

RESEARCH ROUND TABLE

This week, R&R's format editors train their collective sights on the latest trends in radio research including:

- **NEWS/TALK**
Getting info you can trust
- **CHR**
How to interpret the numbers
- **URBAN**
Reading the research right
- **COUNTRY**
New technologies debut
- **AC**
Research's role in the format
- **NAC**
Moving beyond the statistics
- **ROCK**
Top programmers debate
- **ALTERNATIVE**
Research helping new music?
- **ADULT ALTERNATIVE**
Relevance to the 30+ audience

And ... R&R's weekly Management page finds guest columnist **Betty Breneman** reminding radio of the need to balance research with creativity.

Begins Page 16

PEOPLE IN THE NEWS

- **Phil Zachary** becomes WHFS/Washington VP/GM
- **Marv Nyren** named GM for WFOX-FM/Atlanta
- **Bill Glasser** new WFNX/Boston PD
- **G. Michael Donovan** now Entercom/Seattle Prez
- **Todd Fisher** appointed Group PD for Capitol Broadcasting
- **Denny Sanders** becomes PD for WMJI/Cleveland

Page 3

THIS #1 WEEK

CHR/POP

- **ALANIS MORISSETTE** You Learn (Maverick/Reprise)

CHR/RHYTHMIC

- **BONE THUGS-N-HARMONY** Tha ... (Ruthless/Relativity)

URBAN

- **CASE I/FOXXY BROWN** Touch ... (Def Jam/RAL/Mercury)

URBAN AC

- **TONI BRAXTON** You're Makin' Me High (LaFace/Arista)

COUNTRY

- **SAWYER BROWN** Treat Her Right (Curb)

NAC

- **DOC POWELL** Sunday Mornin' (Discovery)

HOT AC

- **TRACY CHAPMAN** Give Me One Reason (Elektra/EEG)

AC

- **ERIC CLAPTON** Change The World (Reprise)

ACTIVE ROCK

- **STONE TEMPLE PILOTS** Trippin' On A Hole... (Atlantic)

ROCK

- **METALLICA** Until It Sleeps (Elektra/EEG)

ALTERNATIVE

- **BUTTHOLE SURFERS** Pepper (Capitol)

ADULT ALTERNATIVE

- **DAVE MATTHEWS BAND** So Much To Say (RCA)

NEWSSTAND PRICE \$6.50



Heftel, Tichenor Combine For Spanish Super Group

■ Clear Channel will have a significant, but non-voting, investment in 'New Heftel'

By HEATHER VAN SLOOTEN
R&R WASHINGTON BUREAU

Spanish-language broadcasting has a new face — but it's a face without a name. Under the guidance of Clear Channel Communications, Tichenor Media Systems has agreed to merge with Heftel Broadcasting to form easily the largest Spanish-language radio group in the nation.

The combined Heftel/Tichenor group — which for now is being called "New Heftel" — will be the only group to own stations in each top 10 Hispanic market. Star Media Group broker Bill Steding places the value of Heftel at \$480 million and Tichenor at \$210 mil-

lion. Tichenor owns 20 stations in Chicago, El Paso, Houston, McAllen-Brownsville, San Antonio, and San Francisco. Heftel's 16 stations are housed in Chicago, Dallas, Las Vegas, Los Angeles, Miami, Nassau-Suffolk, and New York.

Under terms of the deal announced last week (7/10), Tichenor stockholders will exchange their stock for approximately 5.68 million shares of Heftel Class A common stock and about \$3.2 million cash. Tichenor CEO McHenry Tichenor Jr. will become CEO of New Heftel when the deal goes through.

The merger is dependent on the closing of Clear Channel's pur-

[Clear Channel] doesn't want to encumber Heftel or Tichenor from growing because of our ownership.
—Randall Mays

Heftel/Tichenor station details: Page 6.

HEFTEL/See Page 32

Karmazin Pins Industry Ad Potential On Sales Reps

■ Incoming CBS Radio chief says it's salespeople who will fuel double-digit radio revenue growth

By STEVEN COLFORD
R&R WASHINGTON BUREAU

NEW YORK — Before he became the radio industry's King Midas, Mel Karmazin pounded the pavement as a radio salesman. And he still believes it's the industry's salespeople who hold the key to expanding the medium's stagnant share of an ever-growing revenue pie.

In his first remarks since agreeing to sell Infinity Broadcasting to Westinghouse for \$4.9 billion, Karmazin told Monday's (7/15) annual meeting of the New York State Broadcasters Assn. that radio broadcasters were poised as never before to reap major benefits, both from their industry's deregulation and the woes



Karmazin

KARMAZIN/See Page 32

Cruisin' For A Brew, Son?

WRCX/Chicago afternoon sudsmeister Lou Brutus just debuted his personal beer brand: "Brew Lotus Ale" will be available all month at the Rock Bottom micropub in the Windy City.



HEFTEL/See Page 32

Demos To Dollars: KRTH Bankrolls 25-54s

■ In Spring '96 Arbitron results: Infinity Oldies station chalks up 22nd consecutive Top 5 finish in radio's most lucrative demo

In a recent interview with R&R, CBS Radio Group President Dan Mason declared, "How can we make the most money in each individual market? In most cases, you do that with a 25-54 advertiser base."

Indeed, Analyst Jim Duncan pegged the value of KRTH/Los Angeles at \$312 million, based on the dollars Westinghouse shelled out to buy Infinity Broadcasting. Why so high a value for

an Oldies station? Most likely because of its abundant cash flow, thanks in part to its perennial status as a leader among 25-54 adults.

In fact, with the release of Spring '96 Arbitron figures, KRTH has ranked among L.A.'s five top 25-54 stations over the last 22 rating periods. In a market like L.A., where radio brings in a half-

RATINGS/See Page 32

New York		Los Angeles		Chicago	
WI '96	Sp '96	WI '96	Sp '96	WI '96	Sp '96
WKTU-FM (CHR/Rhy)	3.4 6.7	KLVE-FM (Spanish)	7.1 7.2	WGN-AM (Full Serv)	6.2 6.1
WQHT-FM (CHR/Rhy)	5.4 5.8	KPWR-FM (CHR/Rhy)	5.0 5.4	WGCI-FM (Urban)	6.1 5.8
WLTW-FM (AC)	5.4 5.1	KKBT-FM (Urban)	4.2 5.0	WLIT-FM (AC)	4.4 4.8
WCBS-FM (Oldies)	4.9 5.0	KFI-AM (Talk)	4.3 4.0	WVAZ-FM (Urban/AC)	4.6 4.2
WRKS-FM (Urban/AC)	5.1 4.7	KRTH-FM (Oldies)	3.6 3.8	WJMK-FM (Oldies)	3.0 4.1
WOR-AM (Talk)	2.8 3.8	KIIS-A/F (CHR/Pop)	3.7 3.6	WBBM-FM (CHR/Rhy)	4.0 3.9
WINS-AM (News)	3.8 3.6	KTWV-FM (NAC)	3.7 3.5	WLS-AM (Talk)	3.0 3.7
WSKQ-FM (Spanish)	4.4 3.6	KLAX-FM (Spanish)	3.2 3.3	WBBM-AM (News)	3.7 3.6
WABC-AM (Talk)	3.6 3.4	KROQ-FM (Alt.)	3.8 3.3	WUSN-FM (Country)	3.6 3.6
WPLJ-FM (Hot AC)	3.4 3.4	KOST-FM (AC)	3.9 3.2	WKQX-FM (Alt.)	3.2 3.4

*Was WYNY-FM (Country) until February.

COMPLETE RESULTS FROM 10 MAJOR MARKETS: PAGE 33. SAME-DAY RESULTS: <http://www.rronline.com>

CHR Returns To DC As WXTR & WXVR Combo Into 'Z104'

Bonneville '70s Oldies simulcast WXTR-FM/Washington & WXVR-FM/Frederick, MD flipped to CHR/Pop Monday (7/15) at 11am. The stations will be known as "Z104." WXTR is at 104.1 on the dial while WXVR — which was known as CHR Z104 (WZYQ) until early last year — is at 103.9.

"The new format matches our positioning statement 'Today's Hit Music.'" VP/GM Allan Hotlen told R&R. "It's straight-ahead CHR/Pop with a little rhythmic feel to it. It's up, it's fun, and it's aimed primarily at 18-29-year-old women.

"There hasn't been a CHR here for about five years, and that — combined with research, the dynamics, and the listening patterns — made the CHR format very inviting. In our extensive research, the opportunity for this format

BONNEVILLE/See Page 32

Sony Music Independent Labels Formed — See Page 3



"Baby Hold On"

The new single from their self titled debut album

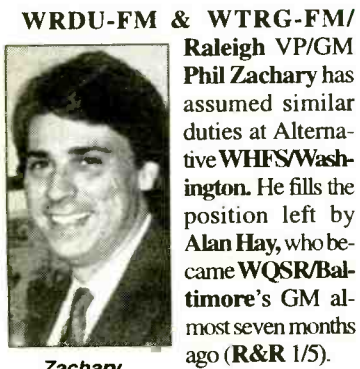
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Zachary Fills PD Slot At WHFS/DC



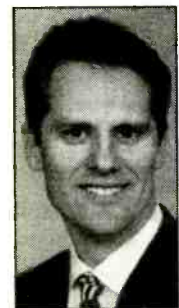
Zachary

WRDU-FM & WTRG-FM/Raleigh VP/GM Phil Zachary has assumed similar duties at Alternative WHFS/Washington. He fills the position left by Alan Hay, who became WQSR/Baltimore's GM almost seven months ago (R&R 1/5). SFX Broadcasting Exec. VP/CFO Geoff Armstrong commented, "Phil Zachary has such a passion for radio, coming from the product side of the business, making him a uniquely qualified individual to become GM and bring WHFS to the next level. His

ZACHARY/See Page 32

Nyren Named GM At Oldies 'FOX/Atlanta

WFOX/Atlanta GSM Marv Nyren has been promoted to GM. He succeeds Sally Beamer, who exits the Chancellor Broadcasting Oldies outlet.



Nyren

According to Chancellor Exec. VP/Regional Manager George Toulas, "Marv's done an excellent job helping chart WFOX's growth. He's been influential in bringing the oldies advertising market to a new level, and we're pleased that he'll continue to support WFOX with his talents."

Nyren told R&R, "Chancellor [is a group of] serious broadcasters, and

NYREN/See Page 32

WFNX/Boston Gets Glasser As New PD

Former WVGO/Richmond PD Bill Glasser has been named PD at Alternative WFNX/Boston, effective July 29. Todd Wilkinson, who had been serving as interim PD, will resume his role as Asst. PD.

WFNX Station Manager Andy Kingston remarked, "Bill's outstanding creative talents and exciting programming vision will give him the ammunition necessary to make WFNX grow and thrive as the Alternative format leader in the years ahead."

GLASSER/See Page 32

Tee Time



The record industry helped raise more than \$300,000 for the Neil Bogart Memorial Fund during the T.J. Martell Foundation's 14th annual Rock 'N' Charity Celebration. The events included a golf tournament starring (l-r) guest putter Jim Ross, Virgin Records CFO Ken Pedersen and President Phil Quartararo, Columbia VP/Album Promotion Kid Leo, and Virgin's Jimmy Ienner.

Sony Music Independent Labels Forms

Work, 550 to operate under new umbrella

BY COREY LEVITAN
R&R STAFF WRITER

The Work Group and Sony 550 Music began operating under a new umbrella when Sony Music Entertainment launched Sony Music Independent Labels on Tuesday (7/16). The new company will encompass all Sony offshoots that develop into stand-alone labels. Until now, 550 Music had been part of the Epic Records Group and Work had answered to the Columbia Records Group. SMIL will be overseen by ERG Chairman Dave Glew.

"This new structure will allow us to provide more expedient and efficient support to developing free-standing, fully staffed labels," said SME President/COO Thomas Motola. "Our intent is to consolidate

administrative support and enable these labels to concentrate their energies on creative and marketing priorities."

Both 550 Music and Work staffs will remain unaffected by the change, according to a Sony spokesperson who described SMIL as "a reward for labels who make it to the next level and deserve to leave their nests."

So So Def, Big Cat, and Ruffhouse will remain with CRG, while Yab Yum, MJJ Music, and Immortal will remain with ERG. Should these labels ever become self-reliant, they will also be invited aboard SMIL.

Mariah Carey's developing Sony label, said to be a stand-alone called Crave, will almost certainly debut through SMIL.

Donovan Upped To Entercom/Seattle Pres.

KMTT/Seattle VP/GM G. Michael Donovan has been promoted to President of parent company Entercom's entire Seattle radio group. Besides owning KMTT in Seattle, Entercom has agreed to purchase Viacom's KBSG-AM & FM and KNDD-FM and Nationwide's KISW-FM.

"Michael's special talents have always been in the creation of cutting-edge formats and the organization of new ventures," remarked Entercom President/CEO Joseph M. Field. "With our significant investment in Seattle, he's the natural and obvious choice to lead this market's largest radio group.



Donovan

And as a six-year Entercom employee, it's gratifying to know that leadership is coming from within our own company."

Donovan added, "Entercom's Seattle strategy is one of the most exciting market expansions in our industry. It's a great example of the new opportunities available to progressive, innovative radio groups. I'm excited and proud to be part of it."

Donovan has managed KMTT since 1991. Prior to that worked in Chicago, where he launched WNUA, was VP/GM of WKQX, and began his career at WLS.

JULY 19, 1996

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Country Chart	64	Adult Alternative Albums	101
Adult Contemporary	73	Adult Alternative Tracks	103
AC Chart	70		

The Back Pages 110

Fisher Elevated To Capitol Group PD

Also will program Hot AC WWMX/Baltimore

Capitol Broadcasting Co. Hot AC WRAL/Raleigh PD Todd Fisher has been named Hot AC sister WWMX/Baltimore's PD and Capitol's Radio Division Director/Programming, effective July 29. WWMX had been operating without an on-site programmer since David Wood departed to program Country WFMS/Indianapolis (R&R 12/1/95).

Fisher told R&R, "Capitol is very committed to radio, and I'm happy [GM] Ardie Gregory is bringing me back to Baltimore. WWMX is very successful and strategically well-positioned, so getting more out of it will be very challenging.

"The move is bittersweet because I fell in love with Raleigh and enjoyed working with [Capitol VP/Radio] Bob Lind. In my new position, though, I'll have the best of both worlds because I'll work directly with Ardie in Baltimore and still get to work with Bob in my [corporate] capacity. There aren't too many stations left in the country that have WRAL's heritage and legacy."

Before joining WRAL about three years ago, Fisher previously programmed WBSB/Baltimore, WKTU/Milwaukee, and KFIV/Modesto, CA and was OM/PD at WEGX/Philadelphia and KZZP/Phoenix.

Sanders Steps Up To WMJI/Cleveland PD

WMJI/Cleveland air personality Denny Sanders has been elevated to PD. He replaces OM John Gorman, who had departed the Nationwide Communications Oldies station.

"I'm proud to be working with a terrific staff," Sanders noted. "With the added support of a classy organization like Nationwide, we will reinforce our commitment to providing first-rate entertainment and community service."

Before coming to Cleveland, Sanders worked in Boston at WNTN and WBCN. He spent 15 years on-air at WMMS/Cleveland and joined WMJI eight years ago. The 25-year market veteran also is a Rock & Roll Hall of Fame inductee.

HOW TO REACH US

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FCC's EEO Rules Challenged On Capitol Hill

□ Agency also refused a budget boost for 1997

The FCC had a tough go last week before congressional critics who voted to rein in the agency's enforcement of controversial equal employment opportunity rules. And they refused to boost the agency's budget for the upcoming fiscal year.

The EEO slap was triggered by the FCC's recent treatment of two radio stations owned by the Lutheran church whose 1989 license renewal application was challenged by the NAACP. An FCC judge and review board last year and again in May disagreed with the NAACP's contention that management at **KFUO-AM & FM/St. Louis** engaged in intentional discriminatory hiring practices.

However, the judge levied a \$50,000 fine — subsequently upheld by the review board — that was principally aimed at what the FCC considered a "lack of candor" by the Religious and Classical stations in responding to accusations of discrimination. The

FCC judge and review board largely dismissed the NAACP's allegations that the stations' reliance on two personnel hiring criteria — classical music expertise and Lutheran training — discriminated against blacks.

Case Under Appeal

The case is now under appeal to the full commission and has attracted the attention of Rep. **Charles Taylor** (R-NC), whose western Carolina district is home to Rev. **Billy Graham** and several Christian groups. Taylor's legislation would prevent the FCC from denying a license to any religious broadcaster that hires on the basis of religious knowledge or training. "This is like saying to an all-Sports sta-

tion that you can't hire someone on the basis that they have sports expertise," a Taylor aide said. "When most of your audience is of a particular religion ... there are basic things that are important and should be known by everyone, even the receptionist."

Taylor's bill passed the House Appropriations Committee last week as part of the panel's consideration of the FCC's fiscal 1997 budget request. Although the committee approved a \$185.6 million budget for the FCC — the same as the fiscal 1996 budget — the **National Telecommunications Information Administration** watched its budget drop \$7.3 million from last year to \$46.7 million.

The full House is expected to take up the measure this week and is likely to pass it, according to the aide. No similar legislation yet exists in the Senate.

In Thanks and Appreciation

As we complete the ownership transfer of the Liberty Broadcasting Stations to SFX Broadcasting, we wish to say special thanks to the wonderful radio professionals who gave life to Liberty...and competitive fire to the great stations that will remain at the heart of the communities they serve so well.

We wish our many friends and associates every success and happiness in the future.

WHFS & WXTR	Washington
WBAB & WGBB & WBLI	Long Island
WHJY & WHJJ & WSNE	Providence
WMRQ & WHCN & WPOP	Hartford
WMXB	Richmond
WGNA-FM/WGNA-AM & WPYX & WTRY	Albany
WXVR & WQSI	Frederick, Md
WHFM	Southampton, NY

Mike Craven
Chairman/COO

Jim Thompson
President/CEO

LIBERTY BROADCASTING

BUSINESS BRIEFS

FCC's Hundt Wants Action On DARS

Resolution of how to allocate Digital Audio Radio spectrum is among an ambitious list of 18 items that FCC Chairman **Reed Hundt** wants completed before the agency breaks for its August recess. Even as the FCC remains bogged down on children's TV issues, Hundt last week said he wants action on DARS right away. The commission currently is scheduled to meet three more times — July 25 and August 1 and 7.

Gannett Net Jumps 8% In Second Quarter

Powered by record results from its broadcast operations, **Gannett** reported an 8% rise in second-quarter earnings to \$150 million. Broadcast cash flow soared 70% to nearly \$92.5 million, principally thanks to strong advertising demand on the TV side. Gannett said pro forma radio revenues declined. Operating revenues for the quarter were up 19% to more than \$1.2 billion, while operating expenses increased 18.1% to \$906 million.

NAB To FCC: Ease Up On EEO

In comments filed with the FCC last week, the **NAB** said that although it agrees with most of the commission's proposals for EEO streamlining, the FCC is too concerned about recruitment. "While measuring broadcasters' EEO results based on a quota system is unworkable [and now unlawful], we are also troubled that the Commission's current efforts-based system of review makes results a secondary choice." Among the NAB's other comments: "We believe that success should count at least as much as the efforts needed to achieve that success."

FCC Yanks Station Licenses

They can't say the FCC didn't warn them. The Commission has revoked the licenses of several stations that have been off the air too long. The FCC told the dark stations in April to explain why their licenses should not be pulled, and at least nine didn't respond. Those stations included: **KOJC-FM/Cedar Rapids, IA**; **KGPL-AM/Dermott, AR**; **KWHK-AM/Hutchinson, KS**; **KMOA-AM/Kensett, AR**; **KLZE-FM/Owensville, MO**; **KCCL-AM/Paris, AR**; **KRDG-AM/Redding, CA**; and **KGCX-AM & FM/Sidney, MT**.

Industry Roundup

Heritage Media Corp. (NYSE: HTG) began trading on the New York Stock Exchange Monday (7/15). It had been traded on the American Stock Exchange. Heritage owns 20 radio stations in eight markets ... **Smith Barney** has downgraded **Jacor Communications**'s stock from "buy," its highest recommendation, to "outperform," its second highest ... **PaineWebber** has upgraded its rating for **Heftel Broadcasting**, which recently agreed to a \$275 million partial buyout offer by **Clear Channel Communications**, to "neutral" from "underperform."

SFX/Prism, Jacor/Noble Deals Closed

SFX Broadcasting has closed its \$82.75 million purchase of **Prism Radio Partners'** 13 stations in Jacksonville, Raleigh, Tucson, and Wichita. SFX is in the process of acquiring Prism's **WWKY-AM & WTFX-FM/Louisville**, which it will sell to **Clear Channel Communications**, and **WVEZ-FM/Louisville**, which is being sold to **Regent Communications**.

Jacor Communications also closed its \$152 million acquisition of **Noble Broadcast Group**. Noble owns 10 radio stations in Denver, St. Louis, and Toledo.

Wegener Revenues Up, Private Placement Completed

Wegener Corp., which designs and manufactures transmission and receiving equipment for broadcast, reported net income of \$181,000 for the quarter ending May 31, compared to \$136,000 a year ago. Revenues were down about 3% to \$5.2 million.

On May 31, Wegener issued \$5 million of 8% convertible debentures due May 31, 1999 in a private placement to various creditors, with net proceeds to the company of about \$4.7 million. The company said the proceeds would be used for working capital and reducing debt.

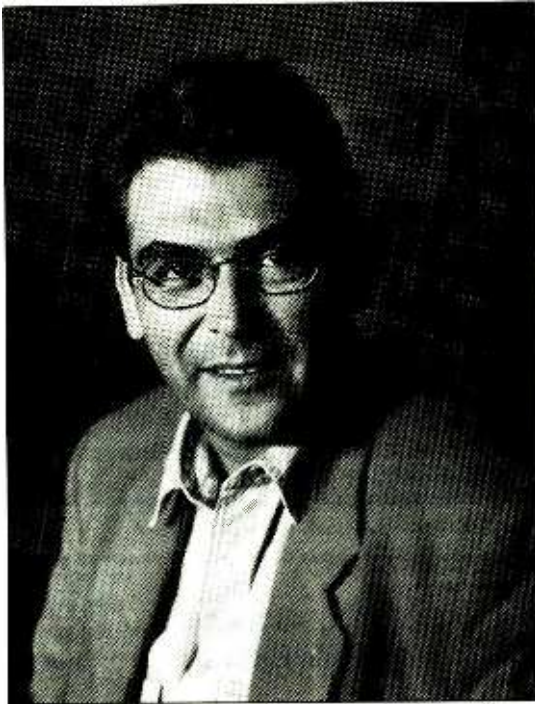
KidStar Grows Up

KidStar Interactive Media, which provides children's programming and other services, will supply programming to **Jefferson-Pilot Communications'** **KSON-AM/San Diego** and **Evergreen Media's** **WDOZ-AM/Detroit** by early August. KidStar said it plans to be in the top 15 markets by early 1997 and will soon announce additional stations in Atlanta, Boston, and Houston.

104.6 RTL: #1 In Berlin!*

– Arno Müller
Program Director
104.6 RTL, Berlin

“Our relationship with The Research Group began five years ago. Together we found our market niche and developed a strategic marketing plan to help us develop the right format and promote it to our target audience. Over the years, The Research Group has helped us stay focused on the original strategy, even during a down book when our first impulse was to change everything. With a few programming adjustments and the powerful knowledge and research instruments available to us through The Research Group, we have grown to be the #1 radio station in Berlin...across the board!”



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in tough, competitive environments. Some managers may have the perception that using the best is prohibitively expensive. With The Research Group, that is not true. Call today about our availability in your marketplace and for prices that will fit your budget.

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*MA 1996. Average Hour, 14+, M-S

DEAL OF THE WEEK

• Tichenor Media System/Heftel Broadcasting Merger \$690 million

- WIND-AM, WLXX-AM & WOJO-FM/Chicago
- KESS-AM, KINF-AM, KMRT-AM & FM, KHCK-FM & KICI-FM/Dallas-Ft. Worth
- KAMA-AM & KBNA-AM & FM/EI Paso
- KLAT-AM, KMPQ-AM, KLTN-FM, KLTO-FM, KLTP-FM & KRTX-FM/Houston KLSQ-AM/Las Vegas
- KTNO-AM & KLVE-FM/Los Angeles
- WADO-AM & WPAT-AM/New York
- KGBT-AM, KIWW-FM & KQXX-FM/McAllen-Brownsville, TX
- WAQI-AM, WQBA-AM, WAMR-FM & WRTO-FM/Miami
- KCOR-AM, KXTN-AM & FM & KROM-FM/San Antonio
- KSOL-FM & KYLZ-FM/San Francisco

1996 DEALS TO DATE

Dollars To Date: \$10,095,208,038

(Last Year: \$1,635,531,832)

This Week's Action: \$751,042,700

(Last Year: \$318,978,000)

Stations Traded This Year: 1401

(Last Year: 673)

Stations Traded This Week: 75

(Last Year: 22)

TRANSACTIONS AT A GLANCE

- Southern Minnesota-TEI swap \$4 million
 - KSOO-AM & KMXC-FM/Sioux Falls, SD
 - KKLS-AM & KMKM-FM/Rapid City, SD
- KDTL-FM/Lake Village, AR \$9000
- KXGO-FM/Arcata, CA \$825,000
- KJFA (FM CP)/Grass Valley, CA \$65,000
- KVLE-FM/Gunnison, CO \$250,000
- KWPA-AM/Pomona & KYPA-AM/Los Angeles \$7.5 million (approx.)
- KPCO-AM/Quincy & KCMT-FM/Chester, CA \$690,000
- WMTO-FM/Port St. Joe, FL \$500,000
- WHZT-FM/Mahonet, IL \$600,000
- WHBL-AM & WWJR-FM/Sheboygan, IL \$2.1 million
- KRKQ-FM/Boone, IA \$2.35 million
- KSRX-AM/EI Dorado, KS \$125,000
- KSVL-AM/Corrales, NM No cash consideration
- KNMX-AM/Las Vegas, NM \$235,000
- WGVA-AM/Geneva, NY \$500
- WRWD-FM/Highland & WBWZ-FM/New Paltz, NY \$2.8 million
- WLNG-AM/Sag Harbor, NY \$1,603,000
- Ocean Broadcasting acquisitions \$700,000
 - WAHH-AM/Wilmington, NC
 - WMFD-AM/Wilmington
 - WRQR-FM/Wilmington
- WYRU-AM/Red Springs & WLRD-FM/St. Pauls, NC \$1.2 million
- WMIY (AM CP)/Fairview, NC \$15,000
- WZFX-FM/Fayetteville, NC \$7 million
- WURD-AM/Philadelphia \$1.57 million
- WBOZ-FM/Woodbury, TN \$400,000
- KXGJ-FM/Bay City, TX \$420,000
- KCTX-AM & KSRW-FM/Childress, TX \$380,000
- KBLV-AM/Bellevue, WA \$450,000
- KKNG (FM CP)/Laramie, WY \$5200

TRANSACTIONS

Clear Channel Creates Spanish Superpower

☐ **Heftel/Tichenor merger creates largest group of its kind**

Deal Of The Week

Tichenor Media System/Heftel Broadcasting merger

PRICE: \$690 million

MERGER TERMS: Tichenor Media System stockholders will exchange their stock for approximately 5.68 million shares of Heftel Broadcasting Class A common stock and approximately \$3.2 million cash. Clear Channel Communications will have a 42% non-voting interest in the new company, "New Heftel."

BUYER: New Heftel, to be headed by CEO McHenry Tichenor Jr.

SELLER: Tichenor, headed by President McHenry Tichenor Jr.

BROKER: Bill Steding of Star Media Group

WIND-AM, WLXX-AM & WOJO-FM/Chicago

FREQUENCY: 560 kHz; 1200 kHz; 105.1 MHz

POWER: 5kw; 10kw day/1kw night; 8.4kw at 1175 feet

FORMAT: All Spanish

KESS-AM, KINF-AM, KMRT-AM & FM, KHCK-FM & KICI-FM/Dallas-Ft. Worth

FREQUENCY: 1270 kHz; 1440 kHz; 1480 kHz; 106.7 MHz; 99.1 MHz; 107.9 MHz

POWER: 5kw; 5kw day/500 watts night; 5kw day/1.9kw night; 100kw at 1726 feet; 100kw at 843 feet

FORMAT: All Spanish

KAMA-AM & KBNA-AM & FM/EI Paso

FREQUENCY: 750 kHz; 920 kHz; 97.5 MHz

POWER: 10kw day/1kw night; 1kw day/360 watts night; 100kw at 1089 feet

FORMAT: All Spanish

KLAT-AM, KMPQ-AM, KLTN-FM, KLTO-FM, KLTP-FM & KRTX-FM/Houston

FREQUENCY: 1010 kHz; 980 kHz; 93.3 MHz; 104.9 MHz; 100.7 MHz; 104.9 MHz

POWER: 5kw; 5kw; 100kw at 1952 feet; 2.55kw at 351 feet; 100kw at 1952 feet; 1.9kw at 404 feet

FORMAT: All Spanish

KLSQ-AM/Las Vegas

FREQUENCY: 870 kHz

POWER: 10kw day/1kw night

FORMAT: Spanish

KTNO-AM & KLVE-FM/Los Angeles

FREQUENCY: 1020 kHz; 107.5 MHz

POWER: 50kw; 29.5kw at 2999 feet

FORMAT: All Spanish

WADO-AM & WPAT-AM/New York

FREQUENCY: 1280 kHz; 930 kHz

POWER: 5kw; 5kw

FORMAT: All Spanish

KGBT-AM, KIWW-FM & KQXX-FM/McAllen-Brownsville, TX

FREQUENCY: 1530 kHz; 96.1 MHz; 98.5 MHz

POWER: 50kw day/10kw night; 100kw at 988 feet; 100kw at 997 feet

FORMAT: All Spanish

WAQI-AM, WQBA-AM, WAMR-FM & WRTO-FM/Miami

FREQUENCY: 710 kHz; 1140 kHz; 107.5 MHz; 98.3 MHz

POWER: 50kw; 50kw day/10kw night; 95kw at 1007 feet; 100kw at 1408 feet

FORMAT: All Spanish

KCOR-AM, KXTN-AM & FM & KROM-FM/San Antonio

FREQUENCY: 1350 kHz; 1310 kHz; 107.5 MHz; 92.9 MHz

POWER: 5kw; 5kw day/280 watts night; 97kw at 1470 feet; 45kw at 1352 feet

FORMAT: All Spanish

KSOL-FM & KYLZ-FM/San Francisco-Santa Cruz

FREQUENCY: 98.9 MHz; 99.1 MHz

POWER: 6kw at 1355 feet 1.1kw at 2612 feet

FORMAT: Urban AC; Urban AC (the stations will flip to Spanish)

Swap Deal

Southern Minnesota-TEI swap

EXCHANGE VALUE: \$4 million

TERMS: Southern Minnesota Broadcasting Co. is trading its KKLS-AM & KMKM-FM/Rapid City, SD for TEI Broadcasting Of Sioux

Falls Inc.'s KSOO-AM & KMXC-FM/Sioux Falls, SD.

COMMENT: Southern Minnesota will also receive TEI's interest in a time brokerage agreement with KIKX-FM/Canton, SD.

KSOO-AM & KMXC-FM/Sioux Falls, SD

TRADED TO: Southern Minnesota, headed by President Gregory Gentling Jr. It owns eight other stations, including KXRB-AM & KKLS-FM/Sioux Falls.

Phone: (507) 286-1010

FREQUENCY: 1140 kHz; 97.3 MHz

POWER: 10kw day/5kw night; 60kw at 220 feet

FORMAT: Nostalgia; AC

KKLS-AM & KMKM-FM/Rapid City, SD

TRADED TO: TEI, headed by President Thomas Ingstad. He has interests in 15 other stations, including KIMM-AM, KFYS-FM & KOUT-FM/Rapid City.

FREQUENCY: 920 kHz; 93.9 MHz

POWER: 5kw day/111 watts night; 100kw at 656 feet

FORMAT: Oldies; AC

Arkansas

KDTL-FM/Lake Village

PRICE: \$9000

TERMS: Asset sale for \$1000 cash and a five-year, \$8000 promissory note at 7% interest

BUYER: Delta Radio Inc., headed by President Larry Fuss. It owns three other stations. Phone: (601) 846-0927

SELLER: Delta Radio Partners, owned by Lula May Stone. Phone: (601) 846-0927

FREQUENCY: 103.5 MHz

POWER: 6kw at 328 feet

FORMAT: Oldies

California

KXGO-FM/Arcata

PRICE: \$825,000

TERMS: Asset sale for cash

BUYER: Miller Broadcasting Co. Inc., headed by President Pattison Christensen. Phone: (707) 443-3061

SELLER: Westar Broadcasting Group

Continued on Page 8

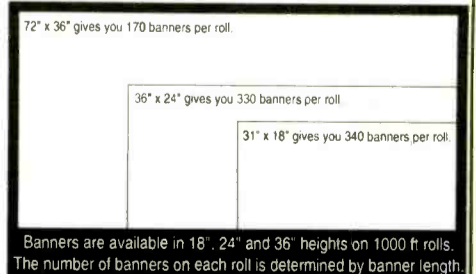
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Have you heard? Other research companies are touting their ... uh ... innovation ... using a PC to search a music test for the hit songs. What's so revolutionary about a simple graphic front to a spreadsheet? Nothing!

Bottom line: They are still giving you primitive test results - popularity, burn and unfamiliarity. A bunch of numbers that won't help you do what you really want to do:

Create the best possible personal jukebox for every individual listener.

The truth is, in music research, as with morning shows and TV spots, there are very few companies who are *real innovators*. There are lots of great pretenders. There are even more passengers on the "no clue bus."

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 - You interactively define your TrueCore sound.
- ☒ Use your TrueVariety test results on your PC to:
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 - Find Powers not matching your TrueCore sound.
 - Find Secondaries with TrueCore Power potential.
 - ID which songs work together; which don't.
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TRANSACTIONS

Continued from Page 6

Ltd. Phone: (707) 445-8104
FREQUENCY: 93.1 MHz
POWER: 50kw at 1641 feet
FORMAT: Classic Rock
BROKER: Randolph George

KJFA (FM CP)/Grass Valley

PRICE: \$65,000

TERMS: Asset sale for cash
BUYER: Educational Media Foundation, headed by President K. Richard Jenkins. It has an interest in seven other stations. Phone: (916) 928-1515
SELLER: Axell Broadcasting, headed by Wade Axell. He has an interest in KSAY-AM/Ft. Bragg, CA. Phone: (707) 964-5729
FREQUENCY: 99.3 MHz
POWER: 3kw at 325 feet

KWPA-AM/Pomona & KYPA-AM/Los Angeles

PRICE: \$7.5 million (approximate)
TERMS: Asset sale
BUYER: KYPA License L.L.C. Phone: (203) 406-1500
SELLER: Personal Achievement Radio Inc., headed by CEO N. John Douglas. Phone: (415) 324-5888
FREQUENCY: 1220 kHz; 1230 kHz
POWER: 250 watts; 1kw
FORMAT: Motivational; Motivational

KPCO-AM/Quincy & KCMT-FM/Chester

PRICE: \$690,000
TERMS: Asset sale for \$325,000 cash; a 10-year, \$275,000 promissory note at 8.5% interest; and a three-year, \$90,000 non-compete agreement
BUYER: Stratcom Ltd., headed by President John Samuels. Phone: (847) 259-9851
SELLER: Ralph Wittick. Phone: (916) 283-1370
FREQUENCY: 1370 kHz; 98.9 MHz
POWER: 5kw day/500 watts night; 25kw at 2418 feet
FORMAT: Nostalgia; AC
BROKER: Media Venture Partners and the Exline Co.

Colorado

KVLE-FM/Gunnison

PRICE: \$250,000
TERMS: Asset sale for cash
BUYER: Global American Inc., headed by President Ronald Crider. It has agreed to acquire KSKE-AM/Vail, CO. Phone: (970) 468-2353
SELLER: Terrill Weiss. Phone: (601) 853-5034
FREQUENCY: 102.3 MHz
POWER: 3kw at -459 feet
FORMAT: Country

Florida

WMTO-FM/Port St. Joe (Panama City)

PRICE: \$500,000
TERMS: Asset sale for cash
BUYER: DP Media Inc., headed by President Roslyck Paxson. Phone: (407) 844-1365

SELLER: Transportation Group International Inc., headed by President Timothy O'Brien. Phone: (904) 769-6161
FREQUENCY: 93.5 MHz
POWER: 14.5kw at 669 feet
FORMAT: Full Service

Illinois

WHZT-FM/Mahonet (Champaign)

PRICE: \$600,000
TERMS: Asset sale for cash
BUYER: Liberty Radio II Inc., headed by President James Glassman. It owns WQQB-FM & WZNF-FM/Rantoul, IL. Phone: (309) 694-6262
SELLER: Odyssey Broadcasting Inc. Phone: (805) 543-7400
FREQUENCY: 105.9 MHz
POWER: 1.25kw at 512 feet
FORMAT: Rock
BROKER: Media Services Group

WHBL-AM & WWJR-FM Sheboygan

PRICE: \$2.1 million
TERMS: Asset sale for cash
BUYER: Walton L.L.C., headed by President Michael Walton Sr. It owns nine other stations. Phone: (414) 276-5980
SELLER: Central States Network L.P., headed by President Ronald Latimer. It owns nine other stations. Phone: (312) 943-4888
FREQUENCY: 1330 kHz; 93.7 MHz
POWER: 5kw day/1kw night; 6kw at 254 feet
FORMAT: Talk; AC
BROKER: Blackburn & Co.

Iowa

KRKQ-FM/Boone (Des Moines)

PRICE: \$2.35 million
TERMS: Asset sale for cash
BUYER: WCSO Broadcasting L.P., a subsidiary of Fuller-Jeffrey Broadcasting, headed by Albert and Michael Kaneb. Phone: (617) 527-0062
SELLER: Radio Ingstad of Iowa, headed by President Jim Ingstad. He has interests in 25 other stations. Phone: (218) 236-7900
FREQUENCY: 98.3 MHz
POWER: 50kw at 492 feet
FORMAT: Classic Rock

Kansas

KSRX-AM/EI Dorado (Wichita)

PRICE: \$125,000
TERMS: Asset sale for \$25,000 cash and a \$100,000 promissory note at 10% interest
BUYER: Elijah Communications, headed by President Raymond Burkhart. Phone: (316) 321-1360
SELLER: Michael Gliner. Phone: (913) 894-1833
FREQUENCY: 1360 kHz
POWER: 500 watts
FORMAT: News/Talk

New Mexico

KSVA-FM/Corrales

PRICE: No cash consideration

TERMS: Gift of assets

BUYER: LifeTalk Broadcasting Educational Foundation Inc., headed by President Paul Moore. It owns KSOH-FM Wapato, WA. Phone: (505) 890-0800
SELLER: LV Broadcasting Assoc., headed by President Larry Vigil. Phone: (509) 248-8255
FREQUENCY: 95.1 MHz
POWER: 13kw at 377 feet
FORMAT: Religious

KNMX-AM/Las Vegas

PRICE: \$235,000
TERMS: Asset sale for cash
BUYER: Sangre de Cristo Broadcasting Co. Inc., headed by President Matias Martinez Jr. Phone: (505) 454-1730
SELLER: Yvette Gonzales, trustee. Phone: (505) 242-9350
FREQUENCY: 540 kHz
POWER: 5kw
FORMAT: Spanish

New York

WGVA-AM/Geneva

PRICE: \$500
TERMS: Asset sale for cash
BUYER: Geneva Broadcasting Inc., headed by President George Kimble. He has interests in eight other stations, including WLLW-AM/Clyde, NY; WMHX-FM/Candaigua, NY; and WNYR-FM/Waterloo, NY. Phone: (315) 781-7000
SELLER: Lake Country Radio Consultants Inc., headed by President Robert Martin. Phone: (315) 781-1240
FREQUENCY: 1240 kHz
POWER: 1kw
FORMAT: Oldies

WRWD-AM/Cornwall-On-Hudson & WBWZ-FM/New Paltz (Poughkeepsie)

PRICE: \$2.8 million
TERMS: Asset sale for cash; \$2.1 million for WRWD and \$700,000 for WBWZ
BUYER: Hudson Valley Radio Partners Inc., headed by President Michael Schwartz. Phone: (401) 253-2900
SELLER: Walker Broadcasting Co. Inc. (selling WRWD) and New Paltz Broadcasting Inc. (selling WBWZ). Phone: (914) 883-7457
FREQUENCY: 1170 kHz; 93.3 MHz
POWER: 1kw; 3kw at 948 feet
FORMAT: Country; Classic Hits

WLNG-AM/Sag Harbor (Nassau-Suffolk)

PRICE: \$1,603,000
TERMS: Cash
BUYER: Unity Broadcasting Network, New York Inc., headed by President Sydney Small. It owns WWRL-AM/New York. Phone: (202) 861-0870
SELLER: Main Street Broadcasting Co. Inc. Phone: (516) 725-2300
FREQUENCY: 1600 kHz
POWER: 500 watts day/20 watts night
FORMAT: Oldies

North Carolina

Ocean Broadcasting acquisitions

PRICE: \$750,000
TERMS: Asset sale for cash

BUYER: Ocean Broadcasting L.L.C., headed by President Carl Venters. Phone: (910) 791-3088

WAHH-AM/Wilmington

SELLER: H&N Holdings NC Inc., headed by President Hugh McComas. Phone: (910) 256-2508
FREQUENCY: 1340 kHz
POWER: 1kw
FORMAT: News

WMFD-AM/Wilmington

SELLER: Specialized Communications Inc., headed by President Morris Knight. Phone: (910) 791-3088
FREQUENCY: 630 kHz
POWER: 1kw
FORMAT: News/Talk

WRQR-FM/Wilmington

SELLER: WOUP Broadcasting Inc., headed by President Beatriz Garcia Suarez de McComas. Phone: (910) 691-3088
FREQUENCY: 104.5 MHz
POWER: 4.5kw at 377 feet
FORMAT: Classic Rock

WMIY (AM CP)/Fairview

PRICE: \$15,000
TERMS: Asset sale for cash
BUYER: John McLeod Jr. Phone: (704) 285-0882
SELLER: River City Communications Inc., headed by Michael Wix. Phone: (502) 266-7777
FREQUENCY: 880 kHz
POWER: 1.1kw

WZFX-FM/Fayetteville

PRICE: \$7 million
TERMS: Asset sale for cash
BUYER: Sound Communications L.L.C., headed by Richard Churchill and Bob Dodenhoff. Phone: (803) 886-3109
SELLER: Joyner Broadcasting, headed by President David Weil
FREQUENCY: 99.1 MHz
POWER: 100kw at 981 feet
FORMAT: Urban
BROKER: Gary Whittle of the Whittle Agency

WYRU-AM/Red Springs & WLRD-FM/St. Pauls (Fayetteville)

PRICE: \$1.2 million
TERMS: Asset sale for cash
BUYER: Sound Communications L.L.C., headed by member Richard Churchill Jr. and Bob Dodenhoff. Churchill has interests in OmniAmerica Group and Crescent Communications. Phone: (803) 886-3109
SELLER: Lumbée Regional Development Assoc. (910) 521-8602
FREQUENCY: 1160 kHz; 107.7 MHz
POWER: 5kw day/250 watts night; 6kw at 328 feet
FORMAT: Gospel; Urban
BROKER: Gary Whittle of the Whittle Agency

Pennsylvania

WURD-AM/Philadelphia

PRICE: \$1.57 million
TERMS: Asset sale for cash
BUYER: Mega Broadcasting of Phila-

delphia L.P., headed by general partner Alfredo Alonso. Phone: (201) 541-9555
SELLER: Philadelphia Christian Radio Inc., owned by Bishop Willis. It owns 26 other stations. Phone: (703) 624-6500
FREQUENCY: 900 kHz
POWER: 1kw day/42 watts night
FORMAT: Religious

Tennessee

WBOZ-FM/Woodbury

PRICE: \$400,000
TERMS: Asset sale for cash
BUYER: Reach Satellite Network Inc., headed by CEO James Cumbee. Phone: (800) 742-3969
SELLER: John McLemore, bankruptcy trustee for Dasan Communications Corp. He owns WBRY-AM/Woodbury, TN. Phone: (615) 383-9495
FREQUENCY: 104.9 MHz
POWER: 3kw at 328 feet
FORMAT: Country
BROKER: The Thorburn Co.

Texas

KXGJ-FM/Bay City

PRICE: \$420,000
TERMS: Asset sale for cash
BUYER: 5 Star Radio L.L.C., headed by manager Launa White-Crocker. Phone: (713) 778-7303
SELLER: Ronald Latimer. Phone: (409) 244-4170
FREQUENCY: 101.7 MHz
POWER: 100kw at 981 feet
FORMAT: This station is dark.
BROKER: John Saunders

KCTX-AM & KSRW-FM Childress

PRICE: \$380,000
TERMS: Asset sale for cash
BUYER: Kevin Hackler. Phone: (817) 937-6316
SELLER: Eddie and Wanda Leary. Phone: (817) 937-6316
FREQUENCY: 1510 kHz; 96.1 MHz
POWER: 250 watts; 50kw at 476 feet
FORMAT: Oldies; Country

Washington

KBLV-AM/Bellevue (Seattle)

PRICE: \$450,000
TERMS: Cash
BUYER: Personal Achievement Radio, headed by President N. John Douglas. It owns two other stations.
SELLER: Country Gold Network Inc., headed by President Barbara Geesman. She has interests in five other stations.
FREQUENCY: 1540 kHz
POWER: 5kw
FORMAT: Urban
BROKER: Jerry Dennon of Montcalm

KRWM-FM/Bremerton (Seattle)

PRICE: \$29.25 million
TERMS: Cash
BUYER: Sandusky Radio, headed by President Norman Rau. It owns eight other stations, including KEZX-AM, KIXI-AM, KLSY-FM & KWJZ-FM/Seattle.
SELLER: Brown Broadcasting Co.,

Continued on Page 32

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JVC, Vertex Music Restructure Staffs

JVC Music and its year-old Urban subsidiary, Vertex Music, have restructured their key executive posts:



Costello

• Former JVC VP/Marketing **Del Costello** now heads up both labels as GM; VP/A&R & GM **Akira Taguchi** relinquishes his GM post to focus on music. Costello, who served as Regional VP/Marketing at CBS Records (now Sony Music) for 20 years, joined JVC as a consultant last year.

• **Dan Davis** has replaced **Les Silver** as VP/Sales & Distribution for both labels. Davis began his music career at Capitol Records, where he worked in creative services, merchandising, and press relations for 20 years before joining CEMA Distribution. Immediately prior to JVC, Davis was the Western Regional Manager for American Gramophone Records.

• **Jeff Neben** fills the newly created VP/Artist Development post for both labels. He previously was Pri-



Fleetwood Macarena

Stevie Nicks (right) provided some of the free entertainment at Hot AC WMTX/Tampa's "World's Largest Macarena Dance," held on July 4 at the St. Peter Pier.

ority Records' VP/GM/Rock & Alternative.



Neben

• Vertex National Promotion Director **Eric Tillman** welcomes **Paul Perrodin** to his department as promotion rep. Perrodin is a former

KACE/Los Angeles Asst. MD and Motown staffer.

"These moves address the requirements we face to be a viable American record company," Costello told R&R. "We now have very capable, experienced people here at the label."

Those people soon will have more product to work, as JVC is set to launch a second imprint sometime in the next month. Without revealing its name, Costello said the label will be small but full-service, "probably [focusing on] music other than country that hopefully has pop crossover potential."

EXECUTIVE ACTION

RAB Names Zuroweste Sr. VP/Stations, Midwest

Bob Zuroweste has segued to the RAB as Sr. VP/Stations for the Midwest region. He most recently was GM of KXKL-FM & KZDG-FM/Denver.

"Bob is a career radio man and brings with him a wealth of sales and marketing experience," commented RAB Exec. VP/Stations **Ron Ruth**. "[This] allows him to comprehend the challenges of radio operations and communicate with station managers and group operators in terms they understand."

Zuroweste began his radio career in 1970 at KUDL-FM/Kansas City. He held the AE posts at crosstown KBEQ-FM and WHB-AM, then returned to KUDL in 1980 to serve as LSM, GSM, and VP/GM.

Wiggins Appointed A&M SVP/Mktg. & Artist Dev.

Morty Wiggins has joined A&M Records as Sr. VP/Marketing & Artist Development. He was most recently VP of **Bill Graham Management**.

"Morty has worked with us closely for years and understands A&M's strengths and weaknesses," said A&M President/CEO **Al Cafaro**. "We will benefit enormously from his energy. He's the kind of person I want to spend time with — smart, self-effacing, philosophical, and all about getting the job done."

Wiggins had been with Graham for 13 years.



Wiggins

Backer Becomes Head/Marketing Of The Enclave

Former **Giant Records** GM **Steve Backer** has been named Head/Marketing for New York-based EMI label the **Enclave**.

"We are very excited to have someone with Steve's experience in the marketing, video, and promotion arenas to lead our A&R-empowered and artist-driven marketing efforts," said label President/CEO **Tom Zutaut**. "Steve's proven leadership skills over the last 16 years in breaking new artists are exactly what the Enclave needs to get started with our first few releases this fall."

Backer began his music career in 1980 in the college department at CBS Records (now Sony Music). He was promoted to Director/College Promotion in 1984 and two years later became National Director/Video Promotion for **Epic Records**. From 1988 to 1990, Backer served as Epic's National Director/Top 40 Promotion; he was promoted to VP/Alternative Music in 1990. Backer joined Giant (now **Revolution**) in 1993 as Head/Marketing.



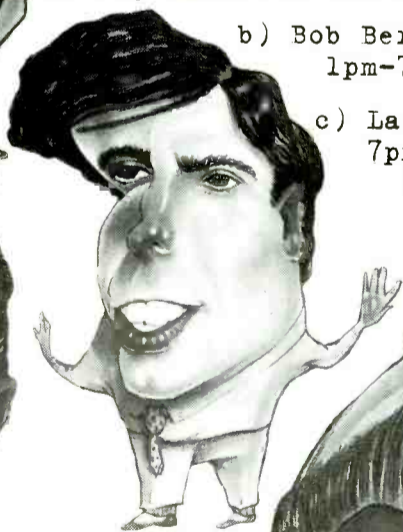
Backer

One-On-One Sports Weekend Line-Up

Multiple Choice

WHEN IT COMES TO SPORTS, WHO DO YOU LISTEN TO ALL WEEKEND LONG FOR THE LATEST UPDATES, SCORES, AND LIVE REPORTS?

- a) Jay Mariotti 9am-1pm E.T.
- b) Bob Berger & Bruce Murray 1pm-7pm E.T.
- c) Larry Cotlar 7pm-12am E.T.



Feeling Stumped? Call 847-509-1661 for the answers. Operators are standing by.

d) all of the above

One-On-One Sports Radio Network 847-509-1661

RLG Resets Nashville Promotion Dept.

Turner VP/Promo, Daniel VP/Strategic Mktg.

The RCA/Nashville Label Group (RLG) has announced a personnel reorganization that RLG Sr. VP/GM **Randy Goodman** says "will place greater resources behind the group's promotion departments and broaden RLG's scope and reach in developing new avenues for product and artist development."

Under the new structure, BNA VP **Dale Turner** becomes RLG VP/Promotion and will work with BNA's and RCA's promotion departments. Moving into the new RLG promotion department are **Greg McCarn** and **Debbie Schwartz**, who most recently served as product managers for RCA and BNA, respectively, and BNA Administrator **Britta Davis**. All three report to Turner.

RCA/Nashville VP **Tommy Daniel** assumes the newly created RLG VP/Strategic Marketing post. RCA Administrator **Pam Peters** joins him in the department.

Goodman says no additional changes are foreseen. RCA VP/Promotion **Mike Wilson** and BNA VP/Promotion **Ken Van Durand** will continue to head their respective departments.

Commenting on the changes, Turner told R&R, "I'm happy to be working again with the RCA artists [and] their management teams and lending support to both promotion departments' efforts to superserve radio."

"This is the right move at the right time," Daniel told R&R. "It allows us to focus our resource strength at the point of greatest return — building our promotion department and growing new business."



Turner



Daniel

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Phillips Now Mgr./ Programming Ops At CHR KHTT/Tulsa

Empire Broadcasting System Director/Programming & Operations Sean Phillips has accepted the Man-



Phillips

ager/Programming Operations post at CHR/Pop KHTT/Tulsa, effective August 9.

KHTT GM Doc Holliday commented, "We searched for the best programmer in America to lead KHTT into the 21st century. When we

couldn't close him, we turned to Sean. His experience and track record, combined with [PD] Carly Rush's enthusiasm and attitude, give KHTT an unmatched programming team."

"The past year and a half working with [Empire's] Steve Kingston, his partner Don Cavaleri, and the incredible people at WILN & WTBB/Panama City, FL has been the best time of my life," Phillips told R&R. "I'm really excited about the opportunity to work with Doc Holliday, Carly

Thompson's Universal Appeal



Congratulating Richard Thompson (c) following a recent performance at L.A.'s Universal Amphitheater are (l-r) Capitol VP/Marketing Denise Skinner and President Gary Gersh.

T.J. = Terry And Jimmy?



This year's T.J. Martell Humanitarian Award gala in New York feted Perspective Records co-Chairman Jimmy Jam and Terry Lewis. Industry luminaries on hand included (l-r) Epic VP/Black Music Ron Sweeney, BMI President/CEO Frances Preston, T.J. Martell's Tony Martell, Motown Chairman Clarence Avant, Jam and wife Lisa Harris, and EMI Music Publishing Worldwide Chairman/CEO Martin Bandier.

Rush, consultant Joel Folger, and the talented staff at KHTT. **Renda Broadcasting** is a solid company with a strong commitment for achieving success."

Phillips's other programming experience includes KHKS/Dallas; WZOK/Rockford, IL; WTHT/Portland, ME; WSPK/Poughkeepsie, NY; and WPRH/Columbia, SC.

UPDATE

Roadrunner Adds Cox As VP & Head/Promotion

Roadrunner Records has appointed Billy Cox VP & Head/Promotion. Cox — who had been Midwest Regional Representative for Island Records since 1993 — succeeds Marco Navarra, who shifts to Sr. Director/Top 40 & Crossover.

Sr. VP/GM Jeb Hart — who worked with Cox while serving as Island's VP/Marketing — told R&R, "I'm very pleased to be reunited with Billy. To have the chance to bring Billy over to Roadrunner was a chance I really wanted to jump at. Billy will play an integral part in our future as we look to break our acts in the coming year and beyond."

Cox began his industry career as a Sound Warehouse buyer, then worked in local promotions for Geffen Records. He was named National AOR Director for Polydor/Los Angeles in 1990.



Cox

McNeely Named Keystone Communications Pres.

Stephen McNeely has been named President of satellite provider Keystone Communications. He most recently served as President/CEO of GE Capital's Patrick Media Group.

"Steve brings a new dimension of experience and strength to our management team," said Chairman/CEO David Simmons. "During his years with Patrick Media, he gained a wide knowledge of the media sector and will bring this perspective to our business in broadcast transmission services."

McNeely's other experience includes the President/CEO post of GE Capital's Auto Resale Services. He also spent 17 years in various marketing, operations, and management posts with Exxon.

Kopelman VP/GM For SFX Raleigh Roster

SFX Broadcasting Classic Rock-Oldies sisters WRDU-FM & WTRG-FM/Raleigh have tapped Mark Kopelman as VP/GM. He retains those duties at CHR-Classical Rock WDCG-FM & WZZU-FM, which SFX recently acquired from Prism Radio Partners. Kopelman replaces Phil Zachary, who moves to SFX's WHFS/Washington as VP/GM (see page 3).

"I am ecstatic to begin working with CEO Mike Ferrel and COO Geoff Armstrong in what is quickly becoming one of the most outstanding companies in this new age of radio broadcasting," Kopelman commented. "I believe the long-term prospects of combining all four stations in this explosive growth market will become much greater than anyone could possibly imagine."

Asked about being effective with so many stations and such a large staff, Kopelman told R&R, "You have to delegate and think [like] a president of a group. You also have to work with people you can trust. At all four stations, we have some very good people; I'm not planning on any changes. Quite frankly, it looks like we'll have to give people more responsibility and hire more people."

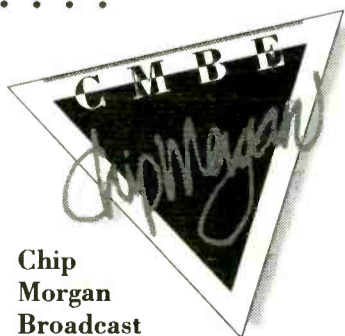
Prior to his arrival at WDCG & WZZU a year and a half ago, Kopelman was GM of KCEE-AM, KNST-AM, KRQQ-FM & KWFM-FM/Tucson. He also served as GSM for WCKW/New Orleans and the former WROQ/Charlotte and spent seven years at KNIX/Phoenix.

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Chip Morgan Broadcast Enterprises

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Miami Crowned Machine



Gloria and Emilio Estefan graced Sony Music's New York headquarters recently to collect plaques commemorating gold and platinum certification of four of her 10 Epic albums. The smiles belong to (l-r) Epic Records Group Chairman Dave Glew, Gloria Estefan, Sony Music Entertainment President/COO Thomas Mottola, and Emilio Estefan.



TOM PETTY AND THE HEARTBREAKERS

From their new album: *Songs and Music From The Motion Picture She's The One*



Added Heavy

Billboard Rock Monitor Debut 26*

As of 7/16 - 712 Spins

Breaker 678 Spins

#1 Most Added Rock

including WNEW, WBAB, WHJY, WMMR
KSHE, WWDC, WDVE, KQRS, WKLS,
WCCC, KYYS, KDKB...and many more!

R&R Rock Debut 18

Most Added Active Rock

including KISS, WKLO, WXTB, WLZR,
WRCX, KSJO, KUFO, KQRC, WRIF,
KLOL, KTXQ, WZTA, KEGL, KLBJ
...and many more!



Produced by Rick Rubin, Tom Petty and Mike Campbell.

Management: Tony Dimitriades for East End Management. www.wbr.com/radio ©1996 Warner Bros. Records Inc.

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Radio

• **STEPHEN MILLER** has been promoted to VP of Patterson Broadcasting and will oversee its Honolulu, Fresno, and Reno, NV stations. He previously served as Western Regional Manager and was co-owner of CenCal Broadcasting prior to its purchase by Patterson in January.

• **MICHAEL DRISCOLL** has been appointed CFO at Connoisseur Communications. He most recently served as CFO of U.S. Radio.



Zimet

• **MARC ZIMET** is the new Sr. Director/Video Promotion at Arista Records. He previously served as Arista's Northeast Marketing Director.

• **ADAM BLOCK** has been promoted from Director/Marketing to Sr. Director/Marketing at Legacy.



Block

• **MITCHELL KRASNOW** has been appointed Sr. VP/A&R of Krasnow Entertainment. He was most recently VP/International A&R at Elektra Records.

National Radio

• **SPORTS BYLINE USA** has announced it will launch "Sports Byline Spanish," a three-hour sports talk program slated to begin in January 1997. The first national, Spanish-language sports talk show will air 10pm-1am ET via live satellite feed to affiliates; (415) 434-8300.

• **VIRGINIA ASSOCIATION OF BROADCASTERS** will hold a programming seminar conducted by the Lund Consultants on August 14 from 9am-5pm at the Holiday Inn Central in Richmond. Topics to be discussed include critiquing and hiring talent, management techniques for program department heads, and building a stronger relationship with Sales. Registration fees are \$25 for members, \$50 for non-members; (804) 977-3716.

Industry

• **MUSICAM Express** has named **DAVID WATKINS** VP/Operations,

PATRICK HANAVAN Director/Channel Sales, **LUKE KREINBERG** Music Sales Manager, and **JOHN COREY** Regional Manager/Sales. All four previously served in similar capacities for Digital Generation Systems.

• **BOB LAWRENCE** has joined Thompson Creative as Regional Sales Manager. He most recently served in the same capacity at TM Century.

• **OTARI SINGAPORE PTE.** and **OTARITEE, JAPAN** have been granted exclusive sales and service distribution rights for Arrakis products throughout most of Southeast Asia.

CHRONICLE

BIRTHS

WMRV/Binghamton, NY Music Coordinator **Dave Clink**, wife Monica, daughter Rachel Louise, July 14.

WDSK-AM, WDTL-FM & WOHT-FM/Cleveland, MS President/GM **Larry Fuss**, wife Fenty, son Ryan Leo, July 14.

Peterson Media Services consultant **Al Peterson**, wife Cindy Tollin, son Adam Theodore, July 13.

Records



Tobey

• **CHRIS TOBEY** has been named to the newly created VP/Marketing & New Technologies post at Warner Music Group. He was formerly Sr. VP/Marketing & New Technologies for Elektra Entertainment Group.



De Savia



Kirkpatrick

• **TOM DE SAVIA** and **JOHN KIRKPATRICK** have become Sr. Director/A&R and Director/A&R, respectively, at Elektra Entertainment Group. De Savia was previously Associate VP of ASCAP; Kirkpatrick most recently was Associate Manager of Laffitte Entertainment Division.

PROS ON THE LOOSE

Scot Taylor — Afternoons WMEQ-FM/Eau Claire, WI (715) 235-2461.

Changes

AC: WWSN/Charlotte morning duo **Bob Lacey** and **Sheri Lynch** have landed their first affiliate — WCTW (The Cat)/Catskill-Kingston, NY.

CHR: KSFM/Sacramento APD/afternoons **Billy Burke** has departed the station ... WFHN/New Bedford, MA ups **Kevin Matthews** to mornings with Promotion Dir. **Sharon Fogaren** ... WJJS/Roanoke-Lynchburg, VA nighttimer **Melissa Morgan** adds MD stripes ... **Wendy Wicks** departs Production Dir./midday duties at WLAN/Lancaster, PA ... The new lineup at WHZZ/Lansing, MI has PD **Chris Kerr** joining APD/MD **Woody Houston** for mornings, **Scott Adams** taking middays, and **John Hammer** moving to afternoon drive ... **Mark Medina** adds APD/MD stripes at KHTN/Modesto, CA ... WHWH-

AM & WPST-FM/Trenton, NJ Chief Engineer **Anthony Gervasi** has been elevated to Dir./Engineering ... WJJY/Concord, NH is now a CHR outlet. **Kevin Hilley** joins for mornings.

Country: KHEY/El Paso morning co-host **Jordan Lee** adds MD duties ... WGNE/Daytona Beach MD **Ron Jones** departs ... **Doug Taylor** is new to wakeups at WPKX/Springfield, MA ... **Michael Stechman** joins WXCL/Peoria, IL for evenings ... WJOD/Dubuque, IA shifts **Alan Williams** to nights. **Garth Gibson** gets overnights ... **Paul Kenny** is the new morning host at WKKG-FM/Columbus, IN.

News/Talk: **Dan Terhaar** is the new host of University of Minnesota hockey broadcasts at KSTP/Minneapolis ... **Melanie King** has departed CJAD/Montreal after 15 years with the station.

Continued on Page 32

NATIONAL RADIO FORMATS

ADDED THIS WEEK

ABC RADIO NETWORKS

Robert Hall • (214) 991-9200

Starstation — Peter Stewart

JIM BRICKMAN Hero's Dream

Hot AC — Robin Jones

JEWEL Who Will Save Your Soul

Classic Rock — Chris Miller

DEF LEPPARD All I Want Is Everything
TOM PETTY Walls

ALTERNATIVE PROGRAMMING

Steve Knoll • (800) 231-2818

Mainstream AC

JIM BRICKMAN Hero's Dream
MARIAH CAREY Forever

BROADCAST PROGRAMMING

Walter Powers • (800) 426-9082

Digital AC — J.J. Cook

HARRY CONNICK JR. Hear Me In The Harmony
NATALIE MERCHANT Jealousy

Digital Soft AC — Mike Bettelli

WHITNEY HOUSTON Why Does It Hurt So Bad

Digital AC Mix — Mike Bettelli

WHITNEY HOUSTON Why Does It Hurt So Bad

Digital Hot AC — J.J. Cook

HOOTIE & THE BLOWFISH Tucker's Town
ROBERT MILES Children

Digital CHR — J.J. Cook

DISHWALLA Counting Blue Cars
MAXI PRIEST I/SHAGGY That Girl

Modern Rock — Leslie Cehan

ASH Goldfinger
FUGEES No Woman, No Cry
GOODNESS Goodbye

JONES SATELLITE NETWORKS

Phil Barry • (303) 784-8700

Soft Hits — Rick Brady

WHITNEY HOUSTON Why Does It Hurt So Bad

Adult Hit Radio — J.J. McKay

ODONNA LEWIS I Love You Always Forever
ROBERT MILES Children

WESTWOOD ONE NETWORKS

Bob McNeill • (805) 294-9000

Bright AC — Bill Michaels

JEWEL Who Will Save Your Soul

Soft AC — Andy Fuller

MARIAH CAREY Forever

Adult Rock & Roll — Andy Fuller

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Radio & Research: A Call For Balance

By Betty Breneman

Have we absolutely taken leave of our senses? Radio stations are being tossed about on a sea of research, and no one will let the captain act upon his instincts and experience. What the heck is happening here? We're researching everything down to a gnat's nose! Then we wonder where the creativity is. Why does everything sound the same, generic, sterile? Why doesn't it "feel" right?

Are people still entering the radio business with a passion for people, for communicating, for relating, for performing, for touching the heart and soul, for expressing feelings?

Sure we need our techies — our objective types — to uncover that valuable research that provides information we can use as guidelines, as retrospectives, etc.

We are certainly aware of the old adage "if you don't learn from history, you're bound to repeat it." But I'm afraid we've made "research" our deity, worshipping every new little nuance introduced. We almost dare our creative people to be creative, instinctive, spontaneous, emotional, passionate, subjective, entertaining!

One recent wrinkle researches programming elements — including songs — by continuous measurement of a battery of a listener's physical responses as he or she listens to these elements. Then you see a printout of something akin to an electrocardiogram.

Research Vs. Reality

I'm sorry. This is a little too weird for me. That same person could be in a different mood tomorrow and react in a totally different way. These aren't lab rats that don't know they're being "tested." These are thinking human beings who are affected by the artificial laboratory setting.

Am I willing to throw out what I've learned about programming in



Research is invaluable — but it must not supplant human instinct, intuition, and creativity.



real-life situations over the years to accommodate this kind of "research"? This is not real life! And radio must deal with real life.

Some years ago I witnessed a band that was having difficulty getting its records played on "the stations that count" — even though the band was fairly successful. They were frustrated and decided to do some research to come up with the perfect record for radio.

They looked at all the reasons they heard about their previous records not making it — too long, too hard, too young, not in the target demo's preference, etc. They queried PDs on what the perfect record would be for them. The band took all this "research," went into the studio, and cut the perfect record for radio.

Guess what — they got adds aplenty! And guess what — the record was a stiff! It was technically perfect — but there was no "soul"; it was sterile. Is our obsession with "research" sterilizing contemporary music-radio programming?

Castrated By Research?

Research companies abound, and by all indications they're doing very well. The highly competitive marketplace for radio and the need to find and own a niche drives the quest for more and more research. There are big bucks at stake. And I'm not here to take anything away from them or from the value of research at all. I just happen to think radio in general, and music radio specifically, has allowed itself to be castrated in the name of "research."

I recently spoke with a programmer who frequently fine-tunes his programming to better serve the target audience. The station has had incredibly consistent success (Arbitron increases) over the past four quarters. When I asked upon what research the station based its changes, he almost apologetically said, "None. We really can't afford all that research. We basically use our knowledge of the market and our gut."

What? That's unheard of. You can't do that. You've got to get these auditorium tests, listener profile analyses, skin tests, hook tests, ear tests, whatever tests. You've got to have some research to justify what you're doing! How can you possibly just make decisions intuitively?

I don't mean to sound anti-research. I'm not. After all, the whole concept of the Top 40 radio format was born out of "researching" what people were buying at record stores and playing on jukeboxes. I'm very much a fan of research. But have we abandoned ourselves to it? Are we afraid to do anything without it?

There are radio stations that have spent mega-bucks with research companies to determine a programming "hole" in a market when the hole is as obvious as the proverbial nose-on-your-face. I know a bunch of radio programmers — and probably an equal amount of record promotion people — who could spend some time in the market and tell you almost instantly what the programming "hole" is just by listening and observing.

Art Vs. Science

We need a balance of art and science. Research is invaluable — but it must not supplant human instinct, and creativity. Research should light the way — not be the way. Even famous author and research fan **Jack Trout** (the guy who wrote "The New Positioning") says you have to be careful with research, it can confuse you if you're not.

This is no call to throw out the research. On the contrary, it's a call to restore balance — to recognize and respect the subjective, intuitive quality of the programming equa-

DATELINE

• **June 26 (through September 18)** — Summer Arbitron.

• **August 8-10** — Talentmasters Morning Show Boot Camp. Westin Canal Place Hotel, New Orleans; (770) 926-7573.

• **August 16-17** — O'Day/Orkin's International Radio Creative & Voiceover Summit. Bel-Air Summit Hotel, Los Angeles; (310) 476-8111.

• **August 22-25** — Jack The Rapper Convention & Expo. Georgia International Convention Center and Sheraton Gateway Hotel, Atlanta; (407) 290-2289.

• **September 4** — MTV Video Awards. Radio City Music Hall, New York.

• **September 9 (through December 11)** — Fall Arbitron.

• **September 10-14** — 20th Annual NABOB Fall Broadcast Management Conference. Sheraton Washington Hotel, Washington, DC; (202) 463-8970.

• **September 17-19** — Internet Business Strategies For Radio. Embassy Suites Hotel, Chicago; (800) 420-2145 or <http://www.iqpc.com/radio.htm>

• **October 2** — CMA Awards. Grand Ole Opry, Nashville.

• **October 4-6** — '96 Women In Communications Conference. Red Lion Jantzen Beach Hotel, Portland, OR; (703) 359-9000.

• **October 9-12** — NAB Radio Show. Los Angeles Convention Center; (202) 429-5420.

• **October 9-12** — RTNDA 51st International Conference & Exhibition. Los Angeles Convention Center; (202) 659-6510.

• **October 12** — NAB Marconi Radio Awards Dinner & Show. Westin Bonaventure, Los Angeles; (202) 429-5350.

• **October 23-26** — RAP SHEET's Working Towards A Unified Hip Hop Nation III. Site TBA, Los Angeles; (213) 634-3528.

• **October 27** — '96 Radio Hall of Fame Induction Ceremony & Dinner. Radio Hall of Fame, Chicago; (800) 860-9559.

• **October 30** — John Bayliss Foundation Roast. Waldorf Hotel, New York; (408) 624-1536.

• **November 2-5** — RAB Board Meeting. Ritz-Carlton, Dearborn, MI; (214) 753-6750.

1997:

• **February 3** — Deadline for NAB Crystal Radio Award Entries; (202) 775-3510.

• **February 6-9** — RAB '97 Mktg. Leadership Conference & Exec. Symposium. Marriott Marquis, Atlanta; (800) 722-7355.

• **March 5-8** — 28th Country Radio Seminar. Opryland Hotel, Nashville; (615) 327-4487.

• **April 4-7** — Broadcast Education Assn. 42nd Annual Convention "Reinventing Electronic Media: Multimedia in the New Millennium." Las Vegas Convention Center; (202) 429-5354.

• **April 5-10** — NAB '97. Las Vegas Convention Center; (202) 775-4970.

• **April 5-10** — NAB Multimedia World. Las Vegas Convention Center; (202) 775-4970.

tion as well as the objective, quantitative part.

I find a correlation with what psychologists tell us is almost epidemic in society today — the need to place blame, the need to disavow personal responsibility (you know, the people who blame society, their parents, their teachers, their church, their whatever for their own actions) — and the research "explosion."

I believe we've taken this concept into radio programming. We use research to determine and justify everything we do, so we can blame research when it doesn't work out. God forbid we should make decisions based on our experience and gut, and accept the responsibility.

Music radio is especially vulnerable because music is of the emotions, and it feels as if music radio programmers are handcuffed by "research." Are today's well-qualified programmers allowed to play a record because they think it's a great record, it suits their audienc-

es, it'll add value to the on-air structures they're building, it's exciting, it's beautiful, it's touching, it's relevant, the artist is important to their audiences?

Or must the decision be put off and based on the "research"? Or ... on what promotion comes with it? (But that's a subject for another day.)

I love radio! Peace.

Betty Breneman is publisher of the *Breneman Review* and principal in **Breneman Radio Services**. She was the National Music Director for the **RKO Radio Group** and **Drake-Chenault Consultants** during their successful reigns. She can be reached at (818) 248-3162.



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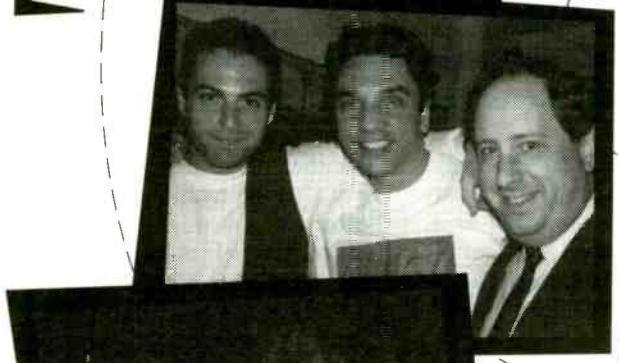
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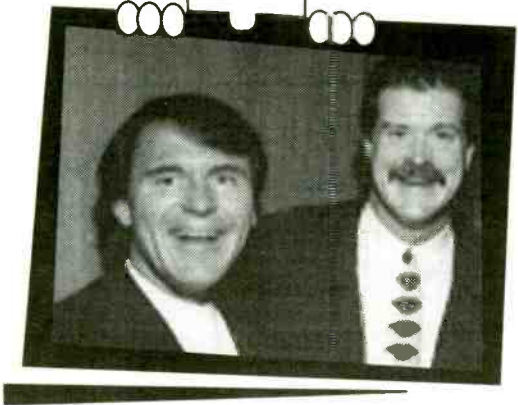
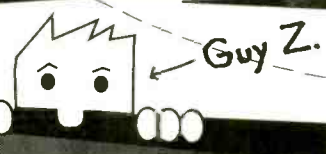
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Position Yourself As Well As Your Station

By Bob McCurdy

Marketing courses have become increasingly popular at many of our major universities. For the most part, "marketing" is nothing more than the effective positioning of a product or service. Stores are filled with books and tapes that deal with the positioning of products, complete with case studies, rules for success, and step-by-step advice.

When radio salespeople hear the word "positioning," our first tendency may be to think about how we sell our station or product. At Sentry Radio Sales we spend a lot of time and effort focusing on pre-selling and positioning our client stations to the national buying community. If you sell locally, you probably do the same thing for your clients.

Taken on this level, the term "positioning" can sound impersonal — representing a cold-hearted, calculated selling of a concept or product. Rarely will people think of positioning as it pertains to themselves, their image and reputation among business associates and personal friends. However, every one of us has already been positioned — both personally and professionally — in much the same manner as a consumer product.

Any brand manager would tell you that in order to improve a product's market position, it's important to understand its perception among customers. The same is true when that product is ourselves. How many of us ever attempt to enhance our own personal image, using the same tactics that we've learned through school, books, seminars, and experience? Even if we do, are we conscious of what methods we used? Did we plan it out, like the way we plan our station pitches?



Often a consumer will overlook foibles or inadequacies of a product if they are sold on the salesperson and what that salesperson stands for.

In reality, we need to position ourselves as much as — if not more than — our product, company, or radio station. People need to buy from those they trust, respect, or need. Often a consumer will overlook foibles or inadequacies of a product if they are sold on the salesperson and what that salesperson stands for.

Strengths & Weaknesses

To effectively position a product, one must become intimately familiar with it, knowing its strengths and weaknesses. It's usually easy for our staffs to identify the weaknesses of what we sell; our prospective customers readily offer these observations. We spend much of our time developing approaches to emphasize our station's strengths and sell around our perceived shortcomings.

It's a lot harder for us to do this with ourselves, but it is no less important. There's no one who knows you better than you, so honest and frequent reflection is probably a good first step.

This is a lot harder than it might seem. As salespeople we have big egos, and over the years we have learned to filter out the criticisms we might hear about ourselves, only remembering the positives. This is only natural; we all use these defense mechanisms to maintain a strong self-image, helping us to overcome the inevitable rejection that salespeople must continually face.

Sometimes it seems that we know more about other people than we know about ourselves. How many of us have ever taken the time to actually consider — even write down — what we stand for professionally? It's easy to occasionally think about these things; it's a lot harder to really take the time to sort through our values and beliefs and then put them on paper.

Think of how powerful it would be for us to finally and definitively understand what we stand for, personally and professionally. Not only would we become more effective performers, but this could also have a dramatic, positive impact on our personal lives as well.

Create A Vision & Value Statement

One of our station clients, **Bonneville**, has distributed a compelling corporate vision and value statement to all employees that's wallet-sized and carried by everyone. It serves almost as a corporate compass to keep everyone focused when the going gets tough. If the existence of value and mission statements benefits a corporation, they should benefit us individually, too.

Let's take this a step further. When we truly understand what's important to us personally and professionally, it's time to communicate this to our buyers and retailers. Something in writing lasts for a long time; if it's distributed to the people we deal with, it'll last even longer. When it's in writing and has been communicated to our clients, it becomes very difficult to ignore.

When we take a stand and "walk our talk," we've begun the process of "positioning" ourselves. Positioning is a verb that requires action, effort, and vigilance.

As marketers or brand managers of ourselves, through the execution of the above, we've come to really understand, appreciate, and know our "product."

Three Positioning Hooks For Sales

In the marketing world, different products and services own different hills or niches. The same concept holds true in sales. As salespeople, we compete against others in our profession, all pursuing the same goal. Each of us works to find our own niche, not only against our competitors, but also within our own company.

At Sentry Radio Sales, we talk about great sellers having a "hook" — something to hang their reputation on for each of their clients. In sales there are three hooks that one could own:

- The *Knowledge* hook.
- The *Creative* hook.
- The *Relationship* hook.

While few people can be equally proficient at all three hooks, all great sellers master at least one.

Take This Test

Take a look at your business relationships and ask yourself these questions. Would my customer call me first for facts? For input? Do they trust me the most?

The answers will tell you if you're positioned for that customer as the person with information (knowledge), ideas (creative), or empathy (relationship). There's a good chance you're a resource in at least one area for your biggest clients. If you've had limited success with a specific account, you probably don't own a clear-cut hook.

While everyone needs at least one hook, great sellers realize that mastering just one may not be enough. While one positioning style may be more comfortable, you'll need to compete with others who offer different strengths and advantages to your clients.

As a seller, you'll also need to position yourself differently, depending on what's important to the buyer/retailer, the kind of person he or she is, or the relationships that he or she has with your competitors. Pushing numbers to a relationship-driven customer, or creative ideas to a bottom-line, numbers-oriented person, will result in lost \$\$\$\$. If your competitor owns the relationship hook, you may want to position yourself as the information resource to wiggle yourself into the inner circle.

We've also conducted the equivalent of a focus group by reflecting and getting objective feedback from others. Lastly, we've finalized our labeling via our values and commitments statements.

Marketing Yourself

The next part of the self-positioning process is the marketing of yourself to your clients. Just as people utilize products to fulfill different needs or preferences, buyers and retailers are looking for different things from their sales reps. One client might value service more than knowledge or creativity; another less-experienced customer might be looking for the knowledge that the reps bring to the table. (*The box in the upper right summarizes the three positioning hooks a salesperson might use to become a sustaining resource to each client.*)

Just as products don't compete in a vacuum, neither do we. The best brand managers know the strengths and weaknesses of their competitive products. Effective salespeople recognize that the buyer is not only buying a station; they're buying the salesperson. This personal part of the equation is often the most important part of the sales process.

A basic tenet of marketing is to never attack a product leader head-on. Flanking is often suggested. If a competitive seller is the preferred rep of a buyer/retailer, study their strengths and

flank their weaknesses. If they enjoy a strong relationship with the buyer, you might want to position yourself as the knowledge resource or a great source of ideas. Once you've been able to inch up the buyer's ladder of reps by becoming his or her service or idea guru, you can then make the move to usurp the preferred rep's knowledge rung.

Virtually everything that applies to the effective positioning of a product applies to the effective positioning of a salesperson. In this age of consolidation and deregulation it makes more sense than ever to be positioned properly. We tend to admire people who stand for something, how come right out and state who they are and what you can expect. It takes courage to make that kind of commitment. It takes discipline to live up to these goals once you commit to them.

Salespeople On The Move

• **Tim McCarthy** has been promoted to Dir./Sales at **WABC & WPLJ/ NY**. He had most recently served as LSM of WABC and NSM of PLJ.

• **Diane Sanfilippo** has joined **WJZZ-FM/Philadelphia** as NSM. She was formerly NSM of crosstown **WIOQ (Q102)**.

• **Nathan Gilbert** has joined **KNBR/SF** as Sr. AE. He exits a similar post at crosstown **KYLD**.

• **Jeff Wine** is the new LSM at **KKFR (Power 92)/Phoenix**. He most recently served as SM at crosstown **KZON-FM**.

• **Leslie Scheinman** has been elevated from LSM to GSM at **Chancellor's KEEY-FM/Minneapolis**. At sister **KFAN-AM**, **Steve Woodbury** also becomes GSM.

• **Keith Corso** has become Dir./Mktg. & Promotions for **Radio Center's WBBW-AM, WRTK-AM,**

WBBG-FM & WHOT-FM/Youngstown-Warren. Additionally, **Brian Price** becomes Continuity Specialist for Radio Center, and **Steve Crisafi** and **Beth Szabo** are



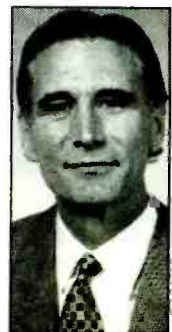
Fallert

named AEs for **WBBG**.

• **Johanna Fallert** has joined **Radio Terrace's WLNA-AM & WHUD-FM/Peekskill-Newburgh, NY** as Vendor Dir. She was formerly Sales Associate with

Gestetner Corp.

• **Mary Butler** and **Nicole Cunningham** have become SM/**Katz Radio** and SM/**KRG Urban Dimensions**, respectively. In related news, **Matthew Hanlon** is now SM/**Sentry Radio**. All three will be based in New York.



Bob McCurdy is President of **Sentry Radio Sales**. He can be reached at (212) 632-9722.

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Artist	Title	Score	Tired	Unfamiliar	Familiar	Grade	Z-Score	Cart/CD	Tempo	Era	Category	Memo		
BENSON, GEORGE	SPY GLASS	87.6	19.2	0.0	87.6	86.5	1.9	5.8	1.8	5.8	6.8	76.9	57.7	3.8
JAMES, BOB	WESTCHESTER LADY	87.1	5.7	0.0	87.1	81.1	1.9	1.9	5.7	86.8	77.4	54.7	5.7	
CLARKE, STANLEY	OVERJOYED	86.7	5.4	0.0	86.7	78.6	5.4	7.1	0.0	87.5	80.4	60.7	14.3	
JAMES, BOB	BRIGHTON BY THE SEA	85.7	5.6	0.0	85.7	80.8	0.0	1.9	3.8	86.5	71.2	50.0	1.8	
LAURY, STEVE	THERE'S ONE WAY	85.4	12.3	0.0	85.4	76.9	3.8	7.7	11.9	88.5	76.5	56.8	3.8	
DUFFEL, CANDY	I CAN'T MAKE YOU LOVE ME	84.4	10.7	0.0	84.4	80.4	1.8	1.8	5.4	85.7	68.1	48.2	8.9	
JARREAU, AL	SUPERFINE LOVE	84.1	7.5	1.9	85.7	78.2	1.9	3.8	5.7	84.9	69.9	52.8	5.7	
STEELEY DAN	HEY NINETEEN	84.1	3.8	0.0	84.1	84.6	1.9	1.9	3.8	85.5	80.4	71.4	50.0	3.8
WANDROSS, LUTHER & HINES	THERE'S NOTHING BE TTER THAN U	83.2	7.1	3.6	86.2	78.6	0.0	1.8	3.8	80.4	63.5	36.5	3.8	
WANDROSS, LUTHER	ANY LOVE	83.0	11.5	0.0	83.0	84.6	0.0	3.8	5.8	90.4	63.5	36.5	3.8	
SADÉ	I COULDN'T LOVE YOU MORE	82.1	12.5	0.0	82.1	67.9	3.6	7.1	3.9	76.8	67.9	50.0	3.6	
SCHON, NEIL	COOL BREEZE	82.1	7.7	0.0	82.1	73.1	1.9	3.8	7.7	80.8	80.4	42.3	5.8	
SADÉ	HANG ON TO YOUR LOVE	81.9	7.7	0.0	81.9	75.0	5.8	5.6	11.5	85.5	89.2	44.2	3.8	
FERRILL, RACHELLE	SENTIMENTAL	81.4	14.3	0.0	81.4	73.2	1.8	1.8	7.1	80.4	60.7	28.9	5.4	
BENSON, GEORGE	AFFIRMATION	81.3	17.3	0.0	81.3	68.2	1.9	5.8	2.7	76.9	67.3	40.4	3.8	
G. KENNY	G-BOP	81.3	1.9	3.8	84.6	75.0	1.9	5.8	2.7	82.7	89.2	48.1	19.4	
RIPPINGTONS	ASPEN	81.1	5.7	0.0	81.1	59.8	1.9	3.8	8.4	78.2	64.2	28.6	5.7	
DAVIS, MILES	HUMAN NATURE	80.9	5.1	0.0	80.9	68.6	0.0	3.6	10.7	80.4	60.7	30.3	3.6	
FRANKS, MICHAEL	THUNDER	80.8	19.6	0.0	80.8	66.1	3.6	8.9	10.7	76.8	66.1	46.4	1.8	
SPYRO DYRA	CATCHING THE SUN	80.8	7.5	1.9	82.4	76.5	1.9	3.8	9.4	84.9	64.2	28.6	12.2	
KCZ, DAVE	EMILY	80.8	3.8	0.0	80.8	68.2	0.0	3.8	7.7	76.9	63.5	26.5	13.5	
VALLÉ, JAMIE	ROUND MIDNIGHT	80.8	26.9	1.9	82.4	68.4	3.8	7.7	13.5	78.8	71.2	48.1	1.8	
ELLIOT, RICHARD	AFTER DARK	80.5	15.4	0.0	80.5	65.4	5.8	5.8	11.5	76.9	65.4	44.2	8.6	
BLUE SWAINS	SOFT SILK	80.2	11.5	1.9	81.8	73.1	0.0	0.0	5.8	78.9	81.5	34.6	7.7	
COLE, NATALIE	LIVE FOR YOUR LOVE	80.1	10.7	0.0	80.1	75.0	3.6	5.4	7.1	82.1	86.9	28.7	3.6	
SAMBORIN, DAVID	NEITHER ONE OF US	80.1	10.7	0.0	80.1	71.4	5.4	7.1	10.7	82.1	62.3	28.9	8.9	
TORRES, NESTOR	EL CONDOR PACA	80.1	1.9	1.9	81.6	71.7	0.0	1.9	5.7	77.4	56.6	41.5	5.7	
ALVARISA	SHE WORE DIAMONDS	79.9	1.9	1.9	81.5	76.9	0.0	3.8	7.7	84.6	61.5	32.7	7.7	
BARBERI, GATO	SHE IS MICHELLE	79.8	7.5	1.9	81.3	68.8	0.0	0.0	5.7	75.5	82.3	34.0	11.2	
FLUGH, EARL	THE TRAVELER	79.8	17.0	0.0	79.8	67.9	3.8	7.5	13	79.2	80.1	41.5	13.2	
BROOKLYN FLANK ESSENTIALS	TAKE THE L TRAIN TIC TAC TOE	79.7	11.5	1.9	81.2	75.9	1.9	6.8	7.7	84.6	53.5	32.7	11.5	
PROVIDES	PROVIDES	79.6	23.2	0.0	79.6	66.1	1.6	3.6	0.7	76.9	58.9	28.3	5.4	

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- ▶ Create hours of special local programming with a mouse click
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- ▶ Design your own tabs that are saved automatically every time.
- ▶ Create instant lists of songs by category, tempo, era, cart #, and hundreds of other combinations.

Field Display/Sort Order

Select Fields To Display

- Score
- Tired
- Unfamiliar
- Familiar Only
- Percent "Net Like"
- Grade
- Z-Score
- Percent 1s
- Percent 12s
- Percent 123s
- Percent 567s
- Percent 67s
- Percent 7s
- Question Mark
- Cart/CD Number
- Tempo
- Era
- Category
- Memo

Sort list by: Then sort by: Then sort by:

High-Low (100, 0, Z, A) Low-High (0, 100, A, Z)

High-Low (100, 0, Z, A) Low-High (0, 100, A, Z)

High-Low (100, 0, Z, A) Low-High (0, 100, A, Z)

Buttons: OK, Cancel, Help, Default

Create Crosstab Wizard

Welcome to the Crosstab Wizard! The first step in creating or editing a crosstab is to select one of the 10 available slots below and naming it.

- Standard Demos
- Positive Passion
- Negative Passion
- Smash Hits
- Get Off The Air
- Polanzed Tunes
- [No Crosstab Defined]
- [No Crosstab Defined]
- [No Crosstab Defined]
- [No Crosstab Defined]

Crosstab Name:

When you have selected a slot and named it, click Next to continue...

Buttons: Cancel, Back, Next, Help

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WNVZ/Norfolk: Thinking Big At Little Cost

By Scott Slaven, PROMAX International

The new film "The Nutty Professor" — featuring **Eddie Murphy** in his "biggest" role yet — inspired an oversized promotion at **WNVZ-FM (Z104)/Norfolk**. In order to score tickets to a special advance screening of the film, Z104 listeners had to participate in a wacky workout with the station's morning air personality, who was wearing a Murphy-esque fat suit. Moviegoers didn't have to be in tip-top physical condition — the most taxing event involved lifting a fork.

Doggy Style

KISS-FM/San Antonio celebrated the dog days of summer by hosting the first annual "Dog Leg Golf Classic." The charity tournament benefited Adoption Day at the Animal Defense League of San Antonio, the largest "no-kill" animal shelter in Texas.

Listeners who participated played 18 holes of golf with local TV personalities and the ultimate summer vacation rock icon, **Alice "School's Out" Cooper**. The animal-loving players took part in a raffle and silent auction to help raise funds for the animal shelter. Cooper himself bagged a 35-inch color TV and a limited edition NBA All-Star jacket by being the highest bidder in the silent auction.

Mow Money

To celebrate Father's Day last month, **WMMK-FM/Ft. Walton**

and interracial churches that have been burned or vandalized in hate crimes to date. **KABC's** aim is to help the Council raise at least \$1 million.

Hot Fun In The Summertime

It's summertime and the livin' is easy at **KMXR-FM (93.9)/Corpus Christi, TX**. The station is celebrating "93 Days Of Summer" with a series of special events, kicking off with a July 4 fete in which 93 listeners and their guests were invited to a listener appreciation party on the rooftop pool deck of a local Sheraton hotel.

Later this month, the station's "Work Escape Weekend Getaways" will take listeners to Sea World, Six Flags Fiesta Texas, and Alamo City — among other Texas getaway destinations.

However, the big event will be the "Summer Scavenger Hunt" in which 10 callers will join the station at a mall and follow cue cards to different shopping centers until the contestants have collected all the game pieces. Participants will have 93 minutes to complete the mission; the first to finish will collect the grand prize. San Antonio traffic cops are probably looking forward to surpassing their monthly ticket quotas as frantic listeners floor it from mall to mall.



Beach, FL hosted the "Father Mows Best Grand Prix" in which 14 fathers were nominated over the air and competed by pushing a lawnmower through a suburban-hell obstacle course.

Along the way, the dueling dads had to hammer nails, down hot wings, chug root beer, shoot a basket, change a diaper, and cross the finish line carrying their child piggy-back.

Not Just Talk

Talk **KABC/Los Angeles** is doing more than just talking about the rash of church burnings in the south. The station is joining forces with the National Council of Churches to raise money to help rebuild the 57 Af-

Pro:Motions

• **Therese Campenelli** is the new Promotions Dir. at **KTCL/Denver**.

• **Karen Ann McCarthy** segues to **WHYN-FM/Springfield, MA** from crosstown **WMAZ-FM** as Promotions Dir.

• **Kelly Gaskill** is appointed Promotions Dir. at **KRNO/Reno, NV**.

• **Roger Wiggs** has become Dir./Advertising & Marketing for **Kelly Communications' WOAM-AM, WKZW-FM & WXCL-FM/Peoria, IL & WIHN-FM/Bloomington-Normal, IL**.

Share Your Marketing Plan!

We hope you'll take part in the industry's newest weekly forum for marketing & promotion professionals.

- Just what did it take to pull off that remote?
- How much time went into that station concert?
- Who chose the colors for that outdoor campaign?
- Why did you use film — or video — for those TV spots?

R&R invites you to share your stories about any of the above topics — or just about anything marketing- or promotion-related — with our readers. Your comments will contribute to an ongoing forum designed to attract attention to the importance of strong marketing and promotion in the radio industry.

Please send your ideas, releases, and photographs to **Scott Slaven**, Director of Communications, **PROMAX International**, 2029 Century Park East, Suite 555, Los Angeles, CA 90067.

August Promotional Opportunities

By Irwin Pollack

Month-Long Opportunities

• **National Foot Health Month:** To educate people on the importance of taking care of their feet. *More info:* Dr. Scholl's (312) 856-8826.

• **International Clown Month:** To call public attention to the charitable activities of clowns and the wholesome entertainment they provide. *More info:* Clowns Of America, Box 306, Two Harbors, MN 55616.

• **National Catfish Month:** To increase awareness of genuine farm-raised catfish. *More info:* Catfish Lovers, 666 Third Ave., Second Floor, New York, NY 10017.

• **National Water Quality Month:** To increase awareness of water as a precious resource and the importance of water as a precious resource. *More info:* Culligan International (708) 205-6000.

• **Romance Awareness Month:** To educate couples about how romance can improve their relationship. Sponsor: Celebrate Romance, 5199 East Pacific Coast Highway, Suite 303A, Long Beach, CA 90804.

Special Days & Weeks

August 1 — National Night Out: Designed to heighten crime prevention awareness and to promote police-community partnerships. *More info:* (610) 649-7055.

August 5-9 — National Certified Registered Nurse Anesthetist Week: To provide recognition for the nation's certified registered nurses who administer more than 65% of all the anesthesia in the U.S. each year. *More info:* Betty Stuffers, 222 S. Prospect, Park Ridge, IL 60068.

August 5 — National Mustard Day: Mustard lovers all across the nation pay tribute to the king of condiments all day long. *More info:* (608) 437-3986.

August 6 — American Family Day: Observed on the first Sunday in August.

August 7 (11:23am) — Halfway point of Summer. Only 46 days, 19 hours, and 49 minutes to go.

August 11 — Presidential Joke Day: A day to recall presidential jokes. Origin: While preparing for a radio broadcast on August 11, 1984, President Reagan, instead of saying, "One, two, three ..." said, "My fellow Americans, I am pleased to tell you today I have signed legislation which outlaws Russia forever. We begin bombing in five minutes ..." The statement was picked up by live TV cameras and microphones.

August 12 — Middle Children's Day: To salute the middle-bom children whose youthful activities were limited due to their always being "too young" or "too old." Today, they're just right. *More info:* Mid-Kid Co., 402 Oak Ave., Sebring, FL 33870.

August 12-19 — Don't Wait ... Celebrate Week! To encourage frequent festivities acknowledging small, but significant, accomplishments such as team wins, good grades, etc. Sponsor: Celebration Creations (612) 879-4592.

August 13 — International Left-handers Day: To recognize the needs and frustrations of left-handers and celebrate the good life of left-handedness. Sponsor: Left-handers International (913) 234-2177.

August 18 — Bad Poetry Day: After all the "good" poetry you were forced to study in school, here's the chance for payback. Invite some friends over, compose some really rotten verses, and send it to your old high school teacher. *More info:* (717) 274-8451.

August 19-23: Weird Contest Week: The objective here is to stage a weird contest every day of the week. Examples: Artistic pie eating, salt water taffy sculpting, wet T-shirt throwing, etc. Sponsors: The City of Ocean City, TastyKake Baking Co., Shriver's Saltwater Taffy.

August 26 — Make Your Own Luck Day: A day to take affirmative actions in your own life to direct events and take control of your destiny for a happier, more productive life by creating your own luck. *More info:* (214) 252-9026.

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'ZINE SCENE

'Spin' Sports Four Kiss Covers!

The August issue of *Spin* features four different covers — one for each member of **Kiss**. Inside, bassist **Gene Simmons** explains his motivation: "If the gentiles of the world are willing to worship a Jew, I want them to worship me, too. I figure, what the fuck does Christ have that I don't have? I'm much better looking, and I won't keep changing my mind — first he dies, then he comes back, then he goes away again. It's a perfect Jewish scenario."

Girls, Girls, Girls

Cassandra Wilson, **Cher**, and **Lisa Marie Presley** make *Esquire's* latest "Women We Love" list; **Yoko Ono** makes the 'zine's "Women We Don't Love" list. *Esquire* also bestows one-line raves about **Jewel**, **Emmylou Harris**, **Aimee Mann**, **Joan Osborne**, **Joan Jett**, and **Ani DiFranco**, and takes shots at **Alanis Morissette**, **Lisa Loeb**, **Tori Amos**, **Polly Jean Harvey**, **Celine Dion**, and **Madonna**.

When **Brandy** couldn't find anything on the posh Chicago Italian eatery's menu that appealed to her teenage taste buds, host **Quincy Jones** sent a waiter to a nearby coffee shop for the pancakes and sausage she wanted (*Star*).

Mariah Carey's spending of \$100,000 so 500 disadvantaged youngsters could whoop it up in an upstate NY amusement park for one day merits a page in the *Star*. Cher is giving **Demi Moore** singing lessons (*National Enquirer*).

Vanessa Williams doesn't make a decision without consulting her \$150 per hour psychic first (*National Enquirer*).

Lisa Marie Presley has signed a modeling contract with Italian designer **Versace** for TV and magazine ads (*Globe*).

"I love champagne. I love it so much that I collect glasses and I need a special glass. When a glass looks like *that* [wrinkles her nose at the smudged specimen], I'm ready for another one" — *Elle* cover star **Tina Turner** crystalizes her thoughts.

Love & Happiness

After singing at the summer Olympics, **Celine Dion** plans to sail to the South Pacific with her manager/hubby and concentrate on raising a family (*Globe*).

Country stars **Faith Hill** and **Tim McGraw** are planning a fall

wedding (*Globe*).

While **Madonna** and her pet chihuahua flew first class from NYC to L.A., boytoy/father of her child-to-be **Carlos Leon** flew coach (*Globe*).

Valerie Bertinelli found hubby **Eddie Van Halen** partying with newly reinstated **Van Halen** lead singer **David Lee Roth** and some "big-haired blondes in pink bikinis" and promptly packed her bags (*Star*).

Jon Bon Jovi's marriage is on the rocks; he's moved out and resumed dating his onetime galpal, actress **Diane Lane** (*Star*).

The *National Enquirer* says the real reason **Janet Jackson** has packed on 30 extra pounds is because longtime live-in lover **Rene Elizondo** has been cheating on her in drug rehab.

It's A Festival!

"It's such a beautiful thing to happen every year. Is it every year or every other year?" — **Little Richard** answers *Entertainment Weekly's* "10 Stupid Questions" about the Olympics.

"People have called us hippie music and all of that, and we've had to live with it because the kind of music we play is older than us and it's going to go on after us. It's something that's real. Lollapalooza deals very much with what is popular. The music we play will always be in and out of vogue" — **Blues Traveler** frontman **John Popper** explains appeal of the H.O.R.D.E. tour (*Time*).

"That guy [**Perry Farrell**] was negotiating for a percentage of parking; it's not like he's just some sort of New Age guru" — **Soundgarden** vocalist **Chris Cornell** reacts to the Lollapalooza co-founder's plans to hold a new ENIT Festival (*Entertainment Weekly*).

Famous Last Words

"Most heavy metal songs are about chasing girls, getting high, or eating decayed flesh" — **Pat Boone**, who's about to record his own "In A Metal Mood" album, on the slight difficulty with lyrical content (*People*).

For the final word on **Smashing Pumpkins** tour keyboardist **Jonathan Melvoin's** untimely O.D., *Newsweek* quotes **Dickies** guitarist **Stan Lee**, in whose band Melvoin toiled from 1990-94, thusly, "We called him Mr. Perfect. He was well cultured, he knew what kind of wine to drink with what fish."

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.

MUSIC & MOVIES

CURRENT

- **PHENOMENON (Reprise)**
Single: Change The World/Eric Clapton
Other Featured Artists: Bryan Ferry, Jewel, Peter Gabriel
- **THE NUTTY PROFESSOR (Def Jam/RAL/Mercury)**
Singles: Touch Me Tease Me/Case f/Foxy Brown
I Like/Montell Jordan
Ain't No Nigga/Jay Z f/Foxy Brown (Roc-A-Fella/Priority)
Come Around/Dos Of Soul
Other Featured Artists: Warren G, Monica, Def Squad
- **THE HUNCHBACK OF NOTRE DAME (Walt Disney)**
Singles: Someday/All-4-One (Hollywood/Walt Disney)
God Bless The Outcasts/Bette Midler
- **ERASER**
Single: Where Do We Go From Here/Vanessa Williams (Mercury)
- **TWISTER (Warner Sunset/WB)**
Single: Long Way Down/Goo Goo Dolls (Metal Blade/WB)
Other Featured Artists: Shania Twain, Mark Knopler, Tori Amos
- **MISSION: IMPOSSIBLE (Mother/Island)**
Featured Artists: Pulp, Salt, Cranberries
- **THE CABLE GUY (Work/CRG)**
Single: Standing Outside .../Primitive Radio Gods
Other Featured Artists: Cypress Hill, Porno For Pyros, Silverchair
- **EDDIE (Island/Hollywood)**
Single: All The Way Live/Coolio (Tommy Boy/Island)
Other Featured Artists: J'son, Jodeci, House Of Pain

COMING

- **KAZAAM (Perspective/A&M)**
Singles: Wishes/Nathan Morris
I'll Make Your Dreams Come True/Subway
Other Featured Artists: Barrio Boyzz, Immature f/Quindon
- **FLED (Rowdy/Arista)**
Featured Artists: Goodie Mob, Tony Rich Project, Joi
- **TRAINSPOTTING (EMI/Capitol)**
Featured Artists: Iggy Pop, Blur, Elastica
- **KINGPIN (A&M)**
Single: But Anyway/Blues Traveler
Other Featured Artists: Goldfinger, Freedy Johnston
- **PINOCCHIO**
Single: Kiss Lonely Goodbye/Stevie Wonder (London)
- **THE CROW: CITY OF ANGELS (Hollywood)**
Singles: Gold Dust Woman/Hole
Jurassitol/Filter
Other Featured Artists: Bush, Korn, PJ Harvey
- **TIN CUP**
Single: This Could Take All Night/Amanda Marshall (Epic Soundtrax)
- **ESCAPE FROM L.A. (Lava/Atlantic)**
Featured Artists: Stabbing Westward, Butthole Surfers, CIV

CYBERSPACE

Hot new music-related World Wide Web sites, cool cyberchats, and other points of interest along the information superhighway.

'Net Chats

Log on to America Online Monday night (7/22) and you'll get goo all over your screen. **Goo Goo Dolls**, that is — the band guests on Cyber-Talk (keyword: WARNER) at 9:30pm ET/6:30pm PT.

Check in with Prodigy Wednesday evening (7/24) for a behind-the-scenes view of the "Howard Stern Show" with **Scott The Engineer**, starting at 8pm ET/5pm PT (jump: CHAT).

Slayer visits with its fans on Prodigy (jump: CHAT) Thursday (7/25) at 7:30pm ET/4:30pm PT.

On The Web

The 1996 Summer Olympics start today (7/19) in Atlanta, and the House Of Blues has set up a temporary HOB club there for the duration of the games. Visit it via cyberspace at <http://atlanta.hob.com> for live music, chats with visiting artists, and more.

A couple of country artists debut new web sites this week: **Decca's Mark Chesnutt** (<http://www.nashville.net/~chesnutt>) and **Arista/Nashville's BR5-49** (<http://www.br5-49.com>).

Music Interactive's site (<http://musicinteractive.com>) is geared primarily toward music professionals, but contains news, links, and contests that will appeal to fans as well.

MUSIC DATEBOOK

MONDAY, JULY 29

- 1959/The **Isley Brothers** record "Shout."
- 1965/The **Beatles'** second movie, "Help!" premieres in London.
- 1966/**Bob Dylan** breaks several neck vertebrae when he crashes his motorcycle in New York.
- 1974/"**Mama**" **Cass Elliot**, 32, dies of a heart attack after choking on a sandwich.
- 1990/**Sting** and **Trudy Styler** become parents to son **Elliot Sumner**.
Born: **Geddy Lee (Rush)** 1953, **Patti Scialfa** 1956

TUESDAY, JULY 30

- 1968/The **Beatles** close their London-based Apple boutique by giving away its entire contents.
Born: **Paul Anka** 1941, **Kate Bush** 1958

WEDNESDAY, JULY 31

- 1970/The **Rolling Stones**, in order to fulfill a contract, deliver "Cocksucker Blues" to **Decca Records**. This frees them to form **Rolling Stones Records**.
- 1986/**Stevie Wonder** receives an Emmy nomination for his guest appearance on "The Cosby Show."
- 1995/**Courtney Love** ends **Hole's** Pittsburgh Lollapalooza set ear-

ly when a fan tosses a shotgun shell casing on stage. (Love's husband, **Kurt Cobain**, committed suicide with a shotgun in 1994.)
Born: **Bill Berry (R.E.M.)** 1958

THURSDAY, AUGUST 1



The Buggles — false prophets.

- 1971/The **George Harrison**-inspired "Concerts For Bangladesh" are held in New York. Headliners include **Badfinger**, **Eric Clapton**, **Bob Dylan**, **Billy Preston**, **Leon Russell**, and **Ringo Starr**.
- 1981/**MTV** is launched in an estimated 2.1 million homes. The first video is the **Buggles'** "Video Killed The Radio Star." Exactly six years later, MTV debuts in Europe.
- 1989/**Eric Clapton** plays a free concert in Mozambique, Africa for more than 100,000. Proceeds benefited charities in the civil war-torn country.
Born: The late **Jerry Garcia** 1942, **Robert Cray** 1953, **Joe Elliot (Def Leppard)** 1960

FRIDAY, AUGUST 2

- 1958/**Johnny Cash** signs with **CBS Records**.
- 1987/Then-Eurythmics member **Dave Stewart** marries then-Bananarama member **Siobhan Fahey**.
- 1991/**Rick James** and girlfriend **Tanya Hijazi** are arrested in L.A. and charged with sexually assaulting and torturing a third woman.
Born: **Garth Hudson (Band)** 1937

SATURDAY, AUGUST 3

- 1963/The **Beatles** play their last gig at Liverpool's Cavern Club.
- 1966/Comic **Lenny Bruce** dies of a drug overdose.
- 1971/**Paul McCartney** announces the formation of **Wings**.
Born: **Tony Bennett** 1926, **James Hetfield (Metallica)** 1963

SUNDAY, AUGUST 4

- 1966/**John Lennon** remarks that the **Beatles** might be more popular than Jesus. The ensuing controversy results in mass burnings and bans of the group's music.
- 1980/**John Lennon** and **Yoko Ono** begin recording their "Double Fantasy" album.
- 1984/**Phil Collins** marries **Jill Tavelman**.
- 1993/**Natalie Merchant** announces she's leaving **10,000 Maniacs**.

— Paul Colbert

**YOUR JOB, YOUR BUSINESS,
YOUR INDUSTRY IS
CHANGING...**

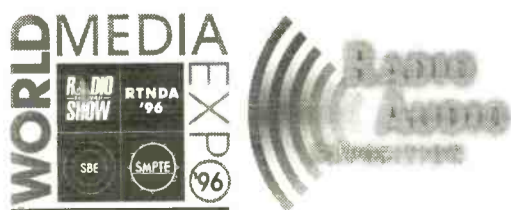
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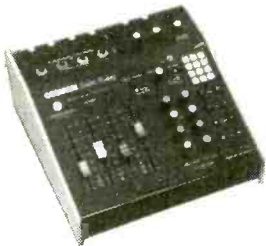
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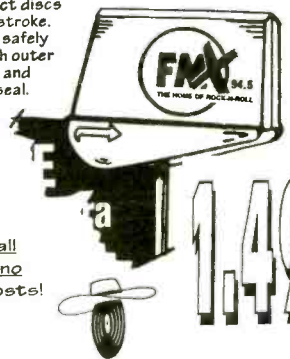
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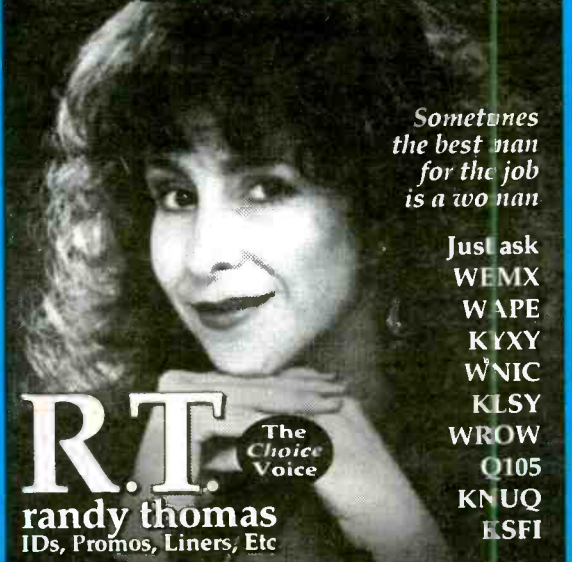
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STREET TALK®

Jacor To Buy 12 More Stations?

The recent proxy statement Jacor sent to **Citicasters** shareholders says Jacor is planning to buy 12 more stations — and has already signed letters of intent with 10 of them, according to the *Cincinnati Business Courier*.

Filed with the Securities & Exchange Commission, the proxy reportedly says the sale price for the stations is \$52.2 million. It also says Jacor will spend another \$37 million on two stations in one of its current markets. Jacor principals could not be reached for comment.

Metro Networks is joining the big boys — on the stock market. Metro already has filed with the Securities & Exchange Commission, and hopes to raise up to \$115 million through an initial public offering. It intends to use the proceeds to repay \$27 million in debt and fund more acquisitions.

Is the NAC format on 25kw **KOAI/Dallas** about to move down the Big D dial — from 107.5 to 100kw **Classic Hits KRRW's** 97.9 — as soon as the **CBS-Infinity** deal closes?

Wishin' And Hopin'

Detroit Free Press staff writer **John Smyntek** penned a July 10 commentary entitled "Wishin' And Hopin'," which fantasized building a radio station around several former (and current) **WJR-AM** air talents.

Smyntek's sentiments apparently struck a chord. The next day, he reported that "Detroit broadcasting veteran [and former **WJR**

personality] **Bob Hynes** and a group of other investors are rounding up the talent and money to put castoff **WJR-AM** personalities back on the air, on a different station, by the end of the year."

Hynes also told Smyntek that he's recruited a variety of familiar former **WJR** voices and engaged a broker to secure a radio station. Don't touch that dial ...

GRP welcomes former **Elektra** VP/Adult Formats **Suzanne Berg** as Sr. VP/Promo.

Rock radio veteran **Lee Abrams** signed consultancy agreements with **CBS's WMMR/Philly**, **Bonneville's KZPS/Dallas**, **ABC Radio Networks**, and the newly formed **Champion Broadcasting** radio group.

Les Garland exits the Exec. VP post at **Video Jukebox Network's** "The Box." Prior to joining the company in 1990, Garland served as **MTV's** VP/Programming and held PD posts at **KFRC/SF** and **CKLW/Detroit**.



Les Garland

Zoo II?

Are **Zoo** Prez **Lou Maglia** and former **BMG North America** honcho **Kevin Zinger**, backed by Wall Street investors, about to buy **Zoo** back from **BMG**? Look for some sort of announcement shortly.

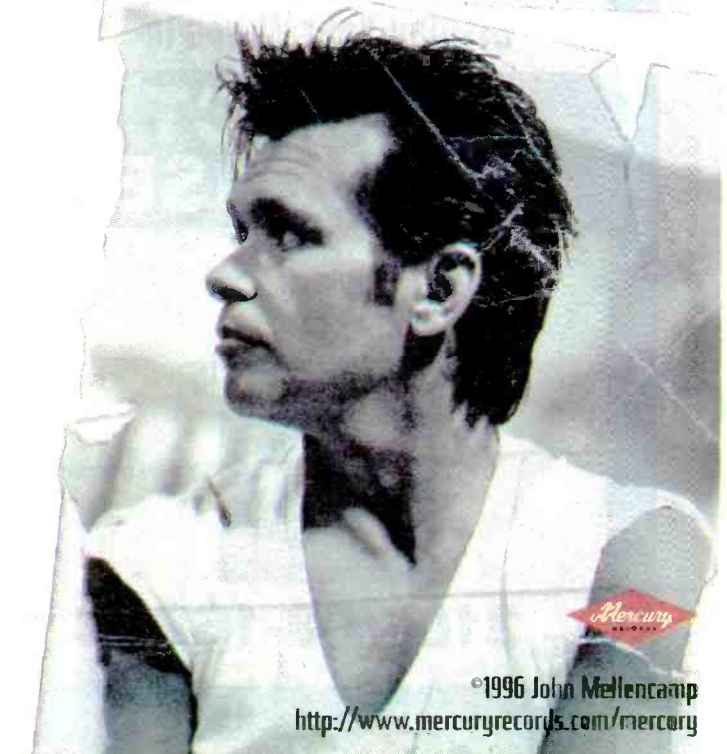
Meanwhile, **Zoo** reactivates its **Seattle** Regional Promo/Mktg. Mgr. slot, welcoming **Chuck Graham**, formerly the Independent Retail Specialist for **BMG's** **Seattle** branch. Also heading to **Zoo** from **BMG/Seattle**: **Chris Anderson** as Southwest Regional Promo/Mktg. Mgr.

KNNC/Austin PD **Mike Peer** segues to **MD** at **KDGE/Dallas**. In other "Edge" news, **AMD/midday** maven **Jeff K** joins **KACD & KBCD (Groove Radio)/L.A.** for nights; parttimer **Michelle** cops his old midday slot.

In a surprise move, **Soft AC KYXY/San Diego** PD **Sonny West** resigns.

Former **KISF/KC** PD **Chuck Geiger** has been named OM for **Gulfstar Communications** outlets **WFMF-FM, WYNK-FM & WJBO-AM/Baton Rouge**.

Continued on Page 28



Delivered via **OG Systems** Wednesday, July 24th at 7:00am!!

"KEYWEST INTERMEZZO (I SAW YOU FIRST)"



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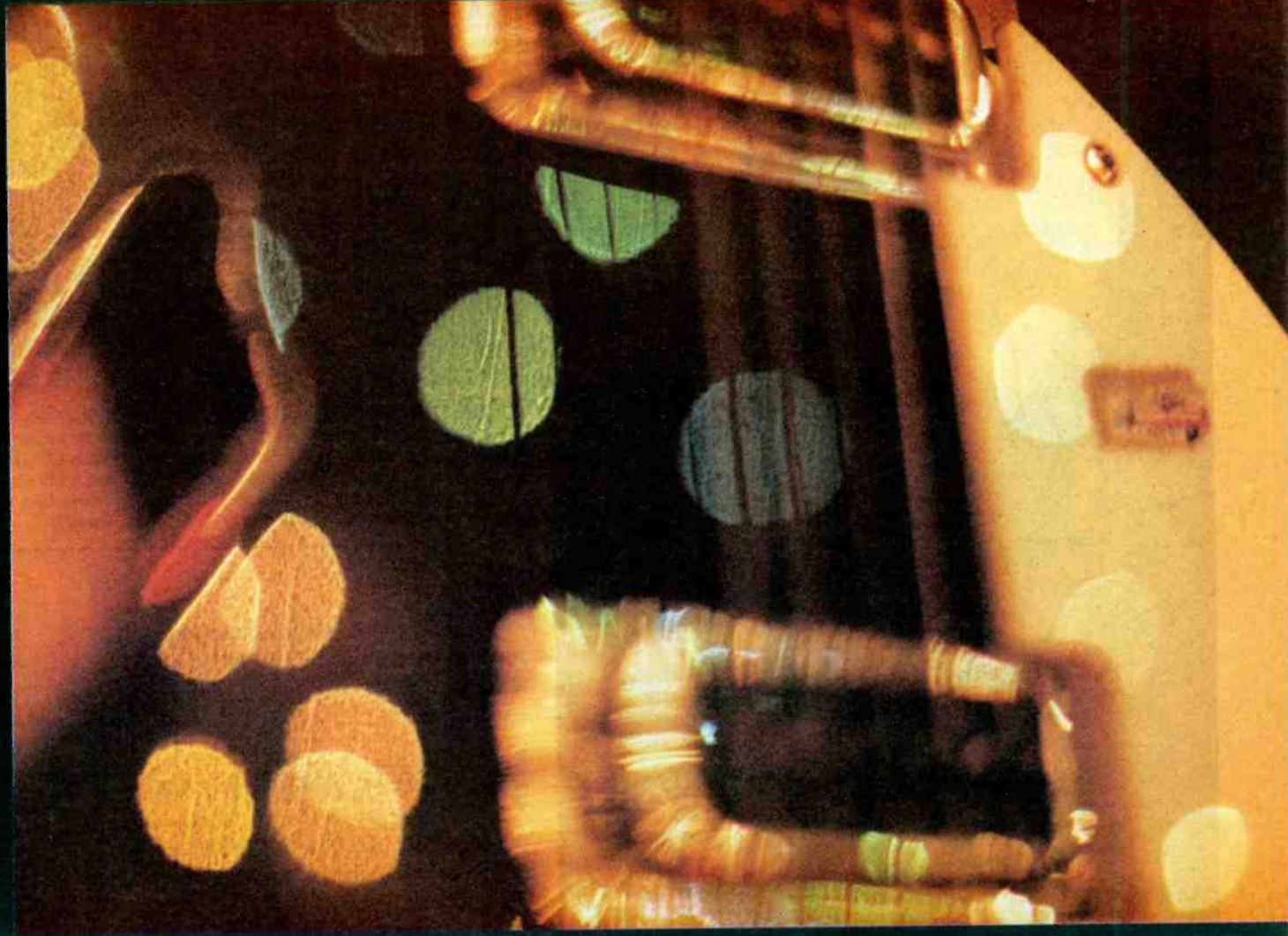
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SIX CONSECUTIVE
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STREET TALK®



THE THRILL OF VICTORY, THE AGONY OF THE FETE — Evergreen Dance WKTU/NY celebrated one incredible feat — a No. 1 standing in the spring Arbitron — by throwing an even more incredible fete, which took place on a boat cruise around the island of Manhattan on Friday (7/12). Showing us the real reason for the station's out-of-the-box success are (l-r) WKTU music coordinator Jeff Z, PD Frankie Blue, Evergreen Prez/COO Jimmy de Castro, and MD Andy Shane. Yes, those 'KTU boxing gloves are fairly phat, but — considering your playlist — shouldn't you guys be ready to do some "Kung Fu Fighting" instead?

Continued from Page 26

EMI-Capitol Music Group North America announced it'll integrate **I.R.S. Records'** artists and catalog titles into its various labels.

Like A Hurricane

As Hurricane Bertha's 120mph winds hit the shore, Active Rock **WSFM/Wilmington, NC** and Country sister **WKXB** maintained a

round-the-clock vigil, dispensing vital information to the coastal North Carolina area.

Although an estimated 100,000 locals were without power last weekend (7/13-14), the stations remained on the air the entire time (other than the 10 minutes it took to ready the generators at the studios and transmitter, which is 20 miles away).

Despite not having any air conditioning and having to subsist on canned food for two days, both station's airstaffs pulled marathon shifts to keep their listeners informed about the storm, which caused extensive property damage and forced evacuations all along the coast.

SW Networks APD/MD Haneen Hunter exits to return to Jordan.

KKYX-AM, KCJZ-FM & KCYY-FM/San Antonio OM Scott Huskey exits after 10 years with the **NewCity** outlets to become VP/Consulting Services for **Rusty Walker Programming Consultants**.

Ooops. **SFX Classic Hits KMKX/San Diego** changed call letters to **KPLN** — not **KPLA** — to better reflect its "Planet" moniker. And ... radio veteran **L. David Moorhead** passed away last Tuesday (7/7) — not (6/7), despite what you read here last week.

On their return flight from the Midwest Conclave, **WHZZ/Lansing, MI PD Chris Kerr** and MD **Woody Houston** handed out station T-shirts to all the passengers on the plane.

Continued on Page 31

keith sweat twisted

The premiere single and video from his self-titled new album

ALBUM IN STORES JUNE 25.
PRODUCED BY KEITH SWEAT AND ERIC MCCAINE
Management: Marvelous Enterprises

R&R CHR/Rhythm ③
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Hot 100 13*-8*
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Soundscan
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New This Week
KDWB Minneapolis
KHOM New Orleans
WOHT New York
WBBM Chicago
and many more

Attention Programmers!
Checkout the Flavahood
Sexual Remix Edit

Single Sales
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San Francisco #1
Seattle #1
Indianapolis #2
Denver #1

Spinning
KTFM #3
KUBE #3
WHHH #1
KMEL #5
KKSS #5
KOKS #1
KKFR #1
KBXX #4
KCAQ #3



Active



Heavy



#10

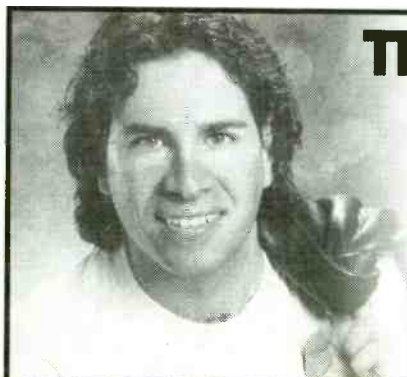
Top 5 Phones Everywhere!
#1 Phones Most Everywhere!



On Elektra compact discs and cassette tapes: <http://www.elektra.com>
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Records

- Moonshine welcomes new VP/Promo **Jeremy Brown**, coming from the Mercury Nat'l Mgr./Alternative Promo post.
- Revolution Denver promo rep **Matthew Sullivan** exits, replaced by **Artie Gentile**.
- Delicious Vinyl welcomes new Nat'l Dir./Promo **Jennifer Norwood**, coming from her Big Beat Dir./Rap Promo post.
- Private Music welcomes new VP/Mktg. **Margi Cheske**, formerly Virgin Dir./Product Mgt.
- Rykodisc GM **Bob Carlton** exits to replace **Keith Altomare** as Rhino VP/Sales, effective the first week of August.
- EMI welcomes ex-Motown West Coast regional **Sam Bates** as SF pop regional, replacing **Jim Burgin**.
- Pioneer Electronics launches the Pioneer Music Group, a new music and entertainment company headquartered in Franklin, TN. Veteran industry exec **Charlie Lico** has been named Prez/CEO; former Eagles member **Bernie Leadon** will be VP/A&R.
- Magnatone Dir./Nat'l Promo **George Briner** segues to the new Curb/Universal label; he'll work the Midwest and Northeast from his Nashville base.
- WDSY/Pittsburgh APD/MD/midday maven **Chris DeCarlo** exits after nine years to become the new Northeast regional promo rep for **A&M/Nashville**.
- Scott St. John segues to Southwest Regional Promo duties for Career, relocating from Phoenix to Dallas. He'd been working the West Coast for Career while **Angela Lange** was on maternity leave.



The Original '80s Show is...

High Performance!

«Backtrax USA is performing so well for us in Milwaukee, I run it twice every Sunday!»

—Danny Clayton, WTKI Milwaukee

BACKTRAX USA
with KID KELLY

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201-487-0900

Women (18-34) "CAN'T SLEEP" & programmers across America know why...

Dee Dee McGuire, MD, WIOQ: "This one you can't help but to crank it up! Top 5 phones with FEMALES!"

Sean Sellers, MD, WNVZ: "'I Can't Sleep' is a mainstream smash! We can play it next to anything! It's a scheduling dream for all formats! It's already calling out huge with WOMEN & phones are large!"

Chet Buchanan, PD, KZHT: "If the 18-34 FEMALE reaction is any indication, 'I Can't Sleep Baby' will be R. Kelly's biggest hit ever!"

Cat Collins, MD, WJMN: "FEMALE 18-34 callout is already TOP 10! Top 5 phones as well! They're lovin' it!"

Don London, PD, WNVZ: "After only 2 weeks of airplay, R. Kelly debuts at #13 in callout. This record will definitely be his biggest mainstream hit of his career. WOMEN 18-34 love this song!"

Tom "Jammer" Naylor, MD, KHOM: "'I Can't Sleep' is pulling TOP 5 phones!... Destined to be #1 soon! WOMEN can't get enough of this record!"

Ted Kelly, PD, KQIZ: "Women can't get enough of R. Kelly! It's the FEMALE 13-34 anthem of '96!"

Jimi Jamm, MD, KQKQ: "It's R. Kelly's most mainstream effort to date, & the WOMEN in Omaha are the ones who 'Can't Sleep'!"

Scott Thomas, PD, WDJB: "FEMALE phones are climaxing for R. Kelly! #3 requesting song on the station! A monster for us!"

Beau Richards, PD, WMGI: "Instant FEMALE phones right out of the box! Every sign points to a smash!"

Calvin Hicks, PD, WSSX: "'I Can't Sleep' works well with FEMALES. It's a great sounding record... SMOOOOTH!!!"

BILLBOARD HOT 100 SINGLES: DEBUT 17* - 7*

MONITOR RHYTHM-CROSSOVER: 4*

SOUNSCAN SINGLES SALES: DEBUT 13*-6* (60,000+ UNITS!)

BDS: 1900+ SPINS & APPROACHING 24 MILLION IN AUDIENCE!

R&R CHR/POP CHART: 46

R&R CHR/RHYTHMIC CHART: 4

R&R URBAN AC CHART: ALREADY #1

VIDEO:



STRESS

ROTATION

SOUL OF



R. KELLY

"I Can't Sleep Baby (If I)"

Management/Direction:
Barry Hankerson,
Midwest Entertainment Group



~~Butthole Surfers~~ **Pepper**

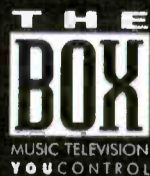
{I Don't Mind The Sun Sometimes}

~~B.H. Surfers~~
~~Surfers~~



Call it what you want. We call it a HIT.

- Total BDS Spins Over 3300
- Audience Over 25,000,000
- Top 5 Modern Record For 2 Months!
- R&R Alternative ① Active Rock ⑫
- One Of The Most Requested Tracks On Radio!
- Another 30,000 Sold In 5 Days!
- On Tour Forever!



"got pepper?"

The first single from the forthcoming album **ELECTRICLARRYLAND**

STREET TALK®

Continued from Page 28

Kudos 'n' superlatives to **Celine Dion**, producer **David Foster**, and **550 Music's** promo staff for making the Canadian songbird's "Because You Loved Me" the new champion of No. 1 AC longevity. The tune stayed atop R&R's AC chart for *17 weeks!*

Going For Ads

In a recent *L.A. Times* story on radio deregulation, current **CBS Radio Group** President **Dan Mason** noted that "The *L.A. Times* classified section does more advertising than all the radio stations in L.A. combined,"

Rumbles

- **WXKR/Toledo** OM **Trisha Wendel** exits.
- **WGKX/Memphis** PD **Ray Edwards** segues to PD at **KDRK/Spokane**.
- **KZLA/L.A.** weekender **Bob Coburn** segues to afternoons as **Bo Reynolds** moves to evenings.
- As **Midwest Communications** — which owns **Wausau, WI's** Country **WDEZ-FM**, Adult Standards **WRIG-AM**, and Oldies **WOFM-FM** — takes over crosstown **Journal Broadcast Group's** CHR **WIFC** and AC-News-Sports **WSAU**, eight employees exit. GM **David Armstrong**, PD **Kevin Koljins**, and morning co-host **Bill Schulz** are among those leaving.
- **WDRK/Panama City, FL** PD **Addison Wakeford** is upped to OM at **WDRK** and sister **WPFM**. Wakeford also shifts from afternoons to mornings at **WDRK**.
- **WOLX/Madison, WI** PD **Jonathan Little** will be upped to GM when **Woodward Communications** completes its acquisition of the Oldies outlet from **Shockley Communications**.
- **WFEZ (Magic 101.3)/Gainesville, FL** changes calls to **WTMG**.
- **WPXC/Cape Cod, MA** OM/PD **Ron Bowen** exits.
- **WEGW/Wheeling, WV** PD **Chris Zambito** segues to afternoon drive at **WCLG/Morgantown, WV**.
- Hot AC **WMXS/Montgomery, AL** welcomes new PD **Carson James**.
- **WPKX/Springfield, MA** PD **Jim Andrews** joins the morning team at **WGNE/Daytona Beach**; Promotion Dir./evening star **Scott Harris** is the new **WPKX** PD/afternoon driver.
- **WKML/Fayetteville, NC** OM/PD **Mac Edwards** becomes GM at crosstown Oldies **WAZZ**, effective August 1.
- **WHWH-AM & WPST-FM/Trenton, NJ** VP/GM **Daniel Henrickson** has been elevated to Exec. VP for parent **Nassau Partners**; he retains his Chief Mktg. Officer duties for the 12-station company. NSM **Gregg Stiansen** takes **Henrickson's** VP/GM post. Meanwhile, **WPST** APD/MD **Dave McKay** is upped to PD.
- Former **WSTR/Atlanta** promotion asst. **Jason Davis** cops the **WDJX/Louisville** overnight nod.
- **WYGC/Gainesville, FL** afternoon driver **Pat Linton** segues to morning drive at **KYQQ/Wichita**.
- **WDBR/Springfield, IL** interim MD **Rik Blade** becomes the official MD.
- **KZII/Lubbock, TX** overnighter **John David** is promoted to middays. He replaces **Carey Allen**, who exits for TV.
- **KSLY/San Luis Obispo, CA** nighttimer **Craig Payne** exits.

RADIO & RECORDS
Timeline

1

- **Evergreen Media** buys 12 stations from **Pyramid Communications** for \$306.5 million.
- **Secret Communications** elevates **Verna Green** to **WJLB & WMXD/Detroit** President/GM; appoints **Michael Saunders** **WJLB** PD.
- **Nina Rossman** upped to **Magnatone Records** VP/Promo.
- **Tim Pohlman** named **KTWV/L.A.** Station Mgr.
- **Tom Gjerdrum** becomes **WZPL/Indy** PD.

5

- **Jefferson-Pilot** appoints **William Blackwell** President of **Jefferson-Pilot Communications**; **Clarke Brown** named President of Radio Division.
- **Simon T** joins **Beasley Broadcast Group** as Special Assistant to the President/acting COO.
- **Kevin Metheny** becomes **KFRC-AM & FM/SF** Dir./Programming & Operations.
- **Gene Knight** upped to **KFMB-FM/San Diego** OM.

10

- **Bill Burton** elected **Eastman Radio** Chairman of the Board.
- **Bob Catania** elevated to **Island Records** VP/Promo.
- **Paulette Williams** upped to **KMEL/SF** GM.
- **Bob Darling** appointed **KJOI/L.A.** Dir./Ops & Programming.
- **Tom Tradup** promoted to **WASH/Washington** Ops Dir.

15

- **Ivan Braiker** becomes **Satellite Music Network** VP/GM & COO.
- **Dan Walker** promoted to **WEFM/Chicago** PD.
- **Rick Dees** joins **KIIS-FM/L.A.** for mornings.
- **KIOI/SF** welcomes **Bruce Vidal** to middays and **Chuck Browning** to afternoons.

20

- **Dr. Laura Schlessinger** joins **KWIZ/Santa Ana, CA** as host of a Sunday evening talk show.

adding, "It's not that we're on a hunt to take money away from newspapers, we just want to put radio on an even footing."

Incidentally ... since 1990, radio advertising expenditures have increased 29% (from \$8.7 billion to \$11.3 billion), according to *Advertising Age* and **McCann-Erickson Worldwide**. Meanwhile, newspaper ad expenditures rose 12.9% (from \$32.3 billion to \$36.5 billion) and TV ad spending climbed 25% (from \$28.4 billion to \$35.5 billion).

Melissa Etheridge

"nowhere to go"

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Hot AC! Debut 26

#1 Most Added Pop!
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Heftel

Continued from Page 1

chase of about 40% of Heftel's stock. Clear Channel, which already owns 21% of Heftel, agreed to buy the shares of Heftel principals **Cecil Heftel** and **Carl Parmer** last month for \$23 per share (R&R 6/77). The deal also hinges on the approval of the FCC, the FTC, and the Heftel and Tichenor boards.

'No Direct Control'

Clear Channel will convert its voting stock in Heftel to non-voting stock. When the New Heftel deal is complete, Clear Channel will have about a 42% non-voting interest in New Heftel. That will keep Clear Channel within the ownership limits in Houston, where it owns or has options to buy six stations; Tichenor has another six. Tichenor will hold 33% of the voting stock in New Heftel, and 25% will be public.

Clear Channel VP/Treasurer **Randall Mays** said Clear Channel

"doesn't want to encumber Heftel or Tichenor from growing because of our ownership." He added that New Heftel will be a separate, publicly traded company, and none of Clear Channel's directors will sit on New Heftel's board. "Although we want to steer it to some degree, Clear Channel will have no direct control whatsoever over the new company," Mays said.

New Heftel will reach about 63% of the U.S. Hispanic population, with 36 stations in 11 markets, according to Clear Channel. Based on 1995 BIA figures, it will have 34% of the market revenue in McAllen-Brownsville and 11.6% in Miami-Ft. Lauderdale. BIA pegged New Heftel's pro forma revenues at \$104 million in 1995.

Among the 25-54 demo, New Heftel will own the No. 1 stations in Los Angeles (KLVE-FM), San Antonio (KXTN-AM & FM), and El Paso (KBNA-AM & FM). It will also own the No. 1 Spanish-language station in eight of the Top 10 Hispanic markets.

Bonneville

Continued from Page 1

seemed even bigger than I thought it was. I don't know why others haven't done it. There are a lot of disenfranchised people who just don't want to hear a lot of older songs to get to the music they want."

Bonneville's launch of a CHR format shocked many on the sidelines because of the company's reputation for being conservative and programming primarily AC stations on FM. Hotlen remarked, "I guess it isn't typical — which I think is wonderful — and we were kind of counting on that [reaction]. My boss, [Bonneville President/CEO] **Bruce**

Reese, was involved before I was. He believed this was a viable format, and we'll do it right."

Responding to questions about the station's signal limitations, Hotlen stated, "I worked here 10 years ago, and it's been hugely successful with its signal. Is it one of the top two signals in the market? Of course not. But do we have enough terrific coverage to win? We wouldn't have done this if it didn't reach the right people and the right counties. It's really a non-issue."

Staffer **Ron Ross** is interim PD/MD until a staff is hired. The stations are being consulted by consultant **Dan Vallie** and are currently running jockless.

Changes

Continued from Page 15

Rock: Former WMAX/Rochester, NY PD **Rick MacKenzie** joins crosstown WCMF for swings ... **Bill "Woody" Woods** is elevated to AMD at WBYP/Ft. Wayne ... **WBXQ/Altoona, PA** overnigher "The Beastmaster" exits ... **Robert "Howitzer" Henderson** joins KKGB/Lake Charles, LA for nights ... **Vito Gee** joins WWCT/Peoria, IL as Production Dir. ... **WDRK/Panama City, FL's** new lineup has

OM/PD **Addison Wakeford** in mornings, **Big Woody** in afternoon drive, **Zak** in nights, and **Dan The Midnight Man** in overnights ... **Paul Jackson** returns to the MD slot at KSQY/Rapid City, SD ... All mail for WPYX/Albany should be sent to WTRY Road, Schenectady, NY 12309.

Records: **Jeff Panzer** has been appointed VP/Video Production for Universal Records.

Industry: **Harry Poloner** is the new Associate Dir./A&R at EMI Music Publishing.

TRANSACTIONS

Continued from Page 8

Washington

headed by President/Radio Division **Phil Melrose**. It owns nine other stations. **FREQUENCY**: 106.9 MHz **POWER**: 100kw at 820 feet **FORMAT**: AC

Wyoming

KKNG (FM CP)/Laramie **PRICE**: \$5200 **TERMS**: Asset sale for cash

BUYER: Pacific Broadcasting of Wyoming Inc., owned by **Stephen Bunyard** (51%) and **James Withers** (49%). Withers has interests in three other stations. Bunyard has interests in three other stations. Phone: (314) 727-8900 **SELLER**: Centennial Broadcasters, owned by **Steven King** (51%) and **James Withers** (49%). Phone: (314) 230-2942 **FREQUENCY**: 104.5 MHz **POWER**: 3kw at 951 feet **COMMENT**: In this two-step deal, Withers is acquiring King's 51% interest in KKNG and simultaneously selling it to Bunyard.

Karmazin

Continued from Page 1

of competing media. But he said any current advantages the industry holds will be wasted unless salespeople can improve their performances.

The radio industry's environment for improvement has been helped by congressional passage of the Telecommunications Act, he said, though it will be some time before a final dereg scorecard can be tabulated. He also noted that listenership is at a record high (three and a half hours daily), as is the average automobile commute.

At the same time, Karmazin said competing media are laboring. Television is suffering from the market and audience fragmentation that radio has had to contend with for years, not to mention viewer "zapping" of commercials and frequent "surfing" for different programs. And newspapers are beset with dwindling circulation and shrinking readership. Yet radio's share of the \$162 billion nationwide advertising pie is the same 7% it was a year ago, 10 years ago, and 30 years ago.

"Maybe to some people it's an accomplishment that we went years and haven't lost share," Karmazin said. "To me, it's a real problem. Today, when we're sitting with 7% compared to newspapers' 23% and TV's 21%, there are not too many arguments to explain why that should be — it shouldn't be."

"People in this room simply have to be a little tougher when your [sales] people come back to you with what traditionally have been lame excuses, such as 'the market is soft.' Well, the market is soft because we're not selling advertising. The *New York Times* on Sunday is an answer to anyone who says the market is soft — that thing is as heavy as ever.

"There's no reason on earth radio revenues should not grow at double digits for the foreseeable future. And the only way that's going to happen is if you start with individual salespeople. Is it possible for a salesperson to sell 10% more advertising than last year?"

Ratings

Continued from Page 1

billion dollars a year, having great 25-54s gives a station the opportunity to make lots of money. KRTH obviously does.

Elsewhere in L.A., the market's three top stations are of ethnic appeal now that **Evergreen Urban KKBT** climbed into third place (it did quite well among 25-54s, too). And **Alternative sign-on KMAX** — spotty signal and all — debuted with a 1.1 share.

In New York, **CHR-Rhythmic WKTU** debuted as it did 18 years ago — at the top of the heap (it performed even stronger in the Long Island book). **Salsa-intensive WSKQ** seemed to take the biggest hit as a result of **WKTU's** success, but co-owned **WPAT-FM** debuted with a 2.8 share.

In Chicago, **Oldies WJMK-FM** burst into the Top 5 with a 1.1 share increase, while **Nostalgia WAIT-FM** lost 1.2 shares. **Country sign-on WKXK-FM** debuted with a 1.3.

And in San Francisco, **KFOG** appeared to benefit from the addition of a South Bay signal and surged into the Top 10. It also tied for the top spot among 25-54s.

Yes, it's possible. And unless we do it, we're going to find that when our children enter this business they will be still be sitting at 7%, just like us."

'Negative People'

Karmazin strongly agreed with audience members who said the 7% slice won't grow until radio starts selling more against other media and less against itself.

"I've never seen an industry composed of as many negative people," he said. "It's not like we just want to beat our [radio] competitor. We want our competitor to die, to have the worst thing in the world happen to them. It's so much an orientation to share advertising dollars ... and not expanding the revenue pie."

Asked if he'd add network programming from **Westwood One** (where he's Chairman) to the Westinghouse/CBS stations — just as he did for Infinity-owned outlets — Karmazin all but said yes.

"I'm of a belief that the perfect radio station is a blend of local and network," he commented. "I was always told some stations wouldn't take network programming because their inventory was too valuable. Well, if their inventory is so valuable, they should raise their rates and be the No. 1 station in America. I've always put network programs on their air, taken the compensation they've given me, put it directly to the bottom line, and then created more demand for my inventory."

WVOX-AM & WRTN-FM/New

Zachary

Continued from Page 3

successes at WRDU and WTRG prepare him for the bigger challenges in Washington."

Zachary added, "I have had a sense from day one, when this opportunity was presented, that SFX was incredibly committed to WHFS. Having worked at such a special place as WRDU for nine years, I am truly honored to be provided the chance to work at a legendary, special radio station like WHFS. I make the commitment to respect the great heritage of this station."

Nyren

Continued from Page 3

that makes things fun. Atlanta is one of the hottest markets in the country, and WFOX has experienced dramatic growth in the last few years. I appreciate Chancellor's faith in me to continue that growth and take us to even greater levels of performance."

Before joining WFOX two years ago, Nyren spent nine years in **Katz Radio's** Chicago and Atlanta offices.

Glasser

Continued from Page 3

Glasser added, "I'm hoping to make this as creative an experience as possible, pushing the boundaries of what radio is capable of and what WFNX has demonstrated so frequently in the past. This could be a modern version of 'The Little Rascals' meets 'The Mercury Theater.'"

Prior to WVG0, Glasser was Marketing & Promotions Director at **WHFS/Washington** and held Production Director posts at Long Island outlets **WBAB** and **WRCN**.

Rochelle, NY President/CEO and **NYSBA** Chairman **William O'Shaughnessy** lauded Karmazin for raising the financial profile of the industry. "Radio is now a player, and we have you to thank," O'Shaughnessy said. "Our stations are worth more." But he also questioned the future of independent broadcasters in the face of growing consolidation.

Still, Karmazin dismissed that unease. "Unless the bigger broadcasters take managers who are local and have them deeply involved in their local communities, the entrepreneur with a single station will be much closer to advertisers in their markets than will the group operators. If small operators want to sell [their stations], they'll have their opportunity. But if they want to continue, it will be very viable for them."



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12+ SPRING '96 ARBITRON RESULTS

New York

Table with 3 columns: Station Name, Wi '96, Sp '96. Lists stations like WKTU-FM, WQHT-FM, WLTW-FM, etc.

*Was WYNY-FM (Country) until February.
**Was Classic Rock until January.
***Was AC-formatted until mid-January.
****Switched to Classic Rock on July 1.

Los Angeles

Table with 3 columns: Station Name, Wi '96, Sp '96. Lists stations like KLVE-FM, KPWR-FM, KKB-TM, etc.

* Was Sports formatted until April, now KLYY-FM

Chicago

Table with 3 columns: Station Name, Wi '96, Sp '96. Lists stations like WGN-AM, WGCI-FM, WLIT-FM, etc.

*Was WLS-FM until January.

San Francisco

Table with 3 columns: Station Name, Wi '96, Sp '96. Lists stations like KGO-AM, KCBS-AM, KNBR-AM, etc.

*KYLZ-FM simulcast KYLD-FM (CHR/Rhythmic) until May, when it began simulcasting KSOL-FM (Urban/AC)
**Switched to Hot AC in mid-June

Philadelphia

Table with 3 columns: Station Name, Wi '96, Sp '96. Lists stations like KYW-AM, WUSL-FM, WBEB-FM, etc.

*Became WDRE-FM in July.

Nassau-Suffolk

Table with 3 columns: Station Name, Wi '96, Sp '96. Lists stations like WKTU-FM, WALK-FM, WCBS-AM, etc.

*Was WYNY-FM (Country) until February.
**Was Classic Rock until January.
***Switched to Classic Rock on July 1.
****Was simulcasting WRCN-FM (Rock) until May.
*****Became WLIR-FM in July

Detroit

Table with 3 columns: Station Name, Wi '96, Sp '96. Lists stations like WJLB-FM, WJR-AM, WOMC-FM, etc.

For daily Arbitron updates, look up R&R on the World Wide Web: http://www.rronline.com

Boston

Table with 3 columns: Station Name, Wi '96, Sp '96. Lists stations like WBZ-AM, WXKS-FM, WRKO-AM, etc.

San Diego

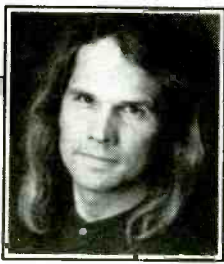
Table with 3 columns: Station Name, Wi '96, Sp '96. Lists stations like KSON-A/F, XHTZ-FM, KYXY-FM, etc.

* KIOZ-FM moved to 105.3 MHz in April.
** Was KMKX-FM until July.
*** Was KCBQ-FM (Cl. Hits) then moved to 102.1 MHz in April.

Riverside-San Bernardino

Table with 3 columns: Station Name, Wi '96, Sp '96. Lists stations like KFRG-FM, KFI-AM, KGGI-FM, etc.

AC-Adult Contemporary, Adult Alt-Adult Alternative, Alternative-Alternative, B/EZ-Beautiful/Easy Listening, CHR/Pop-Contemporary Hit Radio/Pop, CHR/Rhy-Contemporary Hit Radio/Rhythmic, Cl. Hits-Classic Hits, Classical-Classical, Cl. Rock-Classic Rock, Country-Country, Full Serv-Full Service, Hot AC-Hot AC, Misc-Miscellaneous, MOR - Middle of the Road, NAC-New AC, News-News, Nostalgia-Nostalgia, New/Talk-News/Talk, Oldies-Oldies, Religious-Religious, Rock-Rock, Spanish-Spanish, Sports-Sports, Talk-Talk, Urban/AC-Urban Adult Contemporary, Urban-Urban Contemporary, Urban/O-Urban Oldies.



STEVE WONSIEWICZ

SOUND DECISIONS

Adult Alternative's Continuing Hit Streak

□ The depth and breadth of Rock crossover potential is energizing the format

With increasing impact, Adult Alternative is quietly continuing to bolster its reputation as a starting point for hit artists.

The **Why Store** ("Lack Of Water") and the **Wallflowers** ("6th Avenue Heartache") are two of the most recent bands that had songs chart at Alternative and Active Rock after camping out at Adult Alternative and even Rock for months.

Already in 1996, **Jewel**, **Patti Rothberg**, **Jars Of Clay**, and the **Badlees** have become current format staples and have crossed over to Alternative and beyond. Over the last couple of years, acts such as **Blues Traveler** and the **Dave Matthews Band** have also breezed through the border crossing.

Not surprisingly, many label execs are bidding up Adult Alternative's stock value when it comes to providing first-time airplay for a breaking act. While critics argue that Adult Alternative has merely piggy-backed on its younger sibling's success, the format has, in reality, dramatically matured over the years.

Programmers now have a much clearer idea of what will and won't work when it comes to music's impact in the ratings book. At the same time, programmers at other Rock-based formats have wisely learned to steal Adult Alternative's softer, adult-oriented hits in order to balance their own stations. Lastly, these same programmers are discovering that those hits possess younger demographic appeal as well.

□

Labels are going to [see] they can spread the Adult Alternative success story over to Alternative and eventually CHR. The more success stories they can tell, the more credence it gives the format in solidifying.

— Doug Clifton

'Whole New Respect'

For **Way Cool Music** President **Mike Jacobs**, the development surrounding the airplay success of the **Why Store** and the **Wallflowers** proves that Adult Alternative is still a force to be reckoned with. "It's giv-

en me a whole new respect for the format and has changed how I'll work certain records in the future. It's proved to me Adult Alternative can develop hits.

"The key is it all comes down to rotating records fast enough. The smart guys who are giving records more than three spins a week are proving they can break bands; they're the ones getting the respect.

"The Alternative format went through the same process about 10 years ago. They weren't rotating records enough to make an impact nationally in the market. Now look at that format — Adult Alternative has to develop bands, or they're going to fall into the same trap

Rock radio fell into. In return, we've made sure they get the benefits of that early support."

Maximize Exposure

MCA Sr. VP/Promotion Mark Gorlick comments, "Every format has hits regardless of how free-form it is. Those hits proceed along a continuum in a similar fashion, regardless of the format. Adult Alternative has its own set of hits, and some of those are very easy to hear. It's not about a chart game with these records. It's about maximizing your exposure.

"It's so easy to look at CHR and watch records cross from Urban or Alternative to the mainstream and forget the same process occurs elsewhere. It's no different from when a record goes all the way at Adult Alternative and then crosses to Active Rock and Alternative."

Gorlick says the amount of music sharing among the Rock formats is proving to be a "double-edged sword," even when starting a record at Adult Alternative. "For radio, it's much more difficult for a station to carve a unique position in the market when it is sharing 60% of its music. For us, stations are taking a much closer look at what they're adding, which can sometimes be a problem in convincing programmers to go on a record. But when you get on it, the chances increase that it's eventually going to walk across to other formats.

"What's going on highlights two things. Great music will always find a way through because smart programmers look outside the rules of the day. At first glance, there is no reason why [Alternative **WKQX/Chicago PD**] **Bill Gamble** should be playing the **Why Store**; yet the record's working. The same thing is

□

The audience didn't change along with the industry and become only Alternative or Adult Alternative listeners. To them, rock music is rock music.

— Tim Maranville

happening in Atlanta and Boston.

"The other important thing is these songs could prove to be the 'secret weapon records' needed to differentiate a station — the kinds of songs the audience associates with a particular station."

More Focus

The market that perhaps best showcases both the power of Adult Alternative to expose artists and the continued blurring of Rock format lines is Denver, home to Adult Alternatives **KXPK-FM (The Peak)** and **KBCO-FM**, Alternative **KTCL-FM**, Active Rock **KBPI-FM**, and Alternative-leaning Hot AC **KALC-FM**.

While **KXPK PD Doug Clifton**

agrees the format has matured, the timing of the music couldn't be better. "The good stations have become more focused, and the new bands have fit well with that sound. What a lot of people are calling 'hippie rock'

— from **Dave Matthews** and **Blues Traveler** to the **Why Store** and the **Wallflowers** — happens to be the sound people are responding to. It's not surprising that it's ultimately crossing over.

"The Peak always has been a cross between Adult Alternative and Alternative, so we always look at other stations to see what good crossover songs we can play. A good example is **Tracy Chapman's** 'Give Me One Reason.' It was doing very well at Adult Alternative, but we initially hesitated. It was easier to play once the song was softened in the market by **KBCO** and **KTCL**. The same thing might happen in reverse with the **Why Store**, which we were very early on and have warmed up to."

Clifton says it's only natural that Alternative cherry-pick Adult Alternative's hits. "There will be artists that Alternatives will have to look at seriously if they want their station to have a broad sound. That's what the Peak has been about. From

□

Adult Alternative has to develop bands, or they're going to fall into the same trap Rock radio fell into.

— Mike Jacobs

day one, we've had to look at both sides of the spectrum from Adult Alternative and Alternative."

Because of the recent chain of successes, Clifton agrees Adult Alternative's influence has risen in the eyes of record labels. "Labels are going to [see] they can spread the Adult Alternative success story over to Alternative and eventually CHR. The more success stories they can tell, the more credence it gives the format in solidifying its image."

Play The Hits

Alternative **XTRA-FM (91X)/San Diego OM Tim Dukes** agrees his format shouldn't shy away from playing songs Adult Alternatives are championing — if they fit the format. The appearance of certain records and artists on multiple formats, he says, simply comes down to the fact that the songs are hits and shouldn't be ignored.

"We constantly try to achieve a balance among titles on our current playlist," Dukes states. "The **Why Store** and similar records achieve that for us. What made us feel good about the **Why Store** was the success it was having at other formats."

Adult Alternative **WBOS/Boston PD Jim Herron** points out that in many major markets, most Rock-based formats have a long history of exposing alternative music that contributes to crossover action. "In most of the top 10 markets, Adult Alternative stations are much more focused. The parameters of what listeners expect are more clearly defined.

"In Boston, we all have played a fairly equal balancing role in contributing to the music community in terms of exposing new and different artists. Yet there are many markets where the stations aren't nearly as fine-tuned when it comes to which records to play.

"When you have stations competing for songs — such as the musical climate is in Boston — it only helps drive familiarity. And if there are good records, people will want to hear them. Many of us lose sight that we're one of five buttons on a car radio. If you're not playing the right stuff, they'll go to their second or third choice."

Resisting 'Labels'

Rock/Active Rock sisters **KDKB-FM & KUPD-FM/Phoenix OM Tim Maranville** cautions programmers about getting caught up in labeling music. He says what is happening simply comes down to hit songs that have a wide demographic appeal.

"I could get very complicated and philosophical, but it's that simple," Maranville notes. "The record in-

dustry has flooded us with so many 'me-too' and sound-alike groups, even Alternative programmers are looking for something else because their audience is getting tired of it.

"We've resisted as much as we can in the labeling that goes on in the industry. They're nothing more than

marketing terms to promote the bands to different formats. We've added 'adult alternative' and 'alternative' songs to both stations, but they definitely aren't tied to either of those formats. The songs we've added are simply good rock records. The audience didn't change along with the industry and become only Alternative or Adult Alternative listeners. To them, rock music is rock music."

Nevertheless, **KDKB** is where the **Why Stores** and **Wallflowers** of the world end up. "None of those records have made it to **KUPD**. The texture of music blends better with Classic Rock than Alternative. A stringy, melodic guitar song like the **Wallflowers'** mixes better with **Lynyrd Skynyrd**."

New Outlook

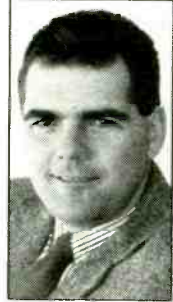
The Adult Alternative-Alternative-Active Rock progression isn't a revelation. But the consistency and the increased number of records taking the path has **Geffen/DGC Dir./National AOR Promotion Alan Orem** rethinking how he works records.

"The record companies are becoming smarter and trying to maximize their records because the same audience or the same demos are listening to these stations. Why not take it to related formats? Any format you can get a base at is important.

"The regularity with which Adult Alternative has exposed new artists — who ultimately went platinum thanks to exposure at other formats — proves it isn't a wimpy format. We try not to think about who we're going to service first anymore. All we want is to get the bands exposed. I look at it in a totally different view from a year ago."

TALK BACK TO R&R!

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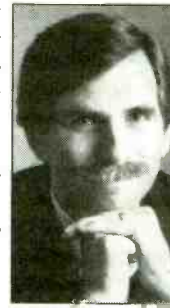
Tim Maranville



Mark Gorlick



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RR LAUNCHING PAD

Adult Alternative Plucks Another Jewel In Sheik

Atlantic is hoping to repeat the success of *Jewel* with *Duncan Sheik*. And it's off to a good start: the singer/songwriter's debut single, "Barely Breathing," is showing all the right signs of activity. Debuting at No. 30 at Adult Alternative



Duncan Sheik

last week, this week the track is being reported by 26 stations in the format and jumps seven places to No. 23.

Signed by VP/A&R **Tim Sommer** (*Hootie & The Blowfish*), the Ivy League-educated Sheik played in a band with **Lisa Loeb** for a year before striking off on his own, eventually landing a deal with Atlantic.

Comments GM **Ron Shapiro**: "A lot of people have felt very passionate about Duncan from the first listen, both inside and outside the company. The model for us is *Jewel*. She and Duncan both have albums that appeal to buyers of all tastes and ages. They're not similar artists in terms of music, but they are very much alike in that they are talented live performers who write 100% of their music. When you have something like that you have to take it carefully and slowly so that you're not all across the board."

Shapiro says one of the main reasons to start the 26-year-old Sheik at Adult Alternative is that the format "is the most accepting of musical diversity." He realizes that it "can be four spins a month before we get anywhere. We'll keep pounding away and touring him relentlessly and eventually it will cross over to other formats, which is what happened with *Jewel*. We've already picked up adds at major market stations doing precisely this."

For **WXRV/Boston MD Mike Mullaney**, the song was "something more than an add just to test on the air. We immediately liked it and put it into a reasonably good rotation and all of a sudden people started calling in. I'm very confident about the song and the artist. I saw Duncan when he opened for *Jewel* and he knocked me out. He's a cool, rocky singer/songwriter."

Mullaney says Sheik also proved his appeal when "about 600 people showed up at an in-store when we were expecting maybe 200-300."

WRLT/Nashville PD/MD **Jon**

Peterson agrees. "The song is instantly memorable and sounds like a hit. It also has a wide demographic appeal, which is important for this format. A lot of times when you play a female-friendly record like this in Adult Alternative, you risk alienating the rock-oriented male audience. We don't think that's happening with this record. The hooks and changes are solid. If developed properly, he could be huge."

According to Director/National Adult Alternative & Rock Promotion **Bonnie Slifkin**, Atlantic will continue working "Barely Breathing" to Adult Alternative in the hopes that other formats catch on. "It's a natural progression with records that have such a wide appeal. Adult Alternative programmers are smart in that they know it's to their advantage to develop artists like Duncan. They realize at

some point the record is going to cross over but their audience will know who was the first in the market to play the artist."

Sheik, whose self-titled Atlantic debut album hit retail May 7, is now supporting *Jars Of Clay* on that band's national tour.

Urban Wants Nneka Single 'Again'

There's no denying that being included on the soundtrack to a hit movie can kick-start a record. But if the movie unfortunately turns out to perform below expectations, it all comes down to the song.

For **Island** newcomer **Nneka**, her debut single, "Say It Again," is taking on a life of its own beyond the movie "Eddie," which featured **Whoopi Goldberg**. The track this week debuts at No. 46. According to **Maurice Prince**, MD at both **KJMM/Tulsa** and **KVSP/Oklahoma City**, "Say It Again" is pulling down "great phones" and has "excellent possibilities." He says, "The song possesses a lot of depth lyrically thanks to the way she's presented it, and the listeners are grasping it. It's getting good phones from the 18-24 demo."

Prince agrees that if the movie doesn't take off at the box office, "the record has to stand on its own. People won't be vibing off the soundtrack unless there's a huge promotional push and we start tagging it. With this one, our female listeners are picking up on it because of how good the song is."

While her album is not expected to be released before September, Island Di-

rector/National Urban Promotion **Morace Landy** says the label is stressing Nneka's talent, which she honed at New York's esteemed High School for the Performing Arts. "She's a very talented writer and singer and, fortunately, things are moving back in that direction at Urban radio. That's great for everybody because it can only help extend the life of an artist who's more than a one-track act. Those performers, when backed by a full band, project their music in a much different and more powerful way."

In setting up the artist and single at radio, Island had Nneka perform at the Impact conference in Nashville in early May. That performance helped set the tone. The label also hosted several meet-and-greets in major markets. A key focus now, says Landy, is to get her involved in as many summer radio shows as possible.

Shades Drawn As Motown Heats Up Summer

Just a few weeks ago **Motown's Valerie George** heated up Urban radio. Now labelmates **Shades** are following in her footsteps. The foursome's debut single, "Tell Me (I'll Be Around)," is in medium-to-high rotation at powerhouse stations like **WZAK/Cleveland**, **WQUE/New Orleans**, and **KMJM/St. Louis**.

According to **WJHM/Orlando APD/MD Cedric Hollywood**, the song has turned into somewhat of a "conversation piece among our listeners" because the lyrics "walk that fine line" between being risqué and tongue-in-cheek. "It's getting a big reaction between the guys and ladies across the 18-34 demo. It's all good clean fun and we got



Shades

calls right off the bat."

Hollywood also credits the song's uptempo beat. "Urban radio is dying for anything upbeat because we are being flooded with ballads. This comes along at the right time and could turn into a big summer song." Shades' album is slated for an October release.

Music News & Views

Nirvana Live CD Bows In October

Pearl Jams Knows 'Who You Are'

A live, double-CD from **Nirvana** titled "From The Muddy Banks Of Wishkah" will hit retail October 8. Produced with direct input from former band members **Dave Grohl** and **Krist Novoselic**, the **DGC/Geffen** set spans performances from the band's pre-"Nevermind" era in 1989 to its final European tour in 1994. While plans haven't been finalized, look for "Aneurism" to go to all rock formats three or four weeks before the album drops at retail. No video will be released and Grohl and Novoselic will not do any press to promote the project.



Nirvana

In other rock superstar news, **Pearl Jam's** "Who You Are," the first single from its new **Epic** album, will drop at radio next week. Described as very percussion-driven with a world music flavor, the album "No Code" goes to retail August 27.



Pearl Jam

Farrell's ENIT To Hit 15 Cities

Festival updates: **Perry Farrell's ENIT** festival will hit about 15 cities, with confirmed dates in Cleveland, Raleigh, Pittsburgh, Philadelphia, and Boston. More shows will be announced later. Ticket prices average about \$38, and the shows begin with a tree-planting at 4 pm. The music will go all night in about half of the cities and until 2 am in the others. Attendance is limited to 10,000. Meanwhile, **Willie Nelson** takes his **Farm Aid** festival to Columbia, SC for an October 19 show featuring **John Mellencamp**, **Neil Young**, and hometown favorites **Hootie & The Blowfish**.

Odds-n-ends: Looks like the artist formerly known as **Prince** and **Warner Bros.** are parting ways after 18 years. "Chaos And Disorder," already in stores, will be "AFKAP's" Bunny swan song ... Soul singer **Kyle Jason** is the latest artist signed to rapper **Chuck D's** new **Columbia**-distributed label **Slam Jamz**. He's the first non-hip-hop act to pact with the imprint ... **PJ Harvey** has fired drummer **Rob Ellis** and bassist **Steve Vaughan** after working together for the past two albums. No word yet on replacements ... **Guns N' Roses** guitarist **Slash** is working on the soundtrack to the **Quentin Tarantino**-produced movie "Curdled," due this fall. The music is said to have a Latino feel ... Former **Go-Go's** guitarist **Kathy Valentine** has formed a new band called the **Delphines** ... Former **Quicksand** member **Walter Schreifels** has formed **World's Fastest Car** with **Arthur Sheppard** (**Mind Over Matter**), **Alajandro Barreto** (**Inside Out**), and **Eric Stams**.



"AFKAP"

In the studio: **Bush** has been working on new material with producer **Steve Albini** (**Nirvana**) in London and has already recorded around a dozen tracks ... **Atlantic** alterna-folk singer/songwriter **Jewel** has begun early work on her new album, teaming with producer **Peter Collins** ... Platinum-plus selling Urban foursome **En Vogue** have been working on their new album. Meanwhile, the group will have the lead-off single from the soundtrack to the gangsta movie "Set It Off" ... **Jamiroquai** have nearly completed work on their new album. Look for a brief U.S. tour in November ... **Maverick** alterna-pop band the **Rentals** are currently in London working on their second album.

Release update: **DGC/Geffen** releases the **Counting Crows** new set, "Recovering Satellites," on August 20 ... September 10 is the date **Warner** is eyeing for **R.E.M.'s** new album, tentatively titled "New Adventures In Hi-Fi" ... West Coast rapper **Ras Kass's** sophomore platter for **Patchwerk/Priority**, "Soul On Ice," is slated to hit retail September 10 ... A two-CD set recorded at the concert for the **Rock And Roll Hall Of Fame** goes to retail August 27. Featured are **John Mellencamp**, **Al Green**, **Melissa Etheridge**, **Johnny Cash**, **Aretha Franklin**, **Bruce Springsteen**, and others.



RANDALL BLOOMQUIST

Research: Getting Information You Can Trust

The research process — it's got to be one of the more gut-wrenching aspects of radio programming. You take a pile of the company's money (\$25,000-\$40,000 for a perceptual study) and hire a research outfit, invest hours of time and effort working with those experts, and put everything on hold until the detailed presentation and thick report come back.

And then you wonder how much faith you should have in what that research seems to indicate. And not without reason, it appears.

"Much of the Talk research I've seen has been of very limited value," says consultant **Bill McMahon**. "It offers a very superficial explanation of listener attitudes."



Bill McMahon

Now that we've stirred up your anxieties about that next research project, here are some tips from two research-savvy format experts — McMahon and **WJR/Detroit PD Al Mayers** — on making sure that when all is said, analyzed, and done, you are comfortable with the results.

Be Prepared!

- **Know the objective.** Before delving into the research marketplace, the PD and GM should have a strong sense of what they hope to learn. They should establish a list of questions they want answered or theories they'd like to test before they go shopping for a research outfit.

"Don't rely on the research company to come up with the theories and ideas for the study," warns McMahon. "That's not their job. Their job is to gather the in-

formation you need.

"Too many stations say to researchers, 'Find out what's wrong with our programming.' If you don't have some ideas and theories of your own, you're not ready to do research."

- **Pre-research is key.** Perhaps the most important aspect of any research project is researching the prospective researchers.

This should be a very deliberate process.



Too many stations say to researchers, 'Find out what's wrong with our programming.' If you don't have some ideas and theories of your own, you're not ready to do research.

—Bill McMahon



"You want to do a very thorough review," Mayers suggests. "You will be spending a great deal of money for information that will form the basis for major decisions about your station and its future."

The only way to get the information necessary to make this decision is to ask a lot of questions — of both the candidate companies and others. Don't be embarrassed to grill 'em.

"You need to ask [researchers] about their philosophy, their methodology, and how they present the material," says Mayers. "The biggest questions are in the areas of building the sample and creating the questionnaire."

The second part of your inquiry should focus on other Talk stations that have worked with the researchers you're considering. Were they happy with the firm's product — their research, analysis, and presentation? Are they going to work with the firm again? Did they find noteworthy differences between staffers at the research company? If at all possible, try to talk with more than just the stations offered as references by the research firm.

And again, make sure you're talking to stations in the format because...

- **Format experience is crucial.** As Talk radio continues to boom, more and more radio research firms are angling for a piece of the format's action. But experience in music research doesn't automatically translate into Talk savvy.

"What a researcher *doesn't* tell me often sways my thinking on whether to use them," Mayers con-

RTNDA Bestows Murrow Awards

The Radio and Television News Directors Association has awarded 18 radio stations the **Edward R. Murrow Award** for excellence in electronic journalism. **ABC Radio News** received five awards in the Radio Network/Syndicated Service/Program Service Division for Overall Excellence, Newscast, Spot News Coverage, Feature Reporting, and News Series. **CBS Radio** received the award for Continuing Coverage.

Here are the winners in the station categories:

LARGE STAFF DIVISION

Overall Excellence	KIRO-AM/Seattle
Newscast	WHAS-AM/Louisville
Spot News Coverage	WKV-AM/Knoxville
Continuing Coverage	WBBM-AM/Chicago
Investigative Reporting	WJR-AM/Detroit
Feature Reporting	WBZ-AM/Boston
Sports Reporting	KWMU-FM/St. Louis
News Series	WSM-AM/Nashville
News Documentary	WLW-AM/Cincinnati
Use of Sound	WUWM-FM/Milwaukee

SMALL STAFF DIVISION

Overall Excellence	WJDX & WMSI/Jackson, MS
Newscast	WJDX & WMSI/Jackson, MS
Spot News Coverage	WVTF-FM/Roanoke
Continuing Coverage	KFGO-AM/Fargo, ND
Feature Reporting	WUAL-FM/Tuscaloosa, AL
Sports Reporting	WJDX & WMSI/Jackson, MS
News Series	WLYT-FM/Charlotte
Use of Sound	KIOA-AM & FM/Des Moines

fides. "If they talk about all the great things they've done for music stations and never say anything about what makes our format special, I'm skeptical."

"Spoken-word programming is so much more sophisticated than music," McMahon offers. "You need a research company that has experience with this format. You need someone who will understand the language of the listeners. In music, you don't have to understand

why people like or don't like a record — you just drop it from the playlist. But with Talk, there are so many nuances as to why people like or don't like a host, and you have to understand those nuances."

And because it's often difficult for listeners to verbalize their specific feelings about a show, McMahon says, a Talk researcher must be able to help them through that process.

Continued on Page 36

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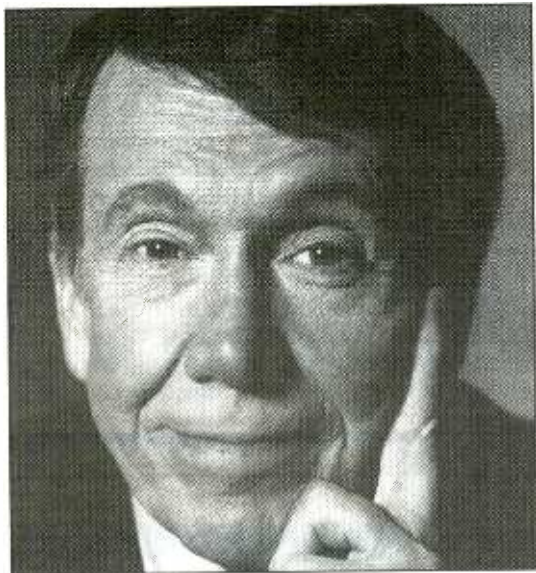
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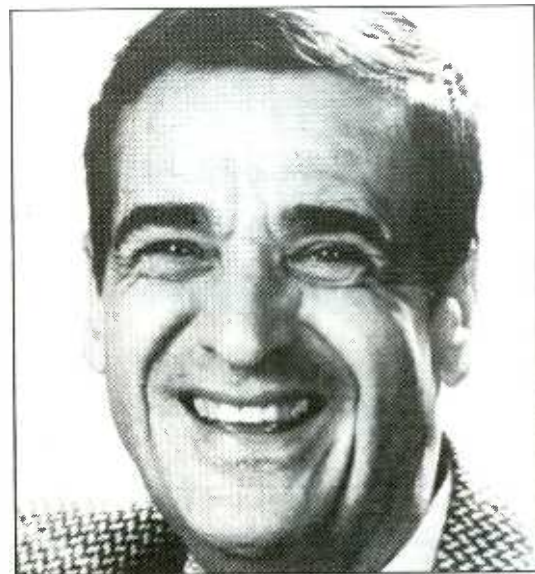
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WOR
RADIO NETWORK

Research: Getting Information You Can Trust

Continued from Page 36

"[Listeners] can say a talk show is entertaining or boring, but they don't always have the words to say why they feel that way. The researcher has to give them the words to express themselves, so they can say, 'Yes! That's exactly what I think of that show!'"

Because this level of detail is important, Mayers prefers to work with research firms with a proven ability to ferret out and qualify information by, for example, asking the same question several different ways.

Double Jeopardy

• **Keep 'em separated.** McMahon and Mayers both advise against using research firms that also offer consulting services. McMahon's chief concern: such firms may couch their research results — knowingly or not — in a manner that makes their consulting expertise or philosophy seem like the logical answer to problems or issues raised in the study.

Mayers points out that some researchers tack on consulting services in an attempt to "make themselves invaluable" to client stations. But he cautions that research and program consulting are two entirely different disciplines. A great researcher might be a lame consultant.

For that reason, McMahon also reminds stations never to ask pure research firms for "where do we go from here" advice. Seeking such input is both unfair and unwise, he says: "It's not the research firm's job to solve the problems they've identified."

• **Study the present.** According to McMahon, audience research should never be used to test programming ideas or concepts that haven't aired. Such probes, he sug-

gests, are virtually worthless in gauging in how listeners will react to the actual air product. And some concepts just test poorly.

"If research had been the basis for making the decision," he notes, "Rush Limbaugh would never have gotten on the air, because the concept of 'talking about politics' tests very poorly."

• **Beware the shifting sands.** And finally, McMahon offers this bit of post-deregulation advice: Be very wary of hiring a research firm that is owned by a radio station group. You never know when they'll buy your crosstown competition. And McMahon just doesn't have much faith in compartmentalization.

"These guys traffic in information," he says. "You have to ask yourself whether a radio group that owns a research company can

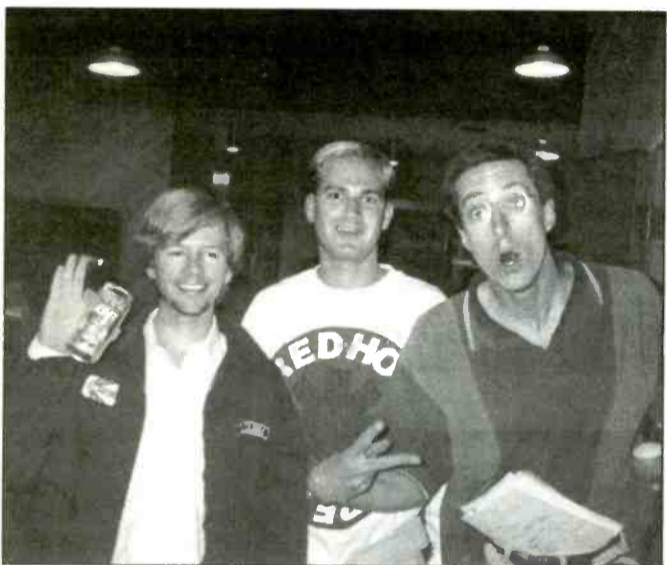
build a wall high enough that they won't use [inside] information from a \$40,000 research client to benefit one of their \$40 million station assets."

Correction

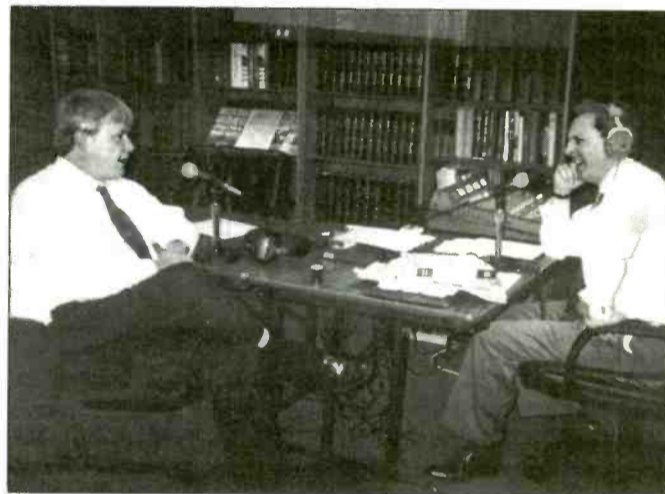
Due to a reporting error in my June 21 sales outlook article, **WJR/Detroit GSM Bob Schick's** analysis of his station's third quarter was misrepresented. The story should have stated that WJR's third-quarter numbers are off compared to 1995 because the station is no longer selling **Tigers** baseball play-by-play. While WJR remains the Tigers' flagship station, the team has taken ad sales in-house.



CAVETT ENTER — Former TV talker (and future radio yakker) Dick Cavett was one of several folks who stopped to yammer with Judy Jarvis when she broadcast live from the National Association of Radio Talk Show Hosts confab in Washington. Lending an assist is show producer Jason Jarvis.



SPADE AND NEUTERED? — "Saturday Night Live's" David Spade (l) recently sat on the studio bench with Westwood One sports talker Scott Ferrall. Mugging with Spade are show staffer Max Krasny (c) and the host his bad self.



FROM DAYTONA TO DC — WNCB-AM/Daytona Beach talker Marc Bemier (r) chatted with CNBC's Chris Mathews during a recent three-day remote broadcast from the Heritage Foundation in Washington.

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CALLOUT AMERICA

EXCLUSIVE NATIONAL MUSIC RESEARCH ESTIMATES JULY 19, 1996

CALLOUT AMERICA® song selection is based on the top titles from the R&R CHR/Pop chart for the airplay week of June 24-30.

ARTIST TITLE LABEL(S)	CHR/POP				TOTAL% FAMILIARITY	TOTAL% BURN
	TOTAL	AVERAGE	FAVORABILITY	ESTIMATE (1-5)		
	TW	LW	2W	3W		
ALANIS MORISSETTE Ironic (Maverick/Reprise)	4.07	4.10	4.05	4.03	95.5%	32.0%
ALANIS MORISSETTE You Learn (Maverick/Reprise)	4.04	4.01	4.06	4.06	91.0%	26.8%
FUGEES Killing Me Softly (Ruffhouse/Columbia/CRG)	4.00	3.98	3.95	3.86	96.8%	29.3%
CELINE DION Because You Loved Me (550 Music)	3.95	3.94	4.14	4.02	94.0%	31.3%
BONE THUGS-N-HARMONY Tha Crossroads (Ruthless/Relativity)	3.89	4.06	4.14	3.84	59.3%	15.5%
OASIS Champagne Supernova (Epic)	3.83	3.69	3.76	3.67	67.5%	18.5%
JEWEL Who Will Save Your Soul (Atlantic)	3.76	3.68	3.82	3.88	73.8%	16.8%
PRIMITIVE RADIO GODS Standing Outside... (Ergo/Columbia/CRG)	3.73	—	—	—	41.0%	8.8%
MARIAH CAREY Always Be My Baby (Columbia/CRG)	3.72	3.76	3.83	3.72	93.3%	34.3%
QUAD CITY DJ'S C'mon 'N Ride It... (Quadra Sound/Big Beat/Atlantic)	3.71	—	—	—	40.8%	8.3%
DISHWALLA Counting Blue Cars (A&M)	3.69	3.46	3.64	3.69	61.0%	12.8%
DONNA LEWIS I Love You Always Forever (Atlantic)	3.69	3.69	—	—	35.3%	7.0%
COLOR ME BADD The Earth, The Sun, The Rain (Giant)	3.66	3.63	3.64	3.60	51.8%	11.5%
JANN ARDEN Insensitive (A&M)	3.66	3.65	3.71	3.74	69.8%	18.0%
TONI BRAXTON You're Makin' Me High (LaFace/Arista)	3.65	3.66	3.71	3.49	60.5%	11.3%
LOS DEL RIO/BAYSIDE BOYS MIX Macarena (RCA)	3.64	3.52	3.52	3.55	86.0%	29.5%
TRACY CHAPMAN Give Me One Reason (Elektra/EEG)	3.60	3.50	3.59	3.72	86.0%	29.8%
JARS OF CLAY Flood (Silvertone)	3.57	3.44	3.50	3.48	55.8%	13.5%
MARIAH CAREY Forever (Columbia/CRG)	3.57	3.63	—	—	68.3%	13.3%
ERIC CLAPTON Change The World (Reprise)	3.52	3.39	3.39	—	44.5%	8.5%
NATALIE MERCHANT Jealousy (Elektra/EEG)	3.51	3.54	3.45	3.56	65.0%	18.3%
DOG'S EYE VIEW Everything Falls Apart (Columbia/CRG)	3.49	3.37	3.59	3.45	72.8%	21.5%
MAXI PRIEST F/SHAGGY That Girl (Virgin)	3.37	—	—	—	47.3%	11.3%
HOOTIE & THE BLOWFISH Old Man & Me (Atlantic)	3.35	3.15	3.26	3.33	79.0%	34.3%
LA BOUCHE Sweet Dreams (RCA)	3.31	3.40	3.47	3.34	84.3%	32.8%
ROBERT MILES Children (Arista)	3.31	3.31	3.20	3.34	41.8%	14.0%
BADLEES Angelina Is Coming Home (Polydor/A&M)	3.26	3.27	—	—	20.3%	4.8%
BILLIE RAY MARTIN Your Loving Arms (Sire/EEG)	3.21	3.30	3.33	3.19	48.8%	20.3%
BLESSID UNION OF SOULS All Along (EMI)	3.20	3.08	—	—	35.3%	7.3%
TEVIN CAMPBELL Back To The World (Qwest/WB)	3.13	3.30	3.18	—	34.5%	8.3%

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, Tampa. MIDWEST: Cincinnati, Cleveland, Columbus, Indianapolis, Kansas City, Minneapolis, St. Louis. WEST: Denver, Los Angeles, Phoenix, Portland, Salt Lake City, San Diego. Songs are removed from Callout America after 20 weeks of testing. © 1996, R&R Inc.

CALLOUT AMERICA Hot Scores

By TONY NOVIA

Two Callout America extras get good initial reviews from R&R's exclusive survey of women 12-34 this week.

"Standing Outside A Broken Phone Booth With Money In My Hand" by Primitive Radio Gods (Ergo/Columbia/CRG) enters with a 3.73 total favorability score. "Standing" performs well demographically and regionally with a 3.82 score among 18-24s (ranked sixth), 3.65 among 25-34s (10th), 3.90 in the South (tied for seventh), 3.80 in the Midwest (seventh), and 3.79 in the West (eighth).

"C'mon 'N Ride It..." by Quad City DJ's (Quadra Song/Big Beat/Atlantic) debuts with a 3.71 total favorability score (10th overall). "Ride" is also eighth among women 18-24 with a 3.75.

The top songs by demographic and region (in descending order) are as follows:

- Women 12-17 — Fugees, Alanis Morissette "Learn," Alanis "Ironic," Oasis, Bone Thugs-N-Harmony, Celine Dion, Jewel, Jann Arden, Mariah Carey "Always," and Los Del Rio.

- Women 18-24 — Fugees, Alanis "Ironic," Alanis "Learn," Bone Thugs-N-Harmony, Celine Dion, Primitive Radio Gods, Oasis, Quad City DJ's, Dishwalla, and Mariah Carey "Always."

- Women 25-34 — Tracy Chapman, Celine Dion, Alanis "Ironic," Dishwalla, Alanis "Learn," Color Me Badd, Donna Lewis, Hootie & The Blowfish, Natalie Merchant "Jealousy," Eric Clapton, and Primitive Radio Gods.

- East — Alanis "Learn," Alanis "Ironic," Jewel, Fugees, and Celine Dion.

- South — Fugees, Bone Thugs-N-Harmony, Alanis "Ironic," Alanis "Learn," and Celine Dion.

- Midwest — Alanis "Learn," Alanis "Ironic," Bone Thugs-N-Harmony, Fugees, and Celine Dion.

- West — Celine Dion, Fugees, Alanis "Ironic," and Jann Arden and Oasis (tie).

If you'd like more detailed Callout America information with demographic and regional breakouts, please call (310) 788-1648 or 788-1695.

QUAD CITY DJ'S

"C'MON'N'RIDE IT
(THE TRAIN)"



BDS Spins 3,000 / Audience 35 Million
Soundscan Single One Week: 56,000 (#9)

TV: Top 10 (2 Months) / :Stress

CALLOUT AMERICA

3.71 Total Favorability Score (10th)

3.76 Women 18-24 (8th)

3.96 South Region (6th)

The Quad City DJ's continue to perform in the
Top 10 of our callout week after week!!!

This is definitely a summer anthem in the Twin Cities...

Dan Kieley, PD, KDWB

Highlights:

Mainstream

KDWB 30x (#7 sales)

WFLZ 25x (#2 sales)

WKRC 40x (#5 sales)

WZPL 27x (#11 sales)

KKRZ 30x (#9 sales)

Rhythm

B-96 70x (#5 sales)

PWR 96 60x (#1 sales)

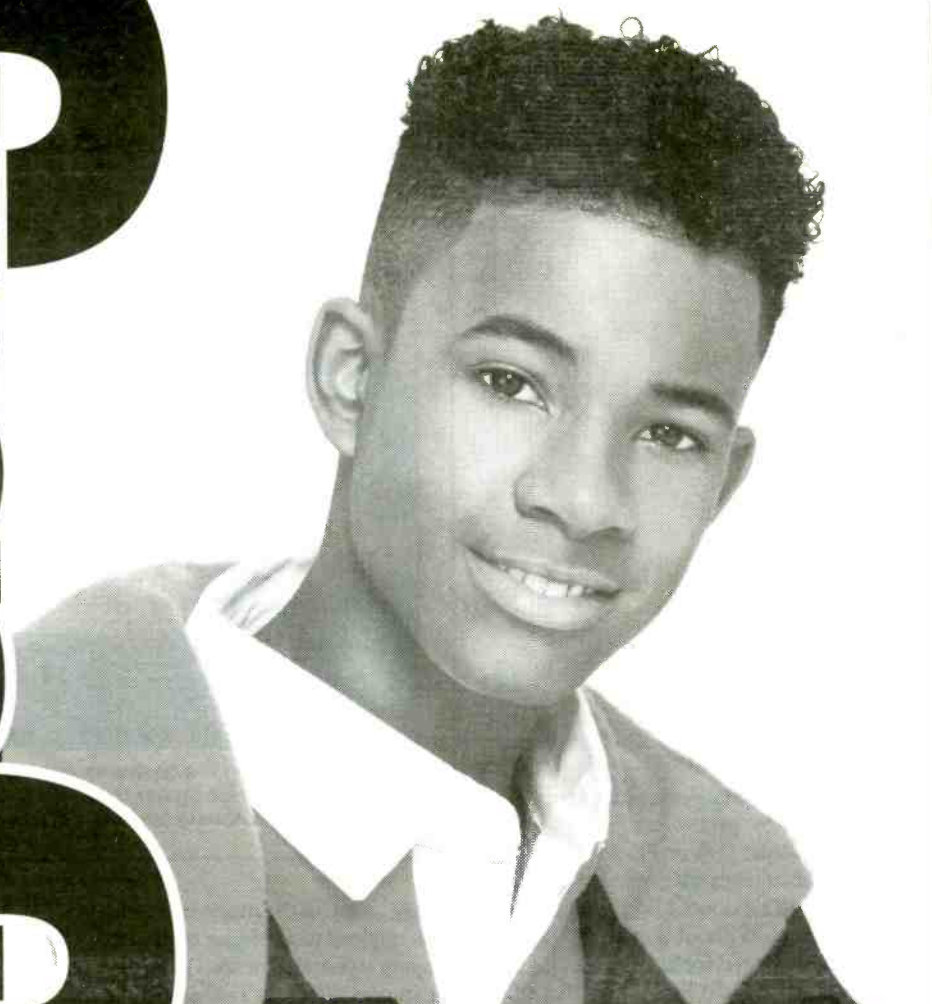
WJMN 20x (#10 sales)

WPGC 50x (#7 sales)

WIOQ 50x (#9 sales)

and many more...

J'son



i'll never stop loving you

"Instant coffee, instant phones, this what J'son will give after just one week"

Bob Lewis, PD
KGGI/Riverside

"#6 Phones with women after one week of airplay"

Davy Crockett, PD
WYCR/York

"The response to J'son was like a mini Beatlemania. There was hysteria at the show, I've never seen anything like it. He is much bigger with the listeners than I ever imagined."

Jim Reitz, PD
WFHN/New Bedford

(Commenting on J'son's sold out live performance at the Whaling Festival in New Bedford)

RADIO, THIS IS THE THIRD WEEK AT #1 ON 
THE FOURTH WEEK AT TOP 5 AT 



14 hours daily
1899 9th Street NE,
Washington, D.C. 20018

- 1 J'son, I'll Never Stop Loving You
- 2 LL Cool J, Loungin'
- 3 Monica, Why I Love You So Much
- 4 Nas, If I Ruled The World
- 5 Bone Thugs-N-Harmony, Tha Crossroads
- 6 112 Feat. The Notorious B.I.G., Only You
- 7 Jodeci, Ge: On Up
- 8 Montell Jordan Feat. Slick Rick, I Like
- 9 Toni Braxton, You're Makin' Me High
- 10 Coolio, It's All The Way Live (Now)
- 11 Total, Kissin' You
- 12 Mariah Carey, Forever
- 13 R. Kelly, I Can't Sleep Baby (If I)
- 14 Crucial Conflict, Hay
- 15 Too Short, Gettin' It



Continuous programming
1221 Collins Ave
Miami Beach, FL 33139

AMERICA'S NO. 1 VIDEO

Bone Thugs-N-Harmony, Tha Crossroads

BOX TOPS

- Case, Touch Me Tease Me
- Total, Kissin' You
- Nas, If I Ruled The World
- J'son, I'll Never Stop Loving You
- Quad City DJ's, C'mon N' Ride It (The Train)
- Crucial Conflict, Hay (Strollin' On)
- Keith Sweat/Kut Kloze, Twisted
- 112 Featuring The Notorious B.I.G., Only You
- LL Cool J., Loungin' (Remix)
- All-4-One, Someday
- Vanessa Williams, Where Do We Go From Here
- The Tony Rich Project, Like A Woman
- 2Pac, How Do U Want It
- Monica, Why I Love You So Much
- Somethin' For The People, With You

Do your listeners have to watch TV to hear J'son?



produced and arranged by Steve Diamond remix produced by Sean "The Mystro" Mather for Rickidy Raw Productions, Inc. It's About Time Productions ©1996 Hollywood Records



TONY NOVIA

Research The Right Way ... And The Wrong Way

□ Experts discuss the proper conception, execution, and interpretation of surveys

With increased competition, format fragmentation, and more financial and ratings pressure than ever, effective research is vital to a radio station's success.

At the same time, designing a research project also creates anxiety. Whether it's a music test, focus group, or perceptual study, research is expensive. Typically you only get one chance with listeners and have little room for mistakes, which adds more pressure. I approached the pros for answers on how to maximize the effectiveness of a research project while reducing the stress.



Carolyn Gilbert

Research President Jon Coleman.

Identify Your Target

One of the primary functions of research, says Gilbert, is to help the format adjust to evolving market tastes. "The essence of CHR is flexibility," she explains. "The format's target audience is young and fickle, and the industry doles out product in fits. So the ability to adapt and react quickly to a changing environment is critical."

□ **By definition, the format is aimed at people who want to hear what's hot. Callout research was developed to help programmers manage that changing environment.**
— Carolyn Gilbert

"By definition, the format is aimed at people who want to hear what's hot. Callout research was developed to help programmers manage that changing environment. It helps you deal with months when the list is burning out, when it's full of hits, or when it has to be heavily recurrent because there aren't many hits."

To help handle the changing CHR

landscape, Gilbert and Casey's first piece of advice is to do weekly callout research. Gilbert suggests, "Use a tightly screened sample comprised of cume and core listeners. Always reach out to the periphery to draw the outer cume toward the center, then pay attention to the results. Knowing how to read and use the weekly data is equally important. You should know your audience, what score ranges to expect, and when a song is becoming a hit, peaking, then burning out."

PDs have a responsibility to understand their station's demos. It sounds simple, but if you ask five station employees what the station's demo is, there's a good chance you'd get five different answers. To remain focused, Gilbert and Casey advise that you set realistic targets. "18-34 is a fantasy," they say. "How much does a female high school senior have in common with a mother of two? How much does an office worker have in common with a taco-eating mall cruiser? CHR is a young format. Please your teens. Kick ass 18-24 and research 18-29. Also use InstantREPLAY or Maximiser to understand exactly what happens to your audience and your station at age 30."

Gilbert and Casey also have thoughts for GMs and owners looking for over-30 demos. "The need to be on top of the latest trends falls off significantly after age 30. Firing CHR PDs for volatile 25-34 trends is silly. You need dry palms, stable management, and a sales department that understands the demo, the station, and how to sell it."

"Understand your book and analyze your audience. Know who they are, where they are, and what makes them tick. Use professional researchers who know your goals, mandate a tight screen, enforce the rules, and get your research done right. Conduct weekly callout and annual perceptuals. Also try self-administered focus groups with every waitress, barkeeper, concertgoer, mall-walker, or store clerk you see. It's all research. It's all about staying on top of the newest and hottest, because that's what the audience is all about."

Learn From Mistakes

Over the years, CHR programmers have repeatedly made basic research and strategy mistakes. Paragon's Mike Henry identifies and

examines the pitfalls of these mistakes.

"One mistake that can steer your strategy pretty far off course is when the GM or PD decides what type of research is needed and how it will be done. I don't mean to be pompous about that at all. They'll say, 'I need focus groups, and this is what we'd like to ask them.' It may not be proven that those questions are what they need to ask. The wrong questions will produce the wrong answers."

"Many CHR programmers assume they know a market's music tastes. They'll presume a few people will determine an entire market's taste and program their station that way. However, taste boundaries change. CHR targets

□ **One mistake that can steer your strategy pretty far off course is when the GM or PD decides what type of research is needed and how it will be done. The wrong questions will produce the wrong answers.**

— Mike Henry

move so fast that programmers must let listeners help decide how the station sounds."

Henry cites an inwardly focused industry for gaping format holes like the one filled by WKTU/New York. "That comes by not standing far enough away from one piece, and instead focusing on the map of property. A common mistake is forgetting to stand far enough away to understand the lay of the landscape. The results of one project may not be as accurate as, say, a cume study. But in the right circumstances, it's much more valuable, as WKTU proved. It came in and exploded. That can only happen by taking a broad look at things instead of being overly focused."

What's the best way to stay on top of music trends? "Music callout," Henry says. "The successful stations have the ability to be a chameleon, going with the flow of new music and changing the balance of their library material based on the quality of new music. This is one of the most intense formats to program because you have



WE ALL SCREAM—The coolest vehicle in Southern California? It's the KPWR (Power 106) Ice Cream Truck, which will be cruising Los Angeles all summer long, satisfying listeners with free ice cream.

to stay on top of the music so much. This can lead to a feeding frenzy on songs or styles that are hot. Going too far in one direction can destroy a CHR. Some of the mistakes CHR made in the '80s are being avoided in the '90s because of the research tools available.

"I'd also advise paying more attention to what's happening at a local club than to industry trends. The success or failure of a CHR is 100% local — not how well it looks in the trades or how much your list looks like someone else's."

Henry's yearly research menu would include "a major perceptual, a tracking study every six months, two auditorium tests of 400 titles each, and music callout as frequently as you can get it. Preferably every week."

Keep A Creative Edge

Can the results of a research study severely limit a radio station's creativity? Coleman's Jon Coleman thinks so. "Research is always a look at the recent past, not the future. Research is an analytical tool. The creative aspects of programming, marketing, and morning shows sometimes yield to research. PDs sometimes say, 'If we can't find a positioning statement through research, we can't find it.'

"Sometimes we'll take the best positioning statement in the research, rather than spending a couple of hours brainstorming creative approaches. Research can be very helpful in directing the kinds of messages, but it doesn't tell how to make those breakthrough messages. That's a creative process. You can check it with research, but research is prepared and delivered in black and white. The numbers tend to cover up creative aspects."

Coleman senses an uneasiness among group owners, GMs, and PDs when it comes to presenting creative ideas. "Brainstorming should be a management issue with no wrong answers. But because of fear, intimidation, or uncertainty of position, people are often unwilling to test creative ideas in research."

There are creative ways of packaging, imaging, putting a station on the air, or creating a TV commercial that research tends to miss. Sometimes research is taken too literally.

□ **Brainstorming should be a management issue, with no wrong answers. But because of fear, intimidation or uncertainty of position, people are often unwilling to test creative ideas in research.**

— Jon Coleman

"Research is very valuable. It will point you in the right direction, but you have to manipulate the information given you. Research will only tell you what people think."

When determining what CHR listeners want, Coleman stresses the significance of marketing. "Your music, TV commercials, and morning show are marketing messages. Collectively, they should communicate what you want to the audience."

"You communicate different messages at different times, but if you combine what makes a radio station successful, we call it the 'image pyramid.' At the base is music. You have to have a strong, focused music image. The audience has to understand the kind of music you play. If they don't, personality or contests won't be enough. The difficulty with CHR, HotAC, and AC is that they're often stylistic blends. Figuring out how to communicate a meaningful message that differs from the competition is as big an issue as figuring out what songs to play."

CHR Asst. Editor Paul Colbert contributed to this column



Jon Coleman

Coming Next Week

In part two, I'll speak with Harker Research President Richard Harker and The Research Group President Larry Campbell.

POP/ALTERNATIVE TOP 20

LW	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS TW	LW	TOTAL STATIONS/ADDS
1	1	ALANIS MORISSETTE You Learn (Maverick/Reprise)	7505	7453	180/2
2	2	TRACY CHAPMAN Give Me One Reason (Elektra/EEG)	5477	5577	134/1
3	3	JEWEL Who Will Save Your Soul (Atlantic)	5297	5181	170/2
6	4	PRIMITIVE RADIO GODS Standing... (Ergo/Columbia/CRG)	4472	3899	178/17
4	5	DISHWALLA Counting Blue Cars (A&M)	4354	4123	181/5
5	6	NATALIE MERCHANT Jealousy (Elektra/EEG)	4148	3928	127/3
8	7	GARBAGE Stupid Girl (Almo Sounds/Geffen)	3687	3242	162/12
9	8	BUTTHOLE SURFERS Pepper (Capitol)	3457	3129	132/7
10	9	SMASHING PUMPKINS Tonight, Tonight (Virgin)	3357	3102	133/4
7	10	OASIS Champagne Supernova (Epic)	3216	3373	112/0
11	11	CRANBERRIES Free To Decide (Island)	3209	2889	174/7
12	12	NO DOUBT Spiderwebs (Trauma/Interscope)	2989	2771	129/11
14	13	STONE TEMPLE PILOTS Trippin' On A Hole In... (Atlantic)	2977	2752	100/2
13	14	ALANIS MORISSETTE Ironic (Maverick/Reprise)	2529	2757	91/0
17	15	BECK Where It's At (DGC/Geffen)	2462	2292	96/3
16	16	CURE Mint Car (Fiction/EEG)	2435	2312	133/3
-	17	DAVE MATTHEWS BAND So Much To Say (RCA)	2228	1691	136/9
15	18	DOG'S EYE VIEW Everything Falls Apart (Columbia/CRG)	2213	2476	81/0
-	19	OASIS Don't Look Back In Anger (Epic)	2202	1952	90/2
-	20	BLUES TRAVELER But Anyway (A&M)	2192	1634	134/11

This chart reflects airplay from July 8-14. Songs ranked by total plays. 130 CHR/Pop reporters and 95 Alternative reporters combine from the custom chart function on R&R ONLINE. Alternative titles are manually extrapolated. For complete reporter lists refer to Pop and Alternative sections. © 1996, R&R Inc.



HOT 97 SUMMER JAM — WQHT (Hot 97)/New York's Summer Jam '96 was a huge success, thanks in part to this performance by the Fugees: (l-r) Lauryn, Prazrel & WYCléf.



HE'S A LOVER, ALL RIGHT — Hot 97 morning talent Ed Lover got himself a big backstage hug from Summer Jam artist Monica.

NEW & ACTIVE

GOO GOO DOLLS Long Way Down (Metal Blade/WB) Total Plays: 619, Total Stations: 44, Adds: 2	KEITH SWEAT Twisted (Elektra/EEG) Total Plays: 386, Total Stations: 22, Adds: 12
BUTTHOLE SURFERS Pepper (Capitol) Total Plays: 570, Total Stations: 41, Adds: 5	LINA SANTIAGO Just Because I Love You (Groove Nation/Universal) Total Plays: 239, Total Stations: 25, Adds: 8
J'SON I'll Never Stop Loving You (Hollywood) Total Plays: 563, Total Stations: 42, Adds: 2	AMBER This Is Your Night (Tommy Boy) Total Plays: 237, Total Stations: 13, Adds: 3
VANESSA WILLIAMS Where Do We Go From Here (Mercury) Total Plays: 547, Total Stations: 47, Adds: 0	GHOST TOWN DJ'S My Boo (So So Def/Columbia/CRG) Total Plays: 234, Total Stations: 10, Adds: 1
M.T.S. I'll Be Alright (Summit) Total Plays: 530, Total Stations: 17, Adds: 1	OASIS Don't Look Back In Anger (Epic) Total Plays: 207, Total Stations: 6, Adds: 1
METALLICA Until It Sleeps (Elektra/EEG) Total Plays: 498, Total Stations: 39, Adds: 0	GIN BLOSSOMS As Long As It Matters (A&M) Total Plays: 195, Total Stations: 35, Adds: 31
REFRESHMENTS Banditos (Mercury) Total Plays: 491, Total Stations: 41, Adds: 6	CRUSH Jellyhead (Robbins) Total Plays: 191, Total Stations: 10, Adds: 3
KRISTINE W. One More Try (Champion/RCA) Total Plays: 457, Total Stations: 30, Adds: 2	STONE TEMPLE PILOTS Trippin' On A Hole In A Paper Heart (Atlantic) Total Plays: 180, Total Stations: 14, Adds: 2
FUGEES No Woman, No Cry (Ruffhouse/Columbia/CRG) Total Plays: 440, Total Stations: 13, Adds: 1	JODECI Get On Up (Uptown/MCA) Total Plays: 160, Total Stations: 13, Adds: 0
WHITNEY HOUSTON Why Does It Hurt So Bad (Arista) Total Plays: 394, Total Stations: 45, Adds: 9	TIA As I Watch U Dance (Ichiban) Total Plays: 154, Total Stations: 3, Adds: 0

Songs ranked by total plays

SELECTED NEW RELEASES

Here are a few hot releases for the next couple of weeks. Some release dates are subject to change.

ADDS JULY 23

Electronic	"Forbidden City" (Warner Bros.)
Bryan Ferry	"Dance With Life..." (Reprise)
Ladae'	"Baby Hold On" (Motown)
Billie Ray Martin	"Running Around Town" (EastWest/EEG)
Maxwell	"Ascension (Don't Ever Wonder)" (Columbia/CRG)
Oasis	"Don't Look Back In Anger" (Epic)
Pet Shop Boys	"Before" (Atlantic)
SWV	"Use Your Heart" (RCA)
Temple Of The Groove	"Treat Me Right" (Ichiban)
Voice Of The Beehive	"So Hard" (Discovery)



WOO-HAH! IT'S A PARTY — Busta Rhymes (l) kept Hot 97's Scoop (front) and Rampage The Boy Scout in check backstage at Summer Jam.

Stations and their adds listed alphabetically by market

Table listing radio stations and their adds across various markets including Albany, NY; Boise, ID; Elmira, NY; Harrisburg, PA; Louisville, KY; New Orleans, LA; Portland, OR; San Diego, CA; Tulsa, OK; Albany, NY; Boise, ID; Elmira, NY; Harrisburg, PA; Louisville, KY; New Orleans, LA; Portland, OR; San Diego, CA; Tulsa, OK; Albany, NY; Boise, ID; Elmira, NY; Harrisburg, PA; Louisville, KY; New Orleans, LA; Portland, OR; San Diego, CA; Tulsa, OK.

130 Total Reporters
130 Current Reporters
128 Current Playlists
Did Not Report, Playlist Frozen (2):
WNOK/Columbia, SC
WIXX/Green Bay, WI

CHR/POP PLAYLISTS

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

MARKET #1 WHTZ/New York (212) 239-2300 Coleman/Bryant. PLAYLIST table with columns SW, ZW, LW, TW and ARTIST/TITLE.

MARKET #2 KIISFM 102.7 Los Angeles (818) 845-1027 Cook/Austin. PLAYLIST table with columns SW, ZW, LW, TW and ARTIST/TITLE.

MARKET #5 WIOQ/Philadelphia (610) 667-8100 Kalina/McGuire. PLAYLIST table with columns SW, ZW, LW, TW and ARTIST/TITLE.

MARKET #6 Y100 Philadelphia (610) 565-8900 Tisa. PLAYLIST table with columns SW, ZW, LW, TW and ARTIST/TITLE.

MARKET #7 106.1 KISSFM Dallas (214) 891-3400 Lambert. PLAYLIST table with columns SW, ZW, LW, TW and ARTIST/TITLE.

MARKET #9 KRBE/Houston (713) 266-1000 Peake/Michaels. PLAYLIST table with columns SW, ZW, LW, TW and ARTIST/TITLE.

MARKET #10 KISS 102fm WTKS/Boston (617) 396-1430 Ivey/Bonnie. PLAYLIST table with columns SW, ZW, LW, TW and ARTIST/TITLE.

MARKET #11 WHTI/Miami (305) 620-9299 Roberts/Chio. PLAYLIST table with columns SW, ZW, LW, TW and ARTIST/TITLE.

MARKET #12 STAR 94.7 ATLANTA WSTR/Atlanta (404) 261-2970 Peterson/Ammons. PLAYLIST table with columns SW, ZW, LW, TW and ARTIST/TITLE.

MARKET #15 Q106 San Diego (619) 560-5464 Stevens/Kalusa. PLAYLIST table with columns SW, ZW, LW, TW and ARTIST/TITLE.

MARKET #16 KDWB/Minneapolis (612) 340-9000 Kieley/Morris. PLAYLIST table with columns SW, ZW, LW, TW and ARTIST/TITLE.

MARKET #17 WKQB/St. Louis (314) 644-1380 St. John/Mattern. PLAYLIST table with columns SW, ZW, LW, TW and ARTIST/TITLE.

MARKET #19 WBZZ/Pittsburgh (412) 920-9400 Clark/Cline. PLAYLIST table with columns SW, ZW, LW, TW and ARTIST/TITLE.

MARKET #20 Power 92FM KFR/Phoenix (602) 258-6161 Parker/Douglas. PLAYLIST table with columns SW, ZW, LW, TW and ARTIST/TITLE.

MARKET #20 KZZP 104.7 FM Phoenix (602) 964-4000 Persighi/Cooper. PLAYLIST table with columns SW, ZW, LW, TW and ARTIST/TITLE.

HIP HOP TOP 20

LW	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS		TOTAL STATIONS/ADDS
			TW	LW	
1	1	CASE/F/OXXY BROWN Touch Me... (Def Jam/RAL/Mercury) 4150	3956	104/0	
2	2	BONE THUGS... Tha Crossroads (Ruthless/Relativity) 3511	3927	94/0	
3	3	MONTELL JORDAN I Like (Def Jam/RAL/Mercury) 2821	2586	100/1	
5	4	2PAC How Do U Want It (Death Row/Interscope) 2191	2062	97/1	
6	5	L.L. COOL J Loungin' (Def Jam/RAL/Mercury) 1994	1781	102/0	
4	6	FUGEES Killing Me Softly (Ruffhouse/Columbia/CRG) 1919	2081	64/0	
8	7	NAS If I Ruled The World (Columbia/CRG) 1835	1447	91/6	
7	8	QUAD CITY DJ'S C'mon... (Quadra Sound/Big Beat/Atlantic) 1550	1537	50/2	
10	9	CRUCIAL CONFLICT Hay (Pallas/Universal) 1247	1090	70/3	
9	10	BUSTA RHYMES It's A Party (Elektra/EEG) 1204	1272	69/0	
11	11	OUTKAST Elevators (LaFace/Arista) 1024	899	68/3	
14	12	TOO SHORT Gettin' It (Dangerous/Jive) 719	737	31/2	
12	13	COOLIO All The Way Live (Tommy Boy/Island) 693	778	31/1	
17	14	A TRIBE CALLED QUEST 1nce Again (Jive) 662	495	67/2	
—	15	A+ All I See (Kedar/Universal) 650	447	64/8	
16	16	NONCHALANT Until The Day (MCA) 649	592	58/0	
15	17	MC LYTE F/XSCAPE Keep On... (Flavor Unit/EastWest/EEG) 590	640	23/0	
20	18	FUGEES Ready Or Not (Ruffhouse/Columbia/CRG) 578	469	25/3	
13	19	BAHAMADIA I Confess (Chrysalis/EMI) 561	758	44/0	
18	20	JAY-Z W/F/OXXY BROWN Ain't No Nigga (Roc-A-Fella/Priority) 528	491	35/3	

This chart reflects airplay from July 8-14. Songs ranked by total plays. 39 CHR/Rhythmic reporters and 82 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. © 1996, R&R Inc.

NEW & ACTIVE

JOHNNY Z Latin Swing (Local) Total Plays: 222, Total Stations: 7, Adds: 0	KRISTINE W. One More Try (Champion/RCA) Total Plays: 133, Total Stations: 6, Adds: 0
RICKY MARTIN Maria (Sony Latin) Total Plays: 219, Total Stations: 4, Adds: 0	GINA THOMPSON The Things That You Do (Mercury) Total Plays: 133, Total Stations: 6, Adds: 3
DEBORAH COX Where Do We Go From Here (Arista) Total Plays: 195, Total Stations: 12, Adds: 2	EL PRESIDENTE Cafe Con Leche (Out Of Control) Total Plays: 132, Total Stations: 7, Adds: 1
2PAC F/SNOOP DOGGY DOGG 2 Of Americas... (Death Row/Interscope) Total Plays: 190, Total Stations: 4, Adds: 0	MAXWELL Ascension (Don't Ever Wonder) (Columbia/CRG) Total Plays: 131, Total Stations: 13, Adds: 3
JAY-Z W/F/OXXY BROWN Ain't No Nigga (Roc-A-Fella/Priority) Total Plays: 176, Total Stations: 8, Adds: 2	D'ANGELO Me And Those Dreamin' Eyes Of Mine (EMI) Total Plays: 123, Total Stations: 10, Adds: 0
T-BOZ Touch Myself (Rowdy/Arista) Total Plays: 168, Total Stations: 8, Adds: 7	OUTKAST Elevators (LaFace/Arista) Total Plays: 122, Total Stations: 5, Adds: 0
SHADES Tell Me (I'll Be Around) (Motown) Total Plays: 165, Total Stations: 12, Adds: 1	A+ All I See (Kedar/Universal) Total Plays: 121, Total Stations: 9, Adds: 4
ALL-4-ONE Someday (Hollywood) Total Plays: 147, Total Stations: 7, Adds: 0	MEN OF VIZION House Keeper (MJJ/550 Music) Total Plays: 120, Total Stations: 5, Adds: 0
A TRIBE CALLED QUEST 1nce Again (Jive) Total Plays: 144, Total Stations: 10, Adds: 2	TRACY CHAPMAN Give Me One Reason (Elektra/EEG) Total Plays: 112, Total Stations: 2, Adds: 0
STEVIE B Waiting For Your Love (CME) Total Plays: 134, Total Stations: 3, Adds: 0	LUKE Scarred (Luke) Total Plays: 110, Total Stations: 4, Adds: 0

Songs ranked by total plays

SELECTED NEW RELEASES

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

Adds July 23

Aaliyah	"If Your Girl Only Knew" (Atlantic)
Melanie Bender	"You Just Want Sex" (Critique)
MC Lyte	"Everyday" (EastWest/EEG)
Mad Cobra	"Big Long John" (EMI)
CeCe Peniston	"Movin' On" (A&M)
Pet Shop Boys	"Before" (Atlantic)
SWV	"Use Your Heart" (RCA)
Temple Of The Groove	"Treat Me Right" (Ichiban)

who IS DRU HILL

Most Added
2 Weeks In A Row
At Urban Radio

Including:
WGCI #3 Phones
WJLB #8 Phones
WXYV Phones
WEDR Phones
WILD Phones
EARLY ADD WERQ 8X
Rhythm Radio
Impact Date 7/29!

Add



CHR/RHYTHMIC REPORTERS

Stations and their adds listed alphabetically by market

KKSS/Albuquerque, NM Interim PD: Randy Savage MD: Jacques James 41 FROST "Raza" NEW EDITION "Hit" T-BOZ "Touch" DEBORAH COX "Where"	KZFM/Corpus Christi, TX PD: Charlie Marx MD: Tony Manero 34 LA BOUCHE "Sweet" 2PAC "How" LINA SANTIAGO "Because"	KIKI/Honolulu, HI PD: Alan Oda MD: James Coles 47 NEW EDITION "Hit" 24 JOCELYN ENRIQUEZ "Miss" 14 3T "Why" 7 CORY LOKELANI... "Hold"	KLUC/Las Vegas, NV PD: Jerry Dean MD: Cat Thomas 35 SIR MIX-A-LOT "Jump" TONY RICH PROJECT "Woman" GROOVE THEORY "Baby" NAS "Ruled"	WKTU/New York, NY PD: Frankie Blue MD: Andy Shane 11 LA BOUCHE "Tonight" 11 GINA G "Don" DONNA LEWIS "Always" GHOST TOWN DJ'S "Boo" SCATMAN JOHN "Scatman"	KWNZ/Reno, NV PD: Jeff Davis MD: Bill Shakespeare 18 NEW EDITION "Hit" NO MERCY "Where" MCSC "Dream"	KZHT/Salt Lake City, UT PD: Chet Buchanan MD: Dr. Doug NEW EDITION "Hit"	KZZU/Spokane, WA PD: Ken Hopkins MD: Casey Christopher 54 NEW EDITION "Hit" 49 GINUWINE "Pony" 35 DONNA LEWIS "Always"
KKXX/Bakersfield, CA PD: Chris Squires MD: Tony Manes COOLIO "Way" LIVIN' JOY "Dreamer"	KJMN/Denver, CO PD: Mark Feather APD: Michael Hayes MD: John Dickinson 39 NEW EDITION "Hit" 8 BAYSIDE BOYS "Caliente" MAXWELL "Ascension"	KQMQ/Honolulu, HI PD: Jamie Hyatt MD: Mars Frehley 9 BARRIO SOUL INC. "Summer" 6 R. KELLY "Sleep" 6 MOLELLA "Party"	KPWR/Los Angeles, CA PD: Michelle Mercer APD/MD: Bruce St. James 25 JAY Z W/F/OXXY BROWN "Ain't It"	WQHT/New York, NY PD: Steve Smith APD/MD: Tracy Cloherly 25 KEITH SWEAT "Twisted" 14 BRAXTONS "Ways" 13 A+ "See" 13 NEW EDITION "Hit" 12 HELTIAH SKELTAN "Operation" 11 JAY-Z "Brooklyn's"	KGGI/Riverside, CA PD/MD: Bob Lewis 40 EURYTHMICS "Sweet" 20 NEW EDITION "Hit"	KTFM/San Antonio, TX PD: Cliff Tredway MD: Charlie Huero 20 DELINQUENT HABITS "Tres" MAXI PRIEST F/SHAGGY "That" SHADES "Tell"	KWIN/Stockton, CA PD: Steve Wall MD: C.K. 34 T-BOZ "Touch" 27 NEW EDITION "Hit" A TRIBE CALLED QUEST "1nce"
WERQ/Baltimore, MD PD: Tom Calococi MD: Camille Cashwell 23 NEW EDITION "Hit" 11 GINA THOMPSON "Things" 8 DRU HILL "Tell" 6 DEBORAH COX "Where" LOST BOYZ "Music"	KQKS/Denver, CO PD: Cindy Rose APD: Ricky D. 32 NEW EDITION "Hit"	KBXX/Houston, TX PD: Rob Scorpio MD: Greg Head 24 NEW EDITION "Hit" 22 JAY Z W/F/OXXY BROWN "Ain't It" 15 MR. MIKE "Where"	WPOW/Miami, FL Interim PD: Kid Curry MD: Phil Jones 11 QUAD CITY DJ'S "Summer" 9 GLORIA ESTEFAN "Mine" 3 2 LIVE CREW "Shake"	KCAQ/Oxnard, CA PD: Rooster Rhodes MD: Lucy B. 14 NEW EDITION "Hit" A+ "See" RAPPIN' 4-TAY "Some'em" BRAXTONS "Ways" NAS "Ruled"	WJJS/Roanoke, VA PD: David Lee Michaels MD: Melissa Morgan 2 KOOL & THE GANG "Color" TOTAL "Kissin" 3T "Why" T-BOZ "Touch" NEW EDITION "Hit" BRAXTONS "Ways"	XHTZ/San Diego, CA DM/MD: Lisa Vazquez APD/MD: Jeff Nelson 12 NEW EDITION "Hit" 9 MONICA "Why" 4 BRAXTONS "Ways" 4 MAXWELL "Ascension" 4 REEL 2 REAL "Ready"	WPGC/Washington, DC PD: Jay Stevens MD: G-Sharp 41 NEW EDITION "Hit" 9 MONIFAH "You"
WJMN/Boston, MA PD: Cadillac Jack McCartney MD: Cat Collins 27 NEW EDITION "Hit"	KBOS/Fresno, CA PD/MD: Mark Adams 21 QUAD CITY DJ'S "Ride" NEW EDITION "Hit"	WJBT/Jacksonville, FL PD: Paco Lopez Music Coord.: Jeff Lee 28 MARY J. BLIGE "Love" 23 A TRIBE CALLED QUEST "1nce" 19 FUGEES "No" 10 GHOST TOWN DJ'S "Boo" 8 SADAT X "Hang" TRUTH "Lights" GINA THOMPSON "Things" NEW EDITION "Hit" A+ "See" 2 LIVE CREW "Shake"	KHTN/Modesto, CA PD: Pete Jones MD: Mark Medina 10 T-BOZ "Touch" 8 JOCELYN ENRIQUEZ "Miss" NEW EDITION "Hit" 3T "Why" BAYSIDE BOYS "Caliente" EL PRESIDENTE "Cale" DONNA LEWIS "Always" BRAXTONS "Ways"	KCAQ/Oxnard, CA PD: Rooster Rhodes MD: Lucy B. 14 NEW EDITION "Hit" A+ "See" RAPPIN' 4-TAY "Some'em" BRAXTONS "Ways" NAS "Ruled"	KSFM/Sacramento, CA PD: Bob West MD: Trejo A+ "See" WHITNEY HOUSTON "Hurt"	KMEL/San Francisco, CA PD: Michelle Santosuoso MD: Joey Arbagey 10 COLOR ME BADD "Capacity" 10 CRUCIAL CONFLICT "Hay" NEW EDITION "Hit"	39 Total Reporters 39 Current Reporters 38 Current Playlists
WBBM/Chicago, IL PD: Todd Cavanah MD: Erik Bradley DONNA LEWIS "Always" KEITH SWEAT "Twisted"	WJMH/Greensboro, NC PD: Brian Douglas MD: Mary Kay 50 T-BOZ "Touch" 17 JUNIOR M.A.F.I.A. "Need" 6 FUGEES "Cowboys"	KDON/Monterey, CA PD: Michael Newman APD/MD: Jennifer Wilde NEW EDITION "Hit"	WWWX/Providence, RI PD: Joe Dawson MD: B.B. Good 29 T-BOZ "Touch" 27 NEW EDITION "Hit" 5 WASH & BROWN "Jumpin" SWV "Use"	WOCQ/Salisbury, MD PD: Wookiee MD: Mariflou 41 NEW EDITION "Hit" SWV "Use" BRAXTONS "Ways" LOST BOYZ "Music" BAYSIDE BOYS "Caliente" GINA THOMPSON "Things"	KUBE/Seattle, WA PD: Mike Tierney MD: Lindsey Cipcic 55 GINUWINE "Pony" 50 NEW EDITION "Hit" 35 FUGEES "No" 24 T-BOZ "Touch" 7 MONTELL JORDAN "Like" MISTA "Blackberry"	Reported Frozen Playlist (1): KYLD/San Francisco, CA	



WALT LOVE

From Gut Instincts To Reading Research Right

Strategic's Hanson, Vokes discuss Urban programming for the '90s

Research has not only become a favorite buzz word in our industry, but also a primary factor when it comes to making format and programming decisions in the brave new world of high-stakes broadcasting.

One interesting thing I've noticed is that while some of the more successful broadcasters in our industry rely heavily on research, there are



Kurt Hanson



Amy Vokes

still those who believe in tempering research results with good old-fashioned "gut feel." I recently discussed today's Urban programming techniques with **Strategic Radio Research** President **Kurt Hanson** and VP/Client Services **Amy Vokes**.

Strategic employs more than 200 interviewers and has a staff of about 20 who are involved in hiring, training, and coaching the interviewers. "There's even another whole team of 20 who do nothing but data processing and turning the interviews into finished reports," Hanson adds. "Each one of those interviewers is sitting at a computer terminal that contains a highly computerized phone center. The computer dials the phone numbers and puts the questionnaire script on the screen for each interviewer. We have a full [management information systems] department and a full client services department that work each week with our clients."

Hanson, a 25-year industry veteran, and Vokes, who joined the company in 1987, were first asked about the scope of their research, and how much attention is given

to Urban formats.

Says Vokes, "The only television research we do is for **MTV** and **VH1**. We do radio research in all formats, for both music- and non-music-based stations. I wouldn't say we specialize in any given format because we aren't necessarily consulting for one specific format. But a large percentage of our business is in **CHR**, **Urban**, and **Rock**."

The three formats comprise

roughly two-thirds of the company's clients and are about equally proportioned, Hanson says. Is there anything consistent among different Urban

formats that can help advertisers determine similarities about African-American consumers? He replies, "That's a tough question because we are currently doing work for two or three different genres of Urban radio — younger-end Urbans, mainstream Urbans, and Urban ACs that



We've found a very quick, high passion for the music at Urban — much more than in other formats. If it's a decent song, it will catch on very quickly at Urban radio.

—Amy Vokes

include **KKBT-FM (The Beat)**/Los Angeles, **WVAZ-FM (V-103)**/Chicago, **WPEG/Charlotte**, and **Radio One's** Washington, Baltimore, and Atlanta stations — and **ABC Radio Networks' 'The Touch.'**

Instant Acceptance

Similarities between African Americans' are evident no matter what geographical differences may apply. Is there anything Hanson and Vokes found in their research that's specific to Urban radio? Says Vokes, "The one thing you have to realize when we work in different markets is the [ethnic composition] of the



market. The composition has a big impact on some of the differences and similarities that you'll find from market to market and the demographics that we research. When we deal with mainstream Urban and look at the music, we've found a very quick, high passion for the music — much more than in other formats. It takes songs a bit longer to develop with their audience in other formats. If it's a decent song, it will catch on very quickly at Urban radio."

While the format can still "break records" on a mass-appeal level and yield crossover successes, Vokes is quick to point out the downside of a song's instant liking. "There is a very common mistake that can be made when looking at research... especially current research for mainstream Urban radio. As the familiarity and popularity of a song grows quickly, so does its burn. The fatigue on the record will grow very quickly, and a common mistake can be to react to that 'high burn' and think, 'My God, I've got to slow down that record' — when, in fact, all that burn is reflecting is just super-familiar product.

"The popularity score hasn't moved. It hasn't gone down; it's strong as ever. We'd like our clients not to react to that burn until they see the popularity score begin to decline." Vokes's comments echo what many PDs have said in previous columns: Most UC programmers tend to drop records too soon.

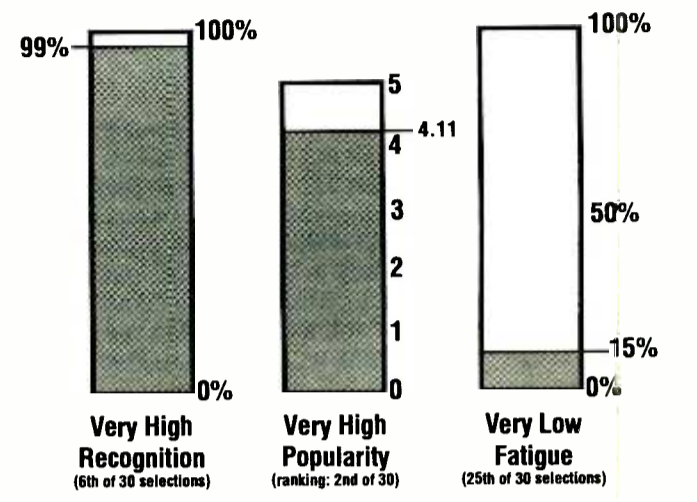
"As long as a record's popularity remains in the high ranges, you should stick with it. However, if they see records where the burn scores soar very quickly and popularity starts to decline, then it's time to slow down that record."

With Strategic-consulted Urban stations, that philosophy holds true, Vokes says. "The majority of our clients do not use callout re-

Strategic Callout

Here's an example of **Strategic Radio Research's** callout analysis for a given radio market of **Monica's "Why I Love You So Much,"** conducted June 6.

In its seventh week of testing, where the song's "hook" is played to a respondent, the Monica single received extremely positive callout scores.



search to decide what records to add. [The station] begins testing it in callout once that record has been added and been on the air for a couple of weeks.

"In our minds, selecting new music is an art form. That requires a programmer with a good ear, judgment, and instincts."

Continuous Research

What are some basic research techniques Strategic suggests to a client? Replies Hanson, "Our biggest recommendation is to keep in touch with your listeners all year long. While there are certain atypical situations where you might want to do an auditorium test or a perceptual study because there are big issues that you don't know the answers to, you're better off keeping in touch with your listeners all year long. Current music is the absolute heart of mainstream Urban radio, and it's the heart of younger-end Urbans. It's very critical in Urban AC also. If that's the base of your research program, it's better to cover your currents and, within that program, add on to your Oldies testing and your perceptual studies."

Says Vokes, "Our callout program is pretty comprehensive. The program itself is called 'STAR' — Strategic and Test Audience Research. This program is an ongoing music program that includes currents, re-currents, and gold material, as well as perceptual research. We have the ability, whether it's a weekly or bi-weekly program, not only to track the music, but to also track key perceptual issues that are facing the client station. And when we're looking for a hole in a market, we go in and do a format search."

With Strategic-consulted Urban stations, that philosophy holds true, Vokes says. "The majority of our clients do not use callout re-

Proper Implementation

For many programmers, two key issues arise when dealing with

research results. The first is whether the research has been properly assembled and administered from the onset.

Comments Hanson, "There are probably two things we see wrong with research done by other firms with non-client radio stations. The radio station will hire a nationally known research firm to do the research project for them, but then they will hire someone else in its community to actually make the calls. And if it's auditorium testing, the local research company will actually do the recruiting. That local firm in the market is generally a lousy firm; these little local operations don't know some of the subtleties and sophistication of doing radio research, and they don't do it well. Therefore, the people who show up for an auditorium test might have been recruited from last week's test on Tide detergent. Or they might invite three church groups to fill up the hall. That's not real research, and that's a very common problem."

Our biggest recommendation is to keep in touch with your listeners all year long. Current music is the absolute heart of mainstream Urban radio.

—Kurt Hanson

that's a very common problem."

Correct Interpretation

Hanson continues, "The other [key issue] is interpretation. That is an absolutely critical issue because while you can get results on a piece of paper, that's only half of the process. You then have to get the research interpreted properly."

Vokes adds, "If you're using the wrong type of company, your sample can be bad. But another thing that can affect its interpretation is the study's design itself. You have to make sure you're researching the right people — the people you need based on the goals of the study. You want to represent reality and make sure you absolutely have the correct percentage of core listeners in any research study so that you can continue to keep them happy."

Breakouts By Cume

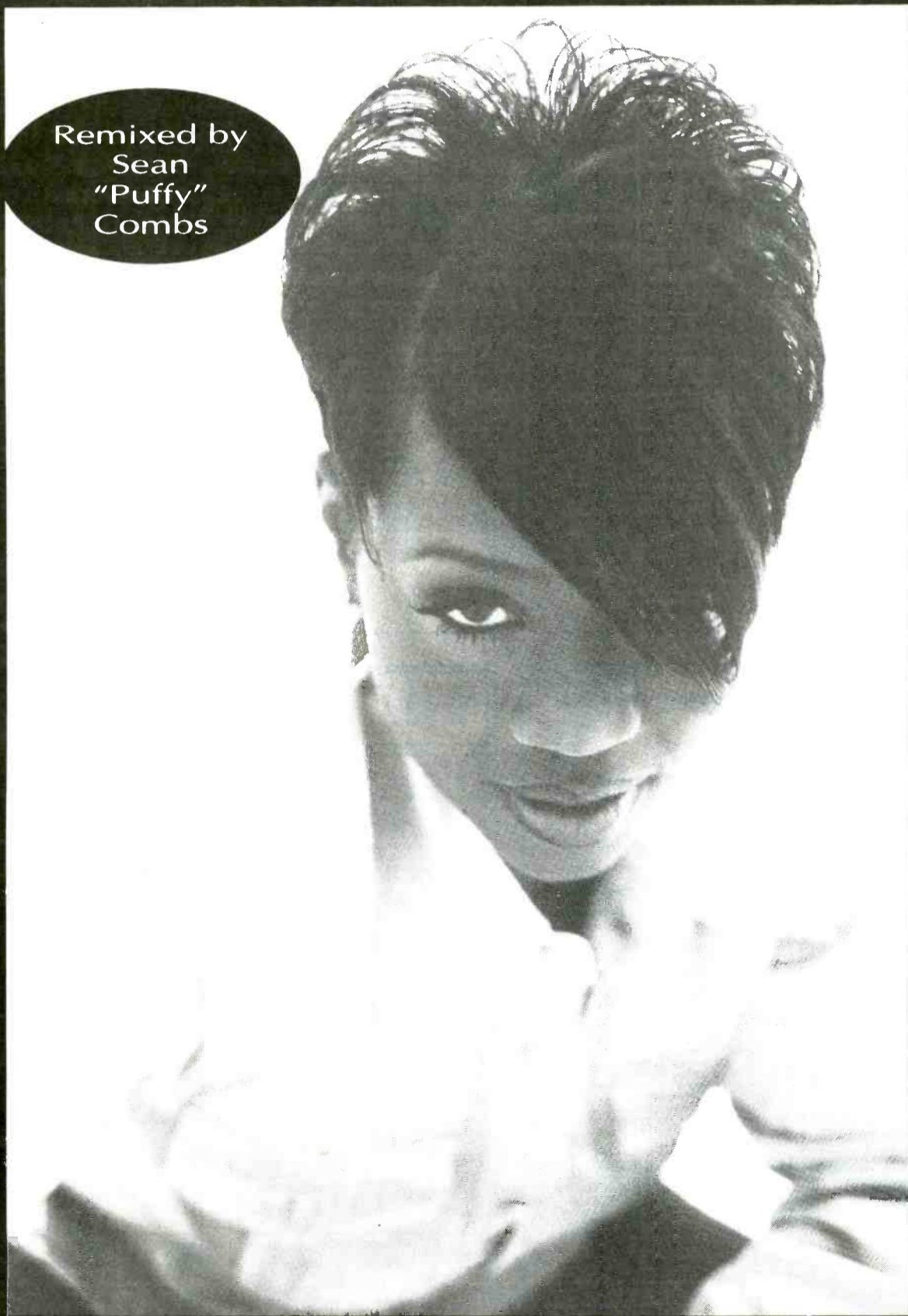
While **WAAA's** (the station requesting the research) detailed breakouts by cume showed that the **Monica** single ranked No. 1 among its P1 listeners, it also demonstrated that among the top four stations sharing cume with **WAAA**, it also received strong listener responses.

	Recognition	Popularity	Fatigue	Rank
WAAA:	100%	4.21	12%	(#1)
WBBB:	100%	4.20	9%	(#5)
WCCC:	99%	4.11	15%	(#2)
WDDD:	99%	3.84	19%	(#13)

GINA THOMPSON

"The Things That You Do"

Remixed by
Sean
"Puffy"
Combs



**URBAN MOST
ADDED!**

**59 URBAN
REPORTERS!**

STATIONS THAT DID IT:

WEJM	WWWZ
WUSL	WVDM
KKDA	KNEK
WKYS	KRRQ
WHTA	WJFX
WXYV	WTMG
WAMO	WQHH
WZAK	WEUP
KPRS	WFXA
WNOV	WJMI
WCKX	WFLM
WOWI	WTLZ
KSJL	WZFX
WPEG	KDKS
WQUE	KMJJ
WBLK	WJZD
WQMG	WZHT
KJMS	WIBB
WHRK	WEAS
WQOK	WRKE
KVSP	WFXE
WXQL	WACR
WENN	WESE
WCDX	WYNN
WPLZ	KBCE
KJMM	KZWA
KQXL	WJMG
KIPR	KYEA
WBLX	KHRN
WPAL	

PRODUCED BY RODNEY JERKINS FOR B.J. PRODUCTIONS



<http://www.mercuryrecords.com/mercury>

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**AUDIENCE OVER
13,000,000!**

FIND COMPLETE PLAYLISTS FOR ALL URBAN AC REPORTERS ON R&R ONLINE

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

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

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

KDIA MARKET #4 KDIA/San Francisco (510) 251-1400 Warren/Jones

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

WPEG/Charlotte (704) 333-0131 Carson/Quick

WQOE/New Orleans (504) 827-6000 Stevens

WDAS MARKET #5 WDAS/Philadelphia (215) 878-2000 Tamburo/Davis

V100 MARKET #7 KRBB/Dallas (214) 630-3011 Bacote/Solis

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

WJHM/Orlando (407) 333-0072 Lindsey/Hollywood

93.7 WBLK MARKET #40 WBLK/Bufalo (716) 852-5955 Faison/Sims

MAJIC102 MARKET #9 KMJQ/Houston (713) 623-2108 Conner/Boatner

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

HOT102.5 MARKET #11 WHQT/Miami (305) 759-4311 Kidd/Michaels

POWER 97 MARKET #42 WQMG/Greensboro (910) 275-1657 Brown

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

NIX97.1 MARKET #17 KXOK/St. Louis (314) 991-7797 Love/Scott

MAJIC 95.9 MARKET #18 WWIN/Baltimore (410) 332-8200 Brown

MAJIC 107 MARKET #20 KMJK/Phoenix (602) 265-2442 Jackson

Stations and their adds listed alphabetically by market

URBAN

Table listing radio stations and their reporters across various markets including Alexandria, Charlotte, Fayetteville, Kansas City, Los Angeles, New Orleans, Savannah, Atlanta, Chicago, Cincinnati, Cleveland, Dallas, Denver, Detroit, Houston, Indianapolis, Jacksonville, Knoxville, Louisville, Memphis, Miami, Milwaukee, Minneapolis, Nashville, Norfolk, Orlando, Philadelphia, Pittsburgh, Raleigh, Richmond, San Antonio, San Francisco, Springfield, Tampa, and Tulsa.

URBAN AC

Table listing radio stations and their reporters for Urban AC format across various markets including Atlanta, Baltimore, Boston, Charleston, Charlotte, Columbus, Dallas, Denver, Detroit, Houston, Indianapolis, Jacksonville, Knoxville, Louisville, Memphis, Miami, Milwaukee, Minneapolis, Nashville, Norfolk, Norfolk, Orlando, Philadelphia, Pittsburgh, Raleigh, Richmond, San Antonio, San Francisco, Springfield, Tampa, and Tulsa.

COUNTRY REPORTERS

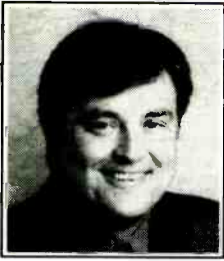
Stations and their adds listed alphabetically by market

<p>WQMX/Akron, OH PD: Kevin Mason MD: Bill Shiel</p> <p>18 ALABAMA 18 PAUL BRANDT 18 RICK TREVINO 18 MARK WILLS 18 JAMES BONAMY</p>	<p>WKNN/Bioxi, MS PD: Rick Mize MD: Angie Thompson</p> <p>12 KENNY CHESNEY 12 VINCE GILL 12 SAMMY KERSHAW 12 TRACY LAWRENCE 12 JO DEE MESSINA 12 COLLIN RAYE 12 PAM TILLIS 12 RANDY TRAVIS</p>	<p>WCOL/Columbus, OH PD: Gary Moss MD: John Crenshaw</p> <p>19 SAMMY KERSHAW 19 MARK WILLS 19 MICHELLE WRIGHT</p>	<p>WOHK/Ft. Wayne, IN PD: Rick Mize MD: Jeff Moore</p> <p>13 TRISHA YEARWOOD 13 TRACY LAWRENCE 13 RICK TREVINO 13 FAITH HILL</p>	<p>KFKF/Kansas City, MO PD: Dale Carter MD: Tony Stevens</p> <p>8 JOHN BERRY 8 KENNY CHESNEY 8 LEANN RIMES</p>	<p>WKIS/Miami, FL PD: Bob McKay MD: Darlene Evans</p> <p>14 JOHN BERRY 14 TERRI CLARK 14 TRISHA YEARWOOD</p>	<p>WWKA/Oriando, FL PD: Mike Moore MD: Shadow Stevens</p> <p>17 VINCE GILL 17 TY HERNDON 17 TERRI CLARK</p>	<p>WYWD/Roanoke, VA PD: Mike Moore MD: Robynn Jaymes</p> <p>No Adds</p>	<p>WFMB/Springfield, IL PD: Bob Grayson MD: John Spaulding</p> <p>18 JOHN BERRY 18 SAMMY KERSHAW 18 TRACY LAWRENCE 18 RICKY SKAGGS 18 LEANN RIMES 18 DAVID KERSH 18 JOE NICHOLS</p>	<p>KJUG/Isalia, CA PD/MD: Dave Daniels</p> <p>15 TY ENGLAND 15 SAMMY KERSHAW 15 TRACY LAWRENCE 15 DAVID LEE MURPHY 15 LEANN RIMES 15 TRAVIS TRITT 15 RICKY SKAGGS</p>													
<p>WGNA/Albany, NY OM: Fred Horton MD: Bill Easley</p> <p>13 JOHN BERRY 13 TOBY KEITH 13 TRACY LAWRENCE 13 TRAVIS TRITT 13 TRISHA YEARWOOD</p>	<p>WHWK/Binghamton, NY PD/MD: John Davison</p> <p>13 ALABAMA 13 TRISHA YEARWOOD 13 TOBY KEITH 13 LEANN RIMES 13 SAMMY KERSHAW</p>	<p>WHOK/Columbus, OH PD: Max Raines MD: Mark Clark</p> <p>15 VINCE GILL</p>	<p>KNAX/Fresno, CA PD: Larry Santiago MD: Scott Stevens</p> <p>22 LEANN RIMES 9 TRACY LAWRENCE 9 SAMMY KERSHAW 9 MICHELLE WRIGHT 9 TRAVIS TRITT</p>	<p>WDAF/Kansas City, MO PD: Ted Cramer MD: David Bryan</p> <p>10 DAVID KERSH 10 LEANN RIMES 10 ALABAMA</p>	<p>WMIL/Milwaukee, WI PD: Kerry Wolfe MD: Mitch Morgan</p> <p>14 TRACY LAWRENCE 5 TRISHA YEARWOOD 5 TERRI CLARK</p>	<p>KHAY/Oxnard, CA PD/MD: Mark Hill MD: Berry Hill</p> <p>9 JOHN BERRY 9 SAMMY KERSHAW 9 LEANN RIMES 8 STEVE AZAR 8 RICH MCCREADY</p>	<p>KPLM/Palm Springs, CA PD/MD: A Gordon MD: Kenny Chesney</p> <p>14 KENNY CHESNEY</p>	<p>WYUC/Saginaw, MI PD: Lynn West MD: Bruce Clark</p> <p>15 VINCE GILL 9 TRAVIS TRITT 9 COLLIN RAYE 9 TRACY LAWRENCE</p>	<p>KNCI/Sacramento, CA PD: Mark Evans MD: Jennifer Wood</p> <p>15 SAMMY KERSHAW 15 TRACY LAWRENCE 15 VINCE GILL 6 TRAVIS TRITT 5 JOE MESSINA 5 TERRI CLARK 5 ALABAMA</p>	<p>WYUC/Saginaw, MI PD: Lynn West MD: Bruce Clark</p> <p>15 VINCE GILL 9 TRAVIS TRITT 9 COLLIN RAYE 9 TRACY LAWRENCE</p>	<p>WTMT/Tallahassee, FL PD: Tim Morcer MD: Bill Kelly</p> <p>12 JOE DUFFIE 12 VINCE GILL 12 TRACY LAWRENCE</p>	<p>WQZZ/Birmingham, AL PD: Jim Tice MD: Scott Stewart</p> <p>16 TRAVIS TRITT 16 DAVID LEE MURPHY</p>	<p>WBCS/Boston, MA PD: Harry Nelson MD: Ginny Rogers</p> <p>12 TRISHA YEARWOOD 12 JOHN BERRY 5 ALABAMA 5 TRACY BYRD</p>	<p>KPLX/Dallas, TX PD: Smokey Rivers MD: Teresa Whitney</p> <p>20 TRACY LAWRENCE 10 LEANN RIMES 10 KENNY CHESNEY</p>	<p>WSZZ/Birmingham, AL PD: Jim Tice MD: Scott Stewart</p> <p>16 TRAVIS TRITT 16 DAVID LEE MURPHY</p>	<p>WYWK/Buffalo, NY PD: Ken Johnson MD: Pat O'Brien</p> <p>12 TRAVIS TRITT 12 LEE ROY PARNELL 12 JAMES BONAMY 12 MINDY MCCREADY 12 PAM TILLIS</p>	<p>WYWK/Buffalo, NY PD: Ken Johnson MD: Pat O'Brien</p> <p>12 TRAVIS TRITT 12 LEE ROY PARNELL 12 JAMES BONAMY 12 MINDY MCCREADY 12 PAM TILLIS</p>	<p>WRNS/Greenville, NC PD: Wayne Carlisle MD: Dale Knippers</p> <p>15 KENNY CHESNEY 15 SAMMY KERSHAW 11 TRAVIS TRITT 11 COLLIN RAYE 11 FAITH HILL</p>	<p>WYWK/Buffalo, NY PD: Ken Johnson MD: Pat O'Brien</p> <p>12 TRAVIS TRITT 12 LEE ROY PARNELL 12 JAMES BONAMY 12 MINDY MCCREADY 12 PAM TILLIS</p>	<p>WYWK/Buffalo, NY PD: Ken Johnson MD: Pat O'Brien</p> <p>12 TRAVIS TRITT 12 LEE ROY PARNELL 12 JAMES BONAMY 12 MINDY MCCREADY 12 PAM TILLIS</p>	<p>WYWK/Buffalo, NY PD: Ken Johnson MD: Pat O'Brien</p> <p>12 TRAVIS TRITT 12 LEE ROY PARNELL 12 JAMES BONAMY 12 MINDY MCCREADY 12 PAM TILLIS</p>	<p>WYWK/Buffalo, NY PD: Ken Johnson MD: Pat O'Brien</p> <p>12 TRAVIS TRITT 12 LEE ROY PARNELL 12 JAMES BONAMY 12 MINDY MCCREADY 12 PAM TILLIS</p>

182 Total Reporters
182 Current Reporters
177 Current Playlists

Reported Frozen Playlist (4):
KIKK/Houston, TX
WFMS/Indianapolis, IN
WXTU/Philadelphia, PA
WBBS/Syracuse, NY

Did Not Report, Playlist Frozen (1):
KRTY/San Jose, CA



LON HELTON

New Tools Alter An Old Game

□ **Broadcast Architecture and Rantel Research develop high-tech, high-touch listener research**

As technology continues its march into every area of our lives, it's no surprise that research companies are developing new tools to do better audience research. **Broadcast Architecture** and **Rantel Research** are two companies that believe they've built a better mousetrap for comprehensive music tests.

BA's 'Mix-Master' Testing

Broadcast Architecture's "Mix-Master Digital Testing," currently being used by two Country outlets, utilizes a device that takes the place of the ol' No. 1 pencil and paper score sheets that have been the staple of 99.9% of the auditorium tests administered.

Research respondents are given a digital, wireless box that's a little larger than your hand. On it is a dial, which — not coincidentally — is similar to the volume control on a radio. It also has a digital readout depicting numbers from one to 100. Just like you turn the radio volume knob to the right to turn it up, you do the same with the Mix-Master knob when you like what you're hearing — which makes the numbers climb toward 100. A twist to the left indicates a dislike for what you're hearing, and the numbers shift toward the low end.

"What we're trying to do is remove the barriers between the head, hand, and heart," says BA Research Associate **Tom Webster**. "That's accomplished because people use the Mix-Master dials emotionally, just like they use the radio knobs."

The display can also be set on specific numbers. This allows respondents to identify themselves for cross-referencing purposes. For instance, men might set their dial on 10 to identify their gender, and women would set it on 20. The same method is used to separate the respondents — and later, their responses — into the various age and preference subsets a client may desire.

Clients can watch the results as they happen in real time. Seated in a different room, they hear what the respondents hear and watch the results instantaneously graphed on a computer and displayed on a monitor. You can watch the audience response as a whole, see how any



There's an artificiality to standard pencil-and-paper auditorium tests. People are asked to make cognitive decisions about an emotional subject.

— Tom Webster

subsets are responding, or compare various combinations. For example, you can watch the audience line go up and down, while also seeing how men vs. women or 18-24s vs. 45-54s are responding to what they're hearing.

A More Natural Environment

Just like traditional tests, Mix-Master can evaluate songs by having people respond to hooks. Webster believes Mix-Master provides a more natural environment for the respondents, which results in more accurate data. "There's a certain artificiality to standard, pencil-and-paper auditorium tests. There's this voice introducing the hooks — 'No. 1,' 'No. 2,' etc. And people are asked to make cognitive decisions about an emotional subject. They have to think about what they're hearing, decide how they feel about it, translate it into a category between 1-7, and finally, fill in the blank. The dial allows them to disassociate their minds from their feelings.

"Bad research can result from having people make too many decisions in too short a time. Anyone who's ever watched a pencil-and-paper test see people start to fall behind or get lost. Once they do, there's a danger they'll catch up by filling in blanks just to get them filled in.

"With Mix-Master, there's no voice announcing the hook number.

The music plays, and people use the dial like a real-time emotion meter. There's no chance to lag behind. We get their instant, gut reaction. They either like it or they don't. It provides the most direct link between the head and the heart."

Building A Sound

In addition to testing individual songs for library purposes, Mix-Master also lets managers and programmers test a variety of other on- and off-air station elements. For instance, it can give you a visual picture of the way listeners react to your station's actual musical flow in a way no pencil-and-paper test can; you can see how they respond to the hooks of songs in the actual order they're aired on your station; you watch as the lines on the graph go up and down as people hear each song. Says Webster, "You can't combat the downturns in listener interest until you identify them. Testing the flow shows a PD how best to construct clocks to impact TSL by showing how to keep the [graph] lines elevated. And Mix-Master testing identifies not only the songs that please the core, but also those a PD can use to increase cume because they appeal to the P2s."

Webster says Mix-Master flow-testing can be used to try new things or even build a station. "If a programmer wants to tinker with the air sound, we can test the flow off-line, before it goes on the air, to see how their partisans — and those of their competitor's — react to the changes."

'Adaptable' Testing

This "gut reaction" method of testing opens the door to analyzing a variety of other things of interest to programmers. "This is adaptable to any kind of subjective judgment where emotion drives the results, including the things that affect the **Arbitron** numbers."

'Instant Snapshot'

Another advantage over traditional testing cited by Webster is the technology allows the results to be compiled and delivered the next morning for an "instant snapshot of what's going on at the station."

BA supplies a printed workbook of all music scores, broken out by subsets. The client also gets the results on computer disks, along with the software to manipulate the data for sophisticated analysis purposes.

Clients also get a videotape of the tests, chronicling the graphs witnessed at the test. Clients don't receive the proprietary software which



What we're trying to do is remove the barriers between the head, hand, and heart. People use the Mix-Master dials emotionally, just like they use the radio knobs.

— Tom Webster

graphs results. However, any graphs not run at the test and recorded on tape can be quickly obtained from BA. And there are printed graphs that sales staffs can take into the field.

Asked what competitors might point out as Mix-Master's negatives, Webster says, "Some people have cited cost as a reason for sticking with pencil-and-paper vendors. And there are some pencil-and-paper researchers who provide a product a lot cheaper. Most of our money is spent on recruiting. In fact, it's our single biggest line item. But the cost of our service isn't prohibitive. It's about what a station would pay for a premier pencil-and-paper test from a reputable company."

On the upside, Webster feels more testing can be done using Mix-Master because the respondents have fun using the digital rheostat, which results in a very low fatigue factor.

Finally, Webster emphasizes that Mix-Master is much more than a "music tester." In fact, the technol-



The more convenient you make it for someone to take a test, the less time and expense it takes to find a number of qualified respondents for a survey.

— Steve Smith

ogy is also used by stations to test their own and competing personalities, commercials that run on their station, TV spots, and promos and liners. Notes Webster, "[BA CEO] **Frank Cody** wants to provide programmers with a tool to win. Pencil-and-paper tests give scores. He wanted to give them a tool to test everything about the station and feel confident about getting accurate results."

Rantel's Multi-Media Surveyor

The folks at Rantel also had some problems with standard auditorium testing. COO **Steve Smith** outlines some of their concerns: "A lot of things that result in bad research

have happened as companies cut corners to cut costs. Respondents are asked to 'bring friends' to cut the screening costs. 'Fatigue mania' has set in as people push the envelope of how many songs can be tested before a respondent tires of taking the test. Some researchers began paying respondents more to get more from them — even to the point of playing them 400 songs, buying them dinner, and then playing 400 more hooks."

To alleviate some of the above concerns, as well as those mentioned by Webster, Rantel developed the "Multi-Media Surveyor." It's a system where respondents self-administer a music test in a controlled environment on a Windows-based multimedia computer. All the music hooks are digitally mastered. Each is played by the computer in random order to minimize sequence bias and respondents simply use a mouse or touchscreen to score their opinions. Each respondent gets a full-motion video introduction and a briefing to assure they all receive consistent survey instructions. Each person takes the music test at his or her own pace, and at a time and date convenient to them. Notes Smith, "The methodology enables us to achieve high response rates. It also makes the research better and cheaper at the same time. The more convenient you make it for someone to take a test, the less time and expense it takes to find a number of qualified respondents for a survey."

Recruitment Recovery

"The standard auditorium test requires that you get a lot of people to agree to meet at one place at a certain time," Smith continues. "A company normally recruits a 2:1 ratio of respondents. To get 100 people to a test, you often have to go to the expense of finding, screening, and inviting 200 people. Of the 200 recruited, if only 100 show, the show ratio is 50%."

"Our method of asking each screened respondent when it would be convenient for them to come to a testing site reduces the non-show error to about 15%. Therefore, we're reducing the cost by only asking the number of people we need to come to the test site rather than scheduling twice as many for a certain date and time."

Smith adds that this "appointment scheduling" of respondents

Continued on Page 62

For The Record

The **Bill Hennes & Associates** consultancy is located in Wilmington, NC. The correct phone number is (910) 313-2491.



Chris
Ward

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Reeling Into The Summer Olympics

□ Faith Hill and Mark O'Connor will represent Nashville at all-star show

Faith Hill and Mark O'Connor will represent Nashville during the closing ceremonies of the 1996 Olympics in Atlanta. The August 4 "Southern Jamboree" will also feature Gloria Estefan, Al Green, B.B. King, Wynton Marsalis, the Pointer Sisters, Tito Puente, Little Richard, and Buckwheat Zydeco.

Hill and O'Connor will each be featured in brief solo segments, then return for an all-star jam session conducted by Paul Shaffer, David Letterman's longtime music director.

Don't ask what Hill has selected to perform. "They won't let us tell you," said a Warner Bros./Nashville publicist. "It's hush-hush ... top secret."

'Olympic Reel'

O'Connor isn't as secretive about his plans, but it's a safe bet you've never heard the song. O'Connor, who has made the transition from A-team session fiddler to classical composer with his "Fiddle Concerto," composed a new work — "Olympic Reel" — to commemorate the event.

O'Connor was momentarily taken aback when Shaffer and the show's producers gave him total freedom in filling his two-minute slot. "I thought for sure they were going to ask me to do something recognizable," O'Connor told R&R. "I told them I'd get back to them. I put the phone down. In the next 30 seconds, I had 'Olympic Reel' sketched out in my head." After a few days of fine-tuning the piece, he began previewing his work at a series of fiddle workshops.

"I wanted to show the students the creative process. Plus I needed the experience before I go before those billion people," he jokes.

O'Connor previously met Shaffer when he backed James Taylor during an appearance on Letterman's show. Shaffer and his band will accompany the fiddler on "Olympic Reel."

"It's an American hoedown with Celtic influences," O'Connor explains. "It progresses from a country backup into a rock energy toward the end. I'm really excited about being there and doing it."

Country's Cover Boy

Bryan White will be featured on the premiere cover of *Teen Country*, a new publication being introduced by the publishers of *16* magazine. The first issue hits the stands in Sep-

COUNTRY FLASHBACK

1 YEAR AGO

- No. 1: "And Still" — Reba McEntire

5 YEARS AGO

- No. 1: "Here's A Quarter (Call Someone Who Cares)" — Travis Tritt

10 YEARS AGO

- No. 1: "Heartbeat In The Darkness" — Don Williams

15 YEARS AGO

- No. 1: "Prisoner Of Love" — Johnny Lee

20 YEARS AGO

- No. 1: "Teddy Bear" — Red Sovine (third week)

tember as a test of country's popularity with the teen audience.

Meanwhile, White is covering two familiar songs as his contributions to two upcoming albums aimed at the younger set. His version of the country classic "You Are My Sunshine" appears on "For Our Children, Too," a Kid Rhino release that will raise money for pediatric AIDS research. Set for August 20 release, White and Faith Hill are the only country acts involved in the project, which also features Celine Dion, Toni Braxton, Luther Vandross, Carly Simon & James Taylor, Cher, Richard Marx, Vanessa Williams, Whoopi Goldberg & Harry Belafonte, Elton John, Natalie Merchant, and Amy Grant.

White is recording "When You Wish Upon A Star" for "Disney's Country," an album of familiar songs from Disney films. Scheduled for late August release on (where else?) Disney Records, the album features tracks by Pam Tillis, Tanya Tucker, George Jones, and

Kathy Mattea. Gary Burr — ASCAP's 1995 Songwriter Of The Year — is producing the project.

Stranger On Broadway

The sign outside Wolfy's, a popular nightspot on Broadway in downtown Nashville, indicated that the Nashville Swing Band's Tuesday night (7/9) gig would include guest appearances from Joe and Abe Manuel, members of Merle Haggard's band the Strangers.

Regulars who paid the \$3 cover soon realized they'd gotten a genuine entertainment bargain when Haggard himself arrived to provide guest vocals.

The Country Music Hall Of Fame member wowed the crowd of 150 with his impromptu vocals and guitar work during an hour long set which included his own "The Way It Was In '51" and "House Of Memories." Haggard politely declined requests for his bigger hits, telling the crowd he was there to play swing tunes.

As it turned out, fiddler Buddy Spicher, founder of the Nashville Swing Band, was out of town for last week's show, Haggard's second unannounced appearance at Wolfy's.

Heartbreaking Jam

Nashville experienced the thrill of victory and unfortunately, the agony of defeat when guitar pickers from throughout the area banded together in an attempt to break a world marathon record.

The July 13 promotion by Epiphone Guitars was staged to break the world record set in Vancouver, Canada, where 1322 pickers played Bachman-Turner Overdrive's "Takin' Care Of Business" for just under 69 minutes. The "Guinness Book Of Records" lists that feat as the most people playing the same song together for the longest period of time.

The jam at Nashville's Riverfront Park succeeded during a 79-minute, 10-second performance of "Heartbreak Hotel." As it turned out, though, a little less than 1000 pickers participated, giving the Canadians the edge in the personnel department.

The Nashville event was not without talented players. Chet Atkins led the jam, which included Steve Earle and members of the Goo Goo Dolls and Dishwalla.

The marathon raised money for the American Diabetes Association.



ON SESAC'S DOTTED LINE — Moments before his recent appearance at WSIX/Nashville's "Music On The Row" concert, Mercury/Nashville recording artist Mark Wills signed with SESAC Inc., for performing rights representation. Wills is already enjoying R&R chart success with "Jacob's Ladder," the first single from his self-titled debut album. Witnessing the signature are (l-r) SESAC Director/Writer-Publisher Relations Greg Riggle, Wills, Wills's manager John Gallichio, and SESAC President Bill Velez.

Epiphone officials say they'll try again next year.

Bits 'N' Pieces

Arista/Nashville last week hosted a series of listening parties to preview Michelle Wright's new album "For Me It's You." The album was certified gold in Canada just days after its June 26 release there. Contrary to recent rumors, Wright isn't about to change U.S. labels. She'll remain on Arista/Nashville, which releases "For Me It's You" on August 27.

• BlackHawk is the latest act to record "Always Coca-Cola," which will be used in advertising campaigns for the soft drink.

• George Strait denied that he deserved any credit for Terri Clark's success, but she presented him with a gold plaque for her Mercury/Nashville debut album. Maybe Strait didn't take the time to lobby Country PDs and MDs on Clark's behalf, but he did welcome her as his opening act after the album was released.

• The Thompson Brothers Band recently performed in Al Gore's hometown of Carthage, TN — at a private barbecue for the nation's VP.

• Arista/Nashville's BR5-49 collected impressive reviews during its recent 21-day European tour. In London, *The Times* wrote, "In the early stages of this hurricane performance, the audience could only stand and gawk at a style that is so old it sounds fresh."

• Grand Ole Opry star — and West Plains, MO native — Porter Wagoner was recently inducted into the Missouri Music And Entertainment Hall Of Fame.

• On their current Truckstop Tour Of America, honky tonker Dale Watson and his band, the Lone Stars, recently lost virtually all of their equipment during a fire at the Rockin' Horse in Scottsdale AZ. Watson's cherished Fender guitar — given to him by company founder Leo Fender — was spared; it was at the hotel when the flames ignited.

— Calvin Gilbert

New Tools Alters An Old Game

Continued from Page 60

has also resulted in increased participation among people who, for a variety of reasons, don't make it to auditorium tests. "We've had great success in reaching young males and women who often can't make it to evening tests because they have kids," he points out.

Also eliminated are "make-up tests" needed when a local event, bad weather, or just lack of interest results in too few respondents attending.

Smith says the average respondent scores 600 songs in about 90

minutes with the Multi-Media Surveyor. Because each computer processes the data as the test is taken, results can be delivered via modem the next day. Or the station can opt for overnight delivery of a data disk. Either way, desired reports can be printed by the station.

So, if you're ready to trade your pencil and paper for a high-tech music test, you can get more information on the "Multi-Media Surveyor" by calling Rantel (301)490-8700. For more on the "Mix-Master," call BA, at (609) 921-1188.

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Larry Daniels, KNIX Phoenix, General Program Manager

"This guy deserves to be heard, put it on top of the stack!!!"

Carl E. WWWW, Detroit Music Director

"How refreshing! He's fun, creates great music, and is very real. It's just a straight, no bull 'Here I am, I hope you like my music!' and, in fact, I did!"

Lee Logan, K-Frog Ft. Worth Country 92.7 Riverside San Bernardino, Operations Manager

"A stinking Tolliver, I may just have to kick his butt! They're black hearted, egg-sucking scoundrels, who tried to wipe my family off the face of the earth!"

Bob Moads, WPOC Baltimore, Program Director & Noted Historian

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COUNTRY PLAYLISTS

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

WGAR/Cleveland MARKET #22

Table with 3 columns: PLAYS (3W, 2W, LW, TW), ARTIST/TITLE, and song details for WGAR/Cleveland.

KYGO/Denver MARKET #23

Table with 3 columns: PLAYS (3W, 2W, LW, TW), ARTIST/TITLE, and song details for KYGO/Denver.

KUPL/Portland, OR MARKET #24

Table with 3 columns: PLAYS (3W, 2W, LW, TW), ARTIST/TITLE, and song details for KUPL/Portland, OR.

KWJL/Portland, OR MARKET #24

Table with 3 columns: PLAYS (3W, 2W, LW, TW), ARTIST/TITLE, and song details for KWJL/Portland, OR.

WUEB/Cincinnati MARKET #25

Table with 3 columns: PLAYS (3W, 2W, LW, TW), ARTIST/TITLE, and song details for WUEB/Cincinnati.

KBEQ/Kansas City MARKET #26

Table with 3 columns: PLAYS (3W, 2W, LW, TW), ARTIST/TITLE, and song details for KBEQ/Kansas City.

KFKF/Kansas City MARKET #26

Table with 3 columns: PLAYS (3W, 2W, LW, TW), ARTIST/TITLE, and song details for KFKF/Kansas City.

WDAF/Kansas City MARKET #26

Table with 3 columns: PLAYS (3W, 2W, LW, TW), ARTIST/TITLE, and song details for WDAF/Kansas City.

KFRG/Riverside MARKET #27

Table with 3 columns: PLAYS (3W, 2W, LW, TW), ARTIST/TITLE, and song details for KFRG/Riverside.

WMLI/Milwaukee MARKET #28

Table with 3 columns: PLAYS (3W, 2W, LW, TW), ARTIST/TITLE, and song details for WMLI/Milwaukee.

KNCI/Sacramento MARKET #29

Table with 3 columns: PLAYS (3W, 2W, LW, TW), ARTIST/TITLE, and song details for KNCI/Sacramento.

WCTK/Providence MARKET #31

Table with 3 columns: PLAYS (3W, 2W, LW, TW), ARTIST/TITLE, and song details for WCTK/Providence.

WCOL/Columbus, OH MARKET #32

Table with 3 columns: PLAYS (3W, 2W, LW, TW), ARTIST/TITLE, and song details for WCOL/Columbus, OH.

WHOK/Columbus, OH MARKET #32

Table with 3 columns: PLAYS (3W, 2W, LW, TW), ARTIST/TITLE, and song details for WHOK/Columbus, OH.

WCMS/Norfolk MARKET #33

Table with 3 columns: PLAYS (3W, 2W, LW, TW), ARTIST/TITLE, and song details for WCMS/Norfolk.

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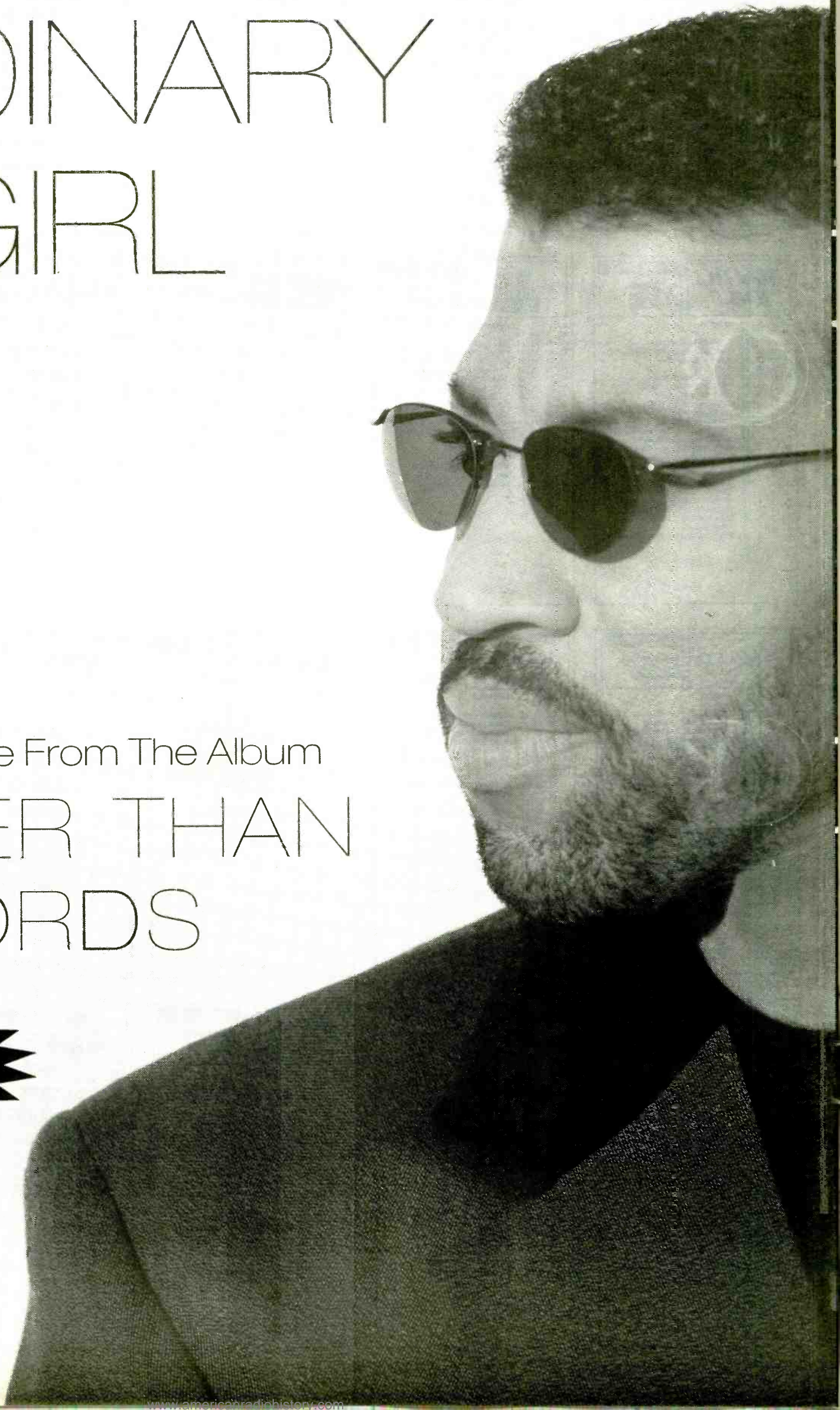
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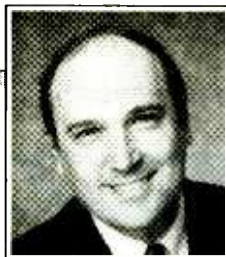
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MIKE KINOSHIAN

Research Is King At WBEB

□ Non-chain AC PD Jim Ryan explains how more research can benefit your station

Although large-market stand-alones are rapidly vanishing, a few still remain. This week we highlight the vastly different approaches to research employed by two non-chain ACs.

Under the same ownership (Jerry Lee) for 33 years, debt-free WBEB/Philadelphia boasts one of the format's gaudiest research budgets. "We'll bill \$15 million this year," notes PD Jim Ryan. "So it's a good investment to spend a lot on research that protects our bottom-line profit."



Jim Ryan

The effectiveness of the \$300,000+ it spends on research may best be gauged by "B101.1"'s latest (winter Arbitron) female numbers, where it ranked first 25-54. Says Ryan: "Above and beyond promotion, it's the best money that stations can spend. If we were owned by a big company, we'd have to send a lot of money to the home office so they could pay off the billions of dollars of debt. So we might not have as much for research."

Quarterly Auditorium Tests

Auditorium music tests are a hugely favored AC research tool stations tend to employ once or twice a year. Reasons such as tempo and changing market conditions accelerate Ryan's timetable to four tests per year. "It's a must to do them that often. By comparing November and April tests, I see ballads did better in the winter and uptempo songs did better in April.

"When '70s [WGMG] became a '70s Rock station, people stopped

hearing 'pop' '70s songs and we saw many of them improve in our next test. It's important to constantly adjust so your oldies are always fresh. Auditorium music testing is the most critical thing we do because music is our primary product and it has to be right. That's the research money I could never lose."

Auditorium testing's latest twist is to actually eliminate the auditorium and have people participate by phone. "People are recruited in the normal way and are given a PIN number," Ryan explains. "They can hang up when they want and call back and [resume the test] from where they left off and listen in the comfort of their home.

"The quality may not be as great as through two Bose speakers, but it's still pretty darn good. Some people don't want to drive to a test and this enables us to get true geographical integrity from our sample."

Having taken the test himself, Ryan found the fatigue factor sets in after about 20 minutes. "It started to bother me and I called back a bit later. It would never work, though, if you had to stay on the phone for the entire two-hour test."

WBEB also conducts monthly perceptual studies where it does extended interviews with more than 700 people in the demo. "You can pick things up very quickly in perceptuals by asking which stations have become better and worse and why. They'll tell you when you're doing something wrong."

Admitting that B101.1 last spring

□

Auditorium music-testing is the most critical thing we do because music is our primary product and it has to be right. That's the research money I could never lose.

had become a little too hot, Ryan recalls, "People said WBEB was going downhill because it had suddenly become too loud. It was a real shock to us because our staff really liked how we sounded, but we weren't pleasing listeners. Before it became too late and showed in Arbitron, we were able to fix things."

Callout Controversy

Heavily relied upon by CHR, callout is used by relatively few Mainstream ACs. Ryan, however, does current callout about twice a month. "The only time we slow down is on holidays and during the summer. ACs don't spend money on callout, play

Ratings Numbers Researched

WBEB/Philadelphia and WLTS/New Orleans winter Arbitron results are noted below. WBEB does local callout twice a month; perceptual studies once a month; auditorium music tests four times a year; and yearly focus groups. WLTS has no research budget.

Ratings info for Philadelphia Hot AC WYXR and WLTS crosstown AC competitor WLMG are also listed.

Winter-winter percentage fluctuations are shown in parentheses; all data refers to female demos.

	18-34	25-54	35-64
WBEB	#3 (-8%)	#1 (-23%)	#2 (+3%)
WYXR	#4 (-15%)	#3 (Flat)	#5 (-16%)
WLMG	#7 (+10%)	#4 (+24%)	#2 (+19%)
WLTS	#3 (-66%)	#6 (-14%)	#8 (+2%)

fewer currents, let other market stations 'break' hits, and play currents in low rotation.

"We have a pretty hot current rotation [33 plays a week] because we conduct current callout. Currents that we play four or five times a day are huge records and we don't have to rely so much on oldies. Mainstream ACs should give listeners new product — and a good dose of it. If we don't, AC could go the way of B/EZ. We don't get negative calls about repetition because all our power currents are well-researched."

Focus groups, Ryan admits, provide B101.1 the least bang for the buck. "We could eliminate them simply because they don't provide very much positive information. One strong person usually dominates and that person's opinion gets [echoed] by everyone [else] in the group."

Some stations conduct no research

whatsoever. "That's absolutely incredible to me and I'd love to compete against them," Ryan comments. "We're so well-researched that we know how to react under several different format change scenarios."

Good Group Of Researchers

With the exception of local callout, Seattle-based The Research Group performs all BEB research but Ryan points out that there are many good researchers out there. "It's a good idea to bring in a company to act as a strategic advisor to interpret the data. [Rantel Research President/Partner] David Tate did that exceptionally well for me when I programmed KXYQ/Portland. [Steve Casey Research President] Steve Casey has also developed some brilliant things. We work directly with [Research Group Chairman] Bill Moyes and he does a great job for us."

Less Research, More Fun At WLTS

Many would find it puzzling to think a Top 40 market AC could possibly compete by doing absolutely no research. But that's exactly the situation at WLTS/New Orleans.

"Major groups just shoveled the same research into all their stations," remarks three-year WLTS PD Steve Suter. "Clear Channel, Sinclair, and Heritage are all here. But [WLTS] is owned by one guy [Edmond Muniz] and we just don't have a research budget."

There can be certain advantages to working at a locally owned and operated facility. "Ed Muniz is like a father figure to our staff," Suter points out. "He'll come and tell me about offers he's received to buy the station. It was no secret that during last year's NAB Radio Show five companies wanted to purchase WLTS. If we suddenly had a lot of money from a new owner, I certainly wouldn't turn it down and would probably use it for marketing."

Gut More Important?

The heavy research reliance, Suter opines, may be robbing a valuable element from the business. "Most of us got into radio because it was fun. I'm a radio guy — not a



Steve Suter

research geek — and I've learned from radio people like Mike McVay and Dan Vallie.

"It's great to hear stories of outrageous music meetings and how PDs would brainstorm promotional and programming ideas. There's more research today than formats. We've never done music research and maybe I don't know what I'm missing. Perhaps someday we'll need to spend dollars on things like perceptual studies."

An advocate of making gut-based decisions, Suter advises programming colleagues to know their markets. "That's the most important thing. I've been in New Orleans all my life and have listened to these stations since I was a kid. I couldn't move elsewhere and continue programming by my gut there."

WLTS consultant — McVay Media's Dave Popovich — is amazed, Suter says, at how well the station does considering it uses no research. Among women 18-34 in this winter's Arbitron, for example,

WLTS finished third.

"We might not ever be able to get covered by R&R for being No. 1, but we're proud because we're doing the best we can," Suter explains. "It's frustrating. I sometimes wonder what it would be like if we competed on equal footing and did research like our competitors. If we had a little more ammunition, we might really be able to kick some ass."

Out Of Focus

Clearly not a focus-group fan, Suter comments, "It's amazing that stations make decisions on input from 25 people. You sit behind a two-way mirror and listen to these losers criticize your station. They're like 'prize pigs' — the same people who keep winning station contests. Stations hold focus groups weekday afternoons, so why aren't these people working? They're not people we want to reach. It's very frightening to make major station decisions because of what a few people said.

"Radio in the future will probably be a bunch of guys walking around in suits researching everything. There'll be four or five corporations that will own all the stations and there will be fewer really great, fun radio stories."

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A photograph of George Benson wearing sunglasses and a black leather jacket, standing in front of a brick building. The scene is lit with warm, golden light, suggesting late afternoon or early morning. The background shows a brick wall with a window and a doorway.

GEORGE BENSON
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CAROL ARCHER

Moving Beyond The Statistics

□ Two successful PDs discuss making research meaningful

Research is considered such an invaluable tool that a programmer without access to it told me recently, "If I had a million dollars, I'd put half into marketing the station and the other half into research. Period." Most radio executives believe that programming without benefit of research findings is just guessing — and that the stakes are too high today for even well-educated guesswork.

'Personal Trainer For Your Ears'

KTWV(The Wave)/Los Angeles PD Chris Brodie credits the



Chris Brodie

proper use of research as a primary tool in guiding the station's ascension to 25-54 ratings dominance. Here, she outlines the benefits that research provides. "Both [KTWV APD/MD] Ralph Stewart and I consider research like a personal trainer for your ears. Structured music research trains your ears to discern what the likes and dislikes of your audience are. If you're a music radio station doing either music testing or perceptuals, [your findings] will bring you to some musical decisions. The more you know about your audience — their musical tastes or other preferences and lifestyle aspects — all those answers can determine how you approach the music on your radio station.

"But it's all in the interpretation. To continue the personal trainer metaphor, if you go to a trainer to work out, they can give you nutritional advice in addition to running you through all your reps. But it's up to you on what you take back and apply [to the rest of your life]

and how much cheesecake you decide to eat. Research is a great guide, a map to get you to the freeway.

"Research is also a library. You build up volumes and volumes of information over a period of time. But it's up to you as to how you take your library card and walk through the library door, and what you find out from the information. The bottom line is the interpretation of the information is the only



The bottom line is that the interpretation of the information is the only true tool that will convert itself into someone listening to a radio station.

— Chris Brodie

true tool that will convert itself into someone listening to a radio station. That's not an easy thing to do. If you laid down all the results — whether on videotape, audio tape, on software, or on paper — and made two identical stacks and gave them to two different programmers, you'd probably come out with different interpretations, not necessarily on a song-by-song basis, but maybe in overall interpretation.

And that's the critical role, and why most of us have our jobs. If it was just by rote and you had a stack of reports in numerical, chronological order and you said, 'OK, these are our rotations,' then the nuances of what radio is all about probably aren't going to come through."

Artist Bond

"MixMaster testing we've done over the past couple of years has proven itself very well to us because of its consistency. I don't believe anyone can take a research formula, whether it's an individual station's own approach or Broadcast Architecture's approach, and make it work unless it's applied consistently over a period of time. That's the only way to not only see trends, patterns, and listener preferences, but also to identify where the cycle of music is going and whether your audience can be more accepting to things that stretch the envelope one way or another.

"I can see some seasonal patterns in the testing process. Any good radio station should reflect what people feel like. And people feel different in summer than in winter, even here in Southern California where there's not that much difference in the seasons. I've always had a sense that some records sound like summer and some sound like sitting in front of the fireplace. And that shows itself in testing. That's another case where nuance is so meaningful. You won't see these seasonal aspects printed out on a piece of paper, but it's an interpretation you develop over time.

"What I've seen come out of research that represents a challenge for this format is the notion that we must build artists and familiarity. We need to build our superstars. People are in love with this music, but to take that passion to the next level, we need to create a strong bond with the artists. Listeners familiarity with artists' names and what they're all about is not as deep as the passion they feel for their music when they hear it on the radio. This isn't necessarily an artist-driven thing, but rather, more about what happens between the records."

Research Eliminates Extremes

WVAE(The Wave)/Cincinnati PD Rich McMillan is a proponent of research, too. Like many PDs, he balances the need to make more enlightened decisions through research with some larger issues. I asked him to examine the proper role of research in making sound radio choices.

"We've witnessed some phenomenal growth in NAC, particu-



SMOOTH BIRTHDAY SOUNDS — To celebrate the station's first birthday, WSJZ/Bufalo presented a listener appreciation party recently at the Marquee At The Traf starting GES artist Slim Man and Positive artist Thom Rotella. Seen here in front of the station's giant inflatable sax is (l-r) WSJZ PD Steve Weirsmann, Slim, Rotella, and VP/GM Jeff Silver.

larly over the past two or three years," he observes. "The format has become a significant player in nearly every market it's been exposed. The explanation for that growth has been the correct implementation of quality research data. In the early beginnings of the format, NAC encompassed everything from screaming saxophones to whale noises. Music research has eliminated the extremes and has brought the format into the mainstream. We've learned how far we can push the original listener core envelope with 'commercial-sounding' music without losing the format's unique identity and relaxing quality. In doing so, we've created a whole new group of PIs to add to that original core. Suddenly, NAC has developed into a mass-appeal adult music format and it has retained its listener passion, a quality that Easy Listening never enjoyed.

"Programmers, managers, and consultants agree the high passion level our listeners have for NAC is the overriding reason for our format's success. We have been delivering a fresh, new sound that, more and more, has become a part of everyday life. But as we continue to test and retest our music, I wonder whether we're moving slowly toward the 'lowest common denominator' kind of sound that continues to plague most ACs. In our struggle to build the perfect library — rotating only those titles with high test results in every age, sex, and race cell — are we creeping toward gathering a group of songs that won't offend anyone, but won't excite anyone either? Of course, the music mix must be consistent and seamless. Research can be a great tool here. But the more consistent and seamless it becomes, the greater the danger in creating a sameness in sound, or white noise for the office. We may be pushing out all of the titles that motivate people to turn up the volume. This is always in the back of our minds when we make decisions at WVAE."

Have Attitude, Have Fun

"Individual scores are not the only library component that need

to be monitored. For instance, 30% vocal content may be right for your station now, but that doesn't mean 50% won't be right next year. Is your library's tempo varied enough? A music library's collective texture, sound code, and mood makeup is just as important as single song scores. In fact, it's more important for TSL-driven formats like NAC. This is the type of invaluable rotation information that only quality music research can offer, and Broadcast Architecture is light years ahead of any other research provider with this data.



In our struggle to build the perfect library — rotating only those titles with high test results in every age, sex, and race cell — are we creeping toward gathering a group of songs that won't offend anyone, but won't excite anyone either?

— Rich McMillan

"Market perceptual studies are a great help, too, and I've always learned something important about my station from them. Sometimes it's not complimentary, but it's invariably something that I can develop or deal with to make the station better. Don't count on music research alone to keep you top five with adults 25-54. You've got to dig deeper than that. There are many factors beyond the music that contribute to a listener's perception of your station ... bad or good.

"Radio programming is a combination of art and science. You can't just rely on numbers to create a winning station. Passion should play a role in radio programming decisions just as it does for listeners making station choices. An NAC can have attitude, too. It comes from the creative 'stuff' you put between every other song. We should guard against becoming too careful, too afraid to have fun. I'd hate to think that the only place my station is heard is at the dentist's office!"



SINTI SETS CLUB R&R ON FIRE — Figuratively, that is. The R&R staff shook their collective heads in amazement that musicians as young as Columbia's Dutch trio Sinti could evoke memories of Django Reinhardt and their own gypsy roots. Seen here are (l-r) Columbia Sr. Dir./Nat. Jazz Promotion & Mktg. Kevin Gore, Carol Archer, lead guitarist Jimmy Rosenberg (who is 16!), bassist Rinus Steinbach, and rhythm guitarist Johnny Rosenberg.

JULY 19, 1996

3W	2W	LW	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS				TOTAL STATIONS/ADDS
					TW	LW	2W	3W	
1	1	1	1	DOC POWELL Sunday Mornin' (Discovery) 630 651 631 600 45/0					
2	2	2	2	HERBIE HANCOCK Thieves In The Temple (Verve) 625 627 628 567 48/0					
5	3	3	3	JOE SAMPLE Hippies On A Corner (Warner Bros.) 579 561 534 440 47/1					
9	5	4	4	ED HAMILTON Gray Day (Telarc) 533 516 492 383 41/0					
11	7	5	5	BONEY JAMES Lights Down Low (Warner Bros.) 524 499 453 374 36/1					
13	9	9	6	NORMAN BROWN Better Days Ahead (MoJAZZ/Motown) 510 445 435 371 52/0					
10	8	6	7	RICHARD ELLIOT I'll Make Love To You (Blue Note) 478 464 437 378 37/1					
19	15	12	8	RAMSEY LEWIS Les Fleur (GRP) 456 409 374 297 46/1					
4	6	8	9	GEORGE JINDA Just My Imagination (Shanachie) 456 453 459 448 46/0					
8	11	11	10	JOE MCBRIDE Highland Park (Heads Up) 455 429 419 395 47/1					
15	10	10	11	BRYAN SAVAGE Cat Food (Elation) 447 431 423 355 50/0					
3	4	7	12	RIPPINGTONS Hideaway (GRP) 426 458 512 500 42/0					
14	12	13	13	MARILYN SCOTT I'm Calling You (Warner Bros.) 389 378 399 370 44/0					
17	16	16	14	BRIAN CULBERTSON Close To You (Mesa/Bluemoon) 384 342 349 310 40/1					
12	13	14	15	EARL KLUGH Maybe Tonight (Warner Bros.) 380 358 393 372 44/0					
21	17	17	16	BILL EVANS The Sunday After (Escapade) 354 323 319 276 44/0					
—	28	21	17	VANESSA WILLIAMS Erase (Mercury) 346 300 239 72 42/2					
18	20	19	18	PAMELA WILLIAMS Castine (Heads Up) 336 309 301 302 44/0					
—	22	22	19	ERIC CLAPTON Change The World (Reprise) 324 282 273 182 40/2					
20	21	18	20	DOUG CAMERON Rendezvous (Higher Octave) 319 316 297 282 44/0					
6	14	15	21	HERB ALPERT My Funny Valentine (Almo Sounds/Geffen) 309 343 389 407 35/0					
BREAKER			22	JEFF LORBER State Of Grace (Verve) 302 265 255 222 38/2					
—	—	25	23	AVENUE BLUE Naked City (Mesa/Bluemoon) 273 253 201 132 38/1					
—	—	29	24	EVERYTHING BUT THE GIRL The Heart Remains A Child (Atlantic) 251 238 200 157 32/2					
24	24	26	25	SPYRO GYRA Heart Of The Night (GRP) 247 252 256 255 37/0					
29	—	30	26	PAUL TAYLOR Set Me Free (Countdown/Unity) 247 234 222 228 28/0					
DEBUT			27	AARON NEVILLE I Can't Imagine (A&M) 242 206 147 75 32/3					
16	19	20	28	ED CALLE Me And Mrs. Jones (Sony Latin Jazz) 238 307 310 341 28/0					
DEBUT			29	CHRIS CAMOZZI Ring Of Gold (Higher Octave) 235 184 161 157 34/3					
22	23	27	30	JOHN TESH PROJECT Fragile (GTSP) 235 245 259 272 27/0					

This chart reflects airplay from July 3-9. Songs ranked by total plays. Highlighted songs indicate Breaker.
53 NAC reporters. 49 current playlists. © 1996, R&R Inc.

BREAKERS®

JEFF LORBER
State Of Grace (Verve)

TOTAL PLAYS/INCREASE	TOTAL STATIONS/ADDS	CHART
302/37	38/2	22

MOST ADDED®

ARTIST TITLE LABEL(S)	ADDS
PETER WHITE Caravan Of Dreams (Columbia/CRG)	37
RIPPINGTONS First Time I Saw Her (GRP)	10
CHIELI MINUCCI Anything And Everything (JVC)	9
HARVEY MASON It's You (Atlantic)	8
ACOUSTIC ALCHEMY Columbia (GRP)	4
JIM BRICKMAN Hero's Dream (Renegade)	4
COUNT BASIC On The Move (Instinct)	4
APOSTLES Mercy Mercy Me... (Acid Jazz/Hollywood)	3
NORMAN BROWN This Time Around (MoJAZZ/Motown)	3
CHRIS CAMOZZI Ring Of Gold (Higher Octave)	3
AARON NEVILLE I Can't Imagine (A&M)	3
TOM SCOTT Tom Cat (GRP)	3

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
PETER WHITE Caravan Of Dreams (Columbia/CRG)	+96
CHIELI MINUCCI Anything And Everything (JVC)	+78
TONI BRAXTON How Could An Angel Break... (LaFace/Arista)	+72
APOSTLES Mercy Mercy Me... (Acid Jazz/Hollywood)	+66
NORMAN BROWN Better Days Ahead (MoJAZZ/Motown)	+65
CHRIS CAMOZZI Ring Of Gold (Higher Octave)	+51
RAMSEY LEWIS Les Fleur (GRP)	+47
VANESSA WILLIAMS Erase (Mercury)	+46
ERIC CLAPTON Change The World (Reprise)	+42
BRIAN CULBERTSON Close To You (Mesa/Bluemoon)	+42

Breakers: Songs registering 275 plays or more for the first time. Bulets 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.

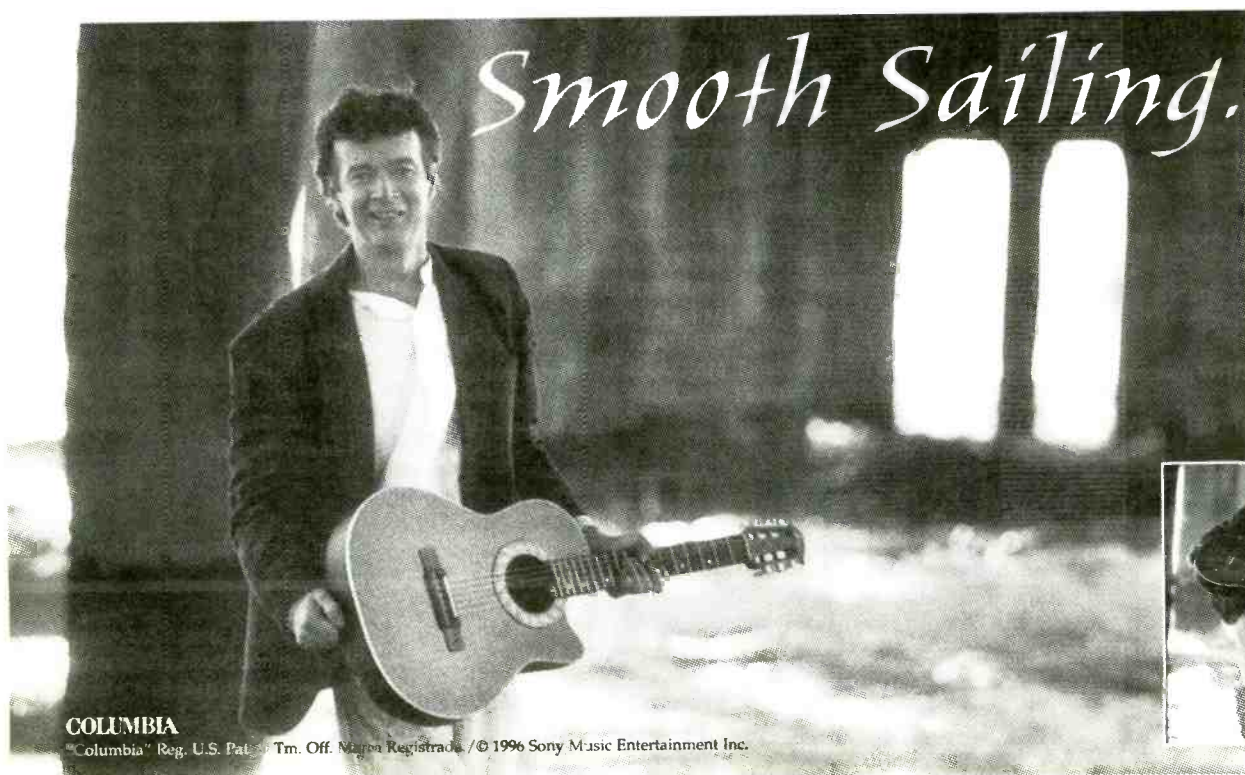
NEW & ACTIVE

ANGELA BOFILL All She Wants (Is Love) (Shanachie/Cachet) Total Plays: 223, Total Stations: 29, Adds: 1	COUNT BASIC On The Move (Instinct) Total Plays: 189, Total Stations: 32, Adds: 4	DOC POWELL Laid Back (Discovery) Total Plays: 186, Total Stations: 21, Adds: 2	DAVE CAMP Torrid Rain (Blue Orchid) Total Plays: 184, Total Stations: 29, Adds: 2	DARYLE CHINN My Summer Love (MoJAZZ/Motown) Total Plays: 160, Total Stations: 25, Adds: 1	J MICHAEL VERTA Night Of Orion (Brainchild) Total Plays: 154, Total Stations: 21, Adds: 0	TOM SCOTT Tom Cat (GRP) Total Plays: 153, Total Stations: 24, Adds: 3	JEFF LORBER Katherine (Verve) Total Plays: 136, Total Stations: 16, Adds: 1	KIM PENSYL That's The Way Of The World (Shanachie/Cachet) Total Plays: 133, Total Stations: 24, Adds: 2
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CHIELI MINUCCI Anything And Everything (JVC) Total Plays: 131, Total Stations: 31, Adds: 9	FREDDIE RAVEL Erotika (Verve) Total Plays: 117, Total Stations: 15, Adds: 0	CHER One By One (Reprise) Total Plays: 115, Total Stations: 15, Adds: 0	APOSTLES Mercy Mercy Me (The Ecology) (Acid Jazz/Hollywood) Total Plays: 113, Total Stations: 19, Adds: 3	HERB ALPERT Second Wind (Almo Sounds/Geffen) Total Plays: 111, Total Stations: 13, Adds: 0	SPYRO GYRA Westwood Moon (GRP) Total Plays: 109, Total Stations: 12, Adds: 0	TONI BRAXTON How Could An Angel Break... (LaFace/Arista) Total Plays: 107, Total Stations: 14, Adds: 1	PETER WHITE Caravan Of Dreams (Columbia/CRG) Total Plays: 98, Total Stations: 43, Adds: 37	JOE MCBRIDE After Sunset (Heads Up) Total Plays: 96, Total Stations: 13, Adds: 0
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HARVEY MASON It's You (Atlantic) Total Plays: 96, Total Stations: 25, Adds: 8	GEORGE JINDA Between Dreams (Shanachie) Total Plays: 95, Total Stations: 12, Adds: 0	BRIAN CULBERTSON After Hours (Mesa/Bluemoon) Total Plays: 94, Total Stations: 11, Adds: 0	ACOUSTIC ALCHEMY Columbia (GRP) Total Plays: 78, Total Stations: 15, Adds: 4	JEFF LORBER Wide Open Spaces (Verve) Total Plays: 78, Total Stations: 11, Adds: 0	DOUG CAMERON On The Town (Higher Octave) Total Plays: 74, Total Stations: 9, Adds: 0	GEORGE MICHAEL Move On (DreamWorks/Geffen) Total Plays: 69, Total Stations: 11, Adds: 1	HARVEY MASON Take Five (Atlantic) Total Plays: 69, Total Stations: 8, Adds: 1
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Songs ranked by total plays



Smooth Sailing.

Peter White
Caravan of Dreams

Since his solo debut in 1990, all of guitarist Peter White's albums have traveled to the top of the NAC charts. Now join him as he takes you on his latest exploration of soulful rhythms and street-smart grooves. The voyage begins with the title track to his upcoming Columbia debut, "Caravan Of Dreams."

#1 Most Added Everywhere.

Album In-Store: Tuesday, July 23.



Produced by Paul Brown.

COLUMBIA
"Columbia" Reg. U.S. Pat. & Tm. Off. Major Registrars. / © 1996 Sony Music Entertainment Inc.

JULY 19, 1996

3W	2W	LW	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	EMPHASIS TRACKS (PLAYS)
1	1	1	1	1 DOC POWELL Laid Back (Discovery)	879	+16	"Sunday" (630) "Laid" (186) "Dance" (25)
3	2	2	2	2 RICHARD ELLIOT City Speak (Blue Note)	783	+8	"Make" (478) "City" (132) "Lights" (72)
12	8	5	3	3 ED HAMILTON Planet Jazz (Telarc)	647	+29	"Gray" (533) "Better" (55) "Planet" (46)
2	3	3	4	RIPPINGTONS Brave New World (GRP)	642	-52	"Hideaway" (426) "First" (142) "Urban" (32)
7	7	6	5	5 JOE MCBRIDE Keys To Your Heart (Heads Up)	639	+27	"Highland" (455) "Sunset" (96) "Chit-Chat" (31)
5	4	4	6	HERBIE HANCOCK The New Standard (Verve)	626	-27	"Thieves" (625) "Norwegian" (1)
15	13	12	7	7 JEFF LORBER State Of Grace (Verve)	625	+93	"State" (302) "Katherine" (136) "Spaces" (78)
11	9	7	8	8 JOE SAMPLE Old Places Old Faces (Warner Bros.)	611	+5	"Hippies" (579) "Places" (17) "Miles" (10)
10	10	8	9	9 BONEY JAMES Seduction (Warner Bros.)	601	+5	"Lights" (524) "Sunshine" (26) "Sara" (12)
6	6	9	10	10 EARL KLUGH Sudden Burst Of Energy (Warner Bros.)	598	+7	"Maybe" (380) "Happy" (67) "Sunset" (66)
23	18	16	11	11 NORMAN BROWN Better Days Ahead (MoJAZZ/Motown)	595	+122	"Days" (510) "Time" (35) "Callin'" (12)
20	14	13	12	12 RAMSEY LEWIS Between The Keys (GRP)	590	+63	"Fleur" (456) "Goddess" (53) "Between" (42)
13	12	14	13	13 BRIAN CULBERTSON After Hours (Mesa/Bluemoon)	580	+69	"Close" (384) "After" (94) "Take" (61)
9	11	11	14	14 GEORGE JINDA Between Dreams (Shanachie)	564	+29	"Just" (456) "Dreams" (95) "Brokenhearted" (8)
4	5	10	15	HERB ALPERT Second Wind (Almo Sounds/Geffen)	517	-26	"Valentine" (309) "Second" (111) "Wherever" (35)
17	17	15	16	16 BRYAN SAVAGE Cat Food (Elation)	492	+11	"Cat" (447) "Nightshift" (13) "Paris" (11)
14	15	17	17	17 MARILYN SCOTT Take Me With You (Warner Bros.)	485	+14	"Calling" (389) "Beauty" (61) "Take" (11)
24	20	19	18	AVENUE BLUE Naked City (Mesa/Bluemoon)	448	-1	"Naked" (273) "Conversation" (88) "Baby" (41)
16	19	20	19	19 SPYRO GYRA Heart Of The Night (GRP)	444	+13	"Night" (247) "Westwood" (109) "Surrender" (25)
18	21	22	20	20 PAMELA WILLIAMS Saxtress (Heads Up)	437	+28	"Castine" (336) "Saxtress" (23) "Ladies" (18)
30	24	24	21	21 BILL EVANS Escape (Escapade)	411	+32	"Sunday" (354) "Escape" (33) "Easilee" (20)
28	27	23	22	22 DOUG CAMERON Rendezvous (Higher Octave)	409	+17	"Rendezvous" (319) "Town" (74) "Letter" (11)
8	16	18	23	COUNT BASIC Movin' In The Right Direction (Instinct)	407	-48	"Move" (189) "Joy" (185) "Got" (33)
19	22	21	24	J MICHAEL VERTA Time Line (Brainchild)	395	-24	"Time" (210) "Orion" (154) "Toys" (10)
26	25	25	25	25 ANGELA BOFILL Love In Slow Motion (Shanachie/Cachet)	370	+2	"All" (223) "Real" (89) "Soul" (35)
22	23	27	26	26 FREDDIE RAVEL Sol To Soul (Verve)	369	+10	"Sailaway" (190) "Erotika" (117) "Sol" (40)
-	-	30	27	27 SOUNDTRACK Eraser (Mercury)	357	+46	"Erase" (346) "Where" (11)
DEBUT	DEBUT	28	28	28 CHRIS CAMOZZI Windows Of My Soul (Higher Octave)	357	+59	"Ring" (235) "Walk" (31) "Young" (30)
25	28	28	29	JOHN TESH PROJECT Discovery (GTSP)	333	-7	"Fragile" (235) "Follow" (37) "Let" (29)
DEBUT	DEBUT	30	30	30 CHIEMI MINUCCI Renaissance (JVC)	328	+135	"Anything" (131) "Come" (63) "Country" (39)

This chart reflects airplay from July 3-9. Albums ranked by total plays, with plays from all cuts from an album combined. 53 NAC reporters. 49 current playlists. © 1996, R&R Inc.

NAC NOTES By Carol Archer

The top of the Tracks chart is gridlocked this week: Doc Powell's "Sunday Mornin'" (Discovery), Herbie Hancock's "Thieves In The Temple" (Verve), and Joe Sample's "Hippies On A Corner" (Warner Bros.) all retain their places in the top three spots. One of the season's strongest and most commercial entries, Norman Brown's "Better Days Ahead" (MoJAZZ/Motown), nudged toward the chart's rarest stratosphere this week, moving 9-6*. Ramsey Lewis's "Les Fleur" (GRP) enters the Top Ten this week with consensus airplay moving it 12-8*. His CD "Between The Keys" is showing considerable legs at 12*. On the airwaves, this one's aural delight!

Jeff Lorber's "State Of Grace" (Verve) is a Breaker at 22*. The CD of the same name is also extremely strong — with confirmed airplay numerous cuts deep — moving 12-7*. But the biggest story of the week concerns an NAC treasure who earned his core artist status by providing the format with one memorable melody after another, and his latest offering upholds his reputation well. After winning Broadcast Architecture's endorsement last week (and adds at nine reporting stations making it second Most Added), Peter White's "Caravan Of Dreams" (Columbia) exploded with 37 new adds (no, it's not a typo — 37 adds is the actual number) this week, as well as top Most Increased at +98. KOAI/Dallas PD Mike Fischer moved

White to 14 plays after only one week. New airplay this week includes KTWV/LA., WNUA/Chicago, KKSF/S.F. (with seven plays), KIFM/San Diego, KYOT/Phoenix, KHII/Denver, KKJZ/Portland, KQBR/Sacramento, and SW Networks' Smooth FM, among many others. Be sure to check this column next week for details on George Benson's much-anticipated first effort in more than three years, "That's Right" (GRP). Between Peter White, Doc Powell, Norman Brown, Chiemi Minucci, and now Benson — who is without a doubt a primary inspiration for the others — this is a season when one of the format's leading instruments gets its fair share of airplay from masters of the form.

Chris Camozzi
Windows Of My Soul

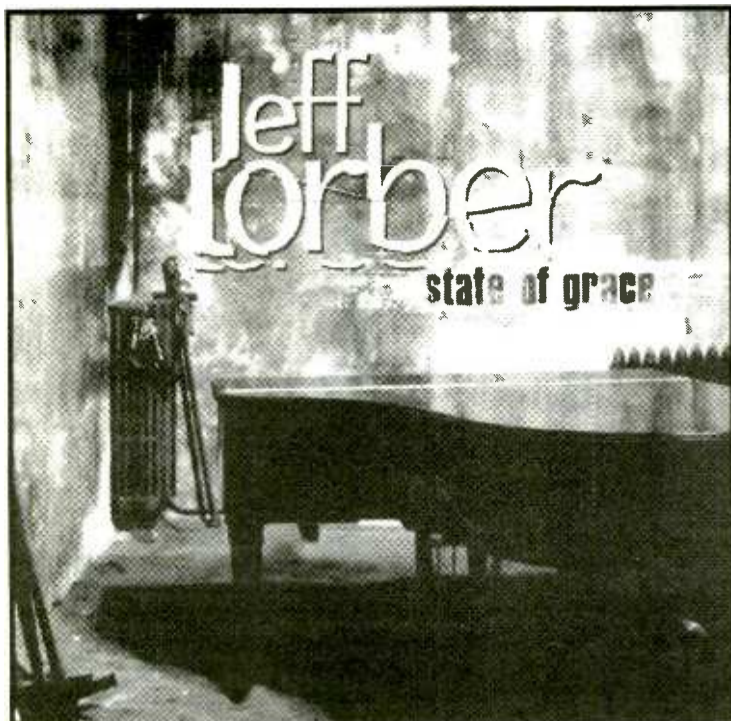
On Tour With
MICHAEL BOLTON
Starting
Aug. 14th

DOUBLE DEBUT

"Ring Of Gold" Debuts 29 Tracks
"Windows Of My Soul" Debuts 28 Albums
GAVIN SJ & V 33*-26* Top Tip

Promotion: Roger Lifeset (818) 991-7668
Management: Chapman & Co. Management (818) 989-1230

HIGHER OCTAVE MUSIC
Celebrating 10 YEARS
"As in music, so in life"



Jeff LORBER

"State Of Grace"

featuring the hit tracks
"State Of Grace"
"Katherine"
"Wide Open Spaces"
and
"PCH"

NAC Albums

12 - 7

"State Of Grace" NAC Tracks

BREAKER 22



NAC REPORTERS

Stations and their adds by track listed alphabetically by market

KRZN/Albuquerque, NM PD/MD: Mark McGuire HERB ALPERT "Wherever" MAXWELL "Ascension" ACOUSTIC ALCHEMY "Columbia" MICHAEL TOMLINSON "Lovers" RANDY ROOS "Desert"	WVMV/Detroit, MI GM/PP: Jeff "Ozzie" Sattler RIPPINGTONS "First"	Smooth FM/New York, NY APD/MD: Haneen Hunter PETER WHITE "Caravan" TOM SCOTT "Tom" NEVILLE & ROBERTSON "Crazy" ERIC CLAPTON "Change"	KCLC/St. Charles, MO PD: Rich Reighner MD: Scott Neffinger DOC POWELL "Laid" APOSTLES "Mercy" STEVE REID "Water" HARVEY MASON "You"
KNIK/Anchorage, AK PD/MD: Dean Williams KIM PENSYL "World" KIM WATERS "Mickey" PETER WHITE "Caravan" RYO KAWASAKI "Promise"	WGUF/Ft. Myers, FL PD: Michael Bode MD: Greg Hammonds CHIELI MINUCCI "Anything" AVENUE BLUE "Naked" PETER WHITE "Caravan" RIPPINGTONS "First"	WJCD/Norfolk, VA PD: Maxine Todd MD: Larry Hollowell PETER WHITE "Caravan" HARVEY MASON "You" AARON NEVILLE "Imagine"	KBZN/Salt Lake City, UT PD: Rob Riesen PETER WHITE "Caravan" RIPPINGTONS "First"
WJZF/Atlanta, GA PO/MD: Mark Edwards PETER WHITE "Caravan" PAUL JACKSON JR. "Reunited" LIONEL RICHIE "Lose" JOE MCBRIDE "Highland" JEFF LORBER "State" RICHARD ELLIOT "Make" RAY CHEW "Words"	KEZL/Fresno, CA PD/MD: Mike Vasquez COUNT BASIC "Move" PETER WHITE "Caravan"	KTNT/Oklahoma City, OK MD: Stephanie Stewart MAXWELL "Ascension" PETER WHITE "Caravan" CHIELI MINUCCI "Anything" HARVEY MASON "You" LIONEL RICHIE "Piece"	KCJZ/San Antonio, TX PD/MD: Norm Miller PETER WHITE "Caravan" RIPPINGTONS "First"
KAJZ/Austin, TX PD: Ooc Burns CELINE DION "Because" HARVEY MASON "Take" ACOUSTIC ALCHEMY "Columbia" APOSTLES "Mercy" TOM SCOTT "Bluestreak" PETER WHITE "Caravan" JIM BRICKMAN "Dream"	KUCD/Honolulu, HI PD: Mahlon Moore CHIELI MINUCCI "Anything" HARVEY MASON "You" COUNT BASIC "Move" VANESSA WILLIAMS "Erase" PETER WHITE "Caravan"	WLOQ/Orlando, FL PD: Steve Huntington MD: Bob Church PETER WHITE "Caravan" GROOVE LOGIC "Lovely" GROOVE LOGIC "December" HARVEY MASON "You" JAMES MCMILLAN "Softly" IMAGES "Colita" APOSTLES "Mercy" CHIELI MINUCCI "Anything" PHIL UPCHURCH "Blues" VALERIE CARTER "Blues" LITTLE FEAT "Mambo"	KIFM/San Diego, CA PD: Bob O'Connor MD: Kelly Cole PETER WHITE "Caravan" PLACE OF HOPE "Broken" TANIA MARIA "Yes" ALPHONSE MOUZON "Seduction" TANIA MARIA "Bluesilian"
WNAZ/Boston, MA PD/MD: Bill George PETER WHITE "Caravan" DARYLE CHINN "Summer" DAVE CAMP "Torrid" CHRIS CAMOZZI "Ring"	WFSJ/Jacksonville, FL PD: Hank Dole MD: Craig Williams EVERYTHING BUT... "Heart" CHIELI MINUCCI "Anything" PETER WHITE "Caravan"	WEBZ/Panama City, FL MD: Terry James ANGELA BOFILL "All" NORMAN BROWN "Serenade" NORMAN BROWN "Time" PETER WHITE "Caravan" CAL SCOTT "Adrift" LATITUDE "Miles" CAL SCOTT "Book" CAL SCOTT "Lips" CAL SCOTT "Harbor" RANDY VILLARS "Riverwalk" JESSE COOK "Sainites" JESSE COOK "Orbit" JESSE COOK "Jumpstart" ESQUE "Strangers" ESQUE "Sky" RANDY VILLARS "Now"	KBLX/San Francisco, CA PD: Kevin Brown MD: Ron Cadet HIROSHIMA "Callin" HIROSHIMA "Koto" PETER WHITE "Caravan" ALPHONSE MOUZON "Seduction" KIM WATERS "Story" PHAREZ WHITTED "Different"
WSJZ/Bufalo, NY PD: Steve Witsman MD: Chris Wittingham CHRIS CAMOZZI "Ring" PETER WHITE "Caravan" RIPPINGTONS "First"	KCIY/Kansas City, MO PD: Bret Michael MD: Culbertson BRIAN HUGHES "Close" CHIELI MINUCCI "Anything" RAMSEY LEWIS "Fleur"	WJZ/Philadelphia, PA PD: Ann Gress MD: Michael Tozzi JOE SAMPLE "Hippies" PETER WHITE "Caravan"	KKSF/San Francisco, CA PD: Steve Feinstein PETER WHITE "Caravan" BRIAN HUGHES "Fruit" STEVE REID "Tell" MARC ANTOINE "Storytime"
WNUA/Chicago, IL PD: Lee Hansen APD/MD: Tom Miller PAUL JACKSON JR. "Boardwalk" DAVE CAMP "Torrid" FREDDIE RAVEL "Sol" JEFF LORBER "State" JOSEPH VINCELLI "Friendly" PETER WHITE "Caravan"	WEZV/Lafayette, IN PD/MD: Bob Miller RYO KAWASAKI "Again" RYO KAWASAKI "Like" PETER WHITE "Caravan" HARVEY MASON "You"	WJZ/Philadelphia, PA PD: Ann Gress MD: Michael Tozzi JOE SAMPLE "Hippies" PETER WHITE "Caravan"	KJZY/Santa Rosa, CA PD: Gordon Zlot MD: Rob Singleton GOTA "Chillin" SOLAR SYSTEM "Wes" MISHA "Rain"
WNWV/Cleveland, OH PD/MD: Bernie Kimble RIPPINGTONS "First"	KTWV/Los Angeles, CA PD: Chris Brodie APD/MD: Ralph Stewart TONI BRAXTON "Angel" PETER WHITE "Caravan" CHIELI MINUCCI "Anything" TOM SCOTT "Only" DOC POWELL "Laid" LIONEL RICHIE "Ordinary"	KYOT/Phoenix, AZ PD/MD: Nick Francis ACOUSTIC ALCHEMY "Columbia" KIM WATERS "Mickey" PETER WHITE "Caravan" BONEY JAMES "Lights"	WSJT/Tampa, FL PD/MD: Ross Block EVERYTHING BUT... "Heart" CHIELI MINUCCI "Anything" PETER WHITE "Caravan" TOM SCOTT "Tom"
WVAE/Cincinnati, OH PD: Rich McMillan COUNT BASIC "Move" PETER WHITE "Caravan" RANDY VILLARS "Riverwalk"	WLVE/Miami, FL PD: Shirley Maldonado MD: Geoff Fischer GLORIA ESTEFAN "Giving" PETER WHITE "Caravan" LIONEL RICHIE "Ordinary"	WJZ/Philadelphia, PA PD: Ann Gress MD: Michael Tozzi JOE SAMPLE "Hippies" PETER WHITE "Caravan"	WJZE/Toledo, OH PD/MD: Brian Lorenzen JIM BRICKMAN "Dream" PAUL JACKSON JR. "Boardwalk" TOM SCOTT "Midtown" PETER WHITE "Caravan"
WZJZ/Columbus, OH PD: Bill Harman PETER WHITE "Caravan"	KMJK/Minneapolis, MN PD/MD: Tom Sleeker CHRIS CAMOZZI "Ring"	WJZ/Philadelphia, PA PD: Ann Gress MD: Michael Tozzi JOE SAMPLE "Hippies" PETER WHITE "Caravan"	WTCD/Raleigh, NC PD: Don Brookshire MD: John Horan AARON NEVILLE "Imagine" PETER WHITE "Caravan" JEFF LORBER "Katherine" HIROSHIMA "Koto"
KOAI/Dallas, TX PD: Michael Fischer HARVEY MASON "You" TOM SCOTT "Tom" RIPPINGTONS "First" NEVILLE & ROBERTSON "Crazy"	KSBR/Mission Viejo, CA PD/MD: Terry Wedel BOBBY HUTCHERSON "Montara" NORMAN BROWN "Time" PETER WHITE "Caravan" VANESSA WILLIAMS "Erase"	WJZ/Philadelphia, PA PD: Ann Gress MD: Michael Tozzi JOE SAMPLE "Hippies" PETER WHITE "Caravan"	WJZ/Washington, DC PD/MD: Steve Kosbau COUNT BASIC "Move" RIPPINGTONS "First"
KHHH/Denver, CO PD: Chris Conley MD: Becky Taylor GEORGE MICHAEL "Move" PETER WHITE "Caravan" RIPPINGTONS "First"	KRVR/Modesto, CA PD: Jim Bryan MD: Doug Wulff HARVEY MASON "You" ALPHONSE MOUZON "Samba" ALPHONSE MOUZON "Undulation" AARON NEVILLE "Imagine" PETER WHITE "Caravan"	KQBR/Sacramento, CA PD: Lawrence Tanter PETER WHITE "Caravan" DAVID MCMURRAY "Coast" WALTER BEASLEY "Amazing"	53 Total Reporters 53 Current Reporters 49 Current Playlists
WJZZ/Detroit, MI PD: O'Neal Stevens MD: Rosetta Hines NORMAN BROWN "Third" NORMAN BROWN "Time" NORMAN BROWN "Callin" ERIC CLAPTON "Change" MAYSA "Black" NORMAN BROWN "After" GEORGE MICHAEL "Forgiven" EDISON WEST "Spirit" EDISON WEST "Covenant"	KXDC/Monterey, CA PD/MD: Scott O'Brien PHIL UPCHURCH "Blues"	KSSJ/Sacramento, CA PD/MD: Don Langford JIM BRICKMAN "Dream" KIM PENSYL "World" PETER WHITE "Caravan" CHIELI MINUCCI "Anything" ACOUSTIC ALCHEMY "Columbia"	Reported Frozen Playlist (4): WALJ/Macon, GA WJZ/Milwaukee, WI WQCD/New York, NY KOAS/Tulsa, OK



CYNDEE MAXWELL

Rock Research Roundtable

□ Top format programmers discuss winning tools and strategies

I recently asked several Active Rock and Rock programmers what types of research they regularly used at their respective stations and which ones they believed were most important. Here's what they had to say.

KISS/SAN ANTONIO OM VIRGIL THOMPSON

"We use ongoing callout and perceptual research via the phone. I think they work hand-in-hand because callout is critical, but so is the open-end perceptual that keeps you from believing your own BS — which we'd never do anyway. But



Virgil Thompson



Jeff Carrol

it tells us exactly why the BS we'd be tempted to believe would be wrong. Occasionally something has to surprise you in the research. If the research always comes back like you expect it to, then maybe you're not challenging yourself enough. A lot of people like to blame 'the sample' whenever they get surprising results, but I don't usually do that. The sample could be a problem, but if what you're looking at appears over several reports then it needs to be investigated.

"All the clichés are true. If you program strictly by the research then you're doing yourself a disservice. You shouldn't be bound by it, but you also shouldn't ignore it. It's just a matter of applying common sense with everything you do. When the report people tell [APD] Kevin [Vargas] and I about another station's good research on a song, I wonder how long they've been playing it and how many spins they've been giving it.

"Sometimes record companies are too quick to quote good research while, at the same time, radio is too quick to give up on something if the research doesn't look good. There are times when it takes the public a long time to 'get it,' so making music decisions requires a balance in thinking. Sometimes the momentum of a project will be so far ahead of reality that a record that's supposedly 'happening' may not be, or a record that's not 'happening' could just need more time. That's when a programmer needs to apply their gut and intuition."

KLBJ/AUSTIN OM JEFF CARROL

"We try to do as much research as possible, and over the years we've done it all. All of it is important. I like asking my listeners for their opinion. Music research is obviously important, but if you're not targeted right in your strategic, then



Greg Stevens



Curtiss Johnson

music tests won't help. To be most effective and most efficient you have to do both.

"However, if you're satisfied with your station position (you're already successful, you don't have any new competition, you're Classic Rock and want to test your music, etc.) then music testing alone is probably OK. The research you do depends on what questions you need answered. I've used six or seven different research companies over the years and while I do price shop, I also look at how they deliver the results and what else I get. Do they come in and help with the strategy? Are they available to answer questions and explain the results? Or do they just drop off the report and that's the end of it?"

KIOZ/SAN DIEGO PD GREG STEVENS

"We use weekly music callout, large scale telephone perceptual studies, and auditorium music tests. All serve a different purpose but because we play so much current music the weekly callout is essential."

KRXQ/SACRAMENTO PD CURTISS JOHNSON

"I do bi-weekly callout as well as several auditorium tests a year for the catalog material. We do focus

groups, too, but not in the traditional style. We call our database of core listeners and talk to them about radio in Sacramento and about us in particular. Sometimes some of [the listeners] realize it's the radio station that's doing the survey but many of them don't know who is behind it. This is all very different from my past experience of doing research literally out on the street, so I've gone from one end of the spectrum to the other. It's a tool, but I still use my gut instinct because that's what I was hired for."



Bob Richards



Greg Mull

KBPI/DENVER PD BOB RICHARDS

"We do auditorium music tests, weekly callout, and have done some market perceptuals. Weekly callout is most important, but at the same time all the different research tools are important. Critical Mass Media is our research company and they do a weekly audience measurement that I really like, too. It's sort of a mini-ratings."

Research helps give you a smarter head when programming but it doesn't tell you what to do.

— Tim Maranville

"The audience measurement is a great predictor of trends, not necessarily of specific shares. They talk to more people in our demo cell than Arbitron could ever think of doing so it gives us a great read on where we are and where we're going. We talk to 100 people a week for music research plus an additional number for audience research. Arbitron doesn't talk to 100 18-34 year olds who listen to our radio station in three months let alone in a week. It gives us a pretty accurate feel for what's going on out there.

"It's really helpful for the times that Arbitron gives us a month



GEFFEN & CAPITOL'S 'YOU ROCK' DINNER — Geffen's Warren Christensen and Capitol's Dave "Emcee Man" Ross threw their second annual Rock Dinner at Morton's in Minneapolis while the crowd gathered for the Conclave.



LOBBY BAR FESTIVITIES — The Los Angeles contingent shared a few laughs one evening while in the Twin Cities. Seen (l-r) are Columbia's Chris Woltman, Work Group's Pam Edwards, R&R's Missy Haffley, Kevin McCabe, Kristy Reeves, and yours truly, and Discovery's Jack Ashton.

that's way off. We know not to overreact to it based on what our callout says. I usually know what's going to happen before Arbitron comes out based on what I see through the Critical Mass Media stuff."

KDKB & KUPD/PHOENIX OM TIM MARANVILLE

"At KUPD, we don't use much research except for callout. We do our own in-house research that I oversee. For KDKB, the most important research we do is perceptual. The competitive nature of the market, specifically in the adult arena, requires us to know where we're at and where we're

going, opposed to just relying on weekly callout to dictate your music choices. We use 'Maranville Research Ink' for both!

"There's this whole argument over how much research to use, and though I've been tagged as a heavy research guy, there is a difference between reading and knowing about research and relying strictly on it. I know it, but still have to use my gut. When I read research results in press releases, I always question the sample base. My main reason for using in-house research is it gives me complete control over who gets talked to and

why, as well as it being cost efficient. I review every interview to make sure the person qualifies for our research. A good analogy is that it's like music scheduling — the computer gets about 80% of it done right, then you have to polish it up to 100%.

"Scott Shannon said some interesting things in an interview [R&R 10/20/95] about research. In a nutshell, research helps give you a smarter head when programming but it doesn't tell you what to do."

WXTB/TAMPA PD GREG MULL

"We use weekly callout, several library auditorium tests a year, two different sets of focus groups a year, and one full market perceptual study per year. The weekly callout is by far most important. Well over 50% of our music is represented by the 30-something songs that are tested each week. I need to make sure those songs are as good as they can be.

"I have an in-house research director, and all of our research is conducted in-house. Before I came here, I used to work for the Research Group in Seattle. So with my background, it's more cost effective to do it myself.

"The two different sets of focus groups per year are for gauging much of the same things like the morning show, the music, personalities, contests, etc. Focus groups are unstable, so all you can do is get at generalities."

What are you waiting for?

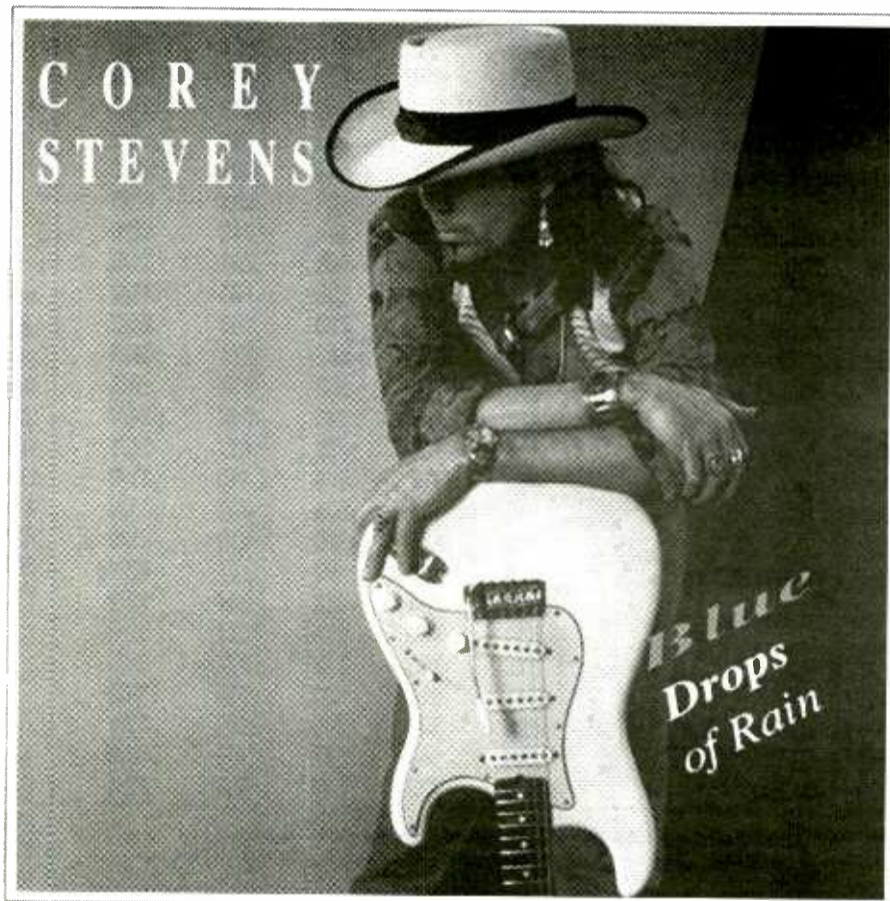
Corey Stevens

THE NEW SINGLE

“Blue Drops of Rain”

Already On:

WNHI WDHA
WCIZ WZMT
WWWV WKLT
WRKR KQRS
KJKJ WAOR
WZNX WLVQ
KYYS KFFX
WRIF



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On Tour Now & Forever

JULY 25 – TOLEDO, OH

JULY 27 – DETROIT, MI

JULY 28 – READINGTON, NJ

AUGUST 3 – ROCHESTER, NY

AUGUST 4 – BUFFALO, NY



CONTACT: JACK ASHTON/DISCOVERY RECORDS (800) 377-9620 EXT. 212 JOEL WERTMAN/EUREKA (310) 859-9482 ©1996 DISCOVERY RECORDS



JULY 19, 1996

3W	2W	LW	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS				TOTAL STATIONS/ADDS
					TW	LW	2W	3W	
2	2	1	1	STONE TEMPLE PILOTS Trippin' On A Hole... (Atlantic) 2243 2228 2190 2098 74/0					
1	1	2	2	METALLICA Until It Sleeps (Elektra/EEG) 2018 2101 2218 2274 66/0					
5	4	3	3	SMASHING PUMPKINS Tonight, Tonight (Virgin) 1873 1706 1634 1496 67/0					
9	6	5	4	HUNGER Vanishing Cream (Universal) 1548 1471 1369 1244 66/0					
3	3	4	5	SOUNDGARDEN Pretty Noose (A&M) 1488 1552 1719 1870 57/0					
15	12	8	6	SOUNDGARDEN Burden In My Hand (A&M) 1457 1238 1043 930 74/5					
10	7	6	7	GOO GOO DOLLS Long Way Down (Metal Blade/WB) 1376 1324 1309 1234 62/0					
11	10	9	8	SPONGE Wax Ecstatic (To Sell Angelina) (Columbia/CRG) 1370 1223 1151 1049 71/0					
7	8	7	9	JERRY CANTRELL Leave Me Alone (Work/CRG) 1236 1285 1293 1306 58/0					
—	42	14	10	BLACK CROWES Good Friday (American/Reprise) 1216 1002 395 — 67/5					
13	11	11	11	HAZIES Skin & Bones (EMI) 1200 1211 1081 971 59/0					
20	15	13	12	BUTTHOLE SURFERS Pepper (Capitol) 1178 1064 920 772 61/3					
50	19	16	13	TONIC Open Up Your Eyes (Polydor/A&M) 1153 965 770 369 72/3					
23	17	15	14	SCREAMING TREES All I Know (Epic) 1120 989 885 736 66/1					
6	9	12	15	ALICE IN CHAINS Again (Columbia/CRG) 1043 1111 1174 1312 49/0					
4	5	10	16	DISHWALLA Counting Blue Cars (A&M) 1016 1222 1373 1537 60/0					
31	27	21	17	PRIMITIVE RADIO GODS Standing Outside... (Ergo/Columbia/CRG) 867 742 598 508 44/4					
26	20	20	18	STABBING WESTWARD Shame (Columbia/CRG) 861 782 696 649 65/0					
18	16	17	19	GREEN DAY Walking Contradiction (Reprise) 823 859 902 795 51/1					
32	28	23	20	METALLICA Ain't My Bitch (Elektra/EEG) 784 690 591 505 61/4					
36	29	24	21	NIXONS Wire (MCA) 756 664 589 496 59/5					
19	18	22	22	SPACEHOG Cruel To Be Kind (HiFi/Sire/EEG) 735 787 791 782 49/1					
30	31	26	23	WALLFLOWERS 6th Avenue Heartache (Interscope) 680 614 574 525 41/4					
BREAKER			24	I MOTHER EARTH One More Astronaut (Capitol) 676 492 302 17 60/5					
41	33	27	25	CRACKER Nothing To Believe In (Virgin) 652 600 533 447 46/3					
8	13	22	26	VAN HALEN Humans Being (Warner Sunset/WB) 635 722 936 1301 36/0					
12	14	18	27	REFRESHMENTS Banditos (Mercury) 631 814 927 972 39/0					
34	32	29	28	KENNY WAYNE SHEPHERD Aberdeen (Revolution) 525 560 542 498 31/0					
—	—	44	29	REACHAROUND Big Chair (Carport/Trauma/Interscope) 523 376 238 84 46/7					
48	38	34	30	ZACK WYLDE Between Heaven And Hell (DGC/Geffen) 500 482 453 390 31/1					
24	25	28	31	JARS OF CLAY Flood (Silvertone) 499 585 608 663 26/0					
—	45	37	32	PANTERA Suicide Note Pt. 1 (EastWest/EEG) 491 439 384 348 43/0					
—	49	38	33	BLUES TRAVELER But Anyway (A&M) 463 411 349 291 31/5					
—	—	40	34	DAVE MATTHEWS BAND So Much To Say (RCA) 447 404 305 191 25/2					
—	—	41	35	GARBAGE Stupid Girl (Almo Sounds/Geffen) 442 393 268 163 25/2					
21	26	36	36	COLLECTIVE SOUL Where The River Flows (Atlantic) 431 462 600 771 36/0					
—	—	43	37	WHY STORE Lack Of Water (Way Cool Music/MCA) 418 379 333 333 26/3					
33	35	35	38	GRAVITY KILLS Guilty (TVT) 415 467 490 500 24/0					
37	37	39	39	PORNO FOR PYROS Tahitian Moon (Warner Bros.) 408 409 456 487 24/1					
—	—	49	40	311 Down (Capricorn) 394 313 308 315 37/0					
17	21	32	41	EVERCLEAR Heartspark Dollarsign (Capitol) 379 501 654 804 21/0					
27	24	30	42	DADA I Get High (IRS) 364 525 609 619 25/0					
DEBUT			43	SEVEN MARY THREE My My (Mammoth/Atlantic) 352 143 97 77 42/14					
—	—	48	44	OASIS Don't Look Back In Anger (Epic) 337 338 280 244 19/1					
DEBUT			45	SEMISONIC If I Run (MCA) 319 205 136 16 30/2					
DEBUT			46	CRANBERRIES Free To Decide (Island) 313 296 282 172 21/0					
25	23	31	47	GIN BLOSSOMS Day Job (A&M) 311 515 630 656 16/0					
—	—	50	48	HOOTIE & THE BLOWFISH Tucker's Town (Atlantic) 299 311 300 259 19/1					
DEBUT			49	FILTER Jurassitol (Hollywood) 291 146 47 — 38/9					
14	30	47	50	TRACY BONHAM Mother Mother (Island) 286 338 586 957 22/1					

This chart reflects airplay from July 8-14. Songs ranked by total plays. Highlighted songs indicate Breaker. 74 Active Rock reporters. 72 current playlists. Songs below No. 25 are moved to recurrent after 26 weeks. © 1996, R&R Inc.

NEW & ACTIVE

NEIL YOUNG & CRAZY HORSE Big Time (Reprise)
Total Plays: 247, Total Stations: 18, Adds: 1

TOM PETTY & THE HEARTBREAKERS Walls (Warner Bros.)
Total Plays: 244, Total Stations: 44, Adds: 43

NADA SURF Popular (Elektra/EEG)
Total Plays: 208, Total Stations: 22, Adds: 8

BECK Where It's At (DGC/Geffen)
Total Plays: 169, Total Stations: 15, Adds: 4

TRIPPING DAISY Trip Along (Island)
Total Plays: 162, Total Stations: 15, Adds: 1

VERVE PIPE Cup Of Tea (RCA)
Total Plays: 160, Total Stations: 19, Adds: 5

NO DOUBT Spiderwebs (Trauma/Interscope)
Total Plays: 139, Total Stations: 7, Adds: 1

SEPULTURA Rata Mahatta (Roadrunner)
Total Plays: 123, Total Stations: 16, Adds: 1

TRACY CHAPMAN Give Me One Reason (Elektra/EEG)
Total Plays: 116, Total Stations: 6, Adds: 1

HO HUM It's A Lie (Universal)
Total Plays: 114, Total Stations: 10, Adds: 2

Songs ranked by total plays.

BREAKERS®

I MOTHER EARTH One More Astronaut (Capitol)

TOTAL PLAYS/INCREASE: 676/184
TOTAL STATIONS/ADDS: 60/6
CHART: 24

MOST ADDED®

ARTIST TITLE LABEL(S)	ADDS
TOM PETTY & THE HEARTBREAKERS Walls (Warner Bros.)	43
BETTER THAN EZRA King Of New Orleans (Swell/Elektra/EEG)	20
GRAVITY KILLS Blame (Lava/Atlantic)	18
SEVEN MARY THREE My My (Mammoth/Atlantic)	14
FILTER Jurassitol (Hollywood)	9
NADA SURF Popular (Elektra/EEG)	8
REACHAROUND Big Chair (Carport/Trauma/Interscope)	7
MELISSA ETHERIDGE Nowhere To Go (Island)	6
I MOTHER EARTH One More Astronaut (Capitol)	6

Rock 3

Active Rock 10

GOOD FRIDAY
THE BLACK CROWES

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
TOM PETTY & THE HEARTBREAKERS Walls (Warner Bros.)	+244
SOUNDGARDEN Burden In My Hand (A&M)	+219
BLACK CROWES Good Friday (American/Reprise)	+214
SEVEN MARY THREE My My (Mammoth/Atlantic)	+209
TONIC Open Up Your Eyes (Polydor/A&M)	+188
I MOTHER EARTH One More Astronaut (Capitol)	+184
SMASHING PUMPKINS Tonight, Tonight (Virgin)	+167
REACHAROUND Big Chair (Carport/Trauma/Interscope)	+147
SPONGE Wax Ecstatic (To Sell Angelina) (Columbia/CRG)	+147
FILTER Jurassitol (Hollywood)	+145

HOTTEST RECURRENTS

ARTIST TITLE LABEL(S)
BUSH Machinehead (Trauma/Interscope)
SEVEN MARY THREE Water's Edge (Mammoth/Atlantic)
EVERCLEAR Santa Monica (Watch The World Die) (Capitol)
SPACEHOG In The Meantime (HiFi/Sire/EEG)
SEVEN MARY THREE Cumbersome (Mammoth/Atlantic)
NIXONS Sister (MCA)
STABBING WESTWARD What Do I Have To Do? (Columbia/CRG)
DEF LEPPARD Work It Out (Mercury)
GREEN DAY Brain Stew (Reprise)
STONE TEMPLE PILOTS Big Bang Baby (Atlantic)

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.

BETTER THAN EZRA

#2 Most Added Active Rock

King of New Orleans

33 Active Rock/Rock Stations On Including:

KLOS **KQRC**
WRCX **WLZR**
KLOL **and many more!**



ROCK PLAYLISTS

July 19, 1996 R&R • 89

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

102.7 FM WNEW
MARKET #1
WNEW/New York
(212) 489-1027
Young/Winslow

PLAYS	SW	ZW	LW	TW	ARTIST/TITLE
24	24	10	25	ERIC CLAPTON/Change The World	
16	10	23	BLACK CROWES/Good Friday		
22	10	23	HOOTIE & BLOWFISH/Tucker's Town		
5	5	7	NEIL YOUNG.../Big Time		
-	-	-	-	TOM PETTY & HB/Walls	
15	15	8	13	GIN BLOSSOMS/Day Job	
13	13	6	13	DISHWALLA/Counting Blue Cars	
-	-	-	-	DAVE MATTHEWS BAND/So Much To Say	
11	11	6	12	BLUES TRAVELER/But Anyway	
16	16	6	12	PAUL WESTERBERG/Love Untold	
-	-	-	-	PETE DROGE/Find A Door	
12	12	4	11	PATTI ROBERTSON/Inside	
15	15	5	11	MATTI SMITH/Summer Cannibals	
-	-	-	-	KENNY WAYNE SHEPHERD/Aberdeen	
15	15	12	10	PETER WOLF/Long Line	
11	11	6	9	ALANIS MORISSETTE/You Learn	
-	-	-	-	SMASHING PUMPKINS/Tonight, Tonight	
14	14	6	9	BRIAN SETZER DRCH/Rumble In Brighton	
-	-	-	-	SOUNDGARDEN/Burden In My Hand	
-	-	-	-	WHY STORE/Lack Of Water	
-	-	-	-	DISHWALLA/Counting Blue Cars	
-	-	-	-	GOO GOO DOLLS/Long Way Down	
-	-	-	-	METALLICA/Until It Sleeps	

196rock
MARKET #12
WKLS/Atlanta
(404) 325-0960
Hughes/Keppele

PLAYS	SW	ZW	LW	TW	ARTIST/TITLE
29	30	29	30	STONE TEMPLE PILOTS/Trippin' On A Hole...	
18	23	27	27	METALLICA/Until It Sleeps	
-	-	-	-	BLACK CROWES/Good Friday	
27	26	24	26	NIXONS/Sister	
29	28	29	25	COLLECTIVE SOUL/Where The River...	
21	20	20	20	HAZIES/Skin & Bones	
25	21	18	18	BUSH/Machinehead	
18	17	16	18	DISHWALLA/Counting Blue Cars	
22	21	18	18	SOUNDGARDEN/Pretty Noose	
19	13	15	17	WALLFLOWERS/6th Avenue Heartache	
6	4	5	16	SOUNDGARDEN/Burden In My Hand	
19	17	16	15	FREEMHEELERS/Best Be On Your Way	
11	14	11	14	SEVEN MARY THREE/My My	
-	-	-	-	NEIL YOUNG.../Big Time	
11	13	13	13	JERRY CANTRELL/Leave Me Alone	
11	13	17	10	ALICE IN CHAINS/Again	
3	8	7	8	SMASHING PUMPKINS/Tonight, Tonight	
7	7	10	8	DEF LEPPARD/Work It Out	
7	6	6	8	KENNY WAYNE SHEPHERD/Aberdeen	
-	-	-	-	SPACEHOG/Cruel To Be Kind	
-	-	-	-	SCREAMING TREES/All I Know	
-	-	-	-	TOM PETTY & HB/Walls	
-	-	-	-	SPONGE/Wax Ecstatic (To...)	
-	-	-	-	SEVEN MARY THREE/Devil Boy	
4	5	3	4	METALLICA/Ain't My Bitch	
3	3	4	3	METALLICA/King Nothing	
-	-	-	-	JAMES HALL/Wingness	

WBAB
MARKET #14
WBAB/Long Island
(516) 587-1023
Levine/Tortora

PLAYS	SW	ZW	LW	TW	ARTIST/TITLE
7	8	12	28	HOOTIE & BLOWFISH/Tucker's Town	
24	24	27	27	ALANIS MORISSETTE/You Learn	
22	22	25	25	ERIC CLAPTON/Change The World	
19	23	25	25	JARS OF CLAY/Flood	
21	22	26	22	TRACY CHAPMAN/Give Me One Reason	
13	15	20	20	BADLEES/Angeline Is...	
-	-	-	-	BLACK CROWES/Good Friday	
-	-	-	-	DISHWALLA/Counting Blue Cars	
10	14	17	17	NEIL YOUNG.../Big Time	
20	18	21	17	WALLFLOWERS/6th Avenue Heartache	
15	11	15	15	NATALIE MERCHANT/Jealousy	
5	12	13	13	DOG'S EYE VIEW/The Prince's...	
-	-	-	-	TOM PETTY & HB/Walls	
9	11	12	12	BLUES TRAVELER/But Anyway	
-	-	-	-	METALLICA/Until It Sleeps	
14	17	17	12	PETER WOLF/Long Line	
14	15	14	12	SMASHING PUMPKINS/Tonight, Tonight	
12	13	11	11	LITTLE FEAT/Oh Atlanta	
-	-	-	-	SOUNDGARDEN/Burden In My Hand	
5	5	10	10	KENNY WAYNE SHEPHERD/Born With A Broken...	
-	-	-	-	SPACEHOG/Cruel To Be Kind	
5	7	6	8	KENNY WAYNE SHEPHERD/Aberdeen	
-	-	-	-	SPACEHOG/Cruel To Be Kind	
5	7	6	8	SMASHING PUMPKINS/Tonight, Tonight	
-	-	-	-	STORYVILLE/Good Day Fx...	
-	-	-	-	DEF LEPPARD/All I Want Is...	

WDVE
MARKET #19
WDVE/Pittsburgh
(412) 937-1441
Romano/Winter

PLAYS	SW	ZW	LW	TW	ARTIST/TITLE
25	28	27	27	JARS OF CLAY/Flood	
17	14	26	27	WHY STORE/Lack Of Water	
25	25	26	27	DISHWALLA/Counting Blue Cars	
26	28	25	25	KENNY WAYNE SHEPHERD/Born With A Broken...	
14	19	22	23	BADLEES/Angeline Is...	
27	24	24	26	REFRESHMENTS/Bandits	
9	9	19	23	ZACK WYLDE/Between Heaven...	
-	-	-	-	GOO GOO DOLLS/Flat Top	
-	-	-	-	BLACK CROWES/Good Friday	
26	25	20	19	CLARKS/Carnal	
11	11	16	17	GOO GOO DOLLS/Naked	
-	-	-	-	HAZIES/Skin & Bones	
22	17	16	16	OZZY OSBOURNE/Just Want You	
-	-	-	-	TOM PETTY & HB/Walls	
21	22	23	24	NIXONS/Sister	
19	10	13	13	WALLFLOWERS/6th Avenue Heartache	
7	6	12	12	SPACEHOG/In The Meantime	
5	8	10	9	METALLICA/Until It Sleeps	
6	10	9	8	NEIL YOUNG.../Big Time	
13	25	19	9	HO HUMT'S A Lie	
7	7	8	9	STONE TEMPLE PILOTS/Trippin' On A Hole...	
7	7	6	8	SON VOLT/Drawn	
6	6	8	8	BLOWNUP/Where The Water's...	
6	10	8	7	HOOTIE & BLOWFISH/Tucker's Town	
7	5	7	5	DAVE MATTHEWS BAND/Arms Marching	
5	6	7	7	EVERCLEAR/Santa Monica...	
-	-	-	-	BLUES TRAVELER/Hook	
-	-	-	-	BADLEES/Fear Of Falling	
5	7	6	6	COLLECTIVE SOUL/The World I Know	
5	7	6	6	SEVEN MARY THREE/Cumbersome	

KDKB
MARKET #20
KDKB/Phoenix
(602) 897-9300
Maranville/Peterson

PLAYS	SW	ZW	LW	TW	ARTIST/TITLE
22	32	32	34	DAVE MATTHEWS BAND/Too Much	
23	34	31	34	GIN BLOSSOMS/Day Job	
24	31	34	32	GOO GOO DOLLS/Long Way Down	
4	14	32	32	HAZIES/Skin & Bones	
18	24	31	31	ERIC CLAPTON/Change The World	
-	-	-	-	ALANIS MORISSETTE/At The Doctor	
-	-	-	-	BLACK CROWES/Good Friday	
18	23	25	25	BLUES TRAVELER/But Anyway	
-	-	-	-	CRACKER/Nothing To Believe...	
5	5	6	24	PETE DROGE/Mr. Jade	
16	24	23	21	SCREAMIN' CHEETAH.../Hello From Venus	
-	-	-	-	NEIL YOUNG.../Big Time	
-	-	-	-	TRACY CHAPMAN/Give Me One Reason	
6	9	9	9	JOAN OSBORNE/One Hour	
7	6	9	9	BADLEES/Angeline Is...	
6	8	8	9	REFRESHMENTS/Bandits	
6	7	8	9	BUSH/Glycerine	
7	6	6	6	COLLECTIVE SOUL/The World I Know	
5	8	8	8	DOG'S EYE VIEW/Everything Falls...	
6	7	8	8	EVERCLEAR/Santa Monica...	
7	7	8	8	KENNY WAYNE SHEPHERD/Aberdeen	
5	7	7	8	ZACK WYLDE/Between Heaven...	
8	7	7	7	BLUES TRAVELER/Run-Around	
6	7	7	8	SPACEHOG/In The Meantime	
5	7	7	7	VAN HALEN/Humans Being	
26	32	34	34	DEF LEPPARD/Work It Out	
-	-	-	-	NIXONS/Wire	
-	-	-	-	TRAGICALLY HIP/Girl Shop	
-	-	-	-	WHY STORE/Lack Of Water	
6	8	8	8	DISHWALLA/Counting Blue Cars	

WEBCN
MARKET #25
WEBCN/Cincinnati
(513) 621-9326
Hardin/Reinhart

PLAYS	SW	ZW	LW	TW	ARTIST/TITLE
34	33	28	33	ALICE IN CHAINS/Again	
15	22	36	36	SOUNDGARDEN/Pretty Noose	
33	33	25	31	STONE TEMPLE PILOTS/Trippin' On A Hole...	
32	33	26	30	METALLICA/Until It Sleeps	
12	19	23	29	METALLICA/King Nothing	
-	-	-	-	BLACK CROWES/Good Friday	
-	-	-	-	SCREAMING TREES/All I Know	
16	17	18	18	GREEN DAY/Brain Stew	
14	19	12	17	SOUNDGARDEN/Burden In My Hand	
27	16	17	17	BUSH/Machinehead	
22	17	13	17	SEVEN MARY THREE/My My	
19	19	12	16	SMASHING PUMPKINS/Tonight, Tonight	
-	-	-	-	SOUNDGARDEN/Pretty Noose	
-	-	-	-	STONE TEMPLE PILOTS/Adhesive	
11	16	15	15	JERRY CANTRELL/Leave Me Alone	
-	-	-	-	REFRESHMENTS/Bandits	
15	16	14	14	SEVEN MARY THREE/Water's Edge	
-	-	-	-	TOMIC/Open Up Your Eyes	
7	8	9	12	HAZIES/Skin & Bones	
-	-	-	-	METALLICA/Poor Twisted Me	
10	12	9	11	PANTERA/Suicide Note Pt. 1	
10	12	11	10	METALLICA/Hero Of The Day	
7	6	6	8	METALLICA/Ain't My Bitch	
8	8	8	8	DAVE MATTHEWS BAND/So Much To Say	
6	6	6	7	WALLFLOWERS/6th Avenue Heartache	
7	7	7	7	SPONGE/Wax Ecstatic (To...)	
6	6	6	6	CRACKER/Nothing To Believe...	
6	6	6	6	KICKING HAROLD/Oh You	
6	6	6	6	NIXONS/Wire	
6	6	6	6	STABBING WESTWARD/What Do I Have To...	

96ROCK
MARKET #27
KCAL/Riverside
(909) 793-3554
Shaw/Matthews

PLAYS	SW	ZW	LW	TW	ARTIST/TITLE
19	20	21	27	ALICE IN CHAINS/Again	
26	24	22	23	SCORPIONS/Wild Child	
15	10	20	22	AC/DC/Back In Black	
27	22	21	21	VAN HALEN/Humans Being	
26	22	22	22	METALLICA/Until It Sleeps	
24	18	13	19	STONE TEMPLE PILOTS/Trippin' On A Hole...	
27	23	23	17	DISHWALLA/Counting Blue Cars	
20	22	16	14	GREAT WHITE/My World	
19	11	14	13	SEVEN MARY THREE/Water's Edge	
20	11	12	11	OZZY OSBOURNE/Just Want You	
9	9	7	11	SOUNDGARDEN/Burden In My Hand	
10	8	8	11	KISS/Domino	
10	13	10	10	EVERCLEAR/Santa Monica...	
9	9	8	10	METALLICA/2 X 4	
10	9	10	10	SPACEHOG/In The Meantime	
-	-	-	-	WALLFLOWERS/6th Avenue Heartache	
11	10	8	9	SOUNDGARDEN/Pretty Noose	
9	9	8	9	COLLECTIVE SOUL/The World I Know	
10	12	14	9	GOO GOO DOLLS/Long Way Down	
9	8	8	9	SEVEN MARY THREE/Cumbersome	
8	8	8	9	KENNY WAYNE SHEPHERD/Deja Voodoo	
8	8	7	9	KENNY WAYNE SHEPHERD/Born With A Broken...	
8	10	9	9	BUSH/Machinehead	
12	11	8	8	GOO GOO DOLLS/Naked	
8	9	10	8	COLLECTIVE SOUL/Where The River...	
7	7	7	7	STONE TEMPLE PILOTS/Big Bang Baby	
7	7	7	7	TOM PETTY & HB/Walls	
7	7	7	7	KISS/Rock Roll All Stars	
10	7	5	6	PANTERA/Suicide Note Pt. 1	

94 HUJ
MARKET #31
WHY/Providence
(401) 438-6110
Weston/Schifino

PLAYS	SW	ZW	LW	TW	ARTIST/TITLE
27	30	24	20	METALLICA/Until It Sleeps	
24	30	24	27	ALANIS MORISSETTE/You Learn	
27	27	23	28	OASIS/Champagne Supernova	
29	28	22	28	SMASHING PUMPKINS/Tonight, Tonight	
13	16	25	24	JEWEL/Who Will Save...	
14	18	16	18	SPACEHOG/In The Meantime	
-	-	-	-	TOM PETTY & HB/Walls	
15	18	14	18	EVERCLEAR/Santa Monica...	
13	17	11	17	COLLECTIVE SOUL/The World I Know	
12	14	12	16	BUSH/Comedown	
9	15	14	15	GOO GOO DOLLS/Long Way Down	
14	20	16	15	DAVE MATTHEWS BAND/What Would You Say	
12	16	15	15	DOG'S EYE VIEW/Everything Falls...	
10	18	9	15	SMASHING PUMPKINS/1979	
9	7	8	28	DAVE MATTHEWS BAND/So Much To Say	
9	12	13	14	GREEN DAY/Walking...	
11	10	12	14	SOUNDGARDEN/Burden In My Hand	
-	-	-	-	RED HOT CHILLI.../Aeroplane	
-	-	-	-	GOO GOO DOLLS/Name	
8	13	14	12	STONE TEMPLE PILOTS/Vaseline	
11	7	9	13	WALLFLOWERS/6th Avenue Heartache	
15	16	13	13	GIN BLOSSOMS/Day Job	
14	15	15	12	STONE TEMPLE PILOTS/Trippin' On A Hole...	
-	-	-	-	KENNY WAYNE SHEPHERD/Aberdeen	
-	-	-	-	BLACK CROWES/Good Friday	
-	-	-	-	HOOTIE & BLOWFISH/Tucker's Town	
7	15	13	10	METALLICA/Ain't My Bitch	
10	8	7	9	ALICE IN CHAINS/Again	
-	-	-	-	PRIMITIVE RADIO GODS/Standing Outside...	

Louisiana's ROCK 92.3 WCKW
MARKET #38
WCKW/New Orleans
(504) 831-8811
Level

PLAYS	SW	ZW	LW	TW	ARTIST/TITLE
27	34	29	31	SMASHING PUMPKINS/Tonight, Tonight	
14	15	26	31	STONE TEMPLE PILOTS/Trippin' On A Hole...	
9	12	25	28	SOUNDGARDEN/Pretty Noose	
24	29	30	28	METALLICA/Until It Sleeps	
14	16	19	20	GOO GOO DOLLS/Long Way Down	
8	15	18	22	OASIS/Don't Look Back...	
16	21	20	20	REFRESHMENTS/Bandits	
15	18	19	19	KENNY WAYNE SHEPHERD/Aberdeen	
11	18	17	10	JERRY CANTRELL/Leave Me Alone	
11	17	10	10	HOOTIE & BLOWFISH/Tucker's Town	
8	16	16	16	GREEN DAY/Walking...	
-	-	-	-	BLACK CROWES/Good Friday	
27	31	31	15	NIXONS/Sister	
4	15	13	14	NIXONS/Wire	
-	-	-	-	BETTER THAN EZRA/King Of New Orleans	
6	7	13	13	SOUNDGARDEN/Burden In My Hand	
9	12	15	12	WALLFLOWERS/6th Avenue Heartache	
-	-	-	-	HUNGER/Vanishing Cream	
8	8	10	11	DOG'S EYE VIEW/Everything Falls...	
-	-	-	-	TOM PETTY & HB/Walls	
23	12	8	10	VAN HALEN/Humans Being	
11	9	8	10	SOUNDGARDEN/Pretty Noose	
15	13	10	10	EVERCLEAR/Santa Monica...	
29	13</				



SKY DANIELS

Does Research Hinder New Music?

How to balance the science with the emotion

As a former programmer, I've had the "blunt instrument" of research used to bludgeon my commitment to new music. As a former record promoter, I wish I had a nickel for every time a record was dropped with the words "It didn't test." There are others who, like me, probably have a baleful concern for how music research is utilized in certain highly charged radio environments. Overall, do you get the feeling that research can be an obstacle for programmers having a desire to expose new music?

Nothing is black and white in the world, a fact even the most clinical of researchers would allow. Research is meant to be a tool in defining goals for radio stations. If your goal is to be a new-music leader — a characteristic of Alternative radio — then you have to carefully balance the science with the emotion. Many times, there are agendas at play that will context research findings a certain way, stacking the deck if you will, against new music.

Politics Of Research

Nova Marketing Group President Mark Ramsey states frankly, "Music testing is not a strategic tool; it is a technical tool. As researchers we are reliant on good PDs to interpret the research properly. One thing we like to do at the outset of a research project is invite everyone in management to throw their personal theories on the table for discussion. If we go into the project aware of what we're looking for, then everyone will be better equipped to interpret the findings."

It is the interpretation of those findings that can cause problems. As Ramsey allows, "Sometimes broadcasters, and business people in general, can be risk-averse. The three most powerful words in broadcasting are 'The research says ...' Alternative radio's primary attribute is be-



Mark Ramsey

ing the new music station, which, by design, requires risk. If you go through playlists in a market and chart unfamiliarity, then you're sure to find a higher degree of it at Alternative than anywhere else.

Alternative has a higher hit-to-miss ratio than other formats. Most successful programmers allow for that in their interpretation overall. Research can be ambiguous; how people respond and why they respond needs to be understood."

Ramsey notes that research respondents often have their own agenda. "People want to be politically correct with their answers. They answer with what they think they're supposed to say, as opposed to what they might really feel. In research regarding new music you'll find core Alternative listeners are willing to allow for misses, while it's the cume potential that raises the concerns about new music. No wonder record labels hate research. New music is just not cume-friendly."

Recognizing that research is open to interpretation causes Ramsey to caution, "Research is not a formu-

la, not a recipe for a cake. You use music research to see how people respond to your calculated risks. Anyone in business will tell you the weakest form of research is that meant to predict acceptance. Music is something that people need to experience first. You take your risks then measure acceptance. Who could have effectively predicted that Howard Stern would work at XTRA (91X)/San Diego? It wasn't so long ago that people viewed Howard as being culturally aligned with classic rock. Coming to Alternative didn't make sense to some. The results indicate otherwise. Remember, your success is dependent upon what happens in the future, not in the past."

Snapshot Of Time

Core Call Out Research VP/GM Jodie Renk deals with music



The three most powerful words in broadcasting are

'The research says ...'

—Mark Ramsey



research week in and week out. So she knows the fundamental issue of new music acceptance is critical to Alternative. "It is the mandate of Alternative radio to be about what's next, to discover what music will happen next. Alternative radio is going through a situation now where its music is being rapidly appropriated by other formats, sometimes within eight weeks of being released.

"While it still takes the same amount of time for music to become familiar, sometimes rapid acceptance of the music by other formats can affect the image of the artist for Alternative listeners. You can't separate image from the song. People aren't going to qualify their responses. It's tough for some Alternative programmers, if they make a song or artist popular, to have to relinquish the equity. We find research can help you identify when it's time to let go of acts being absorbed by the mainstream."

While much is being made of the Active Rock to Alternative competition for the music, Renk believes the real acceleration in image concern should exist between Pop and Alternative. "The blurring of the lines is happening much faster, and



The blurring of the lines is happening much faster, and with stronger fallout between Pop and Alternative. A lot of the acts being played on 'Alternative AC' have greater identity concerns than those being shared by rock. Hootie becomes an issue sooner than Pearl Jam.

—Jodie Renk



with stronger fallout between Pop and Alternative. A lot of the acts being played on 'Alternative AC' have greater identity concerns than those being shared by rock. Hootie becomes an issue sooner than Pearl Jam."

As far as having research hinder the acceptance of new music, Renk firmly believes that research, used properly, is never a threat. "We always tell our clients that you can't test a record unless it's been properly exposed.

There has to be an established level of familiarity. PDs will question me about records that are 40% familiar, and I tell them you can't safely assess a record unless it's at least 60%-70% familiar."



David Oakes

Do programmers uniformly understand just what it takes to familiarize a record? "This format is not different from others. There a lot of savvy programmers who understand the nuances of research and a lot who only think they should play the Top 5. Callout research really is most useful in helping determine which songs you hold on to. If you have five slots and eight records, research will help you determine the keepers. We as researchers don't make the creative or strategic decisions. We let the PDs make those choices."

The Blunt Instrument

People who overstate research findings tend to amuse Oakes Research President David Oakes. "People make a person out of research: 'The research says.' Sometimes they make the research 'person' a cop. It's no wonder that programmers develop research fears. The No. 1 fear of research is 'I'll be blown out over the findings.' Sometimes people will oversimplify certain perceptions, failing to realize that they are perceptions, perhaps not fact, in the first place."

Oakes is cognizant that interpretation of research can and sometimes does, enter into a political arena within the station. "It can be so political. The GM may not relate to the format your on and he wants to change [or] move the team. The key then is how good is the management hierarch at realizing a common goal? Everyone says they'll agree on how to handle the findings, but often don't."

Oakes recognizes that researchers are often put in an awkward position by the different interpretations within a team. "Research can be a hindrance to new music when someone has an agenda against it. Some researchers present a truth, and programmers and management look the other way. The art is once you know what people think, how do you execute that properly? Research is a blunt instrument. You have to know how to wield it.

"Some people think they can just place a station in a certain position by will. We find research is best utilized by those teams with that common vision. Alternative radio is very different from its precursors in radio. The core listener is on a quest for something new and different. There is a risk in taking on the Alternative format for owners. The music target is always changing; you have to have a long-term versus short-term view. This is not a commodity. The utilization of new music is dependent upon the programmer's expertise. The researcher is the moderator amongst the hierarchy's goals."

Can the researcher abuse his position in such a delicate political environment? Oakes candidly allows, "Some researchers align themselves with ownership and management and never relate to the programmer. They're 'sellers.' Good researchers align themselves with the entire team. They are put into a position of interpreting creative efforts. There are a lot of personal reasons for decisions; being sensitive to that will help everyone arrive at a complete finding.

"Testing new music is sensitive. You're trying to measure things that

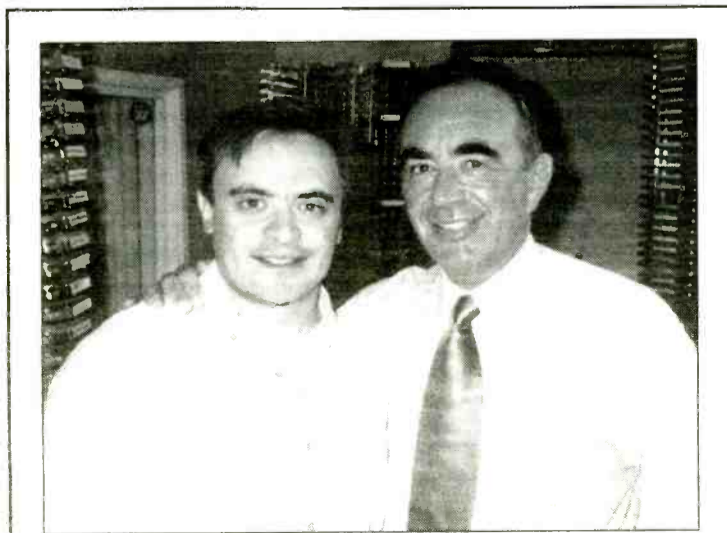


Sometimes people will oversimplify certain perceptions, failing to realize that they are perceptions, perhaps not fact, in the first place.

—David Oakes



people haven't heard or fully related to. Some things don't test well initially then later turn into successful records. That's when the researcher's secret weapon comes into play — the PD's gut feel."



99X CASE STUDY — Attorney extraordinaire Robert Shapiro stopped by the studios of WNNX/Atlanta to discuss plea bargaining for morning of-fender Jimmy Baron. Shapiro declined representation of Baron's obviously hopeless case.

Tracy Bonham

The next single from **THE BURDENS OF BEING UPRIGHT**

Produced by Paul Kolderie and Sean Slade. Additional Production and Mix by Tom Lord-Alge

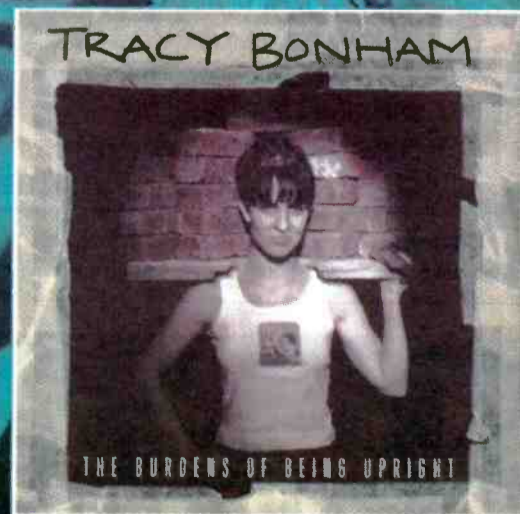
The One

Already On:

KROQ KNDD KOMQ
WXRK WHFS WBCN
LIVE105 WDRE WFNX

and many more

Impact Date: July 22nd



Main chart table with columns: 3W, 2W, LW, TW, ARTIST TITLE LABEL(S), TOTAL PLAYS (TW, LW, 2W, 3W), TOTAL STATIONS/ADDS. Includes songs like BUTTHOLE SURFERS, PRIMITIVE RADIO GODS, STONE TEMPLE PILOTS, etc.

This chart reflects airplay from July 8-14. Songs ranked by total plays. Highlighted songs indicate Breaker. 95 Alternative reporters. 92 current playlists. Songs below No. 25 are moved to recurrent after 26 weeks © 1996, R&R Inc.

BREAKERS

POE Angry Johnny (Modern/Atlantic)
TOTAL PLAYS/INCREASE: 1019/128
TOTAL STATIONS/ADDS: 61/9
CHART: 32

MOST ADDED

Table listing artists and titles with 'ADDS' column. Includes BETTER THAN EZRA, GRAVITY KILLS, EELS, SOUL COUGHING, LOCAL H, etc.

LOCAL H

"Bound to the Floor"

Most Added This Week:
KROQ, WXRK, Q101, CIMX,
WFNX, KWOD, 89X
and many more

MOST INCREASED PLAYS

Table listing artists and titles with 'TOTAL PLAY INCREASE' column. Includes SOUNDGARDEN, REPUBLICA, IMPERIAL TEEN, etc.

HOTTEST RECURRENTS

Table listing artists and titles. Includes BUSH, EVERCLEAR, CRANBERRIES, DAVE MATTHEWS BAND, etc.

Breakers: Songs registering 1000 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.

sandbox
CURIOUS

ON: WOWW WPUP WDOX WVG0
ADDS: WERX WXNU KQRX
SPINS AT: WDRE WCHZ KISF KXPK KEDG WOXY

Contact: Doug Lagambina, 212-477-8198



"Cup Of Tea" the new single from the verve pipe

LEADING THE WAY

ALTERNATIVE

WBCN	WRZX	WMRQ
KFRR	WEJE	WOWW
WGRD	KFBI	WNFZ
WPLA	WBRU	KGDE
WHTG	KFMA	WXSX
KTEG	WOXY	WZRH
WXEG	WWDX	

MAINSTREAM ROCK

WRCX	WZZQ	WAPL	WRKI
WRIF	KRAD	WKLQ	WDZR
WLZR	KACV	KIBZ	KFMX
WZMT	KHOP	WGLF	WVIC
WJXQ	WRRV	KXBS	KCLB
WYSP	WCPR	WWGZ	KEYJ
KLAQ	KWBR	KZRR	KFMW
KLBJ	KZRR	WIQB	

from the album *villains*



DIG IT.

Web: <http://thevervepipe.com>
E-mail: info@thevervepipe.com

Produced by Jerry Harrison • Mixed by Tom Lord-Alge
Management: Doug Buttleman Management/The Fitzgerald Hartley Company



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ALTERNATIVE REPORTERS

Stations and their adds listed alphabetically by market

WEQX/Albany, NY PD: Ian Harrison APD/MD: Marc Alghini 23 ANI DIFRANCO "Outta" BETTER THAN EZRA "King" TOM PETTY & HB "Walls" BLUETONES "Return" DELIA GURCH "Wave" STEVE WYNN "Shellys" BUTTHOLE SURFERS "Symp"	WEOG/Albany, NY PD: Rich Wall SCREAMING TREES "Know" REACHAROUND "Chair" BADLEES "Angeline" WALLFLOWERS "Hearthache"	KKOM/Des Moines, IA PD: J. Michael McKay MD: Sophia John GRAVITY KILLS "Blame" BADLEES "Angeline" GIN BLOSSOMS "Matters"	KISF/Kansas City, MO PD: Jon Anthony APD: Ed Parreira MD: Jason Justice 3 BETTER THAN EZRA "King"	WHTG/Monmouth-Ocean, NJ PD: T.J. Bryan 5 BETTER THAN EZRA "King" DIG "Side" 3 GRAVITY KILLS "Blame"	WGOE/Providence, RI PD/MD: Brent Peterson 8 SOUNDGARDEN "Burden" 3 BETTER THAN EZRA "King" 1 GRAVITY KILLS "Blame" 1 FILTER "Jurassitol" ANI DIFRANCO "Outta"	GM/JEE/Santa Barbara, CA APD/MD: Sandra Barbara, CA MD: Deanne Saffren 10 LOCAL H "Bound" 10 BETTER THAN EZRA "King" 8 GEGGY TAH "Whoever" 6 GOLDFINGER "Mable" 2 BETTER THAN EZRA "King" SOUL COUGHING "Soundtrack" GRAVITY KILLS "Blame"	
WQBK/Albany, NY OM/PD: Dan Binder MD: Kelly McNamara BADLEES "Angeline" FIGGS "Gir" BETTER THAN EZRA "King" 1 MOTHER EARTH "Astronaut" UNWRITTEN LAW "SuperMan" GRAVITY KILLS "Blame" D GENERATION "Stands" FILTER "Jurassitol"	WUNX/Cape Cod, MA PD: Chris Betes MD: Steve Binder MELISSA ETHERIDGE "Nowhere" ASH "Goldfinger" REACHAROUND "Chair" SCREAMING TREES "Know" NADA SURF "Poplar"	CIMX/Detroit, MI Program Mgr: Murray Brookshaw PD/MD: Vince Cannova 17 SMASHING PUMPKINS "Muzzle" 12 LOCAL H "Bound" 3 FOO FIGHTERS "Aone"	KLZR/Kansas City, MO PD: Roger The Dodger MD: Bob Osburn SOUL COUGHING "Soundtrack" RAGE AGAINST... "People" EVERCLEAR "Whore" BETTER THAN EZRA "King" WALLFLOWERS "Hearthache"	WRLG/Nashville, TN OM: John Lenac PD: Julie Forman MD: Kevin Kilne 10 BETTER THAN EZRA "King" GRAVITY KILLS "Blame" SEMISOMIC "Run"	KORB/Quad Cities, IA PD: Steve Ganner NADA SURF "Poplar" HOOTIE & BLOWFISH "Town" WHY STORE "Water"	KNOO/Saattle, WA PD: Rick Lambert MD: Marco Collins 14 NO DOUBT "Happy" 10 SEVEN MARY THREE "My" DAVE MATTHEWS BAND "Say" POSSIES "Ontario"	
KTEG/Albuquerque, NM PD: Sandy Horowitz MD: Jellie Hoyt 20 BETTER THAN EZRA "King" CURE "Mint" VERVE PIPE "Tea" SLEEPER "Sale"	WPGU/Champaign, IL PD: Ben Pozzio MD: Jace Jackson 1 POE "Angry" 1 BETTER THAN EZRA "King"	WFJE/Ft. Wayne, IN PD: Sean Smyth MD: Wesael 3 GRAVITY KILLS "Blame" 3 SUPER DELUXE "Famous" 1 TRACY BONHAM "One" VERVE PIPE "Tea" EELS "Novocaine" WALLFLOWERS "Hearthache"	WVFZ/Knoxville, TN OM/PD/MD: Jonathan Pirkie MD: Alex Tear 16 BETTER THAN EZRA "King" 5 BUTTHOLE SURFERS "Pepper" SEMISOMIC "Run" DONNA LEWIS "Always"	WZRH/New Orleans, LA PD: Jack Snyder MD: Darren Gauthier BETTER THAN EZRA "King" LOCAL H "Bound" HOWLIN' MAGGIE "Skat" GRAVITY KILLS "Blame" VERVE PIPE "Tea" EVERCLEAR "Whore"	WENO/Charlottesville, NC PD: Jack Daniel MD: Kim Monroe BETTER THAN EZRA "King"	KTOZ/Springfield, MO MD: Julie Baber 36 SOUNDGARDEN "Burden" 36 REPUBLICA "Ready" 11 RAGE AGAINST... "People" 11 GRAVITY KILLS "Blame" 10 POE "Angry" STABBING WESTWARD "Shame" BETTER THAN EZRA "King" BLUETONES "Return"	
WJSE/Atlantic City, NJ OM/PD/MD: Dave King LOCAL H "Bound" SMASHING PUMPKINS "Muzzle"	WKQX/Chicago, IL PD: Bill Gamble APD/MD: Mary Sheminas SOUL COUGHING "Soundtrack" LOCAL H "Bound" SUBLINE "What"	WGRQ/Grand Rapids, MI PD: Allan Fee MD: Leann Curtis 18 SOUNDGARDEN "Burden" 15 TRACY BONHAM "One" 11 NADA SURF "Poplar" REPUBLICA "Ready"	WVOX/Lansing, MI PD: Mike Childs MD: Chris Brunt 2 EELS "Novocaine" BLUETONES "Return"	WXRK/New York, NY PD: Steve Kingston APD/MD: Alexa Tobin 4 WALLFLOWERS "Hearthache" 3 BETTER THAN EZRA "King"	WQXC/Riverside, CA PD: Chuck Summers MD: Dwight Arnold 2 OASIS "Anger" HOLE "Gold" GEGGY TAH "Whoever" SOUL COUGHING "Soundtrack" SCREAMING TREES "Know"	WFRL/Syracuse, NY PD: Jeff Gillis MD: Billi Griswold 32 BUSH "Machine" REPUBLICA "Ready" HOLE "Gold" GRAVITY KILLS "Blame" BLUETONES "Return" HOWLIN' MAGGIE "Skat"	
WCHZ/Augusta, GA OM/PD: Eric Hall MD: Todd Haller BETTER THAN EZRA "King" TRACY BONHAM "One" 1 MOTHER EARTH "Astronaut"	WAQZ/Cincinnati, OH PD/MD: Matthew Harris APD: Sterling Schiesler 7 BETTER THAN EZRA "King" R.E.M. "Gold"	WMRQ/Hartford, CT PD: Brian Krycz MD: Gina Crash 9 BETTER THAN EZRA "King" 9 PEARL JAM "Gat" VERVE PIPE "Tea" EVERCLEAR "Whore" SOUL COUGHING "Soundtrack"	KEOG/Las Vegas, NV PD: John Griffin MD: Freddy Snakeskin NO DOUBT "Happy" REACHAROUND "Chair" KROQ HAROLD "Everything"	WROX/Norfolk, VA APD: Al Mitchell No Adds	WVGO/Richmond, VA PD: J.J. Quest MD: Mike Scott REPUBLICA "Ready" GOLDFINGER "Mable" BETTER THAN EZRA "King" ALANIS MORISSETTE "Head"	WWSR/Charlotte, NC PD: Jack Daniel MD: Kim Monroe BETTER THAN EZRA "King"	WCXX/Riverside, CA PD: Kevin Summers MD: Dwight Arnold 2 OASIS "Anger" HOLE "Gold" GEGGY TAH "Whoever" SOUL COUGHING "Soundtrack" SCREAMING TREES "Know"
KNNC/Austin, TX 8 TOADIES "Unstrapped" 5 EELS "Novocaine" 5 TONIC "Eyes" 5 SUBLINE "What" GOLDFINGER "Mable"	WXY/Cincinnati, OH PD: Dave Tollmann MD: Dersie Fyffe 9 VERVE PIPE "Tea" 4 PETE DROGE "Jade" 4 MAGNAPOP "Jaxy" 3 STEVE WYNN "Shellys" 3 LYLE LOVETT "Right" 2 GRANT LEE BUFFALO "Arousing" 2 BETTER THAN EZRA "King" 2 SOUL COUGHING "Soundtrack" 2 PROLAPSE "T.C.R." 2 ASHLEY MAGGIE "Skat" 1 BRIAN SETZER ORCH "Voodoo" 1 REFRESHMENTS "Together" 1 DOG EAT DOG "SMS"	WOMW/Pensacola, FL OM/PD: Joel Sampson MD: Alexander POE "Angry" GRAVITY KILLS "Blame" UNWRITTEN LAW "SuperMan" VERVE PIPE "Tea" LOCAL H "Bound"	WXXZ/Lexington, KY PD: Dennis Dillon MD: Tony Doolin 12 GRAVITY KILLS "Gully" POE "Angry" PATTI SMITH "Cannibals" SCREAMING TREES "Know" TORI AMOS "Jupiter"	WORE/Philadelphia, PA OM: Jim McGuinn 6 GRAVITY KILLS "Blame" 1 BETTER THAN EZRA "King" 1 TRACY BONHAM "One"	WVNE/Rochester, NY PD/MD: Erik Anderson 4 BLUES TRAVELER "But" GRAVITY KILLS "Blame" REACHAROUND "Chair"	WMMS/Cleveland, OH MD: Doug Rubinski SPACEHOG "Chief"	WVVO/Columbus, OH PD: Jane Purcell MD: Andy Davis 10 HOWLIN' MAGGIE "Skat" 7 BEDX "When" WALLFLOWERS "Hearthache" BUTTHOLE SURFERS "Pepper" NO DOUBT "Spiderwebs" ELECTRONIC "Forbidden" HOOTIE & BLOWFISH "Town"
WJZZ/Alexington, KY PD: Dennis Dillon MD: Tony Doolin 12 GRAVITY KILLS "Gully" POE "Angry" PATTI SMITH "Cannibals" SCREAMING TREES "Know" TORI AMOS "Jupiter"	WLIR/Long Island, NY PD: Ted Taylor MD: Shelley Miller NO DOUBT "Speak"	WOWW/Pensacola, FL OM/PD: Joel Sampson MD: Alexander POE "Angry" GRAVITY KILLS "Blame" UNWRITTEN LAW "SuperMan" VERVE PIPE "Tea" LOCAL H "Bound"	KROQ/Los Angeles, CA PD: Kevin Weatherly APD: Gene Sandbloom MD: Lisa Worden 5 BETTER THAN EZRA "King"	WROX/Norfolk, VA APD: Al Mitchell No Adds	WVVO/Columbus, OH PD: Jane Purcell MD: Andy Davis 10 HOWLIN' MAGGIE "Skat" 7 BEDX "When" WALLFLOWERS "Hearthache" BUTTHOLE SURFERS "Pepper" NO DOUBT "Spiderwebs" ELECTRONIC "Forbidden" HOOTIE & BLOWFISH "Town"	WVWC/Columbus, OH PD: Jane Purcell MD: Andy Davis 10 HOWLIN' MAGGIE "Skat" 7 BEDX "When" WALLFLOWERS "Hearthache" BUTTHOLE SURFERS "Pepper" NO DOUBT "Spiderwebs" ELECTRONIC "Forbidden" HOOTIE & BLOWFISH "Town"	
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NEW & ACTIVE

NIXONS Wire (MCA)
Total Plays: 389, Total Stations: 32, Adds: 2

CAST Sandstorm (Polydor/A&M)
Total Plays: 366, Total Stations: 26, Adds: 2

YUM YUM Apiary (TAG)
Total Plays: 346, Total Stations: 26, Adds: 2

JARS OF CLAY Liquid (Silvertone)
Total Plays: 336, Total Stations: 20, Adds: 0

PATTI SMITH Summer Cannibals (Arista)
Total Plays: 335, Total Stations: 25, Adds: 1

3 LB. THRILL Something Will Come (57/550 Music)
Total Plays: 324, Total Stations: 22, Adds: 0

FILTER Jurassitol (Hollywood)
Total Plays: 298, Total Stations: 35, Adds: 4

TRACY BONHAM The One (Island)
Total Plays: 273, Total Stations: 24, Adds: 9

GOLDFINGER Mable (Mojo/Universal)
Total Plays: 238, Total Stations: 21, Adds: 6

ELECTRONIC Forbidden City (Warner Bros.)
Total Plays: 237, Total Stations: 17, Adds: 1

JONNY POLONSKY Love Lovely Love (American)
Total Plays: 216, Total Stations: 19, Adds: 0

I MOTHER EARTH One More Astronaut (Capitol)
Total Plays: 201, Total Stations: 21, Adds: 3

BETTER THAN EZRA King Of New Orleans (Swell/Elektra/EEG)
Total Plays: 197, Total Stations: 45, Adds: 45

SMASHING PUMPKINS Muzzle (Virgin)
Total Plays: 189, Total Stations: 10, Adds: 2

HAYDEN Bad As They Seem (Outpost/Geffen)
Total Plays: 180, Total Stations: 15, Adds: 0

DIG Whose Side You On? (Radioactive)
Total Plays: 166, Total Stations: 18, Adds: 2

HOOTIE & THE BLOWFISH Tucker's Town (Atlantic)
Total Plays: 126, Total Stations: 11, Adds: 2

VERVE PIPE Cup Of Tea (RCA)
Total Plays: 119, Total Stations: 18, Adds: 10

LOCAL H Bound To The Floor (Island)
Total Plays: 118, Total Stations: 16, Adds: 12

EELS Novocaine For The Soul (DreamWorks/Geffen)
Total Plays: 102, Total Stations: 20, Adds: 18

Songs ranked by total plays.



REACHAROUND

"BIG CHAIR"

FROM THE DEBUT ALBUM "WHO'S TOMMY COOPER?"
PRODUCED BY DUSTY WAKEMAN, PAUL PALMER, HOLMAN

R&R 42 - 34

New Adds:
99X/Atlanta, WEDG/Bufalo, KTBZ/Houston, KROX/Austin, KEDG/Las Vegas, WVNE/Rochester, WUNX/Cape Cod & MORE!

Great Spins At:
Q101, WXRK, KDGE, WBCN, WBRU, WDGE, KNRK, KBBT, WMMS, WRZX, WLUM, WDRE, WXDX, WBZU, 91X, KFMA, KNNC & more!

ALTERNATIVE PLAYLISTS

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

92.3 K-ROCK		MARKET #1	
WRKX/New York (212) 750-0550 Kingston/Tobin		KROQ/Los Angeles (818) 567-1067 Weatherly/Sandblum/ Worden	
PLAYS	ARTIST/TITLE	PLAYS	ARTIST/TITLE
3W 2W 1W		3W 2W 1W	
41 30 11 40	PRIMITIVE RADIO GODS/Standing Outside...	14 22 24 44	311/Down
41 40 19 39	BUTTHOLE SURFERS/Pepper	42 39 32 43	BUTTHOLE SURFERS/Pepper
39 33 27 39	METALLICA/Until It Sleeps	39 37 27 41	STONE TEMPLE PILOTS/Trippin' On A Hole...
30 28 16 35	BECK/Where It's At	27 34 22 40	BECK/Where It's At
39 40 30 34	PORNO FOR PYROS/Tahtian Moon	38 41 25 40	PORNO FOR PYROS/Tahtian Moon
15 21 11 33	GRAVITY KILLS/Guilty	38 40 29 40	GARBAGE/Stupid Girl
23 22 18 33	ALICE IN CHAINS/Again	40 20 30 36	PRIMITIVE RADIO GODS/Standing Outside...
29 32 26 32	SOUNDGARDEN/Pretty Noose	- 3 16 32	POE/AngrY Johnny
12 16 13 38	SMASHING PUMPKINS/Muzzle	- 20 14 27	LOCAL H/Bound To The Floor
42 40 24 29	STONE TEMPLE PILOTS/Trippin' On A Hole...	24 38 22 26	SOUNDGARDEN/Burden In My Hand
- 22 11 21	311/Down	22 18 17 25	GREEN DAY/Walking...
39 29 17 24	LOCAL H/Bound To The Floor	21 19 14 24	TRACY BONHAM/The One
33 27 23 23	RAGE AGAINST.../Bulls On Parade	19 17 12 23	SOUNDGARDEN/Pretty Noose
31 27 16 23	GREEN DAY/Walking...	20 19 9 23	LUSH/Ladykillers
33 30 17 22	TRACY BONHAM/Mother Mother	- 8 21	NO DOUBT/Happy Now?
24 23 16 21	GARBAGE/Stupid Girl	22 15 8 21	CRANBERRIES/Free To Decide
21 16 13 20	SMASHING PUMPKINS/Tonight, Tonight	18 15 10 20	SMASHING PUMPKINS/Tonight, Tonight
30 24 26 19	SMASHING PUMPKINS/Zero	12 16 10 20	NO DOUBT/Spiderwebs
23 25 15 19	NO DOUBT/Spiderwebs	20 18 12 20	SMASHING PUMPKINS/Zero
16 23 11 19	NADA SURF/Popular	18 17 18 18	RAGE AGAINST.../Bulls On Parade
26 25 14 19	SCREAMING TREES/All I Know	24 14 12 17	CURE/Mint Car
24 20 14 18	STONE TEMPLE PILOTS/Big Bang Baby	13 13 15 16	NADA SURF/Popular
11 11 12 18	SMASHING PUMPKINS/Sucked Out	- 16	EELS/Novocaine For...
16 10 12 16	DISHWALLA/Counting Blue Cars	- 16	SOUNDGARDEN/Burden In My Hand
22 18 13 14	ASIS/Don't Look Back...	9 12 11 15	SMASHING PUMPKINS/Tonight, Tonight
22 29 14 14	TRACY BONHAM/The One	- 15	BECK/Where It's At
- 2 14	HOLE/Gold Dust Woman	22 17 19 15	SPONGE/Wax Ecstatic (To...)
15 13 3 13	D GENERATION/She Stands There	- 5 13	IMPERIAL TEEN/You're One
- 13	BLUES TRAVELER/But Anyway	- 15 7 12	JEREMY TOBACK/The Word Behind...

KROQ		MARKET #2	
WRKX/New York (212) 750-0550 Kingston/Tobin		KROQ/Los Angeles (818) 567-1067 Weatherly/Sandblum/ Worden	
PLAYS	ARTIST/TITLE	PLAYS	ARTIST/TITLE
3W 2W 1W		3W 2W 1W	
14 22 24 44	311/Down	33 39 40 40	PRIMITIVE RADIO GODS/Standing Outside...
42 39 32 43	BUTTHOLE SURFERS/Pepper	44 36 39 38	BUTTHOLE SURFERS/Pepper
39 37 27 41	STONE TEMPLE PILOTS/Trippin' On A Hole...	46 47 37 37	NO DOUBT/Spiderwebs
27 34 22 40	BECK/Where It's At	27 29 35 37	FOO FIGHTERS/Alone & Easy Target
38 41 25 40	PORNO FOR PYROS/Tahtian Moon	32 32 38 37	STONE TEMPLE PILOTS/Trippin' On A Hole...
38 40 29 40	GARBAGE/Stupid Girl	38 37 37 36	311/Down
40 20 30 36	PRIMITIVE RADIO GODS/Standing Outside...	42 36 39 36	GRAVITY KILLS/Guilty
- 3 16 32	POE/AngrY Johnny	31 35 35 34	PORNO FOR PYROS/Tahtian Moon
- 20 14 27	LOCAL H/Bound To The Floor	34 34 36 34	GREEN DAY/Walking...
24 38 22 26	SOUNDGARDEN/Burden In My Hand	- 24 34 33	SMASHING PUMPKINS/Muzzle
22 18 17 25	GREEN DAY/Walking...	32 31 34 33	BECK/Where It's At
21 19 14 24	TRACY BONHAM/The One	20 31 32 32	GOLDFINGER/Here In Your Bedroom
19 17 12 23	SOUNDGARDEN/Pretty Noose	33 32 35 32	GARBAGE/Stupid Girl
20 19 9 23	LUSH/Ladykillers	24 18 24 30	OASIS/Don't Look Back...
- 8 21	NO DOUBT/Happy Now?	26 30 32 29	CURE/Mint Car
22 15 8 21	CRANBERRIES/Free To Decide	- 20 28	SOUNDGARDEN/Burden In My Hand
18 15 10 20	SMASHING PUMPKINS/Tonight, Tonight	36 30 33 27	SPONGE/Wax Ecstatic (To...)
12 16 10 20	NO DOUBT/Spiderwebs	20 21 15 26	HOLE/Gold Dust Woman
20 18 12 20	SMASHING PUMPKINS/Zero	10 20 18 24	SUPERDRAG/Sucked Out
18 17 18 18	RAGE AGAINST.../Bulls On Parade	- 8 20	ALANIS MORISSETTE/Head Over Feet
24 14 12 17	CURE/Mint Car	20 20 17 18	REACHAROUND/Big Chair
13 13 15 16	NADA SURF/Popular	18 20 16 18	STABBING WESTWARD/Shame
- 16	EELS/Novocaine For...	- 10 10 18	WHY STORE/Lack Of Water
- 16	SOUNDGARDEN/Burden In My Hand	16 29 30 16	CRANBERRIES/Free To Decide
9 12 11 15	SMASHING PUMPKINS/Tonight, Tonight	19 17 15 16	SCREAMING TREES/All I Know
- 15	BECK/Where It's At	- 10 15	POE/AngrY Johnny
22 17 19 15	SPONGE/Wax Ecstatic (To...)	11 15 14 15	SUPER DELUXE/Famous
- 5 13	IMPERIAL TEEN/You're One	10 12 18 15	GOO GOO DOLLS/Long Way Down
- 15 7 12	JEREMY TOBACK/The Word Behind...	14 12 14 13	NADA SURF/Popular
		- 15 13	GEGGY TAH/Whoever You Are

Q101		MARKET #3	
WRKX/New York (212) 750-0550 Kingston/Tobin		WKQX/Chicago (312) 527-8348 Gamble/Shuminas	
PLAYS	ARTIST/TITLE	PLAYS	ARTIST/TITLE
3W 2W 1W		3W 2W 1W	
33 39 40 40	PRIMITIVE RADIO GODS/Standing Outside...	26 26 29 30	PRIMITIVE RADIO GODS/Standing Outside...
44 36 39 38	BUTTHOLE SURFERS/Pepper	29 29 27 30	BUTTHOLE SURFERS/Pepper
46 47 37 37	NO DOUBT/Spiderwebs	27 26 32 28	BECK/Where It's At
27 29 35 37	FOO FIGHTERS/Alone & Easy Target	26 27 29 28	PORNO FOR PYROS/Tahtian Moon
32 32 38 37	STONE TEMPLE PILOTS/Trippin' On A Hole...	- 17 20 28	IMPERIAL TEEN/You're One
38 37 37 36	311/Down	14 13 11 28	OASIS/Don't Look Back...
42 36 39 36	GRAVITY KILLS/Guilty	27 22 27 28	CRANBERRIES/Free To Decide
31 35 35 34	PORNO FOR PYROS/Tahtian Moon	28 26 31 28	CURE/Mint Car
34 34 36 34	GREEN DAY/Walking...	7 7 8 24	STONE TEMPLE PILOTS/Trippin' On A Hole...
- 24 34 33	SMASHING PUMPKINS/Muzzle	19 13 20 23	GOLDFINGER/Mable
32 31 34 33	BECK/Where It's At	5 7 17 22	FUN LOVIN' CRIMINALS/Scooby Snacks
20 31 32 32	GOLDFINGER/Here In Your Bedroom	- 5 20 20	EELS/Novocaine For...
33 32 35 32	GARBAGE/Stupid Girl	19 22 19 19	SPONGE/Wax Ecstatic (To...)
24 18 24 30	OASIS/Don't Look Back...	24 20 28 18	NO DOUBT/Spiderwebs
26 30 32 29	CURE/Mint Car	18 17 21 18	NADA SURF/Popular
- 20 28	SOUNDGARDEN/Burden In My Hand	19 23 19 18	SCREAMING TREES/All I Know
36 30 33 27	SPONGE/Wax Ecstatic (To...)	- 5 18	REPUBLICA/Ready To Go
20 21 15 26	HOLE/Gold Dust Woman	20 19 15 16	ASH/Golddfinger
10 20 18 24	SUPERDRAG/Sucked Out	- 16	SMASHING PUMPKINS/Muzzle
- 8 20	ALANIS MORISSETTE/Head Over Feet	19 18 18 15	YUM YUM/Agony
20 20 17 18	REACHAROUND/Big Chair	5 18 17 15	SUPERDRAG/Sucked Out
18 20 16 18	STABBING WESTWARD/Shame	- 11 15	TRACY BONHAM/The One
- 10 10 18	WHY STORE/Lack Of Water	15 26 25 14	DISHWALLA/Counting Blue Cars
16 29 30 16	CRANBERRIES/Free To Decide	- 14 19 14	JARS OF CLAY/Liquid
19 17 15 16	SCREAMING TREES/All I Know	17 15 13 13	ELECTRONIC/Forbidden City
- 10 15	POE/AngrY Johnny	15 20 17 12	CAST/Sandstorm
11 15 14 15	SUPER DELUXE/Famous	9 17 15 12	GARBAGE/Stupid Girl
10 12 18 15	GOO GOO DOLLS/Long Way Down	12 7 11 8	PATTI ROTHBERG/Inside
14 12 14 13	NADA SURF/Popular	- 14 10	PRODIGY/Firestarter
- 15 13	GEGGY TAH/Whoever You Are		

LIVE 105		MARKET #4	
WRKX/New York (212) 750-0550 Kingston/Tobin		KITS/San Francisco (415) 512-1053 Sands/West/Avelsen	
PLAYS	ARTIST/TITLE	PLAYS	ARTIST/TITLE
3W 2W 1W		3W 2W 1W	
26 26 29 30	PRIMITIVE RADIO GODS/Standing Outside...	38 36 39 42	GARBAGE/Stupid Girl
29 29 27 30	BUTTHOLE SURFERS/Pepper	41 39 41 39	OASIS/Don't Look Back...
27 26 32 28	BECK/Where It's At	38 40 37 40	PRIMITIVE RADIO GODS/Standing Outside...
26 27 29 28	PORNO FOR PYROS/Tahtian Moon	39 39 40 40	ALANIS MORISSETTE/You Learn
- 17 20 28	IMPERIAL TEEN/You're One	25 29 26 38	BUTTHOLE SURFERS/Pepper
14 13 11 28	OASIS/Don't Look Back...	27 27 29 37	GREEN DAY/Walking...
27 22 27 28	CRANBERRIES/Free To Decide	41 38 39 38	SMASHING PUMPKINS/Tonight, Tonight
28 26 31 28	CURE/Mint Car	20 20 28 32	NADA SURF/Popular
7 7 8 24	STONE TEMPLE PILOTS/Trippin' On A Hole...	28 27 28 32	BECK/Where It's At
19 13 20 23	GOLDFINGER/Mable	27 30 28 31	CRACKER/Nothing To Believe...
5 7 17 22	FUN LOVIN' CRIMINALS/Scooby Snacks	15 19 28 30	SPONGE/Wax Ecstatic (To...)
- 5 20 20	EELS/Novocaine For...	26 25 28 30	REFRESHMENTS/Banditos
19 22 19 19	SPONGE/Wax Ecstatic (To...)	7 17 17 28	IMPERIAL TEEN/You're One
24 20 28 18	NO DOUBT/Spiderwebs	21 19 20 28	SCREAMING TREES/All I Know
18 17 21 18	NADA SURF/Popular	27 27 27 27	SOUTHERN CULTURE.../Camel Walk
19 23 19 18	SCREAMING TREES/All I Know	20 24 23 26	CRANBERRIES/Free To Decide
- 5 18	REPUBLICA/Ready To Go	24 23 26 24	STONE TEMPLE PILOTS/Trippin' On A Hole...
20 19 15 16	ASH/Golddfinger	14 20 22 22	311/Down
- 16	SMASHING PUMPKINS/Muzzle	9 11 18 18	SUPERDRAG/Sucked Out
19 18 18 15	YUM YUM/Agony	16 16 15 18	NIXONS/Sister
5 18 17 15	SUPERDRAG/Sucked Out	15 11 14 17	SOUNDGARDEN/Burden In My Hand
- 11 15	TRACY BONHAM/The One	7 20 17 17	GOO GOO DOLLS/Long Way Down
15 26 25 14	DISHWALLA/Counting Blue Cars	- 3 17	ASH/Golddfinger
- 14 19 14	JARS OF CLAY/Liquid	18 19 18 17	WALLFLOWERS/8th Avenue Heartache
17 15 13 13	ELECTRONIC/Forbidden City	- 19 17	SEMIOSIC/In A Hurry
15 20 17 12	CAST/Sandstorm	17 16 18 17	TRAGICALLY HIP/Run By A Heartache
9 17 15 12	GARBAGE/Stupid Girl	12 18 19 16	SELF/So Low
12 7 11 8	PATTI ROTHBERG/Inside	- 3 16	REACHAROUND/Big Chair
- 14 10	PRODIGY/Firestarter	18 19 18 16	PATTI ROTHBERG/Inside

WDRB		MARKET #5	
WRKX/New York (212) 750-0550 Kingston/Tobin		WDRB/Philadelphia (215) 684-9400 McGuinn	
PLAYS	ARTIST/TITLE	PLAYS	ARTIST/TITLE
3W 2W 1W		3W 2W 1W	
38 36 39 42	GARBAGE/Stupid Girl	38 36 39 42	GARBAGE/Stupid Girl
41 39 41 39	OASIS/Don't Look Back...	39 41 39 41	OASIS/Don't Look Back...
38 40 37 40	PRIMITIVE RADIO GODS/Standing Outside...	38 40 37 40	PRIMITIVE RADIO GODS/Standing Outside...
39 39 40 40	ALANIS MORISSETTE/You Learn	39 39 40 40	ALANIS MORISSETTE/You Learn
25 29 26 38	BUTTHOLE SURFERS/Pepper	25 29 26 38	BUTTHOLE SURFERS/Pepper
27 27 29 37	GREEN DAY/Walking...	27 27 29 37	GREEN DAY/Walking...
41 38 39 38	SMASHING PUMPKINS/Tonight, Tonight	41 38 39 38	SMASHING PUMPKINS/Tonight, Tonight
20 20 28 32	NADA SURF/Popular	20 20 28 32	NADA SURF/Popular
28 27 28 32	BECK/Where It's At	28 27 28 32	BECK/Where It's At
27 30 28 31	CRACKER/Nothing To Believe...	27 30 28 31	CRACKER/Nothing To Believe...
15 19 28 30	SPONGE/Wax Ecstatic (To...)	15 19 28 30	SPONGE/Wax Ecstatic (To...)
26 25 28 30	REFRESHMENTS/Banditos	26 25 28 30	REFRESHMENTS/Banditos
7 17 17 28	IMPERIAL TEEN/You're One	7 17 17 28	IMPERIAL TEEN/You're One
21 19 20 28	SCREAMING TREES/All I Know	21 19 20 28	SCREAMING TREES/All I Know
27 27 27 27	SOUTHERN CULTURE.../Camel Walk	27 27 27 27	SOUTHERN CULTURE.../Camel Walk
20 24 23 26	CRANBERRIES/Free To Decide	20 24 23 26	CRANBERRIES/Free To Decide
24 23 26 24	STONE TEMPLE PILOTS/Trippin' On A Hole...	24 23 26 24	STONE TEMPLE PILOTS/Trippin' On A Hole...
14 20 22 22	311/Down	14 20 22 22	311/Down
9 11 18 18	SUPERDRAG/Sucked Out	9 11 18 18	SUPERDRAG/Sucked Out
16 16 15 18	NIXONS/Sister	16 16 15 18	NIXONS/Sister
15 11 14 17	SOUNDGARDEN/Burden In My Hand	15 11 14 17	SOUNDGARDEN/Burden In My Hand
7 20 17 17	GOO GOO DOLLS/Long Way Down	7 20 17 17	GOO GOO DOLLS/Long Way Down
- 3 17	ASH/Golddfinger	- 3 17	ASH/Golddfinger
18 19 18 17	WALLFLOWERS/8th Avenue Heartache	18 19 18 17	WALLFLOWERS/8th Avenue Heartache
- 19 17	SEMIOSIC/In A Hurry	- 19 17	SEMIOSIC/In A Hurry
17 16 18 17	TRAGICALLY HIP/Run By A Heartache	17 16 18 17	TRAGICALLY HIP/Run By A Heartache
12 18 19 16	SELF/So Low	12 18 19 16	SELF/So Low
- 3 16	REACHAROUND/Big Chair	- 3 16	REACHAROUND/Big Chair
18 19 18 16	PATTI ROTHBERG/Inside	18 19 18 16	PATTI ROTHBERG/Inside

89X		MARKET #6	
WRKX/New York (212) 750-0550 Kingston/Tobin		CINX/Detroit (313) 961-9811 Brookshaw/Canova	
PLAYS	ARTIST/TITLE	PLAYS	ARTIST/TITLE
3W 2W 1W		3W 2W 1W	
53 54 53 58	STONE TEMPLE PILOTS/Trippin' On A Hole...	53 54 53 58	STONE TEMPLE PILOTS/Trippin' On A Hole...
58 56 57 57	SPONGE/Wax Ecstatic (To...)	58 56 57 57	SPONGE/Wax Ecstatic (To...)
28 40 56 52	NIXONS/Sister	28 40 56 52	NIXONS/Sister
38 53 39 50	NO DOUBT/Spiderwebs	38 53 39 50	NO DOUBT/Spiderwebs
55 58 52 49	SOUNDGARDEN/Pretty Noose	55 58 52 49	SOUNDGARDEN/Pretty Noose
42 40 41 42	BUTTHOLE SURFERS/Pepper	42 40 41 42	BUTTHOLE SURFERS/Pepper
35 40 42	BECK/Where It's At	35 40 42	BECK/Where It's At
29 41 39 41	ALANIS MORISSETTE/You Learn	29 41 39 41	ALANIS MORISSETTE/You Learn
- 8 40	311/Down	- 8 40	311/Down
40 38 39 38	SCREAMING TREES/All I Know	40 38 39 38	SCREAMING TREES/All I Know
55 49 40 35	RAGE AGAINST.../Bulls On Parade	55 49 40 35	RAGE AGAINST.../Bulls On Parade
19 13 17 31	SOUNDGARDEN/Burden In My Hand	19 13 17 31	SOUNDGARDEN/Burden In My Hand
30 32 31 31	VERVE PIPE/Photograph	30 32 31 31	VERVE PIPE/Photograph
24 24			

ALTERNATIVE PLAYLISTS

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

the X at 105.9

MARKET #19
WXDX/Pittsburgh
(412) 846-4100
Winter/Alf

PLAYS	3W	2W	1W	TW	ARTIST/TITLE
34	34	34	31	GARBAGE/Stupid Girl	
34	34	35	30	PORNO FOR PYROS/Tahitian Moon	
26	27	33	30	JEWEL/Who Will Save...	
33	35	34	29	GOLDFINGER/Here In Your Bedroom	
28	29	35	29	NO DOUBT/Spiderwebs	
34	34	34	29	STONE TEMPLE PILOTS/Trippin' On A Hole...	
27	31	30	28	BECK/Where It's At	
16	29	34	28	CRANBERRIES/Free To Decide	
35	34	34	28	PRIMITIVE RADIO GODS/Standing Outside...	
33	33	34	28	REFRESHMENTS/Banditos	
29	31	30	28	GREEN DAY/Walking...	
20	24	28	28	EVERCLEAR/Heartspark...	
32	37	36	27	BUTTHOLE SURFERS/Pepper	
31	29	31	27	GOD GOOD DOLLS/Long Way Down	
14	30	30	27	PATTI ROTHBERG/Inside	
17	20	27	27	SCREAMING TREES/All I Know	
17	20	26	26	CRACKER/Nothing To Believe...	
21	29	29	26	CURE/Mint Car	
13	26	24	26	MAGNAPOP/Open The Door	
19	23	23	26	ALANIS MORISSETTE/Right Through You	
17	21	23	26	OASIS/Don't Look Back...	
10	11	19	27	DAVE MATTHEWS BAND/So Much To Say	
17	18	19	27	SELF/So Low	
28	29	28	26	IMPERIAL DRAG/Boy Or A Girl	
16	20	24	26	1 MOTHER EARTH/One More Astronaut	
22	16	19	26	SPONGE/Wax Ecstatic (To...)	
12	16	17	26	POE/Angrny Johnny	
12	16	17	26	NADA SURF/Popular	
9	10	19	26	REACHAROUND/Big Chair	

THE EDGE 101.5 FM

MARKET #20
KEDJ/Phoenix
(602) 266-1360
Hart/Patyk

PLAYS	3W	2W	1W	TW	ARTIST/TITLE
26	53	57	58	STONE TEMPLE PILOTS/Trippin' On A Hole...	
28	5	45	57	NO DOUBT/Spiderwebs	
53	55	57	56	BUSH/Machinehead	
60	24	53	54	SOUNDGARDEN/Pretty Noose	
56	63	58	53	RAGE AGAINST.../Bulls On Parade	
32	37	46	44	GARBAGE/Stupid Girl	
56	19	47	42	JEWEL/Who Will Save...	
37	34	38	42	311/Down	
17	53	57	38	THOUGHTS/Possum Kingdom	
40	47	41	33	WHITE ZOMBIE/My Booogie Man	
7	26	25	31	SPONGE/Wax Ecstatic (To...)	
29	24	23	29	NADA SURF/Popular	
29	55	28	28	BUTTHOLE SURFERS/Pepper	
58	53	31	27	GRAVITY KILLS/Guilty	
28	27	23	25	METALLICA/Until I Sleeps	
56	27	26	25	TRACY BONHAM/Mother Mother	
24	30	24	24	GREEN DAY/Walking...	
33	27	24	24	BECK/Where It's At	
23	56	21	23	REFRESHMENTS/Banditos	
23	24	23	23	SCREAMING TREES/All I Know	
5	21	17	22	CRANBERRIES/Salvation	
8	21	22	22	SUPERDRAG/Sucked Out	
16	20	18	21	SMASHING PUMPKINS/Tonight, Tonight	
23	15	25	17	MAGNAPOP/Open The Door	
26	17	11	21	ADAM SANDLER/Ode To My Car	
5	28	16	14	ALICE IN CHAINS/Again	
25	5	12	10	PORNO FOR PYROS/Tahitian Moon	
20	18	11	10	NIRVANA/Marigold	
5	10	10	9	HOLE/Gold Dust Woman	
21	8	9	9	SOUNDGARDEN/Burden In My Hand	

101.5 FM

MARKET #20
KZON/Phoenix
(602) 258-8181
Ebbott/Smith

PLAYS	3W	2W	1W	TW	ARTIST/TITLE
27	27	29	28	VERVE PIPE/Photograph	
28	28	26	27	DISHWALLA/Counting Blue Cars	
25	24	27	27	HOOTIE & BLOWFISH/Old Man & Me	
12	23	26	27	OASIS/Don't Look Back...	
26	28	27	27	PRIMITIVE RADIO GODS/Standing Outside...	
13	14	15	26	CRANBERRIES/Free To Decide	
10	20	27	26	GIN BLOSSOMS/You Learn	
30	28	27	23	DAVE MATTHEWS BAND/Too Much	
28	28	20	22	ALANIS MORISSETTE/You Learn	
12	17	18	20	BLUES TRAVELER/But Anyway	
12	13	15	18	EVERCLEAR/Santa Monica...	
15	15	17	18	PATTI ROTHBERG/Inside	
27	22	22	18	TRACY CHAFMAN/Give Me One Reason	
27	21	16	17	GARBAGE/Stupid Girl	
14	18	17	17	MAGNAPOP/Open The Door	
12	19	18	17	NIXONS/Sister	
15	18	17	16	REFRESHMENTS/Banditos	
11	17	17	16	SMASHING PUMPKINS/Tonight, Tonight	
16	18	17	16	CURE/Mint Car	
14	15	15	16	DOG'S EYE VIEW/Everything Falls...	
8	16	16	16	PAUL WESTERBERG/Love Untold	
12	17	15	15	STONE TEMPLE PILOTS/Lady Picture Show	
4	11	11	11	DAVE MATTHEWS BAND/So Much To Say	
9	11	11	13	ALANIS MORISSETTE/Head Over Feet	
13	17	13	13	JEWEL/Under The Water	
9	11	11	12	JEWEL/Who Will Save...	
7	11	13	12	WHY STORE/Lack Of Water	
11	10	11	11	GIN BLOSSOMS/As Long As It...	
9	11	13	11	ELECTRONIC/Forbidden City	
7	10	12	10	YUM YUM/Apiary	

107.9 FM

MARKET #22
WENZ/Cleveland
(216) 861-0100
Neumann/Robertson

PLAYS	3W	2W	1W	TW	ARTIST/TITLE
45	49	49	51	PORNO FOR PYROS/Tahitian Moon	
49	48	47	51	COLLECTIVE SOUL/Where The River...	
46	49	45	51	SOUNDGARDEN/Pretty Noose	
51	45	48	49	REFRESHMENTS/Banditos	
45	48	48	47	STONE TEMPLE PILOTS/Trippin' On A Hole...	
18	48	47	47	PRIMITIVE RADIO GODS/Standing Outside...	
18	48	46	47	BUTTHOLE SURFERS/Pepper	
18	48	46	46	SMASHING PUMPKINS/Tonight, Tonight	
21	48	46	46	GARBAGE/Stupid Girl	
19	17	20	23	MAGNAPOP/Open The Door	
18	18	19	23	SUPERDRAG/Sucked Out	
18	18	23	22	SUPER/Kind Of The World	
19	20	20	22	CURE/Mint Car	
17	20	21	22	PDE/Angrny Johnny	
19	18	22	23	3 LB. THRILL/Somebody Will Come	
22	20	21	21	PATTI ROTHBERG/Inside	
16	20	21	21	SOLUTION A.D./Fearless	
20	19	22	20	SMASHING PUMPKINS/Tonight, Tonight	
18	21	20	20	SCREAMING TREES/All I Know	
12	21	21	20	311/Down	
18	19	20	20	GOD GOOD DOLLS/Long Way Down	
17	18	20	20	NO DOUBT/Spiderwebs	
17	18	20	19	ALICE IN CHAINS/Again	
16	18	20	19	SPACEHOG/Cruel To Be Kind	
17	18	19	19	OASIS/Don't Look Back...	
13	18	19	19	NADA SURF/Popular	
20	21	19	18	BECK/Where It's At	
18	18	18	18	METALLICA/Until I Sleeps	
18	18	18	18	SPONGE/Wax Ecstatic (To...)	

WMMs/Cleveland
(216) 861-9667
Kubinski

PLAYS	3W	2W	1W	TW	ARTIST/TITLE
33	36	44	46	PRIMITIVE RADIO GODS/Standing Outside...	
31	37	39	44	REFRESHMENTS/Banditos	
41	44	44	44	BUTTHOLE SURFERS/Pepper	
45	38	42	42	DISHWALLA/Counting Blue Cars	
41	33	41	41	NO DOUBT/Spiderwebs	
42	41	42	40	SMASHING PUMPKINS/Tonight, Tonight	
32	35	34	30	STONE TEMPLE PILOTS/Trippin' On A Hole...	
10	19	25	35	CRANBERRIES/Free To Decide	
32	33	34	34	GARBAGE/Stupid Girl	
12	25	33	33	SCREAMING TREES/All I Know	
17	28	33	33	GOD GOOD DOLLS/Long Way Down	
16	34	33	33	BLUES TRAVELER/But Anyway	
30	31	30	30	GOLDFINGER/Here In Your Bedroom	
26	26	26	29	BUSH/Machinehead	
29	29	29	29	POE/Angrny Johnny	
5	18	17	28	REACHAROUND/Big Chair	
39	37	41	27	METALLICA/Until I Sleeps	
45	30	26	26	DISHWALLA/Counting Blue Cars	
19	20	25	25	311/Down	
26	28	24	24	NIXONS/Sister	
19	17	19	23	BECK/Where It's At	
24	24	23	23	DAVE MATTHEWS BAND/So Much To Say	
20	28	22	22	WALLFLOWERS/6th Avenue Heartache	
11	15	21	21	STABBING WESTWARD/Shame	
11	13	19	19	NIXONS/Sister	
11	13	19	19	ALICE IN CHAINS/Again	
16	15	18	18	CURE/Mint Car	
19	17	17	17	SPONGE/Wax Ecstatic (To...)	
29	23	25	16	SEVEN MARY THREE/Water's Edge	
15	15	15	15	SOUNDGARDEN/Burden In My Hand	

KTCL

MARKET #23
KTCL/Denver
(303) 571-1232
Hayes

PLAYS	3W	2W	1W	TW	ARTIST/TITLE
6	31	27	30	BUTTHOLE SURFERS/Pepper	
29	27	28	29	GARBAGE/Stupid Girl	
26	26	22	29	SMASHING PUMPKINS/Tonight, Tonight	
23	23	23	27	REPUBLICA/Ready To Go	
23	23	23	27	BECK/Where It's At	
12	29	27	27	PRIMITIVE RADIO GODS/Standing Outside...	
12	29	27	27	CRANBERRIES/Free To Decide	
29	24	26	26	PORNO FOR PYROS/Tahitian Moon	
24	24	26	26	OASIS/Don't Look Back...	
7	9	16	23	WHY STORE/Lack Of Water	
3	16	23	23	EELS/Novocaine For...	
5	21	22	23	SCREAMING TREES/All I Know	
7	14	22	22	IMPERIAL TEEN/You're One	
11	12	19	22	EVERCLEAR/Heartspark...	
23	21	22	21	DADA/Get High	
25	23	20	21	NO DOUBT/Spiderwebs	
12	7	11	11	PATTI ROTHBERG/Inside	
5	12	14	11	POE/Angrny Johnny	
20	24	24	26	PATTI ROTHBERG/Inside	
17	13	11	11	SOLUTION A.D./Fearless	
23	13	11	11	FUGEE/No Woman, No Cry	
9	6	11	11	SUPER/Kind Of The World	
12	7	11	11	APPLES IN STEREO/Tidal Wave	
7	6	10	10	CAST/Sandstorm	
10	7	10	10	SEMISONIC/1 I Run	
7	23	11	10	NADA SURF/Popular	
6	6	10	10	GOD GOOD DOLLS/Long Way Down	

70 AM

MARKET #24
KBPT/Portland, OR
(503) 222-1011
Nunme/Scott

PLAYS	3W	2W	1W	TW	ARTIST/TITLE
17	30	46	48	STONE TEMPLE PILOTS/Trippin' On A Hole...	
40	47	41	41	BECK/Where It's At	
26	17	23	42	SCREAMING TREES/All I Know	
19	31	40	40	GARBAGE/Stupid Girl	
19	31	40	39	PORNO FOR PYROS/Tahitian Moon	
19	31	40	39	BUTTHOLE SURFERS/Pepper	
31	35	43	38	PRIMITIVE RADIO GODS/Standing Outside...	
18	27	27	27	GODNESS/Goodbye	
15	27	27	27	ASH/Goldfinger	
16	19	24	24	FILTER/Jurassitol	
18	20	21	22	PATTI ROTHBERG/Inside	
25	25	20	22	OASIS/Don't Look Back...	
21	20	39	22	CURE/Mint Car	
20	19	18	22	DADA/Get High	
35	22	21	22	NO DOUBT/Spiderwebs	
12	20	23	21	JOAN OSBORNE/St. Teresa	
30	23	17	21	SPACEHOG/Cruel To Be Kind	
10	15	21	21	GOLDFINGER/Mable	
21	16	23	21	REPUBLICA/Ready To Go	
21	16	23	21	REACHAROUND/Big Chair	
21	16	23	21	VOODOO GLOW/SKULLS/Fat Randy	
24	18	20	20	NADA SURF/Popular	
18	18	20	20	UGLY AMERICANS/Vulcan Death Grip	
36	21	18	20	SMASHING PUMPKINS/Tonight, Tonight	
19	18	20	20	SUPERDRAG/Sucked Out	
16	14	20	20	GRAVITY KILLS/Guilty	
14	21	22	19	BLUES TRAVELER/But Anyway	
16	19	20	19	DAVE MATTHEWS BAND/So Much To Say	
18	14	20	19	TRACY BONHAM/The One	
15	21	20	19	CRACKER/Nothing To Believe...	

94.7 FM

MARKET #24
KNRK/Portland, OR
(503) 223-1441
Hamilton/Souther

PLAYS	3W	2W	1W	TW	ARTIST/TITLE
19	20	33	38	PRIMITIVE RADIO GODS/Standing Outside...	
19	16	28	37	CRANBERRIES/Free To Decide	
13	10	36	36	DISHWALLA/Counting Blue Cars	
36	38	34	36	GOLDFINGER/Here In Your Bedroom	
11	19	30	39	SMASHING PUMPKINS/Tonight, Tonight	
20	35	34	36	STONE TEMPLE PILOTS/Trippin' On A Hole...	
38	36	32	35	BUTTHOLE SURFERS/Pepper	
38	37	35	35	TRACY BONHAM/Mother Mother	
19	25	25	25	REACHAROUND/Big Chair	
22	21	22	22	311/Down	
19	20	18	21	ELECTRONIC/Forbidden City	
20	22	23	21	SPONGE/Wax Ecstatic (To...)	
29	26	26	21	DAVE MATTHEWS BAND/So Much To Say	
20	17	20	20	GARBAGE/Stupid Girl	
19	18	20	20	IMPERIAL TEEN/You're One	
38	14	22	20	PATTI ROTHBERG/Inside	
19	19	15	20	REPUBLICA/Ready To Go	
20	22	33	19	NADA SURF/Popular	
36	20	19	19	NO DOUBT/Spiderwebs	
21	38	34	19	SCREAMING TREES/All I Know	
22	20	18	18	CRACKER/Nothing To Believe...	
20	19	16	18	SOUNDGARDEN/Burden In My Hand	
20	19	16	16	OASIS/Don't Look Back...	
18	19	16	16	WALLFLOWERS/6th Avenue Heartache	
20	21	20	14	BECK/Where It's At	
21	12	14	14	GREEN DAY/Walking...	
9	11	13	14	HOLE/Gold Dust Woman	
37	14	14	14	SELF/So Low	
21	22	19	13	SPACEHOG/Cruel To Be Kind	

107.1

MARKET #25
WAQZ/Cincinnati
(513) 621-9326
Harris/Schiesler

PLAYS	3W	2W	1W	TW	ARTIST/TITLE
40	43	34	45	DISHWALLA/Counting Blue Cars	
35	36</				

SEX PISTOLS

Pretty Vacant

"For just over an hour, the old songs sounded better than they ever do on vinyl. The band were tight, thrilling and nasty."

-THE INDEPENDENT

"The Pistols were superb; brawling, posing and seething through their set like singer John Lydon's (aka Johnny Rotten) legendary halitosis depended on it. In short, the Sex Pistols in Finsbury Park was one of the most entertaining gigs of recent times."

-THE MAIL ON SUNDAY

"Their 70-Minute set consisted of every song from 1977's *Never Mind The Bollocks, Here's The Sex Pistols*, plus their patented covers of the Monkees' 'Stepping Stone' and the Stooges' 'No Fun.' Mr. Jones' guitar riffs during 'Holidays in the Sun' still felt like aerial bombs. Mr. Rotten...was in Prime guttural form on 'No Feelings' and 'Pretty Vacant,' bleating like a lamb and snarling like a rabid cat."

-DALLAS MORNING NEWS

Appearing on the Late Show with David Letterman August 9th!

On tour with Gravity Kills and Goldfinger

7/31	Denver CO
8/2	Dallas TX
8/3	Houston TX
8/4	Memphis TN
8/6	Fairfax VA
8/8, 9	New York NY
8/10	Boston MA
8/12	Toronto ONT
8/13	Cleveland OH
8/14	Pittsburgh PA
8/16	Detroit MI
8/17	Chicago IL
8/18	Milwaukee WI
8/20	Mexico City
8/22, 23	Los Angeles CA
8/27	Mountain View CA
8/29	Portland OR
8/30	Seattle WA
8/31	Vancouver BC

<http://www.virginrecords.com>

Produced by Chris Thomas
Management: Anita Camarata/Eclipse Entertainment
Eric Gardner/Panacea Entertainment



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FROM THE NEW ALBUM

FILTHY LUCRE LIVE

NEW MUSIC SPECIALTY SHOWS

Heat Gives The Panel Religion

Reverend Horton Heat had a strong second week in a row, this time topping the R&R Specialty Show panel with play at KREV/Minneapolis, KTBZ/Houston, WVGO/Richmond, and more. D Generation continues to climb, demonstrating just how close the gutters of the Bowery are to the road of panel acceptance. D Gen just wowed L.A. with an over-the-top appearance on Rodney's show on KROQ, with more play coming at KPNT/St. Louis, WFNX/Boston, and others. Sleeper had another impressive week, serving a wake-up call to those who haven't yet spun "Sale." Finally, the full-length of Soul Coughing did damage at KXRK/Salt Lake City, WMRQ/Hartford, WEQX/Albany, and more.

KROX/Austin

Andy Langer
Sunday, July 7



D GENERATION Waiting For The Next... (Columbia/CRG)

LIFE OF AGONY Don't You (Forget...) (Roadrunner)

REVEREND HORTON HEAT Generation Why (Interscope)

EXTRA FANCY Sinnerman (Atlantic)

FASTBACKS Lap Of Luxury (Sub Pop)

TOADIES Paper Dress (Hollywood)

EVERCLEAR Hateful (Capitol)

FIONA APPLE Sleep To Dream (Work/CRG)

MAGNAPOP Hold You Down (Priority)

SPOON Not Turning Off (Matador)

KELLEY DEAL 6000 Canyon (Nice)

SIGNIFICANT ACTION

Here is a look at the top artists from R&R's exclusive panel of specialty reporters:

- REVEREND HORTON HEAT (Interscope)
- D GENERATION (Columbia/CRG)
- SLEEPER (Arista)
- SOUL COUGHING (Slash/WB)
- ELECTRONIC (Warner Bros.)
- REPUBLICA (RCA)
- CHIMERA (Grass)
- MONO PUFF (Rykodisc)
- RAMONES (Radioactive)
- JAWBOX (TAG)

GAINING MOMENTUM

- GOLDFINGER (Mojo/Universal)
Airplay Includes: KNNC, WEJE, XHRM
- ANI DIFRANCO (Righteous Babe)
Airplay Includes: KROX, KTBZ, WQXA
- MISS ALANS (World Domination)
Airplay Includes: KJEE, WLUM, WVGO
- TRAE (Cabana Boy)
Airplay Includes: KROQ, WFNX, XHRM
- JOYKILLER (Epitaph)
Airplay Includes: KXRK, WEJE, WFNX
- BLUETONES (A&M)
Airplay Includes: KCXX, KNDD, KREV
- CHIXDIGGIT (Sub Pop)
Airplay Includes: SPNT, WPLA, WZRH
- EXTRA FANCY (Atlantic)
Airplay Includes: KROX, KUKQ, WMRQ
- LUSH (4AD/Reprise)
Airplay Includes: KROQ, WLIR, WZRH
- SEPULTURA (Roadrunner)
Airplay Includes: KJEE, KNNC, KPNT

NEW MUSIC SCENE

- Artist: Reacharound
- Track: "Big Chair"
- LP: "Who's Tommy Cooper?"
- Producer: Dusty Wakeman, Paul Palmer, and Holman
- Label: Trauma/Interscope



• Essentials: Reacharound scored regional successes with "Big Chair" in its original release on Carport Records. Stations like KITS/SF have already felt the strength of the song (and it wasn't even summer — think about riding with the top down to this one!).

Reacharound is Matt Caisley (lead vocals), Ted Hutt (guitars), Jeff Peters (bass), and Scott Capizzano (drums). Guess which of the quartet is from New Jersey? Caisley, Hutt, and Peters are three Brits who independently moved to L.A. where they hooked up with Capizzano and formed a band willing to incorporate a variety of influences and sounds. Certain markets in America (Denver comes to mind) already treat members of Reacharound like stars. Imagine what will happen this summer in your town.

• Influences: Dr. Feelgood, Ian Dury, Squeeze, Kiss, Cheap Trick

• Artist POV: "Most of my lyrics represent a diary to me," says Caisley. "Although I don't have a journal in a [real] sense, when I hear one of my songs I can picture where I was mentally when I wrote it."

"To me, the need to write songs is as essential as the need to speak. I'm not very good at expressing myself on a one-to-one basis, so writing songs is like an exorcism of pent-up emotions and frustrations."

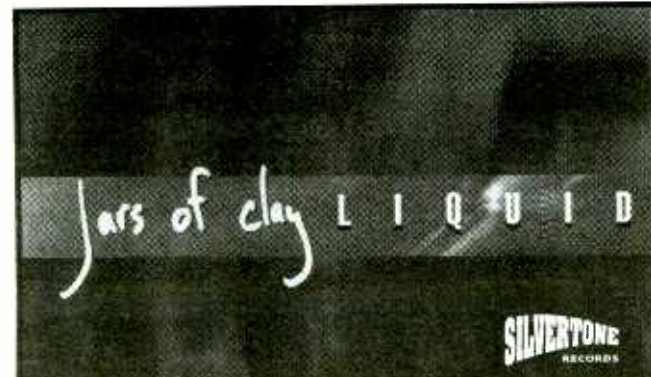
—Sky Daniels

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

SPECIALTY SHOW REPORTERS

Shows and their Top 5 songs listed alphabetically by market

<p>WEQX/Albany, NY Download Sunday 7-10pm Mark Dark Drew Neuwirth "Long Time Iguana Yay..." Lee Harvey Oswald "Panic In Hanoi" Soul Coughing "Soundtrack To Mary" Dead Can Dance "The Snake And The Moon" Delta Clutch "Wave Separator"</p> <p>KNNC/Austin, TX Hot Off The Press Sunday 6-7:30pm Melody Lee Mono Puff "Devil Went Down To Newport" Reverend Horton Heat "It's Martini Time" Lush "500" Tripping Daisy "Trip Along" Goldfinger "Mable"</p> <p>KROX/Austin, TX Radio Free Austin Sunday 8-9pm Andy Langer Ani Difranco "Shameless" 1 Mother Earth "One More Astronaut" Prescott Curlywolf "Celebrate Ray" Fastball "Make Your Mamma Proud" Nada Surf "Deeper Well"</p> <p>WFNX/Boston, MA Moods For Moderns Sunday 8-10pm Jason Steeves Incredible Force Of Junior "Five Eight" Pitchshifter "Hangar 84" Orange 9mm "Fire In The Hole" Figgs "Mold" Protopse "TCR"</p>	<p>WAQZ/Cincinnati, OH Before The Revolution Weeknights midnight-1am Sound Mind "Satic In The Attic" Lyle Lovett "Private Conversation" Big In Iowa "Mr. Becky" Fun Lovin' Criminals "Scooby Snacks" KMFDM "Power"</p> <p>WEJE/R. Wayne, IN New Music Show Sunday 8:30-9:30pm Weasel Dog Eat Dog "ISMS" Me "You Got It Half Right" Smalltown Heroes "Moral Judgement" Three Fish "Laced" Unwritten Law "SuperMan"</p> <p>WQXA/Harrisburg, PA The Sunday Morning News Sunday 8-10am Bill Hanson Nada Surf "Popular" Chixdiggit "Where's Your Mom?" Meics "Uncool" Electronic "Forbidden City" Semisonic "If I Run"</p> <p>WMRQ/Hartford, CT Spinning Unrest Sunday 8-9:30pm Steve Picard Land Of The Loops "Multi-Family Garbage Sale" Jawbox "Mirrorball" Chimera "Catch Me" R.E.M. "Sponge" Bob Mould "Deep Karma Canyon"</p>	<p>KTBZ/Houston, TX Lunar Rotation Sunday 7-9:30pm David Sadof Tracy Bonham "Navy Bean" Hoover "2 Wicky" Perfect "Sometimes" R.E.M. "Sponge" Reverend Horton Heat "It's Martini Time"</p> <p>WPLA/Jacksonville, FL Forbidden Planet Saturday 8pm-1am Robert Goodman Angelscore "Prozac" Kelley Deal 6000 "Canyon" Smashing Pumpkins "Jackie Blue" Boyracer "Buffalo" Sincola "Run Down"</p> <p>WLIR/Long Island, NY Left Of Center Sunday 11am-noon Lazlow Goggy Tah "Whoever You Are" Frente "Sit On My Hands" Lush "500 (Shake Baby Shake)" Black Grape "Fat Neck" Beck "Sissyneck"</p> <p>KROQ/Los Angeles, CA Rodney On The Roo Sunday 10pm-1am Rodney Bingenheimer D Generation "She Stands Thera" Jawbox "Mirrorball" 60 Fl. Dolls "Happy Shopper" Perfect "Don't Know To Know Where" Blur "Live At Budokan"</p>	<p>WLUM/Milwaukee, WI Sunday Night Music Revolution Sunday 7-11pm Terry Havel Barstool Prophets "Paranoia" Placebo "36 Degrees" Figs "Girl Kill Your Boyfriend" Super 8 "April 19th" Squirrel Nut Zippers "Got My Own Think Now"</p> <p>KREV & WREV/Minneapolis, MN Counter Revolution Wednesday 10-11pm Christine Kass Reverend Horton Heat "Generation Why" Muzzle "Bay Windows" Olivie Troner Ozered "Delina A Transparent Dream" Tori Amos "Hey Jupiter" Kill Creek "Unsteady"</p> <p>WRLG/Nashville, TN Thunderground Radio Sunday 6-8pm Jason Moon Bedhead "Falo de se" This Living Hand "Copilot" His Name Is Alive "The Beetes" Lambchop "Life's Little Tragedies" Kelly Hogan "Arms"</p> <p>WZRH/New Orleans, LA Beyond The Charts Sunday 7-11pm Trey Blossman Sincola "One Hit Wonder" D Generation "She Stands Thera" Perfect "Makes Me Happy" Liz Phair "Rocket Boy" Sammy "Possibly Peking"</p>	<p>WDST/Poughkeepsie, NY Indie Flux Thursday 10pm Nic Harcourt Pink Noise Test "Sink" Quiet City "Die" Sincola "One Hit Wonder" Robby Acato "Trust" Jonathan Fire Eater "Make it Precious"</p> <p>WVGO/Richmond, VA Outer Limits Sundays 9-11pm Mad Dog Mono Puff "Unsupervised, I Hit My Head" Red Five "Space" Reverend Horton Heat "Slow" Squirrel Nut Zippers "Put A Lid On It" Texas Is The Reason "The Magic Bullet Theory"</p> <p>KCXX/Riverside, CA X103.9 Sunday Night Music Meeting Sunday 10pm-midnight Dwight Arnold Skeletones "Razorback" Ani Difranco "Shameless" Stubborn All-Stars "Tin Spam" Frente "Sit On My Hands" Specials "Pressure Drop"</p> <p>KPNT/St. Louis, MO New Music Sunday Sunday 7-9:30pm Les Aaron Kula Shaker "Tattla" Chixdiggit "Great Legs" Cure "Pink Dream" Reverend Horton Heat "Big Red Rocket" This Damn Nation "TDN"</p>	<p>KXRK/Salt Lake City, UT Now Hear This Sunday 9-10pm, Tuesday 10-11am Sean Ziebarth Crumb "Shoegazer" Penywise "Surfin' U.S.A." Soul Coughing "Soundtrack To Mary" Protopse "TCR" Sensefield "Different Times"</p> <p>XHRM/San Diego, CA The Flash Zone Saturday 9pm-2am Greg Pearson Sleeper "Sale Of The Century" Van Gogh's Daughter "Through The Eyes Of Julie" Local H "Bound For The Floor" Charm Farm "Superstar" Lotion "Rock Chick"</p> <p>KITS/San Francisco, CA Transmitter Adjustment Sunday 10pm-midnight Aaron, Rick and Steve Space "Female Of The Species" Frente "Sit On My Hands" Land Of The Loops "Growing" Babyfoxx "Curly Locks" Ash "Oh Yeah"</p> <p>KNDD/Seattle, WA Loudspeaker Sunday 10-11pm Bill Reid or Marco Collins Bluetones "Slight Return" Penywise "Surfin' U.S.A." Lee Harvey Oswald "Rocket 68" Godheadsilo "Butress Of Solitude" Neil Young "Big Time"</p>
--	--	--	--	---	--



The follow-up to the Alternative smash "Flood"
You know ... the singing monks song!

- KITS KXRK KMYZ WKRO KTOZ
KDEGE WRLG WHMP WCHZ WDST
XHRM WHTG KKDM WOWW WXS
KCXX WRAX KICT WJSE WUNX

#16 Billboard Current Alternative Albums Chart
23,000+ SoundScanned!

"Moved it up to our heaviest category, 40X per week. Unbelievable sales!"

— Julie Bahre, KTOZ

ALTERNATIVE
CHART: 24

- APPROACHING
1000 BDS SPINS
- ON TOUR NOW
WITH CHRIS ISAAK
- ON OVER
85 STATIONS

Patatti

ROTHBERG

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album **between the 1 and the 9**

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Does The 30+ Audience Care About Radio?

□ Format researchers discuss the relevance of the medium for the 'mature listener'

By Sky Daniels

At what point if any do adult listeners, with their maturing lifestyles and diminished leisure time, just flat-out quit caring about radio? How many programmers dedicate their existence to honing a product that won't be sampled by consumers? For information on these nasty, difficult concerns we turned to leading researchers in the Adult Alternative universe.



Larry Rosin

enough of them even exist?

Edison Media Research President Larry Rosin seems to think so. "While the percentage of people interested in new music does decrease as they get older, there is still a contingent of active consumers, and Adult Alternative depends on them. An investment bank recently used census data to track where the over-30 interests were as a means of determining where to invest money as the baby boom ages. Their findings indicated that over-30 consumers became less interested in many forms of popular culture, not just radio."

Proper Research Vital

With a diminished body of listeners to draw from, the importance of properly researching their interests increases, according to Rosin. "We've found you have to do meticulous research to accurately assess the adult consumer. In music testing, adults will fare poorly in name recognition of new artists, yet may have a better degree of hook recognition."

"A lot more people know the song 'Run-Around' than know the name Blues Traveler. It's incumbent upon researchers to be aware that over-30 consumers' interests in new music may not be lower — it's their interest in following bands and knowing pertinent information that's lower. There's also a decrease in active, record-purchasing traits, as I'm sure SoundScan would attest."

Rosin believes that it is of paramount importance for Adult Alternative owners and programmers to possess patience in attracting their audience. "While there is a relatively small group of people who will immediately align themselves with the diversity of the format, they re-

main a very active minority. There are a great number of people who listen to Adult Alternative because of its mellower timbre, allowing at-office listening and the like. They may not even care about the artists; it's the softer appeal.

"The challenge is to develop listenership beyond those smaller constituencies. No researchers are going to assert that they possess the 'key' to having the broader base. No one has proven to have developed a clonable, plug-and-play format. The No. 1 factor in creating success in this format is time. There are only so many operators with the patience for a long-term franchise. There

aren't many examples of WKTU-type sign-ons in this format. Coincidentally, there aren't very many sign-ons in Adult Alternative that have been aggressively marketed."

The conflict of the industry's vanity 12+ number concerns particularly contrasts with Adult Alternative's approach, suggests Rosin. "By design, this is not a mass-appeal format. It's for people who won't tolerate those approaches. Radio isn't TV. You don't need to be mass appeal to be successful and profitable. Universal truths don't really apply to these listeners. You can't research everything. How do you define interest in new music? Is it by record purchases? Concert tickets? Reading newspaper articles? There are a lot

of ways research can be wrong. You can only test existing notions. The key to great radio is something that can't be predetermined; it's inspiration. People don't necessarily know what they exactly want; they want you to inspire them."

Generalities Dangerous

Paragon Research Managing Partner Mike Henry agrees that generalities are dangerous when researching Adult Alternative's potential. "The format's very name



Mike Henry

demonstrates the unique intentions of both the approach and the listeners. This is one format, along with Country, that does appeal to an over-30 audience and still plays new music. It is true that at a certain

point listeners do lose interest in new music and begin to lean on the music they discovered in their younger years. "Look at all the adult formats that are library-based, including many Adult Alternatives," Henry points out. "There is a decline in substantial interest in radio as listeners age. But my observation is people who started out actively involved with radio remain so as they age. They are the exceptions, those people who like to connect with radio. They are a small minority. It's a real sobering experience to discover through research, focus groups, and such, how the average person relates to radio. What is serious business to us is a whimsical concern to them."

Henry feels that because over-30 listeners are less likely to involve themselves with the minutiae of the product, the onus is on marketing to their lifestyle. "For over-30 formats like Adult Alternative, the



SEATTLE DAY JOB — A&M Records' multiplatinum success of the Gin Blossoms hasn't diminished the band's dedication to its friends in radio. Stopping by the studios of KMTT/Seattle to say thanks: (l-r) A&M's Steph Fairweather, KMTT MD Dean Carlson, Gin Blossoms lead singer Robin Wilson, and KMTT PD Chris Mays.

marketing and imaging to create top-of-mind awareness become much more essential than song-by-song decisions. We in the industry spend a tremendous amount of focus on the product, which overall can be good.

"However, the bottom line is older listeners are going to respond more to what you do away from the product — off the air, in the street — making this a real point of difference from younger formats. If we spend 90% of our time on the product, we short-change the potential for success. You just can't throw the diversity of this format's music on and expect people to come. Most Adult Alternatives are 50% current — that's a lot of new music for adults.

"We're taking chances programming-wise, and as a result marketing becomes very critical. Most listeners don't perceive a station getting better or worse in the ways the industry is attuned. The listener does notice lightning-rod issues that do or don't exist on a station. Do they have a relatable morning show? Does it have

huge lifestyle promotions that everyone you know attends? Does it do real community service, not in a self-promotional way, but something the listener acknowledges as having viable impact? This will have influence on the older listener's choice. If you don't do these things, you don't have a chance with this format."

What is serious business to us is a whimsical concern to ... [the average listener].

— Mike Henry

Henry likewise asserts that product maturity has much to do with attaining levels of success in Adult Alternative. "Most stations don't achieve a level of maturity where the listeners have become aware of their nuances and the station

itself generates enough income to market itself accordingly. Research allows you to arrive at a honed product faster, which in turn means you should begin pursuing the marketing issues sooner. If it speaks to your lifestyle, you'll remain interested.

"Face it, Adult Alternative is still in the shadows of the broad demographic approaches like Country and AC. This is a special option; you have to do everything well, then you'll achieve a special audience. It is like threading a needle, though. The necessity for doing research is more important in this format than others. The format targets highly motivated, well-educated listeners who tend to set trends. As a result, it's more difficult to follow their demands. Their tastes move and shift both musically and socially. More conservative formats benefit by waiting for the wave to land on shore. Adult Alternative secures the beachhead."



KINGS OF NEW YORK — The Philosopher Kings recently performed on the Columbia Records Radio Hour. After the show at Sony Studios in New York the band gathered with executives from Columbia Records as well as host station WFUV.

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: sky@rronline.com

JULY 19, 1996

Table with columns: 3W, 2W, LW, TW, ARTIST TITLE LABEL(S), TOTAL STATIONS/ADDS, TOTAL PLAYS, +/- PLAYS, EMPHASIS TRACKS (PLAYS). Lists top 30 albums including Dave Matthews Band, Soundtrack, Hootie & the Blowfish, etc.

This chart reflects airplay from July 8-14. Albums ranked by total plays, with plays from all cuts from an album combined. 42 Adult Alternative reporters. 39 current playlists. © 1996, R&R Inc.

REPORTERS

Stations and their adds by track listed alphabetically by market

Grid of reporter information for various markets including Albany, NY; Boston, MA; Chicago, IL; Las Vegas, NV; Los Angeles, CA; Philadelphia, PA; Sacramento, CA; San Diego, CA; Seattle, WA; Spokane, WA; Springfield, MA; Tampa, FL. Each entry includes station call letters, PD name, and a list of album tracks being reported.

The Wolf

Catie Curtis

When the wolf lives in your house you can't get him out



"Precious Little is a masterpiece..." —*Q Magazine* ★★★★★

⌘ Precious little

The first track from the album

"What's Following Me?"



ELEANOR McEVØY

See her at the A3 SEMINAR on Friday, August 23rd in Boulder, Colorado

Produced by Kevin Moloney & Eleanor McEvoy

Real Good Management

<http://www.sony.com> "Columbia" Reg. U.S. Pat. & Tm. Off. Marca Registrada. © 1996 Sony Music Entertainment Inc.





ADULT ALTERNATIVE TOP 30 TRACKS

JULY 19, 1996

3W	2W	LW	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS				TOTAL STATIONS/ADDS
					TW	LW	2W	3W	
8	5	1	1	DAVE MATTHEWS BAND So Much To Say (RCA) 645	596	537	463	40/1	
18	9	5	2	PRIMITIVE RADIO GODS Standing Outside... (Ergo/Columbia/CRG) 630	529	451	326	36/2	
3	1	2	3	WHY STORE Lack Of Water (Way Cool Music/MCA) 574	592	577	541	32/0	
4	4	4	4	ERIC CLAPTON Change The World (Reprise) 572	538	540	514	30/0	
7	8	7	5	WALLFLOWERS 6th Avenue Heartache (Interscope) 523	480	461	469	36/2	
1	2	3	6	JEWEL Who Will Save Your Soul (Atlantic) 517	555	548	586	27/0	
10	10	9	7	BLUES TRAVELER But Anyway (A&M) 507	452	447	419	31/1	
2	3	6	8	ALANIS MORISSETTE You Learn (Maverick/Reprise) 500	500	543	544	20/0	
30	17	10	9	HOOTIE & THE BLOWFISH Tucker's Town (Atlantic) 481	427	318	181	32/2	
11	6	8	10	CRANBERRIES Free To Decide (Island) 475	454	476	418	35/2	
16	11	11	11	DISHWALLA Counting Blue Cars (A&M) 390	396	419	343	20/1	
5	7	12	12	STING You Still Touch Me (A&M) 357	351	473	503	25/1	
14	14	15	13	ELVIS COSTELLO You Bowed Down (Warner Bros.) 327	296	355	363	23/0	
12	12	13	14	PATTI ROTHBERG Inside (EMI) 310	326	389	414	23/0	
21	21	16	15	LYLE LOVETT Private Conversation (Curb/MCA) 300	282	257	246	28/0	
BREAKER			16	KEB' MO' That's Not Love (Okeh/Epic) 263	235	226	181	27/1	
17	19	18	17	LOS LOBOS Can't Stop The Rain (Slash/WB) 256	247	295	332	19/0	
19	18	19	18	BADLEES Angeline Is Coming Home (Polydor/A&M) 255	243	308	311	17/1	
13	13	14	19	PAUL WESTERBERG Love Untold (Reprise) 252	307	385	408	19/0	
—	29	22	20	SMASHING PUMPKINS Tonight, Tonight (Virgin) 244	211	180	152	16/1	
—	27	23	21	NEIL YOUNG & CRAZY HORSE Big Time (Reprise) 234	210	185	52	25/1	
20	22	21	22	CURE Mint Car (Fiction/EEG) 223	227	248	252	20/0	
—	—	30	23	DUNCAN SHEIK Barely Breathing (Atlantic) 209	174	165	146	26/3	
—	30	28	24	SQUEEZE This Summer (IRS) 192	178	166	138	21/1	
DEBUT			25	BLACK CROWES Good Friday (American/Reprise) 190	154	45	—	18/1	
22	24	25	26	GIN BLOSSOMS Not Only Numb (A&M) 182	195	208	231	14/0	
DEBUT			27	JACKOPIERCE Trials (A&M) 178	131	102	81	19/1	
DEBUT			28	GARBAGE Stupid Girl (Almo Sounds/Geffen) 170	104	97	95	10/0	
DEBUT			29	TOM PETTY & THE HEARTBREAKERS Walls (Warner Bros.) 169	—	—	—	34/34	
—	26	27	30	REFRESHMENTS Banditos (Mercury) 169	184	189	170	9/0	

This chart reflects airplay from July 8-14. Songs ranked by total plays. Highlighted songs indicate Breaker. 42 Adult Alternative reporters. 39 current playlists. © 1996, R&R Inc.

NEW & ACTIVE

UGLY AMERICANS Vulcan Death Grip (Capricorn)
Total Plays: 168, Total Stations: 20, Adds: 4

PATTI SMITH Summer Cannibals (Arista)
Total Plays: 159, Total Stations: 19, Adds: 1

TRAGICALLY HIP Ahead By A Century (Atlantic)
Total Plays: 146, Total Stations: 11, Adds: 1

FINN BROTHERS Only Talking Sense (Discovery)
Total Plays: 141, Total Stations: 17, Adds: 0

BRYAN FERRY Dance With Life... (Reprise)
Total Plays: 135, Total Stations: 11, Adds: 0

PETE DROGE Mr. Jade (American/WB)
Total Plays: 124, Total Stations: 16, Adds: 1

OASIS Don't Look Back In Anger (Epic)
Total Plays: 120, Total Stations: 8, Adds: 0

JARS OF CLAY Liquid (Silvertone)
Total Plays: 114, Total Stations: 12, Adds: 0

SAMPLES The Lost Children (A Slow...) (MCA)
Total Plays: 103, Total Stations: 14, Adds: 1

BRIAN SETZER ORCHESTRA Rumble In Brighton (Interscope)
Total Plays: 93, Total Stations: 12, Adds: 1

Songs ranked by total plays.

BREAKERS®

KEB' MO'
That's Not Love (Okeh/Epic)

TOTAL PLAYS/INCREASE: 263/28
TOTAL STATIONS/ADDS: 27/1

CHART 16

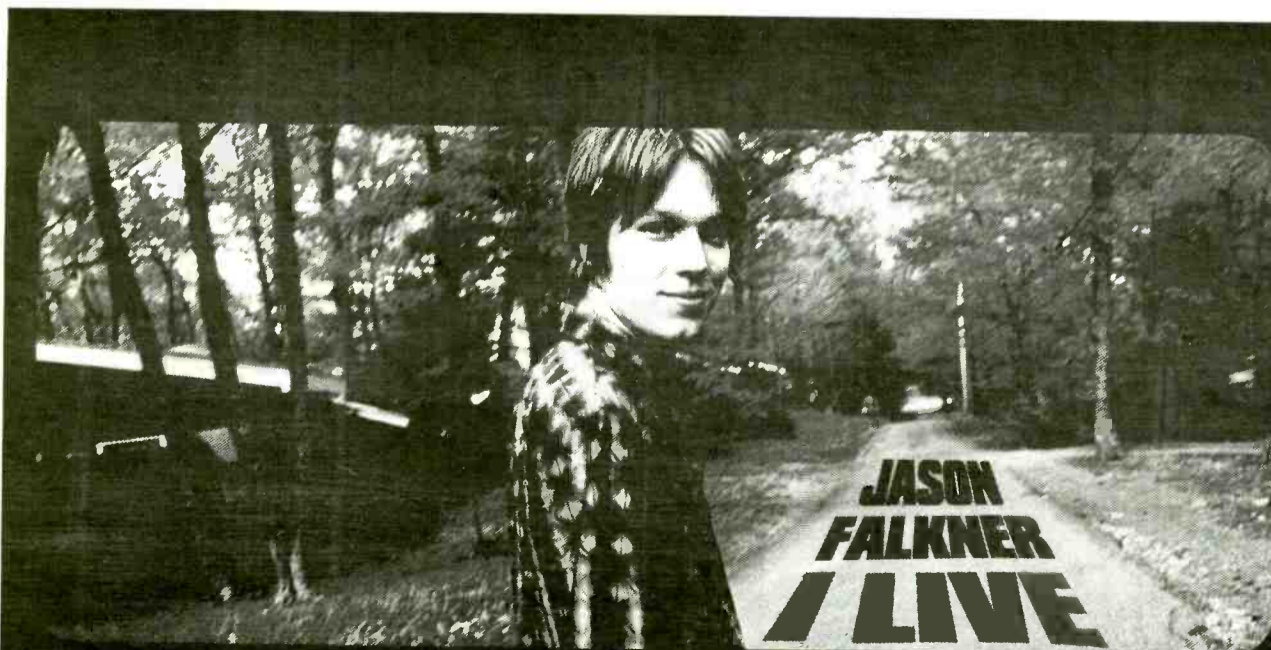
MOST ADDED®

ARTIST TITLE LABEL(S)	ADDS
TOM PETTY & THE HEARTBREAKERS Walls (Warner Bros.)	34
BETTER THAN EZRA King Of New Orleans (Swell/Elektra/EEG)	8
MELISSA ETHERIDGE Nowhere To Go (Island)	7
TRACY CHAPMAN New Beginning (Elektra/EEG)	5
UGLY AMERICANS Vulcan Death Grip (Capricorn)	4
LITTLE FEAT Oh Atlanta (Zoo)	3
LOW & SWEET ORCHESTRA Sometimes The Truth... (Interscope)	3
DUNCAN SHEIK Barely Breathing (Atlantic)	3
WALLFLOWERS One Headlight (Interscope)	3

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
TOM PETTY & THE HEARTBREAKERS Walls (Warner Bros.)	+169
PRIMITIVE RADIO GODS Standing... (Ergo/Columbia/CRG)	+101
GARBAGE Stupid Girl (Almo Sounds/Geffen)	+66
BLUES TRAVELER But Anyway (A&M)	+55
HOOTIE & THE BLOWFISH Tucker's Town (Atlantic)	+54
DAVE MATTHEWS BAND So Much To Say (RCA)	+49
JACKOPIERCE Trials (A&M)	+47
WALLFLOWERS 6th Avenue Heartache (Interscope)	+43
FINN BROTHERS Only Talking Sense (Discovery)	+41
SAMPLES The Lost Children (A Slow...) (MCA)	+40

Breakers: Songs registering 250 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.



Add date 7/23!

The premiere single from **JASON FALKNER** presents *Author Unknown* the very solo debut album from the former member of Jellyfish and The Grays.



Produced by Jason Falkner
Management: Russell Ziecker/ZERO Management

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ADULT ALTERNATIVE PLAYLISTS

FIND COMPLETE PLAYLISTS FOR ALL ADULT ALTERNATIVE REPORTERS ON R&R ONLINE

MARKET #2 KSCA/Los Angeles (213) 845-1600 Morrison/Kelly

MARKET #3 WXXR/Chicago (312) 777-1700 Winer/Martin

MARKET #4 KFOG/San Francisco (415) 543-1045 Marszalek/Evans

MARKET #5 WXPW/Philadelphia (215) 898-6677 Alexander/Warren

MARKET #6 CIOR/Detroit (519) 258-8888 Brookshaw/Deisi

MARKET #10 WBOS/Boston (617) 254-9267 Herron

MARKET #10 WXRJ/Boston (508) 374-4733 Doody/Mullaney

MARKET #11 WSHE/Miami (305) 587-1035 Stewart

MARKET #13 KMTT/Seattle (206) 233-1037 Mays/Carlson

MARKET #15 KUPR/San Diego (619) 729-5945 Halloran/Novak

MARKET #16 Cities97/KTCZ/Minneapolis (612) 339-0000 MacLennan/Fredrickson

MARKET #17 WVRV/Salt Lake City (314) 231-3699 Strong/Richter

MARKET #21 102.5 The Point/WHPT/Tampa (813) 577-7131 Back/Taylor

MARKET #23 96.1/KXKP/Denver (303) 989-1340 Clifton/Schoenwetter

MARKET #24 hinh fm 102/KINK/Portland, OR (503) 226-5071 Widing/Garlock

MARKET #29 100.5 ZONE/KOPT/Sacramento (916) 923-6800 Trapp/Owens

MARKET #35 107.5 the end./KENZ/Salt Lake City (801) 264-1075 Jones/Casual

MARKET #35 Mountain/KUMT/Salt Lake City (801) 262-9797 Norris/Monson

MARKET #36 92.3 WTT'S/WTT'S/Indianapolis (812) 332-3366 Anton

MARKET #37 music one 95.7 FM/WXRC/Charlotte (704) 464-4041 Michaels

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(Stations: List jobs for free/cover EEO responsibility)



VICE PRESIDENT, RADIO NETWORK DISTRIBUTION

International financial programmer seeks affiliate sales executives to join an exciting new international Radio Network. Must have proven track record in radio affiliate sales. This new service is set to launch first in America/South America, with planned expansions to Europe, Africa, and worldwide. This exciting new radio network is headquartered in the U.S., and sales people are needed for U.S. domestic radio affiliate sales as well as for regions located around the world.
Fax resume 404-315-9423 Atlanta, Georgia

jacobs media

Major market Classic Rock outlet is seeking adult, personality morning show that plays music and entertains at the same time. We don't need shock — we do need a show that will compliment a great music mix. Station is owned by one of the mega-companies that's built to last. Station offers a very attractive work environment, outstanding benefits, and attractive weather in a sun belt city. Many people are finding that this is an opportune time to reassess things, so if you've been thinking about making a big move, this could be a win-win for you and your client. We guarantee confidentiality so send your tape and resume to: Jacobs Media, 29777 Telegraph Road, Suite 3435, Southfield, Michigan 48034. No phone calls please. EOE/M/F/V/H

OPPORTUNITY KNOCKS

in the pages of R&R every Friday

CALL: 310-553-4330

OPENINGS

EAST

Seeking promotion coordinator. Multifaceted job. Resume/WAAF, Promotion Director, Box 1073, Boston, MA 02215. No calls please! (7/19) EOE

Accepting T&Rs for 7-mid position. Send to: WHJY, PD, 115 Eastern Ave, East Providence, RI 02914. (7/19) EOE

News director/anchor. News/Talk station seeks experienced and aggressive news staff. T&R: WLJK, 18 West 9th Street, Erie PA 16501 (7/19) EOE

HAC seeks afternoon AT. Good production. Minimum 3 years' exp. T&R: WXLO, Steve Gallagher, 250 Commercial Street, Worcester, MA 01608 (7/19) EOE

Weekends in the Poconos. AC station seeks experienced AT. T&R: Mike Edwards, WMGS, 600 Baltimore Dr., Wilkes-Barre, PA 18702 (7/19) EOE

Seeking PD oozing with passion to hit the ground running. T&R: Jon Erdahl, WGIR, 400 Stark Lane, Manchester, NH 03102 (7/19) EOE

Seeking morning news anchor. T&R: General Manager, WRNJ, Box 1000, Hackettstown, NJ 07840 (7/19) EOE

Award-winning, full-service station accepting T&Rs from experienced, versatile air talent: WTRR, 101 WTRR Lane, Westminster, MD 21158 (7/19) EOE

Hot AC seeks PM drive talent ASAP! (Females strongly encouraged to apply) Tapes for future openings needed also. Great station. Great area! Rush package to Dan c/o WAFL P.O. Box 808 Milford Delaware 19968. No calls. EOE

Dame Media, one of the fastest growing groups in the northeast, seeks program director for pop standards AM station in state capital. No big bands. AM drive airshift and passion for the music a must. Send T&R: Tom Benson, Group PD, Dame Media, P.O. Box 6477, Harrisburg, PA 17112 EOE

Heritage AM needs morning catalyst for magazine format. Looking for topical, hip personality, excellent interviewer with a great track record on and off air. Please indicate salary range. T&R: Radio & Records, 10100 Santa Monica Bl., #024, 5th Floor, Los Angeles, CA 90067. EOE

COUNTRY MORNINGS

Air talent needed for FM-AM-FM trombo in un-rated Maryland suburbs. Stable, reliable, talented, and experienced describes us and you. Great working environment, good salary and benefits await right applicant. Job-hoppers can hop to the next ad. Send T&R to: P.O. Box 2470, La Plata, MD 20646. No Phone Calls. EOE



MORNINGS IN ALBANY, NY

Looking for Albany's next hottest morning show to take K-100 into the next century. Must be topical, energetic, and able to relate to a 18-49 audience. Excellent dollars & benefits for the right team or person. You'll work with our consultant WPLJ NY's Todd Pettengill. Rush your scoped show now to Louie Diaz, Program Director, K-100, 12 Dennis Terrace, Schenectady, NY 12303

OPENINGS

Mornings on New England AC. Brand new signal. State-of-the-art facility. Multistation situation. Live and work in ski country. T&R to Dave Cooper, Dynacom Corp. P.O. Box 1230 Rt. 12/103, Claremont, NH 03743. EOE

WBZ, BOSTON — A CBS RADIO STATION

Can you manage a large radio news staff at the 1995 Marconi Award Winning Major Market Station of the Year? Are you interested in working and growing with the country's largest radio company? Then you could be the WBZ News Radio 1030's next assistant news director.

Act now! Send your resume immediately to:
Gretchen Coleman-Thomas
Human Resources Manager
WBZ NewsRadio 1030
1170 Soldiers Field Road
Boston, MA 02134

No Phone Calls Please!
WBZ/CBS-an Equal Opportunity Employer

PROGRAMMER /MORNINGS

Market-leading Rock station that is committed to staying #1 is looking for a program director/morning talent who has the vision for Rock Radio in the '90s, and the ability to make it happen on the air! We're a smaller market, but have a lot of the tools of the large markets. If you're currently in a large market and are looking for some stability, or in a small market on your way up, and you think you've got what we're looking for, rush T&R: Radio & Records, 10100 Santa Monica Bl., #022, 5th Floor, Los Angeles, CA 90067. EOE

Looking for an operations manager/program director who's ready to launch an exciting new Alternative station. Power facility, great northeast market. Need a take-charge person who understands the music, lifestyle, positioning, and production for this format, and plays to win. Reply in writing to: Broadcasting Unlimited, Inc., 35 Main St., Wayland, MA 01778. All replies confidential. EOE

SOUTH

Overnight position available at HAC station. T&R: Jon Hart, KRLB, 4413 82nd St, Suite 300, Lubbock, TX 79424 (7/19) EOE

Top Country has opening for News director. Min. exp. preferred. T&R: A. Oliver, KIQM, 3405 Loy Lake Rd., Sherman TX 75080 (7/19) EOE

Overnight position in S. GA. Must have prior radio experience. T&R: Bill West, Peterson Broadcasting, 809 South Westover Blvd, Albany GA 31706 (7/19) EOE

New Tuscaloosa, Alabama AC now hiring all positions. T&R: Jay Bronson, WTID, 142 Skyland Blvd, East, Tuscaloosa, AL 35405 (7/19) EOE

Heritage CHR with big number seeks midday talent. Great stepping stone! T&R: JJ Morgan, KIXY, 2824 Sherwood Way, San Angelo, TX 78901 (7/19) EOE

Parttime and possible fulltime openings. T&R: Ed Palmer, KGMV, 1200 N. 18th St., #D, Monroe, LA 71201 (7/19) EOE

OPPORTUNITIES

OPENINGS

96.3 WROV... The rock of Virginia... is looking for a midday talent/killer production skills are a must. Get your T&R to: Buzz Casey, WROV, 1432 Cleveland Ave. Roanoke, VA 24016. EOE



BARNSTABLE BROADCASTING, INC.

PROGRAM DIRECTOR

BARNSTABLE BROADCASTING'S Memphis powerhouse, WGKX-FM, has an immediate opening for a proven country radio programmer. Send T&R to: John Bibbs, Pres./GM, WGKX-FM, 965 Ridgelake Blvd., Suite 102, Memphis, TN 38120. EOE



CURRENT OPENINGS PROMOTIONS DIRECTOR & PRODUCTION DIRECTOR

• Live and work in one of America's most livable cities.
• Heritage Austin company (LBJ Broadcasting Co.)
• Work in today's most exciting format.

If you are driven to achieve greatness and have a knack for making things happen in a BIG way, WE WANT TO TALK TO YOU. Submit resume, a brief cover letter explaining why you feel this is the job for you, and examples of promotions/production work to:

KAJZ
Attn: Doc Burns
8309 N. IH 35
Austin, TX 78753

COUNTRY AFTERNOONS

Major-market Country station is looking for a team player to make the drive home move! Your current market size doesn't matter. Being creative, relatable, and quick thinking does. A good working knowledge of Country is essential. If you have at least 5 years' of winning experience, send your T&R now! Radio & Records, 10100 Santa Monica Bl., #020, 5th Floor, Los Angeles, CA 90067. EOE

PROMOTION DIRECTOR

WJXA and WRMX are seeking the ultimate radio promotion director. The winning candidate will have a verifiable track record in creating and managing successful promotions, resulting in exposure that money can't buy! Our new person will be a hands-on professional with at least 3 years of radio experience, and a pitch-in-to-get-it-done attitude. Desk administrators need not apply. We have the leading AC and Oldies stations in fast-growing, dynamic Nashville. Does our job have your name on it? Respond in writing with a complete package to: Steve Edwards, Pres./GM, WJXA & WRMX, P.O. Box 40506, Nashville, TN 37204. EOE/M/F/H

OPENINGS

DIRECT OCEAN VIEW STUDIOS.
Wanted: salesman and sales manager for Relax 104.3, Crystal River, FL. Bill: (407) 953-6000 EOE

LOVE SONGS HOST

Midwest AC, midsize city, 8pm-1am M-F. Excellent communicator, good with phones. T&R to: Vallie-Richards, 4443 Brookfield Corp. Center, St. 120, Chantilly, VA 22021. EOE Females/Minorities Encouraged.

Street reporter. Future opening for a real tiger. Do vivid, on-the-scene stuff for legendary Dallas news leader. Becoming CBS O&O. Terrific tape to: Eric Marengi, KRLD, 1080 Ballpark Way, Arlington, TX 76011 EEO.



Searching for a morning personality who's topical, does great phones, and is highly creative. Great production and promotional skills necessary. 2-3 years' in an Arbitrated market preferred. Females and Minorities encouraged to apply. T&R: Darrin Marshall, WKAZ, 1111 Virginia Street East, Charleston, WV 25301. No Calls Please. EOE

Country leader in NC market seeks experienced PD who can also do airshift. Candidate must be leader; strong people skills, organizational skills, ability to work with others. Send tape and resume to: Danny Highsmith, WKML, P.O. Box 2563, Fayetteville, NC 28302. EOE

100,000-WATT CHR

Needs hot, energetic, hard-working night-slammer who can work the phones and dominate the 12-24 audience. Minimum of 3 years on-air experience. T&R to: Jon Reilly, Program Director, WKBC-FM, North Wilkesboro, NC 28659

SHANE MEDIA

Leader in News-Talk consulting, searching for AM/PM communicators who understand information-based format and how people use news-oriented radio.

T&R to:

Shane Media

2450 Fondren Road Ste. 112
Houston, TX 77063
M/F EOE

MIDWEST

WMIL Milwaukee has an immediate fulltime opening for afternoons. T&R: WMIL, Kerry Wolfe, Box 20920, Milwaukee, WI 53220 (7/19) EOE

South Bend, IN music-intensive AOR seeks morning drive AT! T&R: WZOW, Jim Callahan, 930 E. Lincoln Ave., Goshen, IN 46526 (7/19) EOE

Seeking a team player who can take over evenings. Rush T&R to WEJT, C. Bullock, Box 80, Decatur, IL 62525 (7/19) EOE

OPENINGS

Seeking PM drive talent. Females encouraged. T&R: KAYL, John Waters, Box 1037, Storm Lake, Iowa 50588 (7/19) EOE

Immediate parttime Talk show producer. Resume: WAYY, OM, Box 6000, Eau Claire, WI 54702 (7/19) EOE

Morning drive opening! T&R ASAP: David Ruth, KSKY, 666 Main Street, Deadwood SD 57732 (7/19) EOE

Accepting applications: knowledgeable air personality ready for PD position. Full service AM and Country FM. General Manager: (800) 362-9631. Afternoons only (7/19) EOE

Midday guy just promoted to AM drive. Benefits. Overnight T&R: KGMO/KYRX/KAPE, Jeremie Hughes, 901 S. Kingshighway, Cape Girardeau, MO 63701 (7/19) EOE

Can you replace and improve on an eight-year veteran? Overnight T&R: Steve Dirkesen, WLHT, Box 96, Grand Rapids, MI 49501 (7/19) EOE

Seeking AT with passion for Country. T&R: Jason Adams, WHZR, Box 103, Logansport, IN 46907 (7/19) EOE

Dirk in The Morning seeks sidekick willing to hit the streets! T&R: Ralph Cherry, WBYT, 237 Edison Road, Suite 200, Mishawaka, IN 46545 (7/19) EOE

South Bend, IN AOR seeks solo, up-and-coming AM drive! T&R: WZOW, Jim Callahan, 930 E. Lincoln Ave., Goshen, IN 46526 (7/19) EOE

Looking for the right opportunity? Up to a challenge? Country Powerhouse in Waterloo needs a PD to take us to the next level. Market leader/great benefits/EOE. Send stuff to: Tom Parsley, P.O. Box 391, Oelwein, IA 50662.

Newcity Communications, one of the country's premier broadcast companies, has a great opportunity in the Tulsa market for a program director to manage the market's top-rated '70s-based radio station...STAR 103! If your own on-air flair communicated fun, some energy, and good telephone skills... and you have solid leadership and coaching skills, coupled with belief in strategic and music research, we would like to talk with you. Tell us the things you do that can make a difference. Send tape, resume, and salary expectations to: Personnel Department, STAR 103FM, 7136 S. Yale, Suite 500, Tulsa, OK 74136. NewCity Communications actively encourages women and minorities to apply. An EOE employer.

TOP 100 COUNTRY MORNING HOST NEEDED NOW!!!

Previous AM Drive experience required/ Good phones. If you're ready for battle, FED-EX your stuff today to:

Wes McShay, PD
KHKI-FM
3900 N.E. Broadway
Des Moines, IA 50317

Equal Opportunity Employer

- Full-service heritage radio station, emphasis on News information, seeks morning show host.
- Listener interaction on-air. Responsible, mature, self-motivated and experienced. T&R: Radio & Records, 10100 Santa Monica Bl., #023, 5th Floor, Los Angeles, CA 90067. EOE

R&R is ONLINE
<http://www.rroonline.com>

OPENINGS

SPORTSTALK HOSTS ANCHORS & PRODUCERS



Cleveland's 50kw giant is growing!

Home of the American League Champion Indians, Cleveland's ALL Sports and play-by-play powerhouse is expanding. We are looking for "talented" people who know what it takes to build a championship team. SportsTALK host: If you think reading the paper is show prep, don't bother to apply! We are searching for "talented" people who know the game, know how to entertain, and know how to have fun on the air.

Anchor/Reporter: We are searching for "talented" people who know their way around a locker room, know how to get close to the people that count, and know how to write and deliver entertaining sports.

Producer: We are searching for "talented" people who know how to get the most out of air talent, know how to build an entertaining show, and know how to "dig" for the most interesting guests, topics and "hooks".

If you are ready to join America's #1 Rated SportsRADIO team in the nation's 13th DMA, rush tape and resume to Debbie Williams, HR Department, 9446 Broadview Rd, Cleveland, OH 44147-2397

You'll love Cleveland, the home of Rock & Roll and the hottest sports town in America!

No beginners/No telephone calls
An Equal Opportunity Employer M/F

WEST

S.E. New Mexico PBP H.S. Sports on Oldies AM plus AT & prod. on Hot country FM. T&R: General Manager, KKEL/KPER, Box 777, Hobbs, New Mexico 88240 (7/12) EOE

Network board op/producer. Need passion, creativity, speed. Will train on cutting edge systems. Talk Radio Network, 744 E. Pine Street, Central Point, OR 97502 (7/12) EOE

NORTHERN CALIFORNIA AFTERNOON DRIVE/ PRODUCTION DIRECTOR

If you sound HotAC-CHR on air, do killer promos and spots, plus can write and produce for our news talk station, you're in!!! Send your resume, copy examples, and tape to Radio & Records, 10100 Santa Monica Bl., #021, 5th Floor, Los Angeles, CA 90067. EOE or fax to 970-920-9082 and we will call for tape.

NEWS DIRECTOR

Established news director with management experience needed immediately for growing Napa Valley, CA News talk AM and music FM. Fax resume and salary needs to Barry Martin, KVON/KVYN, 707-226-7544 or e-mail, kvonkvyn@napanet.net. M/F EOE.

OPENINGS

GREAT MORNING SHOW OPPORTUNITIES

Looking for morning entertainers for great future opportunities on '60s or '70s Oldies stations in large and medium markets. Desirable openings in markets with the opportunity to establish a "franchise" morning show.

If you can:

1. Relate to an adult (30-50) listener.
2. Have fun without "blue" humor.
3. Interact well with listeners.

Then we'd love to hear your work!

P.S. No Greatest Hits tapes, or shows driven by comedy service bits. Will consider tapes of entire shows only!

All replies are kept 100% confidential.

Terry Patrick

Patrick Programming Services
7649 120th PL. S.E.,
Renton, WA 98056

PROMOTIONS DIRECTOR FOR NAPA VALLEY, CA

Established Napa AM/FM wants a team player to develop and coordinate both programming and sales promotions. This is not an on-air position. Min. two years promotions experience. Fax resume and salary needs to Barry Martin, KVON/KVYN, 707-226-7544 or e-mail, kvonkvyn@napanet.net. M/F EOE.

COUNTRY MUSIC EXPERT NEEDED IN LOS ANGELES!

Mediabase Research, the industry leader in monitored airplay, has a rare opening for a Country Music Specialist. Qualifications include deep and thorough knowledge of the music. Must be able to identify songs within just a few notes. You'll be listening to and transcribing the best stations in America. Rush resume to Nancy Deitemeyer, Media base, 15260 Ventura Blvd., 5th Floor, Sherman Oaks, CA 91403. Or fax resume to 818-377-5333. EOE

KFBK NewsTalk 1530

OPERATIONS MANAGER

Chancellor Broadcasting Company
Sacramento, CA


A rare opportunity. We're looking for a bright, creative product manager who knows great radio. Ability to think strategically and coach talent more important than format experience. Great company, great market, excellent compensation package, and all the tools and support to win. EOE

Fax resume to Joe Bayliss
916/646-9409

Indie label looking for national promo position to be filled. Duties incl: Rock Alternative, college and adult radio formats. Growth position. Please fax resume, cover letter and salary requirements to: (310) 557-1894.

OPPORTUNITY KNOCKS
in the pages of R&R every Friday
CALL: 310-553-4330

OPENINGS

I (we) do our best work between 6-10AM
I (we) know how to relate to and entertain adults who like alternative music.
I (we) would like to work with a group of people whose philosophy is "most fun wins."
Yes you say? Then **Rush** a tape, resum  and anything else you have to impress to: Program Director, KZON 840 N. Central, Phoenix, AZ 85007
No Calls please.


Expanding private broadcast company with music and News talk stations seeks to hire experienced people with strong backgrounds in all phases of operations, including production, news, sales, traffic promotions and on-air work. Opportunities available in the Colorado Rocky Mountains and Napa Valley, CA. Fax resume in confidence to: Moss Entertainment Corp., Fax: 970-920-9082

KyXy 96.5 Continuous Soft Favorites

PROGRAM DIRECTOR

Our morning personality/PD is stepping back from PD job to concentrate on morning show. So our top-rated soft adult contemporary station in America's finest city seeks America's finest soft AC programmer. Must have 3 years' successful AC programming experience, be comfortable with a research-based approach, be an opportunistic strategic thinker, possess fabulous people skills, know how to bring out the best in our experienced on-air staff, and be able to work with GM, OM, VP of programming and consultant in a team environment, be able to develop innovative promotional and marketing concepts to continue awesome history of ratings success.

Send resume to KyXy-FM, attn: Jim Donahoe, Vice President & General Manager, 8033 Linda Vista Road, San Diego, CA 92111.

KyXy is owned by SFX Broadcasting a growing group. An Equal Opportunity Employer.

S·F·X·Broadcasting, Inc.

S.E. New Mexico PBP H.S. sports on Oldies AM plus AT & prod. on Hot Country FM. T&R to: Gen. Mgr., Box 777 Hobbs, New Mexico 88240

OPENINGS

MARKETING DIRECTOR

Marketing Director wanted for major L.A. radio station. Essential qualifications: College Degree in communications, marketing, advertising, public relations or related field or equivalent; Five years' successful experience with major market broadcaster, agency or in-house promotion; personal reputation for creativity and professionalism. Proven track record in brand development and marketing execution, as well as, proven track record in developing innovative and progressive marketing strategies, experience and ability to oversee the production and implementation of station television, outdoor, and print marketing, strong background in public relations with a proven network of P.R. contacts, willingness to work in a smoke-free environment. Interested persons with these qualifications should write for employment application form to: KBIG Radio, Human Resources, P.O. Box 933011, Los Angeles, CA 90093. (Equal Opportunity Employer)

POSITIONS SOUGHT

Currently working African American, conservative talk show host, no nonsense, tackling tough issues, hard driving entertainment. Contact Lyle: 818-769-2390

Stop me before I un-pack! 6 years as Top 25/ Top 10 morning partner/news satirist. Clearance sale! (800) 713-0414

Chief Engineer position wanted: Lost job, as of 08-01-96, of 10 years with stations that were sold. Have experience with computers, transmitters, automations, D.C.S., U.D.S. digital studios. Have great references. Call: (815) 933-7090 C.S.T.

1986 Mustang convertible. Fast. Comes with AM/FM & air (personality). Top 10 morning experience. JOHN: (800) 713-0414 (7/19)

Sidekick, funny, willing to relocate. Best of all you don't have to lock-up your daughter. NEIL: (904) 936-0396 (7/19)

Gonzo Greg's Big Dumb Show seeks station with tools and commitment to win. (909) 335-1818 <http://users.aol.com/gonzogreg> (7/19)

Production Director/Copywriter. Everything from Latin to Rock. Spanish/English bilingual, BA & experience. CRAIG HOFFMAN: (714) 279-9412 (7/19)

After 22 years in radio working in Tampa, Orlando, and Fort Meyers fired for the first time. Is a world record? I don't know, but I need a job. BJ ODOM: (941)947-BJFM(7/19)

Veteran production master/announcer DYING!...to work for you. 24 years plus. Top 30 markets. Digital/analog/computer guru. MIKE: (916) 921-1471 (7/19)

He's fitted for his new hairpiece and he's one HEP CAT. It's Senor Fromage! Boomer, CHR, ROB MATTHEWS: (314) 845-6602 (7/19)

Someday I may utter this phrase, "finally got a job!". Team player, winning attitude, high energy and outstanding phones. (402) 438-1005 (7/19)

Help! Reading liners is causing me to lose my personality and my religion. CHR, UrbanAC and Oldies experience. STEVE: (301) 776-8678 (7/19)

Good numbers in Dayton, Dallas, Cincinnati, and Toledo. AC/CHR/Country. DAVE ALLEN: (513) 439-4094 (7/19)

Victim of downsizing. 14-year vet seeks programming on-air position. Will relocate. KRIS: (919) 527-3094 (7/19)

OPENINGS

Great voice and production. High energy, looking to fit in as team player with room to advance. Multi-dimensional. CHRIS: 9214) 528-1064 (7/19)

Elvis, Ricky and Jimi all listen to my show! Well, they would if they were still around. JIM: (312) 866-2135 (7/19)

You inside the box, there's other jocks. You want to win, then I fit in. Don't waste my time, if you though this sentence would sound good! DAVE: (609) 625-9688 (7/19)

Mornings you need! Can do anything. Ratings are way up and I need another challenge. Fun, excitement & commitment. (800) 535-7956 (7/19)

Michigan boy seeks FT gig in Midwest. 15-year pro, bodacious pipes, hard working SOB. Fun lovin', versatile, dedicated. STU: (810) 653-2935 (7/19)

Experienced broadcaster/sportscaster, hard-working, loyal team player seeks PD position at Sports/News/Talk station. ED: (702) 369-1801 (7/19)

Energetic and entertaining with top-20 year experience, seeking on-air position. Multi-format jock willing to relocate. SEAN: (718) 369-0413 (7/19)

The G-MAN is ready to rock--and willing to relocate! Rock/CRV/Alt. GARY: (412) 327-4460 (7/19)

Veteran sportscaster seeks new challenge. Call me, I'm waiting. MIKE: (910) 835-4996 (7/19)

Tell 'em to call that Disco station across town for their time and tempo! I'm an entertainer not a weatherman! DAVE: (813) 265-8212 (7/19)

Production director: experienced pro available. If you sound sophomoric call me. LARRY: (918) 481-1405 for T&R (7/19)

Young student. Looking for a job at a station in FL or IN. Experienced in many areas. Good at digital editing. ERIC: (812) 886-0647 (7/19)

Veteran sportscaster seeks new challenge. Call me, I'm waiting. MIKE: (910) 835-4996 (7/19)

Still love radio, 14-year pro, experienced in all facets of radio. Will relocate. KRIS: (919) 527-3094 (7/19)

Experienced broadcaster/sportscaster, hard-working, loyal team player seeks PD position at Sports/News/Talk station. ED: (702) 369-1801 (7/19)

You want kick-ass phones? I got 'em! Five year medium/small market pro just relocated to So Cal. Country or Rock preferred. JOHN: (909) 763-4617 (7/19)

Have microphone will travel. Looking for a young lady with good on-air, production, and copywriting skills. SHANNA: (405) 524-2166 (7/19)

Experienced jock new to area. AT/production PT/FT Santa Rosa to Monterey. Dependable with degree. KEN: (408) 476-8422 (7/19)

Listeners love me! Other D.J.'s love me! What's the matter with you PD's? Let's get with the program! JIM: (312) 866-2135 (7/19)

Current station in chaos. 17-year pro, versatile, no-nonsense, News/PD/AT, will relocate anywhere in the 48. MIKE CHRISTOPHER: (352) 746-0207 (7/19)

Searching for the voice of the next century? "Liberal-tarian" talk host, 30, hot issues, hip production, seeks opportunity. TONY SCHINELLA: (617) 497-3989 (7/19)

Available Aug. 1 - responsible, stable AT/production/copywriting pro, also 60's Oldies expert. Excellent refs. N. Calif preferred. BILL GOLDEN: (704) 466-2608 (7/19)

Love radio...Love Florida! Radio vet with top ratings history. Top references, top flight performance. Seeking morning slot. HARRY WEST: (717) 283-3223 (7/19)

Young, energetic man wanting position in radio world. Willing and able to learn any format. TIM "FATMAN" FROM BADLANDS: (405) 527-3735 (7/19)

15-years in the business, on-air, engineering, programming & production. KKBB, KILT, KIKK. Any size market. Let's talk. DADE: (713) 448-6912 (7/19)

South Bay, call experienced jock new to area. AT/production PT/ FT Santa Rosa to Monterey. KEN: (408) 476-8422 (7/19)

Seasoned news professional. "Top-40" delivery. Authoritative, credible, great style. Builds a following. JAMES BANZER: (502) 968-3574 (7/19)

Good pipes, good production, good AOR, CR. PBP. 15-year pro. Give for the child who has never eaten. ST: (414) 830-7781 (7/19)

Hardworking, professional, willing to relocate. Complete production skills. Excellent reading skills. CHARLES MAJNER: (417) 883-4060 (7/19)

Results oriented AT offering fresh, creative ideas and no threat of taking your gig, unless of course you're looking for an AMD. DAVE: (813) 265-8212 (7/19)

Wife's tired of me being home! Morning show /sidekick, Country and CHR experience. Call anytime. HERB PALMER: (505) 881-8620 (7/19)

Pipes, personality, phones, production...you want 'em, I've got 'em! DANNY: (717) 633-5528 (7/19)

Jockstress w/ solid experience seeking a new challenge with room for growth. Willing to relocate anywhere. KRISIT: (707) 441-9262 (7/19)

Michigan boy seeks FT gig in Midwest. 15-year pro, bodacious pipes, hard working SOB. Fun lovin', versatile, dedicated. STU: (810) 653-2935 (7/19)

On-air, director of music research. Searching for FT-on-air gig. 3-years' at #1 AOR station in OKC. DAVE: (405) 634-8024 (7/19)

OPPORTUNITIES

POSITIONS SOUGHT

AT with promotion background seeks promo and/or on-air gig in So. Cal. Understands marketing and what it takes to be noticed. Internet savvy. Leave message (310) 772-0124

24 years' experience. Last 15 years in Phoenix. Seeking new challenge. Oldies/AC/NT. All markets considered. JACK: (602) 582-9146 (7/12)

POSITIONS SOUGHT

MORNING SHOW SUCCESS!!!

#1 18-34/18-49/25-54

20 yr. pro. Seeks high profile personality morning show. AC, Hot AC, Country, Oldies, Classic Hits, Talk, Phones-Fun-Humor. Great references & track record. John Dial (219) 255-6390

BJ ODOM seeking major market gig. Willing to relocate to start at the bottom and work my way up. Now working medium market and doing stand-up. (941) 947-BJFM (7/12)

POSITIONS SOUGHT

R&R Opportunities Free Advertising

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

Deadline

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

Online Job Listings

To post your ad on R&R's website (<http://www.rronline.com>), add 20% to your weekly ad rate. Listings will include your logo if it appears in your R&R Opportunities Ad.

POSITIONS SOUGHT

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Deadline

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RADIO & RECORDS

10100 Santa Monica Blvd., 5th Floor, Los Angeles, CA 90067

R&R is published weekly, except the week of December 25. Subscriptions are available for \$299.00 per year (plus applicable state sales tax) in the United States or \$695.00 overnight delivery (U.S. funds only), \$320.00 in Canada and Mexico, and \$495.00 overseas (U.S. funds only) from Radio & Records Inc., at 10100 Santa Monica Blvd., Los Angeles, California 90067. Annual subscription plan includes the weekly newspaper plus two Ratings Report & Directory issues and other special publications. Refunds are prorated based on the actual value of issues received prior to cancellation. Nonrefundable quarterly rates available. All reasonable care taken but no responsibility assumed for unsolicited material. R&R reserves all rights in material accepted for publication. All letters addressed to R&R or its Editors will be assumed intended for publication reproduction and may therefore be used for this purpose. Nothing may be reproduced in whole or in part without written permission from the Publisher. The terms Back Page, Breakers, Most Added, R&R, Compact Data, and Street Talk are registered trademarks of Radio & Records. © 1996 POSTMASTER: Send address changes to R&R, 10100 Santa Monica Blvd., 5th Floor, Los Angeles, California 90067.

MARKETPLACE

AIRCHECKS

AUDIO & VIDEO AIRCHECKS

CURRENT #195, 2100/Elvis Duran, KLOL/Stevens & Pruett, WPLJ/Scott & Todd, WSTR/Kevin Steele, KUBE WSM/Gina Donegan, KWFN/Rich Bro. Robbin, Y100, \$7.50
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PERSONALITY PLUS #PP-102, WMMX/Jim Kerr, KVIL/Ron Chapman, KIIS/Rick Dees, WRBQ/Cooper & Ritter, WKLS/Christopher Rude & Walking Crew, \$7.50
PERSONALITY PLUS #PP-101, WIOD/Phil Hendrie, K101 Don Bleu, WFOX/Randy & Spiff WMTX/Mason Dixon & Bill Connelly, WLUP/Jonathon Brandmeier \$7.50
PERSONALITY PLUS #PP-100, WPLJ/Rocky Allen, KGB/Brian Whitman & Jack Silver, KHMX/Larry Moon & Shelby Sweeney, WFAN/Don Imus, \$7.50
ALL COUNTRY #CY-50, WXTU, WRBQ, WOYK, KYCY, KPMS, KSDN, \$7.50
ALL CHR #CHR-20, WRVW, KPWR, WIOQ, KJBE, Z90, KKRZ, \$7.50
ALL AC #AC-28, WPNT, WUSA, WMTX, WQAL, KPZL, \$7.50
PROFILE #S-322, LOS ANGELES AMO! CHR KIIS, KPWR, AC KOST, KBIG KYSR, AOR KROS, KROD, Gold KRTH, KCBS, UC KKBT, Ctry KZLA, \$7.50
PROFILE #S-323, SAN DIEGO! CHR KQLO, Z90, ADR KIOZ, KGB, KMIX, 91X, XHRM, AC KFMB-PM, KKBH, KYXY, Ctry KSON, Gold KBZT, \$7.50
PROMO VAULT #PR-25, promo samples - all formats, all market sizes, Cassette, \$10
SWEEPER VAULT #SV-11, Sweeper & Legal ID samples, all formats, Cassette, \$10
#MR-4 (MODERN ROCK), #F-22 (ALL FEMALE), #CHN-22 (CHR NIGHTS), #O-17 (ALL OLDIES), #ADR-12 (ALL ADRI), #T-4 (TALK RADIO), #UC-17 (ALL URBAN), #S-318 (MIAMI) at \$7.50 each
CLASSIC #C-188, WLS/Ron Riley-1964, KHJ/Mark Elliott-Dr. John-1976, KJR/Gary Lockwood-1977, KING/composite-1977, KRBE-1979, XETRA-1980, \$11
VIDEO #62, Dallas KSOS/Terry Dorsey, Tampa's WMTX/Mason Dixon & Bill Connelly, Philly's WIOQ/Chio, Atlanta's 99X/Barnes, Leslie & Jimmy, Houston's KLDE/Jerry Pelletier, \$25 VHS
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1 time	\$90.00
6 insertions	85.00
13 insertions	80.00
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Marketplace
RADIO & RECORDS, 10100 Santa Monica Blvd,
Fifth Floor, Los Angeles, CA 90067
310-553-4330 Fax: 310-203-8727

CHR/POP

LW	TW	ARTIST	SON	Label
1	1	ALANIS MORISSETTE	You Learn	(Maverick/Reprise)
2	2	TRACY CHAPMAN	Give Me One Reason	(Elektra/EEG)
3	3	FUGEES	Killing Me Softly	(Ruffhouse/Columbia/CRG)
6	4	JEWEL	Who Will Save Your Soul	(Atlantic)
7	5	NATALIE MERCHANT	Jealousy	(Elektra/EEG)
5	6	LA BOUCHE	Sweet Dreams	(RCA)
4	7	COLOR ME BADD	The Earth, The Sun, The Rain	(Giant)
13	8	DONNA LEWIS	I Love You Always Forever	(Atlantic)
9	9	ERIC CLAPTON	Change The World	(Reprise)
8	10	CELINE DION	Because You Loved Me	(550 Music)
10	11	LOS DEL RIO/BAYSIDE BOYS MIX	Macarena	(RCA)
14	12	MARIAH CAREY	Forever	(Columbia/CRG)
12	13	JANN ARDEN	Insensitive	(A&M)
11	14	OASIS	Champagne Supernova	(Epic)
19	15	TONI BRAXTON	You're Makin' Me High	(LaFace/Arista)
20	16	DISHWALLA	Counting Blue Cars	(A&M)
15	17	MARIAH CAREY	Always Be My Baby	(Columbia/CRG)
16	18	ALANIS MORISSETTE	Ironic	(Maverick/Reprise)
18	19	ROBERT MILES	Children	(Arista)
22	20	MAXI PRIEST F/SHAGGY	That Girl	(Virgin)
17	21	DOGS EYE VIEW	Everything Falls Apart	(Columbia/CRG)
24	22	BONE THUGS-N-HARMONY	The Crossroads	(Ruthless/Relativity)
25	23	BLESSID UNION OF SOULS	All Along	(EMI)
29	24	HOOTIE & THE BLOWFISH	Tucker's Town	(Atlantic)
26	25	BADLEES	Angeline Is Coming Home	(Polydor/A&M)
32	26	HOOTIE & THE BLOWFISH	Old Man & Me	(Atlantic)
32	27	NO MERCY	Where Do You Go	(Arista)
36	28	PRIMITIVE RADIO GODS	Standing Outside...	(Ergo/Columbia/CRG)
31	29	LISA LOEB & NINE STORIES	Waiting For Wednesday	(Geffen)
35	30	QUAD CITY DJ'S	C'mon 'N Ride It...	(Quadra Sound/Big Beat/Atlantic)

CHR begins on Page 40.

CHR/RHYTHMIC

LW	TW	ARTIST	SON	Label
1	1	BONE THUGS...	The Crossroads	(Ruthless/Relativity)
2	2	TONI BRAXTON	You're Makin' Me High	(LaFace/Arista)
3	3	KEITH SWEAT	Twisted	(Elektra/EEG)
4	4	R. KELLY	I Can't Sleep Baby (If I)	(Jive)
6	5	GHOST TOWN DJ'S	My Boo	(So So Def/Columbia/CRG)
7	6	FUGEES	Killing Me Softly	(Ruffhouse/Columbia/CRG)
5	7	QUAD CITY DJ'S	C'mon 'N Ride It...	(Quadra Sound/Big Beat/Atlantic)
9	8	TOTAL	Kissin' You	(Bad Boy/Arista)
8	9	SWV	You're The One	(RCA)
10	10	CASE /FOOXY BROWN	Touch Me Tease Me	(Def Jam/RAL/Mercury)
14	11	MONICA	Why I Love You So Much	(Rowdy/Arista)
11	12	MARIAH CAREY	Always Be My Baby	(Columbia/CRG)
12	13	CELINE DION	Because You Loved Me	(550 Music)
13	14	MAXI PRIEST F/SHAGGY	That Girl	(Virgin)
17	15	GROOVE THEORY	Baby Luv	(Epic)
27	16	NAS	If I Ruled The World	(Columbia/CRG)
22	17	L.L. COOL J	Loungin'	(Def Jam/RAL/Mercury)
15	18	COLOR ME BADD	The Earth, The Sun, The Rain	(Giant)
—	19	NEW EDITION	Hit Me Off	(MCA)
16	20	JOEY	Get On Up	(Uptown/MCA)
18	21	LOS DEL RIO/BAYSIDE BOYS MIX	Macarena	(RCA)
28	22	MONTELL JOROAN	I Like	(Def Jam/RAL/Mercury)
20	23	COOLIO	All The Way Live	(Tommy Boy/Island)
19	24	GEORGE MICHAEL	Fastlove	(DreamWorks/Geffen)
23	25	MARIAH CAREY	Forever	(Columbia/CRG)
26	26	2PAC	How Do U Want It	(Death Row/Interscope)
29	27	TONY RICH PROJECT	Like A Woman	(LaFace/Arista)
21	28	ALANIS MORISSETTE	Ironic	(Maverick/Reprise)
32	29	NO MERCY	Where Do You Go	(Arista)
31	30	NATHAN MORRIS	Wishes	(Perspective/A&M)

CHR begins on Page 40.

URBAN

LW	TW	ARTIST	SON	Label
2	1	CASE /FOOXY BROWN	Touch... (Def Jam/RAL/Mercury)	
1	2	TONI BRAXTON	You're Makin' Me High (LaFace/Arista)	
4	3	KEITH SWEAT	Twisted (Elektra/EEG)	
5	4	112	Only You (Bad Boy/Arista)	
3	5	R. KELLY	I Can't Sleep Baby (If I) (Jive)	
6	6	MONTELL JOROAN	I Like (Def Jam/RAL/Mercury)	
7	7	TEVIN CAMPBELL	Back To The World (Qwest/WB)	
8	8	MONIFAH	You (Uptown/Universal)	
12	9	MONA LISA	You Said (Island)	
13	10	2PAC	How Do U Want It (Death Row/Interscope)	
15	11	D'ANGELO	Me And Those Dreamin' Eyes Of Mine (EMI)	
22	12	GHOST TOWN DJ'S	My Boo (So So Def/Columbia/CRG)	
17	13	MISTA	Blackberry Molasses (EastWest/EEG)	
10	14	BONE THUGS-N-HARMONY	The Crossroads (Ruthless/Relativity)	
16	15	DOONELL JONES	In The Hood (Untouchables/LaFace/Arista)	
18	16	DEBORAH COX	Where Do We Go From Here (Arista)	
20	17	SOMETHIN' FOR THE PEOPLE	With You (Warner Bros.)	
9	18	MEN OF VIZION	House Keeper (MJJ/550 Music/Epic)	
11	19	TOTAL	Kissin' You (Bad Boy/Arista)	
14	20	MONICA	Why I Love You So Much (Rowdy/Arista)	
19	21	L.L. COOL J	Loungin' (Def Jam/RAL/Mercury)	
23	22	GROOVE THEORY	Baby Luv (Epic)	
—	23	NEW EDITION	Hit Me Off (MCA)	
27	24	NAS	If I Ruled The World (Columbia/CRG)	
25	25	ANN NESBY	I'll Do Anything For You (Perspective/A&M)	
29	26	ERIC BENET	Let's Stay Together (Jac-Mac/WB)	
26	27	BUSTA RHYMES	It's A Party (Elektra/EEG)	
37	28	MAXWELL	Ascension (Don't Ever Wonder) (Columbia/CRG)	
41	29	BRAXTONS	So Many Ways (Atlantic)	
28	30	TONY RICH PROJECT	Like A Woman (LaFace/Arista)	

- 48 25 WHITNEY HOUSTON Why Does It Hurt So Bad (Arista)
- 26 MAXI PRIEST F/SHAGGY That Girl (Virgin)
- 46 27 4U Home (Rip-It)
- 28 USHER Dreamin' (LaFace/Arista)
- 29 MNEKA Say It Again (Island)
- 30 SHADES Tell Me (I'll Be Around) (Motown)

URBAN begins on Page 52.

HOT AC

LW	TW	ARTIST	SON	Label
1	1	TRACY CHAPMAN	Give Me One Reason	(Elektra/EEG)
3	2	ERIC CLAPTON	Change The World	(Reprise)
2	3	CELINE DION	Because You Loved Me	(550 Music)
6	4	ALANIS MORISSETTE	You Learn	(Maverick/Reprise)
7	5	NATALIE MERCHANT	Jealousy	(Elektra/EEG)
4	6	GIN BLOSSOMS	Follow You Down	(A&M)
5	7	JANN ARDEN	Insensitive	(A&M)
8	8	TONY RICH PROJECT	Nobody Knows	(LaFace/Arista)
10	9	NATALIE MERCHANT	Wonder	(Elektra/EEG)
15	10	DONNA LEWIS	I Love You Always Forever	(Atlantic)
12	11	ALANIS MORISSETTE	Ironic	(Maverick/Reprise)
9	12	MARIAH CAREY	Always Be My Baby	(Columbia/CRG)
16	13	JEWEL	Who Will Save Your Soul	(Atlantic)
17	14	MARIAH CAREY	Forever	(Columbia/CRG)
13	15	STING	You Still Touch Me	(A&M)
11	16	HOOTIE & THE BLOWFISH	Old Man & Me	(Atlantic)
18	17	ROBERT MILES	Children	(Arista)
14	18	DOG'S EYE VIEW	Everything Falls Apart	(Columbia/CRG)
19	19	CHER	One By One	(Reprise)
23	20	HOOTIE & THE BLOWFISH	Tucker's Town	(Atlantic)
20	21	FUGEES	Killing Me Softly	(Ruffhouse/Columbia/CRG)
22	22	COLOR ME BADD	The Earth, The Sun, The Rain	(Giant)
24	23	LOS DEL RIO/BAYSIDE BOYS MIX	Macarena	(RCA)
26	24	DISHWALLA	Counting Blue Cars	(A&M)
27	25	BADLEES	Angeline Is Coming Home	(Polydor/A&M)
—	26	MELISSA ETHERIDGE	Nowhere To Go	(Island)
29	27	VANESSA WILLIAMS	Where Do We Go From Here	(Mercury)
30	28	ALL-4-ONE	Someday	(Hollywood)
—	29	HOOTIE & THE BLOWFISH	I Go Blind	(Reprise)
—	30	TOM PETTY & THE HEARTBREAKERS	Walls	(Warner Bros.)

AC begins on Page 78.

AC

LW	TW	ARTIST	SON	Label
1	1	ERIC CLAPTON	Change The World	(Reprise)
2	2	CELINE DION	Because You Loved Me	(550 Music)
4	3	TRACY CHAPMAN	Give Me One Reason	(Elektra/EEG)
5	4	VANESSA WILLIAMS	Where Do We Go From Here	(Mercury)
6	5	MARIAH CAREY	Forever	(Columbia/CRG)
3	6	GLORIA ESTEFAN	Reach	(Epic)
7	7	MICHAEL ENGLISH	Your Love Amazes Me	(Curb)
10	8	CHER	One By One	(Reprise)
8	9	JANN ARDEN	Insensitive	(A&M)
14	10	WHITNEY HOUSTON	Why Does It Hurt So Bad	(Arista)
9	11	TONY RICH PROJECT	Nobody Knows	(LaFace/Arista)
11	12	MARIAH CAREY	Always Be My Baby	(Columbia/CRG)
13	13	ALL-4-ONE	Someday	(Hollywood)
12	14	TONI BRAXTON	Let It Flow	(Arista)
18	15	PETER CETERA	One Clear Voice	(River North)
17	16	JANE KELLY WILLIAMS	Breaking In To The Past	(Parachute/Mercury)
19	17	JIM BRICKMAN	Hero's Dream	(Renegade)
21	18	BLESSID UNION OF SOULS	All Along	(EMI)
22	19	NATALIE MERCHANT	Jealousy	(Elektra/EEG)
16	20	WYONNNA	To Be Loved By You	(Curb/MCA)
15	21	SORAYA	Suddenly	(Island)
25	22	GIN BLOSSOMS	Follow You Down	(A&M)
26	23	DAN HILL	Wrapped Around Your Finger	(Spontaneous)
28	24	HARRY CONNICK JR.	Hear Me In The Harmony	(Columbia/CRG)
27	25	COLOR ME BADD	The Earth, The Sun, The Rain	(Giant)
30	26	JORDAN HILL	For The Love Of You	(143/Atlantic)
29	27	DEBORAH COX	Where Do We Go From Here	(Arista)
24	28	GEORGE MICHAEL	Fastlove	(DreamWorks/Geffen)
—	29	DONNA LEWIS	I Love You Always Forever	(Atlantic)
—	30	BETTE MIDLER	God Help The Outcasts	(Walt Disney)

AC begins on Page 78.

ACTIVE ROCK

LW	TW	ARTIST	SON	Label
1	1	STONE TEMPLE PILOTS	Trippin' On A Hole...	(Atlantic)
2	2	METALLICA	Until It Sleeps	(Elektra/EEG)
3	3	SMASHING PUMPKINS	Tonight, Tonight	(Virgin)
5	4	HUNGER	Vanishing Cream	(Universal)
4	5	SOUNDGARDEN	Pretty Noose	(A&M)
8	6	SOUNDGARDEN	Burden In My Hand	(A&M)
6	7	GOO GOO DOLLS	Long Way Down	(Metal Blade/WB)
9	8	SPONGE	Wax Ecstatic (To Sell...)	(Columbia/CRG)
7	9	JERRY CANTRELL	Leave Me Alone	(Work/CRG)
14	10	BLACK CROWES	Good Friday	(American/Reprise)
11	11	HAZIES	Skin & Bones	(EMI)
13	12	BUTTHOLE SURFERS	Pepper	(Capitol)
16	13	TONIC	Open Up Your Eyes	(Polydor/A&M)
15	14	SCREAMING TREES	All I Know	(Epic)
12	15	ALICE IN CHAINS	Again	(Columbia/CRG)
10	16	DISHWALLA	Counting Blue Cars	(A&M)
21	17	PRIMITIVE RADIO GODS	Standing Outside...	(Ergo/Columbia/CRG)
20	18	STABBING WESTWARD	Shame	(Columbia/CRG)
17	19	GREEN DAY	Walking Contradiction	(Reprise)
23	20	METALLICA	Ain't My Bitch	(Elektra/EEG)
24	21	NIXONS	Wire	(MCA)
19	22	SPACEHOG	Cruel To Be Kind	(HiFi/Sire/EEG)
26	23	WALLFLOWERS	6th Avenue Heartache	(Interscope)
33	24	I MOTHER EARTH	One More Astronaut	(Capitol)
27	25	CRACKER	Nothing To Believe In	(Virgin)
22	26	VAN HALEN	Humans Being	(Warner Sunset/WB)
18	27	REFRESHMENTS	Banditos	(Mercury)
29	28	KENNY WAYNE SHEPHERD	Aberdeen	(Revolution)
44	29	REACHAROUND	Big Chair	(Capitol/Trauma/Interscope)
34	30	ZAKK WYLDE	Between Heaven And Hell	(DGC/Geffen)

ROCK begins on Page 83.

THE SPECIALS

Sounds Like
A Hit Record!

"A LITTLE BIT ME, A LITTLE BIT YOU"

Breakers In Blue

NATIONAL AIRPLAY OVERVIEW JULY 19, 1996

URBAN AC

LW	TW	ARTIST	SON TITLE	RECORD LABEL
2	1	TONI BRAXTON	You're Makin' Me High	(LaFace/Arista)
1	2	R. KELLY	I Can't Sleep Baby (If I)	(Jive)
3	3	KENNY LATTIMORE	Never Too Busy	(Columbia/CRG)
4	4	TEVIN CAMPBELL	Back To The World	(Qwest/WB)
6	5	MAXWELL	Ascension (Don't Ever Wonder)	(Columbia/CRG)
5	6	KEITH SWEAT	Twisted	(Elektra/EEG)
7	7	ANN NESBY	I'll Do Anything For You	(Perspective/A&M)
9	8	D'ANGELO	Me And Those Dreamin' Eyes Of Mine	(EMI)
8	9	MEN OF VISION	House Keeper	(MJJ/550 Music/Epic)
10	10	FUGEES	Killing Me Softly	(Ruffhouse/Columbia/CRG)
14	11	MONICA	Why I Love You So Much	(Rowdy/Arista)
11	12	JOE	All The Things (Your Man Won't Do)	(Island)
12	13	PUFF JOHNSON	Forever More	(Work/CRG)
19	14	ERIC BENET	Let's Stay Together	(Jac-Mac/WB)
27	15	WHITNEY HOUSTON	Why Does It Hurt So Bad	(Arista)
15	16	CASE I/FOXXY BROWN	Touch Me Tease Me	(Def Jam/RAL/Mercury)
16	17	MARIAH CAREY	Always Be My Baby	(Columbia/CRG)
18	18	WHITNEY HOUSTON & CECE WINANS	Count On Me	(Arista)
25	19	JESSE POWELL	Gloria	(Silas/MCA)
13	20	ISLEY BROTHERS	Let's Lay Together	(Island)
26	21	BRAXTONS	So Many Ways	(Atlantic)
—	22	NATHAN MORRIS	Wishes	(Perspective/A&M)
22	23	4U	Home	(Rip-It)
17	24	JOCECI	Get On Up	(Uptown/MCA)
24	25	GROOVE THEORY	Baby Luv	(Epic)
20	26	MONTELL JORDAN	I Like	(Def Jam/RAL/Mercury)
—	27	ISLEY BROTHERS	Floatin' On Your Love	(Island)
—	28	GEORGE BENSON	Holdin' On	(GRP)
—	29	JOHNNIE TAYLOR	Good Love	(Malaco)
23	30	MONA LISA	You Said	(Island)

URBAN begins on Page 52.

COUNTRY

LW	TW	ARTIST	SON TITLE	RECORD LABEL
2	1	SAWYER BROWN	Treat Her Right	(Curb)
3	2	RHETT AKINS	Don't Get Me Started	(Decca)
4	3	DIAMOND RIO	That's What I Get For...	(Arista)
1	4	RICOCHE	Daddy's Money	(Columbia/CRG)
6	5	GEORGE STRAIT	Carried Away	(MCA)
7	6	WADE HAYES	On A Good Night	(DKC/Columbia/CRG)
13	7	NEAL McCOY	Then You Can Tell Me Goodbye	(Atlantic)
11	8	CLAY WALKER	Only On Days That End In "Y"	(Giant)
12	9	BROOKS & DUNN	I Am That Man	(Arista)
8	10	PATTY LOVELESS	A Thousand Times A Day	(Epic)
5	11	SHANIA TWAIN	No One Needs To Know	(Mercury)
14	12	TIM MCGRAW	She Never Lets It Go To Her...	(Curb)
19	13	GARTH BROOKS	It's Midnight Cinderella	(Capitol)
18	14	LEE ROY PARNELL	Givin' Water To A Drowning Man	(Career)
22	15	JAMES BONAMY	I Don't Think I Will	(Epic)
21	16	TRACE ADKINS	There's A Girl In Texas	(Capitol)
23	17	LONESTAR	Runnin' Away With My Heart	(BNA)
25	18	BLACKHAWK	Big Guitar	(Arista)
28	19	MINDY MCCREADY	Guys Do It All The Time	(BNA)
26	20	RICK TREVINO	Learning As You Go	(Columbia/CRG)
27	21	PAM TILLIS	It's Lonely Out There	(Arista)
32	22	BILLY DEAN	That Girl's Been Spyin' On Me	(Capitol)
9	23	PAUL BRANDT	My Heart Has A History	(Reprise)
29	24	RANDY TRAVIS	Are We In Trouble Now	(Warner Bros.)
33	25	BRYAN WHITE	So Much For Pretending	(Asylum/EEG)
34	26	TY HERNDON	Living In A Moment	(Epic)
31	27	TRACY BYRD	4 To 1 In Atlanta	(MCA)
35	28	MARK WILLIS	Jacob's Ladder	(Mercury)
30	29	MARK CHESNUTT	Wrong Place, Wrong Time	(Decca)
36	30	FAITH HILL	You Can't Lose Me	(Warner Bros.)
44	31	VINCE GILL	Worlds Apart	(MCA)
42	32	TRISHA YEARWOOD	Believe Me Baby (I Lied)	(MCA)
50	33	ALABAMA	The Maker Said Take Her	(RCA)

COUNTRY begins on Page 59.

NAC

LW	TW	ARTIST	SON TITLE	RECORD LABEL
1	1	DOC POWELL	Sunday Mornin'	(Discovery)
2	2	HERBIE HANCOCK	Thieves In The Temple	(Verve)
3	3	JOE SAMPLE	Hippies On A Corner	(Warner Bros.)
4	4	ED HAMILTON	Gray Day	(Telarc)
5	5	BONEY JAMES	Lights Down Low	(Warner Bros.)
9	6	NORMAN BROWN	Better Days Ahead	(MoJAZZ/Motown)
6	7	RICHARD ELLIOT	I'll Make Love To You	(Blue Note)
12	8	RAMSEY LEWIS	Les Fleur	(GRP)
8	9	GEORGE JINDA	Just My Imagination	(Shanachie)
11	10	JOE McBRIDE	Highland Park	(Heads Up)
10	11	BRYAN SAVAGE	Cat Food	(Elation)
7	12	RIPPINGTONS	Hideaway	(GRP)
13	13	MARILYN SCOTT	I'm Calling You	(Warner Bros.)
16	14	BRIAN CULBERTSON	Close To You	(Mesa/Bluemoon)
14	15	EARL KLUGH	Maybe Tonight	(Warner Bros.)
17	16	BILL EVANS	The Sunday After	(Escapade)
21	17	VANESSA WILLIAMS	Erase	(Mercury)
19	18	PAMELA WILLIAMS	Castine	(Heads Up)
22	19	ERIC CLAPTON	Change The World	(Reprise)
18	20	DOUG CAMERON	Rendezvous	(Higher Octave)
15	21	HERB ALPERT	My Funny Valentine	(Almo Sounds/Geffen)
24	22	JEFF LORBER	State Of Grace	(Verve)
25	23	AVENUE BLUE	Naked City	(Mesa/Bluemoon)
29	24	EVERYTHING BUT THE GIRL	The Heart Remains A Child	(Atlantic)
26	25	SPYRO GYRA	Heart Of The Night	(GRP)
30	26	PAUL TAYLOR	Set Me Free	(Countdown/Unity)
—	27	AARON NEVILLE	I Can't Imagine	(A&M)
20	28	ED CALLE	Me And Mrs. Jones	(Sony Latin Jazz)
—	29	CHRIS CAMOZZI	Ring Of Gold	(Higher Octave)
27	30	JOHN TESH PROJECT	Fragile	(GTSP)

NAC begins on Page 77.

ROCK

LW	TW	ARTIST	SON TITLE	RECORD LABEL
1	1	METALLICA	Until It Sleeps	(Elektra/EEG)
2	2	DISHWALLA	Counting Blue Cars	(A&M)
4	3	BLACK CROWES	Good Friday	(American/Reprise)
3	4	STONE TEMPLE PILOTS	Trippin' On A Hole In...	(Atlantic)
5	5	WALLFLOWERS	6th Avenue Heartache	(Interscope)
6	6	SMASHING PUMPKINS	Tonight, Tonight	(Virgin)
10	7	WHY STORE	Lack Of Water	(Way Cool Music/MCA)
7	8	GOO GOO DOLLS	Long Way Down	(Metal Blade/WB)
14	9	KENNY WAYNE SHEPHERD	Aberdeen	(Revolution)
9	10	REFRESHMENTS	Banditos	(Mercury)
15	11	HOOTIE & THE BLOWFISH	Tucker's Town	(Atlantic)
12	12	BLUES TRAVELER	But Anyway	(A&M)
21	13	SOUNDGARDEN	Burden In My Hand	(A&M)
16	14	HAZIES	Skin & Bones	(EMI)
20	15	ZAKK WYLDE	Between Heaven And Hell	(DGC/Geffen)
24	16	NEIL YOUNG & CRAZY HORSE	Big Time	(Reprise)
8	17	VAN HALEN	Humans Being	(Warner Sunset/WB)
—	18	TOM PETTY & THE HEARTBREAKERS	Walls	(Warner Bros.)
17	19	BUSH	Machinehead	(Trauma/Interscope)
13	20	COLLECTIVE SOUL	Where The River Flows	(Atlantic)
19	21	JARS OF CLAY	Flood	(Silvertone)
23	22	SOUNDGARDEN	Pretty Noose	(A&M)
25	23	ERIC CLAPTON	Change The World	(Reprise)
18	24	DAVE MATTHEWS BAND	Too Much	(RCA)
22	25	GIN BLOSSOMS	Day Job	(A&M)
11	26	DEF LEPPARD	Work It Out	(Mercury)
35	27	DAVE MATTHEWS BAND	So Much To Say	(RCA)
28	28	SPONGE	Wax Ecstatic (To Sell...)	(Columbia/CRG)
34	29	TONIC	Open Up Your Eyes	(Polydor/A&M)
31	30	HUNGER	Vanishing Cream	(Universal)

ROCK begins on Page 83.

ALTERNATIVE

LW	TW	ARTIST	SON TITLE	RECORD LABEL
1	1	BUTTHOLE SURFERS	Pepper	(Capitol)
2	2	PRIMITIVE RADIO GODS	Standing Outside...	(Ergo/Columbia/CRG)
3	3	STONE TEMPLE PILOTS	Trippin' On A Hole In...	(Atlantic)
4	4	GARBAGE	Stupid Girl	(Almo Sounds/Geffen)
6	5	SMASHING PUMPKINS	Tonight, Tonight	(Virgin)
5	6	NO DOUBT	Spiderwebs	(Trauma/Interscope)
7	7	BECK	Where It's At	(DGC/Geffen)
8	8	PORNO FOR PYROS	Tahitian Moon	(Warner Bros.)
12	9	OASIS	Don't Look Back In Anger	(Epic)
11	10	SCREAMING TREES	All I Know	(Epic)
10	11	CRANBERRIES	Free To Decide	(Island)
14	12	NADA SURF	Popular	(Elektra/EEG)
9	13	DISHWALLA	Counting Blue Cars	(A&M)
13	14	CURE	Mint Car	(Fiction/EEG)
23	15	SOUNDGARDEN	Burden In My Hand	(A&M)
16	16	SPONGE	Wax Ecstatic (To Sell...)	(Columbia/CRG)
18	17	GREEN DAY	Walking Contradiction	(Reprise)
22	18	SUPERDRAG	Sucked Out	(Elektra/EEG)
25	19	311	Down	(Capricorn)
17	20	ALANIS MORISSETTE	You Learn	(Maverick/Reprise)
30	21	GOO GOO DOLLS	Long Way Down	(Metal Blade/WB)
31	22	DAVE MATTHEWS BAND	So Much To Say	(RCA)
28	23	BLUES TRAVELER	But Anyway	(A&M)
26	24	PATTI ROTHBERG	Inside	(EMI)
19	25	JEWEL	Who Will Save Your Soul	(Atlantic)
15	26	SOUNDGARDEN	Pretty Noose	(A&M)
20	27	GOLDFINGER	Here In Your Bedroom	(Mojo/Universal)
27	28	MAGNAPOP	Open The Door	(Priority)
24	29	REFRESHMENTS	Banditos	(Mercury)
21	30	TRACY BONHAM	Mother Mother	(Island)
32	31	POE	Angry Johnny	(Modern/Atlantic)

ALTERNATIVE begins on Page 90.

ADULT ALTERNATIVE

LW	TW	ARTIST	SON TITLE	RECORD LABEL
1	1	DAVE MATTHEWS BAND	So Much To Say	(RCA)
5	2	PRIMITIVE RADIO GODS	Standing Outside...	(Ergo/Columbia/CRG)
2	3	WHY STORE	Lack Of Water	(Way Cool Music/MCA)
4	4	ERIC CLAPTON	Change The World	(Reprise)
7	5	WALLFLOWERS	6th Avenue Heartache	(Interscope)
3	6	JEWEL	Who Will Save Your Soul	(Atlantic)
9	7	BLUES TRAVELER	But Anyway	(A&M)
6	8	ALANIS MORISSETTE	You Learn	(Maverick/Reprise)
10	9	HOOTIE & THE BLOWFISH	Tucker's Town	(Atlantic)
8	10	CRANBERRIES	Free To Decide	(Island)
11	11	DISHWALLA	Counting Blue Cars	(A&M)
12	12	STING	You Still Touch Me	(A&M)
15	13	ELVIS COSTELLO	You Bowed Down	(Warner Bros.)
13	14	PATTI ROTHBERG	Inside	(EMI)
16	15	LYLE LOVETT	Private Conversation	(Curb/MCA)
20	16	KEB' MO'	That's Not Love	(Okeh/Epic)
18	17	LOS LOBOS	Can't Stop The Rain	(Slash/WB)
14	18	BADLEES	Angeline Is Coming Home	(Polydor/A&M)
19	19	PAUL WESTERBERG	Love Untold	(Reprise)
22	20	SMASHING PUMPKINS	Tonight, Tonight	(Virgin)
23	21	NEIL YOUNG & CRAZY HORSE	Big Time	(Reprise)
21	22	CURE	Mint Car	(Fiction/EEG)
30	23	DUNCAN SHEIK	Barely Breathing	(Atlantic)
28	24	SQUEEZE	This Summer	(IRS)
—	25	BLACK CROWES	Good Friday	(American/Reprise)
25	26	GIN BLOSSOMS	Not Only Numb	(A&M)
—	27	JACKPIERCE	Trials	(A&M)
—	28	GARBAGE	Stupid Girl	(Almo Sounds/Geffen)
—	29	TOM PETTY & THE HEARTBREAKERS	Walls	(Warner Bros.)
27	30	REFRESHMENTS	Banditos	(Mercury)

ADULT ALTERNATIVE begins on Page 100.

Added At

1
VH
MUSIC FIRST

Added At

Star 98.7
Los Angeles

Added At

LIVE 105
San Francisco

#2 Callout
25-34 Female
Q106
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