/See Page 11

## Tolchin Becomes Arbitron Sr. VP/Nat'l Radio Sales

Ten-year Arbitron vet Les Tolchin has been elevated to Sr. VP/National Radio Sales. He will now oversee Arbitron's clients among broadcast group owners, rep firms, and program suppliers.

"Les has worked diligently to improve Arbitron's relationship with the broadcast group owners, rep firms, and networks," remarked GM Pierre Bouvard. "Many of the improvements in our services are due in part to the

TOLCHIN/See Page 11



Left, KGO/S.F. President/GM Mickey Luckoff hugs Legendary Station trophy. Right, Evergreen/Chicago President Larry Wert accepts Major Market Personality award for WLUP-FM/Chicago's Jonathon Brandmeier.

## KGO Snares Top Marconi Honor

Perennial Bay Area pacesetter KGO/San Francisco was honored with the NAB's "Legendary Station Of The Year" award at the association's annual Marconi Radio Awards in New Orleans. Legendary personality Gary Owens hosted, while the Temptations — courtesy of Premiere Radio Networks — performed. The other winners:

### Personalities

Network/Syndicated: Rush Limbaugh, EFM Media  
Major Market: Jonathon Brandmeier, WLUP-FM/Chicago  
Large Market: Bob Kevoian & Tom Griswold, WFBQ/Indianapolis  
Medium Market: Jerry Carr, WMT-AM/Cedar Rapids  
Small Market: J. Douglas Williams & Becky Myles, KWOX-FM/Woodward, OK

### Stations

Major Market: WBZ-AM/Boston  
Large Market: WFBQ-FM/Indianapolis  
Medium Market: WHO-AM/Des Moines  
Small Market: WHIZ-AM/Zanesville, OH

### Stations Of The Year By Format

AC/EZ: KOEL-AM/Oelweis, IA  
Big Band/Nostalgia: KEZW-AM/Denver  
CHR: WNNK-FM/Harrisburg  
Classical: WCLV-FM/Cleveland  
Country: WSIX-FM/Nashville  
Jazz: WNWV-FM/Cleveland  
News/Talk/Sports: WLS-AM/Chicago  
Oldies: WWSW-AM & FM/Pittsburgh  
Religious/Gospel: KKLA-FM/Los Angeles  
Rock: KROQ-FM/Los Angeles  
Spanish: KLOK-AM/San Jose  
Urban/R&B: WVEE-FM/Atlanta

## ABC Satellite Offerings Expand Via Keystone Deal

Consolidation in the radio industry isn't limited to just radio stations: ABC Radio has taken over the marketing of prime satellite transponder space on radio's primary satellite in a joint deal with Keystone Communications. The deal virtually doubles ABC's inventory and solidly puts ABC atop all satellite transmission providers. The deal becomes effective this fall.

The Keystone transponder space, on GE's Satcom C5 satellite, had been owned by LDDS Communications, which it acquired when LDDS purchased IDB Communications last year. ABC already controls transponder 23 on Satcom C5. The deal with Keystone gives it access to transponder 19 and much of transponder 15.

ABC VP/Engineering Bob Donnelly said his networks already use SEDAT compression on its channels, and it plans to add either SEDAT or MPEG compression to its newly acquired space, making for 17 additional channels.

Donnelly said Keystone will retain its lucrative backhaul business, which contracts with a large number of professional and college sports teams. Keystone will also retain part of Westwood One's distribution business, with ABC handling some as well.

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## 1995 DEALS TO DATE

**Dollars To Date: \$4,360,824,551**

(Last Year: \$1,704,476,437)

**This Week's Action: \$26,125,810**

(Last Year: \$34,095,360)

**Stations Traded This Year: 942**

(Last Year: 903)

**Stations Traded This Week: 21**

(Last Year: 27)

DEAL DETAILS BEGIN ON THIS PAGE

## Deal Of The Week

• **WAJE-FM/New Albany, IN & WRKA-FM/St. Matthews, KY \$8.5 million**

Cox Broadcasting's radio group now numbers a sweet 16 with this purchase of Excelsior Communications' Louisville duopoly.

## Ukrainian Group Challenges Licenses, Other CBS Deals

The Ukrainian Congress Committee of America is challenging the license of CBS station WARW-FM/Bethesda, MD, two CBS-TV stations, and the CBS/Westinghouse merger.

See Page 6

## FCC Will Move To Clear Indecency Docket

The FCC Enforcement Division will move quickly to clear up a backlog of more than 100 cases, said division chief Charles Kelley.

See Page 8

# RADIO BUSINESS

## Senate Committee Restores Some FCC Budget Funding

Facing a \$36 million budget cut, four FCC Commissioners pleaded their case before the Senate Committee on Appropriations Tuesday (9/12). And they were successful — the panel restored \$18 million of the proposed cut.

In a letter to Appropriations Committee Chairman **Mark Hatfield** (R-OR) and ranking minority member **Robert Byrd** (D-WV), FCC Chairman **Reed Hundt** and Commissioners **Susan Ness**, **James Quello**, and **Rachelle Chong** suggested the agency might not be able to carry out its duties under the proposed budget.

The FCC originally requested \$223 million for fiscal 1996. A House committee proposed a \$185 million budget for the FCC, but a Senate subcommittee cut that by 20% to \$148 million.

"At the current time, this agency is charged with regulating a segment of our economy ... that has been experiencing explosive growth," the

Commissioners said. "Moreover, that growth shows no signs of abating. Our congressionally mandated obligations have not been reduced, and the enactment of pending telecommunications legislation would add substantially to them for an interim period."

The full Senate Committee apparently heard the plea and bumped the budget up \$18 million to \$166 million.

Hundt said last week that if the \$148 million budget was passed, he would have to fire "hundreds" of FCC employees. At presstime, a Commission spokesperson was not prepared to say if the new \$166 million budget would require personnel or service cuts.

**"At the current time, this agency is charged with regulating a segment of our economy ... that has been experiencing explosive growth"**

## TRANSACTIONS

# Cox Enters Louisville Derby With \$8.5 Million WRKA & WAJE Purchase

□ **Renda hits the daily double in Florida, buys Osborn's WFKS & WWRD for \$6.5 million**

### Deal Of The Week

#### Excelsior Louisville Duopoly

PRICE: \$8.5 million

TERMS: Cash

BUYER: **Cox Broadcasting**, headed by Exec. VP/Radio **Robert Neil**. It owns 14 other stations. Phone: (404) 843-5245

SELLER: **Excelsior Communications Corp.**, a subsidiary of **Franklin Holding Corp.**, headed by Chairman **Stephen Brown**. Phone: (212) 486-2323

BROKER: **Gary Stevens of Gary Stevens & Co.**

#### WAJE-FM/New Albany, IN (Louisville)

FREQUENCY: 94.7 MHz

POWER: 3kw at 328 feet

FORMAT: This station is dark.

#### WRKA-FM/St. Matthews, KY (Louisville)

FREQUENCY: 103.1 MHz

POWER: 6kw at 275 feet

FORMAT: Gold

### Interstate Duopoly

#### Osborn Jacksonville/Daytona Beach Duopoly

PRICE: \$6.5 million

TERMS: Cash

BUYER: **Renda Broadcasting**, headed by President **Tony Renda**  
SELLER: **Osborn Communications Corp.**, headed by President/CEO **Frank Osborn**. It owns 16 other stations. Phone: (203) 629-0905

#### WFKS/Palatka (Daytona Beach-Jacksonville), FL

FREQUENCY: 99.9 MHz

POWER: 100kw at 1249 feet

FORMAT: CHR

#### WWRD-FM/Brunswick, GA (Jacksonville)

FREQUENCY: 100.7 MHz

POWER: 36kw at 1463 feet

FORMAT: Contemporary Christian

### Florida

#### WMFJ-AM/Daytona Beach

PRICE: \$225,000

TERMS: Asset sale for \$25,000 cash and a 20-year, \$200,000 promissory note at 9% interest

BUYER: **Cornerstone Broadcasting Corp.**, headed by President **William Leisner**. It owns six other stations. Phone: (904) 767-6000

SELLER: **Weeks Broadcasting**, owned by **Robert Weeks**. He is a Director of **Cornerstone Broadcasting** and has an interest in **WJLU-FM/New Smyrna Beach, FL**. Phone: (813) 951-6806

FREQUENCY: 1450 kHz

POWER: 1kw

FORMAT: Religious

#### WKII-AM & WEEJ-FM/Port Charlotte

PRICE: \$3.6 million

TERMS: Cash

BUYER: **Osborn Communications**

Corp., headed by President/CEO **Frank Osborn**. It owns 16 other stations, including **WOLZ-FM/Ft. Myers** and **WRWX-FM/San Carlos Park, FL**. Phone: (203) 629-0905

SELLER: **Kneller Broadcasting**, headed by President **Hal Kneller**

FREQUENCY: 1070 kHz; 100.1 MHz  
POWER: 3.1kw day/260w night; 97.3kw at 150 feet

FORMAT: Nostalgia; Gold

#### WJCM-AM/Sebring

PRICE: \$240,000

TERMS: Asset sale for cash

BUYER: **Concord Media Group Inc.**, headed by President **Mark Jorgenson**. He has an interest in **WRMD-AM/St. Petersburg**. Phone: (813) 877-3000

SELLER: **WJCM Inc.**, headed by President **Sabeta Persaud**. Phone: (407) 291-1395

FREQUENCY: 960 kHz

POWER: 5kw day/1kw night

FORMAT: AC

Continued on Page 6

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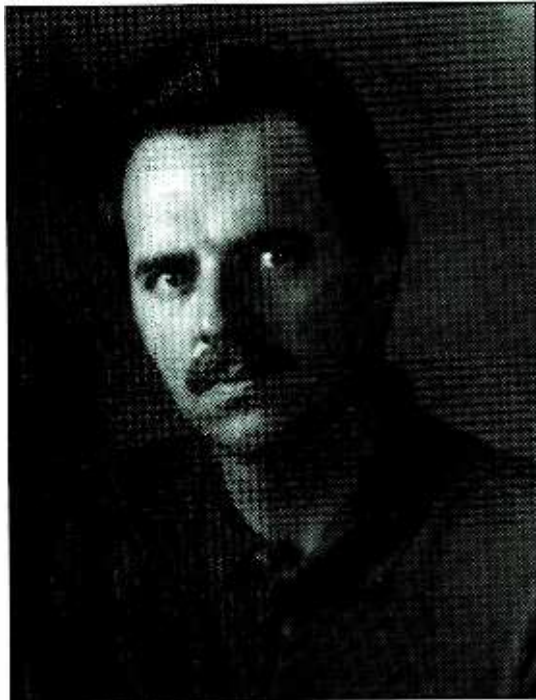
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## Ticked Off At '60 Minutes' Segment, Ukrainians Challenge CBS Licenses

The Ukrainian Congress Committee of America, in protest of a segment about Ukrainians on TV's "60 Minutes," has challenged the license of CBS station WARW-FM (The Arrow) Bethesda, MD.

The group also has challenged CBS-TV licenses and the Westinghouse/CBS merger. A lawyer for the Ukrainian group

said it would challenge every CBS license renewal until it gets an apology or explanation.

According to the lawyer, the story portrayed Ukrainians as "genetically anti-semitic, illiterate, and in possession of nuclear weapons." A CBS spokeswoman said company officials met with the Ukrainian group and feel that CBS has "dealt with the group and their concerns in a straightforward manner."

## Exline Opens East Coast Office

The Exline Company, a San Rafael, CA-based media broker, is basking on another beach after opening an East Coast office. Exline has also added an associate, Ron Dagenais, who will work out of the new Leominster, MA office.

The Eastern office is the first for Exline, which has primarily brokered deals in the west since its 1973 inception.

Dagenais was a colleague of Exline President Andy McClure in the 1970s at Schafer Electronics, a radio station program automation systems company. He has also worked in radio station management and broadcast system sales and owned a computer sales and service company.

## FCC Goof Delays AM Expanded Band Allocations

To err is ... what the FCC did when it calculated its list of stations that would move to the expanded AM band. As a result of the mistakes, the 80 stations that had been scheduled to move to the 1605 kHz-1705 kHz spectrum will stay put — at least until next year.

Several errors existed in the Commission's AM Engineering Database, which was used to determine which of the 688 applicants would move to the expanded band.

In addition to several errors reported by individual stations, the discovery of two other mistakes required that the list be recalculated. First, some of the allotments conflicted with US-Canadian agreements over the national border that passes through the Great Lakes.

Second, the Commission found that two stations were allotted frequencies already occupied by travelers' information stations. These stations, which are licensed by the National Telecommunications and Information Administration, have a co-primary status with the AM expanded band stations and are protected from expanded band allotments.

### The List, Take Two

The new expanded band allotments will be chosen from the original list of 688 stations. FCC Audio Services Division Chief Larry Eads said the number of allotments that will be available after the recalculation is hard to estimate, and said it was impossible to gauge how dramatically the new procedures will affect the list of stations that are allocated to the expanded band.

The FCC opened the expanded band to decrease AM interference. Only existing AM licensees are eligible to move to the newly available frequencies, and those stations that produce the most interference have the highest priority.

Stations have 30 days from the publication of the order in the Federal Register to submit changes to the corrected database and comment on the new allotment plan. Changes in the database must pertain to data that was relevant as of June 30, 1993.

## TRANSACTIONS

Continued from Page 4

### Georgia

#### WAFI-FM/Unadilla

PRICE: \$167,810

TERMS: Asset sale for \$25,000 cash and a 10-year, \$142,810 promissory note

BUYER: Toccoa Falls College, headed by President Paul Alford. Phone: (706) 886-6831

SELLER: Dallas M. Tarkenton. He has an interest in WBTR-FM/Carrollton, GA and holds FM CPs for stations in Blacksville, SC and Canton, SD. Phone: (706) 548-7813

FREQUENCY: 99.9

POWER: 6kw at 328 feet

FORMAT: Contemporary Christian

### Idaho

#### KQXR-FM/Payette

PRICE: \$450,000

TERMS: Asset sale for cash

BUYER: Boise Viking Associates L.P., headed by general partner Bruce Johnson. It owns KGEM-AM & KJOT-FM/Boise. Phone: (516) 466-8005

SELLER: Miller-Kohl Broadcasting Inc., headed by President James Miller; and Associates Communication of Idaho Inc., headed by President Richard Kelly. Phone: (402) 371-8171

FREQUENCY: 100.3 MHz

POWER: 98.4kw at 708 feet

FORMAT: Rock

## TRANSACTIONS AT A GLANCE

- Osborn Jacksonville/Daytona Beach Duopoly \$6.5 million
  - WFKS-FM/Palatka (Daytona Beach-Jacksonville), FL
  - WWRD-FM/Brunswick, GA (Jacksonville)
- WMFJ-AM/Daytona Beach, FL \$225,000
- WKII-AM & WEEJ-FM/Port Charlotte, FL \$3.6 million
- WJCM-AM/Sebring, FL \$240,000
- WAFI-FM/Unadilla, GA \$167,810
- KQXR-FM/Payette, ID \$450,000
- WFPS-FM/Freeport, IL \$618,000
- WJTW-FM/Joliet, IL \$800,000
- WKTW-FM/Tuscola, IL \$250,000
- KTOP-AM & KMAJ-AM/Topeka, KS \$75,000
- WVMI-AM/Biloxi, MS \$125,000
- WTRJ-FM/Troy, OH \$1.1 million
- WWPA-AM/Williamsport & WWWD-FM/Jersey Shore, PA \$400,000
- WRVZ (FM CP)/Pocatolico, WV \$25,000
- WMXF-FM/Sauk City, WI \$3.05 million

### Illinois

#### WFPS-FM/Freeport

PRICE: \$618,000

TERMS: Asset sale for cash

BUYER: Freeport Radio Inc., headed by President/Director Charles Mills. He owns WTTN-AM/Water-town, WI and WKTT-FM/Cleveland, WI. Phone: (312) 528-5873

SELLER: Friends Communications Inc., headed by President Michael Brooks. Phone: (815) 235-7191

FREQUENCY: 92.1 MHz

POWER: 3kw at 300 feet

FORMAT: AC

#### WJTW-FM/Joliet

PRICE: \$800,000

TERMS: Asset sale for cash

BUYER: Barden Broadcasting Inc., headed by President Don Barden. It owns four other stations. Phone: (313) 259-0050

SELLER: New Horizons Communications Inc., headed by President Carl Youngs. Phone: (708) 991-6900

FREQUENCY: 93.5 MHz

POWER: 3kw at 259 feet

FORMAT: AC

#### WKTW-FM/Tuscola

PRICE: \$250,000

Continued on Page 8

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to  
Mercury Broadcasting, Inc.  
\$12,450,000

Alta Gulf, Inc.  
to  
Citicasters, Inc.  
\$8,000,000

Major Networks  
to  
Jones Satellite Network  
\$400,000

IBS Corporation  
to  
KALI-FM, Incorporated  
\$9,100,000

Shamrock Broadcasting, Inc.  
to  
Chancellor Broadcasting Company  
\$395,000,000

Keymarket Communications, Inc.  
and  
River City Broadcasting, L.P.  
\$900,000,000

Radio Associates Group  
to  
Wood Radio Limited Partnership  
\$12,500,000

Radio Associates Group  
to  
Silverado Broadcasting  
\$1,500,000

AT&T Capital Corporation  
to  
Pinnacle Broadcasting Company, Inc.  
\$15,500,000

Trumper Communications, Inc.  
to  
Citicasters, Inc.  
\$30,000,000

Diamond Broadcasting, Inc.  
to  
Group W Radio, Inc.  
12x defined BCF, or approximately  
\$60,000,000

Pourtales Radio Partnership  
and  
Marathon Broadcasting Corporation  
to  
Triathlon Broadcasting Company  
\$43,800,000

Trumper Communications, Inc.  
to  
SFX Broadcasting  
\$23,500,000

Pyramid Communications, Inc.  
to  
Evergreen Media Corporation  
\$306,500,000

American Media, Inc.  
to  
MBD Broadcasting  
& Chancellor Communications  
\$150,000,000

TK Communications  
to  
Infinity Broadcasting Corporation  
\$51,000,000

TK Communications  
to  
Granum Communications  
\$11,500,000

Trumper Communications, Inc.  
to  
Heritage Media Corporation  
\$7,000,000

Pacific Northwest Broadcasting Corporation  
to  
Apogee Communications, Inc.  
\$3,500,000

Tribune Broadcasting  
to  
Henry Broadcasting Corporation  
Swap

Apollo Radio Holdings Company, Inc.  
to  
Regent Communications, Inc.  
\$50,000,000

Tar Heel Broadcasting System, Inc.  
to  
Pinnacle Broadcasting Company, Inc.  
\$3,700,000

United Broadcasting Company  
to  
Way Broadcasting, Inc.  
\$5,750,000

United Broadcasting Company  
to  
Way Broadcasting, Inc.  
\$6,940,000

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## RADIO BUSINESS

### FCC Enforcement Division Moves To Clear Backlog

The conclusion of the **Infinity** case and court rulings that seem to support the FCC's definition of indecency will allow the FCC Enforcement Division to quickly clear up a backlog of more than 100 cases.

At least that's what Division Chief **Charles Kelley** seems to think. He said that about 20 alleged violators were recently sent letters of inquiry or apparent liability. Many of the remaining cas-

es will be dismissed because, according to Kelley, "they are too marginal to pursue."

The good news, he pointed out, is if a station has not yet received a letter, it probably won't.

### FCC Completes Reorganization Of Audio Services Department

The FCC's Audio Services Division of the Mass Media Bureau has formally adopted a reorganization that has been in use since March.

Agency officials say the new structure has helped the bureau reduce its backlog of cases.

Under the new structure there are no AM, FM, or auxiliary service branches, so lawyers and engineers can handle a wider range of assignments.

Levels of review were also eliminated so communications that used to cross up to five desks can now go out without review.

Finally, the Bureau established a customer service team to direct callers and communications to the appropriate place, rather than handing questions from office to office.

The restructuring was carried out under Bureau Chief **Larry Eads**, who retires at the end of the month.

### TRANSACTIONS

Continued from Page 6

**TERMS:** Asset sale for \$75,000 cash and a seven-year, \$175,000 promissory note at 9% interest

**BUYER:** **Magnitude of Tuscola LLC**, headed by manager **Randolph Abrahams** and member **Richard Heise Jr.** Phone: (312) 663-7222

**SELLER:** **Rollings Communication of Tuscola Inc.**, headed by Director **Dale Rollings**. He has interests in **WZNX-FM/Sullivan, IL** and **WWDZ-FM/Danville, IL**. Phone: (314) 946-0500

**FREQUENCY:** 93.5 MHz  
**POWER:** 6kw at 308 feet  
**FORMAT:** News/Talk

#### Kansas

**KMAJ-AM & KTOP-AM/Topeka**

**PRICE:** \$75,000

**TERMS:** Asset sale for cash

**BUYER:** **Midland Broadcasters Inc.**, headed by Chairman/President **Fredrick Reynolds Jr.** He is the son of the seller. Phone: (913) 272-2122

**SELLER:** **FR Corp.**, headed by **Fredrick Reynolds Sr.** Phone: (913) 478-4412

**FREQUENCY:** 1490 kHz; 1440 kHz  
**POWER:** 1kw; 5kw day/1kw night  
**FORMAT:** Nostalgia; AC

#### Mississippi

**WVMI-AM/Biloxi**

**PRICE:** \$125,000

**TERMS:** Asset sale for cash

**BUYER:** **G&R Radio Inc.**, headed by President **Kenneth Rainey**. He owns **WMYQ-AM & FM/Newton, MS**; has an interest in **WINL-FM/Linden, AL**; and has applications pending on two other stations. Phone: (601) 683-7498

**SELLER:** **Southern Starr of Mississippi Inc.**, a subsidiary of **Multi-Mar-**

**ket Radio Inc.**, headed by President **Michael Ferrel**. Southern Starr also owns **WKNN-FM/Pascagoula, MS & WMJY-FM/Biloxi**. Phone: (212) 980-4455

**FREQUENCY:** 570 kHz  
**POWER:** 5kw day/1kw night  
**FORMAT:** Country

#### Ohio

**WTRJ-FM/Troy**

**PRICE:** \$1.1 million

**TERMS:** Asset sale for cash

**BUYER:** **Hawes-Saunders Broadcast Properties Inc.**, headed by President **Ro Nita Hawes-Saunders**. It owns **WROU-FM/West Carrollton, OH**. Phone: (513) 222-9768

**SELLER:** **Vernon R. Baldwin Inc.**, headed by President **Vernon Baldwin**. He owns eight other stations. Phone: (513) 829-7700

**FREQUENCY:** 96.9 MHz  
**POWER:** 3kw at 315 feet  
**FORMAT:** Contemporary Christian

#### Pennsylvania

**WWPA-AM/Williamsport & WWWD-FM/Jersey Shore**

**PRICE:** \$400,000

**TERMS:** Asset sale for cash

**BUYER:** **Williamsport Radio Corp.**, headed by Chairman/CEO **Michael Brosig Sr.** Phone: (717) 323-7118

**SELLER:** **S&P Broadcasting LP II**, headed by President **Ronald Swanson**. Phone: (717) 343-1214  
**FREQUENCY:** 1340 kHz; 97.7 MHz

**POWER:** 1kw; 6kw at 298 feet  
**FORMAT:** News/Talk; Gold

#### West Virginia

**WRVZ (FM CP)/Pocatalico**  
**PRICE:** \$25,000

**TERMS:** Stock sale for cash

**BUYER:** **Robert Benns**. Phone: (814) 395-5059

**SELLER:** **Weigle Broadcasting Corp.**, headed by President **Roger Weigle**. He has an interest in **WLTP-AM/Parkersburg, WV** and **WNUS-FM/Belpre, OH**. Phone: (703) 335-5300

**FREQUENCY:** 98.7 MHz  
**POWER:** 3kw at 100 meters

#### Wisconsin

**WMXF-FM/Sauk City**

**PRICE:** \$3.05 million

**TERMS:** Duopoly deal; asset sale for cash

**BUYER:** **Midcontinent Broadcasting Co. of Wisconsin Inc.**, headed by Chairman/CEO **N.L. Bentson** and President/COO **Joseph Floyd**. It owns **WTSO-AM & WZEE-FM/Madison, WI**. Phone: (608) 274-1070

**SELLER:** **ODON Madison Station LLC**, headed by members **William O'Donnell** and **Robert Gallagher**. Phone: (608) 273-0077

**FREQUENCY:** 96.3 MHz  
**POWER:** 5.1kw at 672 feet  
**FORMAT:** Gold

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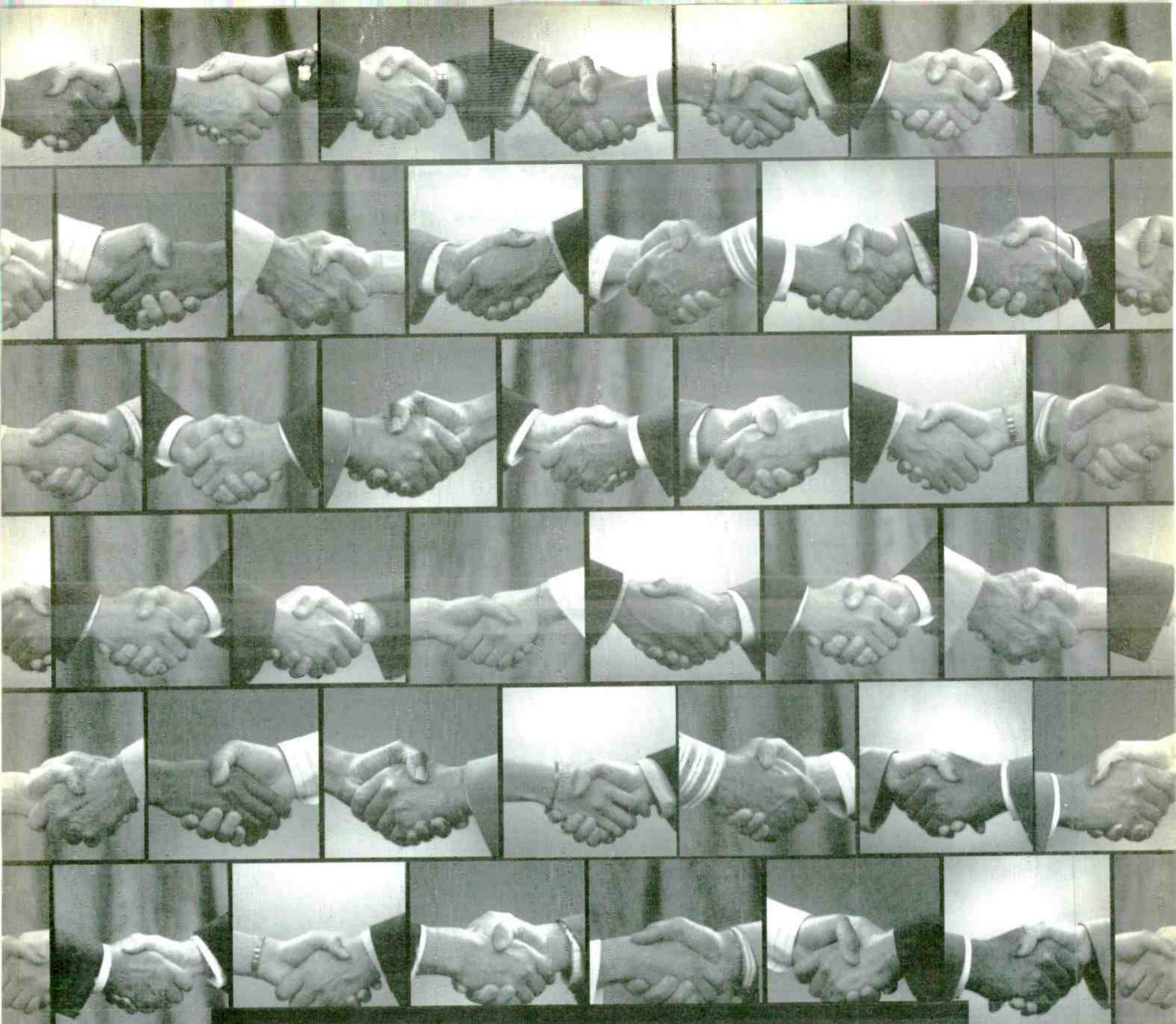


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Artist	Song Title	Duration	Status
Lynyrd Skynyrd	You Got That Right	3:45	F
Aerosmith	Walk This Way	3:41	D
Police	Every Breath You Take	3:41	E
PRE-RECORDED SWEEPER		0:15	
Bob Seger	Against The Wind	5:34	F
Rod Stewart	Twistin' The Night Away	3:10	G
Traveling Wilburys	Handle With Care	3:10	E
Styx	Come Sail Away	6:07	D
Bad Company	How About That	5:10	B
PRE-RECORDED SWEEPER		0:12	

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## Gorman VP/Dir.Ops. At OmniAmerica Cleveland Trio

John Gorman has been promoted from OM to VP/Director of Operations at OmniAmerica's Cleveland outlets: Sports WHK-AM, Oldies WMJI-FM, and Alternative WMMS-FM.



Gorman

"The man is as bright as they come," OmniAmerica Chairman/CEO Carl Hirsch told R&R. "In our future merger with Citicasters,

[John's knowledge of] contemporary rock 'n' roll and oldies will be a resource for the expanded company. He has overseen the complete programming from top to bottom, reshaping WMJI into its dominant position in the market.

"With WMMS, he rebuilt a broken station by creating 'Buzzard Radio, The Next Generation' with new personalities. [That idea] was just brilliant and brought this station back to its glory, albeit in a form that's much more relatable to 1995."

Gorman joined WMMS 22 years ago as MD, became PD after only two months, and was promoted to WHK & WMMS OM 10 years later. In 1986, Gorman segued to crosstown WGCL (now WNCX) as VP/OM and later formed his own radio consultancy, Gorman Media Inc.

## Weingarten Joins Paxson Tampa 'Team'

Rob Weingarten has been named PD at Paxson Broadcasting's newly created all-Sports WNZE-AM ("The Team")/Tampa, where he'll also host a midday show.

Weingarten told R&R he's awed by the opportunities presented by Paxson's Tampa-area duopoly situation, which includes all-News WHNZ-AM, Progressive WHPT-FM, and NAC WSJT-FM. "I'm having a ball. Four stations under one roof gives me more resources than I've ever had to work with."

Prior to joining WNZE, Weingarten was the late-night host on the Team Network, based at WTEM-AM/Washington. From 1990 through 1992, he served as a producer at WFAN-AM/New York. He worked at WZFM-FM/White Plains, NY in several capacities, including OM, from 1986 through 1991.

## ABC Celebrates For The Halibut



Network personalities, affiliates, and exotic fish mingled when ABC threw its NAB bash at the New Orleans Aquarium of the Americas. Getting along swimmingly are (l-r) ABC Radio Networks Director/Sports Programming Shelby Whitfield, ESPN Radio commentator Brent Musburger, ABC Radio President Jim Arcara, and ABC Radio Networks Exec. VP David Kantor.

## Lopez Heads To WJBT As PD In Jacor Jacksonville Shuffle

### WJBT goes CHR/Rhythmic; WHJX opts for Urban AC

Former WQHT (Hot 97)/New York air talent Paco Lopez has been named PD/MD at Jacor Communications' WJBT (The Beat)/Jacksonville. Previous WJBT PD Nate Bell has assumed programming duties at crosstown sister WHJX, which is set to announce new call letters soon.

WJBT flipped from Urban to CHR/Rhythmic last Friday (9/8), the same day WHJX flipped from Rhythm/Crossover to Urban AC. "These two stations were head-to-head," said Bell. "Now we've done what it takes to make them more complementary and less combative."

"I'm excited," Lopez told R&R. "I owe a lot to the guys at Jacor, who've afforded me this opportunity to do something I've wanted to do for a while."

Bell told R&R, "I'm extremely excited about the things we're going to do here. I think we'll make history right here in little ol' Jacksonville."

Steve Smith is serving as a consultant for both stations.



Bell

## Roberts Boosted To Head Of PG Classics, Jazz Worldwide

PolyGram Classics & Jazz U.S. President Chris Roberts has been promoted to Worldwide President of the label, effective January 1, 1996.

"Chris is a talented executive who manages to combine genuine creativity with strong business instincts," said PolyGram President/CEO Alain Levy. "He has a deep affinity for classical and jazz music and has been extremely successful in his present position."

Based at PolyGram International in London, Roberts will have operating responsibility for classical labels Deutsche Grammophon, Decca, and Philips Classics and for jazz label Verve. He'll also continue as domestic President of the label.

Roberts joined PolyGram in 1989 as International Product Manager for Mercury, Polydor, and Verve. A year later, he became the company's VP/International Marketing.



Roberts

## EXECUTIVE ACTION

### Anderson Becomes Atlantic Sr. VP/Sales

Pete Anderson has been promoted to Sr. VP/Sales at Atlantic Records. Based at the label's New York headquarters, Anderson has served as VP/Sales since joining Atlantic in 1993.

Sr. VP/GM Ron Shapiro said, "Pete has taken an aggressive and proactive approach to the marketplace, playing a pivotal role in making our Sales Department an integral part of the artist development process. By working closely with other departments in the company and drawing on their individual resources, Pete and his great team have been able to make maximum impact in the retail community."

Prior to his move to Atlantic, Anderson spent 18 years in various Sony Music posts. He served as Epic Records' VP/Sales from 1988 to 1991, then moved to California to head Sony's West Coast sales operation.



Anderson

### Michaels Flips To WAVA Operations Post

Christian Talk WAVA/Washington has tapped Flip Michaels as Director/Operations. He has served as the station's PD and Production Director since early this year.

"It's personally gratifying to work with a company with such a positive vision for broadcasting," Michaels said.

Michaels joined WAVA from News/Talk-AC combo WGSM-AM & WMJC-FM/Huntington-Smithtown, NY, where he was Production Director ('90-'91) and Creative Services Director ('91-'95).



Michaels

### Cerami

Continued from Page 3

foundation of success."

Cerami said, "I'm very excited to be working with Harold, who's been responsible for discovering and developing so many of country's greatest acts throughout the '80s and '90s. While I sincerely loved being back in indie promotion, the opportunity to work with a man whose on-the-money artistic judgment has been so important to the industry was an offer I couldn't turn down. I'm also looking forward to working with [VP/GM] Steve Miller, who's been such a top marketing asset for Nashville music."

Cerami's career began with Decca in the late 1950s. Following stints

at Mercury, WB, ABC, and CBS, he spent a year at Universal as a Regional Promotion Director and nine years as an independent promoter. Cerami joined Liberty as Director/National Promotion in January 1990 and was upped to VP/Promotion in mid-'93. He became VP/Promotion at Patriot — the sister label of Liberty (now Capitol/Nashville) — when it debuted 17 months ago.

In related news, former Patriot Promotion Coordinator Don DeMumbrum — who had left the label to join Cerami's indie company — also moves to Polydor/Nashville as Promotion Coordinator. Former Patriot Southeast Regional Promoter Randy Cudd has also joined Polydor and is expected to be named Director/National Promotion next week.

### Tolchin

Continued from Page 3

feedback we received from our clients as a direct result of his constant interaction with the players in the radio business."

Tolchin joined Arbitron in 1985 as VP/National Radio Sales. He became VP/Groups, Reps & Networks last year. Before joining the company, he was an AE for CBS Radio's spot sales department and worked for a variety of media enterprises.

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## Resnikoff Upped To MCA Exec. VP

Bruce Resnikoff has been promoted to Exec. VP/GM, Special Markets & Products at MCA Music Entertainment Group. He most recently served as the division's Sr. VP/GM.



Resnikoff

"Bruce has continually proven his talent for balancing business acumen with a sense of creativity," MCA Music Entertainment Group COO Zach Horowitz noted. "With MCA's ongoing growth and the establishment of a number of new labels, Bruce's division will play an increasingly important role in the company's future."

Resnikoff joined the company in 1983 as Associate Director/Business & Legal Affairs. In 1986, he became Director/MCA Special Markets & Products and was promoted to VP a year later. He was named Sr. VP in 1990, taking on the additional title of GM in 1992.

## Glasser Recruited As WVG0/Richmond Programmer

Benchmark Communications WVG0-FM/Richmond has hired WHFS/Washington-Baltimore Creative Services Director Bill Glasser as PD. He replaces Paul Shugrue, who retains an afternoon shift.

"He's coming down to liven things up and basically kick some ass and have fun," WDCK-FM & WVG0 GM John Crowley told R&R. "We have a new [Alternative] competitor [WBZU], and we're an Adult Alternative — it's going to be an exciting time in market No. 56."

## RBR's Anderton To Exit For Duncan Media Position

Radio Business Report VP/Editor J.T. Anderton is leaving the trade publication to become VP/Managing Director of Duncan's American Radio, effective in early October. In a related move, Critical Mass Media — the consulting firm headed by Jacor President Randy Michaels — has acquired a large ownership stake in Duncan's.

Anderton will handle the day-to-day operations at Duncan's and will be involved in the development of new products, a process made possible by the access Duncan's has to Critical Mass Media's research and financial resources. Among the planned projects: CD-ROM and online versions of the highly regarded radio sourcebooks published by Duncan's as well as an updated version of Anderton's own FM signal coverage book.

"For years I've believed that Jim Duncan did the most conscientious research and had the best information on the radio business," commented Anderton, who'll be based at Critical Mass Media's Cincinnati headquarters. "Together, I think we can produce a very high-caliber information source for the industry."

According to Anderton, Critical Mass Media is acquiring "just under half" of Duncan's American Radio, with Emmis Broadcasting and Indianapolis-based Jim Duncan continuing to hold the balance of the ownership.

## Trio Form Indie Pure Records

Music managers Arma Andon and Steve Fagnoli have teamed with 14-year Sony Music Promotion/Marketing/Sales veteran Gordon Anderson to form Pure Records. The indie upstart is signing artists with already-completed albums overlooked by major labels.



Anderson



Andon



Fagnoli

"The majors can't afford to go after an artist with the expectation of selling 50,000 records," Andon told R&R. "Unless the upside is a quarter-million records, they're just not interested. And there are quite a few credible artists out there who should be heard."

Pure plans to release six albums by year's end; signings so far include Big Country and Nils Lofgren. Alliance Entertainment will distribute, while publicity and promotion work will be farmed out. Former Columbia UK Director/A&R Steve Hodges has been hired as A&R consultant.

Hodges and Fagnoli will be headquartered in London, Andon and Anderson in Connecticut. Andon and Fagnoli will continue to run their joint management firm, Pure Management.

## UPDATE

### DV8 Records Wakes Up At A&M

A&M Records has pacted with producer Ric Wake to form DV8 Records, which Wake will oversee.

"Rick is a total mensch," said A&M President/CEO Al Cafaro. "He's talented, he's dedicated, he's a perfect partner. I expect Rick to provide A&M with a stream of hit music. He combines artistic vision with a great sense of the pop marketplace."

Wake is best known for his production and remix work with Whitney Houston, Mariah Carey, and others. As head of Wake Productions, he employs 17 staff songwriters and owns five recording studios.

DV8 is set to release three or four albums per year and will maintain offices on the A&M lot.

## Changes

Alternative: Longtime WFNX/Boston afternooner Neal Robert crosses the street to join WBCN for weekends ... XHRM/San Diego night jock Randy DeWitt segues to mornings; weekenders Kristi Knight and John Desantis take nights and overnights, respectively. Morning man Pete Fox and overnigher Heidi Hunter depart ... New lineup at KISF/Kansas City: MD Booker Madison moves from nights to mornings, teaming with Seana McKay; sister station KCTE afternooner Soren Petro adds morning sports duties. Meanwhile, former morning team Ed Parriera and Jay Charles, shift to afternoons/production and nights, respectively. Parttimer Jason Justice is upped to late-nights. Ami joins for parttime; Dave Horn comes aboard as Asst. Promotion Director/weekends. Middayer/Production Director Mark Daniels departs for KORB & WXLN/Quad Cities, IA for blade work ... WLUM/Milwaukee appoints Tommy Wilde Creative Services Director. He was previously handling MD duties ... CKEY/Buffalo announces Scruff Conners, Tami Jeanneret, and producer Zeek as its new morning show. Ex-WPLY/Philadelphia late-

nigher Mark Summers joins WPBZ/West Palm Beach for mornings ... WEQX/Albany Asst. MD Ian Harrison rises to MD. In other station news: WRNX/Springfield, MA nighttimer Hank Stolz joins for mid-days and morning host Maria Chambers adds Promotion Director duties ... Frank Lario relinquishes APD/MD duties at WDOX/Atlantic City, NJ but remains as Music Consultant ... WWKS/Pittsburgh hires Sandy Thomas as the station voice ... WKRO has a new address: 126 West International Speedway Blvd., Daytona Beach, FL 32114 ... WXXW/Greenville, SC announces a Web site: <http://www.globalvision.net/103X>.

CHR: WVSR/Charleston, WV afternooner TJ Stevens joins morning talent Ben Stix; overnigher/music coordinator Kevin Kasey moves to afternoons; Greg Stevens from WXXM/Myrtle Beach, SC takes nights. VSR also adds the syndicated "Open House Party All Night Cafe" ... KFFM/Yakima, WA ups night guy "Scary" Jerry Kelly to APD/MD. He replaces Lisa Adams, now doing middays at KDON/Salinas-Monterey ... WJET/Erie, PA night talent JJ Foxx adds MD du-

Continued on Page 20

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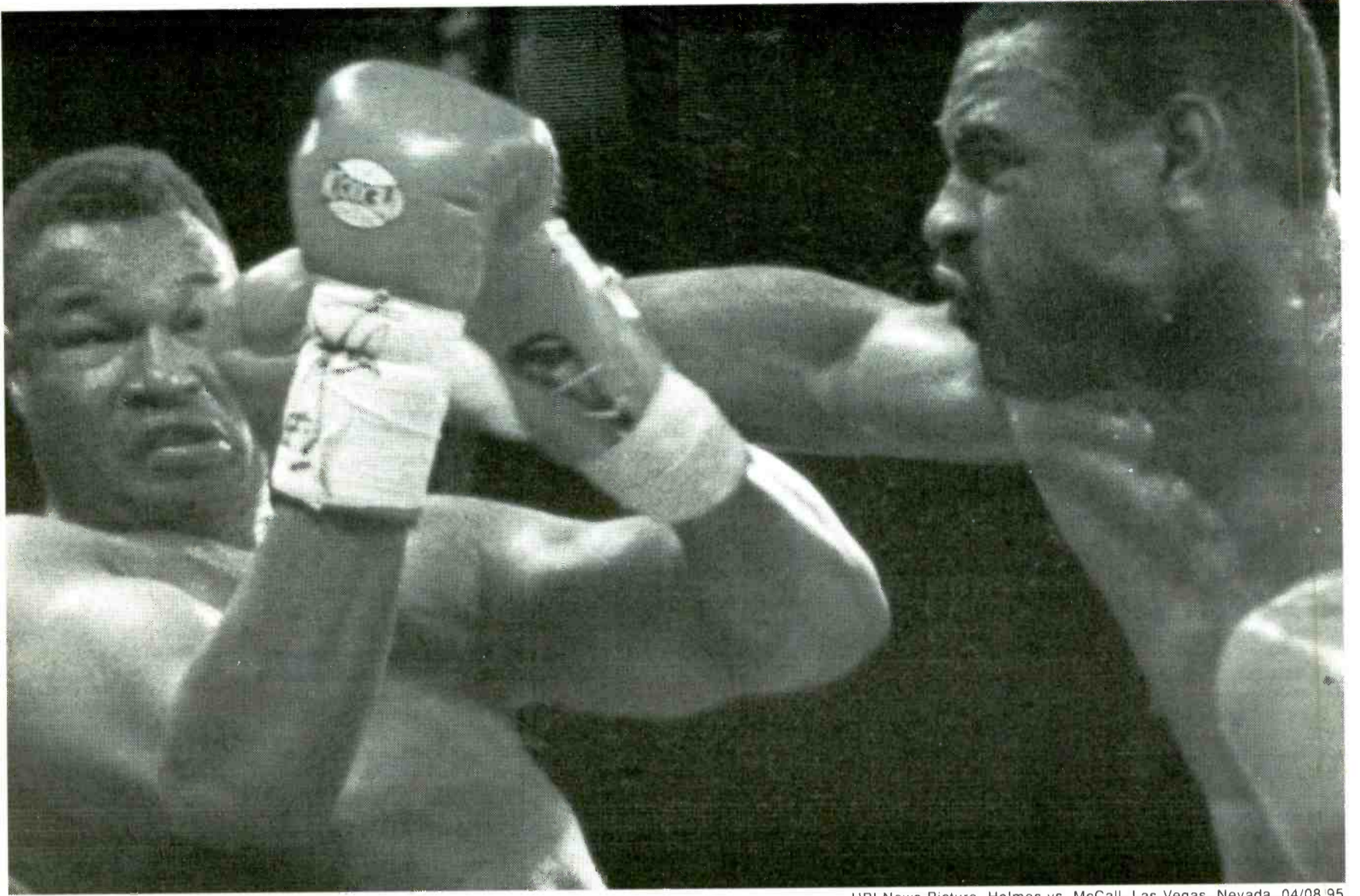
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## Radio

- **PATRICK CROCKER** — an 18-year radio veteran — has been named VP/COO of the nine-station Great Scott Broadcasting Group.
- **PAM CLARKE** has been promoted to GM of KIBZ-FM & KKNB-FM/Lincoln, NE. She will maintain her GSM title for both stations.

## CHRONICLE

### BIRTHS

- WUSL/Philadelphia GM Dave Alan**, wife crosstown **WYXR** business manager **Alice**, daughter **Kaley Christine**, September 12.
- WUSL/Philadelphia** Promotion Director **Dexter Johnson**, girlfriend **Shawn Batipps**, daughter **Imani Paige**, September 5.
- WALK-AM & FM/Long Island VP/GM Bill Edwards**, wife **Andrea**, son **Ryan Anthony**, September 3.
- WUSL/Philadelphia Asst. MD/air talent Glenn Cooper**, girlfriend **Karen Segal**, son **Anthony David**, August 30.
- WALK-AM & FM/Long Island LSM Dave Winfield**, wife **Mary**, daughter **Caitlin Jean**, August 26.
- WALK-AM & FM/Long Island Chief Engineer Tony Gervasi**, wife **Betsy**, daughter **Kara Elizabeth**, August 23.
- RCA Records Nat'l Promotion Director/Black Music Selena Bibbs**, husband **Dwight**, boy **Sajun**, August 16.
- PolyGram Holding Inc. VP/Corporate Communications and Mercury VP/Media & Artist Relations Dawn Bridges**, husband **DDB Needham GM/Promotions Stephen Kost**, son **Nicholas Anthony**, August 11.
- WALK-AM & FM/Long Island morning co-host Mark Daniels**, wife crosstown **WRCN** morning co-host **Marianne Peck**, son **Mark Robert**, August 5.

### CONDOLENCES

- Sonic Images** recording act **Shadowfax** leader/reedman **Chuck Greenberg**, 45, September 4.

- **BECKY WIGHT** has been named OM at ABC Radio International. And **JASMINE ALEXANDER** steps up to VP/Management Information Systems and New Technologies at ABC Radio Networks.
- **HARVEY WITTENBERG** has been appointed Director/Affiliate Relations & Special Projects, Midwest at Metro Networks.
- **PETE JUNE** will head up the sales department at WKBZ/Muskegon, MI. **DEBRA HILL**, **DONNA MAYOL**, and **JAMES FERA** have joined the department.

## Records

- **EDDIE WENWICK** — a 30-year industry veteran — has been named President of new record label, Major Broadcasting Music.
- **COR DUBOIS** — former President of Baron Philippe de Rothschild Inc. — has been appointed Sr. VP/Worldwide Marketing for BMG Classics.
- **WENDY GRIFFITHS** is upped to VP/Video Promotions for Reprise Records. She was previously Director/National Video Promotion. Concurrently, **GIA De SANTIS** joins as Assoc. Director/Video Promotions.
- **RON CARTER** becomes Sr. Director/Publicity at Qwest Records. He was most recently Manager/Artist Development at Warner Bros.
- **RICK GERSHON** exits A&M Records for the Director/Publicity post at Warner Bros.
- **KATHY SPANBERGER** has been named COO of peermusic's U.S. companies. She will retain her Sr. VP title.
- **AMIIRA LARGENT** has been named Director/A&R at Epic Records. She leaves a similar post at Atlantic Records.

- **LORI WENTWORTH ODIERNO** has been appointed Director/Legal Affairs for EMI Records Group North America. She was most recently a Corporate Associate with the NY-based law firm of Paul, Weiss, Rifkind, Wharton & Garrison.
- **JUDY MILLER** becomes Assoc. Director/Publicity at RCA Records. She previously ran her own publicity company.
- Carl Martin Entertainment (C-ME), an umbrella company that houses a record company, recording studio, and film department, announces the following staff changes: **CHARLES "CHUCK" GRAHAM** takes the VP/COO post; **CHRYS KINCHEN** has been named head of artist development; and **POCKET HONORE JR.** joins as musical director, staff writer, and producer.

## National Radio

- **WESTWOOD ONE RADIO NETWORKS** will debut morning prep services for CHR/Modern Rock and Classic Rock stations later this month; (212) 641-2052.
- **SW NETWORKS** has announced the lineup for its new **SuccessRadio** network, which will feature motivation and self-improvement programming. Among the elements: the "Darrell Ankarlo Show" and the "Dr. David Viscott Show," (212) 833-5636.

## PROS ON THE LOOSE

- Ruby Cheeks** — PD WRQK/Canton, OH (216) 546-9551
- Wanda Myles** — Evenings WWKA/Orlando (407) 644-0674
- Lee St. Michaels** — PD/morning drive WWCK/Flint, MI (810) 736-9619
- Jay Slater** — Afternoons/production wiz WXLK (K92)/Roanoke (540) 345-6861
- Diana Smart** — PD KJFX/Fresno (209) 436-4293
- Joe Steel** — Nights WZNY/Augusta, GA (706) 854-1057
- Randy Stine** — Afternoons WJIM & WFMK/Lansing, MI (517) 339-9383

## MUSIC DATEBOOK

### MONDAY, SEPTEMBER 25

- 1954/Elvis Presley makes his first — and last — appearance at the Grand Ole Opry. A talent coordinator tells him to return to truck driving.
- 1965/The Beatles' cartoon series premieres on ABC-TV.
- 1980/Led Zeppelin drummer **John Bonham**, 32, dies.
- Born: **Will Smith** (aka **Fresh Prince**) 1968

### TUESDAY, SEPTEMBER 26

- 1969/The Beatles release the "Abbey Road" album.
- 1976/Marvin Gaye plays London's Royal Albert Hall. The show is recorded and later released as "Live! At The London Palladium."
- Born: **Bryan Ferry** 1945, **Olivia Newton-John** 1948, **Craig Chaquico** (ex-Starship) 1954

### WEDNESDAY, SEPTEMBER 27

- 1964/The Beach Boys make their first appearance on "The Ed Sullivan Show."
- 1986/Metallica bassist **Cliff Burton** is killed when the band's tour bus overturns near Stockholm, Sweden.
- 1990/Marvin Gaye is posthumously awarded a star on the Hollywood Walk Of Fame.
- 1994/Cheryl "Salt" James of Salt-N-Pepa makes her TV acting debut playing an angry girlfriend on "The John Larroquette Show."



Salt-N-Pepa — tube spice.

Born: **Randy Bachman** 1943, **Meat Loaf** 1947, **Shaun Cassidy** 1958

### THURSDAY, SEPTEMBER 28

- 1958/Phil Spector's first hit — the **Teddy Bears** "To Know Him Is To Love Him" — is released.
- 1989/Jimmy Buffett's book of short stories, "Tales From Margartaville," is published.
- 1991/Pioneering jazz trumpeter **Miles Davis**, 65, dies of natural causes.
- Born: **Ben E. King** 1938

### FRIDAY, SEPTEMBER 29

- 1975/Jackie Wilson slips into a coma from which he never recovers. He dies in 1984.
- 1976/Aiming at a bottle, **Jerry Lee Lewis** accidentally shoots his bass player.
- 1989/Glenn Frey joins **Don Henley** onstage in L.A., marking the first time the two ex-Eagles have performed together since the group broke up eight years earlier. The full group reunites four years later.
- Born: **Gene Autry** 1907, **Jerry Lee Lewis** 1935, **Mark Farner** 1948, **Les Claypool** (Primus) 1963

### SATURDAY, SEPTEMBER 30

- 1961/Columbia signs **Bob Dylan**.
- 1988/John Lennon is posthumously awarded a star on the Hollywood Walk Of Fame.
- 1993/B-52's member **Kate Pierson** is arrested in New York during a sit-in at *Vogue* magazine's offices. Pierson and others were protesting the use of animal fur in the magazine's ads.
- Born: **Johnny Mathis** 1935, **Marilyn McCoo** 1943, the late **Marc Bolan** (T-Rex) 1947, **Patrice Rushen** 1954, **Basia** 1956

### SUNDAY, OCTOBER 1

- 1967/Pink Floyd arrive in New York for their first U.S. tour.
- 1970/Curtis Mayfield leaves the Impressions to form **Curtom Records** and start a solo career.
- 1980/Paul Simon's semi-autobiographical movie, "One Trick Pony," opens.
- 1990/Jazz great **Nancy Wilson** is awarded a star on the Hollywood Walk Of Fame.
- Born: The late **Albert Collins** 1932, the late **Donny Hathaway** 1945

— Paul Colbert

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<b>San Francisco</b> KNEW-AM	<b>up 167%</b>
<b>Philadelphia</b> WGMP-AM	<b>up 138%</b>
<b>Sacramento</b> KHTK-AM	<b>up 154%</b>
<b>Buffalo</b> WWKB-AM	<b>up 82%</b>

source: Arbitron, Winter 1995, Spring 1995, Metro, Men 25-54,  
 Average Quarter Hour Persons, M-F Exact Times

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source: Arbitron, SP '94 to SP '95, DMA, Men 25-54, Average Quarter Hour persons, M-F

# MANAGEMENT

## Manager-Employee Gap Grows

**M**anagers rank employee concerns *last* in priority among major issues they expect to address over the next year — even though 90% of managers say their employees are the key reason for their companies' success.

In addition, the recent survey by Princeton, NJ-based **Kepner-Tregoe Inc.** and **Princeton Survey Research Associates** found that employees were four times more likely than managers to say that management initiatives failed to meet expectations.

Furthermore, while 54% of employees feel loyal to their employers — only 38% of employees expect their managers to keep their promises.

## Helping New People On The Job

**W**hen you bring new employees into the workplace, it's important to get them off to a good start. Writing in the NYC-based *Supervisory Management* magazine, **Joe Straub** suggests you:

*Begin by giving them tasks they can do well.* The key concept here is to build confidence quickly. Make sure the jobs are challenging, but not critical to the success of your operation. Ask new employees to try to complete the job, but call you if they need help.

*Let new employees know you have confidence in them.* Keep telling them things like, "I believe you can do this."

*Share your experiences as a new employee with them.* Let them know you had doubts and anxieties at that stage of your career.

*Don't overreact when something goes wrong.* Criticizing new employees is OK, but you've got to let them know that they're doing some things right.

*Don't expect them to be instant experts.* Make sure new employees know that you've hired them for their potential, and that they'll be judged primarily on their growth and development.

## How Did HE Get Hired?

**W**hen a poor hiring decision is made, everyone wants to know how it happened. According to a recent survey of 250 human resources VPs and managers conducted by **Developmental Dimensions International**, most poor hiring decisions stem from one of the following six mistakes:

- Pressure to fill the position.
- Determining that the candidate can do the job without exploring whether he or she is *motivated* to do it.
- Failure to collect enough specific job-related information.
- Decisionmaking that is neither systematic nor consistent.
- The halo effect — wherein one aspect of a hiring interview unduly influences overall judgment of the candidate.
- Multiple interviewers asking similar questions, resulting in duplicate information and wasted time.

## THREE TIPS

### Improve Your Public Speaking

**B**efore you make a presentation or give a speech, the Rockville, MD-based **Center For Clear Communications Inc.** has three suggestions:

*Don't drink ice water.* It tightens your throat, making your voice sound less resonating.

*Don't drink milk or eat dairy products.* They make your mouth dry and coat your vocal cords.

*Don't drink coffee, soda, or tea.* The caffeine will make you tense, the sugar will dry your throat, and the carbonation will cause gas. Drink warm water with lemon instead.



"Be careful! All you can tell me is 'Be careful!'"

## SIX STEPS

### How To Increase The Chances Of A New Product's Success

**H**ow can your company improve its success rate for new product launches? According to a recent *Business Week* story, before you bring any new product to the marketplace, you should keep the following six steps in mind:

1) **ASK YOUR CUSTOMERS.** Don't launch a product just because your engineering department — or sales department — loves a new technology or product extension. Consult those who are going to use the product at every step along the way, from genesis to rollout.

2) **SET REALISTIC GOALS.** Your new product might be a cinch to produce \$2 million in sales — don't shoot yourself in the foot by aiming for \$4 million.

3) **BREAK DOWN WALLS.** Passing off a new product from one department head to another will increase the chances of potentially disastrous screw-ups. Have your research, marketing, and manufacturing departments work *together* from the beginning.

4) **CREATE GATEWAYS.** Don't allow a new product to gather dangerous momentum. Be sure that each key stage in a product's development meets *specific criteria* for manufacturing viability, customer acceptance, sales support, and budget planning.

5) **WATCH THOSE TESTS.** A single market test may succeed just because consumers are sampling a new product out of curiosity. Don't get swept away by initial results. Make sure you test a product long enough to get a *true sense* of its potential.

6) **DO YOUR POST-MORTEMS.** Managers tend to distance themselves from flops. Don't let this happen. Formally review what went wrong and apply those lessons to the next launch. Reward managers who learn from their mistakes.

*Remember:* Companies that lead their industries in profitability and sales growth garnered 49% of their revenues from products developed within the last five years, notes *Journal Of Product Innovation Management* Editor **Tom Hustad**. Meanwhile, the least successful get only 11% of their sales from new products.

## DATELINE

• September 21 - December 13 — Fall Arbitron.

• October 4 — CMA Awards Grand Ole Opry, Nashville.

• October 4 — Yom Kippur

• October 14-17 — RAB Board Meeting. Boca Raton Resort & Club, Florida.

• October 20-21 — CRS SouthEast. Marriott Hotel Executive Park, Charlotte.

• October 21 — First game of the World Series.

• November 8-12 — NBPC Convention. New Orleans

1996

• January 4 - March 27 — Winter Arbitron.

• January 29 — 23rd Annual American Music Awards. Shrine Auditorium, Los Angeles.

• February 15-18 — RAB '96 Mktg. Leadership Conference & Exec. Symposium. Loews Anatole, Dallas.

• February 22-24 — R&R News/Talk Seminar. Grand Hyatt, Washington, DC.

• February 28-March 2 — 27th Country Radio Seminar. Opryland, Nashville.

• March 22-25 — 38th Annual NARM Convention. Sheraton Hotel, Washington, DC.

• April 15-18 — NAB/IMA Multimedia World. Convention Center, Las Vegas.

• June 10-16 — International Country Music Fan Fair. Tennessee State Fairgrounds, Nashville.

• June 19-22 — PROMAX Convention. Los Angeles Convention Center.

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## 'ZINE SCENE

## If Madonna Were President ...

In the debut issue of John F. Kennedy Jr.'s *George* magazine, Madonna pens an essay titled "If I Were President." Among the items on the First Lady Madonna's agenda: "School teachers would be paid more than movie stars or basketball players. Rush Limbaugh, Bob Dole, and Jessie Helms would be sentenced to a hard-labor work camp for the rest of their lives. And Howard Stern would get kicked out of the country and Roman Polanski would be allowed back in."

Meanwhile ... Madonna refused to publicize the forthcoming "Four Rooms" movie if a passionate kissing scene between her and actress Alicia Witt was cut. And ... Madonna asked Antonio Banderas to father a child with her (*National Enquirer*).

## Shake Your Money-maker

Fifteen recording artists made the *Forbes* 40 highest-paid entertainers 1994-95 list. The Beatles ranked highest, debuting in third place with earnings of \$130 million.

The Rolling Stones placed fourth with \$121 million, trailed by the Eagles (No. 5, \$95 million), Pink Floyd (No. 7, \$70 million), Michael Jackson (No. 8, \$67 million), and Barbra Streisand (No. 9, \$63 million).

Andrew Lloyd Weber debuted at No. 13 with \$48 million, followed by the Grateful Dead (No. 16, \$42 million), Garth Brooks (No. 19, \$40 million), Elton John (No. 24, \$35 million), and Billy Joel (No. 26, \$33 million). Boyz II Men debuted at No. 31 with \$31 million, and Aerosmith ranked No. 32 with \$30 million, with Jimmy Buffett (No. 26, \$26 million) and the debuting Bon Jovi (No. 38, \$25 million) rounding out the musical contingent.

Incidentally, Whitney Houston, Guns N' Roses, Eric Clapton, Rod Stewart, Billy Ray Cyrus, U2, and Rush Limbaugh all fell off the chart.

By the way, Rush Limbaugh has entered the necktie market. Designed by his wife, the cravats are available via mail-order for \$39.95 (*Entertainment Weekly*).

## Ghetto Life (And Death)

"I could show you a picture of my Pop Warner football team. There were 28 homies on that team. Twelve are dead. Seven are in the penitentiary. Three are smoked out" — Snoop Doggy Dogg, subject of the October *Playboy* interview, describes growing up in the ghetto.

## Me &amp; The Devil

"The Devil is my kind of devil. He works hard and he can't figure out why the Lord, who doesn't seem to work at all, keeps beating him. He's also a little out of it. He tries to tempt Faust by offering to make him a famous recording artist like Frank

Sinatra. But Faust wants his own game company. He tells the Devil that Nintendo is bigger than any record company. And he's right" — Randy Newman analyzes his forthcoming musical comedy, "Faust" (*Buzz*).

## Courtney's Corner

Courtney Love staggered into the Beverly Hills Hotel wearing a pink



Courtney Love

see-through dress with one of her breasts exposed. She threw a rose on the floor and screamed, "I got the [censored] part!" and "I'm [censored] drunk!" — then promptly fell on the floor.

Although Love was celebrating her future role in a new *Oliver Stone* movie, the *Globe* also notes that she and Paul McCartney are set to guest star in forthcoming "Simpsons" episodes.

## Love &amp; Happiness

James Taylor separated from his wife, actress Kathryn Walker (*Globe*).

The *Globe* also notes that Lyle Lovett and Julia Roberts are trying to mend their marriage by taking a second honeymoon. Meanwhile, the *National Enquirer* reports this dynamic duo recently spent two nights in each other's arms.

Pam Anderson is missing "Bay-watch" tapings because she's spending so much time partying into the wee hours with hubby/Motley Crue drummer Tommy Lee (*National Enquirer*).

Singer-tuned-TV talk host Carlie Wilson's boyfriend, banker Steven Port, has asked her to marry him (*Globe*).

And ... Barbra Streisand sang "Happy Birthday" to President Bill Clinton over the phone (*Star*).

## Mediascope

Melissa Etheridge lands on *People's* "10 Worst Dressed" list.

While *Rolling Stone* puts the late Jerry Garcia on the cover of its latest issue, the latest *Spirits* cover stars are punk-revivalists Rancid.

## Rock &amp; Roll Hall Of Shame?

"It should be titled the Hall Of Shame. Institutionalized rock is something to be ashamed of. We're not here to be nice to the mums and dads. [Rock] is the only chance we get to say what we really mean. Given the opportunity, they [rock stars] can't wait to get into tuxedos" — former Sex Pistols frontman Johnny Rotten (now John Lydon) shares his feelings on the Rock & Roll Hall Of Fame (*Entertainment Weekly*).

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.

## TELEVISION

TOP TEN SHOWS  
SEPTEMBER 4-10

- 1 **Monday Night Football** (Cowboys vs. Giants)
- 2 **Seinfeld**
- 3 **Home Improvement**
- 4 **Mad About You** (9:30pm)
- 5 **ER**
- 6 **Emmy Awards**
- 7 **Friends**
- 8 **Hope & Gloria**
- 9 **60 Minutes**
- 10 **Grace Under Fire** (tie) 20/20

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

## Friday, 9/15

- **Hami** serves as musical sidekick as "The Stephanie Miller Show" debuts in syndication (check local listings).
- **David Ball**, "Music City Tonight."
- **Ray Charles**, "Late Show With David Letterman."
- **Skee-Lo**, "Late Night With Conan O'Brien."
- **Blues Traveler**, Des'ree, and the Spin Doctors, "ABC in Concert."

## Saturday, 9/16

- **Johnny Mathis** is slated to perform live from Atlantic City when NBC presents the three-hour "75th Annual Miss America Pageant" (9pm EDT/6pm PDT).

## Sunday, 9/17

- **Joey Lawrence** stars in "Brotherly Love," a new sitcom premiering on NBC (7pm).

## Monday, 9/18

- **Tracy Lawrence** and **Martina McBride**, "Music City Tonight."
- **Tracy Byrd**, "David Letterman."

## Tuesday, 9/19

- **Kenny Chesney** and **Bobbie Cryner**, "Music City Tonight."
- **Bottle Rockets**, "Conan O'Brien."

## Wednesday, 9/20

- **Shenandoah**, "Music City Tonight."
- **Vince Gill**, "The Tonight Show With Jay Leno."
- **Heather Eatman**, "Conan O'Brien."

## Thursday, 9/21

- **Chaka Khan** performs on "New York Undercover" (Fox, 9pm).
- **James House**, "Music City Tonight."
- **Michael Bolton**, "Jay Leno."
- **Blind Melon**, "David Letterman."
- **Boy George**, "Conan O'Brien."

## FILMS

WEEKEND BOX OFFICE  
SEPTEMBER 8-10

- 1 **To Wong Foo, Thanks For Everything, Julie Newmar** (Universal)\* \$9.01
- 2 **Dangerous Minds** (Buena Vista) \$4.02
- 3 **Mortal Kombat** (New Line) \$3.78
- 4 **The Prophecy** (Miramax) \$2.82
- 5 **Desperado** (Columbia) \$2.63
- 6 **The Tie That Binds** (Buena Vista)\* \$2.62
- 7 **Last Of The Dogmen** (Savoy)\* \$2.52
- 8 **A Walk In The Clouds** (Fox) \$2.48
- 9 **National Lampoon's Senior Trip** (New Line)\* \$2.18
- 10 **The Usual Suspects** (Gramercy) \$2.16

All figures in millions

\* First week in release

Source: Entertainment Data Inc.

**COMING ATTRACTIONS:** This week's openers include "Angus," starring George C.

Scott and Chris Owen. The film's *Reprise* soundtrack sports Green Day's current single ("J.A.R.") as well as Love Spit Love's "Am I Wrong," Weezer's "You Gave Your Love To Me Softly," the Smoking Popes' "Mrs. You And Me," and the Goo Goo Dolls' "Ain't That Unusual." Cuts by Ash, Dance Hall Crashers, the Riverdales, the Muffs, Tilt, and Pansy Division complete the LP.

Also opening this week is "Clockers," starring Harvey Keitel, John Turturro, and Delroy Lindo. The film's *40 Acres & A Mule/MCA* soundtrack showcases songs by Des'ree ("Silent Hero"), Seal ("Bird Of Freedom"), Chaka Khan ("Love Me Still"), and Buckshot LeFonque ("Reality Check"). Marc Dorsey and Rebelz Of Authority both contribute two tracks to the album, which also contains tunes by Crooklyn Dodgers '95, Mega Banton, Strictly Difficult, and Brooklyn Nytes.

## MUSIC &amp; MOVIES

## CURRENT

- **TO WONG FOO, THANKS FOR EVERYTHING ... (MCA)**  
Single: Hey Now (Girls Just Want To Have Fun)/Cyndi Lauper (Epic)  
Other Featured Artists: Salt-N-Pepa, Crystal Waters
- **DANGEROUS MINDS (MCA)**  
Singles: Curiosity/Aaron Hall (Silas/MCA)  
Feel The Funk/Immature  
Gangsta's Paradise/Coolio  
Other Featured Artists: Rappin' 4-Tay, Sista, 24-K
- **MORTAL KOMBAT (TVT)**  
Featured Artists: KMFDM, Gravity Kills, Type O Negative
- **DESPERADO (Epic Soundtrax)**  
Featured Artists: Los Lobos, Dire Straits, Carlos Santana
- **NATIONAL LAMPOON'S SENIOR TRIP (Capricorn)**  
Featured Artists: Matthew Sweet, Ian Moore, God Lives Underwater
- **LORD OF ILLUSIONS (Mute)**  
Featured Artists: Erasme, Diamanda Galas, Simon Boswell
- **THE BROTHERS McMULLEN (Arista)**  
Single: I Will Remember You/Sarah McLachlan  
Other Featured Artists: Seamus Egan
- **BATMAN FOREVER (Atlantic)**  
Single: Kiss From A Rose/Seal (ZTT/Sire/WB)  
Other Featured Artists: Brandy, U2, Offspring
- **POCAHONTAS (Walt Disney)**  
Single: Colors Of The Wind/Vanessa Williams (Hollywood)  
Other Featured Artists: Jon Secada, Shanice
- **THE SHOW (Def Jam/RAL/Island)**  
Singles: Summertime In The LBC/Dove Shack  
How High/Redman/Method Man  
Other Featured Artists: 2Pac, Dr. Dre, Onyx
- **VIRTUOSITY (Radioactive)**  
Singles: White, Discussion/Live  
Build It With Love/Londonbeat  
Other Featured Artists: Dig, Traci Lords, Worldbeaters & Peter Gabriel

## COMING

- **ANGUS (Reprise)**  
Singles: Enough/Dance Hall Crashers (510)  
Other Featured Artists: Goo Goo Dolls, Weezer, Love Spit Love
- **CLOCKERS (40 Acres And .../MCA)**  
Featured Artists: Buckshot LeFonque, Chaka Khan, Des'ree
- **EMPIRE RECORDS (A&M)**  
Singles: Til I Hear It From You/Gin Blossoms  
A Girl Like You/Edwyn Collins  
Liar/Cranberries  
Bright As Yellow/Innocence Mission  
Other Featured Artists: Toad The Wet Sprocket
- **DEAD PRESIDENTS (Capitol)**  
Single: Walk On By/Isaac Hayes  
Other Featured Artists: Barry White, Aretha Franklin, James Brown

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**Telemedia Broadcasting's**

**Ira Rosenblatt:** "Edison Media Research has tailored studies to our unique needs in various markets for a price we could afford."

**Granum WMMO/Orlando's**

**Mark Warlaumont:** "Larry Rosin did the original research that made WMMO #1 in 1990, and Larry & Edison Media Research are doing the work that's made us #1 in 1995."

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## NAB

Continued from Page 1

sibility that elimination of the ownership limits would prompt the revival of long-dead FCC programming requirements. "In the event of major consolidation in the radio industry, there would be calls to reinstate the Fairness Doctrine as a way to offset media concentration. Certainly, we would be asked to return to specific programming requirements, provide for citizen access, and adopt other concrete measures to ensure diversity of viewpoints on the air."

Hundt said that, while he's pleased that the Senate version of the pending telecommunications bill would allow the FCC to control the percentage of local ownership, he's concerned that no national limits were proposed.

Hundt did throw broadcasters a bone, saying he favors some increase in the current national limit of 20 AM and 20 FM stations. He declined to say how high that number might go. "I am not prepared to set you a limit," he said, adding he would want the broadcasters' input before making a determination.

It's not clear how much support Hundt would get from other FCC Commissioners in any effort to rein in radio consolidation. Commissioner Susan Ness, also in New Orleans, said she was less concerned with percentage of national ownership than local ownership. Ness, a former banker, said the FCC should stand clear of business decisions and provide the minimum regulation required to preserve the public interest.

"On the national level, permitting significantly greater station ownership would not appear to result in undue concentration or impair the public's access to a diversity of viewpoints," she said. "In local markets, duopoly appears to have worked well. It has bolstered weak stations and enabled owners to experiment with more narrowly focused formats. In larger markets, it might be possible to have additional common station ownership — coupled with clear and strict attribution rules — without undermining competition or impairing access to a diversity of viewpoints."

## Bigger Slice Of Pie

With the radio business flourishing, many broadcasters expressed concern over whether the medium would be able to keep the momentum going.

At the convention's best-attended session, **Infinity Broadcasting** President/CEO Mel Karmazin said his foremost goal is to bump radio's 7% share of the advertising pie.

The animated executive said he'd like it if the entire industry could push its salespeople to raise their goals by 15% this year — enough to push radio's 7% share by a full point. But, he said, the industry accepts too many excuses from salespeople, such as "The market is too soft" or "They're not doing radio now."

Of his stations in Los Angeles, he noted, "When I see the *L.A. Times* has holes instead of ads, or the *L.A. TV* stations not airing commercials,

maybe then I will accept that excuse."

Karmazin's co-panelist, **Clear Channel Communications** President/CEO L. Lowry Mays, said his company is staying away from the radio buying spree that some of his contemporaries are engaged in these days. "We owe it to our stockholders to have rigid criteria before purchasing stations," Mays said. "We're not just going to buy anything. It all depends on the opportunities in the marketplace. What's right for us may not be right for other companies."

## Don't Lose Focus

Karmazin acknowledged that several of his stations have World Wide Web sites — but he warned that the industry's attention shouldn't be diverted toward ancillary technologies lest it lose its focus on increasing its share of the revenue pie.

Still, about a half-dozen Internet-related sessions drew packed rooms, including an all-day "boot camp" on Saturday (9/9) that was attended largely by stations already on the Web. Some 15 stations per week are staking out spots on the Web, according to R&R's tracking.

Business on the exhibit floor was brisk, according to many exhibitors. In addition, more stations are apparently coming to the NAB with cash in hand, upgrading to digital technology and buying new production libraries, TV spots, and database-marketing gear. Several vendors reported qualitative research was a hot item at the show.

## Reduced Fines Sought

Some highlights of other sessions:

- At a panel discussion entitled "Crime And Punishment On M Street," FCC Chief of the Compliance and Information Bureau Beverly Baker said the Commission was looking for ways to reduce fines to broadcasters. "I think our schedule should be the absolute minimum necessary to preserve the public interest."

- At "Spanking Or Time Out: How To Manage Talent," moderated by Westwood One personality Tom Leykis, three consultants reminded attendees that air personalities see their shows as an extension of themselves and thus take any criticism personally. For that reason, managers must be very careful when communicating the station's wants and needs to the air talent.

- Panelists at "Finding The Right People" reminded attendees that, in this age of duopoly, it's more critical than ever to bring in the right employees. Ask them tough questions — not just "What are your strengths?" but "What are your weaknesses?" and "What would you do in your first 90 days?" They said it's also important to check an applicant's background and let the applicant know you plan to be aggressive in that regard.

- At a DAB panel, FCC economist Michael Katz reiterated the Commission's dedication to satellite broadcast. "It is inevitable," he said. "That decision has already been made." Katz told broadcast-

ers it was time to concentrate on how to compete. The declaration was underscored by the presence of Peter Pitsch of CD Satellite Radio, which was recently granted an FCC waiver allowing it to build a DAB satellite just weeks before the end of the FCC's comment period on DAB.

## Format Roundtables

There were varied opinions on the effectiveness of the format sessions, which again took the form of mini-discussion groups at a bunch of roundtables in a meeting room.

The News/Talk/Sports format room drew a somewhat smaller crowd than last year, perhaps because both CBS and ABC scheduled important meetings that conflicted with the session.

Those who did attend had the opportunity to discuss approximately 20 different format issues with some of the format's top names, including consultants Bill McMahon and Rob Balon. Among the tables that drew the biggest crowds were those focused on promotions, winning against a Talk competitor, and deciding whether and how to use syndicated programming.

A lively gathering crowded the NAC table, held at the AC session. WNUA/Chicago PD Lee Hansen moderated the wide-ranging discussion, which included an account by KNIK/Anchorage GM Jan Andrews stressing the quality of his audience with a Breeze Train promotion. Listeners and clients were taken on an entertaining, elegant getaway for an overnight excursion.

Also at the AC sessions, noted programmer Paul Drew made stops at several tables, the most popular of which focused on specific programming issues.

Contributing editors: Shawn Alexander, Carol Archer, Lon Helton, Mike Kinoshian.

## Trust

Continued from Page 1

House Commerce Committee, calls on Congress to create a \$4 billion trust fund. Public television and radio would operate from the interest income of the fund.

The trust fund nest egg would come from three sources:

- A 2% transfer tax on station sales. The proposed tax would be charged to the seller.

- 10% of proceeds from spectrum auctioned by the FCC. The group asked Congress to extend the FCC's authority to hold auctions past 1998 to the year 2000.

- The proceeds from leasing out unused broadcast spectrum currently reserved for educational use.

While some non-commercial broadcasters also urged the lawmakers to allow public stations to carry advertising, that approach apparently held little appeal for the legislators.

"In respect to commercial advertising, I think it's a no-brainer," said Rep. Anna Eshoo (D-CA). "It ceases to be non-commercial when you add commercials."

A Senate hearing on the issue is set for Thursday (9/14).

## Mann

Continued from Page 1

cornerstones on which we'll continue to build our success, and his vision can lead Capitol well into the future."

Added Kirkland: "We take great pleasure in the fact that the right person for this key job is already in the Capitol ranks, and we can recognize someone internally for their valued contributions to the company. Lou's understanding of this label and the respect he's accorded from our staff and CEMA is unparalleled. His guidance will help a terrific Capitol team reach even greater heights."

Before joining Capitol as VP/Sales in 1988, Mann served as MCA Records' VP/Marketing for four years, with a previous stint as Arista Records' VP/Sales & Distribution. Mann began his career with CBS Records in 1973.

## Changes

Continued from Page 12

ties ... WAZY/Lafayette, IN APD/MD Craig Quinn has left the station ... JoJo Wright is no longer MD at KXTZ/Las Vegas. APD M.C. Scrapy has resumed MD duties ... WENS/Indianapolis swing talent Mike Cruise joins WTCF/Saginaw, MI for afternoons as PD Rich Panama takes the noon-2pm shift ... Former WAYV/Atlantic City PD Marc Hunter joins crosstown WBSS, filling the vacant afternoon shift... Jamie Daniels — last at Hot AC KRLB/Lubbock, TX — crosses the street to become MD at KZII ... WSTW/Wilmington hires WRMF/West Palm Beach news anchor Jill Quale as ND/AM co-host. She steps in for Stephanie Mantagna, now working for the Republican Party.

Country: Ron Shapley is the new WMSI/Jackson, MI morning show co-host, teaming up with 20-year vet Art Reed. He replaces Scott Mateer, who left last month ... WROO/Jacksonville afternooner Buzz Jackson takes on MD duties, replacing Bobby Knight ... Jimmy Gray moves from WEBE/Bridgeport, CT to mornings at WCTK/Providence, replacing Mike & Mary-Anne.

News/Talk: Brian Burns joins WHIO-AM/Dayton as morning show anchor ... WNZE-AM announces new lineup: Jim Ryan and Larry Cutler (6-9am); "The Hubert Mizell Show" (9-11am); Rob "The Warrior" Weingarten (11am-2pm); Matt Birmingham (2-3pm), "The T.J. Rives Show;" "One-on One Sports Network" (7-10pm); and "Ferrall On The Bench" with Scott Ferrall 10pm-1am ... Former NFL quarterback Sean Salisbury becomes analyst of the Sports-Fan Radio Network's PrimeTime Saturday and Sunday broadcasts.

Rock: WRRV/Middletown, NY parttimer Ken Johnston picks up similar duties at WHCN/Hartford ... KFRQ/McAllen-Brownsville morning show host Eli Molano exits to be a fulltime father. PD/MD Alan Sells takes over morning show duties, with parttimers handling Alan's former afternoon slot.

## Seminar

Continued from Page 1

gushed group of programmers and managers previously appointed to the panel, including KGO-AM & KSFO-AM/San Francisco OM Jack Swanson, WCNN-AM & WSB-AM/Atlanta OM Greg Mocerri, former WABC/New York PD John Mainelli, ABC Radio Networks VP/Programming Frank Raphael, SW Networks Director/Talk Programming David Rimmer, and consultants Bill McMahon and Walter Sabo.

R&R also announced a registration fee of \$300 for the seminar, which will be held February 22-25, 1996 at Washington, DC's Grand Hyatt Hotel. That fee includes access to all seminar events, including several meals and receptions.



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## STREET TALK.

### Bennett Zier's Bigger Than 'BIG Exit

**W**BIG-FM/DC VP/GM Bennett Zier exits the Colfax Gold stations. Zier told ST he's seeking wider management responsibilities that, "given the current size of Colfax and its lean corporate staff — unfortunately, my needs can't be met at Colfax."

Look for Zier's replacement to be announced shortly, perhaps by the time you finish reading this sentence.

#### ◀ Stern Radio Network Near? ▶

ST hears superagent Don Buchwald and Howard Stern are forging ahead with plans for a Howard Stern Network, featuring shows hosted by talents hand-picked by Howard hisbadself. While no start date has been set, look for the web to roll out slowly as talents are identified and developed.

After 26 years with the company (and less than three months after his promotion from Prez/CEO), SESAC Vice Chairman & Dir. Vince Candilora exits to join ASCAP as Dir./Licensing. His assistant, Lauren Blair, follows in his wake.

Others reportedly exiting SESAC are Dir./Affiliations & Royalty Distribution Carolyn Coyle and computer programmer Wesley Lankford. Meanwhile, former SESAC staffers Linda Hugen and Teresa Stafford-Scherer are said to be heading to BMI.

Kagan Media Appraisals analyst Bishop Cheen is headed to Charlotte, NC-based banking powerhouse FirstUnion, where he'll continue to follow the radio biz.

#### ◀ Too Cheeky For Cheeks ▶

WRQK/Canton, OH hires Jay Nunley as

#### Rumors

- Could Hot AC WVTY/Pittsburgh be contemplating a switch to Rhythmic/CHR?
- Does ex-WDIZ/Orlando afternoon driver Rocko have a major market gig on the horizon?
- What's in store for Country WUSD/Biloxi, MS?
- Wasn't that KYCY/SF PD Larry Pareigis strollin' the streets of downtown Nashville with Almo Sounds label head Garth Fundis last weekend? Does this mean there's a snag in Mr. P's now-lengthy negotiations to become Mercury/Nashville VP/Promo?

### Arbitrend Highlights

#### New York

- Emmis still has the one-two punch in the Big Apple: Rhythmic CHR WQHT pulled even with Urban AC WRKS. Both stations registered a 6.6 12+.
- NAC WQCD keeps on climbing, moving 3.0-3.5
- The Emmis duo is just as effective among the demos: WQHT holds a commanding lead 18-34, while WRKS's lead is solid among 25-54s.

#### Los Angeles

- Emmis wins here too. Rhythmic CHR KPWR (5.1-5.3) remains in first place.
- Alternative KROQ's second-place (4.6) and Urban KKBT's third-place (4.5) rankings are the highest-ever for the respective stations.
- The race between rival ACs KOST and KBIG tightened (3.6 vs. 3.2, respectively).
- Top 25-54: Spanish KLVE (5.1).

#### Chicago

- WGCI-FM follows its stunning Spring victory and remains on top with a 6.6 12+.
- After a soft Spring book, the Cubs help WGN inch back up (5.9-6.1).
- 'GCI-FM also leads 25-54s, again scoring a 6.6. Country WUSN and UAC WVAZ tied for second in the demo with 5.4 shares.

PD. He was most recently Promotions Coord. at WHCN/Hartford, and previously PD at WXRC/Charlotte, NC. Nunley replaces the ousted Ruby Cheeks.

Apparently WRQK management wasn't crazy about Cheeks's weekend work at WWWE (3WE)/Cleveland, and didn't want her working there more than once a week. Cheeks worked at 3WE over the Labor Day weekend, then came home to find out she'd been fired via a message left on her answering machine!

#### ◀ Music Of Your Life (Slight Return) ▶

Al Ham, Jim West, and Kerry Fink — the original creators of the "Music Of Your Life" syndicated nostalgia format — are getting together to bring the format back.

Legendary air talent Gary Owens will handle mornings for the national service; veteran L.A. programmer Chuck Southcott (most recently with KMPC) will be Nat'l PD/

Continued on Page 24

W4/Detroit

KZON/Phoenix

WSTW/Wilmington, etc.

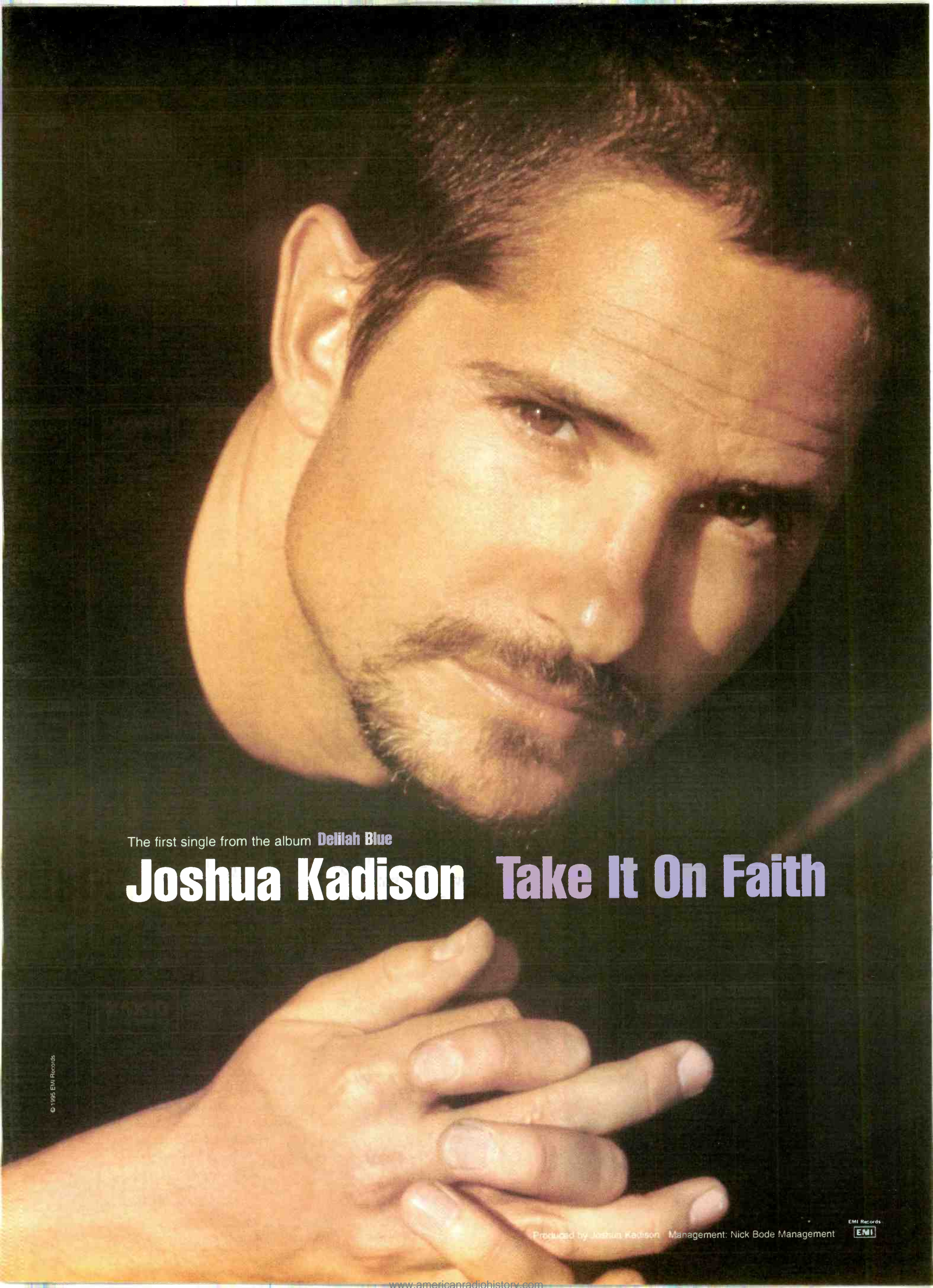
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# STREET TALK®

Continued from Page 22

midday personality. Look for the format to begin operations via satellite on January 1, 1996.

And .. among the heartwarming highlights of last weekend's **NAB** convention had to be veteran air talent **Gary Burbank** (of the **Broadbank Burbcasting** syndicated comedy service) meeting 'n' greeting the man



Gary Owens

who inspired him to get into this crazy little thing we like to call radio — namely, the legendary Gary Owens — for the *first* time.

## Rumbles

- **NAC KWJZ/Seattle** — formerly **KEZX** — is now being consulted by **Broadcast Architecture**.

- Stop, look, and listen for **WMMR/Philly** to change its lineup on Monday (9/18). Night slammer **Matt Cord** will switch with midday maven **Bubba John Stevens**, and weekender **Elise Brown** is upped to afternoons, allowing PD **Joe Bonadonna** to return to fulltime programming.

- Classic Rock **WBFR/Ft. Wayne** names ex-**WTFX/Louisville** PD **Buzz Casey** to its PD post and begins to focus the music in a more current direction.

- **KRRO/Sioux Falls, SD** ups PD **Steve Thomson** to OM, MD **John Ford** to PD, and night slammer **Brian Wheeler** to MD.

- **WJBX/Ft. Myers, FL** flips from Classic Rock to Adult Alternative, consulted by the **SBR Radio Company**. The station is running jockless for one week. Afternoon **Lingo** has been appointed PD; former **KBCO/Denver** night slammer **Chuck Woodford** joins as interim MD/mornings. PD/MD/morning man **Dick Tyler** exits.

- **WPUP/Athens, GA** finalizes its evolution from Alternative-leaning CHR to Alternative as "Bull Dog 103.7 — New Generation Of Music." PUP previously programmed Alternative music daily from 10pm-5am under the moniker "The Leading Edge." Swinger **Chris Williams** cops the vacant MD slot.

- **WPFM/Panama City, FL** segues from Alternative to Hot AC, and is now calling itself "The New Mix 108."

- **WXQL/Wilmington-Jacksonville, NC** flips from Hot AC to CHR, using the handle "Coastal Carolina's All-Hit 92.3." No staff members have been hired; T&Rs to GM **Bill Hennes**.

- Former **KKRZ/Portland** APD/MD **Eric Murphy** becomes PD at **KDUK/Eugene, OR**, replacing **Greg Adams**.

- **WWXM/Myrtle Beach, SC** hires **WZYP/Huntsville, AL** MD **Nikki Nite** as PD, effective September 18. She replaces **Calvin Hicks**.

- Look for Alternative **WPGU/Champaign, IL** GM **Brad Fuhr** to exit for interactive sales at Country **WMIL/Milwaukee** within two weeks.

- After only a couple of months in the driver's seat, Country **KDDK/Little Rock** PD **Jan Jeffries** exits. Reportedly, he didn't care for the city.

- Hot AC **WQLH/Green Bay, WI** PD **Michael T** exits.

- Country **WTRS/Gainesville-Ocala, FL** welcomes PD **Shane Finch**, formerly PD of **WDEZ/Wausau, WI**.

- Country **KRRV/Alexandria, LA** morning star **Bruce Mikells** is upped to PD in the wake of **B. Mitchell's** exit.

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"Chuck Negrón's Soul to Soul totally captures the sound we're trying to create with 94WKTI. It's unique, ear catching and gets phones every time we play it".

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## Pop 'N' Fresh

Talk about buttering up radio by tossing in the proverbial kitsch-in-synch! The doughboys and pop tarts at **Atlas/A&M** burned their competition for **Promo Item O' The Week** honors, whetting selected programmers' appetite for **Fig Dish's** "Seeds" by placing copies of the CD single inside *actual working toasters* that had been customized with tasty stickers bearing the cartoon likeness of an angry appliance as well as these culinary instructions: "Pop it on now!" *Bon appetit!*

After eight hours of airing a heartbeat, punctuated with drop-ins such as "What's the point of all this?", Adult Alternative **KQPT/Sacramento** hit the airwaves at noon Monday (9/11), calling itself "100.5 The Zone — Sacramento's Rock Alternative."

PD **Jim Trapp** says it's an Alternative format skewed toward 25+ adults. The station doesn't have a consultant, but Trapp confirmed that **Paragon** conducted **KQPT's** research project, adding, "We believe that [crosstown] 93 Rock [**KRXQ**] is the Hard Rock/Alternative hybrid that is evolving in L.A. and Seattle and that [crosstown] **KWOD** has done a great job of being an 18-34 Alternative station that's very in tune with its audience. But there is an audience

Continued on Page 26

"The best consultants focus as much on the marketing and advertising as the on-air. **Bob Dunphy** got to the top of the programming field because he is a strategic, marketing-oriented thinker, with a global view of the industry."

-Jon Coleman, Coleman Research

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# After

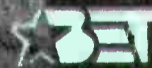
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**WHHH:** 38 spins, top 10 single sales

**WWKX:** 16 spins, getting phones

**KYLD:** 38 spins, great callout with Hispanics and females

**WPGC:** top 15 callout 25-34, top 25 sales



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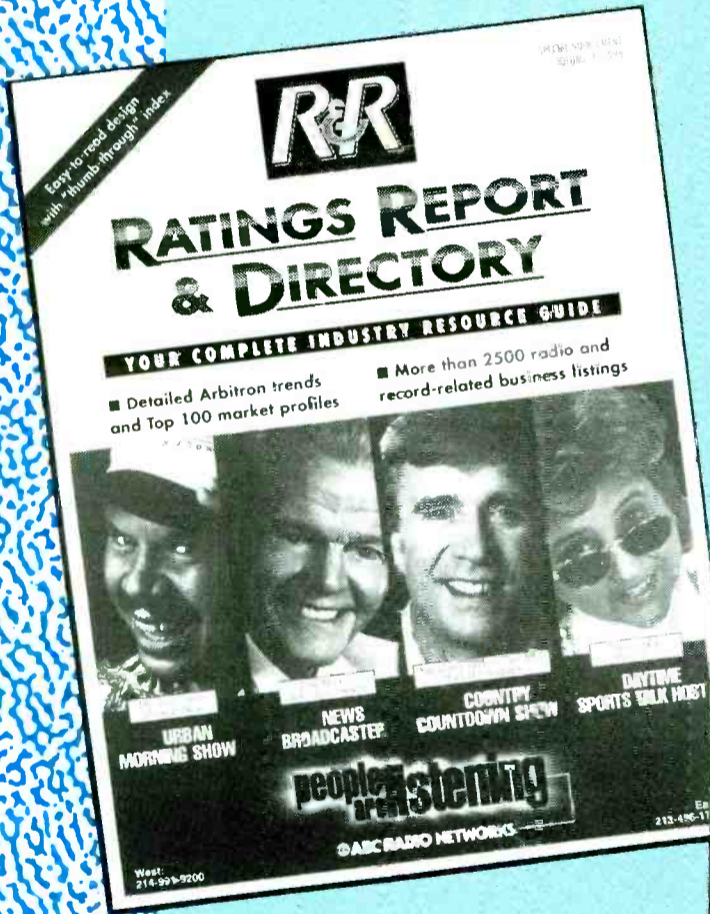
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KENT BLACKWELDER  
MANAGEMENT

With This Week's R&R

# YOUR COMPLETE INDUSTRY RESOURCE GUIDE



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**abc ABC RADIO NETWORKS**

Continued from Page 24

who was feeling left out of the process, and that's who this station is designed for."

Meanwhile ... industry rumblings indicate another major market station will flip to Rock Alternative before the end of the month.

**WQOK/Raleigh PD Cy Young** exits the Urban outlet to become **Pinnacle Broadcasting's** Southeast Programming Coordinator, serving seven stations. He'll also be co-hosting mornings on Pinnacle's **WFXC & WFXX-FM**.

**Mel DeLatta** — **Motown's** New Orleans-based Regional Promo Mgr. — segues to L.A. and the Nat'l Dir./Pop, AC & Hot AC Promo gig, beginning October 2. ST hears he'll be residing in the late **Charlie Minor's** old Beverly Hills digs.

Automated **KKDM/Des Moines VP/GM J. Michael McKoy** tells ST the station will be moving in an Alternative/CHR direction by October 1. He's already secured consultant **Liz Janik** and MD **Sophia John**, and is in the process of hiring a PD and other key staffers.

To show its appreciation for Baltimore Oriole shortstop **Cal Ripken's** record-breaking stamina, **WYYY-FM (98 Rock)/Baltimore** convinced *thousands* of listeners to line up on the Aberdeen high school football field — Ripken's alma mater — and use their bodies to form a living message board that read "2131, Thanks Cal! 98 Rock."

Get-well wishes to **Ruth Meyer** — the trailblazing female programming legend who was PD of **WMCA/NY's** "Good Guys" (among several other Big Apple radio stations) — who's recovering from a stroke she suffered last week.

Meyer also held VP/Programming positions with **ABC Radio Networks** and **NBC Radio**, where she helped develop the **Source** youth network. Send her get-well wishes c/o St. Joseph's Health Center, 1000 Carondelet Dr., Kansas City, MO 64114.



Ruth Meyer

Congrats to **EMI** recording artist **Chynna Phillips**, who married her longtime lover man, actor **Billy Baldwin**, last Saturday (9/9).

## Records

• Look for **Heather Fambro** — **Capitol/Nashville** Exec. Asst. to Sr. VP **Bill Catino** — to fill the Mgr./Nat'l Secondary Promo post that's been vacant since **Jimmy Rector** joined **Decca** a couple months back.

• **Elektra** welcomes ex-**IRS** Chicago-based regional promo director **Gabe Fieramosco** for Florida regional promo, based in Miami. Fieramosco replaced **Jed Tauber**, who split to become **IRS's** Southeast regional promo director.

• **Motown** Exec. VP/Talent & Creative Affairs **Steve McKeever** resigns.

• Look for **Kathy Koehler**, Sr. Account Exec. for the **MSO** PR firm, to exit for a product management, artist relations, and publicity gig with L.A.-based indie **Epitaph Records**.

RADIO & RECORDS



1

- **Marty Loughman** upped to **Shamrock Broadcasting** CEO.
- **Davitt Sigerson** elevated to **EMI Records** Prez/CEO.
- **Bob Visotcky** appointed **KYLD/SF** GM.
- **Alex Valentine** named **KISF/KC** PD.

5

- **Gannett** appoints **Bill Richards** PD of **KIIS-AM & FM/L.A.** and **Dene Hallam** PD of **KKBQ-AM & FM/Houston**.
- **Kenny Puvogel** elevated to **Warner Bros. Records** VP/Promo.
- **Corinne Baldassano** becomes **ABC Radio Networks** VP/Programming.
- **Peter Acquaviva** named **WALK-AM & FM** Long Island GM.

10

- **WNIC/Detroit** names **Jim Worthington** VP/GM and **Dave Ervin** PD.
- **Tom Rounds** exits **ABC Watermark**; forms **Radio Express**.
- **New Phoenix PDs:** **Charlie Quinn** at **KKFR** and **John Larson** at **KDKB**.

15

- **Rob Sisco** appointed **KIO/SF** PD.
- **Jeff Salgo** named **KBZT/San Diego** PD.

20

- **Berry Gordy** resumes **Motown** President duties.
- **Cliff Haynes** lassoes **KNEW/SF** PD post.

## Kiddos & Superlatives

Cavernous echoes of a baby boom taking place at **WALK-AM & FM/Long Island**. *Four* of the AC combo's staffers (VP/GM **Bill Edwards**, LSM **Dave Winfield**, morning co-host **Mark Daniels**, and Chief Engineer **Tony Gervasi**) became proud poppas within the last five weeks. And there's two more set to arrive next month!

And ... heartfelt congratulations to **R&R** VP/Exec. Editor **Gail Mitchell** and husband **Sam**, who became the proud parents of a bouncing baby boy — 6lb, 15oz **Benjamin Allen** — just in time to make our Tuesday (9/12) deadline. Always the professional.

## Doggin' Around

**Tina Sigafoose** lost her pet terrier "Baby Huey," when it fell overboard during a weekend trip. The Thomasville, PA woman was so distraught she offered a \$50,000 reward for Huey's return — dead or alive.

Upon hearing this, **WPLY/Philly** afternoon delight **L.A. Reid** quipped he'd kill the dog just to get the money.

Fearing someone might take Reid's suggestion and whack precious Huey, Sigafoose amended her offer only to those returning Huey alive 'n' kicking. **WPLY** received several complaints from animal rights activists over the incident.

**WORK**

*SigCat*

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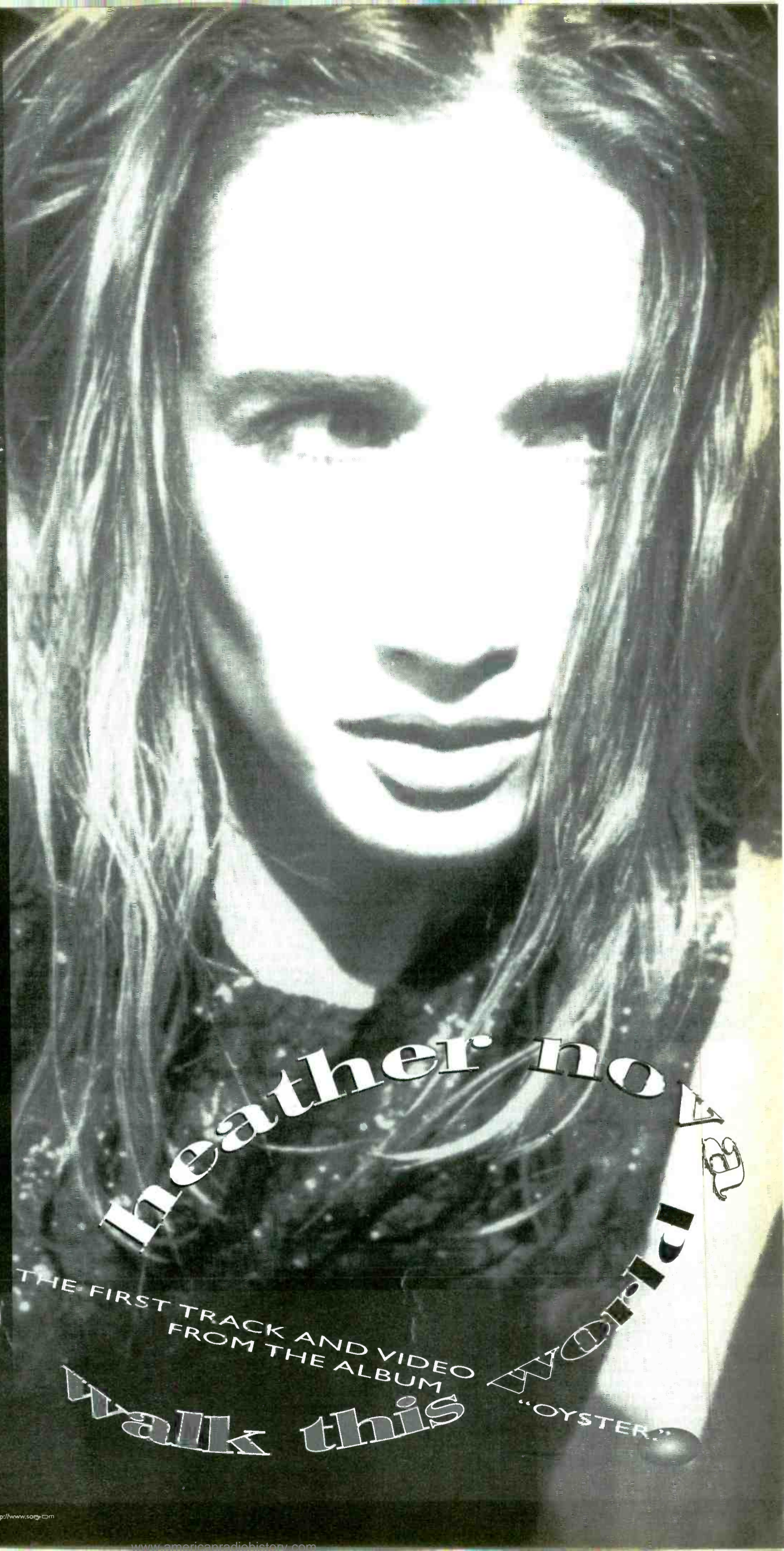
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WKBQ	WABB
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WAPE	WBHT
Q101	WZST

**AMERICAN TOUR STARTS**

**SEPT. 26**



**heather nova**

**THE FIRST TRACK AND VIDEO  
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**walk this**

**"OYSTER"**





RANDALL BLOOMQUIST

## Postcard From New Orleans: NAB Round-Up

Talk radio maintained a high profile at last week's NAB Radio Show in New Orleans as format programmers, syndicators, and personalities debated the issues, searched for solutions, and did the meet 'n' greet dance at a frenzied pace.

Ground zero, of course, was the News/Talk/Sports format session, which once again offered attendees the opportunity to sit in on small group roundtable discussions of some 20 formatic topics. My table, "Syndicated Vs. Local Programming," hosted a spirited debate on one of the big questions from last week's News/Talk page.

Among the points agreed upon is that most of the difficulty stations have selling national programming such as **Rush Limbaugh** is the fault of the sales reps, not the shows. While some clients no doubt are concerned about being associated with edgy shows, the AEs should be able to overcome those objections or come up with replacement clients.

According to **WSB/Atlanta OM Greg Mocer**: "If you have a \$150,000 local advertiser who won't run on [a hot syndicated show], you should be able to replace the advertiser with three new clients." **WTIC/Hartford PD Paul Douglas** was more blunt: "Any sales rep who can't sell Rush should be fired."

The PDs also agreed that it's im-

portant to consider the caliber and quality of the syndicator when deciding whether to add a syndicated program. Said Mocer: "You need to ask whether the syndicator feels like a broadcaster or just some people with access to satellite time. Do they make you feel like partners? Do they make you feel it's your show?"

Both syndicators and programmers also concluded that — contrary to conventional wisdom — there won't be a shakeout in the syndicated-programming market any time soon. In fact, the experts predicted, the number of shows will probably grow as existing syndicators and new entrants seek to cash in on ownership deregulation by providing station owners with inexpensive programming for their third or fourth signal in a market.

### To Spank Or Not?

Another session well-attended by Talk types was "Spanking Or Time Out: How To Manage Talent," moderated by **Westwood One** personality **Tom Leykis**. The core lesson of-

fered here was that many problems in the talent-management relationship result from management's inability to communicate effectively with its personalities.

Among the most destructive sins committed by PDs: Providing hosts with primarily negative feedback — especially when that feedback is vague, picky, or totally subjective. As **Leykis** observed, "The best talents see their shows as a reflection of themselves and their personalities. Thus, any criticism of the show is taken very personally."

### The News Role

The concurrent **RTNDA** convention included an interesting panel discussion of the role of news in the News/Talk format. Moderated by **KVI/Seattle PD Jim Casale**, the session featured a philosophical debate between the assembled NDs and several Talk PDs and consultants.

The NDs deplored a supposed lack of news programming in the Talk format and argued that news must be presented by a newscaster, preferably in a newscast. The Talk partisans countered that listeners no longer define news so narrowly. They argued that a station that airs few newscasts but features lengthy discussions of the day's issues and events is indeed delivering news.

**Casale**, whose station recently ditched its morning news block in favor of the "hot talk" listeners flock to during the rest of the day, closed the session by advising programmers to find out why people listen to their stations. Armed with that information, he said, a station can



**NO NEWT IS GOOD NEWT** — **KTLK/Denver** talk host **Erin Hart** was front and center to protest **House Speaker Newt Gingrich's** book signing at a local bookstore.

determine the appropriate amount and type of news it should be doing.

### Also Of Note At NAB

• **FCC Chairman Reed Hundt** went out of his way to bash Talk radio hosts — **Rush Limbaugh** in particular — during a major speech to the convention. **Hundt**, a **Clinton** appointee, said Talkers often distort

and misrepresent facts, doing a disservice to listeners who depend on them for both entertainment and accurate information.

Citing the recent compilation of two books chronicling **Limbaugh's** alleged misstatements, **Hundt** accused **Rush** of making "bizarrely inaccurate statements" that help destroy confidence in public institutions and "dumb down" political debate.

• **KGO/San Francisco** won the **Marconi Award** for "Legendary Station of the Year," while **WLS/Chicago** took "Station of the Year" honors in the News/Talk/Sports category. All-Newser **WBZ/Boston** won the "Major Market Station of the Year" statue. **Rush Limbaugh** was

honored as "Network/Syndicated Personality of the Year," and **WLUP/Chicago** personality **Jonathan Brandmeier** walked off with the "Major Market Personality of the Year" title.

• **SW Networks** talker **Mario Cuomo** received a modest ovation for a keynote speech that ran somewhat long and urged the audience to

reject "Contract With America"-style policies in favor of more traditional liberal programs.

At a press conference preceding **Cuomo's** speech, **SW President Susan Solomon** said the web hopes the debut of "The Mario Cuomo Show" will prompt other syndicators to offer Talk programming that "goes

beyond the lowest common denominator."

• **Westwood One** flooded the zone with its personalities. It was impossible to turn a corner without bumping into the likes of **Tom Leykis**, **G. Gordon Liddy**, **Don & Mike**, **David Brenner**, **Bruce Williams**, or **WWT's** most visible personality, **Mel Karmazin**.

**The best talents know their shows are a reflection of themselves and their personalities. Thus any criticism of the show is taken very personally.**

— **Tom Leykis**

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a library of 90+ sounders, bumpers, beds, and lasers, and every other week get another CD with 30+ new, fresh tracks. Now on **WABC-AM** and over 140 other great stations.



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**Dr. Laura Schlessinger, The Ratings Knockout!** Dr. Laura is kicking butt and taking names on such legendary powerhouses as **KFI**, **KPIX**, **KRLD**, **KSTP**, **WJR**, **WSB**, **WWRC**, **KIRO** and **KSEV**. Dr. Laura's magnetic and potent style grabs listeners and gets them hooked. Sign up while you still can!



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ROCK AND ROLL IS DEAD Lenny Kravitz



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Early airplay at:  
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from the new album **Circle** Produced by Lenny Kravitz Representation: Craig Fruin and Howard Kaufman/HK Management ©1995 Virgin Records America, Inc. 

## EXCLUSIVE NATIONAL MUSIC RESEARCH ESTIMATES

Callout America<sup>®</sup> song selection is based on the top titles from the R&R CHR/Pop chart for the week of August 21-27.

### CHR/POP

ARTIST TITLE LABEL(S)	TOTAL AVERAGE FAVORABILITY ESTIMATE (1-5)				TOTAL% FAMILIARITY	TOTAL% BURN
	TW	LW	2W	3W		
<b>TLC</b> Waterfalls (LaFace/Arista)	3.99	3.92	4.01	4.00	91.5%	33.9%
<b>BOYZ II MEN</b> Water Runs Dry (Motown)	3.91	3.87	3.80	3.74	91.5%	32.9%
<b>MONICA</b> Don't Take It Personal... (Rowdy/Arista)	3.90	3.61	3.76	3.77	68.3%	14.2%
<b>SEAL</b> Kiss From A Rose (ZTT/Sire/WB)	3.88	3.87	4.03	3.89	91.3%	29.4%
<b>HOOTIE &amp; THE BLOWFISH</b> Only Wanna Be... (Atlantic)	3.83	3.69	3.90	3.77	90.8%	29.9%
<b>JON B. &amp; BABYFACE</b> Someone To... (Yab Yum/550 Music)	3.80	3.66	3.71	3.55	71.8%	14.7%
<b>BLUES TRAVELER</b> Run-Around (A&M)	3.80	3.79	3.84	3.69	85.0%	26.4%
<b>COLLECTIVE SOUL</b> December (Atlantic)	3.80	3.69	3.74	3.64	80.8%	17.2%
<b>REMBRANDTS</b> I'll Be There For You (EastWest/EEG)	3.79	3.80	3.92	3.93	96.8%	33.9%
<b>SELENA</b> I Could Fall In Love (EMI Latin)	3.75	3.51	3.72	3.48	62.6%	14.5%
<b>SOUL FOR REAL</b> Every Little Thing I Do (Uptown/MCA)	3.72	3.69	3.75	—	58.9%	16.2%
<b>DIANA KING</b> Shy Guy (WORK)	3.68	3.65	3.67	3.61	64.8%	19.2%
<b>ALL-4-ONE</b> I Can Love You Like That (Blitz/Atlantic)	3.68	3.61	3.71	3.54	95.5%	32.4%
<b>SOPHIE B. HAWKINS</b> As I Lay Me Down (Columbia)	3.65	3.79	3.58	3.77	71.3%	16.0%
<b>NATALIE MERCHANT</b> Carnival (Elektra/EEG)	3.65	3.59	3.77	—	42.4%	11.2%
<b>DEEP BLUE...</b> Breakfast At Tiffany's (RainMaker/Interscope)	3.61	3.35	—	—	29.9%	5.0%
<b>GIN BLOSSOMS</b> Til I Hear It From You (A&M)	3.60	3.60	3.64	3.61	70.1%	18.5%
<b>DAVE MATTHEWS BAND</b> Ants Marching (RCA)	3.60	—	—	—	38.2%	11.7%
<b>JANET JACKSON</b> Runaway (A&M)	3.58	—	—	—	59.4%	12.2%
<b>ALANIS MORISSETTE</b> You Oughta... (Maverick/Reprise)	3.57	3.75	—	—	75.6%	21.4%
<b>FUN FACTORY</b> I Wanna B With U (Curb)	3.57	3.34	3.49	3.37	61.3%	17.0%
<b>BLESSID UNION OF SOULS</b> Let Me Be The One (EMI)	3.56	3.48	3.55	3.54	41.1%	7.7%
<b>DEL AMITRI</b> Roll To Me (A&M)	3.55	3.50	3.50	3.49	57.4%	16.5%
<b>MICHAEL JACKSON</b> You Are Not Alone (Epic)	3.55	3.35	3.55	3.35	94.0%	32.7%
<b>VANESSA WILLIAMS</b> Colors Of The Wind (Hollywood)	3.54	3.47	3.46	3.57	76.6%	27.2%
<b>SHERYL CROW</b> Can't Cry Anymore (A&M)	3.53	3.59	3.60	3.63	68.3%	17.5%
<b>TAKE THAT</b> Back For Good (Arista)	3.32	3.44	3.24	3.29	41.4%	9.5%
<b>REAL MccOY</b> Come And Get Your Love (Arista)	3.26	3.24	3.30	3.20	77.1%	26.4%
<b>NICKI FRENCH</b> Total Eclipse Of The Heart (Critique)	3.19	3.45	3.25	3.35	90.3%	36.4%

Total sample size is 400 respondents with a +/-5 margin of error. Total average favorability estimates are based on a scale of 1-5. (1= dislike very much; 5= like very much). Total familiarity represents the percentage of respondents who recognized the song. Total burn represents the percentage of respondents who said they are tired of hearing the song. Sample composition is based on females aged 12-34 who are weekly cume listeners of at least one R&R CHR/Pop reporting station in the following regions: EAST: WXKS/Boston, WKSE/Buffalo, WKSS/Hartford, WTIC/Hartford, WHYZ/New York, WIOQ/Philadelphia, WPLY/Philadelphia, WBZZ/Pittsburgh, WPRO/Providence. SOUTH: WSTR/Atlanta, WEDJ/Charlotte, KHKS/Dallas, KRBE/Houston, WHYI/Miami, WEZB/New Orleans, WNVZ/Norfolk, WXXL/Orlando, WFLZ/Tampa. MIDWEST: WKRO/Cincinnati, WZJM/Cleveland, WNCI/Columbus, WZPL/Indianapolis, KISF/Kansas City, KMXV/Kansas City, KDWB/Minneapolis, WKBC/St. Louis. WEST: KIIS/Los Angeles, KKFR/Phoenix, KKRZ/Portland, KUTQ/Salt Lake City, KKLQ/San Diego. © 1995, R&R Inc.

### Callout America. HotScores

BY TONY NOVIA

**T**LC's "WATERFALLS" (LaFace/Arista) is the CALLOUT AMERICA champion again this week. "WATERFALLS" moves 3.92-3.99 in total favorability, and scores 4.16 among women 12-17, 3.95 among women 18-24, and 3.73 among women 25-34.

Like "Waterfalls", "DON'T TAKE IT PERSONAL (JUST ONE OF DEM DAYS)" by Monica (Rowdy/Arista) shows the most strength in the younger demos. "DON'T" scores 4.03 among women 12-17, 3.85 among women 18-24, and 3.63 among women 25-34.

This week's newcomers — Dave Matthews Band's "ANTS MARCHING" (RCA) and "RUNAWAY" by Janet Jackson (A&M) — enter Callout America with similar overall scores. But "ANTS" performs best in the 25-34 demo (3.72), while initial support for "RUNAWAY" is coming from the 12-17 group (3.74).

The Top 10 testing songs among women 12-17 this week are from: TLC, Monica, Boyz II Men (3.98), Seal (3.96), Selena (3.92), Sophie B. Hawkins (3.91), Jon B. & Babyface and Soul For Real (3.88), Alanis Morissette (3.84), and the Rembrandts (3.82).

Among women 18-24, the highest-ranking songs are from: TLC, Boyz II Men (3.88), Monica, Jon B & Babyface (3.79), Blues Traveler (3.74), Seal (3.69), Soul For Real (3.66), Collective Soul (3.65), Diana King (3.64), and Selena (3.63).

And showing the most strength with women 25-34 are from: Hootie & The Blowfish (4.08), Natalie Merchant (4.03), Collective Soul (3.99), Rembrandts (3.98), Seal (3.95), Blues Traveler (3.91), Boyz II Men (3.83), All-4-One (3.80), TLC (3.73), and Dave Matthews Band (3.70).

— Anthony Acampora



**POP/ALTERNATIVE TOP 20**

LW	TW	ARTIST	TITLE	LABEL(S)	TOTAL PLAYS TW	LW	TOTAL STATIONS/ADDS
1	1	ALANIS MORISSETTE	You Oughta...	(Maverick/Reprise)	655	719	15/0
2	2	GIN BLOSSOMS	Til I Hear It From You	(A&M)	582	574	17/0
6	3	DAVE MATTHEWS BAND	Ants Marching	(RCA)	465	446	15/0
4	4	SEAL	Kiss From A Rose	(ZTT/Sire/WB)	462	489	13/0
7	5	NATALIE MERCHANT	Carnival	(Elektra/EEG)	459	445	16/0
9	6	SILVERCHAIR	Tomorrow	(Epic)	430	444	16/0
3	7	HOOTIE & THE BLOWFISH	Only Wanna Be...	(Atlantic)	430	498	12/0
17	8	GOO GOO DOLLS	Name	(Metal Blade/WB)	426	304	17/2
13	9	ALANIS MORISSETTE	Hand In My Pocket	(Maverick/Reprise)	389	346	12/0
15	10	BLUES TRAVELER	Run-Around	(A&M)	384	335	14/0
8	11	GREEN DAY	J.A.R.	(Reprise)	383	445	15/0
5	12	LIVE	All Over You	(Radioactive)	380	450	9/0
12	13	DEL AMITRI	Roll To Me	(A&M)	372	352	13/0
14	14	DEEP BLUE...	Breakfast At Tiffany's	(Rainmaker/Interscope)	371	338	13/0
10	15	BETTER THAN EZRA	In The Blood	(Swell/Elektra/EEG)	365	424	13/0
16	16	BUSH	Comedown	(Trauma/Interscope)	362	320	15/3
19	17	BETTER THAN EZRA	Good	(Swell/Elektra/EEG)	345	299	15/0
11	18	WEEZER	Say It Ain't So	(DGC/Geffen)	331	371	13/0
20	19	COLLECTIVE SOUL	December	(Atlantic)	314	264	13/0
—	20	LISA LOEB & NINE STORIES	Do You Sleep?	(Geffen)	305	245	16/0

This chart reflects airplay from September 4-10. Songs ranked by total plays. 9 CHR/Pop stations that lean Alternative and 8 Alternative stations that lean Pop combine from the Custom Chart function on R&R ONLINE. Pop Contributors by market size: WHTZ/New York, WPLY/Philadelphia, KRBE/Houston, KUTQ/Salt Lake City, WEDJ/Charlotte, WRQK/Canton, OH., WPST/Trenton, NJ., WJET/Erie, PA., KHTY/Santa Barbara, CA; Alternative Contributors by market size: KDGE/Dallas, XHRM/San Diego, KISF/Kansas City, KCXX/Riverside, CA., KEDG/Las Vegas, WGRD/Grand Rapids, MI., KKNB/Lincoln, NE., WPGU/Champaign, IL. © 1995, R&R Inc.



GOING FUHR-MENTAL — WPRO/Providence, RI morning personality Mike Butts proudly displays one of the Mark Fuhrman dartboards he's been giving away on his morning show.

**NEW & ACTIVE**

<b>SILVERCHAIR</b> Tomorrow (Epic) Total Plays: 635, Total Stations: 51, Adds: 8	<b>BUCKETHEADS</b> The Bomb... (Big Beat/Atlantic) Total Plays: 352, Total Stations: 15, Adds: 1
<b>SCATMAN JOHN</b> Scatman (RCA) Total Plays: 627, Total Stations: 45, Adds: 5	<b>TRIPPING DAISY</b> I Got A Girl (Island) Total Plays: 349, Total Stations: 32, Adds: 4
<b>SKEE-LO</b> I Wish (Sunshine/Scotti Bros.) Total Plays: 624, Total Stations: 43, Adds: 3	<b>BETTER THAN EZRA</b> In The Blood (Swell/Elektra/EEG) Total Plays: 345, Total Stations: 13, Adds: 0
<b>TOM PETTY</b> A Higher Place (WB) Total Plays: 569, Total Stations: 32, Adds: 0	<b>MADONNA</b> Don't Stop (Maverick/Sire/WB) Total Plays: 323, Total Stations: 9, Adds: 1
<b>EDWIN McCAIN</b> Solitude (Lava/Atlantic) Total Plays: 565, Total Stations: 48, Adds: 13	<b>MATTHEW SWEET</b> We're The Same (Zoo) Total Plays: 315, Total Stations: 28, Adds: 1
<b>GOO GOO DOLLS</b> Name (Metal Blade/WB) Total Plays: 527, Total Stations: 59, Adds: 34	<b>ZIGGY MARLEY &amp; THE MELODY MAKERS</b> Power... (Elektra/EEG) Total Plays: 296, Total Stations: 28, Adds: 0
<b>BRANDY /WANYA MORRIS</b> Brokenhearted (Atlantic) Total Plays: 502, Total Stations: 49, Adds: 7	<b>JON B.</b> Pretty Girl (Yab Yum/550 Music) Total Plays: 265, Total Stations: 27, Adds: 15
<b>LOS DEL RIO/BAYSIDE BOYS MIX</b> Macarena (RCA) Total Plays: 426, Total Stations: 17, Adds: 3	<b>BUSH</b> Comedown (Trauma/Interscope) Total Plays: 262, Total Stations: 34, Adds: 16
<b>EVERYTHING BUT THE GIRL</b> Missing (Atlantic) Total Plays: 407, Total Stations: 10, Adds: 0	<b>MAX-A-MILLION</b> Take Your... (Do It Right) (S.O.S./Zoo) Total Plays: 239, Total Stations: 8, Adds: 0
<b>BOYZ OF PARADISE</b> Shining... (Dre Force/Rhythm Safari/Priority) Total Plays: 357, Total Stations: 18, Adds: 0	<b>SELENA</b> Dreaming Of You (EMI Latin) Total Plays: 231, Total Stations: 6, Adds: 2

Songs ranked by total plays

**SELECTED NEW RELEASES**

Here are a few hot releases for next week. Release date is subject to change.

**ADDS SEPTEMBER 19**

<b>Backstreet Boys</b>	"We've Got It Goin' On" (Jive)
<b>Blind Melon</b>	"Galaxie" (Capitol)
<b>Boy George</b>	"Same Thing In Reverse" (Virgin)
<b>Corona</b>	"Try Me Out" (EastWest/EEG)
<b>Joshua Kadison</b>	"American Hearts" (EMI)
<b>Letters To Cleo</b>	"Awake" (Giant)
<b>Joan Osborne</b>	"One Of Us" (Mercury)
<b>Tears For Fears</b>	"God's Mistake" (Epic)
<b>Salt-N-Pepa</b>	"Ain't Nothin'..." (Next Plateau/London/Island)
<b>Shamen</b>	"Destination Eschaton" (Epic)
<b>Toad The Wet Sprocket</b>	"Good Intentions" (Reprise/Columbia)



Lisa Loeb & Nine Stories

**"DO YOU SLEEP?"**

2 WEEKS AFTER RELEASE:

BDS Top/Mainstream: 38\*-33\* with 1020 spins (+290)

R&R Pop: 34 - 22 Including: WXKS, Z100, WNVZ, WSTR, KDWB, KRBE, WNCI, WFLZ, WZPL, KKLQ, WEDJ, WPLY, WYHY, WXXL, KUTQ, WTIC, WKSS, WPRO, KHFI, WAPE, KRQQ, WXLK, WDCG and more!

BDS Modern Rock: 572 Spins (+242)

POP/ALTERNATIVE DEBUT 20



THE FIRST SINGLE AND VIDEO FROM THE HIGHLY ANTICIPATED DEBUT ALBUM



Produced by Juan Patino and Lisa Loeb  
Mixed by Brian Malouf  
Management: Vector/Side One Partnership



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## CHR/POP REPORTERS

Stations and their adds listed alphabetically by market

<b>WFLY/Albany, NY</b> PD: Michael Morgan MD: Shawn Scott BOYZ II MEN "Vibin" MARY J. BLIGE "Natural" BUSH "Comedown"	<b>WKSE/Bufalo, NY</b> PD: Sue O'Neil MD: Dave Universal NATALIE MERCHANT "Carnival"	<b>KMCK/Fayetteville, AR</b> PD: Dan Hentschel MD: Mike Chase 12 BOYZ II MEN "Vibin" GOO GOO DOLLS "Name" EDWYN COLLINS "Girl" HEATHER NOVA "Walk" BUSH "Comedown"	<b>KMQQ/Honolulu, HI</b> PD: Jamie Hyatt Music Coord.: Mars Frelhey 19 COOLIO "Gangsta's"	<b>KBFM/McAllen-Brownsville, TX</b> PD: Billy Santiago MD: Jeff DeWitt 46 SELENA "Dreaming" DAVE MATTHEWS BAND "Ants" COOLIO "Gangsta's" MAX-A-MILLION "Sexual" LISA MOORISH "Man"	<b>WNVZ/Norfolk, VA</b> PD: Don London MD: Sean Sellers PM DAWN "Downtown" SHAI "Come"	<b>WSPK/Poughkeepsie, NY</b> PD: Steve Schanz MD: Scotty Mac CORRS "Runaway" JILL SOBULE "Supermodel" SCATMAN JOHN "Scatman" HEATHER NOVA "Walk"	<b>KSLY/San Luis Obispo, CA</b> DM/MD: Dave Christopher 6 PEARL JAM "Corduroy" CANDLEBOX "Simple" GOO GOO DOLLS "Name" BUSH "Comedown" EDWYN COLLINS "Girl"	<b>KISX/Tyler, TX</b> PD: Michael Storm MD: Mick Fulgham GOO GOO DOLLS "Name" EDWIN MCCAIN "Solitude"	
<b>KQID/Alexandria, LA</b> PD: Kauna MD: Cindy B. Goode 32 SOPHIE B. HAWKINS "Lay" HEATHER NOVA "Walk"	<b>WRQK/Canton, OH</b> PD/MD: Jay Nunley 32 VAN HALEN "Enough" 16 GOO GOO DOLLS "Name" 14 LENNY KRAVITZ "Rock" 10 BUSH "Comedown"	<b>WWCK/Flint, MI</b> PD/MD: Scott Seipel 8 HEATHER NOVA "Walk" CORRS "Runaway" EDWYN COLLINS "Girl" BUSH "Comedown"	<b>KRBE/Houston, TX</b> PD: Tom Poleman MD: Cubby Bryant 17 COLLECTIVE SOUL "World" 16 ERASURE "Stay"	<b>WZYP/Huntsville, AL</b> PD: Ken Wall CORRS "Runaway" HEATHER NOVA "Walk" BON JOVI "Something" GOO GOO DOLLS "Name"	<b>WADW/Melbourne, FL</b> PD: Scott Chase MD: Mike Lowe JON B. "Pretty"	<b>KCHX/Odessa-Midland, TX</b> PD/MD: Clayton Allen 40 ALANIS MORISSETTE "Oughta" HEATHER NOVA "Walk" JON SECADA & SHANICE "Knew" CORRS "Runaway"	<b>WPRO/Providence, RI</b> PD: David Simpson MD: Tony Mascaro EDWYN COLLINS "Girl"	<b>KHTY/Santa Barbara, CA</b> PD: John Fredericks MD: Darnion Young 23 MOONPOOLS... "Hear" 7 EDWYN COLLINS "Girl" JOAN OSBORNE "One" PRESIDENTS OF... "Lump" CHRIS ISAAK "Walking" BON JOVI "Something"	<b>WKDY/Utica-Rome, NY</b> PD: Wally McCarthy APD/MD: Shannon Steele EDWYN COLLINS "Girl" JOSHUA KADISON "Faith" JON B. "Pretty" HEATHER NOVA "Walk" BENNY MARDONES "Dream" TRIPPING DAISY "Girl"
<b>WAEB/Allentown, PA</b> PD: Brian Check MD: Joe Friday PAULA ABUL "Crazy" MATTHEW SWEET "Same"	<b>WVSR/Charleston, WV</b> PD: Bill Shaahan APD: Mike Edwards BOYZ II MEN "Vibin" BUSH "Comedown" EDWYN COLLINS "Girl" LOS DEL RIO/BAYSIDE "Macarena"	<b>WJMX/Florence, SC</b> DM: Dana Baker MD: Dana Oesnick HEATHER NOVA "Walk" CHRIS ISAAK "Walking" EDWYN COLLINS "Girl" CORRS "Runaway" LENNY KRAVITZ "Rock" MOONPOOLS... "Hear"	<b>WZPL/Indianapolis, IN</b> PD: Tom Gjerdrum MD: Rob Blair 29 DAVE MATTHEWS BAND "Ants"	<b>WZAP/Jacksonville, FL</b> PD: Cal Thomas MD: Damon Cox PRESIDENTS OF... "Lump"	<b>WHY/Miami, FL</b> PD: Casey Keating MD: AJ Chio 10 ALANIS MORISSETTE "Oughta" 8 PAULA ABUL "Crazy" CORRS "Runaway"	<b>WHTS/Quad Cities, IA</b> DM: Chuck O'Brien BOYZ II MEN "Vibin" FUN FACTORY "Wanna"	<b>WNDU/South Bend, IN</b> PD/MD: Bill Mitchell 11 LISA LOEB "Sleep" 8 ALANIS MORISSETTE "Oughta" BUSH "Comedown" PAULA ABUL "Crazy"	<b>WIFC/Wausau, WI</b> PD: Kevin Kollins MD: Jackie Johnson BUSH "Comedown" GOO GOO DOLLS "Name"	
<b>KQIZ/Amarillo, TX</b> PD/MD: Tad Kelly JON B. "Pretty" BOYZ II MEN "Vibin" LISA MOORISH "Man" GOO GOO DOLLS "Name"	<b>WEDJ/Charlotte, NC</b> PD: Brian Bridgman MD: Tom Naylor 20 TLC "Waterfalls" BUSH "Comedown" GOO GOO DOLLS "Name"	<b>WXKB/Ft. Myers, FL</b> PD: Chris Cue MD: Randy Sherwyn No Adds	<b>WGLU/Johnstown, PA</b> PD: Rich Adams MD: Mitch Edwards GOO GOO DOLLS "Name" EDWYN COLLINS "Girl"	<b>WVST/Knoxville, TN</b> PD: Todd Shannon MD: Tony Castle 57 MADONNA "Stop" DEL AMITRI "Roll" COOLIO "Gangsta's" SILVERCHAIR "Tomorrow" BUSH "Comedown"	<b>WXXL/Orlando, FL</b> PD: Adam Cook MD: Larry D. No Adds	<b>WRFY/Reading, PA</b> PD: AJ Burke MD: Mike Browne 18 MOONPOOLS... "Hear" LENNY KRAVITZ "Rock" CHRIS ISAAK "Walking" BUSH "Comedown" HEATHER NOVA "Walk"	<b>KKRD/Wichita, KS</b> PD: Jack Oliver MD: Craig Hubbard CORRS "Runaway" BOYZ II MEN "Vibin" GOO GOO DOLLS "Name" AFTER 7 "Right" TRIPPING DAISY "Girl"		
<b>KGOT/Anchorage, AK</b> PD: Mark Murphy MD: Rony Lennox BOYZ II MEN "Vibin"	<b>WKXJ/Chattanooga, TN</b> PD/MD: Dennis Dillon HEATHER NOVA "Walk" SILVERCHAIR "Tomorrow" EDWIN MCCAIN "Solitude" CORRS "Runaway"	<b>KISR/Ft. Smith, AR</b> PD/MD: Fred Baker BOYZ II MEN "Vibin" EDWYN COLLINS "Girl" MOONPOOLS... "Hear" JON B. "Pretty" CORRS "Runaway" SHAGGY "Summertime" CHRIS ISAAK "Walking" SHAI "Come"	<b>WKFR/Kalamazoo, MI</b> PD/MD: Dave Michaels BOYZ II MEN "Vibin"	<b>WVVA/Morgantown, WV</b> PD: John Anderson MD: Chris Knight EDWYN COLLINS "Girl"	<b>WZZL/Peoria, IL</b> VP/MD: Dale Van Horn MD: Kevin Ross GOO GOO DOLLS "Name" JON SECADA & SHANICE "Knew" BOYZ II MEN "Vibin" LISA MOORISH "Man" EDWYN COLLINS "Girl"	<b>KZZU/Spokane, WA</b> PD: Ken Hopkins APD: Casey Christopher 40 SCATMAN JOHN "Scatman" 22 SKEE-LO "Wish"	<b>WDBR/Springfield, IL</b> PD: Bill Klaproth MD: Michael Gamby PM DAWN "Downtown"	<b>WCRZ/Wilkes-Barre, PA</b> DM: Gary Hoffman PD: Ken Medek MD: Jerry Padden GOO GOO DOLLS "Name" SILVERCHAIR "Tomorrow" BOYZ II MEN "Vibin" LISA LOEB "Sleep"	
<b>WSTR/Atlanta, GA</b> PD: Don Benson MD: Kevin Peterson GOO GOO DOLLS "Name" CORRS "Runaway"	<b>WKRQ/Cincinnati, OH</b> PD: Jimmy Steel MD: Brian Douglas 22 GIN BLOSSOMS "Ti"	<b>WZJM/Cleveland, OH</b> PD: Lisa Rodman MD: Dave Eubanks 15 SCATMAN JOHN "Scatman" 14 BUCKEHEADS "Bomb" BRANDY/FW/MORRIS "Brother" ANNIE LENNOX "Wilder"	<b>KMXV/Kansas City, MO</b> PD/MD: Steve Wall 12 ALEX PARTY "Give" JON B. "Pretty" BOYZ II MEN "Vibin"	<b>WVVA/Morgantown, WV</b> PD: John Anderson MD: Chris Knight EDWYN COLLINS "Girl"	<b>WVVA/Morgantown, WV</b> PD: John Anderson MD: Chris Knight EDWYN COLLINS "Girl"	<b>WVVA/Morgantown, WV</b> PD: John Anderson MD: Chris Knight EDWYN COLLINS "Girl"	<b>WVVA/Morgantown, WV</b> PD: John Anderson MD: Chris Knight EDWYN COLLINS "Girl"	<b>WVVA/Morgantown, WV</b> PD: John Anderson MD: Chris Knight EDWYN COLLINS "Girl"	
<b>WVVA/Morgantown, WV</b> PD: John Anderson MD: Chris Knight EDWYN COLLINS "Girl"	<b>WVVA/Morgantown, WV</b> PD: John Anderson MD: Chris Knight EDWYN COLLINS "Girl"	<b>WVVA/Morgantown, WV</b> PD: John Anderson MD: Chris Knight EDWYN COLLINS "Girl"	<b>WVVA/Morgantown, WV</b> PD: John Anderson MD: Chris Knight EDWYN COLLINS "Girl"	<b>WVVA/Morgantown, WV</b> PD: John Anderson MD: Chris Knight EDWYN COLLINS "Girl"	<b>WVVA/Morgantown, WV</b> PD: John Anderson MD: Chris Knight EDWYN COLLINS "Girl"	<b>WVVA/Morgantown, WV</b> PD: John Anderson MD: Chris Knight EDWYN COLLINS "Girl"	<b>WVVA/Morgantown, WV</b> PD: John Anderson MD: Chris Knight EDWYN COLLINS "Girl"	<b>WVVA/Morgantown, WV</b> PD: John Anderson MD: Chris Knight EDWYN COLLINS "Girl"	

125 Total Reporters  
124 Current Reporters  
122 Current PlaylistsDid Not Report, Playlist Frozen (2):  
WNOK/Columbia, SC  
KDUK/Eugene, ORDid Not Report For Two Consecutive  
Weeks, Not Used In This Week's  
Data (1):  
WLAN/Lancaster, PA







SEPTEMBER 15, 1995

3W	2W	1W	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS				TOTAL STATIONS/ADDS
					TW	LW	2W	3W	
2	1	1	1	<b>MICHAEL JACKSON</b> You Are Not Alone (Epic) 1778 1794 1858 1727 33/0					
—	17	4	2	<b>MARIAH CAREY</b> Fantasy (Columbia) 1657 1440 703 — 34/0					
1	2	2	3	<b>MOKENSTEF</b> He's Mine (Outburst/RAL/Island) 1639 1763 1848 1792 34/0					
9	3	3	4	<b>COOLIO</b> Gangsta's Paradise (MCA) 1579 1563 1410 960 36/0					
16	6	6	5	<b>JANET JACKSON</b> Runaway (A&M) 1412 1307 1084 677 32/0					
4	5	5	6	<b>SEAL</b> Kiss From A Rose (ZTT/Sire/WB) 1280 1351 1296 1178 26/0					
3	4	7	7	<b>TLC</b> Waterfalls (LaFace/Arista) 1167 1220 1366 1372 25/0					
7	7	8	8	<b>SELENA</b> I Could Fall In Love (EMI Latin) 1108 1009 1077 983 25/1					
14	13	13	9	<b>JON B.</b> Pretty Girl (Yab Yum/550 Music) 988 892 814 786 27/3					
28	11	12	10	"AFKAP" (Eye) Hate U (NPG/WB) 905 926 906 465 31/1					
10	10	9	11	<b>BONE THUGS-N-HARMONY</b> 1st Of Tha... (Ruthless/Relativity) 891 945 1010 869 30/2					
6	8	10	12	<b>MONICA</b> Don't Take It Personal... (Rowdy/Arista) 870 943 1072 1077 24/0					
22	19	18	13	<b>GROOVE THEORY</b> Tell Me (Epic) 863 718 648 558 30/2					
8	12	14	14	<b>SHAGGY</b> Boombastic (Virgin) 769 835 902 970 23/0					
5	9	11	15	<b>ALL-4-ONE</b> I Can Love You Like That (Blitz/Antenna) 767 928 1024 1113 18/1					
26	23	20	16	<b>BRANDY f/WANYA MORRIS</b> Brokenhearted (Atlantic) 763 652 600 493 27/4					
11	14	15	17	<b>MONTELL JORDAN</b> Somethin' 4 Da Honeyz (PMP/RAL/Island) 752 783 809 866 26/0					
24	26	21	18	<b>LOS DEL RIO/BAYSIDE BOYS MIX</b> Macarena (RCA) 716 592 514 516 20/2					
13	18	19	19	<b>SOUL FOR REAL</b> Every Little Thing I Do (Uptown/MCA) 710 662 682 810 17/0					
29	24	17	20	<b>IMMATURE</b> Feel The Funk (MCA) 643 742 582 464 23/2					
18	25	24	21	<b>AFTER 7</b> Til You Do Me Right (Virgin) 626 568 564 639 19/1					
12	15	16	22	<b>NOTORIOUS B.I.G.</b> One More Chance (Bad Boy/Arista) 589 751 765 836 21/0					
15	20	23	23	<b>JON B. &amp; BABYFACE</b> Someone To Love (Yab Yum/550 Music) 567 571 634 718 18/1					
32	30	28	24	<b>D'ANGELO</b> Brown Sugar (EMI) 492 475 423 402 23/2					
17	16	22	25	<b>SKEE-LO</b> I Wish (Sunshine/Scotti Bros.) 485 582 725 660 20/0					
35	27	27	26	<b>JUNIOR M.A.F.I.A.</b> Player's Anthem (Big Beat/Antenna) 474 485 480 374 18/0					
19	21	25	27	<b>LUNIZ</b> I Got 5 On It (Noo Trybe) 473 568 631 635 15/0					
20	22	26	28	<b>JODECI</b> Freek'n You (Uptown/MCA) 433 564 622 614 12/0					
21	29	30	29	<b>BOYZ II MEN</b> Water Runs Dry (Motown) 432 423 434 572 13/0					
23	28	29	30	<b>MONTELL JORDAN</b> This Is How We Do It (PMP/RAL/Island) 415 452 470 542 15/0					
49	46	35	31	<b>AZ</b> Sugar Hill (EMI) 400 356 273 240 18/0					
36	33	31	32	<b>SELENA</b> Dreaming Of You (EMI Latin) 391 393 396 354 10/1					
31	36	34	33	<b>BRANDY</b> Best Friend (Atlantic) 361 360 366 422 10/0					
25	31	39	34	<b>VYBE</b> Warm Summer Daze (Island) 328 315 403 510 10/0					
39	32	32	35	<b>FAITH EVANS</b> You Used To Love Me (Bad Boy/Arista) 310 384 401 333 10/0					
37	38	40	36	<b>DEBORAH COX</b> Sentimental (Arista) 305 304 333 346 18/0					
30	35	36	37	<b>ADINA HOWARD</b> Freak Like Me (EastWest/EEG) 303 346 376 425 13/0					
—	41	38	38	<b>MICHAEL BOLTON</b> Can I Touch You...There? (Columbia) 301 316 307 212 15/0					
—	—	44	39	<b>MARY J. BLIGE</b> (You Make...) Natural Woman (Uptown/MCA) 298 276 239 169 19/2					
34	34	33	40	<b>DIANA KING</b> Shy Guy (WORK) 284 366 382 391 10/0					
27	40	42	41	<b>NAUGHTY BY NATURE</b> Feel Me Flow (Tommy Boy) 280 293 324 475 13/1					
<b>DEBUT</b>			42	<b>XSCAPE</b> Who Can I Run To (So So Def/Columbia) 275 211 160 140 10/4					
47	45	45	43	<b>SCATMAN JOHN</b> Scatman (RCA) 263 263 276 249 9/0					
50	—	48	44	<b>C &amp; C MUSIC FACTORY</b> Robi-Robs Boriqua Anthem (Columbia) 262 237 238 233 7/1					
42	37	41	45	<b>MAX-A-MILLION</b> Take Your Time (Do It Right) (S.O.S./Zoo) 262 294 339 318 5/0					
38	39	37	46	<b>TONY THOMPSON</b> I Wanna Love Like That (Giant) 258 317 329 337 6/0					
33	42	49	47	<b>BUCKETHEADS</b> The Bomb (These Sounds...) (Big Beat/Antenna) 250 229 288 396 8/0					
—	—	47	48	<b>REDMAN/METHOD MAN</b> How High (Def Jam/RAL/Island) 232 243 176 145 12/1					
48	44	43	49	<b>REAL McCOY</b> Come And Get Your Love (Arista) 228 290 278 244 8/0					
<b>DEBUT</b>			50	<b>MONICA</b> Before You Walk Out Of My Life (Rowdy/Arista) 212 154 103 141 5/1					

This chart reflects airplay from September 4-10. Songs ranked by total plays. Highlighted songs indicate Breaker. 37 CHR/Rhythmic reporters. 34 current playlists. © 1995, R&R Inc.

## BREAKERS®

No Songs Qualified For Breaker Status This Week

## MOST ADDED®

ARTIST TITLE LABEL(S)	ADDS
3T Anything (MJJ/550 Music)	6
SHAI Come With Me (Gasoline Alley)	5
SUBWAY This Is Not A Goodbye (Biv 10/Motown)	5
BRANDY f/WANYA MORRIS Brokenhearted (Atlantic)	4
DAS EFX Real Hip Hop (EastWest/EEG)	4
KID FROST East Side Rendezvous (Ruthless/Relativity)	4
GERALD & EDDIE LEVERT SR. Already... (EastWest/EEG)	4
SHAGGY In The Summertime (Virgin)	4
TWINZ Round & Round (Def Jam/RAL/Island)	4
XSCAPE Who Can I Run To (So So Def/Columbia)	4

## MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
MARIAH CAREY Fantasy (Columbia)	+217
GROOVE THEORY Tell Me (Epic)	+145
LOS DEL RIO/BAYSIDE BOYS MIX Macarena (RCA)	+124
BRANDY f/WANYA MORRIS Brokenhearted (Atlantic)	+111
JANET JACKSON Runaway (A&M)	+105
SELENA I Could Fall In Love (EMI Latin)	+99
JON B. Pretty Girl (Yab Yum/550 Music)	+96
L.A.D. Ridin' Low (Hollywood)	+82
ARTIE THE 1... A Mover... (Groove Network/Scotti Bros.)	+75
LISA MOORISH I'm Your Man (London/Island)	+74

## HOTTEST RECURRENTS

Ranked By Total Plays

ARTIST TITLE LABEL(S)	TOTAL PLAYS
TOTAL f/NOTORIOUS B.I.G. Can't You See (Tommy Boy)	475
SOUL FOR REAL Candy Rain (Uptown/MCA)	475
TLC Creep (LaFace/Arista)	425
RAPHAEL SAADIQ Ask Of You (550 Music/Epic ST)	425
REAL McCOY Another Night (Arista)	425
IV XAMPLE I'd Rather Be Alone (MCA)	425
BOYZ II MEN On Bended Knee (Motown)	425
BROWNSTONE If You Love Me (MJJ/Epic)	425
TLC Red Light Special (Arista)	425
BRANDY Baby (Atlantic)	422

Breakers: Songs registering 500 plays or more for the first time. Bullets awarded to songs gaining plays over the previous week. If two songs are tied in number of plays, the song being played on more stations is placed first. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Weighted chart appears on R&R ONLINE.

The Hottest New Artist To Hit Rhythmic Radio...

# The Outthere Brothers

## "BOOM BOOM BOOM"

**KIIS 21x KPWR 38x**

XHTZ 17x, KGGI 10x, WWKX 20x, KXTZ add, KPRR 70x, KZFM add, KKFR add, WZJM 10x, KPSI 17x

ON AUREUS RECORDS  
For Information, Call 508-477-0200









WALT LOVE

## Urban Radio: 'The Invitation Medium'

□ Most effective medium to reach black consumers, says Interep study

In an ongoing effort to educate media buyers and their clients about Urban radio's ability to deliver an audience, the **Interep Radio Store** just released a new study full of enlightening facts about Urban's unique relationship with its audience.



Marla Pirner

**Marla Pirner**, Exec. VP/Director of Interep's research division, explains, "We've undertaken this project because we are very active in packaging and selling Urban radio on a national level, even to the extent of establishing the Urban Radio Format Network. We go out to advertisers and high-level marketing people at agencies to showcase Urban radio and demonstrate to them its value and the power it can bring to their efforts to reach customers."

er, they should be advertising on Urban radio? Pirner exclaims, "Absolutely! We always love to get some quantification of their success. Companies will often say, 'Oh, it was a big hit.' But it's often hard for us to get it quantified." In the case of New Line Cinema, however, the figures "represent a 307% per-screen increase compared to before the radio-only advertising schedule."

### 'Urban Radio Is ...'

Let's take a page-by-page look at the study's most significant points, starting with the page titled "Urban Radio Is" (see below). "The first bullet describes how we've defined Urban for the purpose of this study,"

### Urban Radio Is

- Urban/R&B, Black Gospel, Urban AC, R&B Oldies, and Black News/Talk
- Nearly 500 stations, in 119 measured markets and 23 of the Top 25 markets
- The medium of choice for black consumers, reaching 96% of all black persons 12+
- Ranked third or higher in nine of the Top 12 metro markets

### Urban Radio Touches The Community

Acts as a catalyst for major community efforts:

- Fundraisers
- Food Drives
- Voter Registration Drives
- Local School Involvement
- Scholarships
- Major Entertainment Events
- "Stop The Violence" Campaigns

Pirner says. "A couple of the key points that appear on this page are the fact that Urban radio reaches all black people 12 and older, which is a pretty incredible statement, and that Urban radio stations in the top markets are so highly ranked. In nine of the top 12 metros, an Urban station is ranked in the top three."

Next, let's explore "Urban Radio Touches The Community" (see above). Pirner continues, "Another key point is the Urban station's community involvement. Every Urban radio station I've talked to considers that to be a key part of their mission. A lot of radio stations do community involvement, but the Urban stations make an unparalleled effort. Urban radio is woven into the fabric of the community and, unlike some other formats, cuts across socioeconomic definitions and age groups. To me, it seems like a culturally appealing format.

"It's a culturally appealing format

even beyond the community involvement. Urban radio is appealing to a culture, not to a demo. And that's a real major selling point — advertisers need to know this, because this is one of the big differences that sets Urban radio apart from general-market stations and their formats."

Even without the benefit of a study, anybody who knows radio and Black/Urban radio knows that African Americans love their local Black radio station — it's part of our culture. Radio in the black community is part of us as people, and it has always been that way. Advertisers and some broadcasters are the ones who need to know it and understand and respect it for what it is.

### Specific Target

Moving on to the next page (see "Urban Radio Reaches More Black Adults"), Pirner points out, "This is one of the most powerful graphics in this study. Often, when advertisers are trying to reach a customer group, they look for a medium that is specific to that group. And a lot of agencies are print-oriented and tele-

### Urban Radio Success Story: New Line Cinema

- **Objective:** promoting films with targeted audience appeal
- **Strategy:** a coordinated Urban radio campaign, utilizing on-air schedules and promotional activities
- **Results:** \$6,000,000 of movie sales, generated by a 307% increase per screen compared to before the radio-only schedule

vision-oriented. We are showing that Urban radio in this country far out-delivers the top magazines and even Black Entertainment Television. These are very powerful numbers."

Urban success stories also are featured, highlighting campaigns for Wrigley's Doublemint gum, New Line Cinema, and the First National Bank of Chicago. According to Pirner, "New Line Cinema quadrupled [see box above] their ticket sales using only Urban radio, and it was a combination of on-air schedules and promotional activities. When Urban stations do remotes, people come out in droves. Urban radio is really masterful at connecting to the community and getting people to come out to an event."

So if a movie company wants to reach the black community/consum-

## WJFX/Ft. Wayne's Five-Year Anniversary

The folks at **WJFX (Foxy)/Ft. Wayne** had a lot to celebrate this year. Their fifth anniversary was an outstanding celebration of brotherhood over the years. The event took place at the Foelling Outdoor Theater in Ft. Wayne.

WJFX presented a free concert to thank its listeners for their support over the last five years. Some of the acts who performed were **U.N.V.**, **J. Little**, **Tina Moore**, **Tony Thompson**, **Blu**, and **La Tonya**, along with a number of local and regional acts. Foxy gave away over 2000 tickets to its "5th Anniversary Celebration." WJFX OM **Ange Canessa** said, "It was a wonderful event, and it was the perfect opportunity for all of us at Foxy to say 'thank you' to our loyal listeners. As the year progresses, we have a number of good things planned for our listeners. It really was a great day for a celebration."



**IT'S ALL GOOD** — Backstage (l-r) are Scotti Bros. artist Tina Moore, WJFX OM Ange Canessa, and Scotti Bros.' Veronica Samuels.

er, they should be advertising on Urban radio? Pirner exclaims, "Absolutely! We always love to get some quantification of their success. Companies will often say, 'Oh, it was a big hit.' But it's often hard for us to get it quantified." In the case of New Line Cinema, however, the figures "represent a 307% per-screen increase compared to before the radio-only advertising schedule."

The First National Bank Of Chicago example is explored at right: "Their objective is to grow business, but mortgage dollars are one of their primary goals. As the illustration shows, they went 96% over goal! And their primary medium was Urban radio, with just a few outdoor boards."

### Spreading The News

Although not presented in the study, Pirner discusses another significant aspect of the Urban audience: "Urban radio attracts the most loyal audiences of all English-speaking formats. And Urban radio has the highest Time Spent Listening. That speaks to loyalty and one more support for community involvement and cultural appeal of the format."

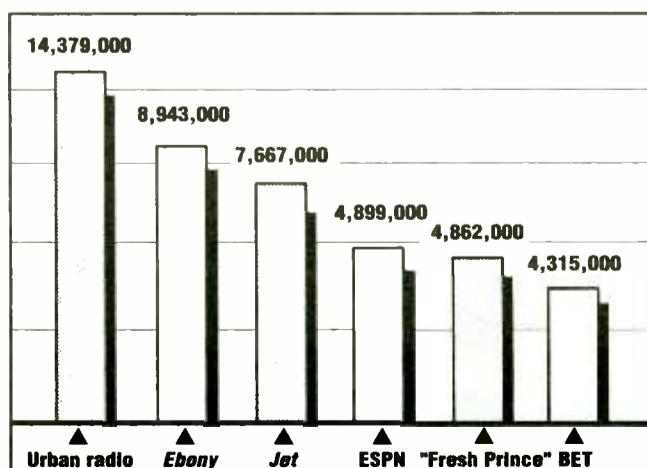
How can Black radio share these results and get itself included on more media buys? "We at Interep, your station constituency, and others should all be going out, speaking with one voice, and sending the same message: the value of the black audience (i.e., the black consumer) and the power of Urban radio to deliver a large loyal group of customers. An advertising message in this type of environment is far more likely to drive a listener to action."

### Urban Radio Success Story: First National Bank Of Chicago

- **Objective:** grow business in two recently opened branches
- **Strategy:** a "simple and to-the-point" message to black consumers, using heavy Urban radio with several outdoor boards
- **Results:** successful branch openings, with mortgage dollars 96% over goal and more than \$2 million secured in annuities

If you would like a copy of the study, which was prepared by Interep Research Director **Ray Hockstein**, call (212) 818-8932 and ask for "Urban Radio: The Invitation Medium."

### Urban Radio Reaches More Black Adults



### NewsTips



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MIKE KINOSHIAN

## WLIT's Direct-Mail Video Is A Family Affair

□ Station's Viacom partners contribute to creative new campaign

Exposing a station's strong points to the biggest possible chunk of available audience is every programmer's objective. WLIT/Chicago PD Mark Edwards — and parent company Viacom — hope that Edwards's last four months of detail work will do just that.

Approximately 250,000 Chicagoland households will soon receive an eight-and-a-half minute videotape extolling WLIT's benefits. In addition to parenting and overseeing the concept, Edwards scripted the presentation, which is introduced by "Entertainment Tonight" anchors John Tesh and Mary Hart.



Mark Edwards

"Since the direct mailing won't cover everyone in the market, we're making the tape available for free rental at all Chicago Blockbuster Video locations," explains Edwards. "In addition, we'll have counter displays at all 117 Blockbuster stores." The "ET" and Blockbuster connections are just part of the synergy created by last year's Viacom/Paramount merger. "We looked to Paramount because it offers so many opportunities for us. 'Entertainment Tonight' is a brand name, and John and Mary are very well known. They were tremendous to work with, and when people see them on the beginning of the tape, they'll know this is not some kind of joke."

### \$500,000 Question

Other sister companies pitching in were Paramount Home Video and film dubbers MGS Services. Edwards notes, "Paramount copies and distributes tens of millions of videos each year. We used the

same duplicator that made copies for 'Forrest Gump.' Four months ago, I didn't know anything about video duplication, so MGS was our interface. I quickly learned that you don't just slap two duplication machines together to make copies."

The entire endeavor — tapes are slated for mailing today (9/15) — will cost WLIT a bit more than \$500,000. Edwards stresses that "LITE FM" didn't take advantage of other Viacom divisions. Duplication and mailing costs accounted for the biggest expenses. "I can't do anything about postage — each tape costs about 40 cents to mail. MGS and Paramount

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**Close to 96% of people in our target own a VCR. People have received audio cassettes before, and we wanted to take this to the next level.**

Home Video gave us favorable rates. In exchange for doing their part, John & Mary will reach 250,000 Chicagoland households. The concept wasn't forced down anyone's throat. It was understood that it had to be a win/win situation.

"MTV Creative Services produced the tape, and it has a high-quality 'MTV look' to it. We had the best people MTV has to offer, and everyone who got involved gave us their absolute best effort."

### Trip Tease

Edwards incorporated a tease for a trip to Orlando to help ensure people will view the entire video. "We were able to secure a VIP tour of Nickelodeon Studios, which our company owns. WLIT is a family station, and this is a family trip for four for five days and four nights. There's a card in the box that people can send back to us. We'll have a random drawing for the winner.

"The tape moves along quickly, and we think people will stay through it to see how they can win the trip. We're also asking people



"Entertainment Tonight's Mary Hart and John Tesh introduce WLIT/Chicago's video presentation, "Into The Lite: WLIT," which is being direct-mailed to 250,000 Chicagoland households.

## A Little More New Music Each Day

We can expect these new releases very soon:

### A&M

JANN ARDEN/Insensitive

Add Date: 10/16

### ATLANTIC

ALANNAH MYLES/Family Secret

Add Date: 9/25

BETTE MIDLER/In This Life

Add Date: 10/2

JORDAN HILL/How Many Times

Add Date: 10/9

### ELEKTRA

SIMPLY RED/Fairgrounds

Release Date: 9/25

ERASURE/Stay With Me

Release Date: End of September

### 550 Music

BASIA/Half A Minute

Release: October

### ISLAND

GINO VANELLI/A Little More Each Day

Release Date: 9/18

JUDE COLE/Believe In You

Release Date: 9/25

to write down the titles of several songs they hear us play — just to be sure they've actually sampled the station."

LITE FM personalities will talk about the video on the air and how people can secure a copy, but the contest itself won't be mentioned. "Those things can get in the way," explains Edwards. "This is a way to thank people for watching the tape and listening to the station."

Confident that each tape will find a place inside a VCR, Edwards points out, "Close to 96% of people in our target own a VCR. People have received audio cassettes before, and we wanted to take this to the next level."

### Long-Form Message

Remarking that the move to direct video won't affect how WLIT will use television in the future, Edwards says, "We've always been one of the market's biggest television users. It's great that we can spend loads of money on broadcast and cable and we'll still be on television. The problem is that the longest time we have to get our message across is 30 seconds. There's a lot we need to convey about WLIT that simply can't be done in a :30 spot."

Most Chicagoland listeners know LITE FM as a station that plays a lot of music, but as Edwards points out, "We wanted to tell people a little more about what we do and how we do it. We're owned by a huge media company, and we have a ton of special relationships."

### In-House Spokesman

Rather than employing an outside spokesperson on the video, Edwards enlisted morning man Bob Brynteson, who has been with the Lite AC since 1989. Ac-

**There's a lot we need to convey about WLIT that simply can't be done in a :30 spot ... The video is a user's guide, not a hard sell.**

ording to Edwards, Brynteson "embodies the station and lives the lifestyle. We used him as our tour guide around the station. For years, we've known that people are into seeing radio stations."

Brynteson conducts a major part of the tour with an impressive view of the city in the background. Edwards boasts, "We have probably the best view of any other Chicago station. We look out at Lake Michigan and all of downtown. On a good day, we can see Indiana from here."

The tape details how WLIT designs its music. Edwards comments, "Our music doesn't get in the way, and we talk less than the other stations. The video is a user's guide, not a hard sell. Bob also introduces all our other fulltime air personalities so people can see what our folks look like."

Tapes will be available at Blockbuster next Tuesday (9/19). Edwards opines, "It's great if people like it, but the proof will come when the ratings get back."

"We know that no radio station has ever direct-mailed video tapes to households. Stations tend to follow the same formula, but in the '90s, we have to think outside the box to get people's attention."



# AC REPORTERS

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Stations and their adds listed alphabetically by market

<b>WKLI/Albany, NY</b> PD/MD: Jon Knott 10 HOOTIE & BLOWFISH "Only" 5 SARAH MCLACHLAN "Wif" 5 CORRS "Runaway" 5 VANESSA WILLIAMS "Can't"	<b>KCIX/Boise, ID</b> PD: Don Jennings MD: Jim O'Brien 18 HOOTIE & BLOWFISH "Only" 18 JANET JACKSON "Runaway" 16 BLUES TRAVELER "Run"	<b>WDOK/Cleveland, OH</b> PD: Sue Wilson MD: Scott Miller No Adds	<b>WKY/Evansville, IN</b> PD/MD: Mark Baker 5 MICHAEL JACKSON "Alone"	<b>WENS/Indianapolis, IN</b> PD: Greg Dunkin MD: Darla Coop 41 HOOTIE & BLOWFISH "Only" 10 TAKE THAT "Back"	<b>WLRQ/Melbourne, FL</b> PD: Dave Kelly MD: Ron Anthony 21 MICHAEL JACKSON "Alone" 7 ROD STEWART "This"	<b>WWLI/Providence, RI</b> PD: Tom Holt MD: Ted Edwards 10 JON SECADA & SHANICE "Knew"	<b>KMXZ/Tucson, AZ</b> PD/MD: Bobby Rich 9 JOSHUA KADISON "Faith"
<b>WYJB/Albany, NY</b> OM/MD: Buzz Brindle MD: Pat Ryan 14 ELTON JOHN "Blessed" 5 BRYSON & SOLANGA "Wonderful" 5 LORIE LANE "Heart"	<b>WSSH/Boston, MA</b> PD/MD: Bill George No Adds	<b>KKLI/Colorado Springs, CO</b> PD: Steve Larson MD: Sharon Green 13 FOGELBERG & WEISBERG "Songbird" 13 JOSHUA KADISON "Faith" 3 AFTER 7 "Right" 3 AARON NEVILLE "Use"	<b>KEZA/Fayetteville, AR</b> OM/MD: Chip Arledge APD/MD: Rich Kelly 12 SELENA "Could" 12 MARTIN PAGE "Keeper"	<b>WTPI/Indianapolis, IN</b> PD: Gary Havens MD: Steve Cooper 12 MICHAEL JACKSON "Alone" 8 SARAH MCLACHLAN "Wif"	<b>WRVR/Memphis, TN</b> PD: Joel Burke MD: Kay Manley 16 FOGELBERG & WEISBERG "Songbird" 5 JON SECADA & SHANICE "Knew"	<b>WTVR/Richmond, VA</b> PD/MD: Scott O'Brien 5 BLESSID UNION OF... "Let" 5 JOHN WAITE "Sunshine" 5 ANNIE LENNOX "Whiter"	<b>KTYL/Tyler, TX</b> PD: Jane Moreland MD: David Baker 7 BLESSID UNION OF... "Let"
<b>WLEV/Allentown, PA</b> PD/MD: Tony Rogers 16 MICHAEL JACKSON "Alone"	<b>WMJQ/Buffalo, NY</b> PD: Rob Lucas MD: Roger Christian 28 NATALIE MERCHANT "Carnival" 14 JOSHUA KADISON "Faith"	<b>WTCB/Columbia, SC</b> OM: Doug Spets PD/MD: Brent Johnson 7 CORRS "Runaway"	<b>WCRZ/Flint, MI</b> OM/MD: Jay Patrick MD: George McIntyre 13 NATALIE MERCHANT "Carnival" 13 BLESSID UNION OF... "Let"	<b>WTFM/Johnson City, TN</b> PD/MD: Mark E. McKinney 9 DEL AMITRI "Roll" 9 GIN BLOSSOMS "Ti"	<b>WLTE/Minneapolis, MN</b> PD/MD: Gary Nolan No Adds	<b>KOXT/San Antonio, TX</b> OM/MD: Mike Scott MD: Bill Norris 7 MICHAEL JACKSON "Alone" 7 JOHN WAITE "Sunshine"	<b>WLZW/Unica, NY</b> PD: Randy Jay MD: Jeanne Ashley 7 CORRS "Runaway" 7 JOSHUA KADISON "Faith" 7 SARAH MCLACHLAN "Wif"
<b>KYMG/Anchorage, AK</b> PD: Devan Mitchell MD: Bobbie Anderson No Adds	<b>WCOG/Cape Cod, MA</b> PD/MD: Chris Boles 14 MARIAH CAREY "Fantasy" 5 ELTON JOHN "Blessed" 5 SARAH MCLACHLAN "Wif" 5 CORRS "Runaway" 5 WET WET WET "Forgive"	<b>WGSY/Columbus, GA</b> OM/MD: David Nolin No Adds	<b>WAJ/Fl. Wayne, IN</b> PD: Lee Tobin MD: Barb Richards 10 JIMMY BUFFETT "Mexico" 5 ANNIE LENNOX "Whiter"	<b>WKYE/Johnstown, PA</b> PD: Jack Michaels MD: Brian Wolfe 5 SARAH MCLACHLAN "Wif"	<b>KJSN/Modesto, CA</b> PD/MD: Gary Michaels 5 REMBRANDTS "There"	<b>KLSY/Seattle, WA</b> PD: Bobby Irwin MD: Bob Brooks 15 ELTON JOHN "Blessed" 5 GARTH BROOKS "Woman"	<b>WASH/Washington, DC</b> PD: Steve Streit MD: Randi Martin No Adds
<b>WROE/Appleton, WI</b> PD/MD: J. Davis 14 SARAH MCLACHLAN "Wif" 14 CORRS "Runaway" 7 FOGELBERG & WEISBERG "Songbird" 7 ALISON KRAUSS "Baby"	<b>WMT/Cedar Rapids, IA</b> OM: Rick Sellers PD/MD: Randy Lee 10 ALISON KRAUSS "Baby"	<b>WSNY/Columbus, OH</b> PD: Don Hallett MD: Bob Nunally 5 TAKE THAT "Back"	<b>WKTK/Gainesville, FL</b> PD/MD: Briton Jon 15 NATALIE MERCHANT "Carnival" 15 MICHAEL JACKSON "Alone"	<b>WQLR/Kalamazoo, MI</b> PD: Bill Wertz MD: Brian Wertz No Adds	<b>WJLK/Monmouth-Ocean, NJ</b> PD: Gary Guida APD/MD: Dan Turi No Adds	<b>KELO/Sioux Falls, SD</b> PD: Reid Holsen MD: Kathy James 16 JON SECADA & SHANICE "Knew" 16 MICHAEL JACKSON "Alone" 16 AARON NEVILLE "Use" 8 AFTER 7 "Right" 8 CORRS "Runaway" 2 JAZZMASTERS "Freedom"	<b>WRWF/West Palm Beach, FL</b> PD: Reid Reker MD: Simone Collins 7 PETER CETERA "Forever"
<b>WFPG/Atlantic City, NJ</b> OM/MD: Dick Fennesy MD: Marlene Aqua 7 MICHAEL JACKSON "Alone" 7 SELENA "Could"	<b>WVAF/Charleston, WV</b> OM/MD: Rick Johnson MD: Amie Nutter 5 BLESSID UNION OF... "Let"	<b>KMXR/Corpus Christi, TX</b> PD/MD: Jesse DeLeon 5 MICHAEL JACKSON "Alone" 5 NATALIE MERCHANT "Carnival" 5 JANET JACKSON "Runaway" 5 SARAH MCLACHLAN "Wif"	<b>WLHT/Grand Rapids, MI</b> PD: Steve Dirksen MD: Michael Sirianni 7 MARIAH CAREY "Fantasy" 7 MICHAEL JACKSON "Alone"	<b>KUDL/Kansas City, MO</b> PD/MD: Tom Land 8 MARTIN PAGE "Keeper"	<b>WOBM/Monmouth-Ocean, NJ</b> PD: Kevin Bucklew MD: Jeff Rafter 15 JANET JACKSON "Runaway" 15 NATALIE MERCHANT "Carnival" 7 MICHAEL JACKSON "Alone"	<b>KISC/Spokane, WA</b> PD: Rob Harder MD: Dawn Marcel No Adds	<b>WKWK/Wheeling, WV</b> PD/MD: Doug Daniels No Adds
<b>WBBO/Augusta, GA</b> PD/MD: John Patrick No Adds	<b>WDEF/Chattanooga, TN</b> PD/MD: Danny Howard 12 ALISON KRAUSS "Baby" 12 JOSHUA KADISON "Faith" 5 NATALIE MERCHANT "Carnival" 5 CHUCK NEGRO "Soul" 5 SARAH MCLACHLAN "Wif"	<b>KVIL/Dallas, TX</b> PD: Bill Curtis MD: Alex O'Neal 19 JON SECADA & SHANICE "Knew" 19 DAVID SANBORN "Superstar" 10 JOHN WAITE "Sunshine" 10 TAKE THAT "Back"	<b>WMAG/Greensboro, NC</b> PD/MD: Nick Allen 16 SEAL "Gss"	<b>KTDY/Lafayette, LA</b> OM/MD: Michael W. Kay MD: Yvonne Arceneaux 7 JOHN WAITE "Sunshine"	<b>WOBM/Monmouth-Ocean, NJ</b> PD: Kevin Bucklew MD: Jeff Rafter 15 JANET JACKSON "Runaway" 15 NATALIE MERCHANT "Carnival" 7 MICHAEL JACKSON "Alone"	<b>KWAU/Monterey, CA</b> PD/MD: Bernie Moody 5 FOREIGNER "Hoping" 5 ROD STEWART "This"	<b>WMGS/Wilkes Barre, PA</b> PD: Mike Edwards MD: Stan Phillips 10 ROD STEWART "This"
<b>KKMJ/Austin, TX</b> PD: Doc Burns MD: Nolan Cruise 7 JON SECADA & SHANICE "Knew"	<b>WLMX/Chattanooga, TN</b> OM: Bob Forster MD: Robin Daniels 10 MICHAEL JACKSON "Alone"	<b>WMMX/Dayton, OH</b> PD: Jeff Ballentine MD: Dean Taylor No Adds	<b>WRCH/Hartford, CT</b> PD: Allan Camp MD: Joe Hann 7 JON SECADA & SHANICE "Knew" 7 REGINA BELLE "Love" 7 BRYSON & SOLANGA "Wonderful" 7 FOGELBERG & WEISBERG "Songbird"	<b>WFMK/Lansing, MI</b> PD/MD: Ray Marshall 8 NATALIE MERCHANT "Carnival" 8 JON SECADA & SHANICE "Knew" 8 SARAH MCLACHLAN "Wif"	<b>WLTS/New Orleans, LA</b> PD: Steve Suter MD: Jim Hanzo 12 JANET JACKSON "Runaway" 8 BLESSID UNION OF... "Let"	<b>WUSA/Tampa, FL</b> PD: Pat McMahon MD: Johnny Williams 8 TAKE THAT "Back"	<b>WJBR/Wilmington, DE</b> PD: Michael Waite MD: Dave Banks 17 MARIAH CAREY "Fantasy" 8 JON SECADA & SHANICE "Knew"
<b>WLIF/Baltimore, MD</b> OM/MD: Gary Balaban MD: Mark Thoner No Adds	<b>WRRM/Cincinnati, OH</b> PD/MD: T.J. Holand No Adds	<b>KOSI/Denver, CO</b> OM/MD/MD: Scott Taylor 13 JOSHUA KADISON "Faith"	<b>KSSK/Honolulu, HI</b> OM/MD: Michael Shishido 20 FUN FACTORY "Wanna" 20 MONICA "Personal"	<b>KMZQ/Las Vegas, NV</b> PD: Jeff Cochran MD: Scott Keith No Adds	<b>WWDE/Norfolk, VA</b> PD: Don London MD: Jeff Moreau No Adds	<b>WWMW/Toledo, OH</b> PD: Ron Finn MD: Rick Reynolds 8 SARAH MCLACHLAN "Wif" 8 JON SECADA & SHANICE "Knew" 8 FOGELBERG & WEISBERG "Songbird"	<b>WBNB/Youngstown, OH</b> OM/MD: Dan Rivers MD: Jim Michaels 17 MICHAEL JACKSON "Alone"
<b>WMLJ/Birmingham, AL</b> OM: John Jenkins PD/MD: Joe Madison 13 JIMMY BUFFETT "Mexico" 12 HOOTIE & BLOWFISH "Only" 10 MICHAEL JACKSON "Alone" 10 ANNIE LENNOX "Whiter"	<b>WWNK/Cincinnati, OH</b> PD: Dave Mason MD: Bobbi Maxwell 7 PETER CETERA "Forever" 5 ELTON JOHN "Blessed"	<b>WOOF/Dothan, AL</b> GM/MD: Leigh Simpson OM/MD: Mike Holderfield 7 CORRS "Runaway"	<b>WAHR/Huntsville, AL</b> PD: John Malone MD: Bonny O'Brien 10 FOGELBERG & WEISBERG "Songbird" 10 JOSHUA KADISON "Faith"	<b>KBIG/Los Angeles, CA</b> PD: Dave Ervin MD: Dave Verdery No Adds	<b>WMBE/Philadelphia, PA</b> PD/MD: Jim Ryan No Adds	<b>KESZ/Phoenix, AZ</b> PD/MD: Dave Winsor 12 MICHAEL JACKSON "Alone" 8 JON SECADA & SHANICE "Knew" 1 JAZZMASTERS "Freedom"	<b>KVRY/Phoenix, AZ</b> OM/MD: Steve Elliott MD: Dave Cooper 20 GIN BLOSSOMS "Ti" 20 JANET JACKSON "Runaway"

103 Total Reporters  
103 Current Reporters  
89 Current PlaylistsReported Frozen Playlist (8):  
WLQT/Dayton, OH  
KHLA/Lake Charles, LA  
KSNE/Las Vegas, NV  
WFLC/Miami, FL  
KKCW/Portland, OR  
KRNO/Reno, NV  
KFSI/Salt Lake City, UT  
WLQR/Toledo, OHDid Not Report, Playlist Frozen (6):  
WMJX/Boston, MA  
WLTF/Cleveland, OH  
WJXB/Knoxville, TN  
WSLQ/Roanoke, VA  
WHYN-FM/Springfield, MA  
KEZK/St. Louis, MO

Peter, Paul &amp; Mary

"The Kid"

From the album "(LifeLines)"

PRODUCED BY PHIL RAMONE

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ON YOUR  
DESK NOW!





# HOT AC REPORTERS

Stations and their adds listed alphabetically by market

<p><b>WKDD/Akron, OH</b> PD/MD: Chuck Collins 21 JOSHUA KADISON "Faith" 15 BON JOVI "Something" 15 DEEP BLUE SOMETHING "Breakfast"</p> <p><b>KKMY/Beaumont, TX</b> GM/MD: Robert X. Brown MD: Gary D. 8 JANET JACKSON "Runaway" 8 REMBRANDTS "House"</p> <p><b>WMXQ/Birmingham, AL</b> PD: Jeff Tyson MD: Gail O'Brien 28 JON B. "Pretty" 14 LISA LOEB "Sleep"</p> <p><b>WBMX/Boston, MA</b> PD/MD: Greg Strassell 10 CORRS "Runaway" 6 REGINA BELLE "Love"</p> <p><b>WEZF/Burlington, VT</b> PD/MD: Dave Simmons No Adds</p> <p><b>WHBC/Canton, OH</b> MD: Brice Lewis 15 GIN BLOSSOMS "Til" 15 JANET JACKSON "Runaway" 15 NATALIE MERCHANT "Carnival"</p> <p><b>WLRW/Champaign, IL</b> PD: Mike Blakemore MD: Jason Cox 24 MARIAH CAREY "Fantasy"</p> <p><b>WWSN/Charlotte, NC</b> OM: Tom Jackson PD/MD: John McFadden 22 DEL AMITRI "Roll"</p> <p><b>WQMZ/Charlottesville, VA</b> PD: Dann Miller MD: Dave Reynolds 19 PM DAWN "Downtown" 18 SHAGGY "Summertime"</p> <p><b>WTMX/Chicago, IL</b> PD: Barry James MD: Brian Kelly 23 GIN BLOSSOMS "Til" 21 HOOTIE &amp; BLOWFISH "Only"</p> <p><b>WQAL/Cleveland, OH</b> PD: Mary Ellen Kachinske MD: Steve Curry 34 COLLECTIVE SOUL "December" 31 MARIAH CAREY "Fantasy"</p>	<p><b>KVUU/Colorado Springs, CO</b> PD/MD: Bobby Christian 25 MARIAH CAREY "Fantasy"</p> <p><b>KDMX/Dallas, TX</b> PD: Russ Morley MD: Kim Ashley No Adds</p> <p><b>WDAQ/Danbury, CT</b> PD: Bill Trotta MD: Ryan Carrington 12 MARIAH CAREY "Fantasy"</p> <p><b>KALC/Denver, CO</b> PD: Gregg Cassidy MD: Jim Lawson 25 TAKE THAT "Back"</p> <p><b>KWXM/Denver, CO</b> PD: John Peake MD: Paul Donovan 35 ADAM ANT "Wonderful" 35 CHRIS ISAAK "Crying" 25 MARIAH CAREY "Fantasy" 25 NATALIE MERCHANT "Carnival" 25 CORRS "Runaway" 12 DAVE MATTHEWS BAND "What"</p> <p><b>KSTZ/Des Moines, IA</b> PD: Kipper McGee MD: John Weis No Adds</p> <p><b>WKQI/Detroit, MI</b> PD: Tom O'Brien MD: Fred Buchalter 14 JANET JACKSON "Runaway" 10 CORRS "Runaway"</p> <p><b>KATF/Dubuque, IA</b> OM/MD: Tommy Allen MD: Jackie Livingston 26 MARTIN PAGE "Keeper" 26 JANET JACKSON "Runaway"</p> <p><b>WQSM/Fayetteville, NC</b> PD: Ron Antill MD: Dave Stone 10 COLLECTIVE SOUL "December" 10 BLESSID UNION OF.. "Let" 10 DAVE MATTHEWS BAND "Ants" 10 MICHAEL JACKSON "Alone"</p> <p><b>WMEE/Fort Wayne, IN</b> PD: Jeff D. Davis MD: Captain Chris Didier 17 JANET JACKSON "Runaway"</p> <p><b>KTHT/Fresno, CA</b> PD: Jon Zellner MD: Mike Alexander 30 HOOTIE &amp; BLOWFISH "Only"</p>	<p><b>WQLH/Green Bay, WI</b> MD: Kenny D 23 MICHAEL JACKSON "Alone" 22 JON B. &amp; BABYFACE "Someone" 10 SOUL ASYLUM "Misery"</p> <p><b>WDLX/Greenville, NC</b> PD: Gary Jackson MD: Doug Moreland 22 MARIAH CAREY "Fantasy" 21 JANET JACKSON "Runaway"</p> <p><b>WMYI/Greenville, SC</b> PD/MD: Mark Pollitt 8 HOOTIE &amp; BLOWFISH "Only" 8 CORRS "Runaway" 8 SELENA "Could"</p> <p><b>KHMX/Houston, TX</b> PD: Pat Paxton MD: Rich Anhorn 7 NATALIE MERCHANT "Carnival"</p> <p><b>WKEE/Huntington, WV</b> PD: Dan Persigehl MD: Gary Miller No Adds</p> <p><b>WJDX/Jackson, MS</b> GM/MD: Wayne Scott 17 MICHAEL JACKSON "Alone" 16 PETER CETERA "Forever"</p> <p><b>WIVY/Jacksonville, FL</b> PD: Dave Anthony APD/MD: Jeff Donovan 30 MARIAH CAREY "Fantasy" 18 BRUCE HORNSBY "Walk" 18 MICHAEL JACKSON "Alone"</p> <p><b>WMXL/Lexington, KY</b> PD: Dale O'Brian MD: Mike Graves 15 JIMMY BUFFETT "Mexico" 15 OEL AMITRI "Roll"</p> <p><b>KURB/Little Rock, AR</b> PD: Randy Cain MD: Kevin Miller 16 ELTON JOHN "Blessed"</p> <p><b>WBLI/Long Island, NY</b> PD: Stef Rybak MD: Bill Terry 11 DAVE MATTHEWS BAND "What" 11 MADONNA "Slop" 11 REMBRANDTS "House"</p> <p><b>KYSR/Los Angeles, CA</b> PD: Randy Lane MD: Angela Perelli 25 ALANIS MORISSETTE "Pocket"</p>	<p><b>KRLB/Lubbock, TX</b> OM/MD: Jon Hart MD: Chris Ryan 28 DAVE MATTHEWS BAND "Ants" 28 JANET JACKSON "Runaway"</p> <p><b>WMC/Memphis, TN</b> OM/MD: Chuck Morgan MD: Henry Nelson 15 MARIAH CAREY "Fantasy" 8 JIMMY BUFFETT "Mexico"</p> <p><b>WKTJ/Milwaukee, WI</b> PD: Danny Clayton MD: Leonard Peace 10 SARAH McLACHLAN "Will"</p> <p><b>WMXC/Mobile, AL</b> VP/Prog: Bill Black MD: Rich Freeman 6 NATALIE MERCHANT "Carnival" 6 FOGELBERG &amp; WEISBERG "Songbird"</p> <p><b>WJRZ/Monmouth-Ocean, NJ</b> OM/MD: Lance DeBock MD: Jim Kelly 10 REMBRANDTS "House"</p> <p><b>WMXS/Montgomery, AL</b> GM/MD: Larry Stevens MD: Karen Rite 33 JANET JACKSON "Runaway"</p> <p><b>WSGL/Naples, FL</b> PD: Chuck Gaffney MD: Brian Lange 15 COLLECTIVE SOUL "December" 15 REMBRANDTS "House"</p> <p><b>WMXV/New York, NY</b> PD: Steve Weed MD: Linda Silver 10 BLESSID UNION OF.. "Let"</p> <p><b>WPLJ/New York, NY</b> VP/Prog: Tom Cuddy PD: Scott Shannon MD: Mike Preston 24 JANET JACKSON "Runaway"</p> <p><b>KYIS/Oklahoma City, OK</b> PD/MD: Brenda Bennett No Adds</p> <p><b>WYXR/Philadelphia, PA</b> PD: Chuck Knight MD: Joe Proke No Adds</p>	<p><b>WVTY/Pittsburgh, PA</b> PD: Bruce Gilbert MD: Scott Alexander No Adds</p> <p><b>WCOS/Portland, ME</b> PD: Tim Moore MD: Jeff McBride 15 JIMMY BUFFETT "Mexico" 15 SOPHIE B. HAWKINS "Lay" 7 PETER CETERA "Forever" 7 SHERYL CROW "Cry" 7 ROD STEWART "This"</p> <p><b>KMXG/Quad Cities, IA-IL</b> OM: David Sands PD: Matt Williams 21 MICHAEL JACKSON "Alone" 21 JUDE COLE "Believe"</p> <p><b>KNEV/Reno, NV</b> PD/MD: Rusty Keys MD: Rich Freeman 24 SELENA "Could"</p> <p><b>WMXB/Richmond, VA</b> PD: Steve Davis MD: Kat Simons 14 NATALIE MERCHANT "Carnival" 14 SELENA "Could"</p> <p><b>KGBY/Sacramento, CA</b> PD: Bob Laurence MD: Vince Garcia 22 JANET JACKSON "Runaway" 22 TAKE THAT "Back"</p> <p><b>WIOG/Saginaw, MI</b> PD: Mike MacDonald MD: Keith Kelly 7 PETER CETERA "Forever" 6 MARIAH CAREY "Fantasy"</p> <p><b>KISN/Salt Lake City, UT</b> PD: Jim Morales MD: Brandon Young 10 DAVE MATTHEWS BAND "Ants" 5 JON SECADA &amp; SHANICE "Knew"</p> <p><b>KIOI/San Francisco, CA</b> OM/MD: Dave Shakes MD: Connie Lindell 10 JON SECADA &amp; SHANICE "Knew"</p> <p><b>KMGQ/Santa Barbara, CA</b> PD: Nancy Newcomer MD: Abby Bonell 7 LISA LOEB "Sleep" 7 CYNDI LAUPER "Girls"</p> <p><b>WAEV/Savannah, GA</b> PD/MD: Burke Allen No Adds</p>	<p><b>KPLZ/Seattle, WA</b> OM: Rob Dunlop PD/MD: John Dimick 23 NATALIE MERCHANT "Carnival" 23 CORRS "Runaway"</p> <p><b>WNSN/South Bend, IN</b> PD/MD: Rob Poulin 10 JANET JACKSON "Runaway"</p> <p><b>WMTX/Tampa, FL</b> PD: Mason Dixon MD: Rico Blanco 12 TAKE THAT "Back"</p> <p><b>KMAJ/Topeka, KS</b> PD: John Lee Hooker MD: Rose Rues 13 REMBRANDTS "House"</p> <p><b>WRQX/Washington, DC</b> PD/MD: Randy James 25 PRETENDERS "Stand" 12 GIN BLOSSOMS "Til"</p> <hr/> <p>65 Total Reporters 63 Current Reporters 60 Current Playlists</p> <p>Reported Frozen Playlist (2): KOSO/Modesto, CA WYYY/Syracuse, NY</p> <p>Did Not Report, Playlist Frozen (1): WKZL/Greensboro, NC</p> <p>Did Not Report A New Playlist For Two Consecutive Weeks, Not Used In This Week's Data (2): WSSX/Charleston, SC KYKY/St. Louis, MO</p>
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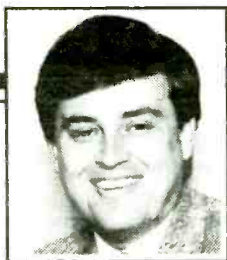
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LON HELTON

## CRS SOUTHEAST SALES & PROGRAMMING SEMINAR

# Country Converges On Charlotte For Regional Convention

The Country Radio Broadcasters are heading for Charlotte. CRS SouthEast — the Country Radio Seminar's second regional convention — is set for October 20-21. It promises to be an education-packed two days.

For those who've never made it to the annual CRS in Nashville (February 28-March 2, 1996), it'll provide a taste of what happens at the big shebang. For those who attended early confabs when only a few hundred folks were on hand — in contrast to the 1500+ that show up nowadays — it will bring back pleasant memories of the more relaxed, grass-roots learning sessions.

Note that this seminar is *not* just for programmers — there are plenty of sessions for GMs, GSMs, AEs, and Promotion Directors. The purpose of these regional seminars is to provide a Country-specific educational weekend for those who perhaps can't make it to the CRS. It's a great way for a station's management team to spend a weekend "bonding," catching up on the latest issues and sales/programming ideas, and hearing the new stars gracing your airwaves.

Here's an idea of the panels and people you can expect at CRS SouthEast.

### FRIDAY, OCTOBER 20

7pm: Welcome Reception

- Entertainment by BNA's Lone-star.

### SATURDAY, OCTOBER 21

8am: Continental Breakfast Buffet

9am: Opening Session

- Opening remarks by Westwood One Radio Networks President/Programming and Country Radio Broadcasters President Ed Salamon.

- Keynote address by Bruton Smith, CEO/Chairman of Speedway MotorSports Inc., which owns

the Charlotte Motor Speedway and new tracks in Atlanta and Dallas.

- Entertainment by Pinkard & Bowden.

10:30am: Breakout Sessions

- General Managers: Own It, Program It, And Sell It

Moderated by WKSJ/Asheville, NC VP/GM Don Boyles. Panelists include: SFX Broadcasting COO/President Steve Hicks and KIKK-AM & FM & KILT-AM & FM/Houston VP/GM Owen Weber.

- Programming: Too Many Labels, Too Many Artists, Too Much Music



Moderated by WSOC/Charlotte PD Paul Johnson. Panelists include: WIVK-AM & FM/Knoxville PD/MD Les Acree, WSSL/Greenville PD Paul Franklin, WESC-AM & FM & WFNO-FM/Greenville OM Jeff Garrison, Warner Reprise/Nashville Sr. VP/Promotions Bill Mayne, and McVay Media Country Consultant Jay Phillips.

- Promotions: Resourcefulness — The Promotion Person's First and Best Weapon

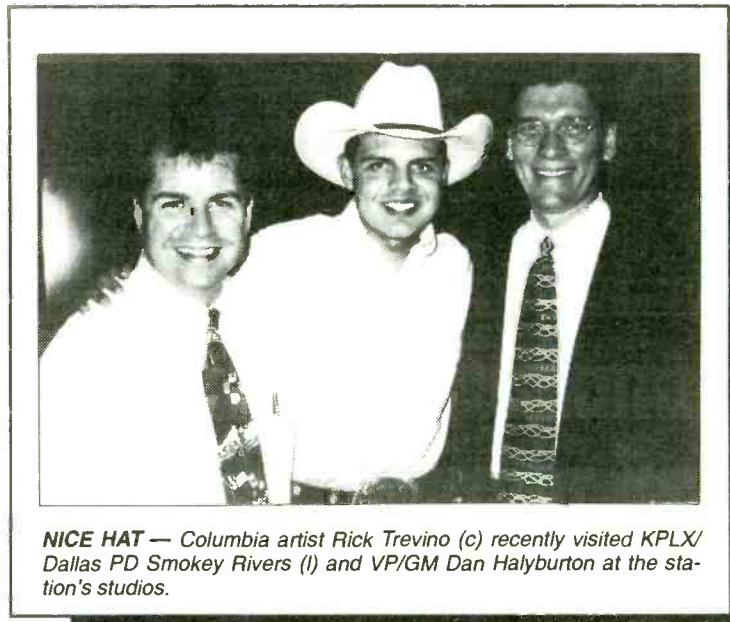
Moderated by WSOC Promotions Director Val Gladden.

Noon: Lunch and Entertainment

- Performances by MCG/Curb's Jeff Carson, Decca's Helen Darling, and Career's Brett James

2pm: Concurrent Sales and Programming Panels

- Sales
- Co-op/Vendor/New Business
- New Sales Categories
- Non-spot Revenue Marketing
- Recruitment Advertising
- Interactive — Combining On-Air



**NICE HAT** — Columbia artist Rick Trevino (c) recently visited KPLX/Dallas PD Smokey Rivers (l) and VP/GM Dan Halyburton at the station's studios.

Spots With Event/Mail/Telephone Moderated by WSOC/Charlotte VP/GM Gary Brobst. Panelists include: Sheila Kirby of Morrison-Abraham, a new business vendor-source company; Jim Smith of Fairwest Direct, a loyalty marketing firm; and Stonick Recruitment's Chris Stonick, who will discuss the burgeoning new radio revenue source to be found in recruitment.

### Programming

- When The Act Comes To Town: Can't We All Just Get Along?

Moderated by Insight Management President Maria Brunner. Panelists include: Warner Bros./Nashville Promotions Manager/Mid-Atlantic Ken Tucker, and Creative Artists Agency Booking Agent Ron Baird.

3:30pm Closing Session: In the Round — A True Rap Room

- Country Music Today: "Is There A Glut?" And Other Interesting Questions

WTDR/Charlotte VP/GM Pat Reedy hosts this wide-open free-for-all, moderated by yours truly. No panelists — we'll talk about the day's events — and anything else on your mind.

5:30pm: Reception and Entertainment

- Mercury/Nashville presents Kim Richey and Keith Stegall, sponsored by the Interep Radio Store.

### TY ONE ON

The Rap Room should end by 6:30pm, which leaves plenty of time to get out for dinner and a sample of Charlotte's night life. The place to be at 11pm is Coyote Joe's, where Epic and Ty Herndon are throwing a "thank you, radio" party. Everybody's welcome!

### REGISTRATION DETAILS

Registration is limited, and forms must be received at the CRS office by Monday, October 9. Registration fees are \$85 if postmarked by 9/29/95, \$99 after that and for on-site registration. Spouse registration is \$50. For more information, call (615) 327-4487.

Plan to make it if at all possible. Last year's gathering in Dallas was really great, and the Charlotte event promises to be even better.

### NewsTips



Want to share an opinion or a hot tip? Call R&R's NewsTips line: (310) 788-1699 or e-mail us at [RNRLA@aol.com](mailto:RNRLA@aol.com)

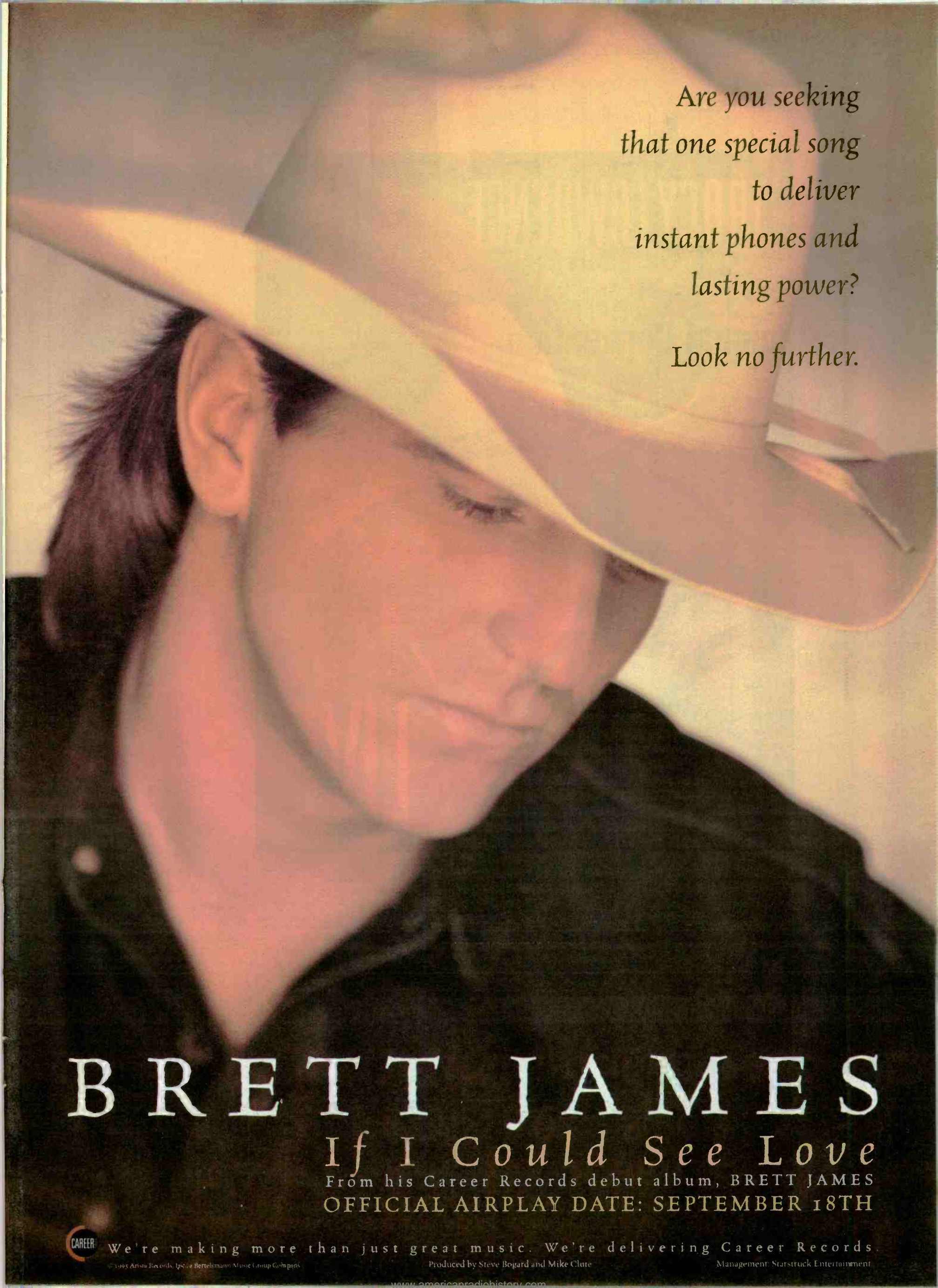


**MEET ME IN ST. JOE** — BNA recording artist Kenny Chesney entertained some of the KBEQ/Kansas City staff backstage after a recent performance in St. Joseph, MI. Pictured (l-r) are KBEQ's Rusty Walker, Chesney, and KBEQ PD Mike Kennedy and MD T.J. McEntire.



**PRETTY GOOD COMPANY** — In Nashville, Career Records showcased hot new star Brett James (with hat) to a select group of industry folk, which included (clockwise from James) Jay Phillips of Jay Phillips Consulting, WPOC/Baltimore MD Greg Cole, KRMD's Gene Dickerson, Career's Denise Nichols, John Hart of Pollack/Mullins, and WIVK/Knoxville PD/MD Les Acree.





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# BRETT JAMES

*If I Could See Love*

From his Career Records debut album, BRETT JAMES  
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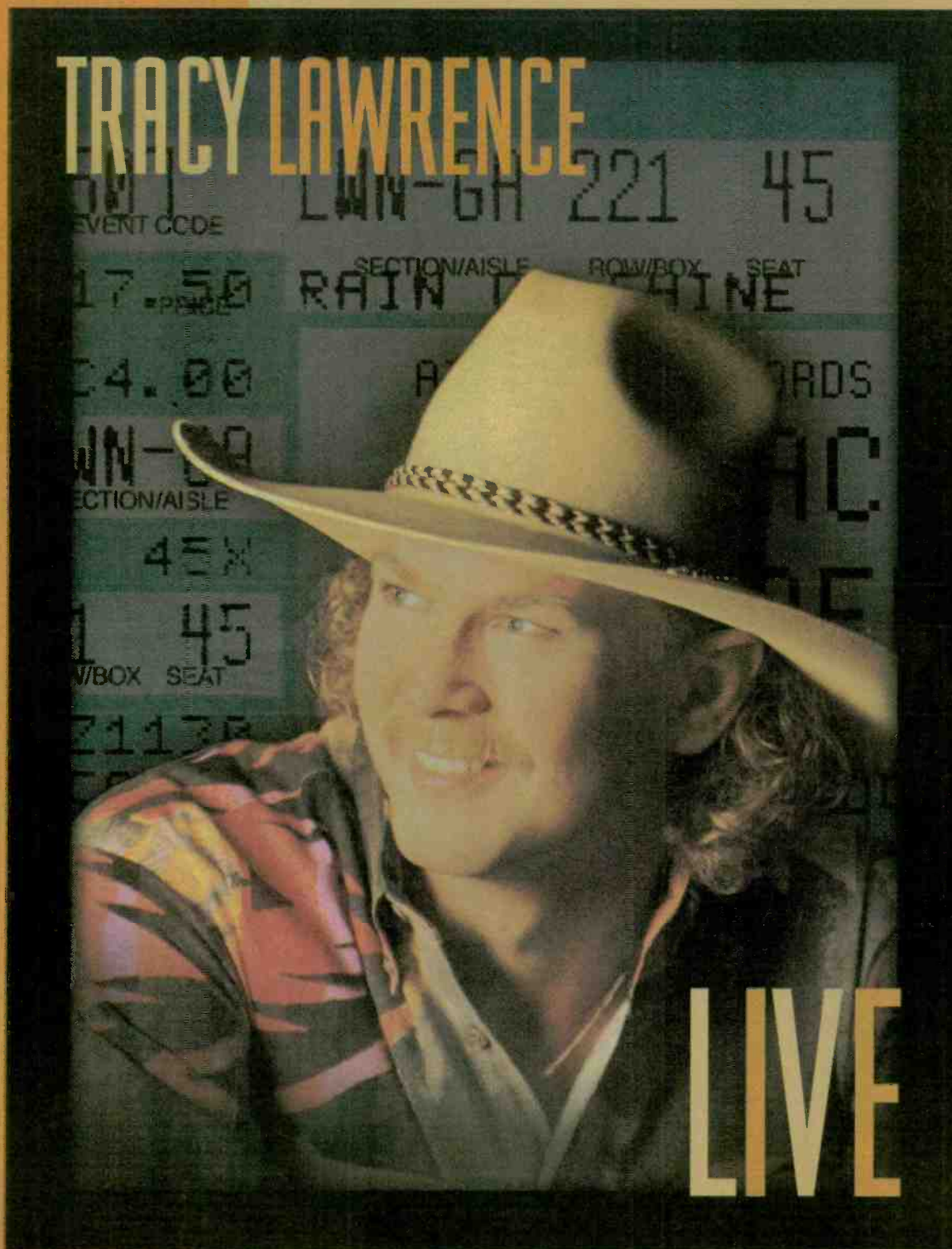
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## Songwriters, Others Have A Blast At Harlan Howard's Birthday Bash

Approximately 3000 of Harlan Howard's admirers packed the parking lot near Music Row to celebrate during the songwriter's "Last Annual Birthday Bash." His closest friends — some of Nashville's finest songwriters — were onstage at the September 6 event to perform and provide best wishes for Howard's 68th birthday.

Attracting the biggest crowd in its 12-year history, the party had also become the largest annual gathering of songwriters in Nashville.

Hosted by Rodney Crowell and Gretchen Peters, the bash included performances by BlackHawk, Brooks & Dunn, Nanci Griffith, Chet Atkins, Kris Kristofferson, Guy Clark, Dave Gibson, and a score of others. RCA Sr. VP Thom Schuyler, who became an executive after a successful songwriting career, opened the show with his "16th Avenue," the tribute to songwriters that became a hit for Lacy J. Dalton.

The night also included a brief performance by former disco diva Donna Summer, who sang her hit, "She Works Hard For The Money." Summer is among many other non-country artists — including Peter Frampton, Adrian Belew, Al Kooper, former Young Rascals member Felix Cavaliere, Kim Carnes, Leon Russell, and the E Street Band's Gary Tallent — who now call Nashville home.

Many of the performers were backed by an all-star band, which included another California transplant, steel guitarist Dan Dugmore, who's recorded and toured with Linda Ronstadt and James Taylor.

Howard's popularity in the local songwriting community is based on years of inspiring and encouraging aspiring tunesmiths, in addition to a song catalog that includes "I Fall To Pieces," "Blame It On Your Heart," "Heartaches By The Number," and "Above And Beyond."

At Howard's request, this was the last year he'll be honored with the par-

ty. The event's sponsor, the Nashville Songwriters Association International, is expected to adopt a different focus for a similar song festival next year. If that happens, expect to see Howard milling around backstage and in the audience to show his continued support for those who make Nashville a songwriting Mecca.

### SHENANDOAH, KRAUSS TOGETHER AGAIN

Though Shenandoah's duet with Alison Krauss is nominated for a CMA Award as Vocal Event of the Year, the two acts had shared the stage only once before — at a television taping. That changed September 9 when Krauss joined the vocal group for a show in Tusculumbia, AL.

It marked the fourth year Shenandoah have hosted the Harvest Jam concert, which raises money for non-profit organizations on their home turf in the Tusculumbia-Muscle Shoals area. In addition to Krauss and her band, Union Station, the concert at the Alabama Music Hall of Fame featured the Moffatts, Baker & Myers, Dallas County Line, and William Lee Golden.

### THE WHEEL'S SILVER ANNIVERSARY

Asleep At The Wheel celebrate their 25th anniversary as America's premier western swing band with a September 22 reunion concert at the University of Texas in Austin.

Led, as always, by Ray Benson, the band will perform with its current lineup, along with guest appearances by such Wheel alumni as Jann Browne, Fran Christina, Floyd

### COUNTRY FLASHBACK

#### 1 YEAR AGO

- No. 1: "What The Cowgirls Do" — Vince Gill

#### 5 YEARS AGO

- No. 1: "Jukebox In My Mind" — Alabama (second week)

#### 10 YEARS AGO

- No. 1: "Meet Me In Montana" — Marle Osmond & Dan Seals

#### 15 YEARS AGO

- No. 1: "Lookin' For Love" — Johnny Lee (third week)

#### 20 YEARS AGO

- No. 1: "Blue Eyes Cryin' In The Rain" — Willie Nelson (second week)

Domino, Leroy Preston, and Lucky Oceans.

Capitol Nashville has set a November release date for the band's new album, appropriately titled "The Wheel Keeps On Rollin'."

### MORGAN'S MOVIE TO AIR

Lorrie Morgan stars in "The Stranger Beside Me," which airs September 17 (9pm) on ABC-TV. The season premiere of "The ABC Sunday Night Movie" also stars Tiffani-Amber Thiessen ("Beverly Hills 90210") and Gerald McRaney ("Major Dad").

The made-for-TV film, inspired by actual events, is a thriller about a young woman who finds that her ideal husband is hiding a shocking and threatening secret. Morgan made her acting debut in 1993 in the TNN production of "Proudheart."



**COMING OUT PARTY** — In Nashville, BNA Records unveiled new act Lonestar to many industry big boys. Among the curious were (front row, l-r) RLG/Nashville Sr. VP/GM Randy Goodman, band members Richie McDonald, John Rich and Michael Britt, RLG/Nashville Chairman Joe Galante, band members Keech Rainwater and Dean Sams, (back row, l-r) band manager Bill Carter, co-producer Don Cook, BNA VP Dale Turner, BNA's Ken Van Durand, and co-producer Wally Wilson.

### ANDERSON SELLS SONG CATALOG

Sony Music Publishing Nashville is buying all copyrights contained in singer-songwriter Bill Anderson's Stallion Music catalog.

The Grand Ole Opry star originally signed with Tree International (now Sony Music Publishing Nashville) in 1958. After writing Ray Price's hit "City Lights" at the age of 19, Anderson added "The Tips Of My Fingers," "Po' Folks," and "Saginaw, Michigan" to his writing credits.

Sony Music Publishing President/CEO Donna Hilley declined to reveal the purchase price.

### NASHVILLE ON THE 'NET

MCA Nashville and sister label Decca Records are among the latest companies planning to embark on the information highway through the Nashville Entertainment Association's Internet umbrella site.

The NEA officially launched the cyberspace venture during a September 7 gathering at the Nashville Country Club. InterAccess, a Music Row-based Internet development and consulting firm, is the project's general contractor and will be supervising sales, design, and maintenance of the site.

Other firms which have announced plans to utilize the NEA's Internet Worldwide Web location include SESAC, World Class Talent, CORE Entertainment, and the Tennessee Performing Arts Center.

Internet users can access the site by entering <http://nea.net>.

### COLEY STARS AT COUNTRY STAR

John Ford Coley and Eddie Cunningham headline the Country Star Restaurant/Hollywood's latest installment of its "Words & Music" singer-songwriter series. The show is set for September 18.

Coley, a Texas native who now has a ranch north of Los Angeles, is best known for his pop hit, "I'd Really Like To See You Tonight," which he recorded with England Dan.

Trivia question: Who was "England Dan"? Answer: Dan Seals, of course.

### CMA PERFORMERS

The Country Music Assn. has announced a partial list of performers for this year's CMA Awards show. The 29th annual awards show, which airs October 4 on CBS-TV, will include performances by Reba McEntire, John Michael Montgomery, Alison Krauss, and John Berry.

— Calvin Gilbert



Shelby Lynne

ADD DATE: SEPTEMBER 18th

"I'm Not The One"

FROM THE MAGNATONE RECORDS ALBUM  
*Restless*

CMT "HOT SHOT" VIDEO  
DIRECTED BY ROGER PISTOLE

PRODUCED BY BRENT MAHER • MAGNATONE ARTIST MANAGEMENT



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Table with 10 columns: 3W, 2W, LW, TW, ARTIST TITLE LABEL(S), TOTAL STATIONS/ADDS, PLAY RANK, TOTAL PLAYS, +/- OVER LAST WEEK, TOTAL POINTS, +/- OVER LAST WEEK. Lists top 50 country songs including Tim McGraw, Collin Raye, Tracy Lawrence, Ty England, John Berry, Patty Loveless, Wade Hayes, Terri Clark, Garth Brooks, Faith Hill, Blackhawk, Sawyer Brown, John Michael Montgomery, Toby Keith, Kenny Chesney, Martina McBride, Trisha Yearwood, Travis Tritt, Mark Collie, Rhett Akins, Clint Black, David Lee Murphy, Daryle Singletary, Neal McCoy, Shania Twain, Shenandoah, Bryan White, Little Texas, Reba McEntire, Lorrie Morgan, Brooks & Dunn, Joe Diffie, Ty Herndon, Vince Gill, Lonestar, Mavericks, Aaron Tippin, Clay Walker, Hal Ketchum, Sammy Kershaw, Emilio, D. Parton & V. Gill, Tracy Byrd, Lee Roy Parnell, Rick Trevino, Billy Montana, James House, Confederate Railroad, Mark Chesnutt, and Rodney Foster.

This chart reflects airplay from September 11-17. Songs ranked by total points. Highlighted songs indicate Breaker. 214 Country reporters. 208 current playlists. © 1995, R&R Inc.

BREAKERS

REBA McENTIRE On My Own (MCA) 90% of our reporters on it (193 stations) 175 Adds - Debuts at 29

BROOKS & DUNN Whiskey Under The Bridge (Arista) 88% of our reporters on it (189 stations) 129 Adds - Moves 46 - 31

CLAY WALKER Who Needs You Baby (Giant) 78% of our reporters on it (168 stations) 101 Adds - Moves 45 - 38

TRACY BYRD Love Lessons (MCA) 64% of our reporters on it (137 stations) 22 Adds - Moves 43 - 43

MOST ADDED

Table with 3 columns: ARTIST TITLE LABEL(S), ADDS. Lists songs like REBA McENTIRE On My Own (MCA) 175 adds, BROOKS & DUNN Whiskey Under The... (Arista) 129 adds, etc.

MOST INCREASED PLAYS

Table with 3 columns: ARTIST TITLE LABEL(S), TOTAL PLAY INCREASE. Lists songs like REBA McENTIRE On My Own (MCA) +2785, BROOKS & DUNN Whiskey Under The... (Arista) +1942, etc.

MOST INCREASED POINTS

Table with 3 columns: ARTIST TITLE LABEL(S), TOTAL POINTS INCREASE. Lists songs like REBA McENTIRE On My Own (MCA) +14323, BROOKS & DUNN Whiskey Under The... (Arista) +9811, etc.

HOTTEST RECURRENTS

Ranked By Total Plays

Table with 2 columns: ARTIST TITLE LABEL(S). Lists songs like JEFF CARSON Not On Your Love (MCG/Curb), BROOKS & DUNN You're Gonna Miss Me... (Arista), etc.

Breakers: Song has achieved airplay at 60% of our reporters for the first time. 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 increases in total points. Play Rank: Ranks all charted songs by total plays. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays.

MUCH OF YOUR AUDIENCE ALREADY LIVES IT. THE REST WILL JUST LOVE IT.

Single Mother (A Day In The Life) VICTORIA SHAW A POWERHOUSE NEW SINGLE FROM VICTORIA SHAW.

Going for Adds Monday, September 18



# TIM MCGRAW

**LIVE** Around the World  
the **Tim McGraw World Wide Listening Party**  
Hosted by **Charlie Chase**

**Monday Night • September 18**  
**10 p.m. - 11:30 p.m. EST**

**“All I Want”**

**World Premiere**

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*Album in stores Tuesday, September 19th on  
Curb compact discs and cassettes*

**Be the first to experience Tim McGraw world wide!**

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**Canada — U.S.A. Satcom Broadcast News channels 3 & 4**

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Produced by Tim Riley & Associates, Inc. at Audio Productions, Nashville, TN.

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# Kim Richey

## "Those Words We Said"

*"Kim has a fresh, unique sound. She 'HAS IT' in a time when 'IT' is hard to find."*

**Joel Raab**  
Joel Raab Associates

*"Simply the best album of the year, play any cuts you want to, but I suggest going with this single."*

**Chris Kampmeier**  
PD/WYNY New York

*"Richey's voice is guts and anguish, a woman who's loved and lived to write about it. And write she does... her writing puts her in the cream of the crop."*

**Dan Gordon**  
ABC Radio Networks

*"Our listeners were extremely passionate about 'Just My Luck.' It was among our top testing records for weeks! 'Those Words We Said' will make phones light up - We look forward to another BIG record for KSAN."*

**Richard Ryan**  
MD/KSAN San Francisco

**AIRPLAY DATE:  
SEPTEMBER 18**

Produced by Richard Bennett



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COUNTRY PLAYLISTS

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

103.5 WYNY MARKET #1 WYNY/New York (212) 237-2900 Kampmeier. PLAYLIST for WYNY with columns for SW, ZW, LW, TW and Artist/Title.

94.3 KIK FM MARKET #2 KIKF/Los Angeles (714) 835-1300 Dunne. PLAYLIST for KIK FM with columns for SW, ZW, LW, TW and Artist/Title.

93.9 FM MARKET #2 KZLA/Los Angeles (818) 246-0939 Curtis/Rolfe. PLAYLIST for KZLA 93.9 FM with columns for SW, ZW, LW, TW and Artist/Title.

WUSN/Chicago MARKET #3 WUSN/Chicago (312) 649-0099 McNeil/Biondo. PLAYLIST for WUSN with columns for SW, ZW, LW, TW and Artist/Title.

KSAN 94.9 FM MARKET #4 KSAN/San Francisco (415) 291-0202 Sledge/Ryan. PLAYLIST for KSAN with columns for SW, ZW, LW, TW and Artist/Title.

92.5 WXTU MARKET #5 WXTU/Philadelphia (610) 667-9000 O'Neal/Brophy. PLAYLIST for WXTU with columns for SW, ZW, LW, TW and Artist/Title.

WWWW/Detroit MARKET #6 WWWW/Detroit (313) 259-4323 Hamlin/Scollin. PLAYLIST for WWWW with columns for SW, ZW, LW, TW and Artist/Title.

WYCD/Detroit MARKET #6 WYCD/Detroit (810) 799-0600 Casey/Haskell. PLAYLIST for WYCD with columns for SW, ZW, LW, TW and Artist/Title.

KPLX/Dallas MARKET #7 KPLX/Dallas (214) 526-2400 Rivers/Huff. PLAYLIST for KPLX with columns for SW, ZW, LW, TW and Artist/Title.

96.3 KSCS MARKET #7 KSCS/Dallas (817) 640-1963 James/Kinder. PLAYLIST for KSCS with columns for SW, ZW, LW, TW and Artist/Title.

YOUNG COUNTRY 105.3 MARKET #7 KYNG/Dallas (214) 716-7800 Pearman. PLAYLIST for KYNG with columns for SW, ZW, LW, TW and Artist/Title.

WNZQ MARKET #8 WNZQ/Washington (202) 382-8330 McCartney/Owens. PLAYLIST for WNZQ with columns for SW, ZW, LW, TW and Artist/Title.

KIKK 95.7 FM MARKET #9 KIKK/Houston (713) 772-4433 Moss. PLAYLIST for KIKK with columns for SW, ZW, LW, TW and Artist/Title.

FM100 WILT MARKET #9 WILT/Houston (713) 526-3461 Murray. PLAYLIST for WILT with columns for SW, ZW, LW, TW and Artist/Title.

Country 96.9 MARKET #10 WBOS/Boston (617) 542-0241 Nelson/Rogers. PLAYLIST for WBOS with columns for SW, ZW, LW, TW and Artist/Title.







CYNDEE MAXWELL

## Rock Museum Rolls Into Cleveland

Last week, Rock Asst. Editor Greg Burt attended the historical opening of the Rock and Roll Hall of Fame and Museum in Cleveland. Here is Greg's account of the festivities.

After a decade of anticipation, delays, and finally construction, the Rock and Roll Hall of Fame and Museum is a reality. It was well worth the wait.

On September 2, the 150,000-sq.-ft., I.M. Pei-designed facility on the shore of Lake Erie in downtown Cleveland opened its doors to the public. The official ribbon-cutting ceremony for the \$92 million world-class building was held the day before in the vast open-air plaza. *Rolling Stone* founder/publisher Jann Wenner (who is also Vice Chairman of the Hall of Fame) and Yoko Ono led the assembled dignitaries, politicians, and Hall of Fame members in the dedication to the cheers of the thousands who turned out for the event.

It was only natural that radio would want to be a part of the event, and hundreds of stations from all over the world did just that. Spanning all formats, from Country to AC to all of the niche formats of Rock radio, dozens upon dozens of broadcasting booths lined several streets in the immediate vicinity of the museum, with many more broadcasting from locations all over the city. Radio's importance in helping popularize the music that evolved out of Country and R&B in the early 1950s can't be underestimated — it was the messenger that delivered this new hybrid music into the homes of millions of enthusiastic listeners.

### PERSONAL EXPLORATION

Although condemned as being immoral and about to cause the decline and fall of civilization as we know it (sound familiar?), rock music has become one of America's most widely recognized cultural contributions the world over. Some people have questioned the need to "institutionalize" a music that started out — and continues to be — a form of rebellion against the status quo. One visit to the museum will almost immediately dispel that notion. "We have no intention of merely becoming a showcase for rock artifacts," emphasized Museum Director Dennis Barrie. "We have an opportunity to invent a brand-new kind of museum. Our goal is to allow the visitor to go behind the scenes of the creative process and very personally explore the ways that this music has changed our world."

### LONG TIME COMING

The Rock and Roll Hall of Fame Foundation was established by the



music industry in August 1985, with the first induction ceremonies held in New York City in January 1986. Cleveland was just one of many potential locations considered for the Hall of Fame's permanent home, and though other cities might have seemed more obvious choices, Cleveland was selected on May 5, 1986. In the end, it was the almost fanatical level of support for the project shown by Cleveland citizens that clinched the deal.

The site was originally planned for the Tower City area of downtown. However, the North Coast Harbor site on Lake Erie was finalized in December 1990. By November 1989, money for the museum was raised from a variety of sources, including \$40.2 million in contributions from businesses, organizations, local governments, and individuals. The groundbreaking was held June 7, 1993, with Barrie, former director of the Contemporary Arts Center in Cincinnati, appointed director the following September.

To say that the new museum is the largest assembled collection of rock memorabilia and related historical

artifacts doesn't begin to do justice to this amazing facility. In addition to the expected musical instruments, clothing, concert posters, and personal effects of rock music's pioneers and innovators, the building houses an extraordinary array of multimedia attractions. These range from five theaters that feature film and video presentations exploring virtually every aspect of rock & roll (its roots and origins, how songs go from idea to finished work, historical concerts, etc.) to extensive displays of rock fashions and props, and an exhibit called "You Really Got A Hold On Me," which explores the relationship of rock fans to their idols.

### EVERY BASE COVERED

The "Rockin' All Over The World" exhibit features artifacts from seven key cities that played pivotal roles in rock's history, from the earliest days in Memphis and New Orleans, the contributions of Detroit and San Francisco in the 1960s, to London and New York's punk revolution in the mid-1970s, to the more recent emergence of rap in New York and the "indie/grunge" sounds of Seattle. Literally, no stone was left unturned in the museum's quest to show all aspects of the music. The top floor of the six-level, pyramid-shaped structure houses the actual Hall of Fame itself, which contains tributes to all of the current 122 members inducted so far. In addition to the musicians, the museum honors the producers, concert promoters, artists, and, yes, the radio and music industry people who contributed to the evolution of rock.

As part of the opening festivities,



**HAUL OF FAME** — WBAB/Long Island shipped morning show personality Bob Buchmann all the way to Cleveland to cover the opening of the Rock and Roll Hall of Fame.



**MAX MAKES HISTORY** — KYYS/Kansas City morning team Larry Moffitt (l), producer T.J. Price (c), and Max Floyd at their booth at the Rock and Roll Hall of Fame. Floyd was honored in the broadcast area of the new Museum.

the museum organized "The Concert For the Hall of Fame," which was held the evening of September 2 at the nearby Cleveland Municipal Stadium. For many rock fans, this was the highlight of the museum opening, with a virtual who's who of rock that spanned five decades treating the sellout crowd of 60,000 to a rollicking seven-and-a-half-hour primer on the history of the music. The sounds ranged from 1950s rockers like **Chuck Berry**, **Little Richard**, and **Jerry Lee Lewis**, all the way to contemporary artists including the **Pretenders**, **Soul Asylum**, **Melissa Etheridge**, and the long-awaited reunion of **Bruce Springsteen** and the **E Street Band**.

What made this show especially

unique, in addition to the sheer amount of headlining talent, was the opportunity to see many one-time-only combinations, such as **Slash** and **Boz Scaggs** in a blistering tribute to the early blues that influenced both of those artists' music. Although both rap and punk were absent at the live show, virtually every other genre and musical style were represented. An informal survey showed that, in addition to Springssteen, audience favorites seemed to be the **Kinks**, **Iggy Pop**, **Aretha Franklin**, the **Pretenders**, **James Brown**, **Melissa Etheridge**, **Little Richard**, and **John Fogerty** backed by **Booker T & The MG's**. Although it's safe to say virtually every performer there ranked high on someone's list.

### CITYWIDE INVOLVEMENT

In addition, the entire city of Cleveland mobilized to put on one event after another to coincide with the museum opening. Scores of nightclubs, galleries, and other venues presented an array of exhibits, musical shows, concerts, and related events. The part of Cleveland known as "The Flats," a vast area of the city on either side of the Cuyahoga River that features restored industrial buildings converted to entertainment and arts uses, was packed with both locals and out-of-towners celebrating the museum's opening. The opening of the Rock Hall of Fame and Museum had a ripple effect on the entire city, especially the downtown area.

Clevelanders had better get used to the idea of seeing tourists roaming their city. Judging by the reactions of opening weekend visitors, there are going to be plenty of them.



**PAR THREE 'N' ME** — Meanwhile, at the NAB in New Orleans, a reunion occurred at the cocktail party prior to Harry Connick Jr. & His Funk Band's show with (l-r) Par Broadcasting PD Greg Stevens, GM Steve Jacobs, former Par person Cyndee Maxwell, and VP/Director of Operations Al Peterson.





Stations and their adds listed alphabetically by market

ACTIVE ROCK

Table listing stations and their adds for the ACTIVE ROCK market. Columns include station call letters, market name, and a list of song titles and artists.

ROCK

Table listing stations and their adds for the ROCK market. Columns include station call letters, market name, and a list of song titles and artists.

80 Total Reporters
80 Current Reporters
80 Current Playlists

85 Total Reporters
85 Current Reporters
85 Current Playlists

Did Not Report, Playlist Frozen (2):
KATT/Oklahoma City, OK
WRXL/Richmond, VA









SHAWN ALEXANDER

# WRZX/Indianapolis: Back On Track

□ 4.1-5.3 12+ jump spurred by non-traditional marketing, less hard-edged music

After losing more than a share last fall, **WRZX (X-103)/Indianapolis** held steady in the winter and exploded in the Spring '95 Arbitron 4.1-5.3 12+. X-103 appears to be continuing on a new ratings plateau — according to recent trends (May-June-July), the station registered a 6.1. PD **Scott Jameson** explains what's helped X-103 get back on track.

## Ratings Rise With Temperature

"I've been here more than three years, and it seems — year after year — we kind of dip when the weather gets cold and go up again when it gets warm. As simple and as weird as that sounds, it's really been the pattern. Our outdoor presence is at a fever pitch from about March all the way through summer. We've seen it enough now that we can plan and budget our promotional expenses accordingly — maybe frontloading the spring and summer books, putting more emphasis on those and maybe not so much on fall and winter. But that's not to say we're not active in the cold-weather months."



Scott Jameson

"The good news is we're not taking the listeners from our sister; we're not cannibalizing **WFBQ**. It's two different lifestyles — we're clearly younger, they're clearly older. They're much more classic; we're much more new, aggressive, and in-your-face musically. We both are very strategic and promotionally aggressive."

## '500 Days Of May'

WRZX's busiest promotion month surrounds the Indianapolis 500 in May, which the station dubs "X-103's 500 Days Of May." Jameson notes, "A few years ago, I came up with an idea called the 'X-103 Pit Stops,' named after the Indy 500's pit stops. It's turned into a really cool thing, where we turn a big parking lot into a drive-thru sticker stop. People get a [lot of giveaways] and draw a number for a premium prize — a pair of tickets to the Indianapolis 500."

As for why WRZX is experiencing such a hefty ratings increase, Jameson believes, "The timing is really ripe for this kind of music. The combination of this genre of music being so popular — as reflected in ratings and album sales — and the MTV exposure has something to do with it. I think we're taking numbers primarily from Top 40 **WZPL** — they're being beaten on the dance/pop side by **WHHH** and on our side in the 18-34, 12+, and 25-54 areas. They're kind of in a middle position, where, if you remember, a lot of AORs found themselves."

"We call Production Director/MD **Michael Young** 'Track Dude' — he broadcasts live reports from the Indianapolis 500 Brickyard every day in May. We spend a lot of time on the race, but in a cool way — not in a traditional news/talk way, but more of a younger-demo style. Michael takes a left-of-center reporting style. We've had incredible May ratings for the past couple of years."

X-103 strives for non-traditional marketing. Jameson points to a few ideas launched in the spring: "We put up a neon billboard in Broad Ripple, which is a great little town full of bars and clubs. It's **David Letterman**'s hometown. We wanted to capture that area, so we put up neon signs inside the bars and nightclubs, then actually purchased a huge billboard that looms over this whole area."

"We also began advertising on ATM screens. We found out more than six million people in the Indiana area use an ATM machine every year, so we advertised on the screens. While you wait for your money to spit out, our logo comes up, and it says 'Thank you, please take your cash.' Our logo is on the bottom of the receipt with a coupon. That's not your traditional means of advertising. We really budget and try to think in non-traditional ways. Marketing is a really big part of this station."

## 'Finger Food Marketing'

"We're constantly handing out what I call 'finger food marketing' — condom keychains, a pack of matches, a sticker, a cup, a can opener, etc." Jameson continues, "We're constantly putting our call letters out in people's hands and faces. The staff really puts in a lot of work; they're at clubs every night and at promotions on the weekends. Promotion Director **Lara Acton** is absolutely the best. Nothing gets by her. She's very organized and constantly keeping the jocks top-of-mind with our audience everywhere."

Jameson believes last month's X-Fest will have an impact on the summer book. "I've talked to several PDs around the country who've done this kind of show, and we're all convinced now that it's worth a spike — about a [tenth of a] share point. We're already thinking about next year's event."

## Lean, But Not As Hard

WRZX maintains a tight playlist of currents, which typically hovers around 25 — lowest in the format. Jameson says, "We want to play a tight list of the hits, rotate them hot and heavy, reach a bum threshold that we feel is right about where we need to be, move them into a recurrent category — which still gets a lot of play — and eventually into the library. Without going into specifics, even our



WRZX'S SECRET WEAPON — A monstrous (30 feet high, 25 feet wide), inflatable, three-dimensional "X" — provides quite a presence at station events.

recurrent airplay gets a lot of spins." Jameson pays close attention to callout research, conducted twice a month by **Critical Mass Media**. He feels the critical burn percentage is 19%. "We test about 30 songs every other week. We call out some songs we're not playing. We primarily use callout to check for burn levels, likes, and favorites. We want to make sure that if a song is burned out, we yank it, put it in a slower-rotated category, and leave that hole open for something else."

"I think we're pretty aggressive on

new songs that aren't overly hard-edged. Roots-rock works really well here. We were very early on the **Dave Matthews Band** and bands like **Blues Traveler** and **Rusted Root**. We made a concerted effort four or five months ago to de-harden our sound. When we do play those few [hard-edged] titles, they're at night.

"We felt it was in the best interest of the goals we wanted to achieve, in terms of both ratings and the station's sound. It was a way to move ourselves away from **WFBQ**'s sound, but still give ourselves an exciting and compelling radio station. It's helped us not cannibalize our sister, and in a larger sense it's helped both stations.

"We still skew higher male than female. With the changes we've made over the past few months, we're hoping to see a few more females come into the fold. That's another one of our goals."

Alternative Asst. Editor **Joanna White** contributed to this column.

## X-103 Ratings

The following list compares Winter '95 and Spring '95 Arbitron ratings and rankings:

• 12+	4.1 (9th)-5.3 (7th)
• 18-24	11.5 (3rd)-16.7 (2nd)
• 18-34	7.9 (3rd)-11.0 (2nd)
• 25-34	6.2 (6th)-7.7 (5th)
• 18-49	4.7 (8th)-6.5 (5th)

## NEW MUSIC SCENE

- **Artist:** Heather Nova
- **Track:** "Walk This World"
- **Producers:** Felix Tod & Youth
- **LP:** "Oyster"
- **Label:** Big Cat/WORK



Heather Nova

• **Essentials:** Heather Nova was raised on a 40-foot sailboat on an island in the Bermuda Sound. She graduated in '89 from the Rhode Island School Of Design, where she studied painting and film — though music was always her first love. After a brief stop in New York, Nova ventured to London and began performing in pubs at night, while working in the Bermuda tourism office during the day. After signing with **Butterfly Records** and releasing an EP ("These Walls") in 1991, **Big Cat Records** owner **Abbo** became her manager and two years later released her album of demos ("Glowstars"). Nova formed a band with **David Ayers** (acoustic guitar), **Ali Friend** (double bass), **Nadia Lanman** (cello), and **Dean McCormick** (percussion) — which toured the UK with acts such as **Bob Mould** and the **Violent Femmes** — and released a live album ("Blow") six months later. "Live From The Milky Way" (EP) was the first U.S. release (before "Oyster") to illustrate the band's energy live.

• **Influences:** Artists who feature real soul and emotion in their songwriting, including **Neil Young**, **Rolling Stones**, **Van Morrison**, and **Patti Smith**

• **Artist POV:** Nova explains why her songs are very personal: "It was just a need to articulate where I couldn't communicate otherwise. I seem to be able to do it in songwriting — I wrote ["Walk This World"] in about 10 minutes. It's funny because you write a little song, and it takes you all over the world. I've gone to Australia and all over Europe, and I'm coming to America. The song is more of a feeling — [like] when you go through something difficult or painful that makes you stronger when you come out of it and more determined to do something with your life. It's just a really hopeful song."

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



Approximately 20,000 fans attended WRZX/Indianapolis's first annual X-Fest last month. The main stage featured **Sugar Ray**, **Material Issue**, **Ned's Atomic Dustbin**, **Quicksand**, **Sponge**, **Weezer**, and **Bush**; the second stage showcased **Toxic**, **Neena Foundry**, **Johnny Socko**, **That Dog**, **Birdmen Of Alcatraz**, **Fig Dish**, **Toadies**, and **Teenage Fanclub**. Broadcast live, the "low-dough" show included free parking and was one of the summer's three sellouts at the **Deer Creek Music Center** (**Jimmy Buffett** and the **Grateful Dead** were the others). Among more than 20 booths, WRZX set up interactive computer kiosks, where listeners could chat with band members live backstage. Above, Weezer drummer **Pat Wilson** (l) interacts with listeners as afternooner **Ace Cosby** looks on.



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AND CRIPPING WITH  
SWEAT."  
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Stations and their adds listed alphabetically by market

Table listing radio stations and their adds across various markets including WEQX/Albany, NY; WKQX/Chicago, IL; KPOL/Honolulu, HI; WMAD/Madison, WI; WKOC/Norfolk, VA; WOST/Poughkeepsie, NY; KOME/San Jose, CA; KTEG/Albuquerque, NM; WNNX/Atlanta, GA; WWOX/Atlanta City, NJ; WCHZ/Augusta, GA; KNCC/Austin, TX; WBCN/Boston, MA; WFNX/Boston, MA; CKEY/Buffalo, NY; WEDG/Buffalo, NY; WPGU/Champaign, IL; WEND/Charlotte, NC; WKQX/Chicago, IL; WOXY/Cincinnati, OH; WENZ/Cleveland, OH; WMMS/Cleveland, OH; WWCN/Columbus, OH; KOGE/Dallas, TX; KTCL/Denver, CO; WNFZ/Knoxville, TN; WWOX/Lansing, MI; KEDD/Las Vegas, NV; KKNB/Lincoln, NE; WDRF/Long Island, NY; KROQ/Los Angeles, CA; WMAD/Madison, WI; WRXZ/Memphis, TN; WSHE/Miami, FL; WLUM/Milwaukee, WI; KEGE/Minneapolis, MN; KJZZ/Monmouth-Ocean, NJ; WRNL/Nashville, TN; WKOC/Norfolk, VA; WRDX/Norfolk, VA; WRXS/Ocean City, MD; KGDE/Omaha, NE; KRRK/Omaha, NE; WJRR/Orlando, FL; KEDJ/Phoenix, AZ; KUKU/Phoenix, AZ; KBBT/Portland, OR; KNRK/Portland, OR; WSTP/Poughkeepsie, NY; KRZQ/Reno, NV; KCXX/Riverside, CA; KWOD/Sacramento, CA; KXRX/Salt Lake City, UT; XTRA/San Diego, CA; KITS/San Francisco, CA; KJEE/Santa Barbara, CA; KNDD/Seattle, WA; KTDZ/Springfield, MO; KPNT/Si. Louis, MO; KMYZ/Tulsa, OK; WHFS/Washington, DC; WQXA/York, PA; 77 Total Reporters; 77 Current Reporters; 75 Current Playlists; Did Not Report, Playlist Frozen (2); WAQZ/Cincinnati, OH; WQNF/Louisville, KY.

NEW & ACTIVE

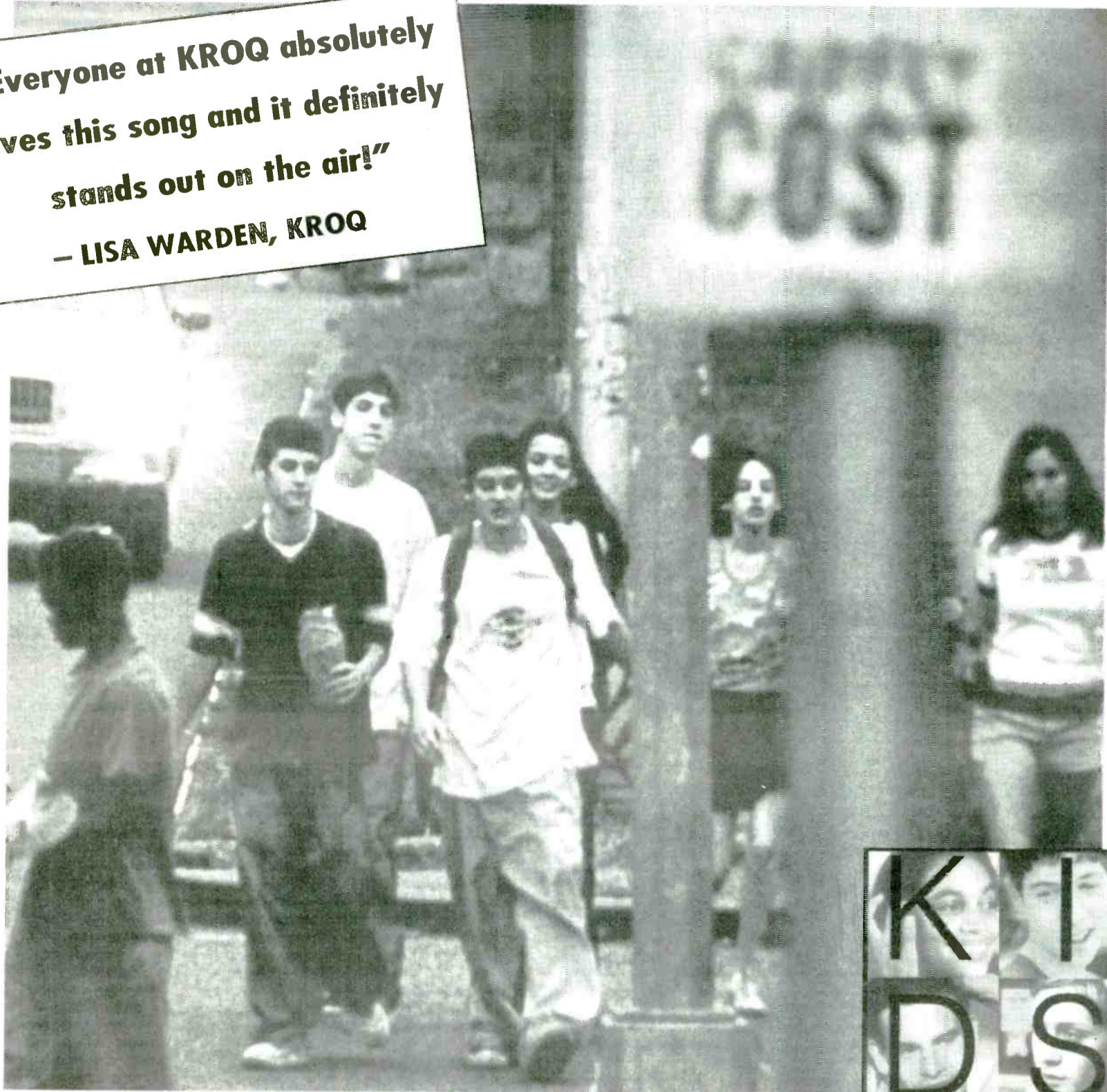
- SWEET WATER Superstar (EastWest/EEG) Total Plays: 368, Total Stations: 23, Adds: 0
BLUES TRAVELER Hook (A&M) Total Plays: 341, Total Stations: 28, Adds: 7
MEAT PUPPETS Scum (London/Island) Total Plays: 323, Total Stations: 47, Adds: 47
FILTER Dose (Reprise) Total Plays: 318, Total Stations: 33, Adds: 7
GREEN APPLE QUICK STEP DIZZY (Medicine/Giant) Total Plays: 257, Total Stations: 20, Adds: 4
JEWEL Who Will Save Your Soul (Atlantic) Total Plays: 243, Total Stations: 18, Adds: 0
RADIOHEAD Just (Capitol) Total Plays: 243, Total Stations: 20, Adds: 5
OASIS Morning Glory (Epic) Total Plays: 240, Total Stations: 36, Adds: 30
NATALIE MERCHANT Wonder (Elektra/EEG) Total Plays: 234, Total Stations: 19, Adds: 8
CRANBERRIES Liar (A&M) Total Plays: 231, Total Stations: 13, Adds: 1
URGE OVERKILL The Break (Geffen) Total Plays: 228, Total Stations: 24, Adds: 13
RED HOT CHILI PEPPERS My Friends (WB) Total Plays: 217, Total Stations: 26, Adds: 26
ASH Jack Names The Planet (Reprise) Total Plays: 213, Total Stations: 17, Adds: 2
EVE'S PLUM Jesus Loves You (Not As Much As I Do) (550 Music) Total Plays: 182, Total Stations: 19, Adds: 5
RUTH RUTH Uninvited (American) Total Plays: 180, Total Stations: 22, Adds: 10
KE' Strange World (Venture/RCA) Total Plays: 172, Total Stations: 19, Adds: 6
BOGMEN The Big Burn (Arista) Total Plays: 150, Total Stations: 10, Adds: 1
EDWIN McCAIN Solitude (Lava/Atlantic) Total Plays: 143, Total Stations: 14, Adds: 2
MORRISSEY The Boy Racer (Reprise) Total Plays: 141, Total Stations: 12, Adds: 6
BJORK It's Oh So Quiet (Elektra/EEG) Total Plays: 103, Total Stations: 12, Adds: 6

Songs ranked by total plays

Seaweed Start With the first single from the new album spanaway Alternative 47-39
541 Plays, 42 Reporters Including 99X Q101 91X KROQ WDRE KNDD LIVE 105
Active Rock 13/9 Including WXRC WKQZ WAAF WFYV KLPX KISW WCCC



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stands out on the air!"  
- LISA WARDEN, KROQ**



# **"Natural One"**

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CAROL ARCHER

## Are Consultants Ruining Everything?

□ One-track-at-a-time policy generates heated debate between radio, record execs

Over the past year, industry dialogue about the impact of consultants on this format has escalated from a murmur to a roar.

One of several issues raging currently deals with the practice — promulgated principally by **Broadcast Architecture** — of recommending that client stations play only one track (or one track at a time) from any given album release. I asked a variety of industry figures to shine a light on this subject.

### The Passion Factor

**WLOQ/Orlando PD Steve Huntington** says, "Each CD has its own number of tracks suitable for us to play. If that number is one, fine, and if it's six or seven, that's fine, too. I still want WLOQ to make that decision for WLOQ, as opposed to a consultant, or a record company that issues a track or two at a time."

Huntington notes that it's rare when he can go six cuts deep on a release, but he often plays two, three, or four. "The benefit of playing more than one cut is to share our enthusiasm for a great new release with our listeners. If they hear multiple tracks that they love as we love, it becomes a 'must have' CD and that benefits the label. If you trickle tracks out one at a time, as they do in other

formats, that level of excitement isn't achieved right away.



Steve Huntington



Beth Lewis



Steve Feinstein

block of music programmed every couple of hours. NAC is special because of its diversity. It's unhealthy when consultants decree, 'This is the track.' We have so much [musical] talent in this format and labels aren't



Steve Williams



Allen Kepler

"We get very excited about new music here," he concludes, "and I don't want to set any preconditions that will harness that excitement. I don't agree with the 'here's a great new song but we're not going to play it yet because it's not

time' school of thought. It all comes down to passion. If a song is great, why wait three months to be passionate about it?"

**It all comes down to passion. If a song is great, why wait three months to be passionate about it?**  
- Steve Huntington

### Unhealthy For Format

GRP's Director/National Promotion **Beth Lewis** is outspoken

in her belief that playing a track at a time is unhealthy for both the format and record companies. "From day one I've said that what differentiates NAC from other formats is it's an album-oriented format," she maintains. "People tune in to NAC because they want something different and not that same

putting out albums unless there's more than just a track. Not every single album can be 10 tracks of substance. But at GRP, we feel that our artists are so talented they deserve more exposure [than they sometimes get].

"An example is our **Urban Knights** project. Just look at that lineup! I had a station drop it and when I asked the PD why, he told me point blank that it had run its 12 weeks. When I pointed out it was one of his top albums, he told me that was beside the point. As a label person, that infuriates me. Am I supposed to believe that it's in anyone's interest to drop a track that's doing great at every level and replace it with something possibly mediocre because that track — however strong — has run its 12-week course? **Spyro Gyra's** 'Ariana' is a perfect example of a track that's clearly the strongest track on an album. But when it was over, stations still had nine other outstanding choices on the album and I couldn't get people back into it.

"One track at a time is boring. When I listen to the radio, I don't want to hear the same song by an artist over and over. I'm not going to buy a record unless I've been exposed to three or four cuts. Some believe that the more you hear one track, the more you'll identify with the artist. I don't think that's true because much of our music has become so 'genericized.' I dare most people to listen to three top sax tracks back-to-back, no matter how familiar, and tell the difference between the artists. Give me some diversity. I want to know that an artist is capable of more than one kind of sound."

**KKSF/San Francisco PD Steve Feinstein** states his view succinctly and unequivocally. "I'm a glutton. I eat dessert first and I play every good track on an album immediately." When I pressed him to explain his thinking, he continued, "There is no thinking. Our philosophy is utterly simple-minded: We don't want to

wait. We want as much fresh, new music on the air as possible. We don't want to be strategic or clever. Our goal is to have one current or recurrent per quarter hour and the more good new material we have to fill that objective, the better."

### The Market Forces Approach

**WQCD (CD101.9)/New York APD/MD Steve Williams** takes a different view. He says market forces shape his music decisions. When asked whether one-track-at-a-time play is unhealthy for the format, Williams responds, "If the one track is the winning track, no, it's not unhealthy. But NAC is a strange animal. Tastes are different from market to market and test scores differ by market, too. We look for the best tune on the record and that's the one we go with first. That rule changes a bit when you've got a major release, like the new **Fourplay** record. Maybe we'll debut several tracks for a few days to inaugurate it, but they won't all go into regular rotation."

"It's not that we're arrogant, but we don't always agree with Broadcast Architecture. Anyone will tell you that New York is a market unlike any other, with special rhythmic concerns. Plus, it's incredibly competitive. We respect their [BA's] abilities and special insights, but when we pick a different track [than one recommended by BA], testing will often prove us right, so we end up getting the same results."

### Other Side Of The Coin

How does the format's most ubiquitous consultancy view this controversial issue? I asked BA's VP/Programming **Allen Kepler** to respond. "We were discussing this very topic in our office last week, and we realized that there are several reasons to feature one track at a time from a CD," he observes.

"First of all, it is the best way to build equity in songs. When we expose one track at a time, it becomes much more familiar to listeners. Rather than having to digest three or four tracks from a new CD, they hear one repeated and they connect that melody and song title with the artist."

"The thought that we need to play several tracks so listeners can make the decision to purchase the CD is ridiculous. Think about the first album you ever bought. Think about others you bought before you

worked in this industry. Most likely, you bought them because of a song you heard on the radio. And when you talk to people who don't work in the industry, do you ever hear them say, 'I love the four **Brian Culbertson** songs they're playing on the radio?'"

"Speaking of Brian Culbertson, we noticed that his CD is dropping on the album chart, which makes it appear to some stations in the format that it's going into recurrent. But many of our clients are preparing to go on a second track. A similar thing will be happening with **Rick Braun's**, **Paul Taylor's**, and **Kevin Toney's** releases in coming weeks. The reality in markets that go one track at a time is that each of these albums is just beginning. And when those performers come to a market that uses this approach, six months or a year from now, there will still be a song in the current power category."

"In other markets, the four songs that a station played [simultaneously], will be relegated into the recurrent gold category. The benefit to the artist of having a song in current for a year is pretty obvious."

"It allows the label to market and promote the album for a year if it's a deep record. If a record is burned out in a couple of months, it's also highly likely that the label may ask the artist to record another album much sooner than they normally would. This can lower the quality of songs, stagnate creativity, and stifle real growth of overall awareness of this music."

"When stations play one track at a time, we see benefits in the research and in the ratings. We have never seen such powerful, high-testing songs as we have since we began taking this approach. On a parallel path, we've never seen such high ratings, either. For labels and artists, this [greatly increased audience] creates far more potential buyers for their product. So, it is very disappointing to hear label people grumbling when the advantage to marketing a CD over eight months or a year is so apparent to us. It's easy to see the detrimental effect working multiple tracks simultaneously has on the life of a CD. There are certain records in **R&R's** New & Active that never break in to the Top 30 because their airplay is so diluted."

**I'm a glutton. I eat dessert first and I play every good track on an album immediately.**  
- Steve Feinstein



**BURMA WAVE** — Epic artist Greg Adams (r) performed his latest hit, "Burma Road," for attendees at the KFWB/Los Angeles Southland Health Festival. With him is sister station KTWV APD/MD Ralph Stewart.

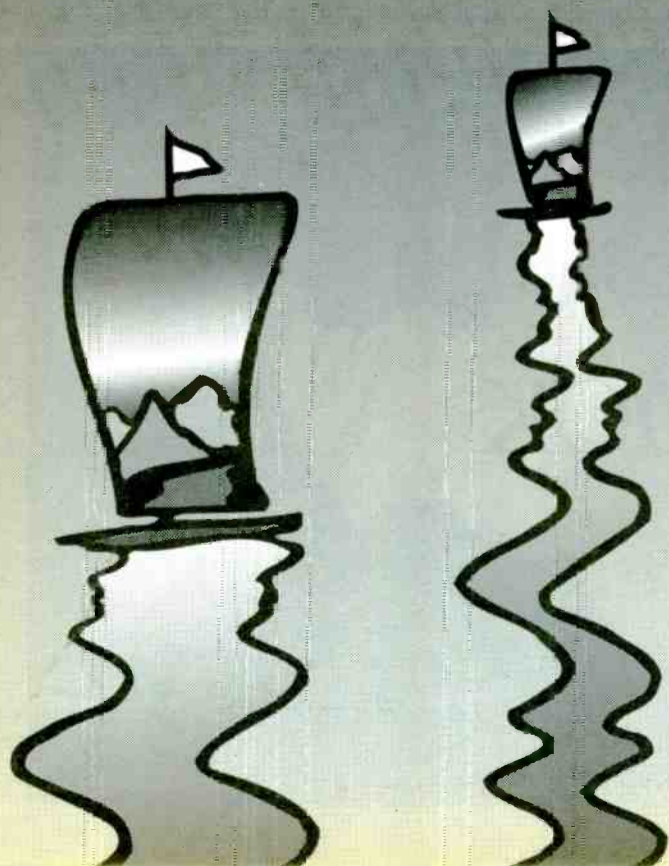
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GEORGE BENSON	The Long and Winding Road
McCOY TYNER	She's Leaving Home
GROOVE COLLECTIVE	She's So Heavy (a.k/a I Want You)
DIANA KRALL	And I Love Her
TOM SCOTT	The Fool on the Hill
RAMSEY LEWIS	Michelle
LEE RITENOUR	A Day in the Life
NELSON RANGELL	Let It Be
CHICK COREA	Eleanor Rigby
RUSS FREEMAN	While My Guitar Gently Weeps
SPYRO GYRA	In My Life
DAVID BENOIT	Here There and Everywhere
ARTURO SANDOVAL	Blackbird
DAVE GRUSIN	Yesterday

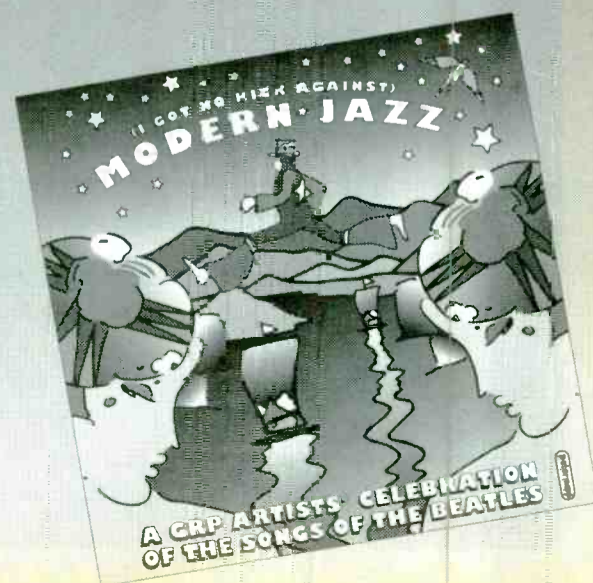


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SEPTEMBER 15, 1995

3W	2W	LW	TW	ARTIST	TITLE	LABEL(S)	TOTAL PLAYS	+/-OVER LAST WEEK	EMPHASIS TRACKS (PLAYS)		
1	1	1	1	<b>RICK BRAUN</b>	Beat Street	(Mesa/Bluemoon)	637	-28	"Cadillac" (274)	"Groovis" (168)	"Harlem" (104)
2	2	2	2	<b>JAZZMASTERS</b>	Jazzmasters II	(JVC)	614	-10	"Freedom" (476)	"Remember" (30)	"Inner" (22)
9	7	5	3	<b>3RD FORCE</b>	Force Of Nature	(Higher Octave)	502	+28	"Night" (297)	"Forever" (118)	"Home" (49)
6	3	4	4	<b>INCOGNITO</b>	100 Degrees And Rising	(Verve Forecast)	494	-1	"Fail" (396)	"Wrong" (26)	"Spellbound" (24)
4	4	3	5	<b>PAUL TAYLOR</b>	On The Horn	(Countdown/Unity)	491	-8	"Exotica" (423)	"Meet" (47)	"Prayer" (10)
—	—	13	6	<b>FOURPLAY</b>	Elixir	(WB)	448	+73	"Play" (168)	"Closer" (117)	"Wait" (54)
10	8	7	7	<b>TORCUATO MARIANO</b>	Last Look	(Windham Hill)	439	+5	"Last" (216)	"Ocean" (64)	"Africa" (62)
5	5	6	8	<b>KEVIN TONEY</b>	Pastel Mood	(Ichiban)	413	-33	"Celebration" (315)	"Years" (44)	"Midnight" (36)
12	11	9	9	<b>JOE TAYLOR</b>	Spellbound	(RCA Victor)	409	+12	"Delphin's" (344)	"Storm" (24)	"Just" (16)
25	15	12	10	<b>KEIKO MATSUI</b>	Sapphire	(White Cat/Unity)	394	+16	"Safari" (333)	"Bouncing" (28)	"Sonora" (12)
8	9	8	11	<b>HEAVY SHIFT</b>	Unchain Your Mind	(Discovery)	386	-13	"Shade" (356)	"Mambo" (12)	"Paradise" (11)
3	6	10	12	<b>URBAN KNIGHTS</b>	Urban Knights	(GRP)	380	-12	"Rose" (133)	"Longing" (128)	"Wanna" (55)
14	13	15	13	<b>KIRK WHALUM</b>	In This Life	(Columbia)	378	+23	"Reck'n" (222)	"Peaceful" (66)	"Hope" (39)
19	16	14	14	<b>J MICHAEL VERTA</b>	The Phoenix	(Brainchild)	376	+7	"Online" (160)	"Saul" (146)	"Siren" (20)
27	23	19	15	<b>MARION MEADOWS</b>	Body Rhythm	(RCA)	343	+25	"South" (162)	"My" (70)	"Rhythm" (35)
—	25	18	16	<b>MARC ANTOINE</b>	Urban Gypsy	(NYC)	324	+2	"Sand" (201)	"Quarter" (116)	"Forget" (4)
7	10	11	17	<b>NELSON RANGELL</b>	Destiny	(GRP)	318	-68	"Grace" (223)	"Sonora" (24)	"Little" (22)
11	12	16	18	<b>BRIAN CULBERTSON</b>	Modern Life	(Mesa/Bluemoon)	315	-33	"Midnight" (195)	"Come" (57)	"Toi" (23)
21	18	17	19	<b>JON B.</b>	Bonafide	(Yab Yum/550 Music)	309	-23	"Someone" (309)		
—	—	27	20	<b>STANLEY CLARKE</b>	At The Movies	(Epic)	286	+38	"Deja's" (241)	"Curve" (20)	"Groove" (10)
13	14	20	21	<b>KEN NAVARRO</b>	Brighter Days	(Positive)	286	-4	"Dream" (189)	"Give" (35)	"Compassion" (28)
28	27	23	22	<b>VARIOUS ARTISTS</b>	Pocahontas Soundtrack	(Hollywood)	285	+15	"Colors" (270)	"Knew" (15)	
16	17	22	23	<b>JIM BRICKMAN</b>	By Heart	(Windham Hill)	266	-11	"Angel" (266)		
22	21	21	24	<b>VARIOUS ARTISTS</b>	Forget Paris Soundtrack	(Elektra/EEG)	249	-35	"Someone" (249)		
26	28	28	25	<b>ISAAC HAYES</b>	Raw & Refined	(Point Blank/Virgin)	248	+1	"405" (242)	"Breeze" (3)	"Didn't" (3)
15	19	24	26	<b>LEE RITENOUR &amp; LARRY CARLTON</b>	Larry & Lee	(GRP)	247	-22	"Closed" (56)	"Rain" (50)	"Crosstown" (47)
<b>DEBUT</b>	27	27	27	<b>GREGG KARUKAS</b>	You'll Know It's Me	(Fahrenheit)	221	+42	"Welcome" (113)	"Know" (33)	"Hearts" (29)
20	24	26	28	<b>SLIM MAN</b>	End Of The Rainbow	(GES)	217	-35	"Faith" (186)	"Should've" (12)	"Start" (10)
17	20	25	29	<b>AARON NEVILLE</b>	The Tattooed Heart	(A&M)	216	-41	"Heart" (123)	"Use" (84)	"Night" (9)
18	22	29	30	<b>EVAN MARKS</b>	Long Way Home	(Verve Forecast)	205	-33	"Seaview" (131)	"Long" (33)	"Trip" (11)

This chart reflects airplay from August 31-September 6. Albums ranked by total plays, with plays from all cuts from an album combined. 45 NAC reporters. 40 current playlists. © 1995, R&R Inc.

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AN ARTIST DEVELOPS  
AN IMAGE OF WHO  
AND WHAT THEY ARE!

**ERASE THAT IMAGE!**

THE FIRST SINGLE  
**"FELICIDAD"**

**ADD DATE SEPT. 21**

**THE SECOND SINGLE:**

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Minucci

Jewels

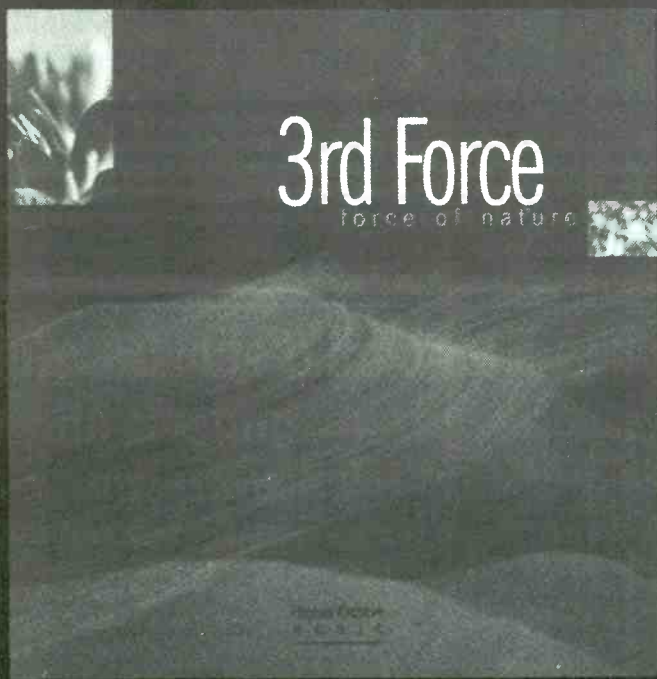
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featuring  
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## NAC TRACKS - BREAKER

14 - 9

## NAC ALBUMS

5 - 3

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ON YOUR DESK SEPT. 18th

**JONATHAN CAIN**  
"Piano With A View"

# NAC REPORTERS

Stations and their adds listed alphabetically by market

<p><b>KRZN/Albuquerque, NM</b> PD: Mark McGuire WALTER BEASLEY "Backside" MAYSA "Last" GRANT GEISSMAN "Oregon"</p>	<p><b>KUCD/Honolulu, HI</b> PD: Mahlon Moore BRIAN CULBERTSON "Come" PHILLIPE SAISSE "Masques" JAZZ CRUSADERS "Part"</p>	<p><b>KTNT/Oklahoma City, OK</b> MD: Stephanie Stewart ABRAHAM LABORIEL "Hide" FOGELBERG &amp; WEISBERG "Face"</p>	<p><b>KBZN/Salt Lake City, UT</b> PD: Dale Nelson MAYSA "Rain" JAZZ CRUSADERS "Part" PHILLIPE SAISSE "Masques"</p>
<p><b>KNIK/Anchorage, AK</b> PD: Dean Williams WALTER BEASLEY "Private" RICARDO SILVEIRA "Francesca" GRANT GEISSMAN "Business" MARC ANTOINE "Quarter" MARION MEADOWS "South" FOGELBERG &amp; WEISBERG "Jung"</p>	<p><b>WFSJ/Jacksonville, FL</b> PD: Hank Dole MAYSA "Change" BRIAN MCKNIGHT "Crazy"</p>	<p><b>WLOQ/Orlando, FL</b> PD: Steve Huntington MD: Bob Church FOGELBERG &amp; WEISBERG "Face" FOGELBERG &amp; WEISBERG "Jung" FOGELBERG &amp; WEISBERG "Sunlight" FOGELBERG &amp; WEISBERG "Magic" DEAN JAMES "Kind" MARION MEADOWS "South" TAB TWO "Flagman" GERALD ALBRIGHT "Giving" TORCUATO MARIANO "Last" MACPHERSON/BLACKBURN "Heals" J. SPENCER "Luv" JIMMY BUFFETT "Mexico" JEFF ARUNOEL "Harmon"</p>	<p><b>KCJZ/San Antonio, TX</b> PD: Matt McCann MD: Diane Travis FOGELBERG &amp; WEISBERG "Jung"</p>
<p><b>WJZF/Atlanta, GA</b> PD: Mark Edwards MICHAEL BOLTON "Touch"</p>	<p><b>KCIY/Kansas City, MO</b> PD: Doug Gondek MD: Michelle Chase BRIAN CULBERTSON "Come" MAYSA "Rain" PHILLIPE SAISSE "Masques" JAZZ CRUSADERS "Part"</p>	<p><b>WMTQ/Panama City, FL</b> PD: Bill Harman No Adds</p>	<p><b>KIFM/San Diego, CA</b> PD: Bob O'Connor MD: Kelly Cole GREGG KARUKAS "Welcome" FOGELBERG &amp; WEISBERG "Songbird" FOGELBERG &amp; WEISBERG "Todos" DEAN JAMES "Skylight" DEAN JAMES "Atlantic" J. SPENCER "Reggae" TAB TWO "Flagman"</p>
<p><b>WSJZ/Buffalo, NY</b> PD: Steve Wiersman MD: Chris Wittingham BRIAN CULBERTSON "Come" MAYSA "Change" PHILLIPE SAISSE "Masques" JAZZ CRUSADERS "Part"</p>	<p><b>WEVZ/Lafayette, IN</b> PD: Bob Miller METRO "Journey" METRO "Back" BRIAN MCKNIGHT "Crazy" TONY GABLE &amp; 206 "Whisk" TONY GABLE &amp; 206 "Eastlake" BRIAN SIMPSON "Hidden" BRIAN SIMPSON "Someone"</p>	<p><b>KYOT/Phoenix, AZ</b> PD: Nick Francis No Adds</p>	<p><b>KBLX/San Francisco, CA</b> PD: Kevin Brown MD: Ron Cadet J. SPENCER "Mine" J. SPENCER "Horn" ALPHONSE MOUZON "Obsession"</p>
<p><b>WFAE/Charlotte, NC</b> PD: Paul Stribling MD: Tena Simmons YELLOWJACKETS "Chosen" PHILLIPE SAISSE "Masques"</p>	<p><b>WLVE/Miami, FL</b> MD: Geoff Fischer No Adds</p>	<p><b>KKJZ/Portland, OR</b> PD: Chris Miller MD: Shaun Yu FOGELBERG &amp; WEISBERG "Jung"</p>	<p><b>KKSF/San Francisco, CA</b> PD: Steve Feinstein MD: Dore Steinberg RICARDO SILVEIRA "Puzzle" RANDY ROOS "Ancestors"</p>
<p><b>WNUA/Chicago, IL</b> PD: Lee Hansen APD/MD: Tom Miller No Adds</p>	<p><b>KCFE/Minneapolis, MN</b> PD: Rob Moore STANLEY CLARKE "Groove" PHILLIPE SAISSE "Madison" J. SPENCER "Cherish" TAB TWO "Flagman" DINAH WASHINGTON "Eyes"</p>	<p><b>WOTB/Providence, RI</b> PD: Bill Gray FOGELBERG &amp; WEISBERG "Jung" FOGELBERG &amp; WEISBERG "Todos" FOGELBERG &amp; WEISBERG "Magic"</p>	<p><b>KWJZ/Seattle, WA</b> PD: Dave McKay MD: Michael Eads No Adds</p>
<p><b>WNWV/Cleveland, OH</b> PD: Bernie Kimble MAYSA "Change"</p>	<p><b>KMJZ/Minneapolis, MN</b> PD/MD: Tom Sleeker MICHAEL BOLTON "Touch" WALTER BEASLEY "Private" MARC ANTOINE "Sand"</p>	<p><b>WNND/Raleigh, NC</b> PD/MD: Jim Seagull MICHAEL BOLTON "Touch" J. SPENCER "Cherish" RICARDO SILVEIRA "Francesca"</p>	<p><b>WSJT/Tampa-St. Petersburg, FL</b> PD: Ross Block No Adds</p>
<p><b>KOAI/Dallas, TX</b> PD: Jim Teason MD: Bret Michael MAYSA "Rain" JAZZ CRUSADERS "Part" BRIAN CULBERTSON "Modern"</p>	<p><b>KSBR/Mission Viejo, CA</b> PD: Terry Wedel HENRY ROBINETT GROUP "Gift" FOGELBERG &amp; WEISBERG "Jung" FOGELBERG &amp; WEISBERG "Magic"</p>	<p><b>KQBR/Sacramento, CA</b> PD: Lawrence Tanter APD/MD: Keli Garrett STANLEY CLARKE "Deja's" PHILLIPE SAISSE "Feelin'" ALPHONSE MOUZON "Obsession"</p>	<p><b>WJZE/Toledo, OH</b> PD/MD: Steve Athanas WALTER BEASLEY "Private" TOWER OF POWER "Keep"</p>
<p><b>KHHH/Denver, CO</b> PD: Jaime Kartak MD: Becky Taylor GREGG KARUKAS "Welcome" BRIAN CULBERTSON "Come" MAYSA "Rain"</p>	<p><b>KXDC/Monterey, CA</b> PD/MD: Scott O'Brien FOGELBERG &amp; WEISBERG "Jung" FOGELBERG &amp; WEISBERG "Face" TONY GABLE &amp; 206 "Eastlake" TAB TWO "Flagman"</p>	<p><b>KSSJ/Sacramento, CA</b> PD: Ken Jones MD: David Anderson GRANT GEISSMAN "Dragon" GREGG KARUKAS "Welcome" TORCUATO MARIANO "Last" PHILLIPE SAISSE "Masques" J. MICHAEL VERTA "Online"</p>	<p>45 Total Reporters 45 Current Reporters 40 Current Playlists</p>
<p><b>WJZZ/Detroit, MI</b> PD: O'Neal Stevens MD: Rosetta Hines WALTER BEASLEY "Backside" SPYRO GYRA "Lost" WALTER BEASLEY "Calling" WALTER BEASLEY "Let"</p>	<p><b>WQCD/New York, NY</b> PD: Fleetwood Gruver APD/MD: Steve Williams MICHAEL BOLTON "Touch" MAYSA "Change" DEAN JAMES "Talk" RICARDO SILVEIRA "Francesca" CLARENCE CLEMONS "Forest"</p>	<p><b>KCLC/St. Charles, MO</b> PD: Rich Reighard MD: Scott Nenninger HENRY ROBINETT GROUP "Gaucho" JOHN BOSWELL "Cornwall" FOURPLAY "Elxir" TORCUATO MARIANO "Last" FAREED HAQUE "Opaque" KIRK WHALUM "Peacelul" J. SPENCER "Close" VANCE GILBERT "Times" DAVID ANTONY CLARK "Rainbow" DAVID LANZ "Seine"</p>	<p>Reported Frozen Playlist (3):  KEZL/Fresno, CA KTWV/Los Angeles, CA WJZW/Washington, DC</p>
<p><b>WGUF/Ft. Myers-Naples, FL</b> PD: Michael Bode MD: Greg Hammonds BRIAN MCKNIGHT "Crazy" TAB TWO "Flagman" DEAN JAMES "Talk" BRIAN CULBERTSON "Come" JAZZ CRUSADERS "Part" SLIM MAN "Start" J. SPENCER "Hurry" PHILLIPE SAISSE "Masques" ALPHONSE MOUZON "Straight"</p>	<p><b>WJCD/Norfolk, VA</b> PD: Maxine Todd MD: Larry Hollowell 3RD FORCE "Night" GERALD ALBRIGHT "Chips" GRANT GEISSMAN "Dragon" GREGG KARUKAS "Welcome"</p>	<p>Did Not Report, Playlist Frozen (2):  KLJZ/New Orleans, LA WJZZ/Philadelphia, PA</p>	<p>KNJZ/St. Louis, MO is no longer an NAC reporter.</p>

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KCFE KPRS  
KIFM KUOR  
WGUF

max  
13 W

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Office: (301) 924-5700 Fax: (301) 570-8916  
P.O. Box 742, Olney, MD 20830-0742

### EAST

Newsperson/sidekick sought. Hudson Valley's Oldies station. T&R: WZAD, Henry Cottenill, Box 978, Wurtsboro, NY 12790. EOE(9/15)

Northeast Urban Station, accepting T&R's for future on-air positions. T&R: WILD, PD, 90 Warren St., Boston, MA 02119. EOE(9/15)

Seeking FT AT. Dynamic communicator with excellent production skills. T&R: WXXX, Mike Walker, 25 Pine Str., Claremont, NH 03743. EOE(9/15)

**NEED A JOB? NEED A JOCK?**

Put it in Opportunities... and get results!

**Call (310) 553-4330**

## OPENINGS

### COVERT OPERATIONS

The government has just absconded our Dynamo News/Public Service Director! Can you fill her shoes??? If you know what absconded means, and can deliver lifestyle news and morning banter with a market legend, Send us your stuff! T&R to TOP SECRET, B 98.5/EASY 102.9, 1429 Merrill Drive, Little Rock, AR 72211 NO CALLS! EOE

### ANNOUNCER

CHR WZNY Augusta, Georgia has an immediate opening for 7PM-12AM announcer. Must know the music, good show prep, phones and production. T&R/production sample to: Bruce Stevens, P.O. Box 2066, Augusta, GA 30903. EOE

AC leader in top-50 market is looking for a warm, engaging morning host. Must understand team concept — listening is as important as talking. You'll interface with information experts in news, traffic and weather.

We're looking for a positive, topical, genuine, natural-sounding host. Are you willing to embrace our market? We need someone who's comfortable with doing lots of public appearances.

We're not looking for jokes and preproduced bits (but natural humor is great!) Previous morning experience preferred. Radio & Records, 10100 Santa Monica Bl. #756, 5th Floor, Los Angeles, CA 90067 EOE.

### 99.5fm WXRA The Rock Alternative

#### MORNING SHOWS!

Greensboro's home for New Rock, 94.5 WXRA, The Rock Alternative, is seeking an experienced morning host or team to rock our rapidly growing and rather pleasant market...

If you have a natural, fun, creative, relatable show, come rock market 42 with us. Work for Radio Equity Partners, a growing radio company, and best team you'll ever know.

Send T&R and salary requirements to Howard Nemenz, WXRA, 875 West Fifth Street, Winston-Salem, NC 27101. No calls please. EOE

Aggressive Top 50 market flame-thrower needs promo hungry morning show host. Minimum 3 yrs' radio experience. Send T&R to: Radio & Records, 10100 Santa Monica Bl., #751, 5th Floor, Los Angeles, CA 90067 EOE

### 104.7 the BUZZ

Richmond's  
NewRock  
Alternative

**WANTED!**  
PEOPLE WHO GET IT!  
104.7 FM The BUZZ, Richmond, VA's only Modern Rock station is up and running (now all we need is an air staff!) If you live for alternative music, the life-style that goes with it, and you have experience, we want you! All day parts (including mornings) needed. Send your T&R (no calls) to JJ Quest, PD, The BUZZ, 300 Arboretum Pl., Suite 590, Richmond, VA, 23236 E.O.E.

## OPENINGS

Top-50 Market Rocker needs a creative, in-your-face, come-building, organized PROMOTIONS DIRECTOR. Minimum 2 years. EOE Send Resume & best stuff to: Radio & Records, 10100 Santa Monica Bl., #750, 5th Floor, Los Angeles, CA 90067 EOE

### PD & TALENT COACH

Immediate opening for a PD who:

- Is currently programming a HOT AC or ADULT CHR in a Medium or Small Market.
- Can motivate, lead and coach a morning team to be dominant in their market.
- Hands-on working knowledge of SELECTOR
- Polished on-air presentation
- Can interface with Management team and owners with diplomacy along with excellent communication skills.
- Works well with consultants.
- Understands how promotions and sales work, together as well as independently.
- Has passion and killer-instinct in everything you do and won't settle for being "second best" to anyone.

If this describes you, RUSH resume, reference, and on-air sample of your air work to: Tom Watson, President/CEO, ADULT CONTEMPORARY CONCEPTS, P.O., Box 796275, Dallas Texas, 75379-6275, M/F EOE NO CALLS

LA-99/Sports Radio KLCL is looking for a morning news anchor/morning co-host/reporter. Must love community involvement... Join a stable, growth-oriented environment. Must have on-air experience. Minorities and Females Encouraged to apply. Tape and Resume to: Don Rivers, Operations Director, KHLA, P.O. Box 3067, Lake Charles, LA 70602 EOE

KDDK 100 needs a morning co-host. Must have at least 2-years on air experience! T&R to: K-DUCK Radio, 314 Main Street North, Little Rock, AR 72214. Females and Minorities are encouraged to apply!

## MIDWEST

Morning news anchor/reporter. T&R: WSOY, Michelle Eccles, 1100 East Pershing Road, Decatur, IL 62526. EOE(9/15)

Love Oldies? Seeking pro who has the passion. T&R: KYYZ, Steve Delaney, Box 2048, Williston, ND 58802. EOE(9/15)

Seeking T&R's for future FT/PT air talent. T&R: WQIO, Ric Knight, 17421 Coshocton Rd., Mount Vernon, OH 43050. EOE(9/15)

AM news anchor/co-host, Adult standard Nostalgia. T&R: WSAM, GM, Box 1776, Saginaw, MI 48605. EOE(9/15)

Classic Hits seeks afternoon drive AT ASAP T&R: KKRQ, Phil Maicke, Box 2388, Iowa City, IA 52244. EOE(9/15)

Country PM drive. Strong production required. No calls. T&R: WFMB, Bob Grayson, Box 2969, Springfield, IL 62708. EOE(9/15)

## OPENINGS

WJDK-WCSJ/Morris, IL seeks energetic morning personality with production skills. Located 60 miles southwest of Chicago. Send tape and resume to Jack Daly, 219 West Washington Street, Morris, IL 60450. EOE

### MORNINGS!!

Top-rated Hot AC needs new morning person yesterday! Are you topical, phone friendly, and able to relate to our adult female audience? If so, we'll pay you a great salary to have fun on the radio! T&R to John Austin, KLTA-FM, Box 9919, Fargo, ND 58106. EOE

### ead E. ALVIN DAVIS & ASSOCIATES, INC.

#### PROGRAM DIRECTOR FOR MEDIUM-MARKET MIDWEST OLDIES STATION

Looking for a take-charge Program Director who will also handle a midday airshift. Please send an aircheck of your on-airwork, a composite aircheck of your station and complete information documenting why you're the right choice, to E. Alvin Davis & Associates, 4777 Red Bank Rd., Suite 16, Cincinnati, Ohio 45227. EOE M/F. Please, no calls.

### MAJIC 95.1fm WAJI

WAJI, MAJIC 95.1, Fort Wayne, has an opening for morning co-host/newsperson. If you have a positive outlook, are energetic, witty, a team player, able to interact and can write and deliver lifestyle news, this job's for you! Minimum two years on air experience. Female and minorities encouraged to apply. News background not necessary! T&R: Barb Richards, APD, WAJI, 347 W. Berry, Suite 600, Fort Wayne, IN 46802. No phone calls. EOE

Great CHR WNDU-FM/U93, South Bend, Indiana, searching for a creative morning show sidekick and producer to partner with current morning show team which is local, community minded and very active in the market. Must possess creative writing and production skills, know how to do voices and create compelling characters. Ideal candidate needs to be relatable and topical, good at scheduling guests, and promotion minded. Send non-returnable tape, resume, writing sample and references to: The WNDU Stations, Attention: Human Resources Manager, POSITION #00123, P.O. Box 1616, South Bend, IN 46634. NO PHONE CALLS. EOE

## OPENINGS

### AIR TALENT/PROMOTIONS DIRECTOR

Needed for 50,000-watt midwest Hot Country Station. Two (2) years Hot Country or CHR experience a must. No card readers, strong digital production skills required. Must be outgoing, personable, and a team player. Send tape and resume A.S.A.P. to: Program Director, P.O. Box 1647, Richmond, Indiana 47375. EOE

## WEST

Seeking experienced AT with minimum 2 years' experience. Country/contemporary experience a plus. T&R: KAFF, Chris Halsted, Box 1930, Flagstaff, AZ 86001. EOE(9/15)

Country mornings. Team player, no egocentric. Warm, friendly, fun. Audio/digital experience. CALL: KWCD, Geant Mcgee, (520) 458-4313. EOE(9/15)

A small, market-leading Rocker needs experienced morning partner, quick intelligent wit, good phones, creative writer and desire to see what's around the next corner. Excellent salary and benefits plus it's in the most beautiful community in the northwest. Radio & Records, 10100 Santa Monica Bl., #747, 5th Floor, Los Angeles, CA 90067. EOE

### GENERAL MANAGER

El Dorado Communications is on the grow again! We're looking for two more talented individuals. Applicants should have an extensive background in Retail Sales Development and Management. El Dorado is an Equal Opportunity Employer. Please send resumes only to: Kenneth D. Wolt, Executive Vice-President, El Dorado Communications, 2130 Sawtelle, Suite 307, Los Angeles, CA 90027 (no phone calls please)

"The nation's fastest growing talk consulting firm, SuperTalk Radio Consultants, is searching for quality Program Directors for client stations. We are searching for programmers with energy, superb production values, and creative vision for stationality. Our programmers lead, generate ratings, and are the heartbeat of our client stations. T&R: Brian Jennings, SuperTalk Radio Consultants, P.O. Box 566, Hillsboro, OR 97123. Immediate openings available with Equal Opportunity Employers."

San Jose radio stations looking for experienced sales people who are interested in increasing their income. Send letter and resume to KLIV-KARA-KRTY, Box 995, San Jose, CA 95108 EOE.

### PARTTIME AT

#1 station in Palm Springs, CA. KPSI-FM/Power 100.5, is looking for parttime air talent. Send T&R: Mike Keane/KPSI-FM • 2100 Tahquitz Canyon Way • Palm Springs, CA 92262. No calls please.

# OPPORTUNITIES

## OPENINGS

### SALES/STATION MANAGER NEEDED

Large market Southern California station looking for an experienced Sales/Station Manager. The ideal candidate loves radio and loves to train. This is a successful, mature property with a sales staff of nine. Customer service, attitude and retail sales skills are critical. Excellent compensation plan including salary, bonus, and complete health benefits. Radio & Records, 10100 Santa Monica Bl., #752, 5th Floor, Los Angeles, CA 90067. EOE

### Dream Gig Program Director

4 of the Southwest's top stations. The most livable city on the planet. You should be:

- A mad scientist
- A musical genius
- A brand manager
- A fool if you don't get after this gig

We are: Sundance Broadcasting KZON (Prog/AAA), KYOI (NAC), KOY-AM (Standards), KISS-AM (UR/AC) Phoenix, Arizona. We don't do conventions, so send us your best stuff right away.

Terry Hardin, GM  
840 N. Central Avenue  
Phoenix, AZ 85004 EOE

Dick Orkin's Radio Ranch has an opening for a production engineer. Maintenance experience helpful: ProTool's knowledge preferred, motivation essential. No voiceover talent, please. Fax your resume to (213) 856-4311. Attn: Thom Price

### GENERAL MANAGER

Montana's largest group broadcaster is looking for a GM for a GREAT radio combo. If you're a results-oriented, customer-focused leader who will motivate staff, increase sales, and operate with integrity, we have a terrific job for you! Fax resume to: Sunbrook Communications, (509) 326-1560. EOE

## OPENINGS

### PERSONALITY WANTED

Can you captivate an audience? Are you creative, topical, and can you appeal to young adults? Do you do it all in friendly, entertaining, positive way? If you're a personality of the '90s, don't miss this opportunity at K-Lite 98.7 FM in Phoenix. We're the market's heritage AC station, with a long track record of success! Apply today to: Roger Thomas, Program Director, K-Lite 98.7 FM, 301 W. Osborn, Phoenix, Arizona 85013-3953. Women & minorities are encouraged to apply. Equal Opportunity Employer.

Commonwealth Broadcasting of Arizona, seeking mid-day Country AT/Promotions person. On-air appearances/promotions experience required. Send T&R to: KTTI, Erik Bowen 1320 S. 4th Ave., Yuma, AZ 85364. Commonwealth Broadcasting is an EOE.

KMJ Fresno, one of the top news/talk stations in the country is looking for morning drive news anchor. Good voice, ability to communicate, topical, upbeat, bright, quick, sense of humor, good writer. Send tape and resume to KMJ, P.O. Box 70002, Fresno, CA 93744. Attn: John Broeske. EOE

Ski, golf, boat, or hike glacier park!! One of the top-rated stations in the market for the past 10 years is looking for PM drive and PD for Classic Rock/P.A.R. big market sound! We needed you yesterday!! Please Fed-EX tape and resume to: B-98, C/O Benny Bee Jr., P.O. Box 880, Whitefish, MT. 59937. No telephone calls please. EOE

## OPENINGS

### RECORD COMPANY OPENINGS

### Regional Promotion Managers

Mid-West, So. East, West Coast Major distributed label with proven hits seeks to expand promotion staff. If you are a tireless closer who loves the trenches, send your resume with salary requirements in strictest confidence. Benefits. Anycity, Anystate. Radio & Records, 10100 Santa Monica Bl., #753, 5th Floor, Los Angeles, CA 90067. EOE

### MISCELLANEOUS

John St. Michaels of 3rd AFDS, GUAM. For reunion info, contact ARDEN E. SCHIFER, MSC-592, 1799 Kiowa, #101, Lake Havasu City, AZ 86403-2867. PHONE: (520) 680-0381.

### R&R Opportunities Free Advertising

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

### Deadline

To appear in the following week's issue, your ad must be received by **Thursday noon (PDT)**, eight days prior to issue date. Free Opportunities listings should be typewritten or printed on 8 1/2" x 11" company/station letterhead and are accepted only by mail or fax: 310-203-8727. Address all 20-word ads to R&R Free Opportunities, 10100 Santa Monica Blvd., Fifth Floor, Los Angeles, CA 90067.

## POSITIONS SOUGHT

### POSITIONS SOUGHT

**NEWS/TALK PROGRAMMER**  
Currently Employed, Veteran PD at Midwest heritage N/T is ready for your Top 100 market station. If you can offer the tools to win and want a PD with experience, great people/talent development skills, and a "do what it takes" attitude, then let's talk.  
Dan Mason (616) 382-4760

### R&R Opportunities Advertising

<b>1x</b> <b>\$100/inch</b>	<b>2x</b> <b>\$75/inch</b>
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Rates are per week (maximum 35 word per inch including heading). Includes generic border. If logo, custom border or larger heading are required, add 1/2 inch (\$50 for 1x, \$38 for 2x).

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

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

### Payable In Advance

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

### Deadline

To appear in the following week's issue, your ad must be received by **Thursday noon (PDT)** eight days prior to issue date. Address all ads to: R&R Opportunities, 10100 Santa Monica Blvd., Fifth Floor, Los Angeles, CA 90067.

# MARKETPLACE

## AIRCHECKS

LISTEN TO OVER 40 DIFFERENT MARKETS EVERY YEAR!  
OVER 60 DIFFERENT STATIONS YOUR CHOICE OF FORMAT  
AM&PM DRIVE FOR EACH STATION (ALL SCOPED)  
ALL PROMOS, LINERS, JINGLES INCLUDED

SUBSCRIBE TO THE NATIONAL AIRCHECK AT (708) 238-8115

THIS MONTH Philadelphia, Kansas City, & Austin  
"We will tape Any station, Anywhere, Anytime."

## SMALL SPACE WORKS

You just read this

Marketplace 310-553-4330

## COMEDY

### COMEDY SEGMENTS? FLAHERTY DELIVERS!

"Imitation is the sincerest form of Flaherty"  
"Jim Flaherty is the most on-target voice-impressionist I've heard... Best Clinton out there... Best Dole... Most adaptable voice guy... No one sharper... Easiest to work with..."  
-Gary Scott Thomas, KRTY-FM

For a Free Sample, Call Jim at (212) 958-6249

## DATABASE



### RADIA: THE RADIO STATION DATABASE

Obtain info & print mailing labels on 11,950 + U.S. stations. Many Searches. Gives phones/faxes/WEB SITE ADDRESSES + key personnel! Available in MS-DOS or MAC (as ASCII Tab delimited file). Visa/MC: \$129.95 ppd. includes 3 quarterly updates. 1-800-277-8224. Internet at: <http://www.aceinfo.com/bbh/info>

## ID'S, SWEEPERS, JINGLES



Uniquely Human  
Liners & Promos  
414-652-4707

## THE I-MAN KNOWS!

That's why "Imus in the Morning" demands the person who knows audio production

Available now for station  
**PROMO'S, LINERS & SWEEPERS!!!**

Now you can achieve the sound behind the #2 billing station in America, and the #1 biller in New York!

Call Joey for the "Promo/Liner Demo" from  
**IMAGE AUDIO (201) 405-1404**

## MUSIC REFERENCE

### Find songs to fit any subject... instantly!

New! 4th Edition *Green Book of Songs By Subject* is the world's only thematic guide to popular music!

If you've ever needed songs to fit a particular topic, the all-new 4th Edition *Green Book of Songs By Subject* is the book you've been waiting for! Jeff Green has created the "ultimate music reference" for Program Directors, Music Directors, Production Directors, Morning Show and Talk Show Producers, and air personalities in all formats!

- Over 800 subject categories
- 744 jam-packed pages
- All genres and eras of music
- More than 21,000 songs
- More than 7000 artists
- Nearly 1000 record labels
- New subject index
- Now hardcover or paperback

Also available in Hardcover for \$64.95. Charge by phone at (310) 788-1622 or send check or money order to:

Radio & Records, 10100 Santa Monica Blvd. 5th Floor, Los Angeles, CA 90067 Note: Additional copies add \$1.00 add'l shipping per copy. Canada/Mexico shipping: \$10 first copy, \$5.00 add'l copies. Other international shipping: \$20 first copy, \$10 add'l copies. US Dollars Only.



**Satisfaction Guaranteed! Only \$49.95** (Paperback) plus \$3.50 S/H  
For fastest service charge by phone at (310) 788-1622

## MUSIC SOFTWARE



### POWERGOLD

Music Scheduling Software

If you spend more than 30 minutes a day reworking your computer-generated music log, you should take a close look at POWERGOLD. Try it free, with no strings attached. No gimmicks. See for yourself how quickly and easily you can get a beautiful, balanced music log with POWERGOLD. We're here to answer your questions 24 hours a day. Call now and ask for Dave or Jimmy at 501-221-0660. The closer you look, the better we look.

## AFFORDABLE

### Music Software

No Lease Charges

Features & Flexibility PD's want at a price even small markets can afford.

For More Information call:

**HALPER & ASSOCIATES**  
(617) 786-0666

## Wholesale Music Software

- \*MusicPro - Premium Music Scheduling System
- \*User configurable to virtually any automation system
- \*10,000 title capacity making use of extended memory
- \*Data conversion from virtually any music system
- \*Source Code and no copy protection negotiable
- \*Buy-outs available for vendors, consultants, stations, and individuals. Base price is \$495.00!

Call or FAX for a free demo package.  
(801) 576-9289 FAX (801) 576-0117

## OLDIES SERVICES

### OLDIES ON CD

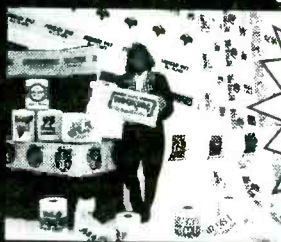
Best source or hard to find oldies '50's, '60's, '70's, '80's Now available on CD

MSA Music Service Associates Also available on R/R or DAI 918-492-7222 (FAX) 918-492-2211 FAX US YOUR LIST

## PROMOTIONS

### J \* U \* M \* B \* O EVENT TAPE™

Be Everywhere



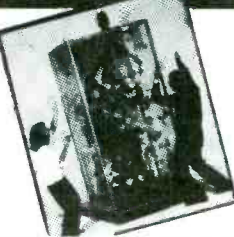
ONE COLOR Budget Express \$299 + S/H 3000 ft. Low One-Time Set-Up

FirstFlash™

Also Available: BunchaBANNERS™ FLASHBAGS™ PONCHOS

1-800-21 FLASH (1-800-213-5274)

## CASH CUBE



"MONEY MACHINE" gives your station instant impact... 800-747-1144

## PROMOTIONAL WEARABLES



Attention GMs How Much Do You Pay? 100% Cotton Tees \$2.90! Never a screen or setup charge. Joe Blumenstein, Broadcast Representative (800) 524-8159

## VOICEOVER SERVICES



One of The Image Voices Of VH1

Sweepers, Promos & ID's Phone (516) 679-1316 Fax (516) 679-1329

## JOHN WILLYARD

Where there's a Willyard... Call Catspaw Productions for a demo.

404.876.2287

## VOICEOVER SERVICES

SUPER SWEEPERS MIKE CARTA Liners • Promos • ID's 800-459-DEMO

CJ RYAN Productions • legal i.d.'s • sweepers • promos 1-904-230-9881

YOUR VISION MY VOICE

ID's • Liners • Commercial Production Top Quality Service • Affordable

Brian Cooney (513)852-1089

How to make MONEY in VOICEOVERS even if you don't live in New York or LA!

The "Caring For Your Voice" tape was a nice, unexpected bonus! Bob Schmidt, Talent, LaCrosse, WI

Audio Cassette Seminar with 100pgs. of literature VISA Spectacular Voice-Over 210-647-3316

I'M STILL NOT WEARING PANTS! Liners / Promos VOICE IMAGING 412-776-9797

## VO & PRODUCTION SERVICES

uh oh... BOBBY OCEAN! SORRY, MARKET EXCLUSIVE GET HIM ON YOURS BEFORE THEY GET HIM ON THEIRS deftly dial the delightful digital demo then decide (415) 472-7045



## MARKETPLACE ADVERTISING

Payable in advance. Orders must be typewritten and accompanied by payment. Visa/MC/AmEx accepted. One-inch minimum, additional space up to six inches available in increments of one-inch. Rates for R&R Marketplace (per inch):

	Per insertion
1 time	\$90.00
6 insertions	\$85.00
13 insertions	\$80.00
26 insertions	\$70.00
51 insertions	\$65.00

Will include camera-ready logo or line art if provided. Deadline for Marketplace ads is noon Thursday, one week prior to publication date. Marketplace ads are non-commissionable. Submit to:

Marketplace RADIO & RECORDS, 10100 Santa Monica Blvd, Fifth Floor, Los Angeles, CA 90067 310-553-4330 Fax: 310-203-8727



# DIANA ROSS

SOARS BEYOND BOUNDARIES  
CREATING MUSIC WITH ENDLESS POSSIBILITIES.

*Take me higher*



EXECUTIVE PRODUCER: DIANA ROSS

PRODUCER: VARADA MICHAEL WALDEN FOR PERFECTION LIGHT PRODUCTIONS

ASSOCIATE PRODUCER: MIKE MANI

ADD DATES:  
SEPTEMBER 18TH & 19TH



37-631752-2/4



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**SW NETWORKS PRESENTS**

# PROGRAMMING SERVICES PACKAGES

**NAC**

**URBAN**

**alternative  
Rock**

**Country**



Each Programming Services Package offers total one-stop shopping with **Format Specific Materials** to enhance your programming:

**SW SHOW PREP** - Comedy, gossip, trivia & lifestyle information written specifically for your format.

**SW ENTERTAINMENT NEWS** - Live from the Front Row, Backstage, Cyberspace & Hollywood, featuring correspondents with Entertainment News soundbites from recording artists, television personalities, movie stars & entertainment newsmakers.

**SW PRODUCTION CD'S** - A collection of exclusive, original music beds, sound effects, stingers, punctuators - everything you need for commercial, promotional & programming production.

**SW BIOSTATS** - Edited artist bios which provide bullet-pointed, compelling copy for on-air use.

**SW NEWSCLIPS** - A clipping service that combines the latest offbeat music news with radio-ready stories that are just plain offbeat! The interesting, the odd, the outrageous & the shockingly weird are all fair game for SW NewsClips.

