

INSIDE:

'95 ALTERNATIVE FORMAT CONVERTS

Where did all those new Alternative converts come from? And what Top 100 markets are still without an Alternative outlet?

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AC MORNING SHOWS THAT OUTPERFORM THEIR STATIONS

Which AC and Hot AC morning shows are putting up better numbers than their stations?

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GET THE MOST FROM YOUR ON-AIR PROMOS

Nine on-air promo tips for Talk stations, November's Top 10 Talk topics, and more.

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ARE ROCK OUTLETS READY TO EMBRACE NEW MUSIC STYLES?

Are today's Rock radio stations more willing to play records they wouldn't have considered adding just one year ago?

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IN THE NEWS...

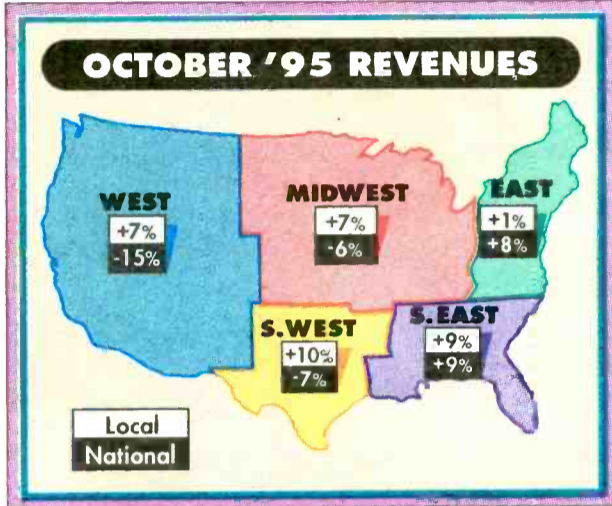
- Lee Armstrong Clear now Jacksonville trombo GM
- Allen Stieglitz now GM for KMLE/Phoenix
- Bobby Hatfield named PD at WWWE/Cleveland
- Sentry Radio Sales takes on Bonneville stations; taps Peter Burton as VP/GSM

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- Daniel Crowe appointed VP/GM for KMQA-FM/L.A.
- John Potter named GM for Columbus trombo
- Ivan Braiker becomes GM; Bill Harman named PD at WZJZ/Columbus sign-on

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NEWSSTAND PRICE \$6.50



Source: RAB

Revenue Growth Slows To 4%

Business continues to look good through '96

The radio industry's marathon growth rates have hit the wall. Although local business in October '95 held up quite well compared to October '94, national advertising expenditures in most regions couldn't compare to last year's business, which included a mass of political advertising for the off-year elections.

On a year-to-date basis, business is up 9% in all regions, with local revenues 10% higher and national dollars 9% higher. RAB President/CEO Gary Fries said the radio industry will finish the year 9% above last year and that business continues to look good through 1996 and beyond.

Rising Tide Rolls Into Nashville



Levitan Gordy

Rising Tide/Nashville officially became Music City's newest label Tuesday (12/5) when MCA Entertainment Group Chairman Doug Morris and Vice Chairman Mel Lewinter hosted a lunch to present VSOP Management principal Ken Levitan as its President. Levitan then announced that noted independent producer Emory Gordy Jr. would be the label's Sr. VP/A&R.

"We are delighted to welcome one of the most talented and innovative music executives in the business to the Rising Tide family," Morris commented. "Ken's

RISING TIDE/See Page 18

It's Country For WLS-FM

Station to switch 'in near future'

Months of speculation regarding the future of WLS-FM/Chicago ended Tuesday (12/5) at 5pm when President/GM Gregg Lindahl told the staff the station would change to Country "in the near future."

Capital Cities/ABC Group II President Norm Schrutt had previously announced that the Talk simulcast on WLS-AM & FM would end and that other formats were being researched. The station began airing holiday music by a variety of artists on November 21.

"We're going Country because our marketplace research clearly told us Chicago could support two Country stations," Lindahl told R&R. "Country is very healthy — it's the most programmed format on the radio and the most popular form of music in the nation. While [format competitor] WUSN is doing a terrific job, Chicagoans ought to have a choice. We think the Country shares will grow in this marketplace when country music fans are presented with another choice."

Lindahl added that WLS-FM will continue playing holiday music and will phase in promos telling listeners about the change and asking what they would like from a Country station.

WLS-FM/See Page 18

Religious Broadcasters Mount Music Licensing Crusade

At issue: the cost of blanket licenses for stations that play music only parttime

By ROY FURCHGOTT
R&R WASHINGTON BUREAU

The National Religious Broadcasters (NRB) have launched a holy war against those they perceive as the oppressors of radio — ASCAP, BMI, and SESAC. The group is fighting in court and Congress so that the licensors can't take a percentage of revenue generated by radio stations' non-music programming.

Stations currently pay roughly 3.2% of their gross revenues to ASCAP, BMI, and SESAC for a blanket license. NRB is asking why a station earning a large proportion of its revenue from non-music programs — such as Howard Stern in morning drive — should pay a portion of that income to the music licensors.

This is a critical time to be asking that question. Music licenses

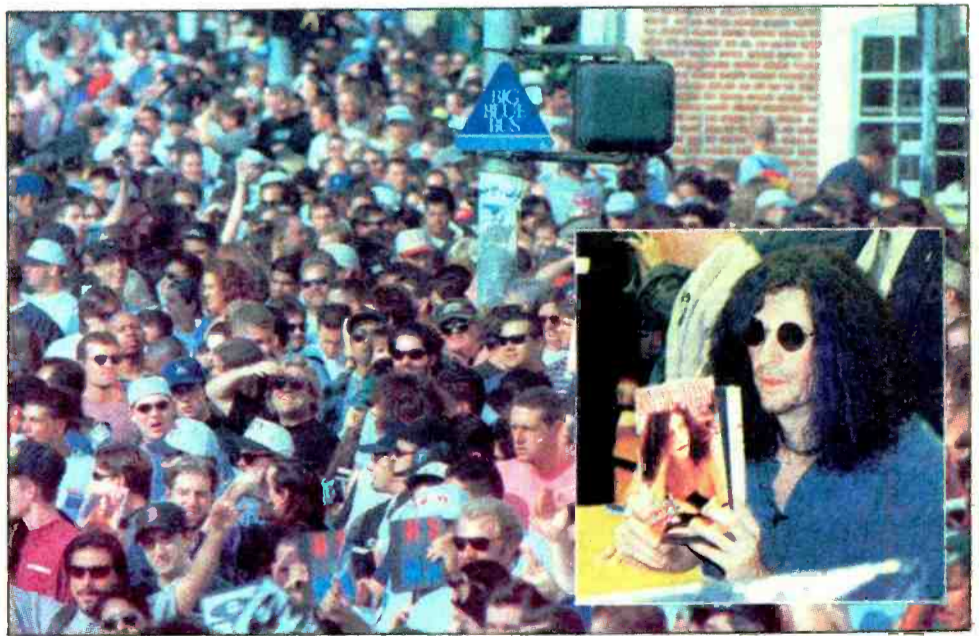
are currently up for five-year renegotiations. Also, more stations than ever are programming non-musical broadcasts. Radio Music Licensing Committee (RMLC) Exec. Director Dave Fuellhart estimates there are about 1000 such "split-format" stations.

Per-Program Option

The licensors respond that stations don't have to take a blanket license. They can opt for a per-program license and pay just for the music they use. According to ASCAP, about 8.5% of licensees take the per-program option.

But broadcasters say the deck is stacked. The licensors make it difficult and expensive to use the per-program license so they can continue to collect revenues from all programming.

LICENSING/See Page 18



Los Angeles Times

10,000 Howard Stern Fans Can't Be Wrong!

When Howard Stern (inset) made a rare L.A. appearance to sign copies of his new "Miss America" book last Friday (12/1), the event swiftly became a full-blown extravaganza. While the LAPD confirmed at least 10,000 people stood in line to get Stern's autograph, one local news report said the crowd count came closer to 25,000! Obviously touched by the display of devotion, Stern signed autographs for a continuous line of fans — some of whom camped out overnight — from approximately 11am to 6pm.

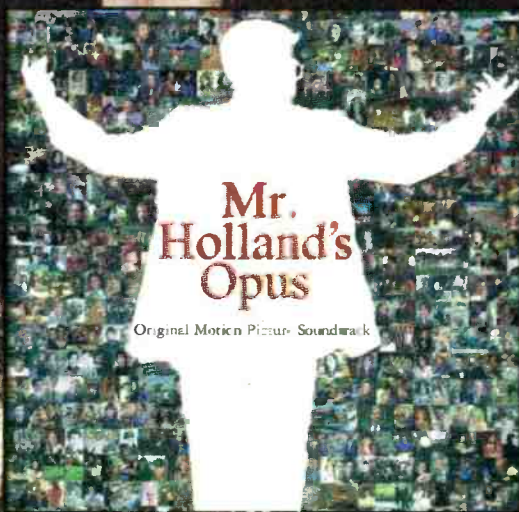
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Management: John Dukakis & Qadree El-Amin for Southpaw Entertainment

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Original Motion Picture Soundtrack
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Stieglitz Heads To KMLE As GM

Seven-year Classical WTMI/Miami VP/GM Allen Stieglitz has segued to Shamrock Country KMLE/Phoenix as GM. That post had been vacant since last July, when Bruce Blevins transferred to San Francisco Shamrock sisters KABL-AM, KNEW-AM, KBBG-FM & KSNL-FM.

"This is the most exciting thing that's happened to me in my career," Stieglitz told R&R. "What an incredible thing to be working with such an exciting radio station."

Prior to WTMI, Stieglitz spent eight years at WSHE/Ft. Lauderdale, where he began as an AE and left as GM. WSHE is owned by TK Communications, and Steve Dinetz was Exec. VP during Stieglitz's tenure there. Dinetz is now President of Chancellor Communications, which is expected to close on its purchase of Shamrock sometime in early January.

Bonneville Stations Go To Sentry Sales

Burton Becomes New Rep's VP/GSM

Katz Radio Group's newest sales division, Sentry Radio Sales, wasted no time securing big business by taking the Bonneville stations from rivals Interep and CBS Sales. It was also announced that Peter Burton has been named VP/GSM for Sentry.

"Bonneville is a solid first client for Sentry," remarked the rep firm's President, Bob McCurdy. "The stations are well-positioned, Bonneville's corporate leadership is in sync with Sentry's philosophy, and we are both committed to the continued growth of national radio dollars."

Regarding Burton, McCurdy said, "Peter's expertise in the rep business and his experience with KRG make him the ideal person to help lead our new sales endeavor."

Burton joined KRG as an AE for Banner Radio in 1989. He left to work in various sales positions with CBS Radio, and returned to KRG two months ago as a VP.

The 18-station Bonneville deal will bring \$30 million in billings to Sentry. One set of Bonneville stations, KOIT-AM & FM/San Francisco, will continue to be reped by Katz Radio.

It is expected that Sentry will also snare the stations currently owned by Shamrock Broadcasting as soon as those stations are taken over by Chancellor Communications.

Not In Vogue



En Vogue's Terry Ellis celebrated the release of her debut solo album "Southern Gal" with a party at Toukies in New York. Partaking are (l-r) EastWest/EEG Sr. VP/Black Music Richard Nash and Dir./Urban Promotion Michael Kelly, WBL5 personality Vaughn Harper, Ellis, and EastWest/EEG Northeast Regional Promotion Manager Chico Gibbs and VP/Black Promotion Michelle Madison.

Jacor Jacksonville GM A Clear Choice

Will oversee three Urban properties

Jacor Communications has hired Lee Armstrong Clear to manage its three Urban properties in Jacksonville: Urban Gold WZAZ-AM, Urban Contemporary WJBT-FM, and Urban AC WSOL-FM. Clear assumes the GM position after three years as GSM and NSM at WBLX-AM & FM/Mobile.

Jacor Broadcasting of Florida VP Les Samuels — who will continue to manage Country WQIK-FM/Jacksonville — commented, "We're fortunate to have recruited a renaissance radio man with well-proven ability in sales and programming, a strong proponent of 'consultant selling,' and a stable, people-oriented leader who is an Urban radio specialist."

Clear told R&R, "This position was probably made for me. I'm CLEAR/See Page 18

Hatfield Assumes WWWE PD Duties

Bobby Hatfield has been named PD at News/Talk WWWE/Cleveland, replacing Gary Bruce. Hatfield most recently was PD at WIBC/Indianapolis.

WWWE GM Dennis Best said Hatfield emerged as the station's best choice following a nationwide search. "We needed a high-profile, high-energy programming guy to lead this 50,000-watt flame-



Hatfield

thrower into the next generation of listeners," Best told R&R. "This is a station that has been neglected for years. [Hatfield] was absolutely the best guy for this position."

Secret Communications VP/Operations Chuck Finney called Hatfield a "terrific leader of people, a programming and marketing visionary,

HATFIELD/See Page 18

Mancow CD Hits The Fans!

"Box Of Sharpies," the CD by WRCX/Chicago personality Mancow Muller, has been topping not only Windy City but national sales charts, logging in at No. 20 at Blockbuster Music nationwide. The 70-minute CD contains 41 of Mancow's favorite prank phone calls, song parodies, and other bits, including "Hey Howard Sperm" and "Bong World."



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1995 DEALS TO DATE

Dollars To Date: \$5,544,929,757

(Last Year: \$2,200,212,617)

This Week's Action: \$68,803,330

(Last Year: \$29,016,500)

Stations Traded This Year: 1307

(Last Year: 1203)

Stations Traded This Week: 54

(Last Year: 33)

DEAL DETAILS BEGIN ON PAGE 6

Deal Of The Week

• **WLOH-AM, WHOK-FM & WLLD-FM/Columbus \$24 million**

While the big Citicasters/OmniAmerica merger might have fallen apart, the companies were able to come to terms on the latter's duopoly in Ohio's capital city.

They All Fall Down

□ Former Independent Broadcasters Network President Steven Wiegner is the fifth person to plead guilty to helping radio host Sonny Bloch swindle listeners who invested in Bloch-owned stations.

See Page 6

Toasting Radio's Good Fortune

□ McCann-Erickson's Bob Coen predicts national spot revenues for radio will rise 7.5% in 1996.

See Page 6

RADIO BUSINESS

Triathlon Grabs 10 Pourtales Stations

Triathlon Broadcasting President/CEO Norm Feuer has bought out his old boss, Pourtales Radio Partnership President C.T. "Terry" Robinson, for \$18.5 million.

Prior to running the Sillerman Companies' Triathlon, Feuer was COO at Pourtales. According to the deal, Triathlon exercised an option to purchase 10 stations in three markets: KEYF-AM, KUDY-AM, KBYF-FM & KKZX-FM/Spokane; KTWK-AM, KVOR-AM, KSPZ-FM & KUUU-FM/Colorado Springs, CO; and KTCR-AM & KEGX-FM/Tri-Cities, WA.

Triathlon also terminated its option on three Pourtales stations in Mobile, because Feuer said the stations did not fit in Triathlon's strategy — which calls for building its group west of the Mississippi. "When we put in the option, well, I failed geography," he said. "I just figured out Mobile is east of the Mississippi."

The Alabama stations Triathlon passed on, WKSJ-AM & FM & WMYC-FM, are going to Ken Johnson's Mobile-

based Capitol Broadcasting Company Inc. Capitol currently owns WNTM-AM, WDWG-FM & WMXC-FM.

Quick Close

The deal was originally expected to close in February 1996, but instead was accelerated. Feuer said there was no reason to quickly push the deal through, "We just felt we could proceed [with the deal]." Part of that decision could be the fact that Triathlon boasted an impressive recent public stock offering, according to a company spokesperson.

This will not be the first time the two companies have done business together. Pourtales previously sold its Wichita outlets (KFH-AM, KQAM-AM, KEYN-FM & KXLK-FM) to Triathlon.

When the deals are complete, Robinson will own no stations but has pending radio projects, said an assistant.

TRANSACTIONS

Citicasters Buys OmniAmerica's Three Columbus Stations

□ **Triathlon goes west, buys 10 stations for \$18.5 million**

Deal Of The Week

WLOH-AM, WHOK-FM & WLLD-FM/Columbus

PRICE: \$24 million

TERMS: Duopoly deal; terms not disclosed

BUYER: Citicasters Inc., headed by President/CEO John Zanotti. It owns 16 other stations.

SELLER: OmniAmerica Group, headed by President Carl Hirsch. It owns nine other stations.

FREQUENCY: 1320 kHz; 95.5 MHz; 98.9 MHz

POWER: 1kw; 50kw at 492 feet; 583 watts at 754 feet

FORMAT: AC; Country; Country
BROKER: Paul Leonard of Star Media Group and Dean Meiszer of Crisler Capital Co.

COMMENT: This deal follows the dissolution of a proposed merger between the two companies (R&R 11/24).

Group Deal

Pourtales Radio Partnership

PRICE: \$18.5 million

TERMS: Duopoly deal; terms not disclosed

BUYER: Triathlon Broadcasting Co., headed by President/CEO Norman Feuer. It owns eight other stations.

Phone: (212) 407-9126

SELLER: Pourtales Radio Partnership, headed by President C.T. "Terry" Robinson. It owns nine other stations. Phone: (719) 576-6850

COMMENT: Triathlon is exercising its option to buy Pourtales' 10 stations and simultaneously terminating its option to acquire Pourtales' WKSJ-AM & FM & WMYC-FM/Mobile.

KEYF-AM/Dishman (Spokane)

FREQUENCY: 1050 kHz
POWER: 5kw day/335 watts night
FORMAT: Oldies

KUDY-AM & KKZX-FM/Spokane

FREQUENCY: 1280 kHz; 98.9 MHz
POWER: 5kw; 100kw at 1614 feet
FORMAT: Religious; Classic Rock

KEYF-FM/Cheney (Spokane)

FREQUENCY: 101.1 MHz
POWER: 100kw at 1965 feet
FORMAT: Oldies

KTWK-AM, KVOR-AM & KSPZ-FM/Colorado Springs

FREQUENCY: 740 kHz; 1300 kHz;

Continued on Page 6

Conference Committee Poised For Telecom Action

Thanksgiving is long passed, but Congress is finally talking turkey this week on telecom legislation that could eliminate the FCC's radio ownership limits.

The lawmakers assigned to the conference committee charged with reconciling the House and Senate versions of the telecom bill were set to hold their first official meeting on Wednesday (12/6).

To this point, aides have been hammering out details while leav-

ing the big issues — such as ownership caps and cross-ownership limits — to the lawmakers themselves.

Efforts to get the conferees together had been hampered by the budget standoff, which distracted staff and legislators alike in past weeks. Many staffers assigned to reconcile

the telecom bill were also working on the budget.

Reconciliation efforts have also been complicated by the increasing efforts of special-interest groups seeking to build grass-roots opposition to the bill. The nation's long-distance telephone companies have launched advertising campaigns against the legislation, which in-

Continued on Page 9

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Bloch Accomplice Pleads Guilty

Former Independent Broadcasters Network President Steven Wiegner is the fifth person to plead guilty to helping radio host **Sonny Bloch** swindle listeners who invested in Bloch-owned stations.

Wiegner pleaded guilty last Thursday (11/30) to two charges involving wire fraud. He's cooperating with federal prosecutors in their case against Bloch, who was indicted in May for defrauding investors to the tune of \$21 million.

Bloch denies all the charges against him. He goes to trial on April 15 and faces 360 years in prison and millions of dollars in fines. A sentencing date for Wiegner has not yet been set.

Radio Revenues Will Rise In '96

McCann-Erickson Sr. VP/Director of Forecasting **Bob Coen** predicts that national spot revenues for radio will rise 7.5% in 1996, following a projected 5.9% gain in national advertising this year. Coen says local radio/TV advertising should increase 8.3% next year.

In McCann's "Insider's Report," Coen says the upcoming election season and summer Olympics should stimulate ad revenues. And although the climate has been improving since the end of the recession in 1991, he notes that strong confidence in a recovery has been mounting only during the past 18 months. Coen foresees true economic growth and continued low inflation in 1996.

Citicasters' \$24 Million Phoenix

The Citicasters-OmniAmerica merger may have fallen through, but the companies are still willing to deal.

Citicasters is buying OmniAmerica's three Columbus stations — including Country combo **WHOK-FM & WLLD-FM** — for \$24 million. Some see it as a preemptive strike against **Nationwide**, whose **WCOL** is the market's leading Country station. The purchase helps preserve Citicasters' status as the market's leading biller by giving the company a strong duopoly and keeping the stations out of Nationwide's hands.

The deal would prevent Omni from suing Citicasters for calling off the merger, a source close to the companies said, because the price tag includes a settlement. The original merger was valued between \$139 million and \$200 million.

TRANSACTIONS

Continued from Page 4

92.9 MHz
POWER: 3.3kw day/1.5kw night; 5kw day/1kw night; 52.7kw at 2130 feet
FORMAT: Talk; News/Talk; Oldies

KVUU-FM/Pueblo (Colorado Springs)

FREQUENCY: 99.9 MHz
POWER: 68kw at 2001 feet
FORMAT: AC

KTCR-AM/Kennewick & KEGX-FM/Richland (Tri-Cities), WA

FREQUENCY: 1340 kHz; 106.5 MHz

POWER: 1kw; 100kw at 1053 feet
FORMAT: News/Talk; Classic Rock

Arkansas**KBRI-AM & KQMC-FM/Brinkley**

PRICE: \$115,000
TERMS: Asset sale for \$17,250 cash and a \$97,750 promissory note at 8% interest
BUYER: East Arkansas Broadcasters Inc., headed by President/Director **Bobby Caldwell**. It owns **KWYN-AM & FM/Wynne, AR**. Phone: (501) 238-8141
SELLER: Tri-County Broadcasting Co., headed by President **Frances Harper**. Phone: (501) 734-1570
FREQUENCY: 1570 kHz; 102.3 MHz
POWER: 250 watts day/23 watts night;

3kw at 197 feet
FORMAT: AC; Country

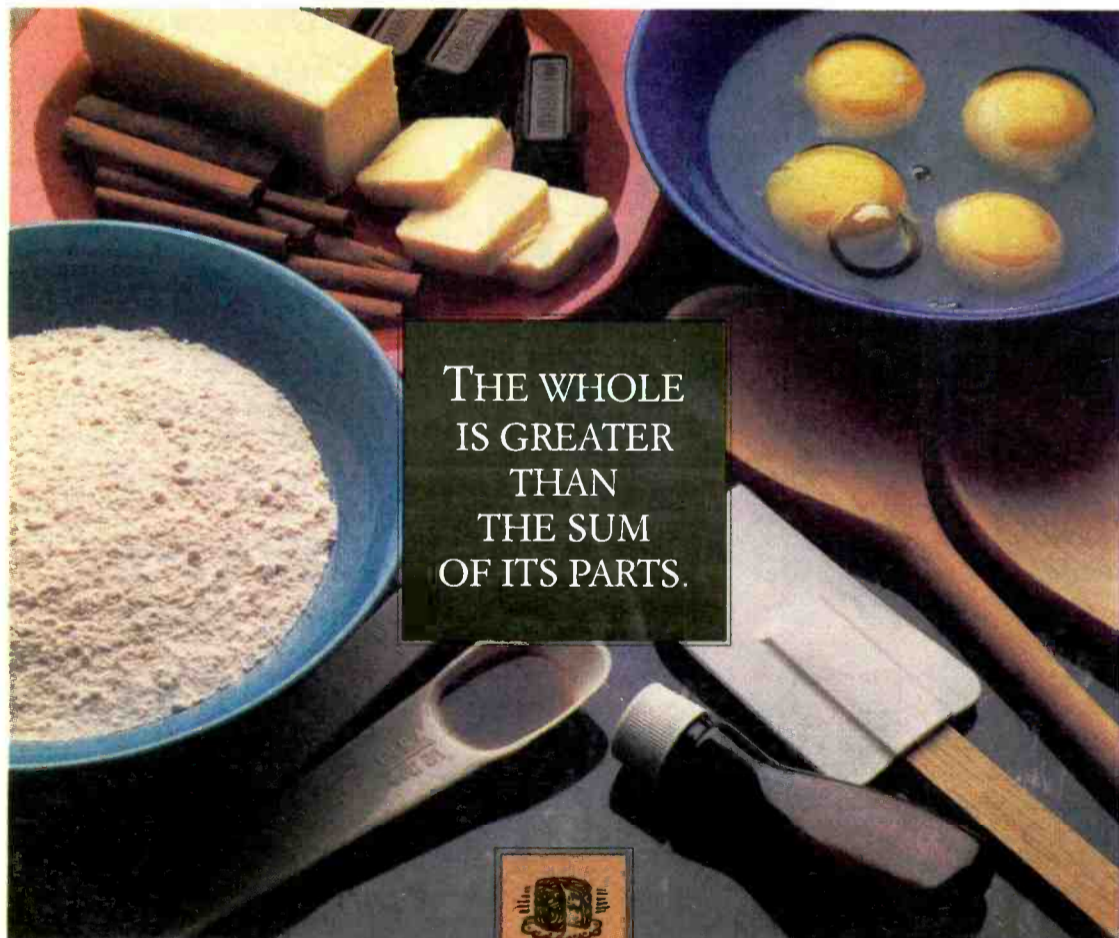
KCLA-AM, KPBQ-FM & KZYP-FM/Pine Bluff

PRICE: \$463,000
TERMS: Duopoly deal. Stock sale for \$122,000 cash; a five-year, \$75,000 promissory note at 9% interest; a six-year, \$178,000 promissory note at 9% interest; and assumption of an \$88,000 loan.
BUYER: **Howard Toole**. Phone: (817) 329-3057
SELLER: **Thomas McBee**, selling his 10% interest in **Pine Bluff Radio Inc.**; **Don Turner**, selling his 45% interest; and **Robert Magruder**, selling his 45% interest. Phone: (501) 535-1241

TRANSACTIONS AT A GLANCE

- Pourtales Radio Partnership stations \$18.5 million
- KEYF-AM/Dishman, WA
- KUDY-AM & KKZX-FM/Spokane
- KEYF-FM/Cheney, WA
- KTWK-AM, KVOR-AM & KSPZ-FM/Colorado Springs
- KVUU-FM/Pueblo, CO
- KTCR-AM/Kennewick, WA
- KEGX-FM/Richland, WA
- KBRI-AM & KQMC-FM/Brinkley, AR \$115,000
- KCLA-AM, KPBQ-FM & KZYP-FM/Pine Bluff, AR \$463,000
- KBCH-FM/Kings Beach, CA \$300,000
- KGFJ-AM/Los Angeles \$5.5 million
- KTSJ-AM/Pomona, CA \$875,000
- KJME-AM/Denver \$1.5 million
- KLIM-AM/Limon, CO \$8000
- WWTk-AM/Lake Placid & WWOJ-FM/Avon Park, FL \$842,500
- WNDB-AM/Daytona Beach & WLKF-AM/Lakeland, FL No cash consideration
- WMFL-AM & WJPH-FM/Monticello, FL \$135,000
- KCID-AM & FM/Caldwell, ID \$1.2 million
- KCID-AM/Caldwell, ID \$300,000
- KJHY-FM/Emmett, ID \$355,895
- KKIC-AM/Meridian, ID \$101,500
- KSEI-AM & KMGI-FM/Pocatello, ID \$825,000
- WSBC-AM/Chicago \$800,000
- KLOE-AM & KKCI-FM/Goodland, KS \$990,000
- KACY-AM & KSMB-FM/Lafayette, LA \$4 million (est.)
- WQNN-FM/Artesia, MS \$658,435.36*
- WVIX-AM/Vicksburg, MS \$1000
- KRBO-FM/Las Vegas, NV \$2.5 million
- WTSL-AM & WGXL-FM/Hanover, NH \$940,000
- KASK-FM/Las Cruces, NM \$301,000
- WCIE-AM/Spring Lake, NC \$12,000
- KHND-AM/Harvey, ND \$200,000
- WJY-FM/Hilton Head Island, SC \$1,255,000
- WLXC-FM/Lexington, SC \$825,000
- WRNN-FM/Murrells Inlet, SC \$550,000
- WVWI-AM/St. Thomas, VI \$250,000
- KMTT-AM/Tacoma, WA \$500,000

* For use in weekly and year-to-date dollar totals, this price will be rounded to the nearest dollar.



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POWER: 1kw; 25kw at 328 feet; 3kw at 157 feet
FORMAT: Nostalgia; Country; Urban

California**KBCH-FM/Kings Beach**

PRICE: \$300,000
TERMS: Asset sale for cash
BUYER: **Vernon Miller**. Phone: (702) 856-2256
SELLER: **Kidd Communications**, headed by **Chris Kidd**. Phone: (702) 826-4347
FREQUENCY: 107.7 MHz
POWER: 210 watts at 2962 feet
FORMAT: This station is dark.

KGFJ-AM/Los Angeles

PRICE: \$5.5 million
TERMS: Asset sale for cash
BUYER: **Personal Achievement Radio Inc.**, headed by President **N. John Douglas**. He owns 10 other stations and has interests in an additional three. Phone: (415) 324-5888

SELLER: **East-West Broadcasting Inc.** Phone: (213) 930-9090
FREQUENCY: 1230 kHz
POWER: 1kw
FORMAT: Gospel
BROKER: **W. John Grandy**

KTSJ-AM/Pomona

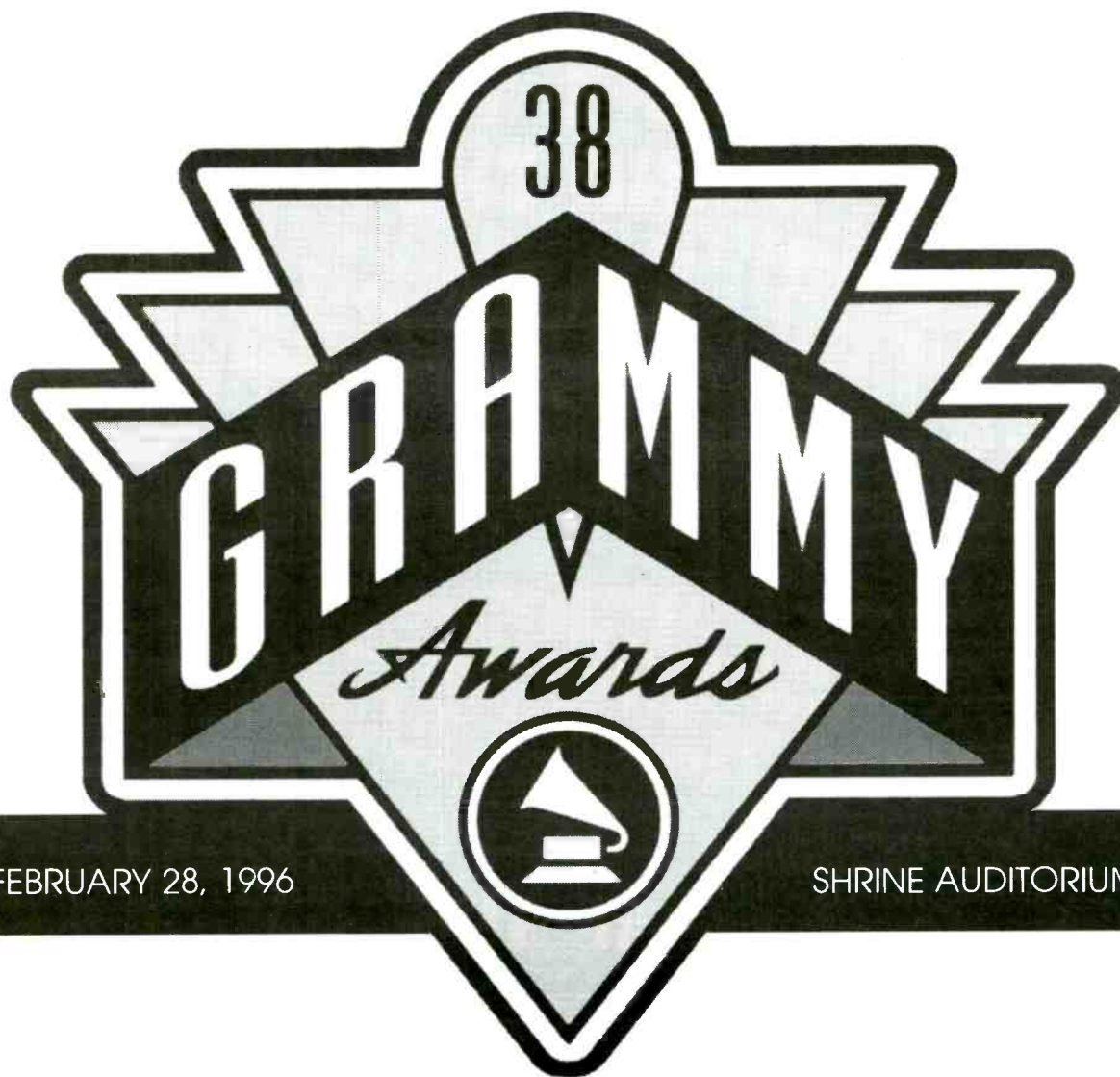
PRICE: \$875,000
TERMS: Asset sale for cash
BUYER: **Personal Achievement Radio Inc.** (see preceding entry)
SELLER: **American Sunrise Communications of Pomona Inc.**, headed by President **John Boyd**. Phone: (909) 397-7449
FREQUENCY: 1220 kHz
POWER: 930 watts day/250 watts night
FORMAT: Spanish

Colorado**KJME-AM/Denver**

PRICE: \$1.5 million
TERMS: Asset sale for \$300,000 cash and a 10-year, \$1.2 million promissory note at 8% interest

Continued on Page 9

M J I B R O A D C A S T I N G P R E S E N T S



WEDNESDAY, FEBRUARY 28, 1996

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RADIO BUSINESS

Quello May Call It Quits

FCC Commissioner Jim Quello said this week he's "disinclined" to seek another full term with the Commission. Quello's current term ends June 30, 1996.

He would "hold over" until another commissioner could be appointed and confirmed. Because his term expires near an election, it's unlikely the process would move quickly. Generally well-regarded by broadcasters, Quello has served on the Commission for 21 years.

Commissioner Andrew Barrett is currently on holdover. His term ended June 30 of this year.

Gannett Deal Completed

Gannett Co.'s \$1.7 billion deal to purchase Multimedia Inc. has been completed. Included in the deal are Oldies WAYS-FM and News/Talk WMAZ-FM in Macon, GA. Gannett paid Multimedia shareholders \$45.25 per share.

The purchase also adds 10 daily papers to the Gannett stable, along with five network-affiliated television stations, a cable TV system (reaching 454,000 subscribers), and a security alarm monitoring company.

Gannett reported '94 operating income of \$812.8 million, while Multimedia posted a '94 operating income of \$189.4 million.

KVI Breaks Retransmitting Rule

KVI-AM/Seattle recently received a slap on the wrist from the FCC for retransmitting about four minutes of a KING-FM/Seattle interview with Sen. Patty Murray.

The FCC admonished KVI for violating an agency rule that prohibits rebroadcasting another outlet's programming without first securing permission from the other station. KVI said it identified the source of the broadcast but did not retransmit KING's signal. The station added that it only taped a portion of the KING program, then rebroadcast it. But the Commission said the rule still applies.

TRANSACTIONS

Continued from Page 6

BUYER: Montana Media Inc., headed by President/Director Joni Wiley. Phone: (817) 251-1284
SELLER: Jo-Mor Communications Inc. Phone: (303) 623-1390
FREQUENCY: 1390 kHz
POWER: 5kw day/139 watts night
FORMAT: Spanish

KLIM-AM/Limon
PRICE: \$8000

TERMS: Asset sale for cash
BUYER: Roger Lewis Hoppe II. Phone: (616) 864-2400
SELLER: Green-Harris Broadcasting Corp., headed by Larry Green
FREQUENCY: 1120 kHz
POWER: 250 watts
FORMAT: This station is dark.

Florida

WNDB-AM/Daytona Beach & WLKF-AM/Lakeland
PRICE: No cash consideration
TERMS: License transfer
BUYER: Root Communications Ltd. Phone: (904) 258-4700
SELLER: The Chapman S. Root 1982 Living Trust (Susan Root, Chapman Root II, and Susan Root Graham, trustees). Phone: (904) 258-4700
FREQUENCY: 1150 kHz; 1430 kHz
POWER: 1kw; 5kw day/1kw night
FORMAT: News/Talk; Talk

WWTK-AM/Lake Placid & WWOJ-FM/Avon Park
PRICE: \$842,500

TERMS: Asset sale for \$282,500 cash and a 10-year, \$560,000 promissory note at 9% interest
BUYER: Casey Communications Inc., headed by President/Director John Casey. Phone: (517) 793-4701
SELLER: Highlands Media Co. Inc. Phone: (813) 382-1063
FREQUENCY: 730 kHz; 106.3 MHz
POWER: 500 watts day/340 watts night;

2.36kw at 370 feet
FORMAT: News/Talk; Country

WMFL-AM & WJPH-FM/ Monticello
PRICE: \$135,000

TERMS: Asset sale for cash
BUYER: Rebus Inc., headed by President/Director Jennifer Llewellyn. It owns WTAL-AM/Tallahassee. Phone: (904) 224-0595
SELLER: Webster Broadcasting Inc., headed by President Mary Webster. Phone: (313) 222-9350
FREQUENCY: 1090 kHz; 101.9 MHz
POWER: 1kw; 6kw at 249 feet
FORMAT: Both stations are dark.

Idaho

KCID-AM & FM/Caldwell
PRICE: \$1.2 million

TERMS: Asset sale for \$900,000 cash and a five-year, \$300,000 non-compete agreement
BUYER: AGM-Nevada LLC, headed by President Anthony Brandon. It owns KQOL-FM/Boulder City, NV. Brandon has interests in 14 other stations. Phone: (410) 832-5870
SELLER: Twin Cities Broadcasting Co., headed by President Dale Peterson. Phone: (208) 459-3608
FREQUENCY: 1490 kHz; 107.1 MHz
POWER: 1kw; 3kw at 365 feet
FORMAT: AC; Country
BROKER: Media Services Group
COMMENT: AGM-Nevada is simultaneously spinning off KCID-AM to Vannoy Bishop & Larry Hancock LP (see next deal).

KCID-AM/Caldwell
PRICE: \$300,000

TERMS: Asset sale for \$50,000 cash and a \$250,000 promissory note
BUYER: Vannoy Bishop & Larry Hancock LP. Phone: (208) 466-8965
SELLER: AGM-Nevada LLC
FREQUENCY: 1490 kHz
POWER: 1kw
FORMAT: AC

KJHY-FM/Emmett
PRICE: \$355,895

TERMS: Asset sale for \$5000 cash and assumption of \$350,895 debt
BUYER: Capital West Inc., headed by President/Director John Tanner. Phone: (208) 336-1145
SELLER: Radio Broadcasting Inc., headed by President Steve Sumner. Phone: (208) 322-3437
FREQUENCY: 101.9 MHz
POWER: 57kw at 2533 feet
FORMAT: Spanish

KKIC-AM/Meridian
PRICE: \$101,500

TERMS: Asset sale for \$5000 cash and assumption of \$96,500 debt
BUYER: Western Pacific Inc., headed by President/Director John Tanner. Phone: (208) 336-1145
SELLER: Northwest Broadcasting Inc., headed by President Steve Sumner. Phone: (208) 322-3437
FREQUENCY: 950 kHz
POWER: 3.5kw day/35 watts night
FORMAT: Spanish

KSEI-AM & KMGI-FM/ Pocatello
PRICE: \$825,000

TERMS: Asset sale for \$210,000 cash; a five-year, \$565,000 promissory note at 8.5% interest; and a \$50,000 non-compete agreement
BUYER: Conway Broadcasting Inc., headed by President/Director Lars Conway. Phone: (612) 824-5104
SELLER: Pacific Northwest Broadcasting Corp., headed by President Charles Wilson. Phone: (208) 336-3670
FREQUENCY: 930 kHz; 102.5 MHz
POWER: 5kw; 100kw at 1023 feet
FORMAT: News/Talk; Classic Rock
BROKER: The Exline Co.

Illinois

WSBC-AM/Chicago
PRICE: \$800,000

TERMS: Asset sale for a promissory note
BUYER: WSBC Broadcasting LLC, owned by members Sarna and Jessica Lee and headed by trustees Daniel Lee and Joel Fenchel. Sama and Jessica Lee are the daughters of Daniel Lee, President of the selling company. Phone: (708) 509-8000
SELLER: Diamond Broadcasting Inc., headed by Daniel Lee. It owns three other stations. Phone: (708) 509-8000
FREQUENCY: 1240 kHz
POWER: 1kw
FORMAT: Ethnic

Kansas

KLOE-AM & KKCI-FM/ Goodland
PRICE: \$990,000

TERMS: Asset sale for \$800,000 cash and a 10-year, \$190,000 promissory note

BUYER: Melia Communications Inc., headed by President/Director Martin Melia. Phone: (913) 899-2300

SELLER: Eagle Communications Inc., headed by President Robert Schmidt. Phone: (913) 625-4000
FREQUENCY: 730 kHz; 102.5 MHz
POWER: 1kw day/20 watts night; 100kw at 712 feet
FORMAT: AC; AC

Louisiana

KACY-AM & KSMB-FM/ Lafayette
PRICE: \$4 million (estimated)

TERMS: Not disclosed
BUYER: Powell Broadcasting Co., headed by CEO John Peroyea. Phone: (504) 922-4540
SELLER: Media Properties
FREQUENCY: 1520 kHz; 94.5 MHz
POWER: 10kw; 100kw at 1150 feet
FORMAT: Sports/Talk; CHR
BROKER: Questcom Media Brokerage

Mississippi

WQNN-FM/Artesia
PRICE: \$658,435.36

TERMS: Duopoly deal. Asset sale for \$200,000 cash; a nine-year, \$265,000 promissory note at 8% interest; and assumption of a \$193,435.36 promissory note
BUYER: Charisma Broadcasting Co., headed by President/Director Donald DePriest. He owns seven other stations. Phone: (601) 328-4477.
SELLER: G. Michael Comfort, selling his 99.6% interest in Bravo Communications Inc., and Avis Comfort, selling her .4% interest. Phone: (601) 329-3029
FREQUENCY: 99.9 MHz
POWER: 3kw at 328 feet
FORMAT: CHR

WVIX-AM/Vicksburg
PRICE: \$1000

TERMS: Asset sale for cash
BUYER: Dominant Communications Corp., headed by President Carl Haynes. Phone: (601) 981-9080
SELLER: John Pembroke. He owns WSTT-AM/Thomasville, GA. Phone: (904) 942-1806
FREQUENCY: 1490 kHz
POWER: 1kw
FORMAT: This station is dark.

Nevada

KRBO-FM/Las Vegas
PRICE: \$2.5 million

TERMS: Asset sale for cash
BUYER: Compass Communications Co., headed by President Gerald Proctor. Phone: (409) 429-3679
SELLER: Patmore Broadcasting Group. Phone: (702) 733-2141
FREQUENCY: 105.1 MHz
POWER: 50kw at 36 feet
FORMAT: Oldies

New Hampshire

WTSL-AM & WGXL-FM/ Hanover
PRICE: \$940,000

TERMS: Duopoly deal; asset sale for \$800,000 cash and a three-year, \$140,000 promissory note at 8.75% interest
BUYER: Conn. Valley Broadcasting LLC, headed by President Robert Frisch. He owns WXXK-FM/Newport. Phone: (603) 543-1511
SELLER: R.J. Communications Inc., headed by President Scott Roberts. He owns WKBK-AM/Keene, NH and WXOD-FM/Winchester, NH. Phone: (202) 293-3860
FREQUENCY: 1400 kHz; 92.3 MHz
POWER: 1kw; 3kw at 318 feet
FORMAT: Talk; AC

New Mexico

KASK-FM/Las Cruces
PRICE: \$301,000

TERMS: Duopoly deal; asset sale for cash
BUYER: Sierra Industries Inc., headed by President William Grindell. It owns KSNM-FM/Truth or Consequences, NM. Phone: (505) 525-9298
SELLER: Walter Rubens, receiver. Phone: (505) 526-7452
FREQUENCY: 103.1 MHz
POWER: 3kw at minus 111 feet
FORMAT: AC

North Carolina

WCIE-AM/Spring Lake
PRICE: \$12,000

TERMS: Asset sale for cash
BUYER: W&V Broadcasting Enterprises, headed by President/Director William Hollingsworth. It owns WMFA-AM/Raeford, NC.
SELLER: Evangel Christian School Inc. Phone: (813) 859-1477
FREQUENCY: 1450 kHz
POWER: 1kw
FORMAT: This station is dark.

North Dakota

KHND-AM/Harvey
PRICE: \$200,000

TERMS: Asset sale for \$75,000 cash; a 10-year, \$80,000 promissory note; and a 15-year, \$45,000 promissory note at 7% interest
BUYER: Two Rivers Broadcasting Inc., headed by President/Director Janice Ingstad. It owns five other stations. Phone: (701) 845-1490
SELLER: Prairie Communications Inc., headed by President Todd Lewis. Phone: (701) 324-4848
FREQUENCY: 1470 kHz
POWER: 1kw day/160 watts night
FORMAT: Country

Conference Committee Poised For Telecom Action

Continued from Page 4

cludes provisions they find unacceptable.

Compromising Position

President Bill Clinton has consistently warned Congress that he would veto the bill if it eliminates media ownership limits. Lobbyists and observers say the White House is more concerned with cross-ownership issues than radio ownership limits. Observers now expect Republicans to make some compromises,

allowing cross-ownership limits and a national cap on TV ownership — but no radio limits.

While delays in crafting a compromise bill have prompted speculation about the legislation's ultimate fate, veteran Congress watchers remain confident the bill will become law. One telecommunications lobbyist drew comparisons to the landmark 1992 Cable Television Act, which survived repeated delays, death threats, and a Presidential veto.

Continued on Page 18



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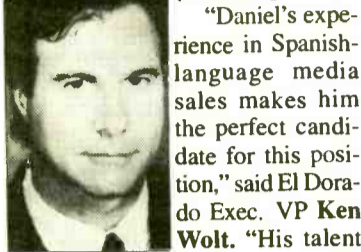
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Crowe Named VP/GM At KMQA/L.A.

Daniel Crowe has left his GSM post at KWHY-TV/Los Angeles for VP/GM duties at crosstown El Dorado Communications Spanish outlet KMQA-FM ("La Maquina").



Crowe

"Daniel's experience in Spanish-language media sales makes him the perfect candidate for this position," said El Dorado Exec. VP Ken Wolt. "His talent and energy will keep La Maquina moving forward." Besides his most recent KWHY-TV duties, Crowe's extensive background in Spanish-language media includes stints as Director/Sales at the Galavision TV network, AE at KVEA-TV/L.A., and a local sales rep at the Telemundo Network.

Potter Now VP/GM At Citicasters' WLOH, WHOK & WLLD/Columbus

WTVN-AM/Columbus GSM John Potter has been elevated to VP/GM of crosstown Country outlets WHOK-FM & WLLD-FM and AC WLOH-AM. Citicasters agreed to acquire WLOH, WHOK & WLLD from OmniAmerica earlier this week and began operating them under an LMA on Wednesday (12/6). The three outlets join Citicasters' other Columbus stations, Full-Service WTVN and Rock WLWQ-FM.

Citicasters President David Crowl commented on Potter's promotion: "For many years John has demonstrated a true talent for achieving and surpassing goals given to him. He has a total grasp of the management qualities needed to run a successful radio operation."

Potter — who spent nearly 24 years at WTVN — told R&R, "I'm really sad to leave WTVN, but this is the next logical opportunity for me. I can put all my past experiences to work with this company's resources to help make some good stations a little better."

Potter joined WTVN as an announcer in 1972. He subsequently was upped to MD in 1973 and PD in 1975, then shifted to AE in 1980, LSM in 1984, and GSM in 1988. Although he's replacing exiting WLOH, WHOK & WLLD VP/GM Mark Hanson, the rest of the three stations' staffs remain in place.

In other news, WTVN has promoted LSM Jeff Rehl to GSM and AE Susan Larkin to NSM.

EXECUTIVE ACTION

Saunders Promoted To WMAL/Washington GSM

WMAL/Washington NSM Elaine Saunders has been promoted to GSM at the News/Talk outlet. She replaces Zemira Jones, who is now President/GM at WLS-AM/Chicago (R&R 11/3).

"It's great to be working with a station that I grew up with," Saunders commented. "Zemira left the station in very good shape. I'm just taking everything that he's done to the next level."

Saunders, a DC native, began her radio career as an AE at Urban WKYS-FM/Washington in 1986. Two years later, she moved to crosstown Classical WGMS-FM, where she worked as an AE and in sales management. She joined WMAL in 1990 as an AE and became NSM in 1992.

Geichman Rises To GSM At WSNY/Columbus

WSNY/Columbus AE Rocky Geichman has been elevated to GSM and will direct a 10-member staff. He succeeds Christine Graves, who departs the Saga AC to form a marketing/media consultancy.

Geichman told R&R, "[Advertisers] looking for 25-49s will find that WSNY's market position is perfect for sales."

Prior to joining WSNY four years ago, Geichman advanced from AE to NSM at crosstown WXXM.

Smyth Adds Greater Media VP/Radio Sales Post

W MEX-AM, WBCS-FM & WMJX-FM/Boston GM Peter Smyth has added VP/Radio Sales duties at parent Greater Media Inc.

Greater Media COO Tom Milewski said, "We have always hoped to increase Peter's responsibility because of his proven skills, [especially] in sales recruiting, training, motivation, and leadership."

Smyth assumed his GM post in 1986. Prior to that, he served as GSM at WOR/New York and WROR-FM/Boston.

NAC WZJZ/Columbus Debuts

Braiker tapped as GM, Harman set to program

Scantland Broadcasting Limited has completed construction on a new NAC facility, WZJZ/Columbus. The station signed on last Friday (12/1), with Olympia Broadcasting founder Ivan Braiker on-board as GM and former WMTO/Panama City, FL programmer Bill Harman as PD.

"I've always wanted to do a popular version of jazz," remarked Scantland CEO George Scantland, who has hired Broadcast Architecture to consult. "The timing is perfect, too, because my dream coincides with the emergence of NAC as one of the hottest formats."

Scantland — who also owns WDIF/Marion, OH — said of Harman's appointment, "Bill is from Columbus and is a very eloquent student of the format, so we're pleased to have him debut our initial effort in NAC."



Braiker

Setting Presidents



The Presidents Of The United States Of America left their mark on the Big Apple with performances at the Academy, Tramps, Tower Records, and on "David Letterman." Pictured backstage at the Academy are (l-r) Exec. VP/EMI Music Publishing Worldwide Bob Flax; Columbia Associate Dir./A&R Josh Sarubin, Sr. VP/Special Projects Jon Leshay, and President Don Jenner; band's Dave Dederer, Chris Ballew (kneeling), and Jason Finn; manager Staci Slater; and Sr. VP/Columbia Records Group John Ingrassia.



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WSM's Cantrell Adds N/T WWTN PD Duties



Cantrell

Country Gold WSM-AM/Nashville PD Kyle Cantrell has added the same responsibilities for crosstown Gaylord News/Talk sister WWTN-FM. He replaces Chris Karb, who exited during the summer.

Cantrell says he hopes to take the station beyond the traditional scope of Talk radio. "We will be appealing to a new, younger audience with a fresh approach," he told R&R.

Gaylord VP/Radio Bob Meyer echoed that sentiment. "We want to build a station with a different approach and attitude; I didn't want a traditional News/Talk PD. Kyle is in his mid-30s and has a good grasp on news, formatics, and the audience we're going after."

Cantrell joined first Gaylord in 1982 as a WSM-AM announcer. During his career with the company, he has served as MD of the Music Country Radio Network and features producer for TNN Radio. He was named WSM-AM's PD in 1993.

Dunkin Now WENS & WNAP Ops. Dir.



Dunkin

WENS-FM & WNAP-FM/Indianapolis PD Greg Dunkin has been promoted to the newly created Operations Director position at the Emmis AC/70s Oldies combo.

"Greg has worked tremendously hard with both stations the past 18 months," said Sr. VP/GM DUNKIN/See Page 18

Capitol Alternative Promo Dept. Elevates MacDonald, Divney

Capitol Records' Alternative Promotion Department has elevated National Director Brian MacDonald to Sr. National Director. Mary Divney has assumed MacDonald's former post after serving in a similar capacity at Zoo Entertainment.

"Brian MacDonald has very few peers at Alternative promotion," said Capitol Sr. VP/Promotion Phil Costello. "I can't think of anyone who sticks with records longer. The guy just doesn't give up."

Regarding Divney, Costello said, "I've known Mary since she was a local in Kansas City. She's respected, intelligent, tenacious, and an extremely well-admired woman in the industry."

MacDonald joined Capitol in 1991 after spending three years at Enigma Records. He began his career in 1987, working college radio promotion at Restless Records. Divney started in local promotion posts at Warner Bros., then moved on to Zoo as Associate Director/Rock Promotion and Northeast Regional Director.



MacDonald



Divney

Blatter Upped To Odyssey VP/Programming

WRGX (X-107)/Hawthorne, NY PD Steve Blatter has been promoted to VP/Programming for all Odyssey Communications properties: Talk WRKL-AM/New City, NY; Talk/Oldies combo WSTC-AM & WKHL-FM/Stamford, CT; and recently acquired Sports triplecast KAXX-FM, KBAX-FM & KMAX-FM/Ventura-Fallbrook-Oxnard, CA and Ethnic KWIZ/Santa Ana, CA.



Blatter

which can only enhance our company as we grow."

Blatter has spent the past two years at X-107. Prior to that, he was Director/Programming at MJI Broadcast and MD at WYNY/New York.

As for the fate of the Los Angeles-area properties, Blatter indicated there are no format changes planned. "They are very viable stations right now," he said. "We want to continue to make them viable."

MUSIC DATEBOOK

MONDAY, DECEMBER 18

- 1968/John Lennon and Yoko Ono hold a press conference while sitting in a bag at London's Underground Club.
 - 1970/The Beatles release their last album, "From Them To Us," a Christmas LP for their fan club.
 - 1971/Jerry Lee Lewis and wife Myra, whom he'd married when she was 13, divorce.
 - 1975/Rod Stewart leaves the Faces to go solo.
 - 1983/Keith Richards marries model Patti Hansen.
- Born: Keith Richards 1943

TUESDAY, DECEMBER 19

- 1955/Carl Perkins records "Blue Suede Shoes."
 - 1993/Original Byrds drummer Michael Clarke, 49, dies of liver failure.
- Born: Maurice White (Earth, Wind & Fire) 1941, Chris Robinson (Black Crowes) 1969

WEDNESDAY, DECEMBER 20

- 1957/Elvis Presley receives his draft notice.
 - 1973/Bobby Darin, 37, dies of a heart attack.
 - 1975/Joel Walsh replaces Bernie Leadon as the Eagles lead guitarist.
 - 1981/The "Dreamgirls" musical — loosely based on the Supremes' career — opens on Broadway.
- Born: Peter Criss (ex-Kiss) 1945

UPDATE

Murr New Regent/LV VP/GM, Phillips KFMS PD

Five-year KMXV-FM & KUDL-FM/Kansas City VP/GM Fred Murr has been transferred to the VP/GM post at Regent's Las Vegas outlets — Country KFMS-AM & FM, AC KSNE-FM, and Country LMA KEYV-FM — replacing the exiting Kurt Mische.

Concurrently, McVay Media consultant Jay Phillips — whose clients have been KFMS-AM & FM for the last three months — has been named that combo's PD. He succeeds Charlie McGraw, who remains as Asst. PD and will pick up an airshift at a later date.

Murr told R&R, "Regent has made a major commitment to Las Vegas, and I'm honored they have confidence that I can make the market grow for them."

Commenting on Phillips's hiring, Murr said, "There's no doubt Jay will do a great job. He knows the city very well. As our consultant, we got to know his strengths, and now he's the guy to take KFMS to huge heights."

Phillips — who will work with McVay Media on various projects and will continue consulting (KEBC/Oklahoma City is his newest client) — joined the consulting firm last September. He had programmed KXXY-AM & FM/Oklahoma City for seven years before starting his own consultancy in October '94.

TVT Records Expands Promo & Marketing Depts.

TVT Records has expanded its promotions and marketing departments, hiring five new execs from all corners of the industry.

Former Aim Marketing Co-Director/Independent Radio Promotions Gary Jay and former Imago Manager/National College Promotions Doug LaGambina join TVT as Co-Directors/National Radio Promotions. Sudi Gaasche, most recently a consultant at McGathy Promotions, enlists as Director/Active Rock Promotion. Zach Lanier segues from Energy Records to serve as Manager/College Radio Promotions, and Michelle Caputo joins the Sales & Marketing Department as Sales Representative.

TVT President Steve Gottlieb commented, "Our new team not only adds to the momentum of a successful year, but each possesses the entrepreneurial spirit and drive that will help us to remain an independent force over the next 10 years."

This Holiday, Give Your Employees A Gift They'll Cherish Forever...



...a membership in the new Broadcasters' Foundation... and they'll receive this beautiful, bevelled, Lucite Desktop Commemorative, documenting their date and place of entrance into the broadcasting industry.*

Call the Broadcasters' Foundation at 203-862-8577 for ordering information.

Allow 4-6 weeks for delivery. Minimum of 25 units as a first order professional company.

Born: Maurice & Robin Gibb (Bee Gees) 1949, Rick Nielsen (Cheap Trick) 1950

SATURDAY, DECEMBER 23

- 1969/Elton John and Bernie Taupin begin writing songs together.
 - 1972/John Lennon premieres his "Imagine" film on national TV.
 - 1974/L.A. Mayor Tom Bradley declares Quincy Jones day.
 - 1994/Wynonna Judd and Arch Kelley III become parents to son Elijah Judd Kelley.
- Born: Jorma Kaukonen (ex-Jefferson Airplane) 1940, Derek Smalls (Spinal Tap) 1943, Slash (Guns N' Roses) 1965

SUNDAY DECEMBER 24

- 1988/Anita Baker marries Walter Bridgeforth Jr.
- Born: The late Cab Calloway 1907, Lemmy (Motorhead) 1945
- Paul Colbert



Pearl Jam — crusaders, rabid.

Breakthrough Library Music Testing



Introducing the Living Room Music Test®

For the First Time Ever, you can obtain affordable, reliable music research from listeners right in the comfort and privacy of their own homes! THE LIVING ROOM MUSIC TEST assures dependable research about your listeners' music preferences without the distractions of an impersonal auditorium test. At their own pace and in their own surroundings, your target audience will express honest opinions about the music they like and don't like.

All the Market Coverage You Want

With THE LIVING ROOM MUSIC TEST, you can survey the *entire* market. Unlike auditorium tests (often filled with "research regulars"), THE LIVING ROOM MUSIC TEST is not limited to the area surrounding a test center.



From the comfort of their homes, listeners tell you candidly what you need to know to make the right music decisions.

No Site Hassles

Imagine not having to worry about hotel trades, room reservations, sound systems, no-shows, or weather cancellations. THE LIVING ROOM MUSIC TEST means the quality of your research is never compromised by external variables.

Timely, Accurate Results

The standard LIVING ROOM MUSIC TEST includes 600 songs with 100 respondents. Within 6 to 8 weeks, you'll have breakouts for core, come, and three primary demos scoring familiarity, appeal and burn on each song. The Living Room Music Test can also be customized to meet your needs.

Dramatically Lower Costs

THE LIVING ROOM MUSIC TEST delivers honest, reliable, accurate opinions about music... at significantly lower costs than standard auditorium testing. For the introductory price of \$9,950, you can have the information you need about the songs you are playing. With THE LIVING ROOM MUSIC TEST, even the smallest individual radio station can afford the finest research available.

*Barriers to listener participation are eliminated.
No scheduling problems.
No travel time.
Listeners select the time and place that suits them best.*



*Tom Kelly,
MUSIC RESEARCH
SPECIALIST AND PRESIDENT*

KSR
Kelly Research
Insight Into Music Decisions
For more information, call
610-446-0318

The Living Room Music Test is a registered trade mark of Kelly Research

Radio

• **BARRY MARDIT** leaves his OM post at WWWW/Detroit for Director/Operations duties at Metro Networks' Washington, DC bureau. Also, **JOHN IRVING** has been appointed News Bureau Chief. He exits a similar post at WKYS-FM/Washington.

• **BURT GOLDMAN** joins Patterson Broadcasting as Group Director/Engineering. He exits a similar post at Shamrock Broadcasting.

Records



Jansta

• **MICHAEL JANSTA** has been promoted to Assoc. Director/National Rock/AAA Promotion at Epic Records. He previously was Manager/National Album Promotion.

• **BOBBIE HACH** has joined Lava Records as National Promotion Manager. She most recently was Director/Mainstream/Top 40 at Spins Analysis.

• **BARRY BENSON** has been named National Manager/Urban Radio & Video at Rhino Records. He formerly was National Director/Radio Promotion for A&M's Tuff Break label.



Swanson

• **LAURA SWANSON** steps up from National Publicity Director to Sr. Director/National Publicity at A&M Records.

• **RENA PALOME** has been upped to Head/International Operations for American Recordings.

National Radio

• **ABC RADIO NETWORKS'** "American Country Countdown" with Bob Kingsley will present the holiday special "Christmas In America," a six-hour, music-intensive feature; (214) 776-4644.

• **WESTWOOD ONE ENTERTAINMENT** has announced the presentation of "The 1995 Talk Radio All Stars

Year In Review," a three-hour special featuring an all-star team of Talk radio hosts who will offer their perspectives on issues that rocked 1995. The special runs 12/20-1/1/96; (212) 641-2052.

• **ONE-ON-ONE SPORTS RADIO NETWORK** has added the following affiliates: XTRA-AM/Los Angeles; KTCK-AM/Dallas; KFAN-AM/Minneapolis; WNDE-AM/Indianapolis; WOOF-AM/Dothan, AL; and WPDT-FM/Florence, SC; (708) 509-1661.

• **CHARLES BRANDT** and **LAURA MILLER** have been named National Account Manager and Director/Sales, Western Region, respectively, for MultiVerse Networks. Brandt most recent-



Brandt



Miller

ly was VP/Sales & Promotions for MediaAmerica; Miller was National Account Manager at Global Satellite Network. In other news, MultiVerse has signed an agreement to represent national advertising sales for "The Gary Burbank Show"; (908) 873-1239.

• **MEGAN SEIELSTAD** has been named Affiliate Liaison for CBS Radio's House of Blues radio program. She previously worked as Manager/Sales & Marketing for House of Blues/New Orleans.

• **GLOBAL SATELLITE NETWORK** will present a special evening with Don Henley on Tuesday, December 12 at 8pm PT/11pm ET. The market-exclusive, 90-minute show will give listeners the chance to speak with Henley; (818) 906-1888.

• **NELSON CREATIVE RADIO** has announced the debut of two, nationally syndicated shows: "Love-Notes With Dionne Warwick," a two-hour, live call-in show airing five nights a week; and "Talk To Me," featuring Beverly Todd, airing Saturday mornings. "Love-Notes" bows December 12; "Talk To Me" on December 16; (310) 273-2060.

• **"THE SHOPPING SHOW,"** hosted by Bob Gourley, will debut this month as a weekly, two-hour program with an 800 call-in number; (310) 519-1324.

• **NETREP** has formed a new department that will engage primarily in direct response advertising for the independent national radio networks and syndicated programs the company now reps; (209) 221-7510.

• **BUSINESS NEWS NETWORK** has signed one-year agreements with two talk show hosts: Jeff Brooks, who hosts "On The Road" (Saturdays, 10am-2pm), and Charles De Rose, whose "The Financial Advisor" program airs on Sundays, 11am-3pm; (703) 683-8488.

• **UNITED STATIONS RADIO NETWORKS** is now representing "BACKTRAX USA" for national advertising sales. The program, which reviews hot hits and fun facts from the '80s and is

hosted by Kid Kelly, airs on nearly 200 stations; (212) 767-1111.

• **STRAND MEDIA GROUP** will offer "Recollections" for '70s and Oldies stations beginning January 1. The feature will be offered on a barter basis in the Top 200 markets; (408) 662-3827.

Industry

• **CHERYL DALY** has been promoted to Sr. VP/Public Relations for Group W Satellite Communications.



Daly

• **STEVE LEVESQUE** has been promoted to Sr. VP/Music Division at the Lee Solters Company. He previously was VP/Music.

• **RUFFOLO COMMUNICATIONS** has moved to 24752 Via San Rafael, Laguna Niguel, CA 92656; phone: (714) 768-7644.

Changes

AC: Don Ruiz (aka Don Wilson) is doing overnights at Hot AC WMYX/Milwaukee ... Hot AC WMYI/Greenville, SC night personality **Eric Rogers** adds MD duties.

Adult Alternative: KTSR/Bryan-College Station, TX PD Charlie Douglas joins WNDD/Gainesville-Ocala for mornings.

Alternative: WKOC/Norfolk MD Dal Hunter gives up the music reins, citing personal reasons. He'll remain with the station in a parttime capacity. PD **Mark Bradley** takes MD duties for now ... **WBZU/Richmond** middayer **Mike Scott** is named MD ... **KPNT/St. Louis** inks Jacobs Media as consultant ... **KPOI/Honolulu** hires cross-town **KAOI Sales Mgr. Michol Klabo** for the same post; morning show producer **Darah York** adds Production Dir. duties ... **WLUM/Milwaukee** Production Dir. **Mark Allen** exits for blade work at cross-town **WMYX** ... **KFTH/Memphis** hires Memphis & May Media Relations rep **Pat Mitchell** for mid-days ... **KNRK/Portland, OR** announces its Web Site: <http://www.teleport.com>. -knrk.

CHR: Chuck Dowd is the new afternoon driver at **WPST/Trenton, NJ** ... **WMGI/Terre Haute, IN** nighttimer **Tony Manero** adds MD stripes ... **WWST/Knoxville MD Ron Geronimo** picks up APD stripes. Parttimer **Jay Davis** picks up overnights, replacing **Tony Castle** who exits for swing work at **WSTR/Atlanta** ... **WVAQ/Morgantown, WV** nighttimer **Chris Knight** — who recently gave up his MD position — is out ... **KCHX/Midland-Odessa's Jill Meyers** exits for mornings at

RAB Names Trout Keynote Speaker

Jack Trout, the marketing professional who was instrumental in developing the approach known as "positioning," will be the marketing keynote speaker at the **Radio Advertising Bureau's** annual Marketing Leadership Conference (February 15-18, 1996) at the Wyndham Anatole Hotel in Dallas. For more info, call the RAB registration hotline at (800) RAB-SELL.

PROS ON THE LOOSE

Ken Anthony — Director/Adult Formats Zoo Entertainment (818) 368-7117
Just Plain Mark — Mornings KTBZ/Houston (713) 961-1118
J.J. Shannon — Afternoons/Production ZFZZ (Z99)/Grand Cayman Islands (407) 997-2131
Mike Young — Talk show host WILM/Wilmington (302) 477-1407

Adventures In Broadcasting

Broadcast marketing vet Doug Harris has announced plans for his second "Adventures in Broadcasting Promotion Director's School," set for April 26-28, 1996 in Stamford, CT.

The conference will focus specifically on the needs of radio promoters and directors and provide integral tools and motivational speakers. Session topics include: "New Developments In Interactive Media," "Strategies For Television Buying," "Principles of Publicity And Press Relations," and "Cars, Bars, And Retail." **Gannett Broadcasting VP/Marketing Karen Tobin** and "The Truth About Arbitron Ratings" author **Mike Burnett** are among the speakers. For more info, call (212) 682-6565 ext. 220/226.

KRLB/Lubbock, TX ... WQHT/New York welcomes **David Antoine** to the Engineer Department.

Classic Rock: Mark Zander joins **Liz Willis** for mornings at **WYMG/Springfield, IL** ... **Jon Donovan** is **KKHG/Tucson's** new Promotions Director.

Country: Vivianne Schell has been appointed Director/Promotions & Marketing for Radiocorp's London division of **CJBK-AM & FM** ... **WCOS/Columbia, SC** nights **Cody McCoy** takes the same shift at **WWKA/Orlando** ... **KTOM/Monterey-Salinas** evening talent **Joyce Montgomery** is now doing afternoons.

Rock: WRCX/Chicago morning producer **John Desjardins** exits to return to **WOW-FM/Omaha** as OM; **Midge Ripoli** ("DJ Luv Cheez") returns to 'RCX as **Mancow's** technical producer ... **Marc Cetrone** joins **KFMZ/Co-**

lumbia, MO, replacing **Cyndi Stratton** in mornings ... **WWBR/Birmingham** welcomes over-nighter **Mike Wilson** ... **Chopper Harrison** joins **KILO/Colorado Springs** for overnights.

Records: John Allen joins Bug Music/Nashville as Creative Manager ... **EMI Records** promotes **Nicole Frances** to Director/Artist Development ... **Julie Zeitlin** has formed **Spark Records**, which will specialize in an eclectic variety of acoustic music.

National Radio: Bill Taylor has joined **Jones Satellite Networks'** "Good Time Oldies" as morning show host.

Industry: Nick Gutfreund has joined **Ardent Media** as VP/Business Development ... **Cheryl Dickerson** joins **BMI** as Sr. Director/West Coast Writer-Publisher Relations.

Ain't No Motown High Enough



Motown's new king, President/CEO **Andre Harrell** hangs with the label's reigning queen, **Diana Ross**, following a recent performance at **Radio City Music Hall**.

CHRONICLE

BIRTHS

WWCT/Peoria, IL MD Jennifer Daniels, husband **Bob Xanders**, twin sons (no names yet), December 4.

KSD-FM/St. Louis morning personality **J.C. Corcoran**, wife **Laura**, daughter **Whitney Elizabeth**, November 30.

WPGC/Washington APD/MD Albie D., wife **Nikki**, son **Albert III**, November 26.

Click Records VP/A&R Ollie Brown, wife **Teri**, son **Blake Ollie**, November 22.

Get Ready to Roll Up Your Sleeves and Participate in the Most Useful, Informative, and Comprehensive Radio Seminar You've Ever Attended

The R&R Talk Radio Seminar

February 22-25, 1996 • Washington D.C.

If you're working hard to build a Talk station, this meeting is the blueprint for your success. It's a conference with real substance, devoted exclusively to the Talk format. **The R&R Talk Radio Seminar** offers a wealth of learning and networking opportunities for radio programmers, managers and producers who are looking to excel and achieve in a non-music format. Among the highlights: 15 Talk-specific workshops and general sessions featuring addresses by prominent politicians and Talk radio figures. You can participate in a working lunch session dedicated to brainstorming format issues. In addition to those top-flight sessions, your registration fee also includes receptions, continental breakfasts, lunches and a very special closing dinner. Register today - fill out the form below, mail or fax it, and get ready to receive valuable insight from the people shaping Talk radio today.



Seminar Registration

Information

You Can Fax This Form To:
(310) 203-8450

You Can Mail This Form To:

R&R Talk Radio Seminar
10100 Santa Monica Blvd. 5th Floor
Los Angeles, CA, 90067-4004

Please print carefully or type in the form below. Full payment must accompany this registration form. Photocopies are acceptable.

Mailing Address

Name

Title

Call Letters/Company Name

Street

City

State

Zip

Telephone #

Fax #

Seminar Fees

Before January 19, 1996 **\$300**

After January 19, 1996 **\$375**

There is a \$50.00 cancellation fee. There will be no refunds after February 1, 1996.

Method of Payment: Seminar

Amount Enclosed: _____

Visa MasterCard American Express Check Make Payable to R&R

Account Number

Expiration Date

____/____/____

Month Year Signature

Print Name Here

Hotel Registration

Hotel Information

The Grand Hyatt at Washington Center

The Grand Hyatt at Washington Center is conveniently located 15 minutes from Washington National Airport, and within walking distance of the White House, Ford's Theatre and Lincoln Museum, The US Capitol, Smithsonian, Vietnam Memorial and more are located nearby.

12th	11th	10th	9th	H Street
		●		
				1000 H Street NW Washington DC 20001 (202) 582-1234

We look forward to hosting you in our Nation's Capital at the Grand Hyatt Washington, located in the heart of downtown Washington. To guarantee your reservation we require either an enclosed check or money order covering the first night's stay, or a major credit card number, expiration date, and signature. Deposits will be refunded only if cancellation notification is received at least 7 days prior to arrival.

Reservations requested after February 1, 1996 or after the room block has been filled are subject to availability and may not be available at the convention rate. Check in time is 3:00 pm. Check out time is 12 noon. **Note: If paying by check, make a check out to The Grand Hyatt for your hotel reservation, and a separate check to R&R for the Seminar payment.**

Type of Room	No. of Rooms	Convention Rates
Single (1 person) *		\$139 a night
Double (2 people) *		\$159 a night
1 bdrm Suite		\$475-1300 a night

* Regency Club Rates Available

Reservation Request

Date of Arrival

Time of Arrival

Date of Departure

Name

Company

Address

City

State

Zip

Telephone #

Sharing Room with

Amount \$

American Express Visa MasterCard Discover Diners/Carte Blanche Check

Account Number

Expiration Date: Month Year

Signature

Print Name Here

Gold Passport #

Non-Smoking Room Requested

MEDIA

'ZINE SCENE

'Playboy' Poses Quivers Questions!

When *Playboy* poses 20 questions to Howard Stern sidekick Robin Quivers — including “describe your ideal candidate for a seat on the FCC” — she answers: “a blind man who can't hear.”

Elsewhere in the interview, Quivers relates some advice she and Stern gave aspiring Talk host Kato Kaelin: “Too many stupid things are said because everybody is trying to avoid dead air.”

Lifestyles Of The Rich And Famous

To promote her new “To Deserve You” disc, Bette Midler jumped onstage at Champs (an NYC gay bar) and danced with a seven-foot drag queen (*Star*).

Smashing Pumpkins guitarist James Iha and Al Green are among the celebs pictured wearing Hush Puppies in a *People* fashion feature.

The *Star* says the entire cast of Janet Jackson's “Twenty Four-play” video — including people who'd been flown in from New York — was ready to begin filming when she suddenly cancelled the shoot because she looked “too fat.” The *Star* adds that Miss Jackson and boyfriend Rene Elizondo were spotted at a Hollywood KFC wolfing down chicken strips.

Barry Manilow needed an emergency, two-hour dye-job on his greying locks. While the bill came to \$134, Manilow only left a \$16 tip (*Globe*).

I'm Your Fan

The *New Yorker* reports on Joni Mitchell's 52nd birthday concert, noting that when Carly Simon tried to shush fellow audience member Chrissie Hynde, the Pretenders vocalist “held Simon tightly around the neck, pointed to Mitchell, and stage-whispered, ‘That's a real singer up there.’”

Joan Armatrading singles out Melissa Etheridge's version of “The Weakness In Me” as among her favorite covers (*People*).

Wishin' & Hopin'

“I want nothing more, with the exception of the health and happiness of my children, than for someone to want me to sing” — actress Mare Winningham, who plays a folk-rocker in “Georgia” and saw only 2000 copies of her 1992 Bay Cities LP “What Might Be” pressed (*Entertainment Weekly*).

“We'd just like our music to be taken at face value. It's obvious if you listen to us that we're not a hard band. Why get pissed off at us for not doing what we don't do?” — Toad The Wet Sprocket vocalist Glen Phillips critiques their critics (*Entertainment Weekly*).

New Yorker Radio Wars

The *New Yorker* also covers PD Frankie Crocker's return to WBLN/NYC, detailing the Inner City Urban outlet's battle with Emmis's CHR/Rhythmic WQHT (Hot 97) and Urban Oldies WRKS (Kiss FM).



Crocker

Best moments? WBLN Station Mgr. Oliver Sutton's take on Hot 97 (“Murder, drugs, sex. They play it all. They're not socially conscious”) and Crocker's half-serious complaint (“When am I going to have time to listen to some music?”).

Incidentally, *New York* magazine runs a timeline (“The Long And Winding Rotation”) detailing just when just which NYC radio stations played the new Beatles single.

“The correct number [of years in the Beatles' “She Loves You”] is 29. I counted” — WXTR/Washington overnights Peggy Castle kicks *Entertainment Weekly*'s “Beatles By The Numbers” math in the 'zine's letters column.

Fun Couples

Heather Locklear collects pictures of bare male butts, which she posts in her dressing room — but hubby Richie Sambora's hiney isn't part of the assemblage (*National Enquirer*).

While the *Star* reports that when Natalie Cole filed for divorce from producer Andre Fischer, she also asked for a restraining order, the *National Enquirer* claims Cole has been a battered woman for more than three years, and that a death-bed promise to her late brother inspired her to begin divorce proceedings.

The *National Enquirer* says Michael Jackson is desperately trying to patch up his marriage to Lisa Marie Presley because she's about to inherit her father's \$200 million estate. The 'zine also claims MJ had to pay 20% of the \$100 million he received in that recent publishing deal back to Sony because his last album sold so poorly.

Kim Basinger's hubby, Alec Baldwin, threw the bouquet of purple roses that the Artist Formerly Known As Prince (her ex-lover) sent to celebrate the birth of the newlyweds' daughter in the trash (*Star*).

“She came to my home and made love to me and destroyed my mind” — the NYC cabbie/ex-mental patient accused of stalking Roberta Flack pleads his case in court (*National Enquirer*).

TELEVISION

TOP TEN SHOWS
NOV. 27-DEC. 3

- 1 *Seinfeld*
- 2 *Frasier* (Thursday)
- 3 *Friends* (Tuesday)
- 4 *Home Improvement*
- 5 *NFL Monday Night Football* (Raiders vs. Chargers)
- 6 *Frasier* (Tues., 9pm)
- (tie) *NYPD Blue*
- 8 *Grace Under Fire*
- 9 *Frasier* (Tues., 9:30pm)
- 10 *Coach*

Source: Nielsen Media Research

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

COMING NEXT WEEK

Tube Tops

HBO presents the two-hour “Michael Jackson: King Of Pop — One Night Only” from NYC's Beacon Theater, a performance billed as the artist's only 1995 U.S. concert (Sunday, 12/10, 8pm).

Friday, 12/8

- D'Angelo, Guru, and Jami-roquai, “ABC In Concert” (check local listings).

Saturday, 12/9

- Silverchair, “Saturday Night Live.”

Monday, 12/11

- John Hiatt, “The Tonight Show With Jay Leno.”
- Aaron Neville, “Late Show With David Letterman.”
- Corrs, “The Stephanie Miller Show” (syndicated).

Tuesday, 12/12

- Alabama, Tracy Byrd, and Lari White perform from Myrtle Beach, SC on TNN's hourlong “Christmas In Dixie” (8pm EST/5pm PST).
- Randy Travis stars in “A Holiday To Remember,” a made-for-TV movie airing on CBS (9pm).
- Joni Mitchell, “Jay Leno.”
- Michael Bolton, “David Letterman.”
- Garth Brooks is interviewed on “Late Night With Conan O'Brien.”

Wednesday, 12/13

- NBC's hourlong “Garth Brooks: Trying To Rope The World” spotlights performances and behind-the-scenes footage (9pm).
- Clint Black, Gloria Estefan, and Al Green celebrate “Christmas In Washington” (NBC, 10pm).
- Meat Loaf, “Jay Leno.”
- Dave Matthews Band, “David Letterman.”
- Heather Nova, “Conan O'Brien.”

Thursday, 12/14

- Tony Bennett, Ray Charles, Natalie Cole, Bob Dylan, Hootie & The Blowfish, Patti LaBelle, Little Richard, Salt-N-Pepa, Bruce Springsteen, and U2's Bono help Frank Sinatra celebrate “80 Years My Way,” a two-hour ABC special (9pm).
- Luther Vandross, “Jay Leno.”
- Bruce Springsteen, “David Letterman.”
- Amps, “Conan O'Brien.”

FILMS

WEEKEND BOX OFFICE
DECEMBER 1-3

1 <i>Toy Story</i> (Buena Vista)	\$20.16
2 <i>GoldenEye</i> (MGM/UA)	\$8.83
3 <i>Casino</i> (Universal)	\$6.12
4 <i>Money Train</i> (Columbia)	\$6.01
5 <i>Ace Ventura: When Nature Calls</i> (WB)	\$5.72
6 <i>The American President</i> (Columbia)	\$5.30
7 <i>It Takes Two</i> (WB)	\$2.03
8 <i>White Man's Burden</i> (Savoy)	\$1.73
9 <i>Get Shorty</i> (MGM/UA)	\$1.72
10 <i>Nick Of Time</i> (Paramount)	\$1.61

All figures in millions

* First week in release

Source: Entertainment Data Inc.

COMING ATTRACTIONS: This week's openers include “Father Of The Bride, Part II,” wherein Steve Martin, Diane Keaton, and Kimberly Williams reprise their roles as members of the Banks clan. The film's Hollywood soundtrack showcases songs by Etta James (“At Last”), Fats Domino (“When The Saints Go Marching In”), and three covers by Steve Tyrell: “Give Me The Simple Life,” “The Way You Look Tonight,” and “On The Sunny Side Of The Street.”

Opening in limited release this week is “Georgia,” starring Jennifer Jason Leigh and Mare Winningham. X co-founder John Doe co-stars in the film as the leader of Leigh's band.

VIDEO

NEW THIS WEEK

- STEVIE RAY VAUGHAN & DOUBLE TROUBLE: LIVE FROM AUSTIN, TEXAS (Epic) This hourlong retrospective of Stevie Ray Vaughan's two appearances on TV's “Austin City Limits” (1983 and 1989) showcases 10 songs, including “The House Is Rockin’,” “Pride And Joy,” “Texas Flood,” “Cold Shot,” “Crossfire,” and “Tick Tock.” The video for “Little Wing” — which was produced following Vaughan's death in 1990 — is included as a bonus.
- JUDGE DREDD (Hollywood) Sylvester Stallone and Armand Assante star in this feature film, which spawned an Epic Soundtrax LP with the Cure's “Dredd Song,” White Zombie's “Supercharger Heaven,” The The's “Darkness Falls,” Cocteau Twins' “Need Fire,” and Leftfield's “Release The Pressure.”

MUSIC & MOVIES

CURRENT

- TOY STORY (Walt Disney) Single: You've Got A Friend In Me/Lyle Lovett & Randy Newman
- GOLDENEYE Single: GoldenEye/Tina Turner (Virgin)
- CASINO (MCA) Featured Artists: B.B. King, Rod Stewart, Tony Bennett
- MONEY TRAIN (550 Music/Epic Soundtrax) Single: Top Of The Stairs/Skee-Lo (Sunshine/Scotti Bros.) Other Featured Artists: Shaggy, Neville Brothers, Luther Vandross
- ACE VENTURA: WHEN NATURE CALLS (MCA) Single: Burnin' Rubber/Mr. Mirainga (Way Cool Music) Other Featured Artists: Matthew Sweet, Presidents Of The USA
- WHITE MAN'S BURDEN (TAG) Single: We Got It Goin' On/Changing Faces Other Featured Artists: Dave Matthews Band, Bush
- GET SHORTY (Antilles/Nerve) Featured Artists: Morphine, Us3, Greyboys
- HOME FOR THE HOLIDAYS (Mercury) Featured Artists: Rusted Root, Mark Isham, Nat “King” Cole
- NOW AND THEN (Columbia/CRG) Featured Artists: Stevie Wonder, Archies, Jackson 5
- DEAD PRESIDENTS (Capitol) Single: Where Is The Love/Jesse & Trina (Underworld/Capitol) Featured Artists: Barry White, Aretha Franklin, James Brown
- THE BROTHERS McMULLEN (Arista) Single: I Will Remember You/Sarah McLachlan Other Featured Artist: Seamus Egan
- CLOCKERS (40 Acres And .../MCA) Single: Love Me Still/Chaka Khan Other Featured Artists: Buckshot LeFonque, Des'ree
- KIDS (London/Island) Single: Natural One/Folk Implosion Other Featured Artists: Daniel Johnston, Sebadoh
- EMPIRE RECORDS (A&M) Single: Til I Hear It From You/Gin Blossoms Other Featured Artists: Edwyn Collins, Toad The Wet Sprocket

COMING

- BALTO Single: Reach For The Light/Steve Winwood (MCA)
- WAITING TO EXHALE (Arista) Single: Exhale (Shoop Shoop)/Whitney Houston Other Featured Artists: Toni Braxton, Brandy, TLC

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.

Mark Kassof & Co. delivers the most powerful, advanced research in radio

TO GIVE YOUR STATION A COMPETITIVE EDGE.

You know all the standard questions... Which station plays the most music? Which one plays the best music? Which station is your favorite? Every research company uses questions like these. We do, too.

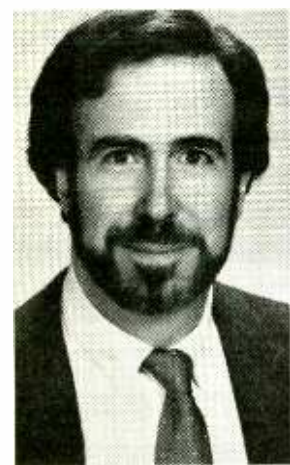
But at Mark Kassof & Co., that's only the beginning...

MARK KASSOF & CO. GOES BEYOND THE BASICS...

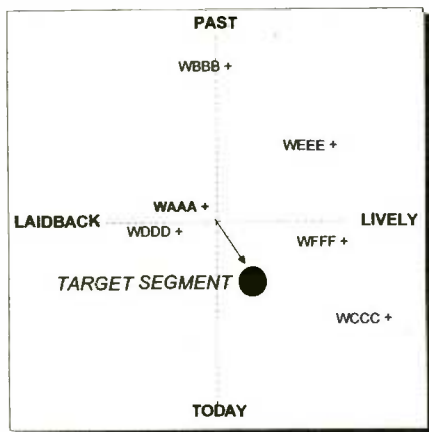
We specialize in the application of powerful, advanced *MULTI-VARIATE ANALYSIS* tools to real-world radio situations like yours. Multi-Variate Analysis looks at the pattern of listeners' responses to many questions – not any one or two – to provide a clearer picture of your station, competitors, listeners. The result? **Focused, actionable** strategies that WIN in today's competitive, fragmented radio markets.

POWERFUL RESEARCH + PERSONAL SERVICE = SUCCESS STRATEGIES

Statistics alone (no matter how advanced) never helped any station. Success requires the application of research



into easy-to-understand, actionable strategies. Mark Kassof is uniquely qualified to apply powerful Multi-Variate Analysis tools to radio. He has solid research credentials – an M.B.A. in Marketing and years of experience applying it. And he has more – over ten years at stations as a programmer, researcher and air talent. Radio isn't an "academic exercise" to him...he's been there.



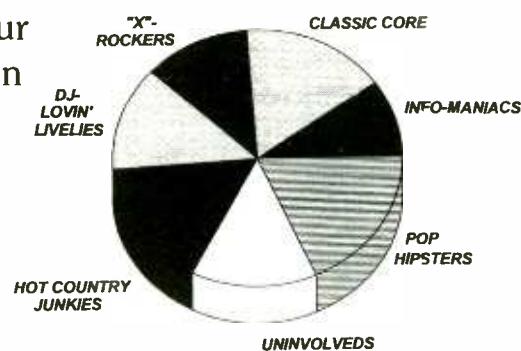
"Multi-Dimensional Scaling is a powerful positioning tool"

Mark Kassof's research and radio expertise means we give your station much more than statistics...

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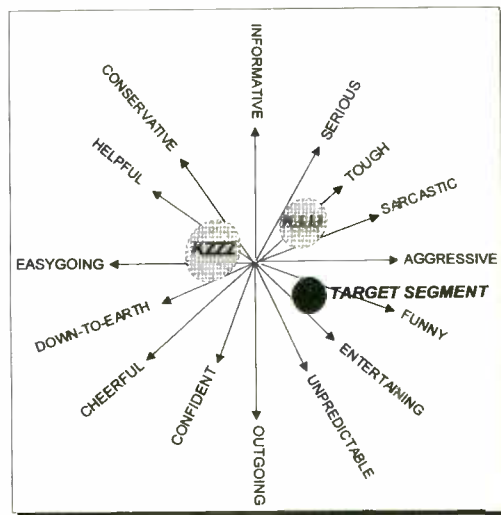
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**WNCI
WKBQ
KZMG
WKCI**

and a whole
bunch more!

**R&R Pop Chart
Debut 40**

**#1 ADULT ALTERNATIVE RECORD!
TOP 20 ALTERNATIVE RECORD!
ALBUM IS PLATINUM PLUS!
#3 MOST ADDED HOT AC!**



STRESS

**TOUR IS SOLD OUT!
BELIEVE IN "WONDER"**



ACTIVE

BETTER THAN EZRA

"ROSEALIA"

R&R Pop Chart

45 - 42

28* - 24*

**BDS Modern Rock
Platinum Album
Sold Out Tour**

Already Spinning:

WPST Trenton Q99 Salt Lake City
KBZR Phoenix KDWB Minneapolis
KROQ Los Angeles WPRO Providence
99X Atlanta

Just In...

Z 104 Madison
WTCF Saginaw
KQIZ Amarillo



STREET TALK®

Sony-Schulhof Split Spurs Speculation

Sony Music Entertainment Chairman/CEO Michael Schulhof resigned Monday (12/4), touching off a firestorm of speculation about who'll replace him and whether there are more changes to come. Sony Corporation Chairman/CEO Norio Ohga assumes the reins as SME Chairman, most likely until a replacement is announced.

Is there a major shakeup of stations between Interep and Katz coming — once the Chancellor deal to acquire the Shamrock stations closes? Interep Chairman Ralph Guild told ST that Chancellor execs said they'd be switching the stations to Katz upon closing (expected to come between January 6 and February 28). Guild also noted that should the deal fail to close for any reason, Shamrock has promised to stay with Interep. *Stay tuned!*

In other Interep news, veteran D&R exec Tony Durpetti announced he'll retire at the end of the year to concentrate on his outside interests — among them a successful Chicago restaurant.

Although Capital Cities/ABC announced plans to have a new, all-news cable TV network operating by 1997, don't look for a radio component to that service (*a la* CNN Radio, distributed by Westwood One) — at least not yet. An ABC spokesperson said radio was not "part of the discussion" when the network was conceptualized.

WCKY/Cincinnati Vs. Telephone Terrorist

N/T WCKY/Cincy is engaged in a battle of wits with a telephone terrorist who blocks the station's call-in lines each night during the Carmine Guzman show.

WCKY engineers and Cincy Bell experts think the prankster has programmed a large number of phones or modems to speed-dial

Rumors

- Will former WRMF/West Palm Beach VP/GM George Mills soon be the proud owner of WAOA/Melbourne, FL?
- Will Elektra Prez Seymour Stein split for Atlantic or Maverick?
- Will WSTR/Atlanta APD/MD Kevin Peterson and programming assistant J.R. soon be promoted to PD and MD, respectively?
- Is former WFKS/Daytona Beach PD Rich Stevens headed for mornings at WGTZ/Dayton? Speaking of WFKS, will WAYV/Atlantic City APD/MD Bobby D. make his PD debut there?
- Although he'd been said to be headed to the top spot at Rising Tide/Nashville, Capitol/Nashville Sr. VP/Promo Bill Catino just signed a three-year deal that'll keep him in place until April 1999.
- Now that KTBZ/Houston morning man Mark Sutherland has exited, is the Buzz thinking about adding Howard Stern? Morning show producer Steve Robison is handling wake-ups for now.

the studio. For that reason, they suspect the culprit operates from a good-sized business office. (Caller ID has been useless in this case because the multiple calls jam the entire exchange, preventing any single call from reaching the Caller ID trap.)

WCKY OM Darryl Parks believes Guzman — whose program has been disrupted for the past month — was targeted because he does an extremely liberal show in a very conservative town.

Careful reading of Evergreen's most recent SEC quarterly report reveals the Howard Stern deal with WLUP-AM (now WMVP-AM)/Chicago that was terminated back in 1993 would've paid him \$2.6 million for three years, plus 5% of the ad revenues generated by the program.

Stern was paid a total of \$680,000 prior to his termination, and — although he's been unable to collect on any of the lawsuits he's filed on the matter to date — Stern is still seeking \$10 million for breach of contract and indemnification.

When Tom Joyner exits the WGCI-FM/Chicago airwaves at the end of the year, his ABC Radio Networks syndicated morning show will be picked up by Evergreen-owned crosstown Urban AC WVAZ-FM, effective January 2.

And ... look for WGCI-FM afternooner/ABC Radio syndicated personality Doug Banks to surface at Evergreen's other Chi-town Urban outlet, WEJM-FM (106 Jamz), starting July 1.

While rumors about Rock WRCX/Chicago morning manatee Mancow's joining Country WYNY/NY even made NY's Daily News, ST hears new owners Evergreen hired Guy Zapoleon — whose portfolio does not include a single Country outlet — to consult the station. *Hmmm.*

Not surprisingly, this has led to 16 tongues o' domino theory-type speculation about any WYNY moves sparking a series of major Zoo York City call letter changes and concurrent format flips. Don't touch that dial!

Meanwhile ... ST hears Mancow won't be joining WYNY, but may wind up simulcasting mornings at Rock WAXQ/NY, going head-to-head with Howard Stern and the showless Z100!

KNRX/Denver PD Bryan Schock filed criminal trespassing and harassment charges against crosstown KBPI PD Bob Richards after Richards allegedly planted a turkey in Schock's front yard early Thanksgiving morning, with a large sign reading, "Bryan, unlike this bird, your goose is cooked. This will be your last Thanksgiving in Colorado." (The KBPI van was also parked in front of the house.)

Richards said he'd also received a restraining order barring him from being within 1000 yards of Schock's residence, workplace, or any place Richards knows him to be.

DAMN THING CALLED LOVE

After

Breaking At:

WJMN WPGC

WERQ KBXX

KKSS KKBT

Z90 KMEL

WWKX

Over 600,000 Sold!

FROM THE NEW ALBUM REFLECTIONS PRODUCED BY BABYFACE & JON B.

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KENT B. ACKWELDER
MANAGEMENT

Continued from Page 20

A fire that began in an adjoining liquor store forced **WMZQ-FM/Washington** staffers to evacuate the Country outlet last Friday (12/1). The station never went off the air, however, setting up a makeshift remote studio in a truck with a couple of CD players, tape decks, and a microphone.

Thanks to **EMI** recording artist **Michael McDermott**, who wowed the crowd at the world-famous **Club R&R** on Wednesday (11/29).

Radio Sex Beat

A 10-minute sexually explicit conversation between a man and a woman that was accidentally broadcast over Hot AC **WKKE/**

Rumbles

- Look for **Michael Payne** to be elevated to VP/GM at **KMXV-FM & KUDL-FM/KC**.
- **KVSP & KJMN/Tulsa** PD **Damell Swift** exits.
- **Federal Broadcasting Inc.** is up for sale, hiring **Media Venture Partners** to help it find a buyer. **Federal Broadcasting** is a subsidiary of **Federal Enterprises Inc.**, which owns stations in Syracuse; Traverse City, MI; Yakima, WA; Hattiesburg, MS; Marquette, MI; and Ottumwa, IA.
- Look for **KZDG/Denver** PD/afternoon driver **Jeff Baird** to exit the station on December 22.
- Alternative **WQNF/Louisville** flips calls to **WXNU** and now bills itself as "The New 105.9."
- Hot AC **KSII-FM/EI Paso** (formerly **KAMZ**) ups PD **Courtney Nelson** to OM of the three **D&F** EI Paso properties: **KSII**, **Rock KLAQ-FM**, and **Sports-Talk KR0D-AM**.
- Former **WEMP-AM, WEZW-FM & WMYX-FM/Milwaukee** PD **Jim Schaefer** will succeed **Kipper McGee** (now programming Oldies **KBZT/San Diego**) as Program Mgr. for Hot AC **KSTZ/Des Moines**.
- **KNCN/Corpus Christi, TX** GSM **Tom Shealy** becomes GM at **WHZZ/Lansing, MI**, replacing **John Dew**.
- **KSAM/Huntsville, TX** PD/morning driver **Gene Freeman** becomes OM at Country/Hot AC duopoly **KJCS/Nacogdoches, TX**.
- **WWCP/Albany** flips from Alternative (**WDRE Network**) to **WW1's "Oldies Channel"**.
- **WXHR/Tallahassee, FL** PD **Scott Dwyer** relinquishes PD duties to concentrate on his morning show.
- **CHR WKDY/Utica, NY** PD **Sam Zema** exits. **MD Shannon Steele** adds interim PD duties.
- **CHR WAFX/Montgomery, AL** OM/DP **Scott Hamilton** became PD at sister **WHHY** (where he's also been OM). He replaces **Jimmy Steele**, who split for afternoons at **WKBQ/St. Louis**.
- Former **KBOY/Medford-Ashland, OR** MD **Matt Roberts** crosses the street for the PD slot at **KTMT**, replacing **R. Charles Synder**.
- Twelve-year market vet **J.C. Corcoran** returns to **KSD-FM/St. Louis** for mornings, having waited out a six-month non-compete with crosstown Adult Alternative **WVRV**.
- **John Thomas** fills the programming opening at Hot AC **WQLH/Green Bay, WI**.
- After 12 years, **KUPL-AM & FM/Portland** APD/afternoon delight **Keith Todd** exits to program **KTCR/Billings, MT**. **MD Rick Taylor** is upped to APD and segues from middays to afternoon drive.
- **KZOZ/San Luis Obispo, CA** PD **Jason Wright** exits.
- *Leap O' The Week*: **KRMD/Shreveport, LA** MD/evening star **Scott "Night" Hawk** lands nights at **KKBQ/Houston**.

RADIO RECORDS



1

- **Bob Krasnow** inks a deal with **MCA** to create a new label.
- **Seymour Stein** named **Elektra Entertainment** President.
- **Emmis Broadcasting** appoints **Judy Ellis Sr.** VP at **WRKS-FM & WQHT-FM/NY**; **Steve Smith** becomes PD for both stations.
- **Jan Jeffries** now **Burkhar/Douglas & Assoc.** VP/Ops.
- **Elroy Smith** elevated to **WGCI-AM & FM/Chicago** OM.

5

- **BMG** and **Terry Ellis** form the **Imago Recording Company**.
- **Doug Morris** upped to **Atlantic Records** Co-Chairman/Co-CEO.
- **Gannett Radio Division** President/GM **Jay Cook** adds **KIIS-AM & FM/L.A.** duties.
- **Daniel Glass** boosted to **SBK** Exec. VP/GM.
- **Bill Edwards** promoted to **WALK-AM & FM/Long Island** Station Mgr.

10

- **Al Coury** to head **Geffen Records** Promo/Mktg. efforts.
- **Mark Driscoll** named **Statewide Broadcasting** VP/Programming.
- **EMI America Records** ups **Tony Smith** to Nat'l AOR Promo Dir.
- **KYA/SF** PD **Bill Minckler** adds **KSFO** programming duties.
- **Carey Curelop** rejoins **WYNF/Tampa** as PD.

15

- **C.C. Matthews** named **WQHI/Louisville** PD.

20

- **KYA-FM/SF** goes **Rock** with **Bobby Cole** as PD.

Huntington, WV last month (11/27) resulted in the station terminating the Sunday evening air talent.

According to the *Herald-Dispatch*, the mid-song interruption featured a male voice thanking a female voice for having sexual relations with another woman, a detailed discussion of oral sex acts, and repeated requests for the woman to send her underwear to the station.

Records

- **Mesa/Bluemoon** Dir./Nat'l Promo **Bud Harner** will segue to the **Verve Group** in January as Mgr./Promo & Artist Relations, a newly created West Coast post.
- **Arista** hires **Roadrunner** Dir./Alternative **Tom Gates** for similar duties, effective December 18.
- **Zoo** Dir./Adult Formats **Ken Anthony's** post has been eliminated as the label heads in a more Alternative/Rock direction.
- **Warner-Reprise/Nashville** will split into separate labels on January 1. Though **WB** brought back **Reprise** a few years ago, they've been operating as one label.
- **Tom Zutaut's** new **EMI** label will be called the **Enclave**.

"As **TAPESTRY** is a near-perfect collection, it would've been a real pleasure to try my band at any of the songs. 'So Far Away' is beautiful and I can only hope that I did Ms. King justice."
- **ROD STEWART**

Rod Stewart

SO FAR AWAY

from
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A TRIBUTE TO CAROLE KING

PRODUCED & ARRANGED BY DAVID FOSTER, FOR CHARTMAKER, INC.

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LAVA **45**

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kut klose *surrender*

Fresh from the Top 5 success of "I Like," Athena, Tabitha and Lavonn are back with the new single and video from their debut album Surrender.

Produced by Keith Sweat and Eric McCaine
Executive Producer: Keith Sweat

URBAN CHART 34

Now On 59 UC Reporters - 73%

WKYS WNOV KSJL WQMG
WEDR WKKV WTLC KJMS
WXYV KPRS WPEG WHRK
WAMO WOWI WQUE WQQK
WZAK WCKX WJHM KVSP
and many more!

URBAN AC NEW & ACTIVE!

WDAS WTMP WNOO
WHQT PALA WNFQ
KMJK



RANDALL BLOOMQUIST

Getting The Most From Your On-Air Promos

■ Consultant Gladstone says effective utilization gets listeners to try other hosts

One of the inherent challenges of Talk radio is to get fans of one show to sample other programs. Unlike music listeners, who tune to a station because it promises the same thing around the clock, Talk listeners bond with particular hosts precisely because they are unique.

"Because each show offers a different host with different opinions, interests, and sense of humor, the station cannot promise the listener that if he likes personality A he will like personality B," says Talk consultant Lorna Gladstone, adding that "the Talk listener is not inherently motivated to listen" to other programs.



Lorna Gladstone

Perhaps the most powerful tool for convincing audience members to expand their listening horizons is the on-air promo. Unfortunately, Gladstone notes, many programmers fail to avail themselves of its potential for helping to boost audience recycling.

Learn From The Clients

One secret to creating an effective on-air promo campaign is to learn from the folks who know how to get people to sample their product and come back for more — your advertisers. Here are some of Gladstone's tips for maximizing on-air efforts:

- **Know your budget.** PDs should assign a dollar value to the amount of time the station devotes to promo spots. Depending on your market size and rates, that figure will likely run anywhere from \$500,000 to \$1.5 million. Putting a price tag on that airtime helps everyone involved in the promo process to appreciate the investment.

"How you spend your advertising budget can [affect] your TSL more than anything else you do other than finding a major new talent," says Gladstone.

- **Schedule your budget.** Sit down with your sales department and put together a "buy" based on your promo budget and your reach and frequency goals. An advertising rule-of-

thumb says it takes a minimum of three impressions before a listener notices your message. So, for example, figure out how many promos it would take for 75% of your afternoon drive audience to hear a promo at least three times a week. Based on that info, work out a regular weekly schedule.

When putting together that schedule, remember that people listen horizontally, not vertically. Thus, a promo

that runs once per show won't reach many of that program's listeners.

- **Use the pros.** Don't entrust your image to promotions interns and junior production staffers. Give the job to your best writers and producers — and demand their finest work.

Says Gladstone: "Turning over the promo budget to someone who either sees it as drudgery or who is unskilled may be tantamount to throwing away \$1 million."

- **Think about what's being promoted.** While upcoming guests or topics are easiest to promote, such promos are of limited value. It's far more important to tout the host — his or her unique personality and the overall flavor of the show.

- **Don't start more than three days in advance of any specific event** — unless you're promoting something super-special, like a Super Bowl broadcast or an interview with President Clinton.

- **The best promos are live and sound spontaneous.** Provide the talent with fact sheets or notes on an in-studio dry-erase board, and let them run with it.

Don't Hire A Consultant... Yet

If you're considering whether to hire a consultant, you'll want to attend the R&R Talk Radio Seminar session on working with outside experts. Among the topics: how to evaluate a consultant's qualifications and track record and how to gain maximum benefit from an outside advisor.

WLS-AM/Chicago OM Drew Hayes will lead the session, which features consultants Walter Sabo and Bill McMahon, as well as WFLA/Tampa OM and parttime consultant Gabe Hobbs.

The R&R Talk Radio Seminar takes place February 22-25, 1996 at Washington, DC's Grand Hyatt Hotel. For registration information, call (202) 783-3822.

TOP 10 TALK TOPICS

November 1995

What's on Americans' minds? Each month R&R conducts an exclusive survey of the nation's leading Talk radio stations to determine the 10 issues that have generated the greatest amount of listener phone response over the past four weeks. Following is a comparison of last month's and this month's hottest topics.

LM	TM	
-	1	Government Shutdown
3	2	Powell For President?
-	3	Rabin's Assassination
-	4	Federal Budget Battle
8	5	Bosnia
-	6	Beatles Reunion
-	7	Hooters/EEOC Controversy
-	8	Republican Candidates/Pre-Primary
-	9	Princess Di Interview
-	10	Local Election Results

Almost a complete turnover in news topics from last month — and the first chart in recent memory without O.J. Simpson.

Reporting Stations: WRKO/Boston, Al Mayers; KMOX/St. Louis, Tom Langrayer; KIRO/Seattle, Tom Clendening; WLS/Chicago, Diana Bodkins; WBAP/Dallas, Tyler Cox; KSTP/Minneapolis, Steve Konrad; WTAE/Pittsburgh, Bruce Gilbert; KGO/San Francisco, Jack Swanson; KXL/Portland, Bill Gallagher; WGST/Atlanta, Mike Rose; WFLA/Tampa, Gabe Hobbs; WWDB/Philadelphia, David Rimmer; WXYT/Detroit, Patrick Sheehan; WOC/Davenport, Jon Zimney; WABC/New York, Phil Boyce; KOA/Denver, Robin Bertolucci.

More Than Spots

Of course, effective on-air promotion includes more than merely spots. Here are Gladstone's tips for other tactics.

- **Make sure your hosts talk about each other's shows.** According to Gladstone, "They need to sound as if they listen and like each other. Obviously that requires that they actually listen. It does not, however, require that they like each other."

- **Cross-talk and "hand-over" to the next show is crucial.** Make sure your hosts do it!

- **Have the talent occasionally appear on each other's shows.** Such appearances can be formal, impromptu, in-person, or via phone. Gladstone offers a final tip crucial

to making the rest of this program work effectively: Communicate with the talent. Explain why you're revamping the promo effort and need their cooperation and help. This will help minimize frustration and conflict over such issues as the number of promos the host is asked to air and why they have to cut into their prep time to appear on another show.

This shouldn't be too hard of a sell. After all, you're really just asking them to help expand their own audience. What host could refuse that offer?

TALK BACK TO R&R!

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

Call me at (202) 783-3822 or e-mail: rnrdc@aol.com

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ABC RADIO NETWORKS

For more information, call 212-456-5131.

*Source: Arbitron, MSA, SU '94, FA '94, WI '95, SP '95, SU '95, AQH Persons 12+ and 25-54, M-F 10PM-Mid.



STEVE WONSIEWICZ

Has 'Beatlemania' Peaked?

Looking at station, listener interest in aftermath of Fab Four 'reunion'

To paraphrase the Beatles' "Back In The USSR," the Fab Four are back on the U.S. airwaves.

While Beatlemania and the initial rush to be the first to air the new Beatles song have subsided, stations are still finding listener interest for the new Beatles' tunes on the "Anthology I" album. Several PDs already have jumped on the next planned single, "Real Love," which isn't slated to be officially released until early '96.

Warm Reception

Not surprisingly, adult-oriented stations gave "Free As A Bird" its warmest reception. Among those reporting heavy airplay were Adult Alternative KUPR/San Diego, Rock WDHA/Morristown, NJ, and Active Rock WRCQ/Fayetteville, NC.

Observes KUPR PD Sherman Cohen, "We couldn't think of another station in San Diego that could play the song that much [84 times the first week] because it doesn't really fit anybody's format. We saw this as an opportunity to capitalize on all the excitement, as well as on a TV program that probably every listener or potential listener watched. Things like this don't come along often, so we wanted to make sure we made a major impact."

Like many programmers, Cohen cranked up the number of Beatles songs in the station library. "We're playing about 30 Beatles tracks, playing one of their songs every

three hours. The band is still one of the top 10 most popular groups for our audience."

Cohen has already decreased the number of weekly plays for "Free As A Bird" to avoid burnout. "It will get about 25 plays next week. Our

cume during the first week jumped by about 10,000 listeners — the biggest increase since we started the format on September 15. I definitely attribute that to the Beatles."

Cohen plans to stick with his current strategy for the time being. "We'll change it when we see the impact die off. Right now, that's still in the air. It's almost Beatlemania all over again."

'Tribute Song'
Rock WAQX/Syracuse APD/MD Dave Frisina says, "We're backing off now [from 27 plays], but we will play the song around 25-30 times, which is a power rotation for us. For us to spin it for a couple of days and then drop it would seem weird — our listeners expect us to hang in with the song. I view 'Free As A Bird' as a good tribute song, but it's also a great time of year to play it because of the holidays and the anniversary of John Lennon's death."

"We are a more Classic Rock, heritage-leaning station so our audience doesn't see this as a stretch. On each side of us there are two stations, owned by the same company, that haven't made their marks yet. One is hard-edged Active Rock; the other is '70s. We figured the Active Rock was never going to play the song. But we didn't know what the other was going to do so we wanted to be as proactive as possible."

Michael Hughes has already backed off the song. "It's come and gone. It's not being heavily requested anymore. Our audience is ready to hear new songs. We're playing it, but we're not sensing the groundswell of demand we thought would follow."

Nevertheless, Hughes played Lennon's version of the song early on and picked up "considerable local news coverage."

Hughes agrees the event is a milestone and that comparisons are difficult. "We want to satisfy the curiosity our listeners have for these groups and their new music. These things become events in themselves, whether it's the Robert Plant/Jimmy Page reunion or a new AC/DC record."

AC WMJX/Boston PD Don Kelley agrees that given the nature of the event and the Beatles' appeal, "it made perfect sense to play the song out of the box before we heard it. We were told it was a ballad, so we figured the worse thing that could happen was we would have to yank it off after a minute and then talk about it."

Kelley isn't treating "Free" as a novelty. "We added it as a regular current. In terms of listener reaction, it's hard to tell. In my unofficial street-corner research people think it's okay. They haven't raved about it, but they don't dislike it."

Kelley also increased the number of Beatles cuts in his library. "We are playing early songs like 'I Want To Hold Your Hand.' It's interesting that people in their 30s love the idea [of hearing more Beatles on our station]. They haven't heard these songs in a long

time. But people coming into the 25-plus demo are too young for the Beatles experience. So while half the people love the records, the younger half wonders who's on the radio."

Joining A Media Event
For CHR/Pop WYHY/Nashville PD Charlie Quinn, playing "Free" was based more on taking an active role in a media event than serving his audience with "the next number one single in our market. The first week it deserves the novelty play."

"Our station is more upper demo-focused than the usual CHR. We wanted to introduce those people to the song by playing it in medium rotation during the first week. We never do that with a new record, especially one I haven't heard before. We did it mostly because of our audience's curiosity."

"When something like this happens, we're reacting to other media. We can't be an island. All the media were talking about it, so we had to be there. It sounds to me like a hit and fits on our station. But who knows? It may totally stiff for CHR and become a monster hit for AC. Or it may be something Classic Rock plays as their

first current in some time."

Unlike other adult-format PDs, Quinn isn't adding other Beatles tunes to his library. "We're sticking strictly to 'Free As A Bird' because the Beatles are not a core act. The very upper reaches of our priority demo were only seven, eight, and nine years old when the Beatles broke up — the band is not part of their musical upbringing and background."

The band is still one of the top 10 most popular groups for our audience. Our cume during the first week jumped by about 10,000 listeners. I definitely attribute that to the Beatles.

—Sherman Cohen



Michael Hughes



Dave Frisina



Don Kelley



Phil Costello



Charlie Quinn

CAPITOL'S PHIL COSTELLO

Demand Will Overcome Novelty

"To have the honor of working a new Beatles track is something on its own." That's how Capitol Records Sr. VP/Promotion Phil Costello views the task of breaking "Free As A Bird," "Real Love," and other "Anthology" tracks to radio.

While the pros definitely outweighed the cons in working the first single, Capitol still faced some obstacles. A major one: Given the age of listeners who grew up with Beatlemania and the target demo of contemporary radio, many programmers at younger-skewing stations initially treated "Free" as a novelty.

"Early on we realized we weren't going to be able to set up 'Free' in the traditional fashion," recalls Costello. "Once it was unveiled on network TV, we went into gear and sent the single to radio via satellite, hitting all formats simultaneously. Our plan was to quickly get as many people as possible on the disc so we could start our radio campaign immediately."

Losing Momentum?

Costello remains confident the label can overcome the novelty factor. "That's what some people's mindset has been. But now that the song has been at radio for [several weeks], programmers are finding it's not going away; it's getting phones. Now the video is going into high rotation at MTV and VH1. With the visual coming, we're all set to have a hit single."

"The only boundaries on the song are set by programmers. The audience has another take on it. There's positive reaction from teens to upper demos. Look at the number of people who bought the album [sales estimates are pegged at nearly 900,000]. In Miami, for example, people are requesting the song in broken English. It shows how the Beatles [transcend cultural groups]."

Costello also isn't worried about losing momentum on "Free" now that radio has other "Anthology" cuts from which to choose. "What will make them stay focused is the video. It's the first new Beatles track, and people will want to keep hearing that for now as opposed to the other songs. This record isn't going to go away over the next 10 days. I'm convinced of that."

TALK BACK TO R&R!

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

Call me at (615) 244-8822 or e-mail: mailroom@rronline.com

RR LAUNCHING PAD

Active Rock 'Shines' With New Gren Single

IRS is thanking Mideast Active Rock stations for the jump start on Gren's single, "She Shines." The track rose from No. 50 to 46 on the Active Rock chart.



Gren

Interestingly, IRS VP/Promotion Karen Lee says, "She Shines" was not meant to be the album's lead track. "We had planned to send 'Ego' to radio, but we never shipped it. We thought 'She Shines' was going to be the second single.

"But when [WRIF/Detroit PD] Doug Podell heard the record, he jumped on it. After that, word spread in the region. The next thing we knew, WKLQ/Grand Rapids and WLZR/Milwaukee added the track. Those stations started this mess," jokes Lee.

"We were going to Alternative radio, but then Rock radio started embracing the record. That surprised us; like a lot of people we thought Alternative would be the first to play the band."

Los Angeles-based Gren originally was featured on IRS's second "six-sided single" project, which features three bands performing two songs on an EP. If the songs generate a buzz, the label has the right to sign the respective band.

Gren will tour clubs throughout the rest of the year and into early '96. Look for a support gig on a major tour in the spring.

Everybody Knows About Rich

People are beginning to know who the Tony Rich Project is thanks to CHR/Rhythmic and Urban radio's support of his debut Arista/LaFace single,

"Nobody Knows." The track jumped from No. 34 to 19 at CHR/Rhythmic, while grabbing 56 urban stations.

Arista/LaFace's original plan was to issue the album (11/21) and then hold off on releasing the single to radio until late January. That changed when a growing number of stations began playing "Nobody Knows."

Comments CHR/Rhythmic KUBE/Seattle PD Mike Tierney, "This record is one of the few songs people at the station discovered at different times. The local Arista rep came in months ago and played the cassette for us, but we forgot about it. We heard it again only a few weeks ago, liked it, and moved it into medium rotation. The jocks also took to it and have been selling it on the air. It's

great when you can get a record like this that everyone in the station feels passionate about and that doesn't come with a lot of label pressure.

"These types of songs also do really well for us. It's a heartfelt ballad with beautiful acoustic instrumentation and a good lyrical hook. People can easily connect with the song."

Tierney says the song is testing well on callout and has moved it into high rotation.

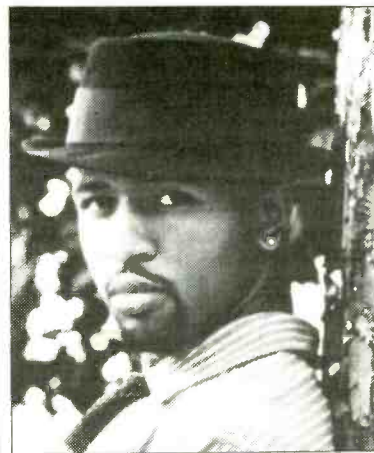
Armadillos Smokin' In Country

MCG/Curb is paying more than lip service to the phrase "Young Country." The label is going for Country adds December 11 on the new single, "Let Your Heart Lead Your Mind," by the Smokin' Armadillos, whose members range in age from 18 to 26 years old.

Commenting on their ages, lead guitarist/vocalist Scott Meeks adds, "I don't know if it's deterred us or encouraged us. We're excited to be competing with seasoned veterans. If it's a problem for them, we hope we can overcome it—and performing is the best way. The great thing about country is age doesn't matter if the music stands on its own."

The Bakersfield-based band's self-released EP has already sold over 200,000 copies. In support, the group has been touring primarily in the West and Southwest. That's about to change.

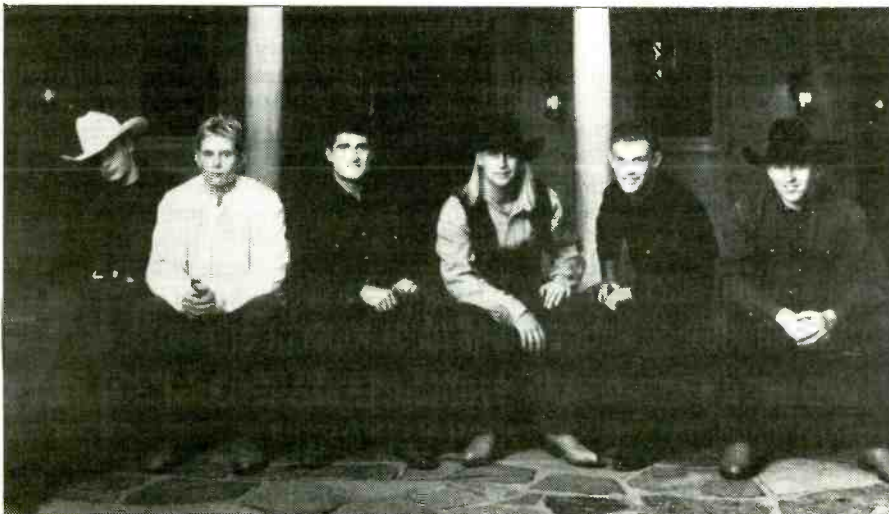
"We want to expand on the fan base they've built over the last cou-



Tony Rich Project

ple of years," notes MCG/Curb VP Carson Schreiber. "Although we're excited about the amount of airplay they've received at stations and nightclubs, we need to extend that to other regions, particularly the Northeast, South, and Midwest."

To do that, Schreiber has the group making radio station stopovers the old-fashioned way: via bus. "RCA does the same thing with their bus tours. It's a great, controlled environment in which to introduce the band and their music."



Smokin' Armadillos

MUSIC NEWS & VIEWS

Raiding The Jackson Treasure Trove

Ben L. Brown, one of the principals behind a much-discussed Gary, Indiana-based Jackson family theme park, plans to release a CD featuring lost tapes



Jackson 5

recorded by the Jackson 5. He also hopes to reissue the group's first Big Boy recordings. No word yet on when the material will be available commercially.

Musical Bookends

Michael Wadleigh (whose movie credits include the "Woodstock I" documentary) and Penguin Books have teamed up to re-

lease "ROCKnROM," a CD-ROM that features 40 years' worth of music information. The disc houses data encompassing 800,000 recordings, 90,000 artists, 30,000 music publishers, 100,000 songwriters, 9,000 arrangers, 10,000 producers, 6,000 record companies, 5,000 studios and rock venues, 7,000 bios, and 15,000 key dates in rock 'n' roll history.

Alterna-rocker Henry Rollins's 2.13.61 Publications has released "The Photographers' Led Zeppelin," a limited-edition hardcover book featuring over 350 photos taken by leading photographers. Jimmy



Led Zeppelin

Page, who penned the book's introduction, calls it "the best, most representative photo book of Led Zeppelin I have ever seen." Retail price is around \$100.

Tech fans take note: Reprise Records will release its first enhanced CD, featuring music by Mike Oldfield. "The Songs Of Distant Earth" is based on the Arthur C. Clarke book of the same name. Also, Warner Bros. rock band Candlebox will be the special guest on the weekly interactive talk show "Cyber-Talk." Log on December 11 via America Online at 9:30pm EST.

Signing Alternatives

Columbia Records has inked a deal with Whipping Boy, a four-piece alternative band that hails from Dublin, Ireland. The group's "Heartworm" album debut will hit U.S. shores on February 20.

Discovery Records has signed alternative act Too Much Joy to a multi-record deal. The band joins a growing roster that includes Blue Rodeo, Sal's Birdland, Voice Of The Beehive, and Sarah Hickman. Too Much Joy will embark on the club tour circuit in early '96.

Congratulations to ForeFront Communications Group's DC Talk, who sold nearly 90,000 copies of their third album, "Jesus Freak," during the first week at retail. The album was the 16th best-selling title last week. And it also claimed highest-opening week honors for a contemporary Christian act.

Cable's A&E channel will jazz up the holidays with "Swing Into Christmas" (12/7 and 12/14). The show features performances by such artists as Grover Washington Jr., Wynton Marsalis, Terence Blanchard, and David Sanchez. More cable news:

In conjunction with Lifetime Television, singer Michael Bolton will perform an interactive concert of his greatest hits next Thursday (12/14) for 10 contest winners. Their homes will be equipped with satellite downlink capabilities and video monitors. Two-way phone lines will also be installed, giving each winner a chance to talk with Bolton or make requests.



TONY NOVIA

Women In Radio: Where Are They?

■ Z100/NY's Maeder offers female perspective on industry issue

While I have great passion for the radio and record industries, many things about both are still very wrong. One of the things I've never quite understood in radio is why there are so few females working at various management levels. It's no secret CHR targets and researches women almost exclusively, yet the number of female GMs, PDs, and morning show hosts is minimal.

If there were no FCC requirements, would the small percentage of females in top radio positions today still be around? The same can be said for Hispanics, African Americans, and other minorities. This week, I'll focus on women in morning radio. Instead of writing from a male point of view, I've asked WHTZ (Z100)/New York's Jo Maeder (aka "The Rock 'n' Roll Madame") to offer a female's perspective.

Where Are The Women Stars?

She begins, "I wrote a piece for the *New York Times* on the passing of radio legend Alison Steele ('The Nightbird.') I used the occasion to discuss how radio has changed for women since she



Jo Maeder

oleon. You must sprout fangs, claws, and spikes down your back every day. It also takes superior intelligence, razor-sharp wit, unmitigated bravado mixed with self-deprecation, and constant self-

promotion. Are women scared away from this take-no-prisoners sensibility and enormous commitment, or simply not given the chance?

"KMEL/San Francisco PD Michele Santosuosso comments, 'Male programmers identify more with male talent, particularly the Howard Stern and Mancow types. As a result they aren't grooming female talent.' I think Stern can credit a great deal of his success to being in touch with his feminine side — expressing his feelings and insecurities, complaining about his appearance, prying into other's lives, and looking ravishing in pumps and petticoats.

"KPWR/Los Angeles Michele Mercer adds, 'There aren't as many women interested in being on the radio as men, therefore you don't have a large talent pool to draw from.' The female presence on KPWR's *Baka Boyz* morning show is a receptionist-turned-programming assistant who kept sticking her head in the studio to disagree with them. WPST/Trenton, NJ PD Michele Stevens just hired female comic Jackie Phelon for her morning show. Stevens says, 'It seemed to me that women relate to female comics better than male comics.'

"There is no shortage of women starring in TV sitcoms, co-hosting morning, afternoon, and now late-night talk shows (i.e., former radio star Stephanie Miller). There are plenty of women doing stand-up comedy and topping music charts. Why isn't radio capitalizing on the 'She Thing' and handing the reins to more women? Not all the wise-cracking women are seeking success in other media."

Female Ranks Growing

"Don Anthony, President of Talentmasters and sponsor of the Morning Show Boot Camp, points out, 'The number of women [coming to boot camp] has steadily grown over the last 10 years and more are coming as co-hosts, not just sidekicks or newpersons. Last year we had mini-camps — round-table discussions — called 'Making It To The Driver's Seat', that was recommended for women. Those were some of the hottest discussions of the entire boot camp.' Leslie Fram of Alternative [WNNX] 99X/Atlanta's 'Morning X' show moderated a panel and comments, 'There were about 15 women [who were] all frustrated with the inability to grow with the shows they were on. I'm lucky to work for a company that believes in letting women have full partnership in mornings.'

"But what about a woman being the Top Banana, not just a co-host? Anthony remains mystified.

☞ I know what it takes to lead a morning show into battle. Are women scared away from this take-no-prisoners sensibility and enormous commitment, or simply not given the chance? ☞

"I truly wish I knew the answer. Why isn't Diane Sawyer hosting the six o'clock news? How many female TV talk hosts were around before Oprah Winfrey? She became a hit and then everyone copied her. The same thing will happen in radio."

"That's what I thought would occur when WPOW/Miami had huge success teaming two women in morning drive in January '91. The *Mindy [Frumkes]* and *Bo [Griffin]* show has not only had spectacular ratings, but has been named Morning Show of the Year by local publications. To date, a major industry award has escaped them. WPOW VP/GM Greg Reed remarks, 'I thought there would be more shows like it by now. Peo-

☞

There is no shortage of women starring in TV sitcoms, co-hosting morning, afternoon, and now late-night talk shows. Why isn't radio capitalizing on the 'She Thing' and handing the reins to more women?

☞

ple are still asking me the same questions they did then — why don't more stations try this? I honestly don't know."

"Kathryn Lauren, one-third of the morning team on Alternative WHFS/Washington, says, 'Being a morning show host means putting out a ton of energy and focus. I deal with it by working in denial — [pretending] like the show isn't that big a deal. It's really a team effort.'"

'Gender Is Everything'

"Carolyn Fox was heralded as a female 'shock jock.' When she did mornings on AOR WHJY/Providence in the late '80s, she did a lot of 'dick talk,' innuendo, silly stuff, a lot of stunts. She remembers, 'We closed down the entire city one April Fool's Day. We made up a [fictional] committee and told listeners this committee had shut down the city for the day. It got worldwide press. There was also a lot of anger in the show, and I wasn't comfortable beating up minorities and the handicapped, so I backed off. It wasn't who I was.' She took three years off to have children and now does afternoons, which she describes as a morning show with less edge. Why isn't she in a major market? She notes, 'I've had offers but nothing was solid enough to make me move.' Could it be because she's a woman? She says, 'I've always been treated as androgynous. Gender has never affected me. Women in this business who whine about not getting what they want because they're a woman rub me the wrong way.'

"I used to think that way, but in my 20 years of experience, I've concluded gender is everything in this business. It can work for and against you. My big break came in 1977 because Bill Tanner at [WHYI] Y100/Miami was searching for the station's first lady DJ. Women are prevalent on morning shows now because they give a woman's perspective; female listeners feel included. It's a big step forward from having no women on the radio, but it's still like waking up to the toilet seat in the up position every morning. After two decades of women edging onto the airwaves, the same men are nominated for 'Personality of the Year' each year. Few, if any, women are competing against them. Some dismiss awards as unimportant, but recognition is crucial to long-term job satisfaction, performance, and *earning power*

— particularly in entertainment where the *person* is the product. Aside from nude shots in 'Women In Radio' pictorials, women are rarely brought to the industry's attention as talents in their own right.

"Since upper management usually submits entries for personality awards, they naturally nominate their highest-profile talent. How can women stand out if they're sidekicks or in non-drivetime shifts? How can those who do stand out compete against established male legends? A start would be instituting an Alison Steele Lifetime Achievement Award to notable women in radio, or adding female categories to personality awards like the Oscars, Grammys, and Emmys have done for decades. At least it would make the presentations more interesting. We know Rick Dees is going to win again. Want some unpredictability? How about a cat fight?"

Jo Maeder is still waiting for her chance at major-market morning radio. In addition to working at

☞

In my 20 years of experience, I've concluded gender is everything in this business. It can work for and against you.

☞

emerged in the '70s and opened a wound that needs more than a band-aid. Apparently, there are a lot of women who feel disenfranchised by what they hear on radio. Even though [hearing] a woman on the radio is no longer a novelty — and nearly every morning show has a female presence — why aren't more women the stars of morning shows? In CHR, which is driven by female listeners, the irony is worth discussing.

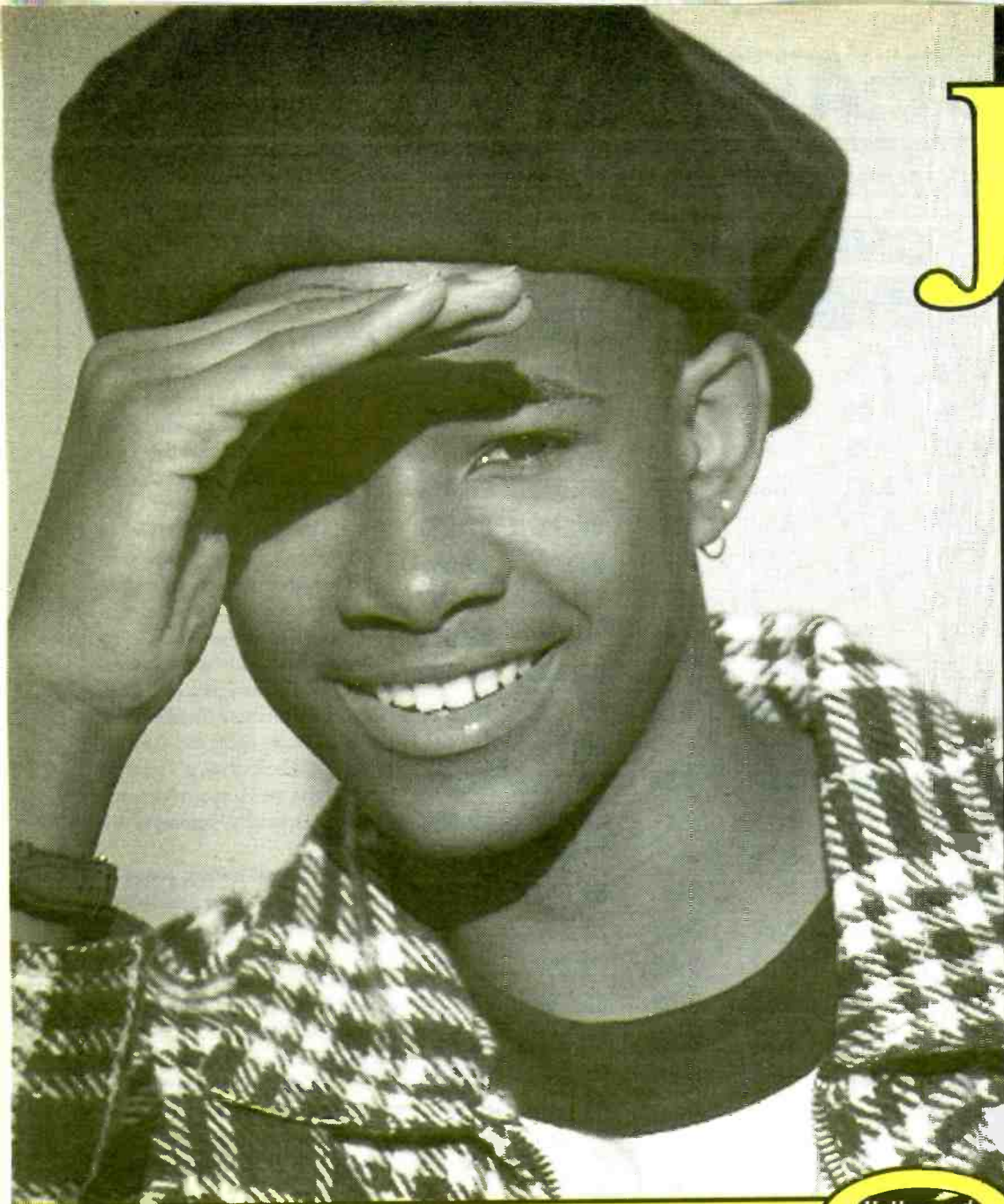
"As someone who was a morning show co-host with Jay Thomas on WKTU/New York after having hosted a successful morning show of my own on WINZ-FM/Miami, I know what it takes to lead a morning show into battle. You must be part class clown, part P.T. Barnum, and part Na-

Z100, she teaches radio at NYU, hosts the syndicated TV show "Curtain Going Up," is a top voiceover talent, and has written for the *New York Times* and *Daily News*. Her radio career includes stops at WHYI and WINZ-FM, WXRK/New York following Howard Stern, WKTU co-hosting mornings with Jay Thomas, and WABC/New York where she was a stablemate with Rush Limbaugh. You can reach Maeder via e-mail at RnRMadame@aol.com; voice mail: (212) 969-0109.

TALK BACK TO R&R!

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KBXX	18X	WWKX	15X
KCAQ	18X	WHHH	15X
KZFM	18X	KHTN	14X

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- WKGN
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Ridin' Low

PRODUCED BY RICHARD "RIKKO" PREUSS

EXCLUSIVE NATIONAL MUSIC RESEARCH ESTIMATES

CalloUT AMERICA® song selection is based on the top titles from the R&R CHR/Pop chart for the week of November 13-19.

CHR/POP

ARTIST TITLE LABEL(S)	TOTAL AVERAGE FAVORABILITY ESTIMATE (1-5)				TOTAL% FAMILIARITY	TOTAL% BURN
	TW	LW	2W	3W		
MARIAH CAREY One Sweet Day (Columbia/CRG)	4.08	4.14	—	—	74.8%	11.4%
COOLIO Gangsta's Paradise (MCA)	3.96	4.08	4.00	3.93	83.1%	20.1%
DEEP BLUE SOMETHING Breakfast At... (RainMaker/Interscope)	3.80	3.72	3.60	3.80	69.7%	14.3%
SOPHIE B. HAWKINS As I Lay Me Down (Columbia/CRG)	3.79	3.82	3.85	3.76	91.5%	26.4%
SEAL Kiss From A Rose (ZTT/Sire/WB)	3.76	3.70	3.74	3.69	96.9%	41.6%
GOO GOO DOLLS Name (Metal Blade/WB)	3.76	3.73	3.61	3.71	63.7%	15.5%
MARIAH CAREY Fantasy (Columbia/CRG)	3.72	3.77	3.70	3.72	87.4%	32.9%
DEL AMITRI Roll To Me (A&M)	3.71	3.69	3.71	3.45	79.2%	23.0%
HOOTIE & THE BLOWFISH Only Wanna Be... (Atlantic)	3.71	3.71	3.67	3.72	97.8%	41.4%
TLC Diggin' On You (LaFace/Arista)	3.71	3.78	3.86	3.85	69.2%	18.2%
JOAN OSBORNE One Of Us (Mercury)	3.70	—	—	—	56.9%	11.4%
BLUES TRAVELER Run-Around (A&M)	3.68	3.66	3.63	3.64	91.3%	33.4%
SELENA Dreaming Of You (EMI Latin)	3.66	—	—	—	36.1%	8.0%
ALANIS MORISSETTE Hand In My Pocket (Maverick/Reprise)	3.63	3.68	3.75	—	81.6%	24.7%
PRESIDENTS OF THE UNITED... Lump (Columbia)	3.62	—	—	—	61.5%	17.2%
EDWIN McCAIN Solitude (Lava/Atlantic)	3.62	3.56	3.57	3.53	35.1%	8.2%
TAKE THAT Back For Good (Arista)	3.54	3.58	3.67	3.63	79.9%	22.3%
GIN BLOSSOMS Til I Hear It From You (A&M)	3.54	3.60	3.60	3.53	85.7%	27.1%
BLESSID UNION OF SOULS Let Me Be The One (EMI)	3.53	3.62	3.51	3.49	64.9%	16.7%
NATALIE MERCHANT Carnival (Elektra/EEG)	3.53	3.56	3.65	3.55	74.1%	19.9%
HOOTIE & THE BLOWFISH Time (Atlantic)	3.52	—	—	—	63.0%	16.5%
WHITNEY HOUSTON Exhale (Shoop Shoop) (Arista)	3.51	3.52	—	—	65.1%	13.8%
TOAD THE WET SPROCKET Good... (Reprise/Columbia/CRG)	3.50	3.38	3.23	3.54	36.6%	7.0%
LISA LOEB & NINE STORIES Do You Sleep (Geffen)	3.50	3.49	3.62	3.50	67.8%	18.2%
JANET JACKSON Runaway (A&M)	3.48	3.48	3.62	3.51	88.1%	33.4%
MADONNA You'll See (Maverick/WB)	3.40	3.40	3.41	—	71.9%	16.7%
MEAT LOAF I'd Lie For You (And That's...) (MCA)	3.17	3.14	3.25	3.12	69.7%	18.9%
ACE OF BASE Beautiful Life (Arista)	3.00	3.05	3.14	3.08	65.4%	23.7%
MELISSA ETHERIDGE Your Little Secret (Island)	2.98	3.09	3.01	3.08	56.2%	21.3%

Total sample size is 400 respondents with a +/-5 margin of error. Total average favorability estimates are based on a scale of 1-5 (1 = dislike very much, 5 = like very much). Total familiarity represents the percentage of respondents who recognized the song. Total burn represents the number of respondents who said they are tired of hearing the song. Sample composition is based on females aged 12-34, who responded favorably to a CHR/Pop musical montage in the following regions and markets: **EAST:** Boston, Buffalo, Hartford, New York, Philadelphia, Pittsburgh, Providence. **SOUTH:** Atlanta, Charlotte, Dallas, Houston, Miami, Norfolk, Orlando. **MIDWEST:** Cincinnati, Cleveland, Columbus, Indianapolis, Kansas City, Minneapolis, St. Louis. **WEST:** Los Angeles, Phoenix, Portland, Salt Lake City, San Diego. © 1995, R&R Inc.

Callout America HotScores

BY TONY NOVIA

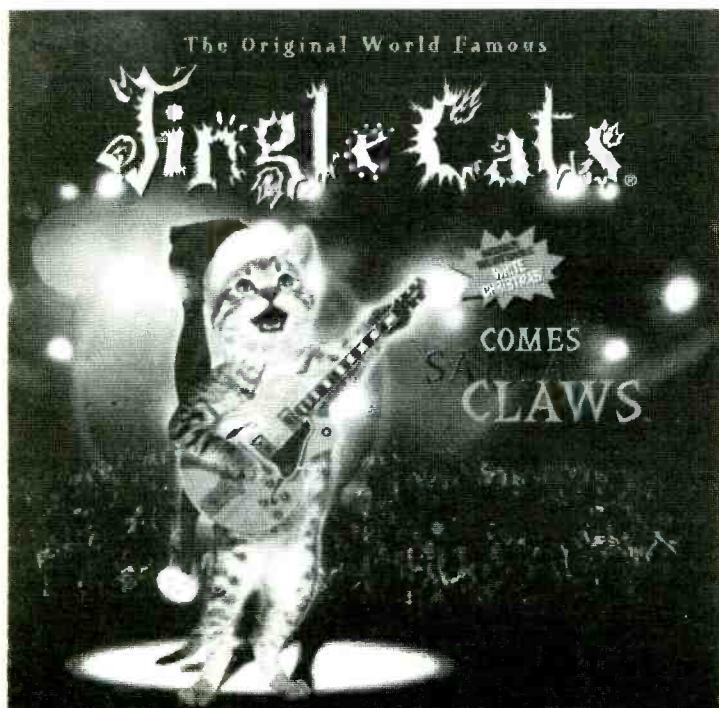
It's the most important chart of the year ... the only chart in radio today that helps you choose the hits. Don't miss the year-end CalloUT AMERICA special in the December 22 issue of R&R. You'll get a two-page year-end breakout of CalloUT AMERICA scores, including the best-testing songs of the year ranked by overall scores, demographic breakouts, and regions. If you're looking for the hits your listeners want to hear, we're doing the work for you ... and best of all, it's free! So don't miss the CalloUT AMERICA year-end special — coming in two weeks.

The 10 best-testing songs in America *this week* by demographic (ranked in descending order) are:

Women 12-17: Mariah Carey "SWEET," Coolio "GANGSTA'S," Joan Osborne "ONE," Sophie B. Hawkins "LAY," Selena "DREAMING," TLC "DIGGIN'," Deep Blue Something "BREAKFAST," Carey "FANTASY," and a tie between the Beatles "FREE" and Alanis Morissette "HAND."

Women 18-24: Carey "SWEET," Goo Goo Dolls "NAME," Deep Blue Something, Coolio, Presidents "LUMP," Blues Traveler "RUN," Hawkins, Toad "GOOD," and a tie between Edwin McCain "SOLITUDE" and Natalie Merchant "CARNIVAL."

Women 25-34: Hootie "ONLY," Seal "KISS," Hootie "TIME," Carey "FANTASY," Blues Traveler, Carey "SWEET," Del Amitri "ROLL," McCain, and a tie between Blessid Union Of Souls "LET" and Janet Jackson "RUNAWAY."



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CHR/POP TOP 50

DECEMBER 8, 1995

3W	2W	LW	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS				TOTAL STATIONS/ADDS
					TW	LW	2W	3W	
14	4	2	1	MARIAH CAREY One Sweet Day (Columbia/CRG) 5404 4765 3957 3057 122/0					
3	3	1	2	GOO GOO DOLLS Name (Metal Blade/WB) 5052 4867 4531 4229 124/1					
2	2	3	3	JANET JACKSON Runaway (A&M) 4296 4636 4877 5292 111/0					
7	5	5	4	DEEP BLUE SOMETHING Breakfast... (RainMaker/Interscope) 4115 3999 3923 3640 113/2					
1	1	4	5	MARIAH CAREY Fantasy (Columbia/CRG) 4040 4419 4915 5403 108/0					
11	9	6	6	TLC Diggin' On You (LaFace/Arista) 4007 3877 3628 3348 111/0					
13	11	7	7	MADONNA You'll See (Maverick/WB) 3928 3826 3506 3157 122/0					
12	12	8	8	ALANIS MORISSETTE Hand In My Pocket (Maverick/Reprise) 3848 3656 3503 3172 121/1					
10	10	9	9	ACE OF BASE Beautiful Life (Arista) 3527 3635 3536 3424 113/1					
6	8	10	10	SOPHIE B. HAWKINS As I Lay Me Down (Columbia/CRG) 3454 3585 3755 3927 98/0					
4	7	12	11	GIN BLOSSOMS Til I Hear It From You (A&M) 3292 3399 3813 4169 94/0					
5	6	11	12	NATALIE MERCHANT Carnival (Elektra/EEG) 3198 3565 3896 4067 96/0					
22	18	15	13	WHITNEY HOUSTON Exhale (Shoop Shoop) (Arista) 2959 2617 2343 2022 111/2					
17	17	14	14	TOAD THE WET SPROCKET Good... (Reprise/Columbia/CRG) 2792 2678 2665 2430 101/1					
42	33	20	15	EVERYTHING BUT THE GIRL Missing (Atlantic) 2782 2261 1600 1109 109/7					
27	20	19	16	HOOTIE & THE BLOWFISH Time (Atlantic) 2736 2334 2144 1870 98/2					
9	13	13	17	TAKE THAT Back For Good (Arista) 2715 3034 3380 3429 91/1					
8	14	16	18	HOOTIE & THE BLOWFISH Only Wanna Be With You (Atlantic) 2405 2612 3050 3487 85/0					
16	15	17	19	DEL AMITRI Roll To Me (A&M) 2358 2520 2695 2914 81/0					
BREAKER			20	JOAN OSBORNE One Of Us (Mercury) 2273 1968 1650 1383 104/5					
15	16	18	21	SEAL Kiss From A Rose (ZTT/Sire/WB) 2176 2389 2693 3027 84/0					
BREAKER			22	BIG MOUNTAIN Get Together (Giant) 2037 1721 956 122 103/12					
24	23	25	23	BLESSID UNION OF SOULS Let Me Be The One (EMI) 1989 1881 2032 1958 61/0					
32	26	24	24	SELENA Dreaming Of You (EMI Latin) 1888 1884 1760 1638 75/2					
28	24	23	25	EDWIN McCAIN Solitude (Lava/Atlantic) 1827 1915 1896 1806 73/2					
19	21	22	26	BLUES TRAVELER Run-Around (A&M) 1821 1954 2075 2173 73/0					
36	31	28	27	GROOVE THEORY Tell Me (Epic) 1820 1778 1619 1418 74/2					
30	27	29	28	PRESIDENTS OF THE UNITED... Lump (Columbia/CRG) 1707 1760 1743 1687 98/2					
40	35	34	29	DEF LEPPARD When Love & Hate Collide (Mercury) 1686 1538 1437 1280 84/4					
25	25	31	30	COLLECTIVE SOUL December (Atlantic) 1644 1657 1837 1957 62/0					
21	22	27	31	COOLIO Gangsta's Paradise (MCA) 1583 1780 2044 2102 66/0					
31	32	32	32	FUN FACTORY I Wanna B With U (Curb) 1539 1548 1604 1646 50/0					
43	41	37	33	BLUES TRAVELER Hook (A&M) 1490 1293 1199 1058 87/7					
—	43	40	34	COLLECTIVE SOUL The World I Kncw (Atlantic) 1402 1191 987 730 80/2					
18	19	26	35	MEAT LOAF I'd Lie For You (And That's The Truth) (MCA) 1381 1825 2148 2256 61/1					
20	28	33	36	ALANIS MORISSETTE You Oughta Know (Maverick/Reprise) 1369 1541 1708 2106 58/1					
—	—	49	37	SEAL Don't Cry (ZTT/Sire/WB) 1241 869 477 66 84/15					
—	—	46	38	LA BOUCHE Be My Lover (Logic/RCA) 1223 973 768 529 71/9					
—	45	41	39	"AFKAP" Gold (NPG/WB) 1195 1181 973 584 67/6					
DEBUT			40	NATALIE MERCHANT Wonder (Elektra/EEG) 1181 681 216 125 91/16					
29	36	35	41	TLC Waterfalls (LaFace/Arista) 1143 1331 1418 1692 56/0					
—	49	45	42	BETTER THAN EZRA Rosealia (Swe!Elektra/EEG) 1095 977 902 769 76/3					
33	37	39	43	JON B. Pretty Girl (Yab Yum/550 Music) 1080 1202 1394 1592 42/2					
38	39	42	44	ALL-4-ONE I Can Love You Like That (Blitz/Atlantic) 1037 1153 1274 1374 50/1					
23	34	38	45	LISA LOEB & NINE STORIES Do You Sleep? (Geffen) 972 1262 1565 1985 47/1					
DEBUT			46	BEATLES Free As A Bird (Apple/Capitol) 967 661 29 — 74/11					
39	42	43	47	DIANA KING Shy Guy (Work/CRG) 959 1094 1172 1283 40/0					
47	48	48	48	RED HOT CHILI PEPPERS My Friends (WB) 953 910 970 954 58/1					
DEBUT			49	PM DAWN Sometimes I Miss You So... (Gee Street/Island) 921 725 442 152 57/5					
26	29	36	50	MELISSA ETHERIDGE Your Little Secret (Island) 852 1310 1696 1890 45/0					

This chart reflects airplay from November 27-December 3. Songs ranked by total plays. Highlighted songs indicate Breaker.
130 CHR/Pop reporters. 130 current playlists. © 1995, R&R Inc.

BREAKERS®

JOAN OSBORNE

One Of Us (Mercury)

TOTAL PLAYS/INCREASE: **2273/305** TOTAL STATIONS/ADDS: **104/5** CHART: **20**

BIG MOUNTAIN

Get Together (Giant)

TOTAL PLAYS/INCREASE: **2037/316** TOTAL STATIONS/ADDS: **103/12** CHART: **22**

MOST ADDED®

ARTIST TITLE LABEL(S)	ADDS
SOUL ASYLUM Promises Broken (Columbia/CRG)	37
JANET JACKSON Twenty Foreplay (A&M)	34
TONY RICH PROJECT Nobody Knows (LaFace/Arista)	34
BODEANS Closer To Free (Slash/Reprise)	16
NATALIE MERCHANT Wonder (Elektra/EEG)	16
SEAL Don't Cry (ZTT/Sire/WB)	15
BIG MOUNTAIN Get Together (Giant)	12
BEATLES Free As A Bird (Apple/Capitol)	11
MICHAEL JACKSON Earth Song (Epic)	11
LA BOUCHE Be My Lover (Logic/RCA)	9

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
MARIAH CAREY One Sweet Day (Columbia/CRG)	+639
EVERYTHING BUT THE GIRL Missing (Atlantic)	+521
NATALIE MERCHANT Wonder (Elektra/EEG)	+500
HOOTIE & THE BLOWFISH Time (Atlantic)	+402
SEAL Don't Cry (ZTT/Sire/WB)	+372
WHITNEY HOUSTON Exhale (Shoop Shoop)(Arista)	+342
BIG MOUNTAIN Get Together (Giant)	+316
BEATLES Free As A Bird (Apple/Capitol)	+306
JOAN OSBORNE One Of Us (Mercury)	+305
MICHAEL JACKSON Earth Song (Epic)	+251

HOTTEST RECURRENTS

Ranked By Total Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
REMBRANDTS I'll Be There For You (EastWest/EEG)	
REAL McCOY Another Night (Arista)	
GREEN DAY When I Come Around (Reprise)	
DIONNE FARRIS I Know (Columbia/CRG)	
DAVE MATTHEWS BAND What Would You Say (RCA)	
BLESSID UNION OF SOULS I Believe (EMI)	
HOOTIE & THE BLOWFISH Let Her Cry (Atlantic)	
BOYZ II MEN Water Runs Dry (Motown)	
DES'REE You Gotta Be (550 Music)	
HOOTIE & THE BLOWFISH Hold My Hand (Atlantic)	

Breakers: Songs registering 2000 plays or more for the first time. Bullets awarded to songs gaining plays over the previous week. If two songs are tied in number of plays, the song being played on more stations is placed first. Most increased Plays lists the songs with the greatest week-to-week increases in total plays. Weighted chart appears on R&R ONLINE.

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POP/ALTERNATIVE TOP 20

LW	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS		TOTAL STATIONS/ADDS
			TW	LW	
1	1	GOO GOO DOLLS Name (Metal Blade/WB) 645 661 15/0	645	661	15/0
3	2	RED HOT CHILI PEPPERS My Friends (WB) 538 488 15/0	538	488	15/0
2	3	JOAN OSBORNE One Of Us (Mercury) 518 518 17/0	518	518	17/0
5	4	BUSH Comedown (Trauma/Interscope) 460 446 14/0	460	446	14/0
7	5	SMASHING PUMPKINS Bullet With... (Virgin) 459 417 16/0	459	417	16/0
6	6	COLLECTIVE SOUL The World I Know (Atlantic) 419 422 16/1	419	422	16/1
10	7	FOLK IMPLOSION Natural One (London) 413 389 17/0	413	389	17/0
9	8	BLUES TRAVELER Hook (A&M) 413 394 16/1	413	394	16/1
4	9	PRESIDENTS OF THE UNITED... Lump (Columbia/CRG) 407 447 14/0	407	447	14/0
8	10	ALANIS MORISSETTE Hand In My Pocket (Maverick/Reprise) 395 407 15/0	395	407	15/0
15	11	TOADIES Possum Kingdom (Interscope) 353 331 10/0	353	331	10/0
11	12	DEEP BLUE... Breakfast... (RainMaker/Interscope) 339 374 10/0	339	374	10/0
16	13	SMASHING PUMPKINS 1979 (Virgin) 331 328 14/0	331	328	14/0
14	14	RENTALS Friends Of P. (Maverick/Reprise) 327 333 13/1	327	333	13/1
—	15	OASIS Wonderwall (Epic) 325 259 17/3	325	259	17/3
17	16	BETTER THAN EZRA Rosealia (Swell/Elektra/EEG) 324 291 13/0	324	291	13/0
12	17	TOAD THE WET.. Good Intentions (Reprise/Columbia/CRG) 320 369 13/0	320	369	13/0
20	18	BUSH Glycerine (Trauma/Interscope) 308 270 12/0	308	270	12/0
19	19	NATALIE MERCHANT Wonder (Elektra/EEG) 306 280 15/0	306	280	15/0
13	20	NATALIE MERCHANT Carnival (Elektra/EEG) 283 336 8/0	283	336	8/0

This chart reflects airplay from November 27-December 3. Songs ranked by total plays. 8 CHR/Pop stations that lean Alternative and 9 Alternative stations that lean Pop combine from the Custom Chart function on R&R ONLINE. Pop Contributors by market size: WHTZ/New York, 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: WPLY/Philadelphia, 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.

NEW & ACTIVE

ELTON JOHN Blessed (Rocket/Island) Total Plays: 823, Total Stations: 70, Adds: 2	FOLK IMPLOSION Natural One (London) Total Plays: 457, Total Stations: 34, Adds: 4
XSCAPE Who Can I Run To (So So Def/Columbia/CRG) Total Plays: 743, Total Stations: 44, Adds: 1	BON JOVI Lie To Me (Mercury) Total Plays: 441, Total Stations: 35, Adds: 4
MAX-A-MILLION Sexual Healing (S.O.S./Zoo) Total Plays: 698, Total Stations: 30, Adds: 1	DAVE MATTHEWS BAND Satellite (RCA) Total Plays: 378, Total Stations: 34, Adds: 4
OASIS Wonderwall (Epic) Total Plays: 697, Total Stations: 64, Adds: 7	SMASHING PUMPKINS Bullet With Butterfly Wings (Virgin) Total Plays: 352, Total Stations: 17, Adds: 1
3T Anything (MJJ/550 Music) Total Plays: 656, Total Stations: 43, Adds: 5	LIVE All Over You (Radioactive) Total Plays: 348, Total Stations: 12, Adds: 0
MONICA Before You Walk Out Of My Life (Rowdy/Arista) Total Plays: 566, Total Stations: 37, Adds: 2	PLANET SOUL Set U Free (Strictly Rhythm) Total Plays: 333, Total Stations: 13, Adds: 3
BUSH Comedown (Trauma/Interscope) Total Plays: 493, Total Stations: 17, Adds: 1	RENTALS Friends Of P. (Maverick/Reprise) Total Plays: 330, Total Stations: 21, Adds: 3
GARBAGE Queer (Almo Sounds/Geffen) Total Plays: 493, Total Stations: 39, Adds: 1	HOOTIE & THE BLOWFISH I Go Blind (Reprise) Total Plays: 306, Total Stations: 10, Adds: 1
SIMPLY RED Fairground (EastWest/EEG) Total Plays: 487, Total Stations: 32, Adds: 4	L.L. COOL J Hey Lover (Def Jam/Island) Total Plays: 300, Total Stations: 20, Adds: 2
PAULA ABDUL Ain't Never Gonna Give You Up (Captive/Virgin) Total Plays: 472, Total Stations: 32, Adds: 5	R. KELLY You Remind Me Of Something (Jive) Total Plays: 292, Total Stations: 23, Adds: 5

Songs ranked by total plays

SELECTED NEW RELEASES

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

ADDS DECEMBER 12

Shawn Stockman	"Visions Of A Sunset" (Polydor/A&M)
Enya	"Anywhere Is" (Reprise)
Fleetwood Mac	"Winds Of Change" (WB)
Julia Daniels	"Ave Maria" (Critique)



OSBORNE RELISHES NEW JERSEY — Joan Osborne (third from left) stopped by WPST/Trenton for an on-air interview. Hanging out in the hallway are (l-r) WPST APD/MD Dave McKay, VP/Programming Michelle Stevens, two members of Osborne's band, and Mercury's Mike Klein.



COOLIO IN KIIS PARADISE — Coolio hangs with KIIS-FM/LA PD Steve Perun (left) and APD/MD Tracy Austin (right) at KIIS-FM's "Rules The Schools" free concert



OSBORNE TAKE 2 — Mercury recording artist Joan Osborne (second from left) looks like one of us as she stops by those famous Z100/NY studios with Z100 staffers (l-r) Elliot Segal, Freddie Vetter, and Patty Steele.

CHR/POP PLAYLISTS

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

MARKET #1 WHZZ/New York (212) 239-2300 Kingston/Shane. Playlist table with columns for plays, artist, and title.

MARKET #2 KISFM 102.7 KIIIS/Los Angeles (610) 845-1027 Perun/Austin. Playlist table with columns for plays, artist, and title.

MARKET #3 Q102 WIOO/Philadelphia (610) 667-8100 Kalina/McGuire. Playlist table with columns for plays, artist, and title.

MARKET #7 106.1 KISSFM KHKS/Dallas (214) 891-3400 Cook/Lambert. Playlist table with columns for plays, artist, and title.

MARKET #9 104 KRBE KRBE/Houston (713) 266-1000 Poleman/Bryant. Playlist table with columns for plays, artist, and title.

MARKET #10 Kiss 101fm WXKS/Boston (617) 396-1430 Ivey/Bonvive. Playlist table with columns for plays, artist, and title.

MARKET #11 100.7 FM WHYI/Miami (305) 620-9299 Keating/Chio. Playlist table with columns for plays, artist, and title.

MARKET #12 STAR 94.7 ATLANTA WSTR/Atlanta (404) 261-2970 Benson/Peterson. Playlist table with columns for plays, artist, and title.

MARKET #15 Q106 KKLO/San Diego (619) 560-5464 Stevens/Kalusa. Playlist table with columns for plays, artist, and title.

MARKET #16 KDWB 101.3 KDWB/Minneapolis (612) 340-9000 Kieley/Morris. Playlist table with columns for plays, artist, and title.

MARKET #17 Q104 WKBJ/St. Louis (314) 644-1380 St. John/Knight. Playlist table with columns for plays, artist, and title.

MARKET #19 94 WBZZ/Pittsburgh (412) 381-8100 Clark/Cline. Playlist table with columns for plays, artist, and title.

MARKET #20 Power 92.1m KKFR/Phoenix (602) 258-6161 Parker/Douglas. Playlist table with columns for plays, artist, and title.

MARKET #21 93.3 FLZ WFLZ/Tampa (813) 839-9393 Harris/Kapugi. Playlist table with columns for plays, artist, and title.

MARKET #22 JAMMIN 92.3 WJIM/Cleveland (216) 621-9566 Rodman/Eubanks. Playlist table with columns for plays, artist, and title.

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

MARKET #44 WPKY/Rochester, NY (716) 454-2600 Ingram/Rice. Playlist for WPKY with columns for plays, time, artist, and title.

MARKET #45 WYHY/Nashville (615) 256-6556 Quinn/Harrison. Playlist for WYHY with columns for plays, time, artist, and title.

MARKET #47 WGTZ/Dayton (513) 294-5858 Kaplan/Corbett. Playlist for WGTZ with columns for plays, time, artist, and title.

MARKET #48 WDJX/Louisville (502) 589-4800 Matthews/Meyer. Playlist for WDJX with columns for plays, time, artist, and title.

MARKET #50 WAPE/Jacksonville (904) 642-1055 Thomas/Cox. Playlist for WAPE with columns for plays, time, artist, and title.

MARKET #51 KJYO/Oklahoma City (405) 840-5271 McCoy/Barreda. Playlist for KJYO with columns for plays, time, artist, and title.

MARKET #52 WDCG/Durham-Raleigh (919) 361-1051 Burns/Taylor. Playlist for WDCG with columns for plays, time, artist, and title.

MARKET #53 WMXQ/Birmingham (205) 933-9274 Tyson/O'Brien. Playlist for WMXQ with columns for plays, time, artist, and title.

MARKET #54 KHFI/Austin (512) 474-9233 Roberts/Ventura. Playlist for KHFI with columns for plays, time, artist, and title.

MARKET #56 WRVQ/Richmond (804) 576-3200 McKay/Surf. Playlist for WRVQ with columns for plays, time, artist, and title.

MARKET #57 WFLY/Aibany, NY (518) 456-1146 Morgan/Scott. Playlist for WFLY with columns for plays, time, artist, and title.

MARKET #58 KOMO/Honolulu (808) 591-9369 Hyatt/Frehley. Playlist for KOMO with columns for plays, time, artist, and title.

MARKET #59 WFBC/Greenville, SC (803) 271-9200 Wagman/Harrison. Playlist for WFBC with columns for plays, time, artist, and title.

MARKET #60 KHHT/Tulsa (918) 492-2020 Rush. Playlist for KHHT with columns for plays, time, artist, and title.

MARKET #61 WBHT/Wilkes-Barre (717) 655-2271 Kelly/Ocean. Playlist for WBHT with columns for plays, time, artist, and title.

R&R CHR/RHYTHMIC TOP 50

DECEMBER 8, 1995

3W	2W	LW	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS				TOTAL STATIONS/ADDS
					TW	LW	2W	3W	
3	2	1	1	MARIAH CAREY One Sweet Day (Columbia/CRG) 2088 1802 1818 1564 35/0					
1	1	2	2	MARIAH CAREY Fantasy (Columbia/CRG) 1592 1704 1911 2150 31/0					
7	5	6	3	WHITNEY HOUSTON Exhale (Shoop Shoop) (Arista) 1431 1257 1275 1135 33/0					
2	3	3	4	GROOVE THEORY Tell Me (Epic) 1422 1613 1743 1764 29/0					
12	7	7	5	L.L. COOL J Hey Lover (Def Jam/Island) 1390 1253 1115 885 36/0					
6	6	4	6	TLC Diggin' On You (LaFace/Arista) 1322 1328 1243 1137 28/2					
4	4	5	7	XSCAPE Who Can I Run To (So So Def/Columbia/CRG) 1262 1266 1449 1415 30/0					
9	8	8	8	3T Anything (MJJ/550 Music) 1178 1063 1060 1012 26/0					
14	14	9	9	MONICA Before You Walk Out Of My Life (Rowdy/Arista) 1115 1000 863 811 30/3					
17	16	11	10	R. KELLY You Remind Me Of Something (Jive) 980 843 772 708 29/3					
5	9	10	11	JANET JACKSON Runaway (A&M) 835 872 1037 1243 21/0					
16	15	15	12	PLANET SOUL Set U Free (Strictly Rhythm) 792 810 839 750 22/1					
10	11	12	13	SELENA Dreaming Of You (EMI Latin) 782 834 896 998 23/0					
15	13	14	14	JON B. Pretty Girl (Yab Yum/550 Music) 782 813 880 809 18/0					
11	12	16	15	MAX-A-MILLION Sexual Healing (S.O.S./Zoo) 781 798 888 931 21/0					
8	10	13	16	COOLIO Gangsta's Paradise (MCA) 712 826 947 1049 23/0					
18	17	17	17	LA BOUCHE Be My Lover (Logic/RCA) 708 747 767 679 21/1					
25	20	20	18	SHAI Come With Me (Gasoline Alley/MCA) 671 578 565 503 23/2					
BREAKER	19	19	19	TONY RICH PROJECT Nobody Knows (LaFace/Arista) 631 314 167 172 24/6					
22	22	21	20	L.A.D. Ridin' Low (Hollywood) 588 530 559 541 19/0					
26	26	24	21	ACE OF BASE Beautiful Life (Arista) 570 507 487 478 16/1					
20	18	19	22	D'ANGELO Cruisin' (EMI) 569 610 654 564 20/0					
23	23	22	23	SILK Hooked On You (Elektra/EEG) 553 528 534 513 18/0					
24	25	23	24	MADONNA You'll See (Maverick/WB) 538 507 506 506 19/1					
35	30	25	25	COOLIO Too Hot (Tommy Boy) 492 489 429 387 25/1					
13	19	18	26	BRANDY I/WANYA MORRIS Brokenhearted (Atlantic) 490 618 649 882 13/1					
38	32	28	27	JODECI Love U 4 Life (Uptown/MCA) 419 396 349 331 20/2					
DEBUT	28	28	28	QUINCY JONES Rock With You (Qwest/WB) 396 193 140 27 17/6					
21	24	26	29	MIGHTY DUB KATS Magic Carpet Ride (Sm./e/Profile) 385 469 529 545 12/0					
31	29	29	30	BLAHZAY BLAHZAY Danger (Fader/Mercury) 364 386 434 406 14/0					
—	44	33	31	IMMATURE We Got It (MCA) 359 316 261 161 15/0					
28	27	30	32	SHAGGY Boombastic (Virgin) 348 383 477 467 12/0					
50	39	32	33	FAITH EVANS Soon As I Get Home (Bad Boy/Arista) 332 339 283 218 10/0					
19	21	27	34	AFTER 7 'Til You Do Me Right (Virgin) 322 441 560 604 8/0					
29	31	31	35	FROST East Side Rendezvous (Ruthless/Relativity) 313 349 405 430 11/0					
30	34	40	36	TLC Waterfalls (LaFace/Arista) 276 251 334 418 10/0					
46	47	41	37	EVERYTHING BUT THE GIRL Missing (Atlantic) 268 244 247 248 9/2					
34	37	38	38	OUTHERE BROTHERS Boom Boom Boom (Aureus) 263 258 295 395 12/0					
39	36	36	39	PHARCYDE Runnin' (Capitol) 260 271 295 319 14/1					
—	—	50	40	DOGG POUND Let's Play House (Death Row/Interscope) 250 193 82 — 20/3					
DEBUT	41	41	41	MICHAEL JACKSON This Time Around (Epic) 238 82 8 — 17/4					
42	45	39	42	TERRY ELLIS Where Ever You Are (EastWest/EEG) 238 257 258 288 11/1					
—	46	43	43	PM DAWN Sometimes I Miss You So... (Gee Street/Island) 237 231 256 193 15/0					
44	38	42	44	SOUL FOR REAL Every Little Thing I Do (Uptown/MCA) 236 233 286 259 9/0					
36	35	45	45	MOKENSTEF He's Mine (OutBurst/RAL/Island) 233 225 315 372 12/0					
27	28	37	46	SEAL Kiss From A Rose (ZTT/Sire/WB) 226 267 443 474 9/0					
32	33	35	47	ARTIE THE 1 MAN... A Mover... (Groove Nation/Scotti Bros.) 223 305 349 406 6/0					
DEBUT	48	48	48	J'SON Take A Look (Hollywood) 217 169 115 66 12/0					
—	—	49	49	CLICK Hurricane (Sick Wid' It/Jive) 216 197 179 198 11/3					
DEBUT	50	50	50	KRIS KROSS Tonight's The Nite (Ruffhouse/Columbia/CRG) 214 163 122 59 16/5					

This chart reflects airplay from November 27-December 3. Songs ranked by total plays. Highlighted songs indicate Breaker. 36 CHR/Rhythmic reporters. 35 current playlists. © 1995, R&R Inc.

BREAKERS®

TONY RICH PROJECT
Nobody Knows (LaFace/Arista)

TOTAL PLAYS/INCREASE: 631/317
TOTAL STATIONS/ADDS: 24/6
CHART: 19

MOST ADDED®

ARTIST TITLE LABEL(S)	ADDS
JANET JACKSON Twenty Foreplay (A&M)	16
QUINCY JONES Rock With You (Qwest/WB)	6
YVETTE MICHELLE Every Day And Every Night (Loud/RCA)	6
TONY RICH PROJECT Nobody Knows (LaFace/Arista)	6
KRIS KROSS Tonight's The Nite (Ruffhouse/Columbia/CRG)	5
DENINE W/COLLAGE All Cried Out (Metropolitan)	4
MICHAEL JACKSON This Time Around (Epic)	4
SHAWN STOCKMAN Visions Of A Sunset (Polydor/A&M)	4
AFTER 7 Damn Thing Called Love (Virgin)	3
CLICK Hurricane (Sick Wid' It/Jive)	3
DOGG POUND Let's Play House (Death Row/Interscope)	3
R. KELLY You Remind Me Of Something (Jive)	3
MONICA Before You Walk Out Of My Life (Rowdy/Arista)	3

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
TONY RICH PROJECT Nobody Knows (LaFace/Arista)	+317
MARIAH CAREY One Sweet Day (Columbia/CRG)	+286
QUINCY JONES Rock With You (Qwest/WB)	+203
WHITNEY HOUSTON Exhale (Shoop Shoop) (Arista)	+174
MICHAEL JACKSON This Time Around (Epic)	+156
R. KELLY You Remind Me Of Something (Jive)	+137
L.L. COOL J Hey Lover (Def Jam/Island)	+137
MONICA Before You Walk Out Of My... (Rowdy/Arista)	+115
3T Anything (MJJ/550 Music)	+115
SHAI Come With Me (Gasoline Alley/MCA)	+93

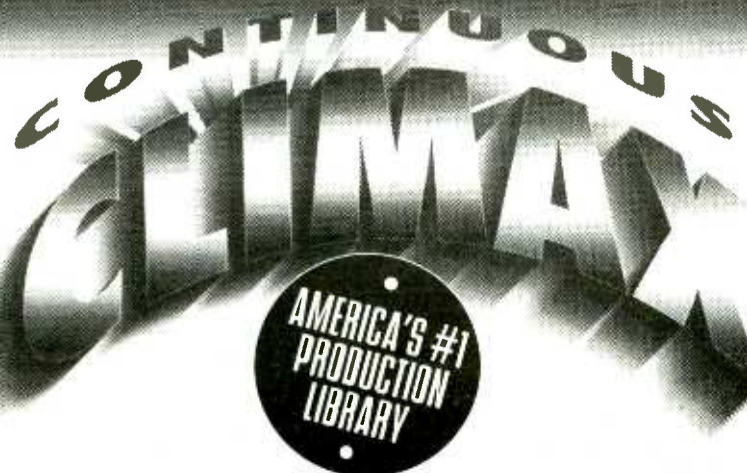
HOTTEST RECURRENTS

Ranked By Total Plays

ARTIST TITLE LABEL(S)
ALL-4-ONE I Can Love You Like That (Blitz/Atlantic)
JON B. & BABYFACE Someone To... (Yab Yum/550 Music)
MICHAEL JACKSON You Are Not Alone (Epic)
MONTELL JORDAN This Is How We... (PMP/RAL/Island)
REAL McCOY Another Night (Arista)
MONICA Don't Take It Personal... (Rowdy/Arista)
ADINA HOWARD Freak Like Me (EastWest/EEG)
TLC Creep (LaFace/Arista)
BOYZ II MEN I'll Make Love To You (Motown)
SOUL FOR REAL Candy Rain (Uptown/MCA)

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

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HIP HOP TOP 20

LW	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS		TOTAL STATIONS/ADDS
			TW	LW	
1	1	L.L. COOL J Hey Lover (Def Jam/Island)	3452	3101	114/1
2	2	COOLIO Too Hot (Tommy Boy)	1326	1191	87/5
4	3	KRIS KROSS Tonite's... (Ruffhouse/Columbia/CRG)	1319	1018	89/7
3	4	COOLIO Gangsta's Paradise (MCA)	922	1118	39/0
7	5	PHARCYDE Runnin' (Capitol)	908	873	71/3
6	6	GOODIE MOB Cell Therapy (LaFace/Arista)	882	898	53/2
5	7	DOGG POUND Respect (Death Row/Interscope)	831	985	57/0
9	8	CLICK Hurricane (Sick Wid' It/Jive)	771	684	60/6
11	9	L.V. Throw Your Hands Up (Tommy Boy)	718	616	51/5
10	10	KOOL G RAP Fast Life (Cold Chillin'/Epic Street)	707	672	65/0
8	11	BLAHZAY BLAHZAY Danger (Fader/Mercury)	694	789	41/2
12	12	M.C. HAMMER Goin' Up Yonder (Giant)	645	594	38/0
13	13	RAW STILO Cutie (A&M)	626	568	53/1
15	14	L.A.D. Ridin' Low (Hollywood)	593	530	21/1
16	15	BONE THUGS-N-HARMONY E. 1999 (Ruthless/Relativity)	517	463	46/2
14	16	SHAGGY Boombastic (Virgin)	503	534	22/0
19	17	SKEE-LO Top Of The Stairs (Sunshine/Scotti Bros.)	492	390	49/6
20	18	L.B.C. CREW Beware Of My Crew (Jac-Mac/WB)	462	373	43/6
—	19	DOGG POUND Let's Play House (Death Row/Interscope)	389	284	27/7
18	20	FROST East Side Rendezvous (Ruthless/Relativity)	364	460	18/0

This chart reflects airplay from November 27-December 3. Songs ranked by total plays. 36 CHR/Rhythmic reporters and 81 Urban reporters combine from the Custom Chart function on R&R ONLINE. Rap titles are manually extrapolated. For complete reporter lists refer to Rhythmic and Urban sections. © 1995, R&R Inc.

NEW & ACTIVE

KOOL G RAP Fast Life (Cold Chillin'/Epic Street) Total Plays: 206, Total Stations: 15, Adds: 0	R. KELLY Down Low (Nobody Has To Know) (Jive) Total Plays: 156, Total Stations: 3, Adds: 0
TRIBE So In Love (Metropolitan) Total Plays: 203, Total Stations: 6, Adds: 0	XSCAPE Do You Want To (So So Def/Columbia/CRG) Total Plays: 154, Total Stations: 4, Adds: 0
L.V. Throw Your Hands Up (Tommy Boy) Total Plays: 189, Total Stations: 6, Adds: 0	SOUL FOR REAL If You Want It (Uptown/MCA) Total Plays: 149, Total Stations: 2, Adds: 0
BIG MOUNTAIN Get Together (Giant) Total Plays: 189, Total Stations: 10, Adds: 1	MONICA Like This And Like That (Rowdy/Arista) Total Plays: 136, Total Stations: 4, Adds: 0
BRANDY Sittin' Up In My Room (Arista) Total Plays: 185, Total Stations: 7, Adds: 1	LOST BOYZ Jeeps, Beems, And Benz (Uptown/MCA) Total Plays: 135, Total Stations: 3, Adds: 0
WHISTLE Chance For Our Love (Select) Total Plays: 171, Total Stations: 6, Adds: 2	L.B.C. CREW Beware Of My Crew (Jac-Mac/WB) Total Plays: 129, Total Stations: 6, Adds: 0
RUFFNECK Everybody Be Somebody (Strictly Rhythm) Total Plays: 169, Total Stations: 4, Adds: 0	MOKENSTEF In The Rain (Outburst/RAL/Island) Total Plays: 108, Total Stations: 5, Adds: 0
PURE SOUL I Want You Back (Stepsun/Interscope) Total Plays: 161, Total Stations: 7, Adds: 0	BRIAN MCKNIGHT Still In Love (Mercury) Total Plays: 103, Total Stations: 8, Adds: 0
MARY J. BLIGE Not Gon' Cry (Arista) Total Plays: 161, Total Stations: 3, Adds: 0	JUNIOR M.A.F.I.A. Get Money (Big Beat/Atlantic) Total Plays: 101, Total Stations: 3, Adds: 1
GOODIE MOB Cell Therapy (LaFace/Arista) Total Plays: 159, Total Stations: 7, Adds: 1	BARRIO BOYZZ How We Roll (SBK/EMI) Total Plays: 98, Total Stations: 7, Adds: 2

Songs ranked by total plays



HOLDIN' DOWN SOME AIRTIME—Das EFX members Dray & Scoob hit the airwaves of WQHT (Hot 97)/New York while promoting their album "Hold It Down."



STILL 'BOOMBASTIC'—Virgin's Shaggy (far right) does Houston right. Here he is visiting with KBXX's (l-r) Greg Mead, Bobby Z, Rob Scorpio, and Ray-von.

CHR/RHYTHMIC REPORTERS

Stations and their adds listed alphabetically by market

KKSS/Albuquerque, NM PD: Ray Jaynes MD: Jacques James MONIFAH "Miss" YVETTE MICHELLE "Every" MADONNA "See" KRIS KROSS "Nite"	KZFM/Corpus Christi, TX PD: Charlie Max MD: Dino Hernandez 13 BIG MOUNTAIN "Together" JANET JACKSON "Twenty" MICHAEL JACKSON "Time"	KBXX/Houston, TX PD: Rob Scorpio MD: Bruce St. James 17 8 BALL & M.J.G. "Space" 12 CLICK "Scandalous" 9 SHAWN STOCKMAN "Visions" 8 DOGG POUND "House" 7 AFTER 7 "Damn"	KPWR/Los Angeles, CA PD: Michelle Mercer MD: LINA SANTIAGO "Show"	KCAQ/Oxnard-Ventura, CA PD: Rooster Rhodes MD: Janet B. JANET JACKSON "Twenty" TONY RICH PROJECT "Knows" YVETTE MICHELLE "Every"	KSFM/Sacramento, CA PD: Rick Thomas MD: Trejo 15 MARIAH CAREY "Always" JODECI "Life" SHAI "Come" CLICK "Hurricane" WHISTLE "Chance"	XHTZ/San Diego, CA DM/MD: Lisa Vazquez APD/MD: Jeff Nelson 24 LIL' SUZY "Fall" 20 DENINE W/COLLAGE "Cried" 3 JANET JACKSON "Twenty" 2 TWINZ "Eastside"	KWIN/Stockton-Modesto, CA PD: Bob Lewis MD: Mark Medina 24 BRANDY "Sittin" 23 EAZY-E "Just" 18 MICHAEL JACKSON "Time" JANET JACKSON "Twenty"
KIOX/Bakersfield, CA PD: Chris Squires MD: Tony Manes 23 REAL MCCOY "Lover" R. KELLY "Remind" LA BOUCHE "Lover" COOLIO "Hot"	KPRR/EI Paso, TX PD: John Candelaria JANET JACKSON "Twenty" DOGG POUND "House" DENINE W/COLLAGE "Cried"	WHHH/Indianapolis, IN PD: Scott Wheeler MD: Carl Frye 12 QUINCY JONES "Rock" 6 CLICK "Hurricane" 6 PLANET SOUL "Set" BARRIO BOYZZ "Roll" YVETTE MICHELLE "Every"	WPOW/Miami, FL PD: Frank Walsh MD: John Rogers 6 PHARAO "Star" 5 TLC "Diggin" SHAWN STOCKMAN "Visions" JODECI "Life" AFRO-RICAN "All"	WWXX/Providence, RI PD: Joe Dawson MD: Naughtyboy 25 DENINE W/COLLAGE "Cried" 24 JANET JACKSON "Twenty" YVETTE MICHELLE "Every" BOYZ II MEN "Remember" BRAND NEW HEAVIES "Mind" CLICK "Hurricane" SEAL "Alive" WHISTLE "Chance"	WOCQ/Salisbury-Ocean City, MD PD: Wookie MD: Marlow 30 ACE OF BASE "Life" JANET JACKSON "Twenty" AZ "Gimme" KRIS KROSS "Nite" YVETTE MICHELLE "Every" SIMPLY RED "Fairground"	KMEL/San Francisco, CA PD: Michelie Santosasso MD: Joey Arbagy 17 DEVONE "Energy" 13 KRIS KROSS "Nite" AFTER 7 "Damn" JANET JACKSON "Twenty" CYPRESS HILL "Throw"	FLAV/Washington, DC PD: Daron Williams MD: Albie D. 35 SMOOTH THE HUSTLER "Broken" 21 NORTHWEST YOUNGINS "Party" 19 SMIF N' WESSON "Wreckonize" 10 HELTER SKELTER "LeFlah"
WERQ/Baltimore, MD PD: Russ Allen MD: Camille Caswell 40 QUINCY JONES "Rock" 28 TONY RICH PROJECT "Knows" 18 GOODIE MOB "Cell" 11 FUGEES "Fu-gee-la" 10 ISLAND... "Give" JANET JACKSON "Twenty" SHAWN STOCKMAN "Visions" MICHAEL JACKSON "Time"	KBDS/Fresno, CA PD/MD: Mark Adams EVERYTHING BUT... "Missing"	WJBT/Jacksonville, FL PD: Paco Lopez Music Coord.: Jeff Lee JANET JACKSON "Twenty" MICHAEL JACKSON "Time"	KDON/Monterey-Salinas, CA PD: Michael Newman APD/MD: Jennifer Wilde JANET JACKSON "Twenty" R. KELLY "Remind" TONY RICH PROJECT "Knows"	KGGI/Riverside, CA Interim PD/MD: Sonia Jimenez 29 BRANDY F.W. MORRIS "Brokenhear" 4 R. KELLY "Remind" TONY RICH PROJECT "Knows"	KZHT/Salt Lake City, UT DM: Brian DeGaus PD/MD: Gerolamo JANET JACKSON "Twenty" PHARCYDE "Runnin" YVETTE MICHELLE "Every" QUINCY JONES "Rock" BARRIO BOYZZ "Roll"	KYLD/San Francisco, CA DM: Bob Hamilton PD/MD: Michael Martin 16 SHAI "Come" 8 TERRY ELLIS "Where" JANET JACKSON "Twenty" EAZY-E "Just"	WPGC/Washington, DC PD: Jay Stevens MD: Albie D. 45 SHAWN STOCKMAN "Visions" 25 AFTER 7 "Damn" 14 METHOD MAN "Riddler"
WJMN/Boston, MA PD: Cadillac Jack McCartney MD: Cal Collins No Adds	WJMH/Greensboro, NC PD: Brian Douglas MD: Mary Kay 41 QUINCY JONES "Rock" 22 CHANGING FACES "Goin" 20 TONY RICH PROJECT "Knows" 9 TEMPTATIONS "Silent" 7 DJ KOOL "Feeling" 7 MONICA "Before"	KLUC/Las Vegas, NV PD: Jerry Dean MD: Cal Thomas 12 TONY RICH PROJECT "Knows" BONE THUGS-N-HARMONY "1989" QUINCY JONES "Rock"	WQHT/New York, NY PD: Steve Smith APD/MD: Tracy Cleahery 28 QUINCY JONES "Slow" 28 TLC "Woke" 25 JUNIOR M.A.F.I.A. "Money" 13 MONICA "Before"	WJSJ/Roanoke, VA PD: David Lee Michaels 16 SPEARHEAD "Positive" 7 TATIANA "Santa" JANET JACKSON "Twenty" BOYZ II MEN "Remember" FUN FACTORY "Chance"	KTFM/San Antonio, TX PD: CHI Tredway APD/MD: Charles Chavez KRIS KROSS "Nite" N-TRANCE "Alive"	KYLD/San Francisco, CA PD: Mike Tierney APD/MD: Shellie Hart 51 N-TRANCE "Alive" 22 TLC "Diggin" 11 MONICA "Before"	KUBE/Seattle, WA PD: Mike Tierney APD/MD: Shellie Hart 51 N-TRANCE "Alive" 22 TLC "Diggin" 11 MONICA "Before"

36 Total Reporters
36 Current Reporters
35 Current Playlists

Reported Frozen Playlist (1):
KOKS/Denver, CO



WALT LOVE

Is Third Time A Charm For Webb & WBLS?

As New York morning radio vet prepares to do battle against his old employer, he shares his strategy for success

The impending battle for New York City between WRKS-FM, WBLS-FM, and WHQT (Hot 97) is shaping up as a classic radio encounter. With Emmis's 'RKS and Hot 97 dominating the ratings for the last year, 'BLS is building its own version of the Dream Team. First, Frankie Crocker returned to the station for a third time. And now, longtime NYC morning master Ken Webb is back with 'BLS, also for the third time.

The new show will be called "Webb & Company," featuring Ken, his daughter Teri Webb, news reporters Sergio Dean and Rachel Gonzalez, sportscaster Larry Hardisey, and a traffic reporter.



Ken Webb



Teri Webb

"I guess New Yorkers look at me as just another average joe making my living and raising my family. And I think there's a lot to be said for that kinship, because they feel they really know you. I'm thank-

ful for that."

New York Minutes

What can WBLS listeners expect from the new Webb & Company show? "New Yorkers seem to really thrive on service elements like news, traffic, weather, and transit information. They also like a laugh and some good music while they're listening in the mornings. So you can be sure that we're going to give them those staples.

"They're going to certainly know what time it is, because New Yorkers move on a half a minute. Many of them live in apartments, and they've got to be downstairs at an exact time — including not having

the elevator be too slow or not available when they are ready to go. Time is very important to New Yorkers because the bus is going to be there on the half-minute to pick them up so they can make it to the subway. The trains don't wait for anyone in this city. No matter how much they love anyone

on the air here, they have to have the correct and exact time at all times. That's one of my specialties being a native New Yorker."

Back And Forth

New Yorkers have heard their native son on the radio for more than two decades now. He got his first job in the Big Apple back in the early '70s after breaking into the industry as a pre-teen. "I started when I was

12

We all have our assignments in life, and being on the radio helps me to be in position to get my part of the job done. And on the air I try and get others to join in.

only 12 years old, and now I've got 42 years in. I was into ham radio broadcasting as a kid — my commercial broadcasting career started back in 1963 or '64. The day Sam Cooke was shot and killed was my first day on the radio at WTAL/Tallahassee, FL."

A job teaching communications at Brooklyn College brought Webb back to New York in 1971. "On July 19, 1972, I started my first job at WBLS-FM, and I stayed there until June 1983. Then I went to WRKS [Kiss-FM], where I had a two-year deal. I know it's funny, but after those two years I went back to WBLS and stayed until 1989." He laughs as he recalls, "I turned right around and went back to Kiss-FM. Right back across town. I stayed there until October 18, 1995. And now we are back with Inner City Broadcasting at WBLS once again, working with the gentleman who brought me here for my first

tenure: Frankie Crocker."

Herding The Masses

Every time he's changed stations, though, his audience has followed him. And he's always beaten his previous employer, something 'BLS is counting on in its current fight with 'RKS. Why does Webb believe he's inspired such loyalty among his fans?

"Even though New York is the largest city in this country, being a good person with a family and moral values still means something," Webb suggests. "My kids were basically raised on the air with me and my public. I go places now and people will ask me, 'How are Kevin and Keith?'"

When people respond to you like that, you know you're reaching people's hearts. Part of it is that this is my hometown. I've always known a lot of people in this city even before I got into radio. Getting involved in the community has made a true difference in my life personally, but also professionally. People have decided to support me in the things I undertake, including the radio station I'm working for. That's a true blessing."

Positive Role Model

Webb discovered long ago that he could use the power of his medium to inspire positive behavior in others, and he relishes his role as a motivator. "By using the things that I've learned over the years in the radio business, you can get people to really get involved in doing good things for humanity, for the community, and for those who need their fellow man's help. We've been able to bring good friends and kind strangers into your hearts.

"I've shared my thoughts over the air about raising children and the importance of love within a family and between people in general. At this point, it's also obvious that all my listeners are not just black folks. We have a multicultural listener base, and our city is a reflection of that. You'll notice that our morning

team is a multicultural group of people — the entire staff has the same mix of human beings."

As part of his commitment to his audience, Webb regularly hits the streets. "I've done a number of benefit basketball games and softball games all over New York City, New Jersey, Connecticut, and Long Island, where I live. I've been out helping others for years and asking others to help me help someone else. Public service and community involvement is something I've always believed in. I've visited the public schools, prisons, and hospitals. The folks at WBLS early in my career told me to get out of the station and do something because I wasn't going to become the PD or the MD — that got me started working in the community raising money to help others. I have to

admit, that's something I really like to do. There are decent people who just need a little help, and I really like to fix a problem.

"I have to commend people who work to help others because the reward is very little. Like working with physically challenged people — it takes a special person to work with people who aren't going to get better very quickly. They may never totally overcome their challenges, and I respect those people who work to help anyone in that situation. We all have our assignments in life, and being on the radio helps me to be in position to get my part of the job done. And on the air I try and get others to join in. It's all really special.

"We've looked at the spirit and the power of the Million Man March on Washington. What that means is this: the betterment of yourself, your family, and your community. We're going to work and present things that will encourage our audience in that vein."

Do you have questions, comments, or feedback regarding this column or other issues?
Call me at (310) 788-1667 or e-mail: babylove@rronline.com

Big Apple Dream Team

In the wake of Ken Webb's return to WBLS-FM/New York, PD Frankie Crocker has revamped the on-air lineup. Here's the new 'BLS dream team:

Webb & Company: 5:30-10am

Champagne: 10am-1pm

Holly Levis: 1-4pm

Frankie "Hollywood" Crocker: 4-8pm

Sonny Joe: 8-10pm

Vaughn Harper: 10pm-2am

Chris Welsh: 2-5:30am

UC DATA BANK

What's In A Name?

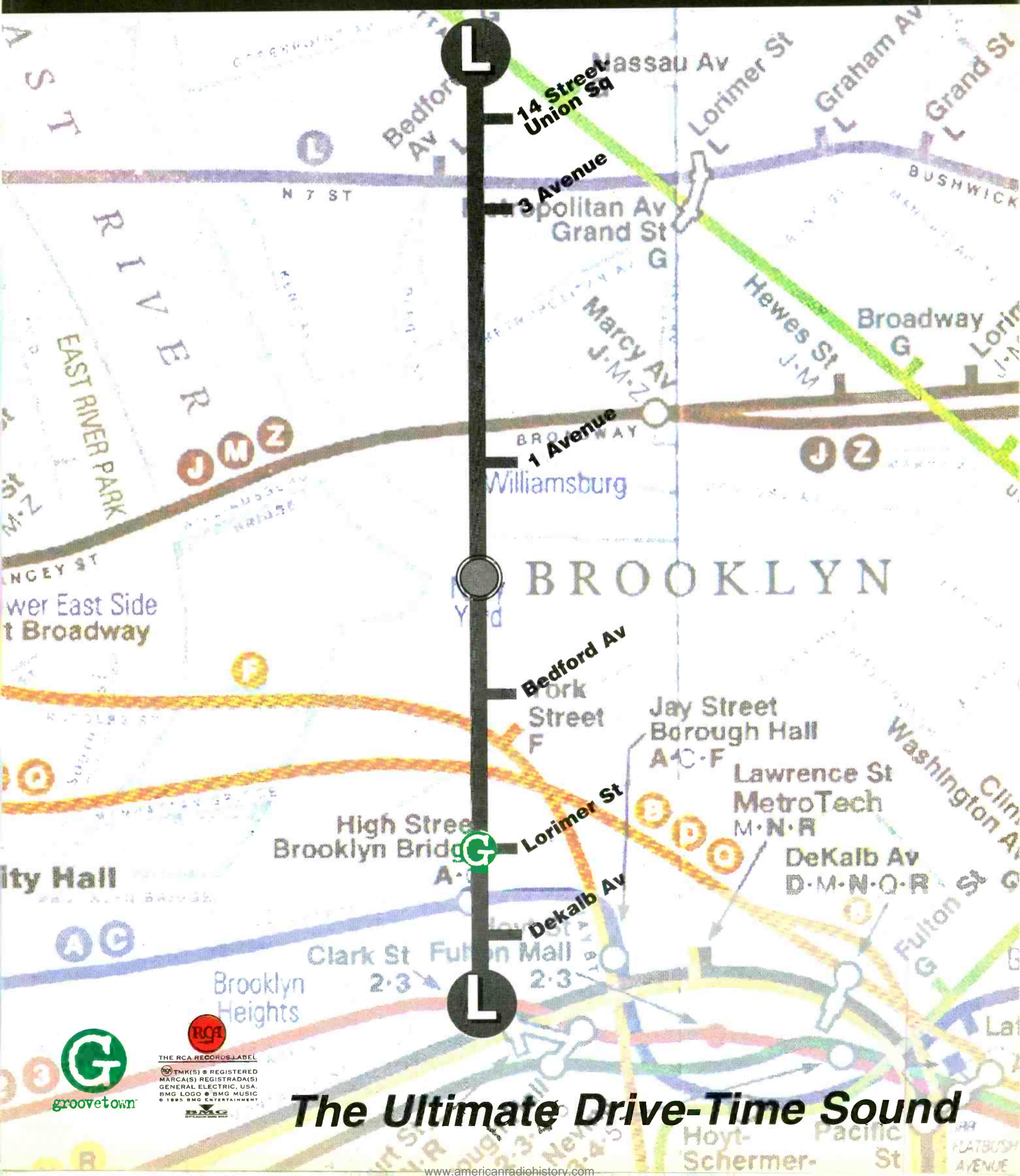
Which is more acceptable — being called black or African American? According to a recent Gallup Poll, 58% of black Americans say either term is acceptable — with 17% preferring black and another 17% opting for African American. Only a small percentage (3%) dislike both terms.

Looking at the debate from an age perspective, younger black people (22%) like African American while black is more comfortable for those over 30. And gender-wise, men tend to prefer African American, while women lean toward black. But most men (62%) and women (64%) say it doesn't matter.

B F E

Take the L Train (to Brooklyn)
-on your desk now

(brooklyn funk essentials)



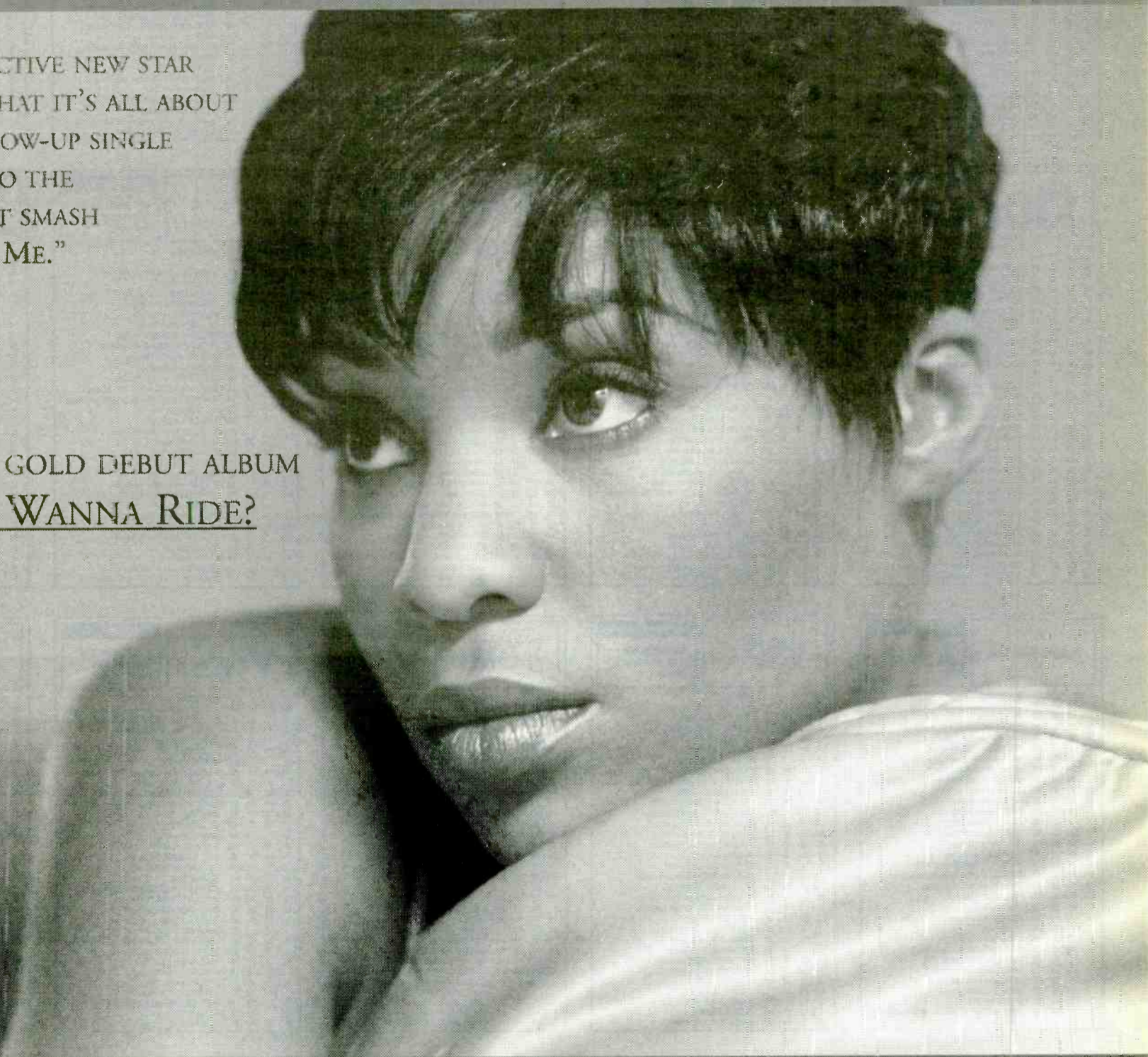
The Ultimate Drive-Time Sound

Adina Howard

IT'S ALL ABOUT YOU

R&B's SEDUCTIVE NEW STAR TELLS YOU WHAT IT'S ALL ABOUT ON THE FOLLOW-UP SINGLE AND VIDEO TO THE MULTIFORMAT SMASH "FREAK LIKE ME."

FROM THE GOLD DEBUT ALBUM
DO YOU WANNA RIDE?



Produced by Jorge "G-Man" Corante for Corante Productions and Livio Harris for Too Slow U Flew Productions

Executive Producers: Max Gousse & Roger Romain for Mecca Don Records and Livio Harris for Too Slow U Flew Productions

Management: Biggie Management, New York/Los Angeles

URBAN CHART 46 - 40

NOW ON 51 UC REPORTERS - 63%

WEJM	WKKV	WTLC	KVSP	KJMM
WEDR	KPRS	KJMS	WENN	WKGN
WZAK	WCKX	WHRK	WPLZ	KIPR
WNOV	KSJL	WQQK	WCDX	KIIZ

...AND MANY MORE!

URBAN AC NEW & ACTIVE

KMJK	WTMP	WNHC	WNOO	WNFQ
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FIND COMPLETE PLAYLISTS FOR ALL URBAN AC REPORTERS ON R&R ONLINE

96.1 FM MARKET #34 KSJL/San Antonio (210) 271-9600 Andrews/Oliverdez

WTLC/Indianapolis (317) 923-1456 Buchanan/Buchanan

RHYTHM 102.3 KJLH MARKET #2 KJLH/Los Angeles (310) 330-5550 Winston

103 MARKET #3 WVAZ/Chicago (312) 360-9000 Myrick

KSOL 98.9 MARKET #4 KSOL/San Francisco (415) 989-5765 Hamilton/Silva

WPEG 98.9 FM MARKET #37 WPEG/Charlotte (704) 342-2644 Carson

Q93 MARKET #38 WQOE/New Orleans (504) 827-6000 Stevens

WDAS 105.3 FM MARKET #5 WDAS/Philadelphia (215) 878-2000 Tamburro/Davis

92.3 MARKET #6 WMXD/Detroit (313) 965-2000 Dillard

100 MARKET #7 KRBB/Dallas (214) 630-3011 Bacote/Solis

WJHM MARKET #39 WJHM/Orlando (407) 333-0072 Lindsay/Hollywood

POWER 97.7 MARKET #42 WQMG/Greensboro (910) 275-1657 Brown

WMMJ MARKET #8 WMMJ/Washington DC (202) 686-9300

MAJIC 102 MARKET #9 KMJQ/Houston (713) 623-0102 Conner/Boatner

WILD AM 1090 MARKET #10 WILD/Boston (617) 427-2222 Johnson/Hall

KJMS 101 MARKET #43 KJMS/Memphis (901) 323-0101 Base/St. James

WHRK MARKET #43 WHRK/Memphis (901) 529-4397 O'Jay/Bell

HOT 102.5 MARKET #11 WHQT/Miami (305) 759-4311 Kidd/Michaels

MIX 97.1 MARKET #17 KXOK/St. Louis (314) 991-7797 Love/Scott

WWIN MARKET #18 WWIN/Baltimore (410) 332-8200

REPORTERS

Stations and their adds listed alphabetically by market

URBAN

WJIZ/Albany, GA
Acting PD/MD: Desari Downs
BRANDY "Satin"
TOTAL "Ese"
KRIS KROSS "Nite"
LUTHER VANDROSS "Christmas"
SPEECH "Marvin"
SKEE-LO "Stars"
OMAR "Nothing"

KBCE/Alexandria, LA
PD/MD: Donnie Taylor
BOBBY CALDWELL "Neighbor"
EARTH GYRLZ "Love"
JANET JACKSON "Twenty"
BRANDY "Satin"
L.V. "Throw"
L.B.C. CREW "Crew"

WHTA/Atlanta, GA
PD: Steve Hegwood
26 R. KELLY "Happy"
23 GOODIE MOB "Soul"
15 MARY J. BLIGE "Not"
12 K.I.D. "White"
11 GROUP HOME "Live"
EARTH GYRLZ "Love"

WVEE/Atlanta, GA
PD: Tony Brown
MD: Rajeyah Shabazz
21 KUT KLUSE "Like"
5 WILL DOWNING "Sorry"

WAGG/Augusta, GA
PD/MD: Reggie Rouse
20 JANET JACKSON "Twenty"
6 R. KELLY "Low"
AZ "Gimme"
BRANDY "Satin"
MICHAEL SPEAKS "Specialize"

WFXA/Augusta, GA
PD: James Alexander
MD: Robert Taylor
26 JANET JACKSON "Twenty"
14 MONIFAH "Miss"

WXYV/Baltimore, MD
PD: Roy Sampson
20 TERRANCE T. "Lam"
19 SOLO "Where"
17 BRANDY "Satin"
13 JANET JACKSON "Runway"
8 SHAWN STOCKMAN "Visions"
8 QUINCY JONES "Rock"
7 ISLAND "Give"
6 JUNIOR MAFIA "Money"
5 MONTELL KORBAN "Home"
5 SMIF N WESSON "Wreckonez"
COOLIO "Hot"
L.V. "Throw"
EARTH GYRLZ "Love"
WILL DOWNING "Sorry"
LUTHER VANDROSS "Christmas"
MICHAEL JACKSON "Time"
JASON "Take"
SUGA "What's"

KQXL/Baton Rouge, LA
PD: Chris Clay
MD: Lou Benett
14 JANET JACKSON "Twenty"
5 BRANDY "Satin"
5 "AKAP" "Gold"
YOLANDA ADAMS "Gotta"

WPAL/Charleston, SC
PD: Jae Jackson
12 BRANDY "Satin"
11 JANET JACKSON "Twenty"
11 AZ "Gimme"
10 D.D.C. "Return"
10 YVETTE MICHELLE "Every"
5 5TH WARD BOYZ "Night"
5 EAZY "E" "Just"
5 "AKAP" "Gold"
5 MICHAEL SPEAKS "Specialize"
5 AL GREEN "Hands"

WWWZ/Charleston, SC
PD/MD: Cliff Fletcher
11 BRANDY "Satin"
6 3T "Anything"
6 AFTER 7 "Damn"
5 AZ "Gimme"
5 SPEECH "Marvin"
5 OMAR "Nothing"
5 BOBBY CALDWELL "Neighbor"
5 D.O.C. "Return"

WPEG/Charlotte, NC
PD: Andre Carson
10 YVETTE MICHELLE "Every"
7 JANET JACKSON "Twenty"
6 BRANDY "Satin"
6 BRIAN MCKNIGHT "Shit"
KIRK FRANKLIN "Jesus"

WJTT/Chattanooga, TN
PD: Keith Landecker
JANET JACKSON "Twenty"
BRANDY "Satin"
SPEECH "Marvin"

WGCI/Chicago, IL
PD: Elroy Smith
MD: Don E. Cologne
35 XSCAPE "Rite"
12 JOCELI "Life"
12 R. KELLY "Happy"
9 LUTHER VANDROSS "Christmas"
9 BRANDY "Satin"
9 MARY J. BLIGE "Not"
6 PURE SOUL "Stairway"
6 PHIL PERRY "Love"
6 JON B. "Pretty"
5 BRIAN MCKNIGHT "Earth"

WEJM/Chicago, IL
PD: Monica Starr
MD: Jay Allan
35 EAZY "E" "Just"
27 ADINA HOWARD "AF"
26 IMMATURE "Got"
5 SKEE-LO "Stars"
5 AZ "Gimme"

WIZF/Cincinnati, OH
PD: Bill Bailey
MD: Phil Davis
24 JANET JACKSON "Twenty"
"AKAP" "Gold"

WZAK/Cleveland, OH
PD: Bobby Rush
MD: Langford Stephens
48 MONICA "Before"
35 JANET JACKSON "Twenty"
15 BRANDY "Satin"
10 JERALD DAEMYON "Madness"
10 SPEECH "Marvin"
RAW ICE "Pressure"
POISON CLAN "Fire"

WROU/Dayton, OH
PD: Stan Boston
MD: Marco Simmons
7 CLICK "Hurricane"
6 IMMATURE "Got"
COOLIO "Hot"
TOTAL "Ese"
SKEE-LO "Stars"

WJLB/Detroit, MI
PD: Michael Saunders
MD: Frankie Darcell
30 MARY J. BLIGE "Not"
23 R. KELLY "Baby"
12 TOMI BRAXTON "Flow"

WZFX/Fayetteville, NC
PD: Bobby Jay
MD: Omega Jones
20 BRANDY "Satin"
16 YVETTE MICHELLE "Every"
11 PHYLIS HYMAN "Lonely"
6 JUNIOR MAFIA "Money"
5 CHEF RAKWON "Scarfaces"
5 JANET JACKSON "Twenty"

WZZZ/Flint, MI
PD: Ross Holland
MD: Eugene Brown
9 MICHAEL JACKSON "Time"
BRIAN MCKNIGHT "Shit"
EARTH GYRLZ "Love"
JASON WEAVER "Pain"
L.B.C. CREW "Crew"
FUNK MASTER FLEX "Freaks"

WYNN/Florence, SC
PD: Fred Brown Jr.
MD: Parish Brown
10 JANET JACKSON "Twenty"
7 BRANDY "Satin"
5 AZ "Gimme"
"AKAP" "Gold"
EAZY "E" "Just"
SPEECH "Marvin"
YVETTE MICHELLE "Every"
5TH WARD BOYZ "Night"
SAM GREEN "They"

WFLM/Ft. Pierce, FL
PD/MD: Michael James
BRANDY "Satin"
MARY J. BLIGE "Not"

WJFX/Ft. Wayne, IN
PD/MD: Ange Canessa
15 L.B.C. CREW "Crew"
5 JANET JACKSON "Twenty"
OMAR "Nothing"
VERONICA "Without"
BRANDY "Satin"
TINA TURNER "Goldeneys"
MICHAEL SPEAKS "Specialize"
AZ "Gimme"

WQMG/Greensboro, NC
MD: Jackson Brown
14 BRANDY "Satin"
5 BARRIO BOYZ "Roll"
5 AL GREEN "Hands"
5 OMAR "Nothing"
5 JANET JACKSON "Twenty"

KIIZ/Killeen, TX (cont.)
12 ADINA HOWARD "AF"
9 JANET JACKSON "Twenty"
CLICK "Hurricane"
AZ "Gimme"
COZZETTE MORGAN "Stay"
YVETTE MICHELLE "Every"
AL GREEN "Hands"

WKGN/Knoxville, TN
PD/MD: Wayne Swann
L.A.D. "Ridin"
JERALD DAEMYON "Madness"
SA-DUCE "Waste"
SPEECH "Marvin"
BRANDY "Satin"
JANET JACKSON "Twenty"
"AKAP" "Gold"

KFXZ/Lafayette, LA
PD/MD: Frank Tray
6 JANET JACKSON "Twenty"
6 BRANDY "Satin"
5 YOLANDA ADAMS "Gotta"
5 EARTH GYRLZ "Love"
MICHAEL SPEAKS "Specialize"
AZ "Gimme"
D.O.C. "Return"
CAPLETON/METHOD MAN "Wings"

KNEK/Lafayette, LA
PD: Tyrone Davis
APD: Demetrius Lloyd
15 AZ "Gimme"
5 SPEECH "Marvin"
5 KIRK FRANKLIN "Jesus"
5 BRANDY "Satin"
POISON CLAN "Fire"
D.O.C. "Return"
YOLANDA ADAMS "Gotta"
JANET JACKSON "Twenty"

KZWA/Lake Charles, LA
PD/MD: Randolph Walker
36 JOCELI "Life"
10 SPEECH "Marvin"
10 L.V. "Throw"
10 BRANDY "Satin"
10 EARTH GYRLZ "Love"
7 AZ "Gimme"
7 JANET JACKSON "Twenty"
7 ADI "For"
5 EAZY "E" "Just"

WQHH/Lansing, MI
APD: Lhisa Valentine
5 BRANDY "Satin"
5 JANET JACKSON "Twenty"
5 SOLO "Where"
5 KRIS-ONE "Remember"
5 ISLAND "Give"
5 ANGIE B. "Life"
5 AZ "Gimme"

WJMG/Laurel, MS
PD: LaDonna Jones
6 SKEE-LO "Stars"
5 AZ "Gimme"
5 SOLO "Where"
5 BRANDY "Satin"
JANET JACKSON "Twenty"
P.M. DAWN "Miss"
O.T. CLIQUE "Life"

KIPR/Little Rock, AR
PD: Joe Booker
MD: Terry Terrell
SPEECH "Marvin"
JERALD DAEMYON "Madness"
JANET JACKSON "Twenty"
BRANDY "Satin"
P.M. DAWN "Miss"
O.T. CLIQUE "Life"

KJMS/Memphis, TN
PD: Terry Base
MD: Tom St. James
BRANDY "Satin"
SPEECH "Marvin"
"AKAP" "Gold"
D.O.C. "Return"
YVETTE MICHELLE "Every"
EAZY "E" "Just"
R. KELLY "Low"

WHRK/Memphis, TN
PD: Bobby D'Jay
MD: Stan Bell
15 BRANDY "Satin"
12 JANET JACKSON "Twenty"
5 BALL & M.J.G. "Break"
5 DOGG POUND "House"
AZ "Gimme"
YVETTE MICHELLE "Every"
D.O.C. "Return"
SPEECH "Marvin"
"AKAP" "Gold"

WEDR/Miami, FL
PD/MD: James Thomas
CHANGING FACES "Goin"
L.B.C. CREW "Crew"
JANET JACKSON "Twenty"
BRANDY "Satin"

WKKV/Milwaukee, WI
PD: Tony Fields
BRANDY "Satin"
L.B.C. CREW "Crew"
RBX "Texture"
D.O.C. "Return"
SPEECH "Marvin"
"AKAP" "Gold"
JANET JACKSON "Twenty"
IMMATURE "Got"
L.V. "Throw"
I.F.A. "Rollin"
AZ "Gimme"

WNOV/Milwaukee, WI
PD/MD: Sandra Robinson
5 JANET JACKSON "Twenty"
SOULTRY "Cash"
MARCE "Sensitive"
AZ "Gimme"
USHER "Think"

WBLX/Mobile, AL
PD: J.B. Louis
APD: Jimmy Mack
BRANDY "Satin"
WILLIAM BECTON "End"
JANET JACKSON "Twenty"

KYEA/Monroe, LA
PD: Marvin Robinson
MD: Gentleman George
9 BRANDY "Satin"
8 AZ "Gimme"
7 JANET JACKSON "Twenty"
7 EAZY "E" "Just"
7 BOBBY CALDWELL "Neighbor"
6 SPEECH "Marvin"
6 MARCE "Sensitive"
6 L.L. COOL J "Lover"

WZHT/Montgomery, AL
PD/MD: Michael Long
6 XSCAPE "Good"
5 WILLIAM BECTON "End"
5 SPEECH "Marvin"
IMMATURE "Got"
"AKAP" "Gold"
JANET JACKSON "Twenty"
BRANDY "Satin"
WINANS "Heart"
RBX "Texture"

WRKE/Ocean City, MD
PD: Tony Quartrone
MD: Manuel Wena
15 JANET JACKSON "Twenty"
9 R. KELLY "Low"
6 R. KELLY "Hump"
6 R. KELLY "May"
5 R. KELLY "Happy"
OMAR "Nothing"
MICHAEL SPEAKS "Specialize"
SHAWN STOCKMAN "Visions"
ANGIE B. "Life"
ISLAND "Give"
GERALD/EDDIE LEVERT "Wind"

KVSP/Oklahoma City, OK
MD: Maurice Prince
12 BRANDY "Satin"
10 JANET JACKSON "Twenty"
EAZY "E" "Just"
YVETTE MICHELLE "Every"
I.F.A. "Rollin"
AZ "Gimme"
SPEECH "Marvin"
ADI "For"

WJHM/Orlando, FL
PD: Duff Lindsey
MD: Cedric Hollywood
19 MARIAH CAREY "Open"
7 D'ANGELO "Crusin"
5 DJ TRAVIS "Thump"
5 BRANDY "Satin"

WUSL/Philadelphia, PA
PD: Gary Young
MD: Cheryl "Ceece" McGhee
21 QUINCY JONES "Rock"
12 MARY J. BLIGE "Not"
6 D'ANGELO "Crusin"
6 GROOVE THEORY "Tie"
5 BOYZ II MEN "Remember"
5 KRIS KROSS "Nite"
5 PHYLIS HYMAN "Lonely"

WAMO/Pittsburgh, PA
PD: Ron Atkins
MD: JJ Stone
5 QUINCY JONES "Slow"
5 OMNISCENCE "Amazing"
5 CAPLETON/METHOD MAN "Wings"
5 BLAZAY BLAZAY "Danger"
5 SOMETHIN FOR... "Party"
5 ISLAND "Give"
5 INTRO "Time"
5 BOYZ II MEN "Remember"
5 SKEE-LO "Stars"
5 JANET JACKSON "Twenty"

WQOK/Raleigh, NC
MD: Jerry Jam
16 XSCAPE "What"
5 SOLO "Where"
5 BARRIO BOYZ "Roll"
5 JANET JACKSON "Twenty"
5 OMAR "Nothing"
5 BRIAN MCKNIGHT "Shit"
5 DIANA ROSS "Gone"

WCDX/Richmond, VA
PD: Aaron Maxwell
MD: Eric Lee
42 BRANDY "Satin"
AZ "Gimme"
MONIFAH "Miss"
JANET JACKSON "Twenty"
BRANDY "Satin"
D.O.C. "Return"
WILLIAM BECTON "End"
YVETTE MICHELLE "Every"
SAM GREEN "Soul"
SKEE-LO "Stars"
SOLO "Where"

WPLZ/Richmond, VA
PD: Phil Daniels
10 ISAAC 2 ISAAC "Skool"
10 BRANDY "Satin"
KRS-ONE "Riddim"
JANET JACKSON "Twenty"
ISLAND "Give"
5TH WARD BOYZ "Night"
WILLIAM BECTON "End"
SPEECH "Marvin"
MICHAEL SPEAKS "Specialize"
MARCE "Sensitive"

WEAS/Savannah, GA
PD/MD: Floyd Blackwell
D.O.C. "Return"
YVETTE MICHELLE "Every"
WILLIAM BECTON "End"
BRANDY "Satin"
EAZY "E" "Just"
AZ "Gimme"
SPEECH "Marvin"

KDKS/Shreveport, LA
PD: Cary Camp
MD: Sharon Flournoy
10 JANET JACKSON "Twenty"
7 BRANDY "Satin"
5 SPEECH "Marvin"
5 EAZY "E" "Just"
5 AZ "Gimme"

KMJJ/Shreveport, LA
PD: John Wilson
MD: Candy Marshall
SPEECH "Marvin"
AZ "Gimme"
ADI "For"
YVETTE MICHELLE "Every"
JANET JACKSON "Twenty"
D.O.C. "Return"
JEWEL T. "Driftin"

KMJM/St. Louis, MO
PD/MD: Dave Wyler
21 SOMETHIN FOR... "Party"
COOLIO "Hot"
MC BREED "Ain't"
L.B.C. CREW "Crew"
BRANDY "Satin"
PHARCYDE "Runnin"
YVETTE MICHELLE "Every"
SPEECH "Marvin"

KJMM/Tulsa, OK
MD: Myronda Ruben
5 CAPLETON/METHOD MAN "Wings"
JANET JACKSON "Twenty"
EAZY "E" "Just"
YVETTE MICHELLE "Every"
I.F.A. "Rollin"
AZ "Gimme"
ADI "For"
BRANDY "Satin"

WACR/Tupelo, MS
PD/MD: Jerold Jackson
17 JANET JACKSON "Twenty"
17 QUINCY JONES "F.T.A.M.A. Put"
7 WILL DOWNING "Sorry"
AZ "Gimme"
BONE THUGS-N-HARMONY "1999"
BRANDY "Satin"
D.O.C. "Return"
EAZY "E" "Just"
YVETTE MICHELLE "Every"
WILLIAM BECTON "End"
SAM GREEN "Soul"

WESE/Tupelo, MS
PD/MD: Stan Allen
AZ "Gimme"
EAZY "E" "Just"
JANET JACKSON "Twenty"
BRANDY "Satin"
D.O.C. "Return"
WILLIAM BECTON "End"
YVETTE MICHELLE "Every"
SAM GREEN "Soul"
SKEE-LO "Stars"
SOLO "Where"

WTUG/Tuscaloosa, AL
PD/MD: Steve Sloan
19 MONIFAH "Miss"
12 COOLIO "Hot"
7 ALL-4-ONE "Man"
7 CHANGING FACES "Goin"
12 BRANDY "Satin"
12 YVETTE MICHELLE "Every"
12 SPEECH "Marvin"
12 MICHAEL SPEAKS "Specialize"
12 MARCE "Sensitive"



URBAN AC TOP 30

DECEMBER 8, 1995

3W	2W	LW	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS				TOTAL STATIONS/ADDS
					TW	LW	2W	3W	
1	1	1	1	WHITNEY HOUSTON Exhale (Shoop Shoop) (Arista) 734	749	753	706	24/0	
2	2	2	2	GERALD & EDDIE LEVERT SR. Already Missing... (EastWest/EEG) 577	625	683	699	22/1	
10	6	6	3	MARIAH CAREY One Sweet Day (Columbia/CRG) 564	523	489	385	24/2	
7	4	3	4	QUINCY JONES /TAMIA You Put A Move On My... (Qwest/WB) 552	574	502	420	24/0	
3	3	4	5	XSCAPE Who Can I Run To (So So Def/Columbia/CRG) 505	556	572	596	19/0	
5	5	5	6	D'ANGELO Cruisin' (EMI) 479	538	500	483	21/0	
9	8	7	7	TERRY ELLIS Where Ever You Are (EastWest/EEG) 440	457	405	390	19/0	
4	7	9	8	SOLO Heaven (Perspective/A&M) 380	384	462	512	18/0	
12	10	8	9	R. KELLY You Remind Me Of Something (Jive) 315	389	350	367	16/0	
16	13	10	10	SILK Hooked On You (Elektra/EEG) 290	324	291	263	15/0	
20	17	18	11	WILL DOWNING Sorry, I (Mercury) 264	244	256	237	14/0	
18	12	11	12	JESSE & TRINA Where Is The Love (Underworld/Capitol) 257	286	293	254	14/0	
BREAKER	13			PHYLLIS HYMAN I Refuse To Be Lonely (Philly/Zoo) 240	188	141	88	19/3	
11	14	17	14	BRANDY /WANYA MORRIS Brokenhearted (Atlantic) 237	247	287	379	10/0	
19	16	12	15	AFTER 7 Damn Thing Called Love (Virgin) 236	274	261	244	16/1	
30	24	19	16	FAITH EVANS Soon As I Get Home (Bad Boy/Arista) 227	231	201	174	16/2	
6	9	13	17	AFTER 7 'Til You Do Me Right (Virgin) 227	271	361	422	12/1	
21	21	20	18	TLC Diggin' On You (LaFace/Arista) 218	225	225	208	12/2	
22	23	26	19	INTRO Funny How Time Flies (Atlantic) 198	183	203	206	12/0	
—	—	30	20	MONICA Before You Walk Out Of My Life (Rowdy/Arista) 195	141	127	113	9/0	
8	11	16	21	DEBORAH COX Sentimental (Arista) 186	250	331	420	11/0	
14	15	15	22	GROOVE THEORY Tell Me (Epic) 186	266	280	338	9/0	
28	29	23	23	AARON NEVILLE Use Me (A&M) 185	201	162	178	10/1	
29	26	24	24	BRIAN MCKNIGHT Still In Love (Mercury) 183	189	184	176	15/0	
15	19	14	25	MARIAH CAREY Fantasy (Columbia/CRG) 161	271	237	325	9/0	
27	27	27	26	ASANTE Look What You've Done (Columbia/CRG) 149	182	176	179	9/0	
DEBUT	27			AL GREEN Your Heart's In Good Hands (MCA) 148	110	91	67	11/1	
DEBUT	28			JODECI Love U 4 Life (Uptown/MCA) 148	125	108	115	8/0	
DEBUT	29			SOLO Where Do U Want Me To Put It (Perspective/A&M) 133	67	20	15	15/3	
DEBUT	30			LUTHER VANDROSS Every Year, Every Christmas (LV/Epic) 132	95	39	25	12/1	

This chart reflects airplay from November 27-December 3. Songs ranked by total plays. Highlighted songs indicate Breaker. 25 Urban AC reporters. 24 current playlists. © 1995, R&R Inc.

NEW & ACTIVE

ISLAND INSPIRATIONAL ALL STARS Don't Give Up (Island)
Total Plays: 118, Total Stations: 9, Adds: 0

BOYZ II MEN I Remember (Motown)
Total Plays: 111, Total Stations: 11, Adds: 1

MICHAEL JACKSON This Time Around (Epic)
Total Plays: 106, Total Stations: 8, Adds: 1

JASON WEAVER I Can't Stand The Pain (Motown)
Total Plays: 105, Total Stations: 8, Adds: 1

JERALD DAEMYON Summer Madness (Jazzestra)
Total Plays: 98, Total Stations: 4, Adds: 1

BOBBY CALDWELL Don't Ask My Neighbor (Sin-Drome)
Total Plays: 95, Total Stations: 9, Adds: 2

ADINA HOWARD It's All About You (EastWest/EEG)
Total Plays: 87, Total Stations: 5, Adds: 0

KUT KLOSE Surrender (Elektra/EEG)
Total Plays: 80, Total Stations: 7, Adds: 1

DAVID JOSIAS Mind Blowing (Phat) (Lava/Atlantic)
Total Plays: 77, Total Stations: 5, Adds: 1

IMMATURE We Got It (MCA)
Total Plays: 77, Total Stations: 4, Adds: 0

Songs ranked by total plays.

BREAKERS

PHYLLIS HYMAN
I Refuse To Be Lonely (Philly/Zoo)

TOTAL PLAYS/INCREASE: **240/52**
TOTAL STATIONS/ADDS: **19/3**
CHART: **13**

MOST ADDED

ARTIST TITLE LABEL(S)	ADDS
JANET JACKSON Twenty Foreplay (A&M)	11
BRANDY Sittin' Up In My Room (Arista)	4
PHYLLIS HYMAN I Refuse To Be Lonely (Philly/Zoo)	3
INCOGNITO Where Did We Go Wrong (Verve Forecast)	3
MAREE' So Sensitive (Gamma)	3
SOLO Where Do U Want Me To Put It (Perspective)	3
BOBBY CALDWELL Don't Ask My Neighbor (Sin-Drome)	2
MARIAH CAREY One Sweet Day (Columbia/CRG)	2
FAITH EVANS Soon As I Get Home (Bad Boy/Arista)	2
FOURPLAY The Closer I Get To You (WB)	2

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
SOLO Where Do U Want Me To Put It (Perspective)	+66
MICHAEL JACKSON This Time Around (Epic)	+58
MONICA Before You Walk Out Of My Life (Rowdy/Arista)	+54
PHYLLIS HYMAN I Refuse To Be Lonely (Philly/Zoo)	+52
JANET JACKSON Twenty Foreplay (A&M)	+42
BRIAN MCKNIGHT Crazy Love (Mercury)	+42
MARIAH CAREY One Sweet Day (Columbia/CRG)	+41
AL GREEN Your Heart's In Good Hands (MCA)	+38
LUTHER VANDROSS Every Year, Every... (LV/Epic)	+37
JON B. & BABYFACE Someone... (Yab Yum/550 Music)	+36

HOTTEST RECURRENTS

Ranked By Total Plays

ARTIST TITLE LABEL(S)
JON B. & BABYFACE Someone To Love (Yab Yum/550 Music)
TEMPTATIONS Some Enchanted... (Motown)
PURE SOUL We Must Be In Love (Stepsun/Interscope)
WILLIAM BECTON Be Encouraged (Intersound)
REGINA BELLE Love T.K.O. (Columbia/CRG)
MARY J. BLIGE (You...) A Natural... (Uptown/MCA)
BRIAN MCKNIGHT On The Down Low (Mercury)
BRIAN MCKNIGHT Crazy Love (Mercury)
MONICA Like This And... (Rowdy/Arista)
FAITH EVANS You Used To Love Me (Bad Boy/Arista)

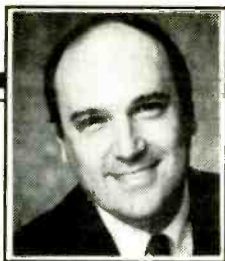
Breakers: Songs registering 200 plays or more for the first time. Bullsets awarded to songs gaining plays over the previous week. If two songs are tied in number of plays, the song being played on more stations is placed first. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Weighted chart appears on R&R ONLINE.

DO THE RIGHT THING

where did we go wrong?

Just Out --
Already On
WVAZ
KMJQ
WILD
WYLD
WHUR

the new Urban AC smash single from **incognito**



MIKE KINOSHIAN

KMXZ's 'Old School' Wakes Up Tucson

Rich still relies on morning basics of 'friendly companionship, humor'

While some formats are extremely morning drive-oriented, AC and Hot AC still perform best in middays. That doesn't, however, mean we're without our own list of morning stars.

Please don't be offended if you're not included in this short list, but a sample of those Hot AC/AC wake-up artists include WPLJ/New York's Scott Shannon & Todd Pettingill, KVIL/Dallas's Ron Chapman, WMTX/Tampa's Mason Dixon, WKQI/Detroit's Dick Purtan, WMXV/New York's Jim Kerr, KIOI/San Francisco's Don Bleu, and WRQX/Washington's Jack Diamond.



Bobby Rich

fascinating, fun, entertaining, and informative."

Computers have had a dramatic impact on how the finished product is conveyed to listeners. "That part's a whole new world," Rich comments. "Information [I once had in] file folders, boxes, tablets, and on little pieces of paper stapled together [are now stored]

in my laptop computer. Collecting and editing show ideas have made [show prep] a completely different process.

"A few years ago, I didn't have a way [to network] with other morning show hosts. The computer services have changed that. I'm in contact with about 125 different morning shows every week, and we get to share each other's ideas."

Numerous technological and computer advances aside, Rich's approach to morning drive has remained basically the same for his nearly 30 years in the business. "A realistic look at our radio world includes the same basics we've [utilized] for a long time. In terms of morning radio, that means friendly companionship, humor, and the right [service elements]. I don't believe there's a new way of going

on the air. In about 16 months, I attempted about five things that could be considered funny [about that story].

"Trying to find comedy in that subject for my audience is a stretch. It just didn't feel right. Trusting my instincts, I quickly stopped. When confident of your ability to [assess] the audience, you know what will and will not be tolerated — or loved.

"We're a Mainstream AC with two newscasts an hour in morning drive and I let the facts of the case be handled [there]."

Outside Enemy

Increased competition for AC listeners, Rich contends, isn't coming from other radio signals. "Our biggest enemy is morning television. I'm much more concerned about losing my AC listeners to [programs like 'CBS This Morning,' 'Good Morning America,' and 'Today']."

Though Howard Stern's ratings prowess is a matter of record, Rich isn't sure the

syndicated morning mouth would succeed in AC. "Stern doesn't appeal to the same people I do. All talk in the morning is a format that has a specific target audience, and that kind of programming won't affect my audience much at all.

"It's nothing new, but the secret of winning is knowing your target and programming to it. I know my audience very well and have a pretty good idea of their likes and dislikes. In a way, a very good dissimilar [foe] would only help me because it would decrease the shares of my non-format competitors. I'd be much more concerned if there were an AC version of Howard Stern."

Even for those coming into situations with stellar credentials, the development and understanding of a morning show audience isn't something that happens overnight. "If you work really hard at it, it will take about 18 months. In sleepy markets where there's nothing fresh, someone could come in and turn things around in a few weeks. But it would still require some incredibly strong marketing."

A realistic look at our radio world includes the same basics we've [utilized] for a long time. I don't believe there's a new way of going about it — we just have to do it better.

Conservative Approach?

The impression some people have is that the majority of ACs take a very conservative approach to morning drive. The perceived solution is to offer little personality and play a lot of music.

KMXZ/Tucson PD Bobby Rich strongly disagrees with that sentiment and is, himself, one of the format's successful morning drive personalities. "I've always been attracted to situations that have the opportunity to win the big piece of the pie. In the traditional sense, that means having strong morning and afternoon drive shows, a great midday in-office listening plan, and something unique that will attract the target demo to evenings and weekends.

"I'd be shocked to hear a [wacky morning show] on a Soft AC, pleasantly surprised to hear it on some big Mainstream ACs, and would expect it from a Hot AC."

Brave New World

In direct contrast to "More Music Mornings" is a talk-intensive

A few years ago, I didn't have a way [to network] with other morning hosts. The computer services have changed that. I'm in contact with about 125 morning shows every week, and we get to share each other's ideas.

philosophy. Admitting he's from the "old school," Rich notes, "Some people think music is there only when you run out of things to say. I still believe basics like music helps make radio great. In addition to playing eight songs an hour, we have [other elements] that make morning radio compelling,

about it — we just have to do it better."

Deliberating On Humor

Looking for O.J. Simpson jokes? Rich's morning show wasn't the place to find them. "I thought there were a few hysterical ones, but I'd never tell them

Tracking Early Overachievers

The three-demo data from this summer's Arbitron listed below reveals how frequently AC and Hot AC morning shows outperform the rest of the station.

To get you warmed up, check out a few non-format related numbers — you'll be better able to put things in perspective.

On Los Angeles affiliate KLSX, Howard Stern outperforms the rest of the station among 18-34s by 161%, among 25-54s by 110%, and among 35-64s by 86%. On New York flagship WXRK, his 18-34 numbers are 156% better than the Classic Rocker's overall share, 129% higher than its 25-54 numbers, and 107% stronger 35-64. Stern's 18-34 WYSP/Philadelphia numbers are 122% stronger than the Monday-Sunday, 6am-midnight share.

In San Diego, CHR KKLQ-FM is seventh for the total week among 35-64s. However, by outperforming the station by 100%, morning drivers Jeff & Jer are second behind Soft AC KYXY.

Note that *only* those stations with morning shows (Monday-Friday, 6-10am) surpassing or equaling the station's overall Monday-Sunday, 6am-midnight share are listed. The plus sign (+) indicates the morning show's share betters the overall share in a particular demo; "Even" means the Monday-Sunday, 6am-midnight and Monday-Friday, 6-10am shares are equal.

Stations are arranged by market size. For example, in market No. 3, WLIT/Chicago's 18-34 morning share is 14% higher than the Lite AC's overall stat. Among 25-54s and 35-64s, however, the morning show numbers are lower, so no percentage is listed.

AC				
Rank	Calls/Market	18-34	25-54	35-64
3	WLIT/Chicago	+14%		
6	WNIC/Detroit	+30%	+18%	+6%
7	KVIL/Dallas	+18%	+28%	
8	WGAY/Washington*	Even	+3%	
10	WMJX/Boston	+6%		
12	WSB-FM/Atlanta	+4%		
13	KLSY/Seattle	Even		
14	WALK-FM/Long Island	+3%	+10%	
14	WKJY/Long Island	Even		
18	WLIF/Baltimore	+5%	+1%	
20	KESZ/Phoenix	+19%	+50%	+56%
21	WUSA/Tampa	Even	+4%	
24	KKCW/Portland	+24%	+30%	
25	WRRM/Cincinnati	+2%	Even	
25	WWNK/Cincinnati	+7%		
26	WAMG/Milwaukee	Even		
26	WLTQ/Milwaukee	+16%	+20%	+3%
27	KUDL/Kansas City	+6%	+14%	
29	KYMX/Sacramento	Even	+3%	
30	KARA/San Jose	+17%	+12%	

* — Now WEBR

Hot AC				
Rank	Calls/Market	18-34	25-54	35-64
1	WPLJ/New York	+3%	+8%	+17%
3	WPNT/Chicago	+9%		
4	KIOI/San Francisco	Even		
6	WKQI/Detroit	Even	+34%	+64%
8	WRQX/Washington	+27%	+30%	+26%
9	KHMV/Houston	+3%	+2%	
13	KPLZ/Seattle	+7%	+7%	+17%
16	KSTP-FM/Minneapolis	Even		
17	KYKY/St. Louis	+11%	+9%	+2%
19	WVTY/Pittsburgh	+6%	+4%	
20	KVRY/Phoenix	Even		
21	WMTX-FM/Tampa	+8%	+10%	+17%
22	WQAL/Cleveland	Even	+1%	+3%
23	KALC/Denver	+53%	+41%	+38%
26	WKT/Milwaukee	+19%	+37%	+55%
26	WMYX/Milwaukee	Even		
29	KGBY/Sacramento	+51%	+33%	+16%
30	KEZR/San Jose	+4%		

• 18-34: Of all continuous measurement markets in the summer book, 37% bettered the station's overall share, while 3% were even.

• 25-54: All continuous measurement markets: 40% greater; 5% equal.

• 35-64: All continuous measurement markets 42% higher; 6% even.

While I compiled data from nearly 200 ACs and Hot ACs, space considerations restricted me to only Top 30-market info. Notice the increase in percentage as demos age.

TALK BACK TO R&R!

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

Call me at (310) 788-1664 or e-mail: mkinosox@rronline.com

Tyler Collins

AIRPLAY:

WRCH	WDOH
WWLI	WALK
WTPI	WRVA
WFMR	WLTS
WTVR	KOXT
WLTE	WDEF
KLSY	WAHR
WARM	WJXB
WMJJ	KOSI
WMJQ	KSFI
KSNE	WCRAZ

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A M E R I C A N G R A M A P H O N E
4 0 2 . 4 5 7 . 4 3 4 1

Stations and their adds listed alphabetically by market

AC

WYJB/Albany, NY
OM/PO: Buzz Brindle
MD: Pat Ryan
5 MARIAH CAREY "Sweet"
5 BEATLES "Free"
5 MICHAEL BOLTON "Beautiful"
5 MANNHEIM STEAMROLLER "Joy"

WLEW/Allentown, PA
PO/MD: Tony Rogers
No Adds

KYMG/Anchorage, AK
PO: Devan Mitchell
MD: Bobbie Anderson
19 NATALIE MERCHANT "Wonder"
19 SELENA "Dreaming"

WFG/Atlantic City, NJ
OM/PO: Dick Fennessy
MD: Marlene Aquia
14 DEEP BLUE SOMETHING "Breakers"

W88Q/Augusta, GA
PO/MD: John Patrick
16 SELENA "Dreaming"
7 TEMPTATIONS "Enchanted"

KKMJ/Austin, TX
PO: Doc Burns
MD: Nolan Cruise
23 MANNHEIM STEAMROLLER "Joy"

WLIF/Baltimore, MD
OM/PO: Gary Balaban
MD: Mark Thoner
10 SLIM MAN "Faith"
8 DIANA ROSS "Gone"
8 PETER CETERA "Faithfully"

WMJJ/Birmingham, AL
OM: John Jenkins
PO/MD: Joe Madison
10 ROD STEWART "Away"
10 CELINE DION "Natural"
10 BEATLES "Free"
6 PETER CETERA "Faithfully"
6 TONY RICH PROJECT "Knows"
6 MANNHEIM STEAMROLLER "Joy"

KCIX/Boise, ID
PO: Don Jennings
MD: Jim O'Brian
No Adds

WMJX/Boston, MA
PO: Don Kelley
MD: Mark Laurence
20 MADONNA "See"
8 SELENA "Dreaming"

WMJD/Bufalo, NY
PO: Rob Lucas
MD: Roger Christian
14 CURTIS STIGERS "Cold"
14 TYLER COLLINS "Never"

WCOD/Cape Cod, MA
PO/MD: Chris Boies
5 ROD STEWART "Away"
5 M. CHAPIN CARPENTER "Grow"
5 NATALIE MERCHANT "Wonder"
5 EXPOSE "Goodbye"

WMT/Cedar Rapids, IA
OM: Rick Sellers
PO/MD: Randy Lee
7 ENYA "Anywhere"
7 ROD STEWART "Away"
7 SEAL "Don't"

WDEF/Chattanooga, TN
PO/MD: Danny Howard
6 LUTHER VANDROSS "Christmas"
6 MANNHEIM STEAMROLLER "Joy"
5 SEAL "Don't"

92 Total Reporters
92 Current Reporters
88 Current Playlists

Reported Frozen Playlist (3):
WALK/Long Island, NY
KEZK/St. Louis, MO
WKBN/Youngstown, OH

Did Not Report, Playlist Frozen (1):
WSNY/Columbus, OH

WJXB/Knoxville, TN
OM/PO: Jay Patrick
MD: George McIntyre
13 CURTIS STIGERS "Cold"
13 SELENA "Dreaming"
13 BRUCE HORNBSBY "Swing"
13 TYLER COLLINS "Never"
3 GERALD/EDDIE LEVERT "Already"

KTDY/Lafayette, LA
OM/PO: Michael W. Kay
MD: Yvonne Arcaneaux
10 BEATLES "Free"
10 M. CHAPIN CARPENTER "Grow"

KHLA/Lake Charles, LA
OM: Don Rivers
MD: Lee Hudson
12 MICHAEL BOLTON "Beautiful"
5 SEAL "Don't"
5 BIG MOUNTAIN "Together"
5 EVERYTHING BUT... "Missing"

WFMK/Lansing, MI
PO/MD: Ray Marshall
12 NATALIE MERCHANT "Wonder"
10 SEAL "Don't"
10 QUINCY JONES "Put"
10 SELENA "Dreaming"

KSNE/Las Vegas, NV
PO: Tom Chase
MD: John Berry
5 TYLER COLLINS "Never"

KBIG/Los Angeles, CA
PO: Dave Ervin
AP/MD: Dave Verdery
28 JANET JACKSON "Runaway"

WPEZ/Macon, GA
PO/MD: Jim Franklin
No Adds

WMBN/Madison, WI
VP/Prog: Pat O'Neill
MD: Kathryn Vaughn
No Adds

KVLY/McAllen, TX
PO: Roger Scott
MD: Brenda Lynn
No Adds

WLRQ/Melbourne, FL
PO: Dave Kelly
MD: Ron Anthony
21 ROD STEWART "Away"

WRVR/Memphis, TN
OM/PO: Joel Burke
MD: Kay Manley
8 LUTHER VANDROSS "Christmas"
8 JIM BRICKMAN "Joy"
5 CURTIS STIGERS "Cold"

WFLC/Miami, FL
PO: Tip Landry
MD: Wendy Bennett
31 BIN BLOSSOMS "TF"

WLTE/Minneapolis, MN
PO/MD: Gary Nolan
5 EAST 17 "Stay"
5 EXPOSE "Goodbye"
5 MANNHEIM STEAMROLLER "Joy"
5 BRUCE HORNBSBY "Swing"

KJSN/Modesto, CA
PO/MD: Gary Michaels
No Adds

WJLK/Monmouth-Ocean, NJ
PO: Gary Guida
AP/MD: Dan Turt
14 BIG MOUNTAIN "Together"
5 MANNHEIM STEAMROLLER "Joy"
5 SELENA "Dreaming"

WQVW/Monterey, CA
PO/MD: Bernie Moody
5 EXPOSE "Goodbye"
5 PETER CETERA "Faithfully"
5 ROD STEWART "Away"
5 SELENA "Dreaming"
5 TEMPTATIONS "Enchanted"

KISC/Spokane, WA
PO: Rob Harder
MD: Dawn Marcel
7 SELENA "Dreaming"

KMXS/Anchorage, AK
PO: Mark Carlson
MD: Loren Dixon
No Adds

WKOO/Akron, OH
PO/MD: Chuck Collins
20 NATALIE MERCHANT "Wonder"
13 SON JOY "Lil"
12 EVERYTHING BUT... "Missing"

WRDE/Appleton, WI
PO/MD: J. Davis
7 NATALIE MERCHANT "Wonder"
7 JOHN HATT "Joy"
7 ROD STEWART "Away"
5 BOEANS "Coser"
5 SOUL ASYLUM "Promises"
5 SELENA "Dreaming"
5 LUTHER VANDROSS "Christmas"
5 MANNHEIM STEAMROLLER "Joy"
3 STEVE WINWOOD "Reach"

KKMY/Beaumont, TX
GMP/MD: Robert X. Brown
MD: Gary D.
8 JOHN HATT "Joy"
8 MANNHEIM STEAMROLLER "Joy"
8 NATALIE MERCHANT "Wonder"
8 SELENA "Dreaming"
8 DON HENLEY "Alibi"
8 ALANIS MORISSETTE "Pocket"

WBMX/Boston, MA
VP/Prog: Greg Strassel
MD: Tim Richards
22 MICHAEL JACKSON "Ain't No Way"
22 NICKI FRENCH "Eclipse"
5 SEAL "Don't"
5 GOD GOO DOLLS "Name"
5 NATALIE MERCHANT "Wonder"

WEZF/Burlington, VT
PO/MD: Dave Simmons
25 EVERYTHING BUT... "Missing"
25 SEAL "Don't"
15 SOUL ASYLUM "Promises"

WHBC/Canton, OH
PO: Terry Simmons
MD: Bruce Lewis
15 SEAL "Don't"
15 ACE OF BASE "Lil'

WLRW/Champaign, IL
PO: Mike Blakemore
MD: Randi West
9 GOD GOO DOLLS "Name"

WVAF/Charleston, WV
PO/MD: Rick Johnson
MD: Arnie Nutter
5 TINA TURNER "Goldeneye"

WWSN/Charlotte, NC
OM: Tom Jackson
PO/MD: John McFadden
22 GOD GOO DOLLS "Name"

WQMZ/Charlottesville, VA
PO: Dan Miller
MD: Dave Reynolds
No Adds

WMTX/Chicago, IL
PO: Barry James
AP/MD: Jamie Kartak
24 TOAD THE WET... "Intentions"
15 BETTER THAN EZRA "Roseala"

WQAL/Cleveland, OH
PO: Mary Elin Kachinski
MD: Steve Curry
No Adds

KDMX/Dallas, TX
PO: Russ Morley
MD: Kim Ashley
12 DEEP BLUE SOMETHING "Breakers"
12 SEAL "Don't"
6 MANNHEIM STEAMROLLER "Joy"

WDAQ/Danbury, CT
PO: Bill Trotta
MD: Ryan Carrington
26 NATALIE MERCHANT "Wonder"
17 SEAL "Don't"

KALC/Denver, CO
PO: Gregg Cassidy
MD: Jim Lawson
25 EVERYTHING BUT... "Missing"
25 NATALIE MERCHANT "Wonder"
25 SEAL "Don't"

KSTZ/Des Moines, IA
PO: John Weis
12 BEATLES "Free"

WKQI/Detroit, MI
PO: Tom O'Brien
MD: Fred Buchhalter
21 NICKI FRENCH "Eclipse"

KATF/Dubuque, IA
OM/PO: Tommy Allen
MD: Jackie Livingston
26 BRUCE HORNBSBY "Swing"
26 EVERYTHING BUT... "Missing"
13 BEATLES "Free"
13 SEAL "Don't"
5 SELENA "Dreaming"

WQSM/Fayetteville, NC
PO: Ron Stone
MD: Devon Stone
30 ROD STEWART "Away"
30 HOOTIE & BLOWFISH "Time"
15 MELISSA ETHERIDGE "Wonder"
10 MARIAH CAREY "Fantasy"
10 ALANIS MORISSETTE "Pocket"
7 JOHN HATT "Joy"
7 NATALIE MERCHANT "Wonder"
7 EVERYTHING BUT... "Missing"

WMEE/Fort Wayne, IN
PO: Jeff Davis
MD: Captain Chris Dicker
18 DEEP BLUE SOMETHING "Breakers"
14 ROD STEWART "Away"

KTHT/Fresno, CA
PO: Jon Zelnar
MD: Mike Alexander
No Adds

WQLH/Green Bay, WI
PO: John Thomas
MD: Kenry D.
42 PAULA ABOL "Gve"
14 BEATLES "Free"
14 BOEANS "Coser"
14 EDWIN MCCAIN "Solitude"
14 BIG MOUNTAIN "Together"

WKZL/Greensboro, NC
PO: Jeff McHugh
MD: Doug McKnight
No Adds

WMI/Greenville, SC
PO: Mark Pollitt
MD: Eric Rogers
8 MANNHEIM STEAMROLLER "Joy"
8 BEATLES "Free"

WIKZ/Hagerstown, MD
PO/MD: Rick Alexander
17 SEAL "Don't"
14 RAITT & ADAMS "Rock"
14 BEATLES "Free"

KHMV/Houston, TX
PO: Pat Paxton
MD: Rich Anhorn
9 SOUL ASYLUM "Promises"

WKKE/Huntington, WV
PO: Dan Persigehl
MD: Gary Miller
29 MELISSA ETHERIDGE "Come"

WXIL/Parkersburg, WV
PO: Larry E. Hughes
MD: Jack Horton
53 PETER CETERA "Forever"
22 DON HENLEY "Alibi"

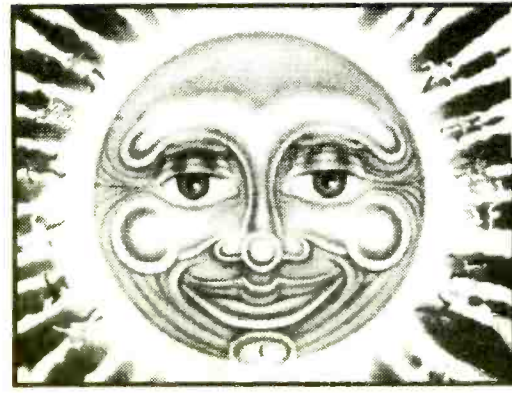
WYXR/Philadelphia, PA
PO: Chuck Knight
MD: Joe Proke
25 BIG MOUNTAIN "Together"

WVTV/Pittsburgh, PA
PO: Bruce Gilbert
MD: Scott Alexander
24 SOUL ASYLUM "Promises"
24 HOOTIE & BLOWFISH "Time"
20 JANET JACKSON "Runaway"

63 Total Reporters
63 Current Reporters
62 Current Playlists

Did Not Report, Playlist Frozen (1):
WIOG/Saginaw, MI

HOT AC



BIG MOUNTAIN "GET TOGETHER"

HOT AC DEBUT 29 MOST ADDED & INCREASED AIRPLAY!

WYXR WWSN KTHT KOSO KOSO KKMY WKYE WQLH WQMZ
WBLI WMYI KURB WQSM WROE KMAJ WEZF

CHR/POP BREAKER 22



Table with columns: 3W, 2W, LW, TW, ARTIST TITLE LABEL(S), TOTAL PLAYS (TW, LW, 2W, 3W), TOTAL STATIONS/ADDS. Includes songs like 'TAKE THAT Back For Good', 'SOPHIE B. HAWKINS As I Lay Me Down', etc.

This chart reflects airplay from December 4-10. Songs ranked by total plays. Highlighted songs indicate Breaker. 63 Hot AC reporters. 62 current playlists. Songs that are down or flat in plays for three consecutive weeks and below No. 15 are removed from the chart. © 1995, R&R Inc.

NEW & ACTIVE

BON JOVI Lie To Me (Mercury)
Total Stations: 20, Adds: 2, Plays: 261, WEZF 10, WDAQ 17 (17), WJZR 28 (25), WHUD 7 (6), WMXV 21 (18), WRQX 5 (5), WQSM 15 (10), WMYI 9 (9), WKYE 5 (5), WMBX 15 (15), WMTX 10 (13), WMC 7 (7), WMXS 28 (28), KKMY 12 (12), KRLB 7 (7), WKDD 13, WROE 21 (14), WHBC 15 (15), KMAJ 9, KOSO 7 (7).

STEVE WINWOOD Reach For The Light (MCA)
Total Stations: 10, Adds: 1, Plays: 131, WEZF 10 (10), WHUD 15 (12), WMXV 12 (21), WYYY 15 (15), WKYE 17 (17), WMTX 15 (12), KKMY 15 (15), WROE 3, KMAJ 9 (9), KOSO 20 (20).

BREAKERS®

No Songs Qualified For Breaker Status This Week

MOST ADDED®

Table with columns: ARTIST TITLE LABEL(S), ADDS. Includes 'MANNHEIM STEAMROLLER Joy...', 'SEAL Don't Cry', 'NATALIE MERCHANT Wonder', etc.

MOST INCREASED PLAYS

Table with columns: ARTIST TITLE LABEL(S), TOTAL PLAY INCREASE. Includes 'SEAL Don't Cry', 'BEATLES Free As A Bird', 'GOO GOO DOLLS Name', etc.

HOTTEST RECURRENTS Ranked By Total Plays

Table with columns: ARTIST TITLE LABEL(S). Includes 'MARIAH CAREY Fantasy', 'REMBRANDTS I'll Be There For You', 'SELENA I Could Fall In Love', etc.

Breakers: Songs registering 850 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.

Songs ranked by total plays. Station call letters followed by number of plays.



JOHN · HIATT

- #1 AAA RECORD
12/9-Memorial Aud./Burlington
CUSTOM ROTATION
12/12-Roxy Theatre/Atlanta
TONIGHT SHOW-12/11
12/14-House Of Blues/New Orleans
VH-1 SPECIAL "DUETS"-12/20
12/15-Deep Ellum Live/Dallas
12/17-Liberty Lunch/Austin

Already On: WQSM, KKMY, WROE
Major Market Play: WNEW, KSCA, WXRT, KFOG, CIDR, KMTT, WVRV, WHPT





LON HELTON

Promotions, Fund-Raisers & Voice-Saving Tips

Things I learned while cleaning off my desk.

WKLB Buys WBZ

WKLB/Boston's fall marketing campaign included a rather unusual twist — it purchased time on Beantown News legend WBZ. The month-long schedule featured 15- and 60-second announcements voiced by WKLB morning personalities Loren and Wally. They encouraged listeners to give 'KLB a try when not getting their news and information from 'BZ.

WKLB VP/GM Jim Hilliard explained, "Rather than continue to simply fight over the country audience, we've decided to broaden our scope to include a new source of listeners. WBZ acknowledges other stations and other formats on-air, so why not accept a cash buy and let us endorse them in our promotional spots?"

WBZ GSM Chris Hill-Staffier concurs. "We applaud WKLB's marketing people for thinking out of the box. We couldn't have composed their spot better had we written it ourselves." WBZ, in turn, created its own spot that aired on WKLB.

Hilliard hopes the spots lead to increased sampling, higher cume, and an edge in the ratings over Coun-

try competitor WBCS. The two have been locked in a Country battle for 2-1/2 years. In that time, the total adult Country shares have ranged between four and five.

Look Out Below

WXTU/Philadelphia morning co-hosts Gina Preston and Dr. Michael Lynn took calls and faxes from listeners offering horror stories about their office copy machines. The most harrowing tale of woe netted the grand prize: pulling a crane lever that dropped a copier onto a parking lot from 500 feet. The pair broadcast from the lot on the big day and provided breakfast for any listeners who wanted to drop by to witness the carnage.

Final Jeopardy

WTVT/Tuscaloosa, AL had Alan Jackson concert tickets as prizes for a contest where the answer to every question was either "AJ" or "OJ." Word from the station is no one guessed any of the answers wrong.

Short Subject

An ongoing contest at WHOK/Columbus, OH deserves a brief mention. The first work day of each

week is designated as "Undie Monday," when a pair of signed celebrity shorts are auctioned off. Proceeds go to St. Jude's Children's Research Hospital. John Michael Montgomery's skivvies (no word if they were briefs or boxers) recently went for \$200. Other whitey-tide contributors have been Clint Black, Vince Gill, John Berry, Clay Walker, and Rhett Akins.

Open Wide, Say Ahhhhh

A Vanderbilt University Voice Center newsletter contained a number of nuggets for those who depend on those fragile cords for a living. Among the advice dispensed in the six-page dispatch:

- Avoid caffeine. It rids the kidneys of water, which produces thick mucous in the larynx. That acts as an irritant which affects the normally smooth vibrations of the vocal folds. It also aggravates other causes of vocal-fold irritation such as heartburn and indigestion. A reminder, coffee is not the only source of caffeine. Teas, dark and yellow sodas, and chocolate all contain caffeine.

- Many medicines and legal drugs have side effects that can affect vocal performance, some irreversibly. Their advice is to be as informed as possible about the medicines you're taking.

- Take care of sinus and allergy problems; they can pose a threat to your voice.

Finally, some problems that might merit a call to a doctor:

- Recurrent or constant hoarseness
- A change in voice
- Neck pain
- Vocal fatigue
- Decreasing vocal range
- Breaks in the vocal range
- Nasal congestion or drainage
- Headache

The newsletter says that if symptoms last longer than two weeks, you should seek medical attention.

For a copy of the newsletter, write to 1500 21st Avenue South, Ste. 2700, Nashville, TN 37212-3102.

Charitably Speaking

Throughout the course of the year, Country outlets are continually raising money for local charities. Here's the fruit of some recent efforts.

- KEAN/Abilene, TX collected over \$65,000 for a local Boys Ranch, including \$6200 from sales of its award-winning chili. Station chefs have won the chili competition seven consecutive years, and this year

Focus On The Right Things

A recent column (11/10) by R&R CHR Editor Tony Novia contained some comments by Emmis VP/Programming Rick Cummings which are especially pertinent to Country radio.

While I urge you to read the entire two-part series, I wanted to make sure you didn't miss Cummings's perspective on competition, which came in answer to Novia's query, "In which area do you feel today's CHR programmers can improve the most?"

Cummings: "Stop focusing on things that are just not that big of a deal, or what I call 'inside thinking.' My belief comes from having made those mistakes. We get so caught up in which station [in the market] gets a particular artist first for a show or in the studio. The audience doesn't give a rat's ass; they really don't care. We spend so much time on that, when the truth of the matter is if you play the right music, entertain them between the records, and find some way to touch their lives, you get all of those other associations anyway — kind of a halo effect.

"If you're doing the other things right, the audience will be convinced your station plays the records first, is the station the artists love, and is the station that's out in the community. At all of our radio stations, we make the audience the focal point and always ask, 'Will the audience love us if we do this and does the audience care about this?' If the answer to either of these questions is yes, then everything else will take care of itself. With fierce competition and the heat of the day-to-day battles, sometimes we spend time focusing on the wrong things."



Rick Cummings

"cooked for the boys" in the World's Largest Chili Pot. Just in case you're wondering what it takes to make 400 gallons of the stuff, here's the recipe, courtesy of PD Kelly Jay: 1800 lbs. of meat, 200 gallons of tomato sauce, 350 lbs. of onions, 200 gallons of Rudy's secret sauce (you may have to bribe MD Rudy Fernandez for that), and 100 lbs. of jalapenos. (And don't forget the 150 lbs. of Tums.)

- KKIX/Fayetteville, AR personality Rob Stark delivered a bundle of joy at a Travis Tritt concert a couple of weeks ago, ending his 33-day pregnancy. The "bundle" was actually a wad of cash being donated to the March of Dimes' "Labor Of Love" campaign.

To raise money, Stark donned a 15-pound pregnancy simulator — which was later upgraded to a 32-pound apparatus, complete with "balls" rolling around on the inside to simulate baby movement — and wore it night and day. He says he

only took it off to shower. Stark and labor coach Buck Waters — who also co-hosts the morning show — took pledges for a marathon walk at a local mall which ultimately raised over \$11,000 for the cause.

- WBEE/Rochester, NY raised over \$34,000 for the local Ronald McDonald House. Events included an auction of autographed memorabilia.

- WTCM/Traverse City, MI Promotion Director Norm Jones camped out on a billboard for 35 hours on the way to raising \$6700 for Kids Cove, a publicly supported local playground.

- WWZD/Tupelo, MS auctioned a pair of tickets to a Reba McEntire show, netting \$1050 for the local United Way.

- WQXX/Youngstown raised over \$140,000 during its fifth annual St. Jude Country Cares radiothon. For the first time, live broadcasts emanated from two separate satellite locations, both at area malls.

Personalities Pick Top 10 Songs

What Country songs would you choose as the best of all time? *Country Weekly* asked 24 Country radio personalities that very question.

The results — the top 100 Country songs of all time — can be found in the December 5, 1995 issue. Included among the picks are comments from the jocks and the CW editors, as well as lyrics from selected songs.

Casting their votes for the top tunes were Jack Albert and Audrey Lynn, WIRK/West Palm Beach; Beth Bacall, KYCY/San Francisco; Samantha Bakken and Dan Terhaar, KNOX/Grand Forks, ND; Big Chuck, WDOS/Oneonta, NY; Big John, WBVB/Huntington, WV; Buzz Brainerd and Bo Reynolds, KZLA/Los Angeles; Beverlee Brannigan, KJJY/Des Moines; Laurie DeYoung, WPOC/Baltimore; Pam Ivey, KKBQ/Houston; Steve Jackson, KVOO/Tulsa; John Boy, WLWI/Montgomery, AL; Mike Kennedy, KBQK/Kansas City; Kim Leslie, WSM-FM/Nashville; Bob Pickett, KASE/Austin; Bob Robbins, KSSN/Little Rock; Ginny Rogers, WBCS/Boston; J.D. Spangler, WUSN/Chicago; Rick Taylor, KUPL/Portland; Toni Walker, WBHN/Bryson City, NC; and Bill Whyte and Debbie Young, WMIL/Milwaukee.

Interestingly, 33 of the Top 50 and 63 of the Top 100 are no longer heard on today's Country radio. (Obviously, gold lists vary, but this was a very "strict" count — I only included songs I was sure weren't part of the majority of active oldie libraries).

Also noteworthy, especially in this extremely tempo-conscious era, is that 16 of the Top 30 were ballads, including, of course, the No. 1 song, "The Dance." (A very narrow interpretation of "ballad" was used.)

Here are the Top 10:

1. GARTH BROOKS/The Dance
2. DOLLY PARTON/I Will Always Love You
3. TAMMY WYNETTE/Stand By Your Man
4. RANDY TRAVIS/Forever And Ever, Amen
5. CONWAY TWITTY/Hello Darlin'
6. PATSY CLINE/Crazy
7. MARTY ROBBINS/El Paso
8. GEORGE JONES/He Stopped Loving Her Today
9. GARTH BROOKS/Friends In Low Places
10. GEORGE STRAIT/Amarillo By Morning

TALK BACK TO R&R!

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

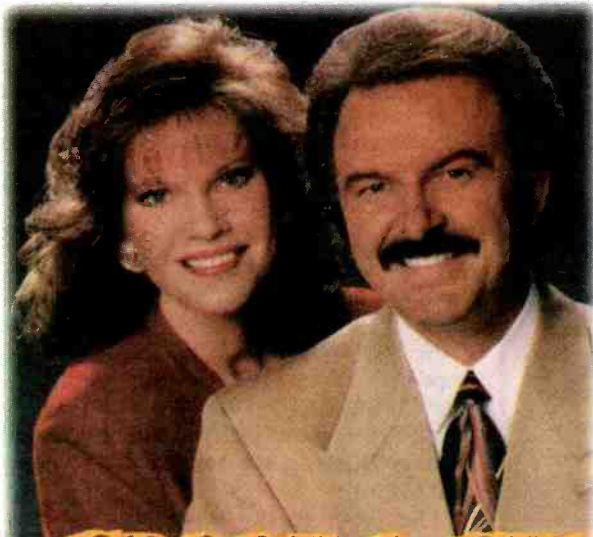
Call me at (615) 244-8822 or e-mail: mallroom@rronline.com



TWO QUARTER-POUNDERS TO GO — WBEE/Rochester recently held its eighth annual radiothon for the city's Ronald McDonald House, raising over \$34,000 for the cause. Pictured are jocks Bill Coffey (l) and Marti Casper.

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Triple-Threat Female Tour Set For '96

Pam Tillis, Lorrie Morgan, and Carlene Carter are joining forces for what may be the most innovative country music tour of 1996. In addition to Tillis, Morgan, and Carter all being children of country stars, it's the first national country tour to boast an all-female lineup.

Tillis is the daughter of singer-songwriter Mel Tillis. Morgan's father was Grand Ole Opry star George Morgan, and Carter's star-studded family tree includes grandmother Maybelle Carter, mother June Carter Cash, father Carl Smith, and stepfather Johnny Cash.

During a recent press conference at the Country Music Hall of Fame, Morgan said, "Three women in country music finally can pull off a tour."

The 33-city tour, which begins in May, is sponsored by Kraft Foods. Exact dates haven't been finalized, but most of the shows will take place in the South and Midwest. Other cities on the tour include Los Angeles, New York, Phoenix, Denver, Minneapolis, Milwaukee, and Detroit. Part of the proceeds will benefit Second Harvest, a national food bank network.

Walker Mending

For anyone who's ever doubted Clay Walker's cowboy credentials, the Giant recording artist recently broke his collarbone after being thrown from a horse he was training at his Texas ranch. No tour dates were canceled. After a few days spent recovering at his home, Walker returned to the road last weekend for shows in Las Vegas.

You might get to see the accident scene when Walker's "Self Portrait," the first enhanced CD release from a country artist, is released in January. Produced and distributed by nu.millennia/inc. of San Diego, the disc will feature five songs, along with a visit to Walker's ranch.

While the audio on "Self Portrait" plays on conventional CD

COUNTRY FLASHBACK

1 YEAR AGO

- No. 1: "When Love Finds You" - Vince Gill (second week)

5 YEARS AGO

- No. 1: "I've Come To Expect It From You" - George Strait (second week)

10 YEARS AGO

- No. 1: "Morning Desire" - Kenny Rogers (third week)

15 YEARS AGO

- No. 1: "That's All That Matters" - Mickey Gilley

20 YEARS AGO

- No. 1: "Easy As Pie" - Billy "Crash" Craddock

players, computer CD-ROM drives will be able to access the disc's audio and video.

Holiday TV

Country artists are popping up on the tube to sing holiday songs for several television specials. TNN, of course, has the corner on the country Christmas market, but Clint Black will appear on "Christmas In Washington," airing December 13 on NBC. Hosted by the cast of NBC's "Frasier," the performance for President Clinton also includes Gloria Estefan and Al Green.

Kathy Mattea will join Andy



HALL OF FUN — The Nashville Songwriters Foundation, in conjunction with the Nashville Songwriters Association International, recently hosted the Songwriters Hall of Fame dinner. Among the attendees and inductees were (standing, l-r) Waylon Jennings, Edisto Sound President Stewart Harris, and NSAI President Pat Alger; (seated, l-r) Harlan Howard, daughter Melanie Howard, and Brooks & Dunn's Kix Brooks.

Williams and Aaron Neville on "Kathie Lee Gifford's Christmas Special," airing December 20 on CBS.

At TNN, *Riders In The Sky* rope the "Riders Radio Theater: The Christmas Show" on December 13. Their guests include Little Jimmy Dickens, the Moffatts, and Mattea.

The 1995 version of "The Statler Bros. Christmas Show," always one of TNN's highest-rated programs of the year, features John Berry and Barbara Mandrell. It airs December 16 and 23.

TNN's post-Christmas offerings include "New Year's Eve At Sea World Live," airing — appropriately enough — on December 31 from Orlando. Hosted by Katie Haas and Lee Greenwood, the show will mark the first time Tracy Byrd has shared a bill with Shamu the whale.

Holiday Tradition

If your parents are Reba McEntire and Narvel Blackstock, you must rake in quite a load of goodies on Christmas morning. Not necessarily, they say, in the December issue of *Ladies' Home Journal*.

Pointing out that their five-year-old son, Shelby, gets a lot of gifts from fans, Blackstock said, "It's overkill. We buy him less for

Christmas than anybody you know." According to McEntire, Shelby's holiday haul last year consisted of a pair of snow boots and a toy tractor-trailer.

Rather than emphasizing presents for family members, McEntire and Blackstock last year bought food for underprivileged families in the Nashville area.

Olympic Proportions

MCA Nashville is scheduling the March release of "One Voice," a compilation album to raise money for the U.S. Olympic Team and the 1996 Olympic Games. Artists participating in the project include John Berry, Karla Bonoff, the Nitty Gritty Dirt Band, Trisha Yearwood, Vince Gill, Alison Krauss, Nanci Griffith, Lorrie Morgan, Mac MacAnally, Mark O'Connor, Bela Fleck, Chet Atkins, Amy Grant, Patty Loveless, Marty Stuart, Willie Nelson, Donna Summer, and the Mavericks' Raul Malo.

Artistic Integrity

BlackHawk helped folk artist Rev. Howard Finster celebrate his 80th birthday Sunday (12/3) during a reception at the High Museum of Art in Atlanta. The band's "That's Just About Right" video, which features Finster painting and playing music, will be included in

"The Exhibition, Howard Finster: Visions From Paradise Garden," running at the museum January 23-April 14. After the video was filmed, Finster returned the favor by including the band in his painting, "The BlackHawks Fly Over The World Again."

Bits 'N' Pieces

The two original front windows from Tootsie's Orchid Lounge will be sold at a February 2 auction to benefit the Monroe Harding Children's Home, a Nashville facility that assists adolescent victims of abuse and neglect. Located around the corner from the Ryman Auditorium, Tootsie's list of customers during the '50s and '60s included Willie Nelson, Kris Kristofferson, Roger Miller, and Patsy Cline.

• Gearing up to record his next album, Vince Gill says some of the lyrics are about New Orleans, Creoles, and gumbo. Part of the influence comes from Louisiana slide guitarist Sonny Landreth, whose album won Gill's praise in a *Nashville Banner* interview. Gill also was in the audience for Landreth's recent appearance at Nashville's 328 Performance Hall.

• The Adirondack Park Agency is considering a request from Shania Twain and husband Robert "Mutt" Lange to build a house and recording studio on property they recently purchased near Dexter Lake. The upstate New York area is designated primarily for agriculture, forestry, and outdoor recreation.

• Country Music Foundation Records has released Jean Shepard's "Honky Tonk Heroine: Classic Capitol Recordings, 1952-1964." Initially based on the West Coast, the Grand Ole Opry member's recordings include instrumental backing by Buck Owens. The compilation includes some of the earliest songs written by Roger Miller and Harlan Howard.

• Tom T. Hall and wife Dixie are again opening their home to visitors for "Christmas At Fox Hollow," a fundraiser for AnimaLand — a non-profit animal shelter in their hometown of Franklin, TN. The tours continue daily through December 18.

— Calvin Gilbert



NASHVILLE'S ALL-STAR HOOPSTERS — Vince Gill's sixth annual Celebrity Basketball Game and Concert raised more than \$65,000 toward scholarships and program enhancements for Belmont University's athletic and music business departments. The November 14 event attracted a sellout crowd, with fans enjoying an informal post-game concert by the all-star athletes. Gathering for pre-game festivities are (front row, l-r): Martina McBride, Bryan White, Linda Davis, Ray Stevens, Amy Grant, Larry Stewart, Janis Gill, Kristine Arnold, Helen Darling, Michelle Wright, Lisa Stewart, Matraca Berg, and Kim Richey. Standing in back are (l-r) Joy Lynn White, Rodney Foster, Jeff Hanna, Terri Clark, Michael Bonagura, Gary Chapman, Neal McCoy, Ray Benson (hands in air), Mark Miller, Toby Keith, Vince Gill, Mac MacAnally, Steve Wariner, Marty Roe, Dana Williams, Brett James, Davis Daniel, Tim Ryan, and Daron Norwood.



Almo Sounds and our debut artist

PAUL JEFFERSON

congratulate

AARON TIPPIN on his #1
*“That’s As Close As I’ll Get
To Loving You”*

written by

Sally Dworsky,

PAUL JEFFERSON,

and

Jan Leyers

ALMO SOUNDS INC
1904 ADELICIA AVENUE, NASHVILLE, TN 37212
615 321 8020
FAX 615 329 1018



DECEMBER 8, 1995

Main chart table with columns: 3W, 2W, LW, TW, ARTIST TITLE LABEL(S), TOTAL STATIONS/ADDS, PLAY RANK, TOTAL PLAYS, +/- OVER LAST WEEK, TOTAL POINTS, +/- OVER LAST WEEK.

This chart reflects airplay from December 4-10. Songs ranked by total points. Highlighted songs indicate Breaker. 186 Country reporters. 179 current playlists. © 1995, R&R Inc.

BREAKERS®

MARTINA McBRIDE Wild Angels (RCA) 72% of our reporters on it (134 stations) 29 Adds • Moves 42 - 37

JOHN ANDERSON Paradise (BNA) 67% of our reporters on it (125 stations) 36 Adds • Moves 46 - 42

LINDA DAVIS Some Things Are Meant To Be (Arista) 65% of our reporters on it (122 stations) 17 Adds • Moves 44 - 39

MOST ADDED®

Table with columns: ARTIST TITLE LABEL(S), ADDS. Lists songs like TRACY LAWRENCE, DIAMOND RIO, LARI WHITE, etc.

MOST INCREASED PLAYS

Table with columns: ARTIST TITLE LABEL(S), TOTAL PLAY INCREASE. Lists songs like TRACY LAWRENCE, DIAMOND RIO, BRYAN WHITE, etc.

MOST INCREASED POINTS

Table with columns: ARTIST TITLE LABEL(S), TOTAL POINTS INCREASE. Lists songs like TRACY LAWRENCE, DIAMOND RIO, BRYAN WHITE, etc.

HOTTEST RECURRENTS

Ranked By Total Plays

Table with columns: ARTIST TITLE LABEL(S). Lists songs like GEORGE STRAIT, CLAY WALKER, DAVID LEE MURPHY, 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.

Advertisement for 'COUNTRY CRAZY' featuring Little Texas. Includes text: 'Featuring the new single COUNTRY CRAZY Going for adds MONDAY, DECEMBER 18. Produced by Christy DiNapoli, Doug Grau and Little Texas © 1995 Warner Bros. Records Inc.'

NEW & ACTIVE

LARI WHITE Ready, Willing, And Able (RCA)

Total Stations: 47, Total Adds: 38, Total Points: 2822,
 Adds: KTTS 34, WRNS 18, WMZQ 17, WMIL 14, WDEZ 16, WWZD
 18, KTST 19, KPLM 14, KYKR 15
 Plays: WRBQ 28 (7), KASE 21 (5), WWYZ 10 (5), WSOC 16 (5), WFMB
 15 (7), WACO 16 (10), WQYK 10 (5), KUZZ 22 (22)

JAMES BONAMY She's Got A Mind Of Her Own (Epic)

Total Stations: 47, Total Adds: 22, Total Points: 2243,
 Adds: WQBE 15, WAYZ 10, WXBQ 15, WKDQ 15, KGNC 22, KYGO 13,
 WFMB 12, KZSN 12
 Plays: KASE 21 (5), KXKC 24 (24), WGNE 11 (5), WSIX 11 (5), WESC
 15 (15), KPLM 14 (14)

COOTER BROWN Pure Bred Redneck (Reprise)

Total Stations: 35, Total Adds: 6, Total Points: 1587,
 Adds: WYNY 7, WCMS 11, WGH 5, WJCL 5, KASY 12, KNFM 5
 Plays: WRNS 18 (18), KXIX 15 (15), KNIX 10 (5), KDRK 15 (15), WGTY 10 (9)

JEFF FOXWORTHY Redneck 12 Days Of Christmas (WB)

Total Stations: 22, Total Adds: 17, Total Points: 1514,
 Adds: WUBE 35, KWJJ 25, WKIX 23, WSOC 21, WWWW 14, KYGO
 13, WGH 12, WGNE 10
 Plays: WESC 15 (15), WDAF 10 (10)

GARTH BROOKS The Beaches Of Cheyenne (Capitol)

Total Stations: 12, Total Adds: 4, Total Points: 1098,
 Adds: KAYD 23, KJUG 22, KXKC 15
 Plays: WQBE 35 (25), WXBQ 35 (25), WKDQ 35 (25) WESC 25 (25),

COLLIN RAYE If Jesus Came Back Like That (Epic)

Total Stations: 16, Total Adds: 1, Total Points: 1017,
 Add: WKNN 12
 Plays: WBCT 52 (37), WEZL 24 (24), WBEE 14 (14), KZSN 12 (12), WCTK
 10 (10)

LORRIE MORGAN Standing Tall (BNA)

Total Stations: 14, Total Adds: 14, Total Points: 930,
 Adds: WDAF 20, WDRM 19, WMZQ 17, WTCR 16, WTDR 14, WIVK
 13, WTCM 10, KNAX 9, KHAY 9, WWYZ 5, WFMB 7, WTHI 6, KTTS 5,
 KASE 5

WOODY LEE Salt And Water (Atlantic)

Total Stations: 16, Total Adds: 0, Total Points: 863,
 Plays: WQBE 25 (25), WXBQ 25 (25), WKDQ 25 (25), KHSL 14 (13)
 WTVY 10 (10), KBEQ 10 (10)

PAUL OVERSTREET We've Got To Keep On Meeting... (Scarlet Moon)

Total Stations: 18, Total Adds: 4, Total Points: 817,
 Adds: WTCM 10, WRKZ 5, WGTY 8, WTHI 6
 Plays: WFMB 15 (7), WKNN 12 (12), WCMS 11 (11), WWYZ 10 (10)

4RUNNER Ripples (Polydor)

Total Stations: 13, Total Adds: 13, Total Points: 730,
 KRTY 19, KJUG 15, WPOC 16, WQBE 15, WXBQ 15, WGTC 13, WKDQ
 15, KASY 12, WFMB 7, WTCR 5, KTTS 5, KVOO 5, KHAY 9

SMOKIN' ARMADILLOS Let Your Heart Lead... (MCG/Curb)

Total Stations: 13, Total Adds: 11, Total Points: 567,
 Adds: KUZZ 22, KJUG 15, KASY 12, KNIX 10, KBUL 8, KTOM 8, KSKS
 7, WIOV 5, WFMB 7, WSIX 5, KTTS 5

CURTIS DAY My Baby's Cookin' (Asylum/EEG)

Total Stations: 16, Total Adds: 1, Total Points: 565,
 Add: WGTY 10
 Plays: WKSI 11 (11), WWYZ 10 (10), WTVY 7 (7), KAYD 7 (7), KJUG
 7 (7), WTHI 6 (6)

RAY HOOD Back To Back Heartaches (Caption)

Total Stations: 12, Total Adds: 3, Total Points: 338,
 Adds: WWYZ 5, WTCR 5
 Plays: KUGN 10 (10), WFMB 7 (7), WYNK 7 (7), WTVY 7 (7)

Songs Ranked By Total Points

NATIONAL RADIO FORMATS

ABC/SMN

Mark Edwards • (214) 991-9200

Coast-To-Coast

JOE DIFFIE/Biggie Than The Beatles

Hottest:

ALAN JACKSON/Tall, Tall Trees
 AARON TIPPIN/That's As Close As I'll ...
 CLINT BLACK/Life Gets Away
 LONESTAR/Tequila Talkin'
 FAITH HILL/It Matters To Me

Real Country

Dave Nicholson • (602) 966-6236
 DIAMOND RIO/Walkin' Away
 TRACY LAWRENCE/If You Love Me
 COLLIN RAYE/Not That Different

Hottest:

LONESTAR/Tequila Talkin'
 GEORGE STRAIT/Check Yes Or No
 ALABAMA/In Pictures
 ALAN JACKSON/Tall, Tall Trees
 AARON TIPPIN/That's As Close As I'll Get ...

ALTERNATIVE PROGRAMMING

Steve Knoll • (214) 252-1426

SAWYER BROWN/Round Here
 SHENANDOAH/Always Have Always Will

Hottest:

ALAN JACKSON/Tall, Tall Trees
 ALABAMA/In Pictures
 AARON TIPPIN/That's As Close As I'll ...
 LITTLE TEXAS/Life Goes On
 JEFF CARSON/The Car

BROADCAST PROGRAMMING

Walter Powers • (800) 426-9082

Super Country/Pure Country — Ken Moultrie

JOHN ANDERSON/Paradise
 MARTINA McBRIDE/Wild Angels
 DAVID LEE MURPHY/Out With A Bang
 DARYLE SINGLETARY/Too Much Fun

Hottest:

JOHN MICHAEL MONTGOMERY/Cowboy Love
 ALAN JACKSON/Tall, Tall Trees
 LITTLE TEXAS/Life Goes On
 TRACY BYRD/Love Lessons
 TIM MCGRAW/Can't Be Really Gone

BROADCAST PROGRAMMING CONTINUED
Digital Country — Ken Moultrie

JAMES BONAMY/She's Got A Mind Of Her Own
 NEAL McCOY/You Gotta Love That
 LORRIE MORGAN/Standing Tall
 LARI WHITE/Ready, Willing & Able

Hottest:

ALAN JACKSON/Tall, Tall Trees
 ALABAMA/In Pictures
 JOHN MICHAEL MONTGOMERY/Cowboy Love
 LITTLE TEXAS/Life Goes On
 TRACY BYRD/Love Lessons

Digital New Country — L.J. Smith

JAMES BONAMY/She's Got A Mind Of Her Own
 NEAL McCOY/You Gotta Love That
 LORRIE MORGAN/Standing Tall
 LARI WHITE/Ready, Willing & Able

Hottest:

ALAN JACKSON/Tall, Tall Trees
 ALABAMA/In Pictures
 JOHN MICHAEL MONTGOMERY/Cowboy Love
 LITTLE TEXAS/Life Goes On
 TRACY BYRD/Love Lessons

JONES SATELLITE NETWORKS

Phil Barry • (303) 784-8700

CD Country — John Hendricks

RHETT AKINS/She Said Yes
 LINDA DAVIS/Some Things Are Meant To Be
 DARYLE SINGLETARY/Too Much Fun

Hottest:

ALABAMA/In Pictures
 BLACKHAWK/Like There Ain't No Yesterday
 TERRI CLARK/When Boy Meets Girl
 ALAN JACKSON/Tall, Tall Trees
 LONESTAR/Tequila Talkin'

U.S. Country — Jim Murphy

KENNY CHESNEY/Grandpa Told Me So
 LINDA DAVIS/Some Things Are Meant To Be
 MARTINA McBRIDE/Wild Angels

Hottest:

ALABAMA/In Pictures
 CLINT BLACK/Life Gets Away
 LONESTAR/Tequila Talkin'
 AARON TIPPIN/That's As Close As I'll ...
 BRYAN WHITE/Rebecca Lynn

WESTWOOD ONE RADIO NETWORKS

Bob McNeill • (805) 294-9000

Mainstream Country — Steve Penny

FAITH HILL/It Matters To Me
 REBA McENTIRE/Ring On Her Finger, Time ...

Hottest:

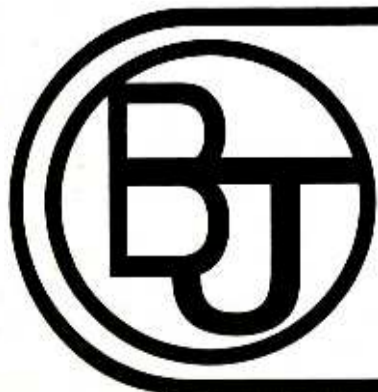
AARON TIPPIN/That's As Close As I'll ...
 VINCE GILL/Go Rest High On That Mountain
 LONESTAR/Tequila Talkin'
 CLINT BLACK/Life Gets Away
 JEFF CARSON/The Car

Hot Country — Steve Penny

JOHN ANDERSON/Paradise

Hottest:

BRYAN WHITE/Rebecca Lynn
 JEFF CARSON/The Car
 LONESTAR/Tequila Talkin'
 TIM MCGRAW/Can't Be Really Gone
 AARON TIPPIN/That's As Close As I'll ...



BRETT JAMES
Worth The Fall

"Worth The Fall" Is
 Definitely Worth The Listen.
 A REAL Good Song!

- Dene Hallam/KKBQ



COUNTRY REPORTERS

Stations and their adds listed alphabetically by market

WQMX/Akron, OH PD: Kevin Mason MD: Bill Shiel 21 COLLIN RAYE 21 MARTINA MCBRIDE 10 SAWYER BROWN	WBUB/Charleston, SC PD: Charlie Lindsay MD: John Dixon 12 JOHN ANDERSON 12 MARTINA MCBRIDE 12 SAWYER BROWN	WVWW/Detroit, MI PD: Mark Hamlin MD: John Dixon 14 JEFF FOXWORTHY 5 JOHN ANDERSON	KIKK/Houston, TX PD: John Roberts MD: KENNY CHESNEY 5 LISA BROKOP	WAMZ/Louisville, KY PD: Coyote Cahoun MD: Ron Hazard 5 DARYLE SINGLETARY 25 DOUG SUPERNAW 25 JOE DUFFIE	KOXY/Oklahoma City, OK PD: Charlie Harrigan MD: Bill Reed 25 BLACKHAWK 25 DOUG SUPERNAW 25 JOE DUFFIE	WKHK/Richmond, VA PD: Mark Richards MD: Rick Campbell 15 LINDA DAVIS 15 MARTINA MCBRIDE 15 TRACY LAWRENCE	KDRK/Spokane, WA PD: Tim Roberts APD/MD: T.C. Patrick 6 JEFF FOXWORTHY 6 TRISHA YEARWOOD 6 JOHN ANDERSON 6 JAMES BONAMY 6 DIAMOND RIO 6 JOE DUFFIE	WWZD/Tupelo, MS PD: T.J. McKay MD: Mark Sumner 30 TRACY LAWRENCE 18 LARI WHITE 18 DIAMOND RIO
WGNA/Albany, NY OM: Fred Horton MD: Bill Earley 13 LINDA DAVIS 13 DIAMOND RIO 13 TRACY LAWRENCE	WEZL/Charleston, SC MD: Gary Griffin 15 ROB CROSSBY 15 DIAMOND RIO	WYCD/Detroit, MI PD: Al Casey APD/MD: Eddie Haskell 13 LINDA DAVIS 5 RHETT AKINS	KILT/Houston, TX PD: Debbie Murray 10 TY ENGLAND 10 MARTINA MCBRIDE 10 SAWYER BROWN 10 SHENANDOAH	KLLL/Lubbock, TX PD: Jay Richards MD: Heather Harris 30 REBA MCENTIRE 21 JOE DUFFIE 21 RICOCHET 21 COLLIN RAYE	KTST/Oklahoma City, OK PD: Charlie Harrigan MD: John Anderson 19 JOHN ANDERSON 19 RICOCHET 19 DIAMOND RIO 19 LARI WHITE	KFRG/Riverside, CA PD: Lee Logan MD: Don Jeffrey 12 HERNDON & BENTLEY 12 DARYLE SINGLETARY	WFMB/Springfield, IL PD: Bob Grayson MD: John Speuking 12 DIAMOND RIO 12 TRACY LAWRENCE 12 JAMES BONAMY 12 GEORGE STRAIT 12 MARK CHESNUTT 7 LORRIE MORGAN 7 TRISHA YEARWOOD 7 SMOKIN' ARMADILLOS 7 ARUNNER	KNUE/Tyler, TX PD: Amy Austin MD: Chuck McKinley 9 JOHN ANDERSON 9 LISA BROKOP 9 DIAMOND RIO 9 JEFF FOXWORTHY
KASY/Albuquerque, NM PD: Jim West MD: Coyote McGee 19 DIAMOND RIO 12 RICOCHET 12 LARI WHITE 12 SMOKIN' ARMADILLOS 12 COOTER BROWN 12 ARUNNER	WQBE/Charleston, WV PD/MD: R.G. Jones 15 BROOKS & DUNN 15 DARYLE SINGLETARY 15 4RUNNER 15 JAMES BONAMY 7 TOBY KEITH 7 HERNDON & BENTLEY	WTVY/Dothan, AL PD/MD: Shannon O'Neal 10 LARI WHITE 10 TRACY LAWRENCE 10 DIAMOND RIO	WTNR/Huntington, WV PD/MD: Dave Pook 15 TRACY LAWRENCE 16 LORRIE MORGAN 16 DIAMOND RIO 11 LARI WHITE 5 RAY HOOD 5 ARUNNER	WOW/Dothan, AL PD: Ken Brooks MD: Tom Scott 9 TRACY LAWRENCE 9 DIAMOND RIO 9 LARI WHITE 9 RICOCHET	WOW/Oklahoma City, OK PD: Ken Brooks MD: Tom Scott 9 TRACY LAWRENCE 9 DIAMOND RIO 9 LARI WHITE 9 RICOCHET	WYYD/Roanoke, VA PD: Kenny Shelton MD: Robynn Jaymes 16 DIAMOND RIO	WPBS/Springfield, MA PD: Jim Andrews MD: Kevin Wright 14 JOHN ANDERSON 14 SHENANDOAH	KJUG/Visalia, CA PD: John Katz MD: Larry Santiago 22 GARTH BROOKS 15 ARUNNER 15 DIAMOND RIO 15 TRACY LAWRENCE 15 SMOKIN' ARMADILLOS
KRST/Albuquerque, NM PD: Jim Patrick MD: Chaz Mailbu 12 DARYLE SINGLETARY 5 MARTINA MCBRIDE 5 JOHN ANDERSON 5 RICOCHET	WSOC/Charlotte, NC PD: Paul Johnson MD: Rick McCracken 21 TRACTORS 21 JEFF FOXWORTHY 16 RICOCHET 6 DAVID LEE MURPHY 5 TRACY LAWRENCE	WKDQ/Evansville, IN PD: Dave Evans MD: K.C. Todd 15 DARYLE SINGLETARY 15 JAMES BONAMY 15 4RUNNER 15 BROOKS & DUNN 17 HERNDON & BENTLEY 7 TOBY KEITH	WORM/Huntsville, AL PD/MD: Mack Bramlett 19 LORRIE MORGAN 6 TRISHA YEARWOOD 6 LISA BROKOP 6 LARI WHITE 6 JOE DUFFIE	WOW/Oklahoma City, OK PD: Ken Brooks MD: Tom Scott 9 TRACY LAWRENCE 9 DIAMOND RIO 9 LARI WHITE 9 RICOCHET	WVWA/Orlando, FL PD: Mike Moore MD: Shadow Stevens 17 HERNDON & BENTLEY 17 DARYLE SINGLETARY	KNCI/Sacramento, CA PD: Mark Evans MD: Jennifer Wood 13 MARTINA MCBRIDE 6 DARYLE SINGLETARY 6 TRACY LAWRENCE 6 DIAMOND RIO 5 TY ENGLAND	KTTS/Springfield, MO PD: Don Paul MD: Warren McDonald 34 LARI WHITE 5 ARUNNER 5 TRACY LAWRENCE 5 LORRIE MORGAN 5 SMOKIN' ARMADILLOS 5 DIAMOND RIO 5 ROB CROSSBY 5 BRETT JAMES	WACC/Waco, TX PD: Zack Owen MD: Mike Michaels 10 GEORGE STRAIT 10 DIAMOND RIO 10 JOHN ANDERSON 10 TRACY LAWRENCE 5 LISA BROKOP 5 CLINT BLACK 5 JOE DUFFIE 5 JOHN BERRY
KGNC/Amarillo, TX PD: Tim Butler MD: Patrick Clark 22 TRACY LAWRENCE 22 JAMES BONAMY 10 DIAMOND RIO	WTDR/Charlotte, NC MD: Allison West 26 GARTH BROOKS 14 TRACY LAWRENCE 14 LORRIE MORGAN	KKIX/Fayetteville, AR PD: Eric Marshall MD: Tone Marconi 25 DIAMOND RIO 7 MARTINA MCBRIDE 7 RICOCHET	WFMS/Indianapolis, IN MD: J.D. Cannon 12 KENNY CHESNEY 6 RICKY SKAGGS	WVWA/Orlando, FL PD: Mike Moore MD: Shadow Stevens 17 HERNDON & BENTLEY 17 DARYLE SINGLETARY	WVWA/Orlando, FL PD: Mike Moore MD: Shadow Stevens 17 HERNDON & BENTLEY 17 DARYLE SINGLETARY	WKNC/Pasadena, CA PD: Rick Walker MD: Rick Walker 15 JOE DUFFIE 7 SAWYER BROWN	WBBS/Syracuse, NY PD: Rich Lauber 13 COLLIN RAYE 5 TERRI CLARK 5 SHENANDOAH	WMOZ/Washington, DC PD: Gary McArdle MD: Mac Daniels 17 DIAMOND RIO 17 LORRIE MORGAN 17 LARI WHITE
KGNC/Amarillo, TX PD: Tim Butler MD: Patrick Clark 22 TRACY LAWRENCE 22 JAMES BONAMY 10 DIAMOND RIO	WTDR/Charlotte, NC MD: Allison West 26 GARTH BROOKS 14 TRACY LAWRENCE 14 LORRIE MORGAN	WKML/Fayetteville, NC PD: Mac Edwards MD: Ron Woodward 13 DAVID LEE MURPHY 13 JOHN ANDERSON 13 RICKY SKAGGS 13 MARTINA MCBRIDE 6 TRISHA YEARWOOD	WMSI/Jackson, MS OMPD: Buddy Van Arsdale APD/MD: Rick Adams 6 RICOCHET 6 TRACY LAWRENCE	WVWA/Orlando, FL PD: Mike Moore MD: Shadow Stevens 17 HERNDON & BENTLEY 17 DARYLE SINGLETARY	WVWA/Orlando, FL PD: Mike Moore MD: Shadow Stevens 17 HERNDON & BENTLEY 17 DARYLE SINGLETARY	WVWA/Orlando, FL PD: Mike Moore MD: Shadow Stevens 17 HERNDON & BENTLEY 17 DARYLE SINGLETARY	WVWA/Orlando, FL PD: Mike Moore MD: Shadow Stevens 17 HERNDON & BENTLEY 17 DARYLE SINGLETARY	WVWA/Orlando, FL PD: Mike Moore MD: Shadow Stevens 17 HERNDON & BENTLEY 17 DARYLE SINGLETARY

186 Total Reporters
185 Current Reporters
179 Current Playlists

Reported Frozen Playlist (5):
KRRV/Alexandria, LA
WUSY/Chattanooga, TN
KSCS/Dallas-Ft. Worth, TX
KUGN/Eugene, OR
KMLE/Phoenix, AZ

Did Not Report, Playlist Frozen (1):
KWNRLas Vegas, NV

Did Not Report For Two Consecutive Weeks,
Not Used In This Week's Data (1):
KHEY/El Paso, TX



CAROL ARCHER

PHOTO QUIZ

'Cute As A Bug's Ear': Format Leaders As Kids

There is nothing in this world as precious or endearing as a child, as the little faces below confirm. They belong to leading NAC radio figures, who were asked to submit photos from their formative years. See if you can guess which format luminaries these kids grew up to become. Their identities are listed upside-down below.



1



2



3



4



5



6



7



8



9



10



11



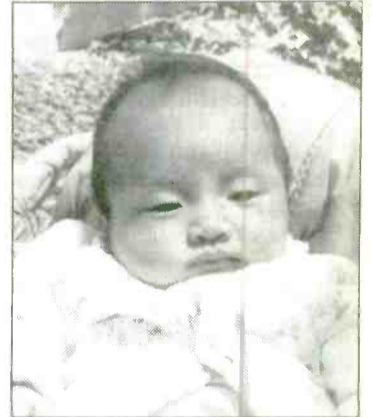
12



13



14



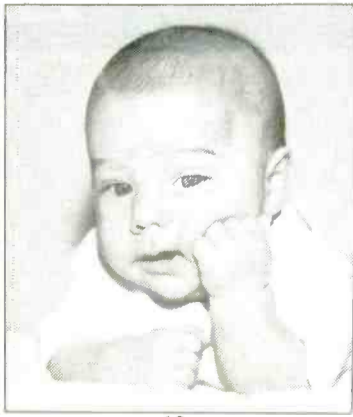
15



16



17



18



19



20

Answers: 1) SW Networks Smooth FM PD Michael Fischer; 2) KYOT/Phoenix PD Nick Francis; 3) Broadcast Architecture CEO Frank Cody; 4) KEZL/Fresno PD Mike Vasquez; 5) KWJZ/Seattle PD Lawrence Tarter; 6) KUCC/Honolulu PD Mahlon Moore; 7) WLOQ/Orlando PD Steve Huntington; 8) KKSJ/San Francisco MD Dore Steinberg; 9) KCJZ/San Antonio PD Matt McCann; 10) KOAL/Dallas PD Jim Teeson; 11) KHII/Denver PD Jaime Kartak; 12) KNIK/Anchorage PD Dean Williams; 13) SW Networks Dir./Programming Development Paul Goldstein; 14) WOTB/Providence PD Bill Gray; 15) KKJZ/Portland PD Shaun Yu; 16) WGU/FT. Myers PD Mike Bode; 17) KSSJ/Sacramento PD Ken Jones; 18) KTRV/Los Angeles APD/MD Ralph Stewart; 19) KQBR/Sacramento PD Michael Eads; 20) WJZW/Washington PD Steve Kosbau (taking his first music call).

DECEMBER 8, 1995

3W	2W	LW	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS				TOTAL STATIONS/ADDS
					TW	LW	2W	3W	
1	1	1	1	BOB MAMET Greenstreet (Atlantic)	465	474	462	475	42/0
2	2	2	2	BONEY JAMES Camouflage (WB)	454	447	448	427	42/0
3	3	3	3	PHILLIPE SAISSE Masques (Verve Forecast)	406	413	416	402	42/1
8	5	6	4	DAVE KOZ & JASON MILES Cara's Theme (Lightyear)	392	386	393	385	38/1
16	9	7	5	SPECIAL EFX Seduction (JVC)	387	368	336	281	45/1
7	6	4	6	RICARDO SILVEIRA Francesa (Kokopelli)	367	396	385	389	41/0
4	4	5	7	STANLEY CLARKE Deja's Theme (Epic)	317	390	399	400	37/0
19	12	11	8	OLETA ADAMS Slow Motion (Fontana/Mercury)	314	303	300	266	36/0
9	10	9	9	RICK BRAUN Groovis (Mesa/Bluemoon)	312	328	332	335	32/0
15	14	13	10	SIMPLY RED Never Never Love (EastWest/EEG)	311	297	283	292	39/1
12	16	12	11	GEORGE BENSON The Long And Winding Road (GRP)	309	298	280	299	35/0
10	11	8	12	FOURPLAY Play Lady Play (WB)	300	329	331	331	35/0
17	19	14	13	BOBBY CALDWELL Don't Ask My Neighbor (Sin-Drome)	297	283	274	278	34/0
29	22	17	14	JAZZMASTERS Slomotion (JVC)	293	264	230	183	37/0
13	13	15	15	MARC ANTOINE Sand Castle (NYC)	286	282	300	297	33/0
—	—	27	16	RANDY CRAWFORD Give Me The Night (Bluemoon)	276	202	96	57	41/5
5	7	10	17	KEIKO MATSUI Safari (White Cat/Unity)	268	324	347	399	32/0
22	21	20	18	ALEX BUGNON Okra (RCA)	260	236	231	246	32/1
20	20	22	19	INCOGNITO After The Fall (Verve Forecast)	245	232	254	258	25/0
25	24	21	20	JONATHAN CAIN Elegance On The Catwalk (Higher Octave)	244	232	225	214	34/0
18	18	19	21	3RD FORCE Here Comes The Night (Higher Octave)	244	254	277	278	29/1
6	8	16	22	RANDY CRAWFORD Cajun Moon (Bluemoon)	237	278	342	392	26/0
—	—	28	23	NAJEE As (EMI)	236	197	191	163	33/0
11	17	18	24	JAZZMASTERS Walkin' To Freedom (JVC)	227	256	277	319	30/0
21	23	24	25	GREGG KARUKAS Welcome Home (Fahrenheit)	220	207	225	257	34/0
14	15	23	26	TORCUATO MARIANO Last Look (Windham Hill)	217	213	282	294	32/1
—	—	30	27	PAUL TAYLOR 'Til We Meet Again (Countdown/Unity)	204	184	104	92	28/3
24	25	26	28	MAYSA Rain Drops (Blue Thumb)	199	204	216	223	25/1
—	—	29	29	JIM BRICKMAN If You Believe (Windham Hill)	191	188	167	151	32/2
—	—	25	30	TOM GRANT Fantasy (Shanachie/Cachet)	183	207	203	180	20/0

This chart reflects airplay from November 23-29. Songs ranked by total plays. Highlighted songs indicate Breaker.
47 NAC reporters. 42 current playlists. © 1995, R&R Inc.

BREAKERS®

No Songs Qualified For Breaker Status This Week

MOST ADDED®

ARTIST	TITLE	LABEL(S)	ADDS
HERB ALPERT & JEFF LORBER	Winter ...	(Blue Note)	9
ENYA	Anywhere Is	(Reprise)	7
QUINCY JONES	Do Nothin' Till You Hear...	(Qwest/WB)	7
FOURPLAY	It Came Upon A Midnight Clear	(Blue Note)	6
RUSS FREEMAN	Have Yourself A Merry...	(GRP)	6
MANNHEIM STEAMROLLER	Joy To...	(American Gramophone)	6
RANDY CRAWFORD	Give Me The Night	(Bluemoon)	5
RUSS FREEMAN	Holiday	(GRP)	5
STEVE LAURY	Gloria Ann	(CTI)	5
JIM BRICKMAN	Joy To The World	(Windham Hill)	4

MOST INCREASED PLAYS

ARTIST	TITLE	LABEL(S)	TOTAL PLAY INCREASE
RANDY CRAWFORD	Give Me The Night	(Bluemoon)	+74
NAJEE	As	(EMI)	+39
RUSS FREEMAN	Holiday	(GRP)	+38
QUINCY JONES	Do Nothin' Till You Hear...	(Qwest/WB)	+30
JAZZMASTERS	Slomotion	(JVC)	+29
FOURPLAY	It Came Upon A Midnight Clear	(Blue Note)	+25
ALEX BUGNON	Okra	(RCA)	+24
BRIAN MCKNIGHT	I Remember You	(Mercury)	+23
DAVID BENOIT	Searching For June	(GRP)	+21
HERB ALPERT & JEFF LORBER	Winter.	(Blue Note)	+21

Breakers: Song has achieved airplay at 65% of our reporters 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.

NEW & ACTIVE

BRIAN CULBERTSON Come To Me (Mesa/Bluemoon)
Total Plays: 182, Total Stations: 20, + Plays: 3

WHITNEY HOUSTON Exhale (Shoop Shoop) (Arista)
Total Plays: 170, Total Stations: 22, + Plays: 6

DENNY JIOSA Evening Drive (Blue Orchid)
Total Plays: 158, Total Stations: 27, + Plays: 2

RUSS FREEMAN Holiday (GRP)
Total Plays: 152, Total Stations: 26, + Plays: 38

MARION MEADOWS South Beach (RCA)
Total Plays: 151, Total Stations: 26, + Plays: 9

BRIAN KRINEK Love For A Lifetime (Positive)
Total Plays: 136, Total Stations: 24, + Plays: 13

DAN FOGELBERG & TIM WEISBERG Forever Jung (Giant)
Total Plays: 110, Total Stations: 16, + Plays: 3

BOBBY CALDWELL Walk On By (Sin-Drome)
Total Plays: 95, Total Stations: 15, + Plays: 3

TONY GABLE & 206 Catina (Heads Up)
Total Plays: 92, Total Stations: 15, + Plays: 5

DAVID BENOIT Searching For June (GRP)
Total Plays: 84, Total Stations: 18, + Plays: 21

WILL DOWNING Don't Wait For Love (Mercury)
Total Plays: 83, Total Stations: 12, + Plays: 4

DAVID BENOIT Drive Time (GRP)
Total Plays: 82, Total Stations: 17, + Plays: 15

ANDY SNITZER The Best Of Me (Reprise)
Total Plays: 78, Total Stations: 17, + Plays: 1

BONEY JAMES Ain't No Sunshine (WB)
Total Plays: 73, Total Stations: 13, + Plays: 4

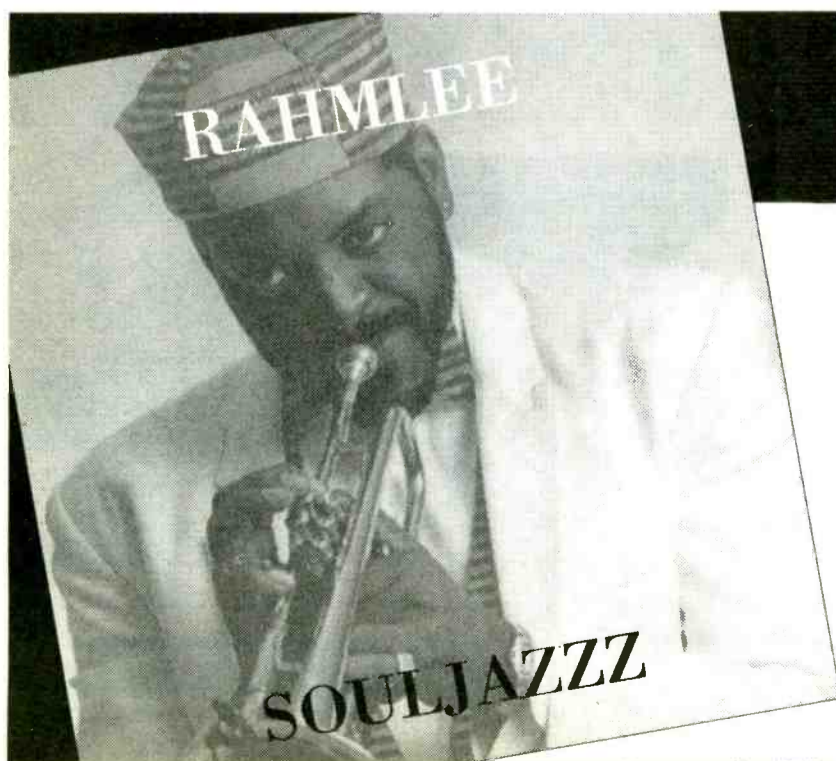
JAZZ CRUSADERS Are You Part Of Me (Sin-Drome)
Total Plays: 73, Total Stations: 14, + Plays: 3

STEVE LAURY Gloria Ann (CTI)
Total Plays: 64, Total Stations: 12, + Plays: 12

TOLEDO Bahia (Sony Latin Jazz)
Total Plays: 58, Total Stations: 10, + Plays: 3

QUINCY JONES Do Nothin' Till You Hear From Me (Qwest/WB)
Total Plays: 57, Total Stations: 15, + Plays: 30

Songs ranked by total plays



"Love Zone"

Thanks To The Early Believers:

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WJZF - Add!

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DECEMBER 8, 1995

3W	2W	LW	TW	ARTIST	TITLE	LABEL(S)	TOTAL PLAYS	+/-OVER LAST WEEK	EMPHASIS TRACKS (PLAYS)
2	2	2	1	BONEY JAMES	Seduction	(WB)	640	+12	"Camouflage" (454) "Sunshine" (73) "Lights" (49)
1	1	1	2	FOURPLAY	Elixir	(WB)	628	-47	"Play" (300) "Closer" (100) "Licorice" (71)
3	3	3	3	JAZZMASTERS	Jazzmasters II	(JVC)	585	+5	"Stomotion" (293) "Freedom" (227) "Groove" (27)
5	5	4	4	BOB MAMET	Day Into Night	(Atlantic)	546	+2	"Greenstreet" (465) "Neptune" (23) "Calabay" (23)
6	8	6	5	RANDY CRAWFORD	Naked And True	(Bluemoon)	541	+36	"Give" (276) "Cajun" (237) "Holding" (9)
4	4	5	6	RICK BRAUN	Beat Street	(Mesa/Bluemoon)	505	-24	"Groovis" (312) "Cadillac" (111) "Harlem" (47)
8	11	7	7	VARIOUS ARTISTS (L...)	Modern Jazz	(GRP)	492	-13	"Winding" (309) "Life" (63) "Life" (45)
7	10	8	8	SIMPLY RED	Life	(EastWest/EEG)	483	-11	"Never" (311) "People" (68) "Fairground" (64)
18	14	12	9	SPECIAL EFX	Body Language	(JVC)	474	+30	"Seduction" (387) "Bodybeat" (24) "Rhythm" (20)
9	9	11	10	MARC ANTOINE	Urban Gypsy	(NYC)	473	+9	"Sand" (286) "Quarter" (128) "Matador" (40)
11	7	10	11	PHILLIPE SAISSÉ	Masques	(Verve Forecast)	469	-6	"Masques" (406) "Feelin'" (38) "Madison" (15)
10	6	9	12	RICARDO SILVEIRA	Storyteller	(Kokopelli)	459	-21	"Francesca" (367) "Puzzle" (62) "Fountains" (16)
17	19	14	13	BOBBY CALDWELL	Soul Survivor	(Sin-Drome)	425	+20	"Neighbor" (297) "Walk" (95) "Give" (14)
22	18	16	14	OLETA ADAMS	Moving On	(Fontana/Mercury)	409	+16	"Motion" (314) "Never" (32) "Distance" (21)
16	16	15	15	VARIOUS ARTISTS	People Soundtrack	(Lightyear)	400	+6	"Caras" (392) "Wonderful" (5) "Body" (3)
23	23	19	16	ALEX BUGNON	Tales From The Bright Side	(RCA)	387	+34	"Okra" (260) "Harlem" (46) "Sunrise" (42)
13	13	20	17	TORCUATO MARIANO	Last Look	(Windham Hill)	385	+34	"Last" (217) "Ocean" (64) "Rhythm" (33)
21	17	17	18	TOM GRANT	Instinct	(Shanachie/Cachet)	384	-6	"Fantasy" (183) "Voyage" (141) "Quiet" (25)
12	12	13	19	STANLEY CLARKE	At The Movies	(Epic)	350	-76	"Deja's" (317) "Curve" (18) "Passenger" (7)
19	21	22	20	MAYSA	Maysa	(Blue Thumb)	339	-6	"Rain" (199) "Change" (98) "J.F.S." (22)
29	25	25	21	NAJEE	Songs From The Key Of Life	(EMI)	333	+41	"As" (236) "Feet" (48) "Love's" (27)
15	15	18	22	3RD FORCE	Force Of Nature	(Higher Octave)	330	-38	"Night" (244) "Eyes" (25) "Forever" (23)
27	24	23	23	JONATHAN CAIN	Piano With A View	(Higher Octave)	327	+14	"Elegance" (244) "Heart" (26) "Lady" (26)
20	22	24	24	GREGG KARUKAS	You'll Know It's Me	(Fahrenheit)	322	+11	"Welcome" (220) "Hearts" (26) "Know" (21)
25	29	26	25	PAUL TAYLOR	On The Horn	(Countdown/Unity)	295	+9	"Meet" (204) "Exotica" (71) "Free" (20)
14	20	21	26	KEIKO MATSUI	Sapphire	(White Cat/Unity)	293	-56	"Safari" (268) "Bouncing" (20) "Sonora" (3)
28	28	27	27	MARION MEADOWS	Body Rhythm	(RCA)	290	+16	"South" (151) "My" (56) "Rhythm" (43)
26	26	29	28	INCOGNITO	100 Degrees And Rising	(Verve Forecast)	268	+12	"Fall" (245) "Wrong" (9) "Spellbound" (5)
24	27	28	29	GRANT GEISSMAN	Business As Usual	(Positive)	255	-8	"Dragon" (175) "Thinking" (23) "India" (22)
—	—	30	30	DENNY JIOSA	Moving Pictures	(Blue Orchid)	247	+10	"Evening" (158) "Cruising" (23) "Aarau" (20)

This chart reflects airplay from November 23-29. Albums ranked by total plays, with plays from all cuts from an album combined.

47 NAC reporters. 42 current playlists. © 1995, R&R Inc.

NAC NOTES By Carol Archer

Bob Mamet's "Greenstreet" (Atlantic) has held the No. 1 position for six weeks, but the ascent of Boney James's "Seduction" (WB) to the top of our Albums Chart makes it likely that Boney will overtake Mamet in short order.

Special EFX's "Seduction" (JVC) is still gaining strength and enters Top Five with a 9-5* move. Their "Body Language" album gains 12-9*, too.

Oleta Adams's "Slow Motion" (Fontana/Mercury) also continues upward momentum, growing 11-8*.

Although Quincy Jones's "Do Nothing Until..." (WB) is on less than 40% of the panel, it is performing

well at a number of majors like WJZF/Atlanta (13 plays), WLVE/Miami (10 plays), and KTWV/Los Angeles (7 plays).

The week's biggest gain is registered by Randy Crawford's "Give Me The Night" (Mesa/Bluemoon), 27-16*. The track is also top Most Increased Plays with +74. Airplay on 100% of reporters is highlighted by strong rotation at WQCD/New York (11 plays), KTWV, WNUA/Chicago (9 plays), and WJZF (15 plays).

Among new offerings, Enya's "Anywhere Is" (Reprise) garnered seven adds, including "non-aligned" stations KIFM/San Diego, KSSJ/Sacramento, WNND/Raleigh,

KXDC/Monterey, KSBR/Mission Viejo, CA, and KNIK/Anchorage, AK.

With only two more weeks of charts remaining, NAC programmers are turning up the volume on seasonal releases. Among those enjoying greatest airplay acceptance are Russ Freeman's "Holiday" (GRP) — which received 10 plays from both SW and KTWV and top rotation at KKJZ/Portland — and Herb Alpert & Jeff Lorber's "Winter Wonderland" (Blue Note), which is top Most Added for the second week and on at KOAI/Dallas, KBLX/San Francisco, KCIY/Kansas City, WSJT/Tampa, and WFAE/Charlotte, among others.

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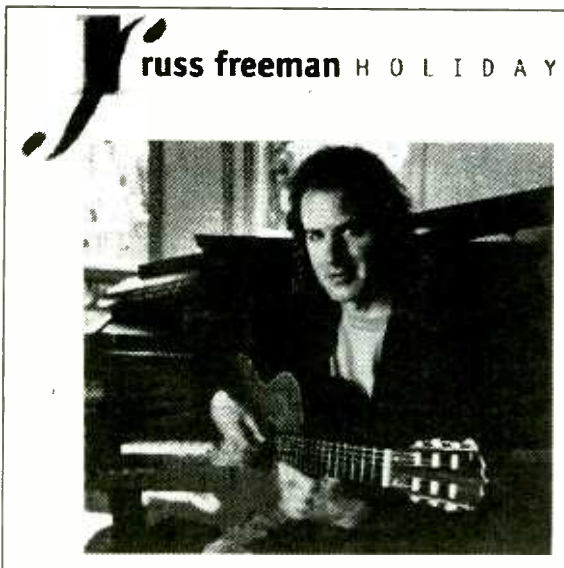
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NAC REPORTERS

Stations and their adds listed alphabetically by market

<p>KRZN/Albuquerque, NM PD/MD: Mark McGuire PAUL TAYLOR "Meet" BRUCE HORNSBY "Night" GOTA "Chillin'"</p>	<p>KEZL/Fresno, CA PD/MD: Mike Vasquez MARIAH CAREY "Open"</p>	<p>WQCD/New York, NY PD: Fleetwood Gruver APD/MD: Steve Williams RAHMLEE "Zone"</p>	<p>KBZN/Salt Lake City, UT PD/MD: Dale Nelson MANNHEIM STEAMROLLER "Joy" STEVE WINWOOD "Reach"</p>
<p>KNIK/Anchorage, AK PD/MD: Dean Williams TINA MOORE "Last" BASIA "Minute" DAVID BENOIT "Drive" ENYA "Anywhere" JAZZ AT THE MOVIES... "Merry" MANNHEIM STEAMROLLER "Joy" RUSS FREEMAN "Holiday" LORIE LINE "Christmas" JAZZ AT THE MOVIES... "Christmas"</p>	<p>KUCD/Honolulu, HI PD: Mahlon Moore No Adds</p>	<p>WJCD/Norfolk, VA PD: Maxine Todd MD: Larry Hollowell No Adds</p>	<p>KCJZ/San Antonio, TX PD: Matt McCann MD: Diane Travis No Adds</p>
<p>WJZF/Atlanta, GA PD/MD: Mark Edwards RAHMLEE "Zone" RUSS FREEMAN "Holiday"</p>	<p>WFSJ/Jacksonville, FL PD/MD: Hank Dole ALPERT & LORBER "Winter" DAVE KOZ "Wonderland" FOURPLAY "Midnight" RUSS FREEMAN "Merry" MICHAEL FRANKS "Snow"</p>	<p>KTNT/Oklahoma City, OK MD: Stephanie Stewart SPECIAL EPX "Seduction" MANNHEIM STEAMROLLER "Joy" WHITNEY HOUSTON "Exhale"</p>	<p>KIFM/San Diego, CA PD: Bob D'Connor MD: Kelly Cole BONEY JAMES "Second" MAYSA "Rain" QUINCY JONES "Moody's" QUINCY JONES "Nothin'" ENYA "Anywhere" MAX BENNETT... "Mardi" MAX BENNETT... "Dream" RICARDO SILVEIRA "Fountains" ZAPPACOSTA "Orlando" DON DIEGO "Groove" DON DIEGO "There"</p>
<p>WLBI/Birmingham, AL MD: Don Alias RUSS FREEMAN "Holiday" ANDY NARELL "Room" BRIAN CULBERTSON "Come" BRIAN CULBERTSON "Midnight" QUINCY JONES "Nothin'" QUINCY JONES "Put" QUINCY JONES "Moody's" JIM BRICKMAN "Believe" ANNIE LENNOX "Waiting"</p>	<p>KCIY/Kansas City, MO PD: Doug Gondak MD: Michelle Chase FRANK GAMBALE "Felicidad" ANITA BAKER "Christmas" FOURPLAY "Midnight" ALPERT & LORBER "Winter" RUSS FREEMAN "Merry" JAZZ AT THE MOVIES... "Merry" SLIM MAN "Christmas"</p>	<p>WLOQ/Orlando, FL PD: Steve Huntington MD: Bob Church STING "Moonlight" MANNHEIM STEAMROLLER "Joy" BOOKER T. & M.G.'S "Green" ALEX DE GRASSI "Holly" TONY BENNETT "Rose" TONY BENNETT "Tangerine" TONY BENNETT "Again" TONY BENNETT "Cloudy"</p>	<p>KBLX/San Francisco, CA PD: Kevin Brown MD: Ron Cadet GOTA "Chillin'" RICARDO SILVEIRA "Always" ALPERT & LORBER "Winter"</p>
<p>WSJZ/Buffalo, NY PD: Steve Wiersman MD: Chris Wittingham No Adds</p>	<p>WEZV/Lafayette, IN PD/MD: Bob Miller BOBBY CALDWELL "Until" QUINCY JONES "Nothin'" QUINCY JONES "End" STING "Moonlight" SIMPLY RED "Never" WILL DOWNING "Stella" JIM BRICKMAN "Joy" TORCUATO MARIANO "Snow" WINDHAM HILL ARTISTS "Angels"</p>	<p>WJZZ/Philadelphia, PA PD: Anne Gress No Adds</p>	<p>KWJZ/Seattle, WA PD: Dave McKay MD: Michael Eads STEVE LAURY "Gloria" RANDY CRAWFORD "Give"</p>
<p>WFAE/Charlotte, NC PD: Paul Stribling MD: Tena Simmons ALPERT & LORBER "Winter" ANITA BAKER "Christmas" MARC ANTOINE "Quarter" FOURPLAY "Midnight" RUSS FREEMAN "Merry" DAVID BENOIT "Drive" QUINCY JONES "Nothin'"</p>	<p>KTWV/Los Angeles, CA PD: Chris Brodie APD/MD: Ralph Stewart DAVE KOZ/JASON MILES "Cara's" VIBRAPHONIC "Enough"</p>	<p>KYOT/Phoenix, AZ PD/MD: Nick Francis RANDY CRAWFORD "Give" TORCUATO MARIANO "Last" 3RD FORCE "Night" STEVE LAURY "Gloria" TOLEDO "Bahia"</p>	<p>WSJT/Tampa-St. Petersburg, FL PD/MD: Ross Block ANITA BAKER "Christmas" FOURPLAY "Midnight" ALPERT & LORBER "Winter" RUSS FREEMAN "Hark" JIM BRICKMAN "Joy" RUSS FREEMAN "Favorite" RUSS FREEMAN "Merry" CHAKA KHAN "Still" DENNY JIOSA "Evening" RUSS FREEMAN "God"</p>
<p>WNWV/Cleveland, OH PD/MD: Bernie Kimble QUINCY JONES "Nothin'" PAUL TAYLOR "Meet" ALEX BUGNON "Sunrise"</p>	<p>WLVE/Miami, FL PD: Shirley Maldonado MD: Geoff Fischer RICK BRAUN "Harlem" STEVE LAURY "Lullaby" MARION MEADOWS "My"</p>	<p>KKJZ/Portland, OR Acting PD: Shaun Yu BRUCE HORNSBY "Walk" STEVE LAURY "Gloria" PHILIPPE SAISSE "Masques"</p>	<p>WJZE/Toledo, OH PD/MD: Steve Athanas ALPERT & LORBER "Winter" DAVID BENOIT "Drive" QUINCY JONES "Let"</p>
<p>KOAI/Dallas, TX PD: Jim Teeson MD: Bret Michael MANNHEIM STEAMROLLER "Joy" MANNHEIM STEAMROLLER "Angels"</p>	<p>KMJZ/Minneapolis, MN PD/MD: Tom Sleeker DAVID BENOIT "June" RANDY CRAWFORD "Give"</p>	<p>WOTB/Providence, RI PD/MD: Bill Gray BROOKLYN FUNK... "Train" ENYA "Anywhere" GOTA "Chillin'" US3 "Hot" J.B. HORNS "Evening"</p>	<p>WJZZ/Detroit, MI PD: D'Neal Stevens MD: Rosetta Hines CHANTE MOORE "Wey" RAHMLEE "Favorite" RAHMLEE "Slop" SONJA MARIE "Gave" PHYLLIS HYMAN "Truly" RAHMLEE "Gemini" CAL BENNETT "Liberian" BRIAN SIMPSON "Lake" BRIAN SIMPSON "Someone"</p>
<p>WHII/Denver, CO MD: Becky Taylor No Adds</p>	<p>KSBR/Mission Viejo, CA PD/MD: Terry Wedel MANNHEIM STEAMROLLER "Joy" RUSS FREEMAN "Merry" JIM BRICKMAN "Joy" ENYA "Anywhere" QUINCY JONES "Nothin'" STEVE LAURY "Gloria" DAVE KOZ "Wonderland" MICHAEL FRANKS "Snow" FOURPLAY "Midnight" ALPERT & LORBER "Winter" QUINCY JONES "Killer" PONCHO SANCHEZ "Morning" PONCHO SANCHEZ "Leyte"</p>	<p>WNNB/Raleigh, NC PD: Bob Linden MD: John Horan RANDY CRAWFORD "Give" MICHAEL DAVIS "Pusherman" MICHAEL DAVIS "Midnight" DON DIEGO "There"</p>	<p>KOAS/Tulsa, OK PD/MD: Rick Allen West RUSS FREEMAN "Holiday" FOURPLAY "Midnight" ALPERT & LORBER "Winter" JIM BRICKMAN "Joy"</p>
<p>WJZZ/Detroit, MI PD: D'Neal Stevens MD: Rosetta Hines CHANTE MOORE "Wey" RAHMLEE "Favorite" RAHMLEE "Slop" SONJA MARIE "Gave" PHYLLIS HYMAN "Truly" RAHMLEE "Gemini" CAL BENNETT "Liberian" BRIAN SIMPSON "Lake" BRIAN SIMPSON "Someone"</p>	<p>KXDC/Monterey, CA PD/MD: Scott D'Brien SLIM MAN "Christmas" JIM BRICKMAN "Believe" CHAKA KHAN "Still" VIBRAPHONIC "Enough" ENYA "Anywhere" ANDY NARELL "Room" JONATHAN CAIN "Heart" ALEX BUGNON "Okra" PAUL TAYLOR "Meet"</p>	<p>KQBR/Sacramento, CA PD: Lawrence Tantor APD/MD: Keli Garrett WHITNEY HOUSTON "Exhale"</p>	<p>47 Total Reporters 47 Current Reporters 42 Current Playlists</p>
<p>WGUF/Ft. Myers-Naples, FL PD: Michael Bode MD: Greg Hammonds ANDY NARELL "Room" QUINCY JONES "Nothin'" MICHAEL DAVIS "Fist" ALPERT & LORBER "Winter" BROOKLYN FUNK... "Train" RUSS FREEMAN "Merry" MANNHEIM STEAMROLLER "Pat" EROTIQUES "Angels"</p>	<p>SW/New York, NY PD: Mike Fischer APD/MD: Haneen Hunter BONEY JAMES "Washington" DENNY JIOSA "Evening" LUTHER VANDROSS "Favorite" WHITNEY HOUSTON "Dancin'"</p>	<p>KSSJ/Sacramento, CA PD: Ken Jones MD: David Anderson BONEY JAMES "Sunshine" RUSS FREEMAN "Holiday" STING "Moonlight" ENYA "Anywhere" STEVE LAURY "Gloria"</p>	<p>Reported Frozen Playlist (1): KKSJ/San Francisco, CA</p>
<p>WJZZ/Detroit, MI PD: D'Neal Stevens MD: Rosetta Hines CHANTE MOORE "Wey" RAHMLEE "Favorite" RAHMLEE "Slop" SONJA MARIE "Gave" PHYLLIS HYMAN "Truly" RAHMLEE "Gemini" CAL BENNETT "Liberian" BRIAN SIMPSON "Lake" BRIAN SIMPSON "Someone"</p>	<p>KCLC/St. Charles, MO PD: Rich Reighard MD: Scott Nenninger RANDY CRAWFORD "Give" SIMPLY RED "Beautiful" WILL DOWNING "Wait" ENYA "Anywhere" TOLEDO "Mestizo" KRUDER & DORFMEISTER "Definition" MICHAEL DAVIS "Pusherman"</p>	<p>Did Not Report, Playlist Frozen (4):</p>	<p>WNUA/Chicago, IL KCFE/Minneapolis, MN KLJZ/New Orleans, LA WJZW/Washington, VA</p>



Randy Crawford

"GIVE ME THE NIGHT"

27 - 16



On Blue Moon - CDs and Tapes in Stores November 7th!



CYNDEE MAXWELL

Is Format Ready To Embrace New Music Styles?

Success of Joan Osborne's 'One Of Us' signals a change in attitude

Preferring to stick with tested material, Rock's reaction to different musical styles has typically been lukewarm.

But in the past four months, more than 55 stations (on both sides of the format) have played a song they wouldn't have considered just a year ago—Joan Osborne's "One Of Us." Besides Rock, the track is claiming airplay on Adult Alternative (over 30 stations), CHR/Pop (100 stations), Alternative (over 75 stations), and even a handful of Hot ACs.

Multiformat airplay is viewed in different ways: It's either a curse ("If the Hot AC/Alternative/*whatever* in town is playing it, then I'm not") or a blessing ("They're playing it? Hmm, cross-format airplay is good for *cume*, so I'd better get on it").

Breaking New Acts

A former radio maven, Mercury Sr. Director/Rock Promotion Drew Murray says it's not easy to get a new artist—especially a female singer—played by Rock. But he's convinced that Osborne's concerts swayed several wary programmers. "When you see her live, you see she's simply a rock artist who happens to be female. In a live performance, you get a feel and vibe comparable to a John Mellencamp or a Tom Petty.

"This whole experience has given me a lot of empathy for what [A&M VP/AOR Promotion] J.B. [Brenner] went through with Sheryl Crow and Blues Traveler. Despite the fact that these are all hit records that appeal to adult audiences, many programmers still say, 'I don't know whether it's for *me* or not.'"

Nor is Murray without empathy for programmers. He acknowledges many Rock stations "make a lot of money by not playing a whole lot of currents. Some programmers in those situations would like to play more new music, but their station owners and GMs won't allow it because they don't want to mess with a formula that's been profitable."

Active Play

Osborne's adult appeal makes Murray grateful for airplay on stations not specifically targeting that demo. "I'm thankful for every Active Rock station on this record because it doesn't necessarily segue well between 'Comedown' by Bush and 'Geek Stink Breath' by Green Day. Between dayparting and some manual scheduling, it's a little more work. But many have still given it a great rotation. The play levels are starting to even out between Active Rock and Rock. But it wasn't that way a few weeks ago. We've always had more Rock vs. Active Rock stations, but the Actives averaged 18 plays per week while the Rocks averaged seven. You can see why the format gets a bad name.

"This record has been both gratifying and frustrating at the same time. One of the hardest things to understand is why some programmers still won't add it after seeing its success in many major markets. At this point, the record has proven itself by doing everything you want a record to do. It sells, it gets requests, and there are 50 other Rock stations where it's working.

"We believe in Joan, and we'll have more releases off this album. She's becoming a viable artist ... the type that headliners like to have on a big summer show, who can help sell those last few thousand seats. It's not out of the realm of possibility that she could open for a major, heritage rock artist. And down the

road, stations that haven't supported her may inadvertently give away the presents on a major concert to the Alternative or Adult Alternative in the market."

Murray says it's time to abandon the old cliché that you can't get hurt by what you're *not* playing. "It's 1995 and the rules have changed. The audience is more hip than a lot of stations realize. Thankfully, there have been a lot of programmers who've been supportive from the beginning, believing in and championing the record, and playing it for 17 weeks. You only play a record that long when it really works."

One Who Won't Play It

WDHA/Morristown, NJ PD Lenny Bloch says he's not playing "One Of Us" because of his specific market situation. "It's a smash, and I absolutely love it. But I won't play it because it's a

big WNEW/New York record and a big part of their new sound—a signature record for them. For us, a signature record is the Bottle Rockets. Also, Z100 (WHTZ/New York) is on it 50-60 times a week. I can't compete with

their spins. At this stage, the song would sound out of place for us."

If WNEW hadn't made its format move earlier this year, Bloch says he definitely would have played the song. "We picked up WNEW's core audience that left when they changed, and I don't want to piss off that same core. The biggest difference here—opposed to other situations—is that I'm affected by everything New York does, but New York is not affected by anything I do. For the most part, we have to mold our sound around what New York is doing.

"This station has always been just another spot on the dial for most listeners, so I need to serve what the potential P1s want. According to research, they want a more straight-ahead mainstream appeal, and I don't think it's Joan Osborne. Three years ago, it would have fit. Two years ago, Sheryl Crow worked, but we're not playing it anymore. Joan is a quality artist, so it's possible we may play a different track off the record."

One of the hardest things to understand is why some programmers still won't add it after seeing its success in many major markets.

— Drew Murray

Now Playing 'One Of Us'

These are the Rock stations playing Joan Osborne's "One Of Us," as reflected in last week's (12/1) tracking report:

Active Rock

Rptr Base: 81 Plays: 386
Reports In: 81(100%) Points: 1143
On Title: 24

NEW ENGLAND
4W 3W 2W LW TW
a 8 WKPE-Cape Cod

MID ATLANTIC
4W 3W 2W LW TW
a 14 17 15 16 WRRV-Newburgh

SOUTHEAST
4W 3W 2W LW TW
7 8 6 5 5 WAVF-Charlest
7 6 7 9 9 WARC-Charlott
22 47 47 48 48 WARQ-Columbia
18 15 12 12 12 WRUF-Gainesvi
33 31 12 12 f 12 WSFL-New Bern
14 22 26 27 20 WZAT-Savannah
WSFM-Wilmington

SOUTH
4W 3W 2W LW TW
15 14 14 15 16 WTGE-Baton Ro
10 22 33 33 27 WBR-Birmingh
10 10 6 8 8 KTUX-Shrevepo

SOUTHWEST
4W 3W 2W LW TW
9 13 13 15 14 KEYJ-Abilene
24 25 24 23 24 KZRR-Albuquer
12 8 10 12 3 KLBJ-Austin
43 15 13 14 11 KTXO-Dallas

MIDEAST
4W 3W 2W LW TW
18 f 18 22 22 24 WIOB-Ann Arbo
r 12 12 10 13 WLLZ-Detroit
WGBF-Evansvill

MIDWEST
4W 3W 2W LW TW
20 20 20 22 22 WHH-St. Clou
19 20 20 18 17 KICT-Wichita

MOUNTAIN
4W 3W 2W LW TW
12 16 18 19 15 KJOT-Boise

PACIFIC
4W 3W 2W LW TW
27 16 12 15 14 KRAB-Bakersfi
21 25 22 22 19 KWBR-San Luis

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Rock

Rptr Base: 81 Plays: 336
Reports In: 81(100%) Points: 1380
On Title: 32

NEW ENGLAND
4W 3W 2W LW TW
9 7 9 10 10 WIZN-Burlingt
8 8 9 12 14 WPXC-Cape Cod
5 11 10 7 4 WHCN-Hartford
13 10 11 11 11 WGIR-Manchest
a 14 14 drop r 8 9 WBLP-Portland
WHEB-Portsmou

MID ATLANTIC
4W 3W 2W LW TW
4 12 11 11 10 WPKY-Albany
5 8 10 11 19 WQCB-Hagersto
a 13 11 11 11 WZBK-Ocean Ci
24 22 22 19 11 WMB-Philadel
4 4 4 4 2 WOUR-Utica

SOUTHEAST
4W 3W 2W LW TW
9 11 19 20 19 WKLS-Atlanta
11 11 10 12 9 WAWR-Charlott
9 8 10 12 12 WRNK-Columbus
8 6 9 16 18 WYWK-Ft. Myer
6 5 5 7 7 WFTV-Jacksonv
10 11 12 11 12 WROV-Roanoke
WYNF-Sarasota

SOUTH
4W 3W 2W LW TW
8 6 12 13 13 WSTZ-Jackson

SOUTHWEST
4W 3W 2W LW TW
13 12 11 9 12 KLAQ-El Paso
8 14 20 32 32 KDKB-Phoenix

MIDEAST
4W 3W 2W LW TW
10 12 f 12 17 16 WAPL-Appleton
WRKR-Kalamazo
4 3 3 6 3 WJMO-Lansing
17 18 15 a 16 13 WMO-Marion-C
WICT-Peoria
WJOT-Toledo

MIDWEST
4W 3W 2W LW TW
19 21 13 13 12 KRNA-Cedar Ra
8 4 a 4 6 7 5 KIMZ-Columbia
KYYS-Kansas C
KIZZ-Wichita

PACIFIC
4W 3W 2W LW TW
a 7 f 7 17 KZQZ-San Luis

'Big Reaction Record'

Active Rock WARQ/Columbia, SC has been on the song for approximately 10 weeks. MD Susan Groves says, "It's been in our top five most-requested for the last six weeks. This past week, it surpassed Smashing Pumpkins to make it the No. 1 most-requested and we're playing it 48 times a week. Those requests come from all demos—kids, women, and men. It's very successful here."

"One Of Us" was an automatic for WARQ, Groves adds. "Deep Blue Something finally made us realize the more mellow, acoustic songs are very popular with our audience. Deep Blue Something was huge—probably the biggest response we ever got.

That's when we saw our audience was ready for and would embrace some folkier, softer music. We don't have a problem mixing Joan Osborne, Heather Nova, or Deep Blue Something with Soundgarden. We're careful in how it's scheduled so the segues aren't too harsh, and our audience accepts it."

Active Rock KWBR/San Luis Obispo, CA PD John Mackey ad-

mits he wasn't into the Osborne song the first time he heard it. "[Mercury's L.A. Promotion Manager] Jim Stein and I went around and around. It wasn't until I saw her at the H.O.R.D.E. tour that I got it. She rocked my world. In fact, I missed part of Blues Traveler because her show was so good. 'One Of Us' has been a big reaction record. Now that it's being banged everywhere, I've backed off to medium rotation. I go early on a lot of records because I

want to get my plays in before the Alternative militia starts playing it every two-and-a-half hours."

Mackey says Osborne meets his basic criteria: "I look for a record that has some meat to it, kicks in, and has balls. If it can provide that, either musically or lyrically, then we'll be more

likely to play it. 'One Of Us' hits it on both. It has a meaty mix and the guitars kick in."

It's a smash; I absolutely love it. But I won't play it because it's a big WNEW/New York record and a big part of their new sound.

— Lenny Bloch



EDWIN ROCKS WIOB—Lava/Atlantic artist Edwin McCain is touring the country in support of his "Honor Among Thieves" album. Here he poses with the WIOB/Ann Arbor, MI staff after an on-air interview and live acoustic jam session; (l-r) afternoon personality Cary Carrington, McCain, MD Jerry Mason, and PD John Vance.

TALK BACK TO R&R!

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

Call me at (310) 788-1668 or e-mail: max@ronline.com

DECEMBER 8, 1995

Main chart table with columns: 3W, 2W, LW, TW, ARTIST TITLE LABEL(S), TW, LW, 2W, 3W, TOTAL STATIONS/ADDS, TOTAL PLAYS/INCREASE, TOTAL STATIONS/ADDS, CHART. Lists top 50 active rock songs.

This chart reflects airplay from November 27-December 3. Songs ranked by total plays. Highlighted songs indicate Breaker. 81 Active Rock reporters. 80 current playlists. © 1995, R&R Inc.

NEW & ACTIVE

New & Active chart listing songs like SOUL ASYLUM Promises Broken, BEATLES Free As A Bird, etc.

New & Active chart listing songs like ALANIS MORISSETTE All I Really Want, PEARL JAM Long Road, etc.

Songs ranked by total plays.

BREAKERS

Breakers chart listing songs like PEARL JAM I Got Id, TOM PETTY Waiting For Tonight, etc.

MOST ADDED

Most Added chart listing songs like VICTOR Promise, NIXONS Sister, etc.



MOST INCREASED PLAYS

Most Increased Plays chart listing songs like PEARL JAM I Got Id, BUSH Glycerine, etc.

Breakers: Songs registering 600 plays or more for the first time. Bullets awarded to songs gaining plays over the previous week. If two songs are tied in number of plays, the song being played on more stations is placed first. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Weighted chart appears on R&R ONLINE.

Large advertisement for 'ROCK SLIDES' featuring logos for WLUP, WNCX, KSD, WPLR, WMGK, KZOK, KSEG, WKLH, WCSX, WRRK, WHTQ, KCFX and the text 'In Heavy Rotation for Seven Years... and over 170 other Top-rated Rockers!'.

Stations and their adds listed alphabetically by market

ACTIVE ROCK

KEYJ/Abilene, TX OM: Randy Jones PEARL JAM "Got" PEARL JAM "Long" VICTOR "Promise" EVERCLEAR "Monica" NIXONS "Sister" NATURE "Cometh" JONO MANSON BAND "Blues"	KILO/Colorado Springs, CO PD: Rich Hawk APP: Dave Milne MD: Rob Hunter 10 VICTOR "Promise" 9 GREEN DAY "Brain" 9 GREN "Shines"	KZBB/Ft. Smith, AR OM: Dennis Snow PD: Cindy Wilson No Adds	WLZR/Milwaukee, WI PD: Terry Spilde 23 TOADIES "Possum" 10 ALANIS MORISSETTE "Really" 9 SMASHING PUMPKINS "1979" 8 BUSH "Glycerine" 5 PEARL JAM "Got" 1 CHEAP TRICK "Gold" VICTOR "Promise"	KIOZ/San Diego, CA PD: Greg Stevens APD/MD: Ray Kalusa 12 STABBING WESTWARD "What" 4 SILVERCHAIR "Stoned" LOUIE LUCY "Ticking" OZZY OSBOURNE "Side" SPRUNG MONKEYS "Segunda" GARY HOEY "God" GARY HOEY "Christmas" NIXONS "Sister"	WPYX/Albany, NY OM: Fred Horton MD: John Cooper 4 BRUCE SPRINGSTEEN "Never" RUSTED ROOT "Tectasy" SMASHING PUMPKINS "1979" SOUL ASYLUM "Promises" VICTOR "Promise"	WXL/Davenport, IA PD: Guy Perry 2 BETTER THAN EZRA "Rosella" 2 GREN "Shines" DON HENLEY "Alibi" TOM PETTY "Tonight" BOB SEGER "Luck" NIXONS "Sister"	KOMP/Las Vegas, NV PD: Mike Culotta MD: Big Marty 7 VICTOR "Promise" WHITE ZOMBIE "Heaven"	WDVE/Pittsburgh, PA OM: Gene Romano No Adds	KRRO/Sioux Falls, SD PD: John Ford MD: Brian Wheeler 6 JOE SATRIANI "World" NIXONS "Sister" DAVE MATTHEWS BAND "Satellite" SILVERCHAIR "Messacre" JOAN OSBORNE "One" DAVE MATTHEWS BAND "Kipping" EVERCLEAR "Monica" OASIS "Wonderwall"	WBLM/Portland, ME PD: Herb Ivy MD: Brian James 7 KENNY WAYNE SHEPHERD "Deja" 7 PEARL JAM "Got" 6 TESLA "Steppin" 5 ALANIS MORISSETTE "Really"	WAOB/South Bend, IN OM/MD: Sue Frey VICTOR "Promise" CANDLEBOX "Understand"	WHEB/Portsmouth, NH PD: Glenn Stewart MD: Scott Laudani ACDC "Df" SMASHING PUMPKINS "1979" KENNY WAYNE SHEPHERD "Deja" VICTOR "Promise"	KXUS/Springfield, MO PD: Todd Holman MD: Tim Austin ALANIS MORISSETTE "Pocket" VICTOR "Promise" FREDDY JONES BAND "Walrus"	WHLJ/Providence, RI PD: Bill Weston MD: Sharon Schaffino 6 SOUNDGARDEN "Superunknown" SMASHING PUMPKINS "1979" DAVE MATTHEWS BAND "Satellite" BUSH "Broken"	WGLF/Tallahassee, FL PD: Bob Fonda MD: Paul G. Davis VICTOR "Promise" BODEANS "Closer"	WZWO/Terre Haute, IN MD: Darryl Wayne No Adds	WIOT/Toledo, OH OM: Lynn Cassey MD: Don Davis SOUL ASYLUM "Promises" ALANIS MORISSETTE "Right" ACDC "Df"	WCMF/Rochester, NY PD: Stan Main APD/MD: Dave Kane 2 SILVERCHAIR "Messacre" SPACEDOG "Meantime"	WKLX/Traverse City, MI MD: Terri Ray BUSH "Glycerine" CANDLEBOX "Understand"	KLMP/Tucson, AZ OM/MD: Larry Miles MD: Charlie Morris LENNY KRAVITZ "Circus" CANDLEBOX "Understand" PEARL JAM "Got" VICTOR "Promise"	KMOD/Tulsa, OK PD: Phil Stone MD: Rob Hurt 7 VICTOR "Promise" BUSH "Glycerine" DAN BAIRD "Younger" DAVE MATTHEWS BAND "Satellite" SPACEDOG "Meantime" RUTH RUTH "Uninvited" SON VOLT "Drown"	WOUR/Utica, NY PD: Peter Hirsch MD: Allison Ryan 4 SMASHING PUMPKINS "1979" 3 PEARL JAM "Got" 1 VICTOR "Promise" 1 PRESIDENTS OF "Kitty" 1 INTO ANOTHER "Mutate"	WEGW/Wheeling, WV Int. MD: Chris Zambino PEARL JAM "Got"	WYWF/Sarasota, FL PD: Susan Gates ACDC "Df" PEARL JAM "Got" SPACEDOG "Meantime"	KRZZ/Wichita, KS MD: Michael Lee MD: Greg Bergan ALICE IN CHAINS "Heaven" JONO MANSON BAND "Blues" OZZY OSBOURNE "Side" NIXONS "Sister" RANCID "Soho"	WDXV/Savannah, GA PD: Mark Blake MD: Jay Stason BUSH "Glycerine" DAVE MATTHEWS BAND "Satellite" LENNY KRAVITZ "Circus" SPACEDOG "Meantime" FOLK IMPLOSION "Natural" EVERCLEAR "Monica" GREEN DAY "Brain"	KTAL/Shreveport, LA PD: Kevin West MD: David Sorge 11 TOM PETTY "Tonight" 8 COLLECTIVE SOUL "December" 3 PEARL JAM "Got"	WNCN/Youngstown, OH PD: Chris Patrick MD: Don Narrella BRUCE SPRINGSTEEN "Youngstown"
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ROCK

WAPL/Appleton, WI OM/MD: Garrett Hart MD: Bob Baron DAVE MATTHEWS BAND "Tripping" CRACKER "Live" CANDLEBOX "Understand"	WGLS/Atlanta, GA PD: Michael Hughes MD: Beth Kepple SON VOLT "Drown" BODEANS "Closer" 3 LB. THRILL "Diana"	WZXL/Atlantic City, NJ PD: Steve Raymond OM/MD: Rich DeStasio 5 OZZY OSBOURNE "Side" 5 BUSH "Glycerine"	WRXR/Augusta, GA PD: Jeff Sanders APD/MD: Chuck Williams PEARL JAM "Got" LENNY KRAVITZ "Circus" COLLECTIVE SOUL "World"	WKGB/Binghamton, NY PD: Jim Free VICTOR "Promise" GOO GOO DOLLS "Naked" INTO ANOTHER "Mutate" DAVE MATTHEWS BAND "Satellite"	WIZN/Burlington, VT PD: Steve Cormier MD: Mike Luoma 1 TOM PETTY "Tonight" LENNY KRAVITZ "Circus"	KKEG/Fayetteville, AR PD: Dave J. Jackson MD: Mark Wilson PEARL JAM "Got" ACDC "Df" LOUIE LUCY "Ticking" GREN "Shines"	WPKC/Cape Cod, MA PD: Phil Manick APD/MD: Brian Kelly 5 PEARL JAM "Got" EVERCLEAR "Monica" RUTH RUTH "Uninvited" VICTOR "Promise"	WTAO/Carbondale, IL PD: Paxton Guy MD: Tony Waitekus PEARL JAM "Got" SMASHING PUMPKINS "1979"	KRNA/Cedar Rapids, IA OM: Rob Norton PD: Bill Summers SOUL ASYLUM "Promises" OASIS "Wonderwall" LOUIE LUCY "Ticking" COLLECTIVE SOUL "World" ACDC "Df"	WZRR/Ft. Pierce, FL PD: Rich Dickerson APD/MD: Christie Banks ALANIS MORISSETTE "Really" OZZY OSBOURNE "Side" SOUL ASYLUM "Promises" SPACEDOG "Meantime"	WXKE/Ft. Wayne, IN PD: Rick West MD: Buzz Maxwell 8 KENNY WAYNE SHEPHERD "Deja" 7 COLLECTIVE SOUL "World"	WQCM/Hagerstown, MD PD: David Miller MD: Will Kaufman No Adds	WZBZ/Ocean City, MD PD: Cepth Michaels MD: John Allen PEARL JAM "Got"	KATF/Oklahoma City, OK OM: Chris Baker MD: Kaley Davis TESLA "Steppin"	WSTZ/Jackson, MS PD: John Thomas MD: Kevin Keith VICTOR "Promise" BODEANS "Closer" NIXONS "Sister" FOLK IMPLOSION "Natural"	WFYV/Jacksonville, FL PD: Lex Staley APD/MD: Charlie Waters INTO ANOTHER "Mutate" JOE SATRIANI "World"	WRKR/Kalamazoo, MI PD: Mike Ferris APD/MD: Chris Winters 10 SILVERCHAIR "Messacre" 5 ACDC "Df" 1 DAVE MATTHEWS BAND "Satellite" SMASHING PUMPKINS "1979"	KYYS/Kansas City, MO PD: John Duncan MD: Debbie Mitchell PEARL JAM "Got" NATURE MERCHANT "Wonder" COLLECTIVE SOUL "World" BADLIES "Fear"	WVRK/Columbus, GA PD: Brian Waters SON VOLT "Drown" WHITE ZOMBIE "Heaven" FOR SQUIRRELS "Mighty" INTO ANOTHER "Mutate"	WJXQ/Lansing, MI VP/Prog: Mark Stevens MD: Bob Olson 6 SEVEN MARY THREE "Cumberson" TOM PETTY "Tonight" PEARL JAM "Got"	WRKI/Danbury, CT Int. PD: Lou Rizzo 2 ACDC "Df"
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81 Total Reporters
81 Current Reporters
80 Current Playlists

Reported Frozen Playlist (1):
WQB/Ann Arbor, MI

81 Total Reporters
81 Current Reporters
80 Current Playlists

Did Not Report, Playlist Frozen (1):
WAQX/Syracuse, NY



SHAWN ALEXANDER

Tracking 1995's Format Converts

☐ Of the 38 outlets that went Alternative, most came from Rock, CHR, Country

In 1995, 38 stations joined the Alternative fray, with the most converts coming from Rock. What were all of these stations in their previous incarnations? Here's a look at the year's Alternative converts, arranged by their previous formats (month of conversion in parentheses):

Rock

KDEO-FM/Honolulu (April)
 WNVE-FM/Rochester, NY (April)
 WEDG-FM/Buffalo (June)
 WQBJ-FM & WQBK-FM/Albany, NY (July)
 WPBZ-FM/West Palm Beach (July)
 WQXR-FM/Boise, ID (August)
 WXDX-FM/Pittsburgh (August)
 KNRQ-FM/Eugene OR (October)

WCYI-FM & WCYY-FM/Portland, ME (July)
 WVGO-FM/Richmond (September)
 KFMA-FM/Tucson (October)

Oldies

WKRO-FM/Daytona Beach (April)
 WRDX-FM/Charlotte (May)
 WNTX-FM/Kalamazoo, MI (June)
 WXZZ-FM/Lexington, KY (October)

CHR

WXSJ/Tallahassee, FL (January)
 WNFZ-FM/Knoxville (April)
 WQXA-FM/Harrisburg-York (May)
 WHMP/Springfield, MA (June)
 KKND-AM/Tucson (June)
 KAVS/Lancaster, CA (September)
 WPUP-FM/Athens, GA (September)

AC

KPKX-FM/Bozeman, MT (March)
 KFRR-FM/Fresno (May)

New Sign-Ons & Miscellaneous Changes

- KCXX-FM/Riverside flipped from Urban AC in January.
- KNRK-FM/Portland, OR switched from Nostalgia in February.
- KORB-FM/Quad Cities, IA changed from Christian Contemporary in March.
- KROX-FM/Austin had been dark until June.
- WDGE-FM/Providence signed on in June.
- WEJE-FM/Ft. Wayne flipped from Easy Listening in September.
- KQRX-FM/Odessa, TX signed on in November.

Country

WUNX-FM & WUNZ-FM/Cape Cod, MA (March)
 WOWW-FM/Pensacola, FL (March)
 WXEG-FM/Dayton (August)
 WNRQ-FM/Pittsburgh (August)
 WBZU-FM/Richmond (August)
 WWBX-FM/Bangor, ME (October)

Adult Alternative

WPLA-FM/Jacksonville (July)

Monthly Activity

The number of format converts intensified throughout the year. Here's a look at how many stations flipped to Alternative each month:

- January: two
- February: one
- March: four
- April: four
- May: three
- June: six
- July: four
- August: five
- September: four
- October: four
- November: one

Flashback

More than 60 radio stations have flipped to Alternative over the last two years. Here's a look back at the number of new sign-ons during the past four years:

- 1994: 26
- 1993: 18
- 1992: 8
- 1991: 5

Coming Next Week: Year-End Synopsis

TALK BACK TO R&R!

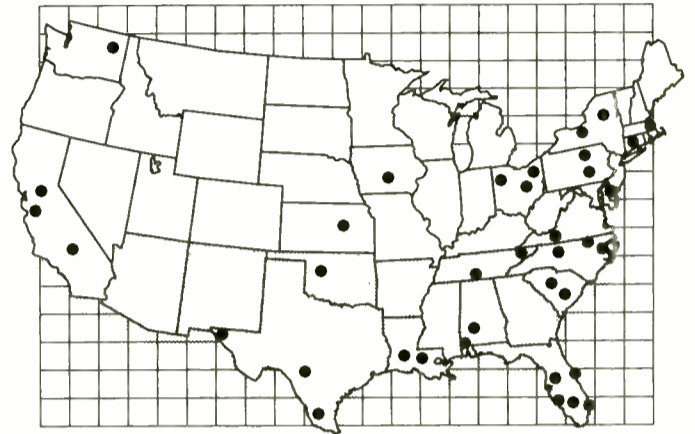
Do you have questions, comments, or feedback regarding this column or other issues?

Call me at (310) 788-1666 or e-mail: salexand@rronline.com

37 Of Top 100: No Alternative

Despite the format's tremendous growth in 1995 — 25 of the Top 100 markets now house multiple Alternative stations — there are still 37 markets in the Top 100 without an Alternative station.

The Top 100 markets listed below have no Alternative outlets. Each market is followed by its rank and Metro Survey Area (MSA).



Market	Rank	MSA
New York	No. 1	14,124,200
Miami	No. 11	2,843,000
Tampa	No. 21	1,864,200
San Antonio	No. 34	1,166,500
Greensboro	No. 42	940,600
Oklahoma City	No. 51	823,000
Raleigh-Durham	No. 52	804,800
Birmingham	No. 53	785,400
Wilkes Barre-Scranton	No. 61	636,600
Allentown	No. 63	604,700
McAllen-Brownsville	No. 66	565,200
Akron	No. 67	565,100
Syracuse	No. 68	555,200
El Paso	No. 72	521,700
Toledo	No. 74	511,300
Wilmington, DE	No. 76	506,700
Monterey-Salinas	No. 77	500,400
Ft. Myers	No. 78	480,100
Sarasota	No. 79	461,100
Greenville, NC	No. 80	459,500
Baton Rouge	No. 82	446,600
Charleston, SC	No. 83	439,000
New Bedford	No. 84	429,200
Stockton	No. 85	415,200
Mobile	No. 86	414,500
Youngstown	No. 87	413,900
Wichita	No. 88	412,900
Bakersfield	No. 89	412,500
Des Moines	No. 90	410,600
Columbia, SC	No. 91	398,600
Spokane	No. 92	391,800
New Haven	No. 93	387,700
Johnson City	No. 94	387,400
Chattanooga	No. 97	377,300
Melbourne	No. 98	377,100
Lafayette, LA	No. 99	374,600
Roanoke	No. 100	374,100



RENTALS ON THE ROQ — One of the main stops on the Rentals' whirlwind tour of 20 Alternative stations in 14 cities was KROQ/Los Angeles, where they were interviewed by middayer Tami Heide. Hanging out in the KROQ studio are (l-r) Maverick Records' Sherri Trahan, the Rentals' Matt Sharp, Cherilynn Westrich, and Rod Cervera, and KROQ's Tami Heide.

Stations and their adds listed alphabetically by market

Table with columns for various radio markets (e.g., Albany, NY; Charlotte, NC; Grand Rapids, MI) and lists of stations with their respective DJs and current/active adds.

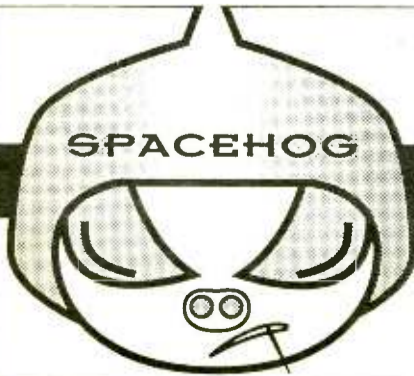
NEW & ACTIVE

ALICE IN CHAINS Heaven Beside You (Columbia/CRG)
KORN Shoots & Ladders (Immortal/Epic)
SON VOLT Drown (WB)
ECHOBELLY King Of The Kerb (550 Music)
GREN She Shines (IRS)
PEARL JAM Long Road (Epic)
RUGBURNS War (Priority)

RUBY Paraffin (Creation/Work/CRG)
ALICE IN CHAINS Over Now (Columbia/CRG)
JEWEL You Were Meant For Me (Atlantic)
INBREDS Any Sense Of Time (TAG)
JULIAN COPE Try Try Try (American/Reprise)
LENNY KRAVITZ Circus (Virgin)
RUSTED ROOT Ecstasy (Mercury)

GOO GOO DOLLS Naked (Metal Blade/WB)
GOD LIVES UNDERWATER All Wrong (American/Reprise)
INNOCENCE MISSION Keeping Awake (A&M)
KICKING HAROLD Down On You (Headliner)
JONATHA BROOKE & THE STORY Nothing Sacred (Blue Thumb)

Songs ranked by total plays.



SPACEHOG IN THE MEANTIME

NEW THIS WEEK:

- WNRQ WDGE CKEY WVGO WHMP
KWOD KXRK WRLG KTEG KORB

ALTERNATIVE BREAKER
ACTIVE ROCK BREAKER

27

26



ALTERNATIVE PLAYLISTS

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

Market #3: Q101 WKQX/Chicago (312) 527-8348 Gambler/Shuminas. Playlist table with columns for plays, artist/title, and rotation (3W, 2W, 1W, TW).

Market #4: LIVE 105.5 KITS/San Francisco (415) 512-1053 Sands/West. Playlist table with columns for plays, artist/title, and rotation.

Market #5: 103.9 WDRB WBFF/Philadelphia (215) 884-9400 McGuinn. Playlist table with columns for plays, artist/title, and rotation.

Market #5: Y100 WPLY/Philadelphia (610) 565-8900 Michaels/Tisa. Playlist table with columns for plays, artist/title, and rotation.

Market #6: 89X CIMX/Detroit (313) 961-9811 Brookshaw/Cannova. Playlist table with columns for plays, artist/title, and rotation.

Market #6: WHY?/Detroit (313) 871-3030 Gillette/Tear. Playlist table with columns for plays, artist/title, and rotation.

Market #7: 94.5 THE EDGE KDGE/Dallas (214) 770-7777 Folger/Michaels. Playlist table with columns for plays, artist/title, and rotation.

Market #8: WHPH/Washington (301) 306-0991 Benjamin/Waugh/Ferris. Playlist table with columns for plays, artist/title, and rotation.

Market #9: BUZZ KTBB/Houston (713) 968-1000 Cruze/Sadot. Playlist table with columns for plays, artist/title, and rotation.

Market #10: WBCN 104.1FM WBCN/Boston (617) 266-1111 Dedipus/Alan/Strick. Playlist table with columns for plays, artist/title, and rotation.

Market #12: 99X WNNX/Atlanta (404) 266-0997 Phillips/Fram/Demery. Playlist table with columns for plays, artist/title, and rotation.

Market #13: THE END 107.7 KNDD/Seattle (206) 622-3251 Lamber/Collins. Playlist table with columns for plays, artist/title, and rotation.

Market #15: 92.5 XHRM/San Diego (619) 336-4900 Jones/Clique/Capella. Playlist table with columns for plays, artist/title, and rotation.

Market #15: 9IX XTRA/San Diego (619) 291-9191 Halloran/Struber. Playlist table with columns for plays, artist/title, and rotation.

Market #16: 93.7 EDGE KEGE/Minneapolis (612) 545-5601 Lassman/Linder. Playlist table with columns for plays, artist/title, and rotation.

Market #16: REV 105 MINNEAPOLIS KREV&WREV/Minneapolis (612) 341-1700 Cole/Miller. Playlist table with columns for plays, artist/title, and rotation.

Market #17: 105.1 KPNZ/St. Louis (314) 231-1057 Luke/Schmidt. Playlist table with columns for plays, artist/title, and rotation.

Market #19: WNRQ/Pittsburgh (412) 471-9950 Manning. Playlist table with columns for plays, artist/title, and rotation.

Market #19: WXXD/Pittsburgh (412) 846-4100 Winter/Frankenberry. Playlist table with columns for plays, artist/title, and rotation.

Market #20: THE EDGE 106.7 KEDJ/Phoenix (602) 266-1360 Clay/Christopher. Playlist table with columns for plays, artist/title, and rotation.



ADULT ALTERNATIVE TOP 30 TRACKS

DECEMBER 8, 1995

3W	2W	LW	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS				TOTAL STATIONS/ADDS
					TW	LW	2W	3W	
1	1	1	1	TOAD THE WET... Good Intentions (Reprise/Columbia/CRG) 621 644 645 673 35/0					
—	—	2	2	BEATLES Free As A Bird (Apple/Capitol) 544 541 76 — 33/0					
3	3	3	3	RED HOT CHILI PEPPERS My Friends (WB) 498 539 539 531 32/0					
2	2	4	4	NATALIE MERCHANT Wonder (Elektra/EEG) 497 522 604 568 31/0					
—	—	18	5	TOM PETTY Waiting For Tonight (MCA) 459 313 159 21 35/2					
4	4	5	6	GOO GOO DOLLS Name (Metal Blade/WB) 419 478 532 527 27/0					
14	16	11	7	TRACY CHAPMAN Give Me One Reason (Elektra/EEG) 393 357 329 328 30/3					
9	8	8	8	PRETENDERS Sense Of Purpose (WB) 388 388 405 418 32/0					
16	13	14	9	SMASHING PUMPKINS 1979 (Virgin) 382 344 338 294 28/2					
30	22	17	10	COLLECTIVE SOUL The World I Know (Atlantic) 379 316 234 181 28/4					
6	5	6	11	MELISSA ETHERIDGE Your Little Secret (Island) 377 414 491 500 26/0					
5	9	7	12	JOAN OSBORNE One Of Us (Mercury) 358 393 405 509 26/1					
11	10	9	13	JOHN HIATT Cry Love (Capitol) 355 370 383 388 29/1					
15	14	12	14	CHRIS ISAAK Go Walking Down There (Reprise) 352 346 334 321 30/2					
BREAKER			15	BRUCE SPRINGSTEEN Youngstown (Columbia/CRG) 312 249 119 — 30/0					
18	12	16	16	ROLLING STONES Like A Rolling Stone (Virgin) 307 339 353 276 30/1					
13	11	10	17	DEEP BLUE SOMETHING Breakfast At... (RainMaker/Interscope) 302 358 364 368 21/0					
17	18	19	18	BONNIE RAITT & BRYAN ADAMS Rock Steady (Capitol) 281 308 297 286 18/0					
—	27	26	19	JULIAN COPE Try Try Try (American/Reprise) 280 234 180 129 27/3					
8	7	15	20	LISA LOEB & NINE STORIES Do You Sleep? (Geffen) 280 340 430 440 24/0					
20	23	22	21	BETTER THAN EZRA Rosealia (Swell/Elektra/EEG) 260 259 234 252 18/1					
7	6	13	22	TEARS FOR FEARS God's Mistake (Epic) 254 345 463 482 24/0					
21	19	21	23	HOOTIE & THE BLOWFISH Time (Atlantic) 245 271 264 247 17/1					
12	17	20	24	EDWIN McCAIN Solitude (Lava/Atlantic) 244 286 319 369 19/0					
23	21	28	25	JOE SATRIANI (You're) My World (Relativity) 242 220 239 232 25/2					
19	20	25	26	K.D. LANG If I Were You (WB) 234 244 243 259 23/0					
DEBUT			27	PASSENGERS Miss Sarajevo (Island) 232 206 152 101 27/5					
10	15	23	28	ALANIS MORISSETTE Hand In My Pocket (Maverick/Reprise) 224 253 331 402 18/0					
—	28	—	29	DAVE MATTHEWS BAND Satellite (RCA) 217 201 177 120 19/3					
28	25	29	30	SON VOLT Drown (WB) 215 210 203 188 25/0					

This chart reflects airplay from November 27-December 3. Songs ranked by total plays. Highlighted songs indicate Breaker. 43 Adult Alternative reporters. 41 current playlists. © 1995, R&R Inc.

NEW & ACTIVE

FREDDY JONES BAND Waitress (Capricorn)
Total Plays: 212, Total Stations: 24, Adds: 2

DASIS Wonderwall (Epic)
Total Plays: 198, Total Stations: 21, Adds: 5

MELISSA ETHERIDGE I Want To Come Over (Island)
Total Plays: 189, Total Stations: 23, Adds: 2

FOLK IMPLOSION Natural One (London)
Total Plays: 186, Total Stations: 13, Adds: 2

ALANIS MORISSETTE All I Really Want (Maverick/Reprise)
Total Plays: 171, Total Stations: 13, Adds: 1

DAVID BOWIE Strangers When We Meet (Virgin)
Total Plays: 139, Total Stations: 17, Adds: 1

ODD HENLEY The Garden Of Allah (Geffen)
Total Plays: 137, Total Stations: 17, Adds: 1

BADLEES Fear Of Falling (Atlas/A&M)
Total Plays: 134, Total Stations: 15, Adds: 2

SEVEN MARY THREE Cumbersome (Mammoth/Atlantic)
Total Plays: 123, Total Stations: 11, Adds: 0

BRUCE SPRINGSTEEN The Ghost Of Tom Joad (Columbia/CRG)
Total Plays: 114, Total Stations: 16, Adds: 1

Songs ranked by total plays.

BREAKERS®

BRUCE SPRINGSTEEN
Youngstown (Columbia/CRG)

TOTAL PLAYS/INCREASE: **312/63**
TOTAL STATIONS/ADDS: **30/0**
CHART: **15**

MOST ADDED®

ARTIST TITLE LABEL(S)	ADDS
BLUES TRAVELER Regarding Steven (TAG)	5
OASIS Wonderwall (Epic)	5
PASSENGERS Miss Sarajevo (Island)	5
RADIOHEAD High & Dry (Capitol)	5
COLLECTIVE SOUL The World I Know (Atlantic)	4
CRACKER How Can I Live Without You (TAG)	4

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
TOM PETTY Waiting For Tonight (MCA)	+146
COLLECTIVE SOUL The World I Know (Atlantic)	+63
BRUCE SPRINGSTEEN Youngstown (Columbia/CRG)	+63
PEARL JAM Long Road (Epic)	+49
JULIAN COPE Try Try Try (American/Reprise)	+46
TEARS FOR FEARS Falling Down (Epic)	+44
DAVE MATTHEWS BAND Tripping Billies (TAG)	+40
LYLE LOVETT & RANDY NEWMAN You've Got... (Disney)	+38
SMASHING PUMPKINS 1979 (Virgin)	+38
BLUES TRAVELER Regarding Steven (TAG)	+37

Breakers: Song has achieved 300 total plays 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.

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Main chart table with columns: 3W, 2W, LW, TW, ARTIST TITLE LABEL(S), TOTAL STATIONS/ADDS, TOTAL PLAYS, +/- OVER LAST WEEK, EMPHASIS TRACKS (PLAYS). Includes entries for Melissa Etheridge, Various Artists, Natalie Merchant, etc.

This chart reflects airplay from November 27-December 3. Albums ranked by total plays, with plays from all cuts from an album combined. 43 Adult Alternative reporters. 41 current playlists. © 1995, R&R Inc.

REPORTERS

Stations and their adds by track listed alphabetically by market

Grid of reporter information for various markets including Albany, NY; Austin, TX; Baltimore, MD; Boston, MA; Burlington, VT; Chicago, IL; Denver, CO; Detroit, MI; Eugene, OR; Gainesville, FL; Houston, TX; Indianapolis, IN; Las Vegas, NV; Los Angeles, CA; Madison, WI; Minneapolis, MN; Montreal, QC; New York, NY; Phoenix, AZ; Portland, OR; Reno, NV; San Diego, CA; San Francisco, CA; Santa Rosa, CA; Springfield, MA; Tampa, FL; Washington, DC; Wichita, KS.



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OPENINGS



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WXRR CLASSIC ROCK
Hattiesburg-Laurel

Send Tape & Resume to:
Larry Blakeney, WXRR,
P.O. Box 6408, Laurel, MS 39441. EOE

FULLTIME ANNOUNCER

The Night Hawk is leaving for Houston and I need his replacement now! KRMD-FM, Louisiana's radio station of the year, is looking for an experienced, Hot Country night jock. The person we're seeking provides an entertaining, high-energy, night of pure entertainment! Submit your tape and resume to: Operations Manager/Program Director, KRMD AM/FM, P.O. Box 41011, Shreveport, LA 71134-1011. Females and minorities are encouraged to apply. KRMD-AM/FM is an equal opportunity employer.

MIDDAYS IN CHARLOTTE

Hot AC Sunny 107.9 has a VERY RARE on-air opening. Our last midday personality was here for over 10 years. If you have over 5 years of on-air experience, great production skills, and are computer literate, we need you! Come live in one of the hottest markets in the nation, and work for Jefferson Pilot Communications. Send your best stuff to: John McFadden, Program Director, WWSN "Sunny 107.9", 1 Julian Price Place, Charlotte, NC 28208. Jefferson, Pilot is an equal opportunity employer and strongly encourages female and minority applicants.



NIGHTS AT JACKSONVILLE'S LEGENDARY BIG APE

WELCOME TO THE JUNGLE!

The torch is being passed. Do you have what it takes to carry on the tradition of one of America's most honored broadcast institutions? You'll join an all-star cast, work for a great company, and become an extension of Top 40's longest bloodline of nighttime superstars! Send tape, resume, and photo immediately to: Cat Thomas, PD, WAPE, 9090 Hogan Rd., Jacksonville, FL 32216. EOE

OPPORTUNITY KNOCKS

in the pages of R&R every Friday

CALL: 310-553-4330

OPENINGS

MIDWEST

Rock AOR seeks hard-core FT production pro who excels at computers and digital. T&R: KCGQ, Carolyn Cauble, Box 2077, Cape Girardeau, MO 63702. EOE(12/8)

Seeking energetic, aggressive AT for future positions. T&R: WWTE, Shotgun Shannon, Box 2759, Springfield, IL 62708. EOE(12/8)

Country station KZNN seeks FT AT for evenings. Computer knowledge. T&R: KZNN, Chris Russell, Box 727, Rolla, MO 65401. EOE(12/8)

Seeking news anchor, KMZU-WHB, sports knowledge. Immediate position, no calls. T&R: KMZU, Ellis Martin, 102 N. Mason, Carrollton, MO 64633. EOE(12/8)

Hot AC seeks personalities with good production and live appearance skills. T&R: WFMG, Eric Butler, 2301 West Main, Richmond, IN 74374. EOE(12/8)

News and morning co-host, top-rated AC. Females and minorities encouraged. T&R: WBXX, Dan McClintock, 390 Golden Avenue, Battle Creek, MI 499015. EOE(12/8)

KRGI Country 96, Grand Island, Nebraska, seeks midday AT. Three years' experience. T&R: KRGI, Chris Lohry, Box 4907, Grand Island, NE 68802. EOE(12/8)

Seeking sales manager ASAP. Three radio stations in upper Michigan. CALL: WIMK, Greg Jessen, (800) 562-3561. EOE(12/8)

New Country seeks creative morning show. Great benefits and new equipment. T&R: KZPK, Ron Linder, Box 1458, St. Cloud, MN 56302. EOE(12/8)


Seeking creative afternoon pro now for top-rated AOR. T&R: WMZK, Steve Resnick, Box 1451, Wausau, WI 54402-1451. EOE(12/8)

HELP WANTED

Middays available in Wisconsin's 2nd largest market. Good production a must & knowledge of Country music a plus. T&R to: Charlie Hart, Box 3450, Oshkosh, WI 54903. EOE. Females encouraged.

Program Director


Outstanding opportunity with Triathlon Broadcasting! Successful track record with Hot AC a must. Overnight tape and resume to: Ken Payne, Operations Director, KXLK-FM, 2120 N. Woodlawn #352 Wichita, KS 67208. EOE



CHICAGO!!!

Classic Rock WCKG, Cox Broadcasting, needs talent to host music-based morning show. No primadonnas. Format execution a must. Is that you? T&R (calls) to Lee Douglas, WCKG, 2 Prudential Plaza, Ste. 1059, Chicago, IL 60601. (312-240-7927) EOE.

NEW COUNTRY



They rarely leave, but when they do, they get better jobs ... We're losing a jock to be a PD, so we're looking for the next member of the K102 family. Uptempo Personality Jock Needed (CHR, Young Country, Hot AC) You need to be: Good on the Phones; Able to Think for Yourself; Willing and Eager to Fight the War on the Street; Smart. We can promise you: A Palatial Facility with the tools for you to do your job well; Part of a five station duopoly with an aggressive new company. T&R NOW (No Phone Calls) to: Gregg Swedberg, Program Director, K102, 7900 Xerxes Ave. S., #102, Bloomington, MN 55431. EOE

OPENINGS

CONSULTANT LOOKING!

Consultant searching for a morning drive announcer/program director for a '70s station in mid-America. Send tape, resume to: Consultant, 901 S. Kingshighway, P.O. Box 558, Cape Girardeau, MO 63702. EOE

ATTENTION:

Production Director needed ASAP for Alternative-leaning Active AOR. 4-5 years' experience and top-quality D.G.S. skills a must. T&R: WRIF, Doug Podell, One Radio Plaza, Ferndale, MI 48220. Absolutely no phone calls! EOE

Traffic reporters airborne ground-based needed, Oklahoma City, Albuquerque & Omaha. Job security, good pay! Radio experience a must! Rush Tapes with picture to 5891 Berkshire Ct., Dublin, OH 43017. EOE

Morning entertainer(s) needed! Host a fun, uptempo, topical morning show. Join the winning team at this top 100 market Good Time Oldies station. Materials to: Radio & Records, Inc., 10100 Santa Monica Bl., #812, 5th Floor, Los Angeles, CA 90067. EOE



WOWO, America's legendary midwest radio station, has rare and immediate openings in news and talk. We're ready to jump to the next level if you are. If you're an entertainer who can talk your way to big numbers, we want to hear from you. Also, our newsroom needs a reporter/anchor with strong street experience. No calls. T&R to: John Picano, WOWO, 2915 Maples Road, Ft. Wayne, IN 46816. EOE

Great midwest contemporary/rock-based FM looking for strong morning show personality or team targeting women 25-44. Candidates(s) need to be creative on-air and in production, relate to target audience, have proven track record in ratings and possess drive to win. Great pay and benefits to match talent. Send letter, resume, tape and your latest ratings to Mark Kassof & Co., 150 South Fifth Avenue, Ann Arbor, MI 48104. EOE. NO CALLS!

OPENINGS

WEST

Central California AC seeking creative individual for morning show. T&R: KLLY, Russ Davidson, 3651 Pegasus Drive, Bakersfield, CA 93308. EOE(12/8)

Immediate opening at Utah Bright AC for FT AT with killer production. T&R: KZEZ, Dave Dart, 750 W. Ridgeview Dr., St. George, UT 84770. EOE(12/8)

Arizona News/Talk seeks experienced news director with talk show capabilities. T&R: KVNA, Paul Lancaster, 2690 E. Huntington Dr., Flagstaff, AZ 86004. EOE(12/8)

Pacific Northwest adult station seeking PD/mornings. Digital studios. Great market. T&R: KATW, Jack Dodd, Box 1540, Lewiston, ID 83501. EOE(12/8)

Star 101.5 in Seattle is searching for experienced parttime air talent. T&R to Human Resources, 1809 7th Avenue, Suite 200, Seattle, Washington 98101. EOE

ALTERNATIVE MORNINGS

Mega-market opportunity for talent from all markets, who don't sound like typical radio people. Do you relate one-to-one with the newest generation of adults? You will be the new standard for morning radio. Radio & Records, Inc., 10100 Santa Monica Bl., #811, 5th Floor, Los Angeles, CA 90067. EOE

98 KUPD & 93.3 KDKB/Phoenix are on a talent search for possible future openings. On air, production, promotion, etc. Whatever you do, we want to know. Send your package to: Tim Maranville, Director Of Programming, KDKB/KUPD Radio, 1167 West Javelina, Mesa, AZ 85210. Mesa & Tempe Radio are Equal Opportunity Employers. No Calls Please.

ASSISTANT PRODUCTION DIRECTOR, KMPC RADIO

Responsibilities include voicing commercials, writing, producing, editing of station promos, production elements, commercials, sales presentations, PSAs and programs. Minimum requirements: Strong voice skills and 2 years' intense radio production experience. Experience with sampling keyboards and digital editing equipment a plus. Send T&R to Bob K. 3321 So. La Cienega, Los Angeles, CA 90016. EOE

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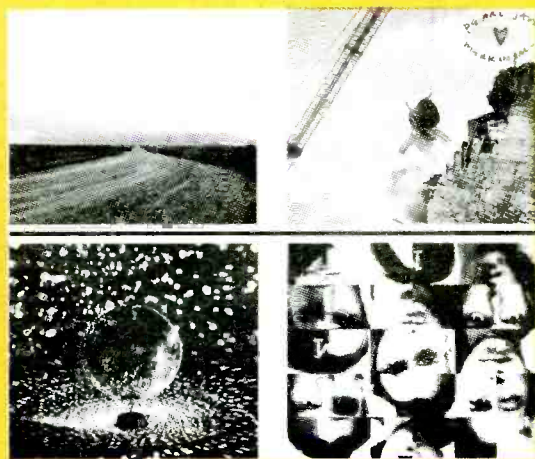
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