

FORMAT-BY-FORMAT FOCUS ON QUALITATIVE RESEARCH

While Arbitron General Manager/Radio Pierre Bouvard explains how using Scarborough qualitative research can help a station's programming and sales efforts, R&R's radio editors show how this information applies to each individual format.

Begins Page 18

Summer '96 Arbitron results from 12 major markets

SEE PAGE 25

RADIO & THE INTERNET

What is the present — and future — value of the Internet to radio? Four NAB Radio Show sessions tried to find the answers.

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PEOPLE IN THE NEWS

- **Gregg Steele** new Paxson/Miami VP/Programming for FM outlets; **Peter Bolger** appointed VP/Programming for AMs
- **Ken Lane** becomes Arista VP/Promo
- **Marc Benesch** named Priority Sr. VP/Promo & Marketing; **Sean Lynch** to be VP/Promo; **Tony Smith** new VP/A&R
- **Sean "Bull" Robertson** now WENZ/Cleveland PD
- **Tommy Wilde** named WLUM/Milwaukee PD

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THIS #1 WEEK

CHR/POP

- **DONNA LEWIS** I Love You Always Forever (Atlantic)

CHR/RHYTHMIC

- **KEITH SWEAT** Twisted (Elektra/EEG)

URBAN

- **MINT CONDITION** What Kind Of Man ... (Perspective/A&M)

URBAN AC

- **LUTHER VANDROSS** Your Secret Love (LV/Epic)

COUNTRY

- **CLINT BLACK** Like The Rain (RCA)

NAC

- **DAVID SANBORN** Spooky (Elektra/EEG)

HOT AC

- **DONNA LEWIS** I Love You Always Forever (Atlantic)

AC

- **CELINE DION** It's All Coming Back To Me Now (550 Music)

ACTIVE ROCK

- **METALLICA** Hero Of The Day (Elektra/EEG)

ROCK

- **VAN HALEN** Me Wise Magic (Warner Bros.)

ALTERNATIVE

- **SUBLIME** What I Got (Gasoline Alley/MCA)

ADULT ALTERNATIVE

- **DUNCAN SHEIK** Barely Breathing (Atlantic)

NEWSSTAND PRICE \$6.50



Department Of Justice Shines Negative Light On Radio LMAs

Industry bristles at gov't agency's actions

BY JEFFREY YORKE
R&R WASHINGTON BUREAU CHIEF

It may be a painful message to radioland, but for the past month the Department of Justice has been sending it out anyway: LMAs, when connected to a merger without meeting the waiting requirements of the Hart-Scott-Rodino Act (HSR), are subject to the wrath of Justice. That could also mean fines of up to \$10,000 per day.

But there is good news: Justice isn't likely to poke into the LMAs already announced. The department "won't seek civil penalties against merging parties that have entered into LMAs in the past, as a general rule. That is, unless there are unusual circumstances involved," Deputy Asst. Attorney General **Lawrence Fullerton** told R&R.

"One example of unusual circumstances that might lead us to deviate and seek civil penalties is if we asked the parties to unwind an LMA that we believe would be easy to unwind, and they refuse," Fullerton said.

"By eliminating the utility of an LMA, [Justice] has increased the risk and accomplished net one minuscule thing toward protecting our republic from the perils of price-fixing."

—Bill Steding

He had no specific deal in mind in offering that example, adding that Justice wants to "leave ourselves some flexibility" and "look at each deal on a case-by-case basis." The Department's recent eyeballing of LMAs has been cause for concern by the industry. Weeks ago, communications attorney **Irv Gastfreund** of Washington, DC-based **Kaye, Scholler, Fierman, Hays & Handler** began warning clients to steer clear of LMAs based on "rumblings" from the Justice Dept. Fellow

LMA/See Page 32

The Loop Taps Solk As VP/Programming



Solk

Evergreen Media has named **Greg Solk** VP/Programming at **WLUP-FM/Chicago**, which recently flipped to a Hot AC format. Solk recently had served as VP/

Programming for Sports/Talk sister **WMVP-AM**.

"I'm going to help bring the Loop back to the dominance it had for nearly 10 years," commented Solk, who served as the

SOLK/See Page 32

San Diego And Sacramento: Radio's Latest Swap Cities

Jacor, Entercom, ARS, Par take part in deal

BY HEATHER VAN SLOOTEN
R&R WASHINGTON BUREAU

And the swaps go on. **Jacor Communications** has announced it is purchasing **Par Broadcasting's** **KCBQ-AM, KOGO-AM, KIOZ-FM & KKLQ-FM/San Diego** for \$72 million. Meanwhile, **Jacor** is selling **KRXQ-FM & KSEG-FM/Sacramento** for \$45 million to **Entercom**, which is also acquiring **American Radio Systems' KXOA-FM/Sacramento** for \$27.5 million.

The **Jacor** transactions were brokered by **Kalil & Co.**; all three deals are expected to close in early 1997. **Kalil** broker **Kelly Callan** said this deal actually started a couple of years ago. **Jacor** had long wanted more properties in San Diego, but would only buy if it could sell somewhere else. That "somewhere" turned out to be in Sacramento.

"These acquisitions fulfill our long-term desire to enter the Sac-

ramento market," said **Entercom President/CEO Joseph Fields**. "We believe that by combining the resources of these three stations, we will be able to further enhance their capacity to entertain their listeners."

Par, meanwhile, is out of broadcasting proper, but will continue dealing in the tower industry, **Callan** said.

Jacor said the two deals will "occur in a manner that permits the transac-

tions to be treated as a tax-free exchange," but added that the deals aren't contingent upon each other. In San Diego, **Jacor** already owns **XTRA-AM & FM & KHTS-FM** and recently agreed to swap with **Gannett** for **KSDO-AM & KKBH-FM**.

Under current **FCC** rules — which allow a group to own only five stations on any band in a market of Sacramento's size — **ARS**

SWAP/See Page 32

Deal details: Page 6

SFX Buys Concert Promoter

Delsener/Slater now a wholly owned division

BY COREY LEVITAN
R&R STAFF WRITER

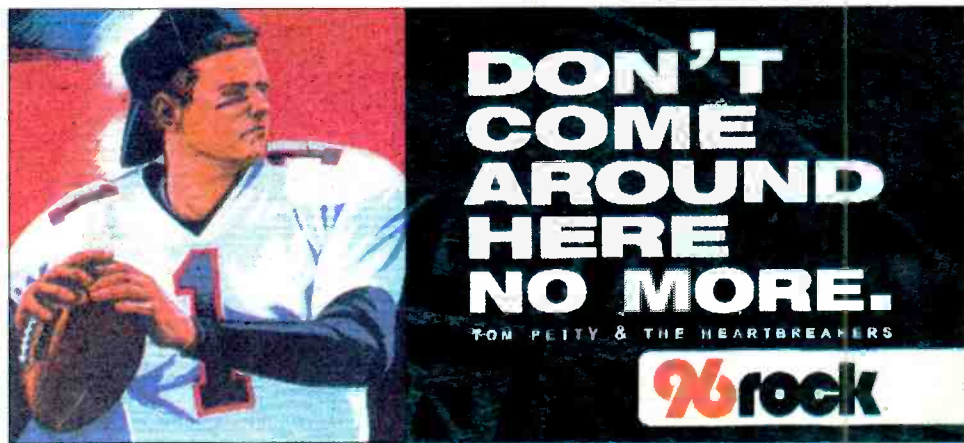
It's not only radio stations being acquired by group owners these days. In the first transaction of its kind, **SFX Broadcasting** has agreed to purchase Northeastern concert promoter **Delsener/Slater Enterprises** for an undisclosed sum. Independent since its 1966 inception, **Delsener/Slater** will become, as of January 1, a wholly owned **SFX** division with **Ron Delsener** and **Mitch Slater** helming as co-President/CEOs.

The nation's seventh-largest radio group, **SFX** owns 79 sta-

tions in 23 markets. **Delsener's** territory includes five of those markets: Albany; Springfield, MA; Hartford; New Haven; and Providence.

"**SFX** stations are adept at figuring out musical tastes and presenting a successful program of recorded music," said **SFX** Executive Chairman **Robert Sillerman**. "**Delsener/Slater's** expertise rests in similar strengths, but in live music, and the two entities working together will be able to create great opportunities for pro-

SFX/See Page 15



Those NFL Quarterbacks Can Be So Petty!

Former Falcons quarterback **Jeff George** — released on waivers effective last Wednesday (10/23) — hangs all over Atlanta thanks to this **WKLS-FM (96Rock)** billboard. A recent argument between **George** and head coach **June Jones** (which was captured on national TV) prompted the controversial **George** to be placed on indefinite suspension. As PD **Michael Hughes** explained, "The people of Atlanta have had enough, and so have we!" Hence the billboard's admonition, courtesy of **Tom Petty & The Heartbreakers**.



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video directed by Dean Karr

www.dmband.com



Lane Joins Arista As VP/Promotion

Ken Lane has segued to Arista Records as VP/Promotion. He previously worked in a similar capacity at Jive Records.



Lane

"Ken is a highly respected executive within the industry and brings a broad range of experience in promotion to Arista," said label Sr. VP/Promotion **Richard Palmese**.

"His contacts at Top 40, Crossover, Rock, and Alternative radio guarantee his immediate contribution to our national promotion effort."

Lane told R&R, "Working at Arista has always been a dream of mine. I can't wait to get started working with Richard Palmese and his talented field staff."

Prior to Jive, Lane was Sr. VP/Promotion at **EMI Records Group**. Before that, he served as VP/Promotion for **SBK Records** and National Director/Top 40 Promotion for **Chrysalis Records**.

Robertson Rises To WENZ/Cleveland PD

WENZ/Cleveland MD **Sean "Bull" Robertson** has officially added PD duties at the **Clear Channel** Alternative outlet. He had been serving as interim PD since **Bob Neumann** exited for cross-town **WMMS's** PD post last month (R&R 9/20).

According to **WERE-AM**, **WENZ & WNCX-FM** VP/GM **Walt Tiburski**, "Bull has the respect of the music and radio industries and an outstanding reputation for his knowledge and sense of fair play."

Robertson — who will retain his 10am-2pm airshift — joined WENZ in 1993 as an air talent.

Chin-Wag



Westwood One Entertainment held a meet-and-greet for Jay Leno affiliates during the NAB Radio Show. Leno hosts WW1's daily "Last Night On Tonight With Jay Leno" feature. Partying are (l-r) Leno, WW1 Entertainment VP/Affiliate Relations, Music & Event Programming **Liz Laud**, WW1 Chairman of the Board **Norm Pattiz**, and WW1 Entertainment President **Greg Batusic**.

Benesch's Priority: SVP/Promo & Mktg.

■ Lynch appointed VP/Promo; Smith to VP/A&R

Priority Records has made three key appointments:

- Former **Interscope Records** promotion head **Marc Benesch** has been named Sr. VP/Promotion & Marketing.

- Former **EMI Records** Sr. Director/National Promotion **Sean Lynch** has joined as VP/Promotion.

- And former **E-Double** producer/A&R rep/consultant **Tony "T-Smoov" Smith** has been tapped as VP/A&R.

"There have been a lot of positive changes around here," Priority President/CEO **Bryan Turner** told R&R. "And each of these three guys has already made a tremendous impact. I expect they'll help take this label exactly where we hope to be in the future."

Benesch told R&R, "I've always admired and respected the way Bry-



Lynch

an and [Priority co-founder and President/Sales] **Mark Cerami** have approached the street, urban, hip-hop, and rap marketplace. I look forward to bringing to the label my experience and knowledge in the genre and, equally as important, developing some very young and extremely talented record people."

Benesch began his music career in 1978 in the mailroom at **CBS Records** (now **Sony Music**), which led to a position as Singles Record Coordinator. He then tackled local promotion in Denver, Chicago, and Cleveland before becoming National Director/Pop Promotion, VP/Promotion, and finally Sr. VP/Promotion at **Columbia Records**. In 1990, Benesch helped launch **Interscope**

PRIORITY/See Page 32

Party Of Twelve



Captured at the recent Columbia/Island/Jeff McClusky & Associates NAB party are (standing, l-r) Columbia Sr. Dir./National Album Promotion **Chris Woltman**, McClusky's **Scott Burton**, Columbia Sr. VP/Rock Promotion **Jim DeBalzo**, Radio Corporation President **Ed Levine**, Columbia's **Jerry Lembo**, **Kenny Loggins** and wife, McClusky's **Tom Barsanti**, R&R Publisher/CEO **Erica Farber**, **WZEE/Madison**, WI interim PD **Dana Lundon**, Columbia Sr. VP/Promotion **Jerry Blair**, and (kneeling) **WRVW/Nashville** PD **Charlie Quinn**.

OCTOBER 25, 1996

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Steele, Bolger Now Paxson/Miami VPs

■ Overseeing FM & AM programming, respectively

Paxson Communications/Miami has elevated **WZTA-FM** PD **Gregg Steele** to VP/Programming FM and **WINZ-AM** PD **Peter Bolger** to VP/Programming AM. Steele will oversee Rock 'ZTA as well as **NAC WLVE-FM** and **Adult Alternative WPLL-FM**; Bolger adds **Talkers WFTL-AM** and **WIOD-AM** to his all-News **WINZ** duties.

In their new roles, each will oversee the programming and content of



Steele



Bolger

Paxson's present and future FM and AM Miami stations, respectively, and will report to Paxson VP/Programming **Alan Mason**. Steele's previous programming experience includes **KRXX/Minneapolis** and

KNAC/Los Angeles; prior to joining **WINZ**, Bolger worked in programming at **WZTA** and **KGON/Portland**.

PAXSON/MIAMI/See Page 12

WLUM/Milwaukee Goes Wilde Over New PD

WLUM/Milwaukee acting PD **Tommy Wilde** has officially been named PD at the Alternative station. Wilde held the interim position for several months following the exit of **Vince Richards**, who now programs **KKND/New Orleans**.

GM Steve Sinicropi told R&R, "Tommy has been a dedicated employee, working his way through the ranks at WLUM. He started out on-air, did research, was our 'webmaster' and MD, and now becomes PD. He has earned his stripes and deserves this position."

In other WLUM news, **KCXX/Riverside** PD **Chuck Summers** has been appointed Asst. PD. Sinicropi added, "We are very fortunate to find an individual like Chuck within the ranks of our company [All-Pro Broadcasting]. I am looking forward to Tommy and Chuck working together to take WLUM to new heights."

HOW TO REACH US

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Stern Indecency Charges Take Center Stage With FCC

The FCC has not forgotten the backlog of other indecency charges involving **Howard Stern** — even though the highly publicized \$1.7 million settlement by Stern employer **Infinity Broadcasting** was finalized last year.

The station in the current line of fire is **WBZU-FM/Richmond**, which last week received a notice of apparent liability (NAL) for \$10,000. At the time of the broadcasts, WBZU was **WVGO** (the stations later swapped calls) and was owned by **Benchmark Communications**. The current licensee is **ABS Communications**.

The broadcasts in question aired on October 23, 1995 and June 3, 1996 and involved a discussion of Stern's home sex life and another about whether a father could identify his daughter's vagina out of a lineup of five pictures.

Benchmark General Partner **Joe Mathias** said they haven't decided whether or how they will respond to the NAL. Under FCC rules Benchmark has 30 days to reply.

Originating Station Not Hit

There has been no indication from the Commission that other Stern affiliates that aired the segments will be targeted. FCC Enforcement Division Chief **Chuck Kelley** said the Commission, "generally doesn't make the assumption that other stations aired the broadcast, with the possible exception of the originating station."

That would be **WXRK-FM/New York**, and so far the FCC has not approached the station. Kelley also said the Commission is not using this case as ammunition against **Westinghouse/Infinity**.

Infinity attorney **Steven Lerman** told **R&R** he thinks this case will have no effect on the Westinghouse/Infinity merger. "Infinity's record was completely and irrevocably expunged, so Infinity has no record of

any indecency violation of any kind," he said. That means if Infinity were to receive a fine, it would be considered a first offense. Lerman said \$5000 is the typical fine for first offenses.

ABS dumped Stern in August while it was operating the station under a time-brokerage agreement. "We couldn't make any money; it's real simple. The station was losing money," ABS President **Ken Brown** said. Did community pressure have any affect on the decision? "Not directly," he said. Still, at least one community group, the "Coalition Against Stern" had been putting pressure on the station. Both ABS and Benchmark were unsure who sent the tapes to the FCC.

Lerman said he doesn't think the broadcasts were at all indecent. "Not under a fair application of the standard."

But the question on everyone's mind is whether the FCC will ever issue the indecency guidelines that were part of an agreement with **Evergreen Media** several years ago. "What did Howard Stern say or do that was more or less indecent than anything else he does," Brown asked. "Is it indecent, or is it simply in bad taste? I didn't realize the FCC was regulating taste ... Whatever they're doing, I don't think it's fair."

Kelley offered little encouragement. "Hopefully the guidelines will be out very soon. It still has to be coordinated with the Mass Media Bureau and the General Counsel." He added, "Don't ask me to define it soon."

EARNINGS

Market Frowns On Sinclair Announcement

Sinclair Broadcast Group Inc.'s (SBGI) stock fell 21.1% last Friday after an announcement that third-quarter cash flow and revenue would be lower than predicted.

Sinclair rushed to convince investors not to overreact. It emphasized that the company is strong, but the market will have to be patient. This summer, Sinclair purchased **River City Broadcasting** for approximately \$1.2 million and doesn't predict the effects of that deal will affect the company's bottom line until 1998.

The company estimates broadcast cash flow for the third quarter

ended September 30 to be 4% to 5% below third quarter 1995, and said pro forma third-quarter revenues will be flat. It added it expects limited revenue and cash flow growth for the final quarter of 1996.

Alex. Brown & Co. analyst **Drew Marcus** Monday lowered Sinclair from "strong buy" to "buy."

Sinclair owns or has agreed to buy 33 radio stations and 28 television stations. The lower third-quarter results were owing to losses of **NBC** and **Fox** affiliations at Sinclair's television stations in Raleigh and Birmingham, respectively.

Continued on Page 8

BUSINESS BRIEFS

Metro Rides The Stock Market Freeway

Metro Networks, which supplies news and traffic services, has completed its initial public offering of 7.2 million shares at \$16 per share. The stock will trade on Nasdaq for that price per share.

The company said it expects to use the net proceeds to repay existing debt and to fund its growth.

Underwriters are **Goldman Sachs**, **CS First Boston**, and **Donaldson Lufkin & Jenrette Securities Corp.** The underwriters have options to purchase an additional 1.08 million shares.

Heftel Sells Shares

Heftel Broadcasting Corp. has filed to sell up to 3.5 million Class A common shares. Net proceeds will be used to reduce borrowing under a credit agreement and may be reborrowed for corporate purposes. After the offering, the company will have 15,047,731 shares of Class A common stock outstanding.

The offering will be made through **Alex. Brown & Sons**, **SC First Boston**, **Lehman Bros.**, **Montgomery Securities**, and **Smith Barney Inc.** The underwriters have the option to buy up to 525,000 additional shares.

Financial Facts

Bankers Trust has upgraded **Chancellor's** rating to "strong buy" from "buy." Likewise, **Prudential Securities** bumped it up to "buy" from "hold" ... At their meeting Tuesday (10/22), **Gannett's** directors declared a regular quarterly dividend of 36 cents per share, payable January 2, 1997 to shareholders of record on December 13 ... **Lehman Brothers** analyst **Tim Wallace** started coverage of newly public **Cox Radio Inc.** with a "strong buy" rating and a target price of \$25 per share. Lehman Brothers was an underwriter for Cox's initial public offering last month.

Commodore Relinquishes Helm

Capstar Broadcasting Partners has closed its \$200 million acquisition of **Commodore Media**. Commodore owns 34 stations in six markets. Capstar was formed earlier this year by **Hicks, Muse, Tate & Furst Inc.**

Commodore will be an autonomous subsidiary and continue to operate under its current management.

This is Capstar's first purchase. In May it announced plans to buy up to \$1 billion in middle-market radio stations.

KidStar Signs Up Impressive Client List

KidStar Interactive Media, whose affiliates include radio stations targeted toward pre-teens, has signed the following advertisers: **Gap-Kids**, **Bubblicious/Warner Lambert**, **Bandai America**, the **Disney Channel** and **Disney Interactive**. It also recently signed **Mattel Inc.**, **Barbie Fashion Designer CD-ROM**, the **Milk Advisory Board**, and **Old Navy Clothing Inc.**

KidStar uses print, interactive phone, and the Internet to target six- to 11-year-olds.

Compiled from reports by the **Associated Press**, **Dow Jones News Service**, **Reuters**, **United Press International**, and **R&R** staff writers.

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*Bureau of Labor Statistics

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John Martin, Abbe Harris, Elizabeth Hamilton, Jennifer Hodlick, Donna Leonard.

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DEALS OF THE WEEK

- **KCBQ-AM, KOGO-AM, KIOZ-FM & KKLQ-FM/San Diego \$72 million**
- **KRXQ-FM & KSEG-FM/Sacramento \$45 million**
- **KXOA-FM/Sacramento \$27.5 million**

1996 DEALS TO DATE

Dollars To Date: \$13,406,067,256
(Last Year: \$5,084,025,501)

This Week's Action: \$260,175,889
(Last Year: \$150,322,500)

Stations Traded This Year: 1902
(Last Year: 1128)

Stations Traded This Week: 39
(Last Year: 27)

TRANSACTIONS AT A GLANCE

- KKIX-FM/Fayetteville & KKZO-FM/Lowell, AR \$10 million
- KWHN-AM & KMAG-FM/Ft. Smith, AR \$3.25 million
- KTIP-AM/Porterville, CA \$300,000
- WACC-AM/Hialeah (Miami), FL \$2.55 million
- WKES-FM/Tampa-St. Petersburg \$35,323,000
- WRXB-AM/Tampa-St. Petersburg \$409,000
- WEMG-FM/Crete, IL \$2.5 million
- WAUR-AM/Sandwich (Aurora), IL \$3.9 million
- WQDY-AM & FM/Calais, ME \$925,000
- WBYA-FM/Searsport, ME No cash consideration
- WUOK-AM/West Yarmouth, MA No cash consideration
- KQMO-FM/Ash Grove, MO \$667,500
- KFSB-AM/Joplin, MO \$150,000
- KYLT-AM & KZOQ-FM/Missoula, MT \$3.9 million
- KFAB-AM & KGOR-FM/Omaha \$39 million
- WCBT-AM/Roanoke Rapids, WLGQ-FM/Gaston & WXNC (FM CP)/Warrenton, NC \$638,784
- KQEN-AM/Roseburg, OR & KKM-FM/Tri-City, OR \$633,605
- WCMB-AM, WWKL-FM & WYMJ-FM/Harrisburg \$11 million
- WSCA-FM/Georgetown, SC \$260,000
- KWMC-AM/Del Rio, TX \$50,000
- KBNU-FM/Uvalde, TX \$54,000
- WRRRA-AM/Fredrikstad, St. Croix, WI \$165,000

TRANSACTIONS

Jacor's \$72 Million Chip-In Scores Par Four

□ **Entercom builds Sacramento cluster with Jacor, ARS spinoffs**

Deals of the Week

KCBQ-AM, KOGO-AM, KIOZ-FM & KKLQ-FM/San Diego

PRICE: \$72 million
BUYER: Jacor Communications Inc., headed by President Randy Michaels. It owns XTRA-AM & FM & KHTS-FM/San Diego. Phone: (513) 621-1300
SELLER: Par Broadcasting, headed by President Steve Jacobs. Phone: (619) 565-6006
FREQUENCY: 1170 kHz; 600 kHz; 105.3 MHz; 106.5 MHz
POWER: 5kw; 50kw day/1500 watts night; 29kw at 620 feet; 50kw at 440 feet
FORMAT: Talk; Talk; Rock; CHR
BROKER: Kalil & Co.

KRXQ-FM & KSEG-FM/Sacramento

PRICE: \$45 million
BUYER: Entercom, headed by President Joseph Field. Phone: (610) 660-5610
SELLER: Jacor Communications Inc., headed by President Randy Michaels. Phone: (513) 621-1300
FREQUENCY: 93.7 MHz; 96.9 MHz
POWER: 25kw at 325 feet; 50kw at 499 feet
FORMAT: Rock; Classic Rock
BROKER: Kalil & Co.

KXOA-FM/Sacramento

PRICE: \$27.5 million
BUYER: Entercom, headed by President Joseph Field. It is also acquiring KRQX-FM & KSEG-FM/Sacramento (see previous deal). Phone: (610) 660-5610
SELLER: American Radio Systems Corp., headed by President Steve Dodge. Phone: (617) 375-7500
FREQUENCY: 107.9 MHz
POWER: 50kw at 404 feet
FORMAT: Oldies

Arkansas

KKIX-FM/Fayetteville & KKZO-FM/Lowell

PRICE: \$10 million
BUYER: Gulfstar Communications, headed by Chairman Steve Hicks. It owns KEZA-FM/Fayetteville. Phone: (512) 320-7222
SELLER: Noalmark Broadcasting Corp., headed by President William Nolan Jr. Phone: (502) 862-7777
FREQUENCY: 103.9 MHz; 101.9 MHz
POWER: 100kw at 482 feet; 50kw at 709 feet
FORMAT: Country; Classic Rock
BROKER: Whitley Media

KWHN-AM & KMAG-FM/Ft. Smith

PRICE: \$3.25 million
BUYER: Gulfstar Communications Inc., headed by President John

Cullen. It owns 26 stations, including KKYR-AM & FM/Texarkana, AR. Phone: (512) 320-7232

SELLER: Ft. Smith FM Inc., headed by President David Baugher
FREQUENCY: 1320 kHz; 99.1 MHz
POWER: 5kw; 100kw at 1969 feet
FORMAT: News/Talk; Country
BROKER: Charles Giddens and George Otwell of Media Venture Partners

California

KTIP-AM/Porterville

PRICE: \$300,000
BUYER: Caldwell Broadcasting Co., headed by President Douglas Caldwell
SELLER: Double M Broadcasting Inc., headed by President Monte Moore
BROKER: Andrew McClure of the Exline Co.

Florida

WACC-AM/Hialeah (Miami)

PRICE: \$2.55 million
BUYER: Radio Peace Catholic Broadcasting Inc., headed by President Federico Capdepon. Phone: (305) 638-2722
SELLER: New Interamerican Broadcasting Inc., headed by President Adib Eden. Phone: (305) 513-9442
FREQUENCY: 830 kHz

Transactions' New Look

This week, R&R's Transactions section goes through some minor renovations aimed at presenting deal information in a more concise manner. Each deal listing will still contain information on prices, buyers, sellers, and brokers. Terms will no longer be listed, although unusual arrangements will be explained as "comments." Frequency, power, and format information will be printed for all deals taking place within Arbitron-rated markets or transactions with values of at least \$1 million.

POWER: 1kw
FORMAT: Spanish

WKES-FM/St. Petersburg

PRICE: \$35,323,000
BUYER: Paxson Broadcasting Of Tampa L.P., headed by Lowell Paxson
SELLER: The Moody Bible Institute of Chicago, headed by President Joseph Stowell. Phone: (404) 888-0920
FREQUENCY: 101.5 MHz
POWER: 99kw at 1352 feet
FORMAT: Religious
BROKER: Media Services Group

WRXB-AM/St. Petersburg

PRICE: \$409,000
BUYER: Metropolitan Radio Group

of Florida Inc., headed by President Gary Acker. Phone: (817) 430-3548
SELLER: Rolyn Communications Inc., headed by President Eugene Danzey. Phone: (813) 327-9792
FREQUENCY: 1590 kHz
POWER: 5kw day/1000 watts night
FORMAT: Urban

Illinois

WEMG-FM/Crete

PRICE: \$2.5 million
BUYER: Flinn Broadcasting Corp., headed by President George Flinn. Phone: (901) 726-8970
SELLER: Word of Faith Fellowship Inc. Phone: (312) 641-6777
FREQUENCY: 102.3 MHz
POWER: 3kw at 299 feet

Continued on Page 8

Power Tool For AIR-HEADS.

Radio's best user interface... AV AIR.

Hootie & The Blowfish
:11/04:06/Cold

Start

8000
--/00:52/

Spots History

Mid-6 8a-10a 10a-3p

Log Music Sweeper

On air... off air... air quality. As a PD you manage air time. And you need a powerful tool to help get that job done. That's where AudioVAULT® comes in, the industry-leading Digital Audio System. With AudioVAULT you get AV Air, radio's easiest user interface. With AV Air you can customize screens for each show, preset on-screen buttons for drop ins, and have immediate access to playlists and your entire audio inventory. And because AudioVAULT is from Broadcast Electronics, you'll have 24-hour support, every day of the year. AudioVAULT. It helps manage the studio, while you manage your future.

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S	Act	Title	Artist	Outcue	Duration	Shelf
		BROADCAST ELECTRONICS, INC.	Sheryl Crow	Fade		
			Bruce Springsteen	Fade	00:03:13	40745
			Hootie & The Blowfish	Cold	00:04:06	45205

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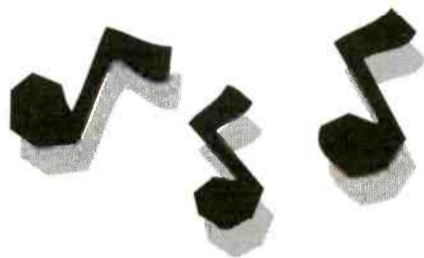
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Major Market Personalities of the Year

Hudson & Harrigan

KILT-FM Houston



AC/EZ Station of the Year

WLTE-FM

Minneapolis

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represent us to the industry and to our audience.

CBS Owned AM & FM Stations

CBS Radio Networks

CBS Radio Representatives

CBS
RADIO
DIVISION

TRANSACTIONS

Continued from Page 6

FORMAT: Gospel

WAUR-AM/Sandwich
(Aurora)

PRICE: \$3.9 million
 BUYER: Children's Radio Group Inc., a wholly owned subsidiary of Children's Broadcasting Corp., headed by President Christopher Dahl. Phone: (612) 338-3300
 SELLER: Nelson Broadcasting Inc., headed by President Larry Nelson. Phone: (630) 552-1000
 FREQUENCY: 930 kHz
 POWER: 2.5kw day/2200 watts night
 FORMAT: Oldies

Maine

WQDY-AM & FM/Calais

PRICE: \$925,000
 BUYER: Michael Goodine and William McVicar are acquiring WQDY Inc. Phone: (207) 454-7545
 SELLER: Daniel Holingdale. Phone: (207) 454-7545

WBYA-FM/Searsport

PRICE: No cash consideration
 BUYER: James Pomfret and Daniel Spears are acquiring 475 shares of common stock in Searsport Broadcasting Inc., and Sheldon Friedman is acquiring 50 shares of common stock of Searsport Broadcasting Inc. for Searsport Broadcasting Partnership.
 SELLER: Searsport Broadcasting Partnership. Phone: (207) 548-9914

Massachusetts

WUOK-AM/West
Yarmouth

PRICE: Donation; no cash consideration
 RECEIVER: Boston University, headed by President Jon Westling. It owns WBUR-FM/Boston. Phone: (617) 353-0909
 DONATOR: Boch Broadcasting L.P., headed by President Ernest Boch. It owns four other stations. Phone: (508) 775-7400

BROKER: Media Services Group

Missouri

KQMO-FM/Ash Grove

PRICE: \$667,500
 BUYER: Moon Song Communications Inc., headed by President Jerry Evans. Phone: (207) 942-3311
 SELLER: GMR, MO Inc., headed by President Frank Copsidas Jr. Phone: (406) 863-4500

KFSB-AM/Joplin

PRICE: \$150,000
 BUYER: Ozark Christian College, headed by President Ken Idleman. It also owns KOBC-FM/Joplin. Phone: (417) 624-2518
 SELLER: Big Mack Broadcasting Inc., headed by President Jim Von Grempe. It owns KJKT-FM & KSYN-FM/Joplin. Phone: (417) 624-1025
 FREQUENCY: 1310 kHz
 POWER: 5kw day/1000 watts night
 FORMAT: News/Talk

Montana

KYLT-AM & KZOQ-FM/
Missoula

PRICE: \$3.9 million
 BUYER: Sunbrook Communications Inc., a wholly owned subsidiary of Fisher Broadcasting Inc., headed by President Larry Roberts. It owns 16 stations, including KGRZ-AM & KGGL-FM/Missoula. Phone: (509) 326-9500
 SELLER: JS Marketing & Communications Inc., headed by President J.M. Smith Jr. Phone: (406) 728-5000
 FREQUENCY: 1340 kHz; 100.1 MHz
 POWER: 1kw; 13.5kw at -200 feet
 FORMAT: Oldies; Rock

Nebraska

KFAB-AM & KGOR-FM/
Omaha

PRICE: \$39 million
 BUYER: Triathlon Broadcasting Co., headed by CEO Norman Feuer. It owns KTNP-FM & KXKT-FM/Omaha.
 SELLER: American Radio Systems Corp., headed by CEO Steve Dodge. Phone: (617) 375-7500
 FREQUENCY: 1110 kHz; 99.9 MHz
 POWER: 50kw; 110kw at 1230 feet

FORMAT: News/Talk; Oldies
 BROKER: Elliot Evers of Media Venture Partners

North Carolina

WCBT-AM/Roanoke
Rapids, WLQG-FM/
Gaston & WXNC (FM CP)/
Warrenton

PRICE: \$638,784
 BUYER: MainQuad Inc., headed by President Daniel Berman. It owns WSMY-AM/Weldon, NC & WPTM-FM/Roanoke Rapids. Phone: (919) 537-4888
 SELLER: WCBT Radio Inc., headed by President W.W. Jefferay, selling WCBT and WXNC; Draper Communications, headed by President Johnny Draper, selling WLQG. Phone: (919) 537-9790

Oregon

KQEN-AM/Roseburg &
KKMX-FM/Tri-City

PRICE: \$633,605
 BUYER: Brooke Communications Inc., headed by co-trustees William Markham and William Markham Jr. It owns KRSB-FM/Roseburg. Phone: (503) 672-6641

SELLER: Markham Broadcasting Inc., headed by President Patrick Markham, is selling KQEN. Tri City Broadcasting, headed by President Michael Markham, is selling KKMX. Phone: (503) 672-6641

COMMENT: Markham Broadcasting President Patrick Markham will receive 91 shares (a 9.1% interest) in Brooke Communications. Tri City Communications President Michael Markham will receive 179 shares (a 17.9% interest) in Brooke Communications. William Markham Trust will hold the remaining 730 shares (a 73% interest) in Brooke Communications.

Pennsylvania

WCMB-AM, WWKL-FM &
WYMJ-FM/Harrisburg

PRICE: \$11 million
 TERMS: Cash
 BUYER: Dame Media Inc., headed by CEO Al Dame. It owns WKBO-AM, WHP-AM & WRVV-FM/Harrisburg.

Phone: (518) 452-4800
 SELLER: Barnstable Broadcasting Inc., headed by President David Ginkgold. Phone: (617) 647-0608
 FREQUENCY: 1460 kHz; 99.3 MHz; 94.9 MHz
 POWER: 5kw; 6kw at 328 feet; 25kw at 699 feet
 FORMAT: News/Talk; Oldies; AC
 BROKER: BIA Capital Corp.

South Carolina

WSCA-FM/Georgetown

PRICE: \$260,000
 TERMS: Cash
 BUYER: Carolina Broadcasting Inc., headed by President Stan Karas. It has agreed to buy WJKY-AM & FM/Conway-Myrtle Beach, SC.
 SELLER: VBX Broadcasters Inc., headed by President C.A. Posey
 BROKER: Snowden Associates

Texas

KWMC-AM/Del Rio

PRICE: \$50,000
 BUYER: Minerva Garza Valdez.

Phone: (210) 775-3544
 SELLER: Faz Broadcasting Inc., headed by late President Ramiro Faz. Phone: (210) 775-3544

KBNU-FM/Uvalde

PRICE: \$54,000
 TERMS: Assumption of debt
 BUYER: Horizon Broadcasting Inc., headed by President Tim Walker. Phone: (210) 278-3693
 SELLER: U.S. Ninety West Communications Inc., headed by President Tim Walker

Virgin Islands

WRRR-AM/Frederikstad,
St. Croix

PRICE: \$165,000
 TERMS: Stock sale for cash
 BUYERS: Hugh Pemberton, George Mathew, Hulester Russell, and Alvin Southwell, acquiring Reef Broadcasting Inc. Phone: (809) 722-1290
 SELLER: Richard Blom. Phone: (809) 722-1290

EARNINGS

Continued from Page 4

Heritage Calls It A Quarter

Heritage Media Corp. (NASDAQ: HTG) reported increases in net revenue and cash flow for the third quarter of 1996, which ended September 30. Earnings were down 29% from 24 cents per share to 17 cents per share.

The company reported third-quarter revenue of \$155.1 million, a 43% increase over third quarter 1995 and generated operating cash flow of \$37.1 million (up 41%). Heritage said the decrease in net income "reflects higher taxes in 1996 compared to 1995 due to a runoff of Heritage's previously generated tax loss carry-forwards."

Broadcasting contributed \$25 million of revenue and \$10.2 million of operating cash flow to the results — increases of 13% and 11%, respectively. Radio in particular produced a 25% increase in

revenue and a 37% increase in operating cash flow.

In addition to its radio and television stations, Heritage has direct marketing and in-store marketing subsidiaries.

DG Makes The Grade

Digital Generation Systems (NASDAQ: DGIT) registered net revenues of \$2.3 million for its third quarter ending September 30, a 98% gain over the comparable period last year. Earnings were off \$1.2 million (21 cents) this quarter compared to a loss of \$1.7 million (25 cents) in the third quarter of '95. The company's DG Systems, which distributes commercials and other programming to more than 5000 radio and several hundred TV stations, delivered 184,000 audio commercials and music singles this quarter, compared to 91,000 deliveries in the comparable quarter last year. DG also said it intends to acquire PDR Productions, a media duplication and distribution house based in New York City.



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- **GENERATES** impressive sums of **NON-TRADITIONAL REVENUES**
- **INCREASES TRADITIONAL SPOT-RELATED REVENUES** (:30s and :60s) using creative packaging techniques
 - Gathers information **ABOUT YOUR AUDIENCE** (demographic, geographic, etc.)
 - Delivers information **TO YOUR AUDIENCE...** (far more than just news, sports and weather)
 - Collects **QUALITATIVE** information **FROM YOUR AUDIENCE** for your advertisers (i.e. purchase habits and product consumption)
 - Creates and maintains an accurate **LISTENER DATABASE** for purposes of marketing and promoting your station (using direct mail, outbound telemarketing, etc.)

every **special** counts

Dick Bartley presents a Thanksgiving weekend music spectacular, "The Motown Story," a tribute to the sound that rocked America and the world!

FOUR HOURS

MUSIC INTENSIVE

TIMELESS HITS

LEGENDARY STARS

THE MOTOWN STORY

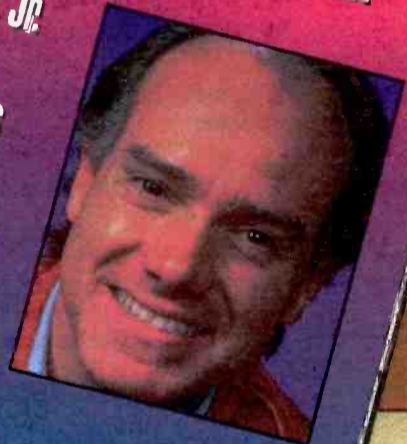
Exclusive interview comments from:

★ Diana Ross ★ Berry Gordy, Jr.

★ Stevie Wonder ★ Lexi Stubbs

★ Martha Reeves ★ Otis Williams

★ Mary Wilson ★ Smokey Robinson



Also join ABC for :

"Merry Christmas with Dick Bartley," a four-hour celebrity-filled special.

"Dick Bartley's Rock & Roll New Year's Eve Live From Disneyland," his 8th annual holiday celebration.

people are listening



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Third-Quarter Trading Still Strong

□ Despite slight dip, three-month period nets \$2.9 billion involving 548 stations

As the third quarter draws to a close, the second full quarter of post-telecom trading bore witness to \$2.9 billion in sales and 548 stations that were bought, sold, or traded in July, August, and September. That's a 15% decrease and 39% increase, respectively, compared to 1995's third-quarter totals of \$3.4 billion and 393 stations.

These numbers are surprising when you consider the decrease comes on the heels of \$7.4 billion in spring sales involving 725 stations. Topping out as the largest deal this quarter was **Heftel Broadcasting's** acquisition of **Tichenor Media Systems' 36 stations** in 11 markets for a whopping \$690 million, resulting in the creation of **New Heftel**. As impressive as the New Heftel dollar tag is, this time last year the industry was still reeling from **Disney's \$1 billion acquisition of Capital Cities/ABC**. Taking sec-

ond place was **American Radio Systems**, with its purchase of 23 **EZ Communications** stations in seven markets for \$655 million.

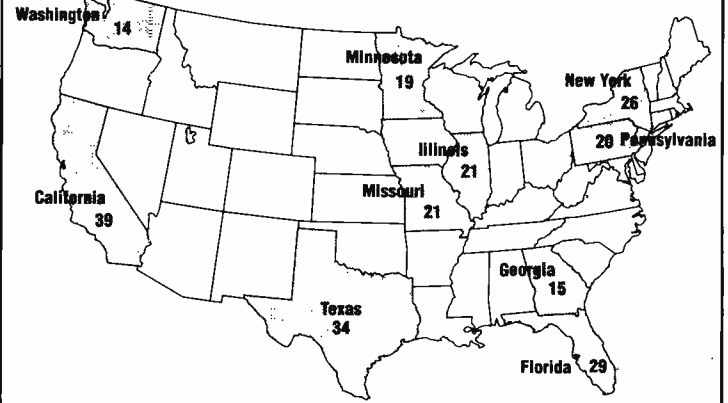
Swap Deals Slow

It was quality, not quantity, this quarter as the number of station swaps dipped slightly. But the dollar amount remained essentially the same as a year ago last quarter: \$454 million compared to \$500 million.

The top swap occurred between **EZ Communications** and **Evergreen**. Evergreen's six stations in

Charlotte (**Arbitron market 37**) and **EZ's two stations in Philadelphia (market 5)** were traded for a value of \$100 million. (Note: Swap values are not included in **R&R's** total amount of dollars traded, but the properties count toward the total number of stations traded.)

The broker business was still going strong this quarter. **Media Venture Partners** maintained its No. 1 status with \$269.6 million involving 16 stations. **Gary Stevens & Co.** finished second with \$94.7 million (nine stations), followed by **Blackburn & Co.** with \$82.1 million (14 stations). Rounding out the top five were **Star Media Group** (\$34.1 million, 19 stations) and **Media Services Group** (\$32.8 million, 15 stations).



State-By-State Transactions

□ 1996 third-quarter stations traded

State	AM	FM	AM CP	FM CP	Total
Alabama	4	3	0	0	7
Alaska	0	0	0	0	0
Arizona	5	7	0	0	12
Arkansas	3	5	0	0	8
California	18	20	0	1	39
Colorado	1	5	0	0	6
Connecticut	2	1	0	0	3
Delaware	1	0	0	0	1
DC	1	2	0	0	3
Florida	9	19	0	1	29
Georgia	5	10	0	0	15
Hawaii	0	1	0	0	1
Idaho	0	0	0	0	0
Illinois	8	10	0	3	21
Indiana	2	3	0	0	5
Iowa	1	4	0	0	5
Kansas	4	2	0	0	6
Kentucky	3	3	0	0	6
Louisiana	2	3	0	0	5
Maine	0	1	0	0	1
Maryland	1	4	0	0	5
Massachusetts	1	1	0	0	2
Michigan	1	7	0	0	8
Minnesota	7	12	0	0	19
Mississippi	2	3	0	0	5
Missouri	10	11	0	0	21
Montana	2	4	0	0	6
Nebraska	2	2	0	0	4
Nevada	3	1	0	0	4
New Hampshire	1	0	0	0	1
New Jersey	2	1	0	0	3
New Mexico	3	6	0	0	9
New York	9	16	0	1	26
North Carolina	6	6	1	0	13
North Dakota	1	2	0	2	5
Ohio	3	8	0	0	11
Oklahoma	6	6	0	0	12
Oregon	1	1	0	0	2
Pennsylvania	11	8	0	1	20
Puerto Rico	1	0	0	0	1
Rhode Island	0	0	0	0	0
South Carolina	2	2	0	0	4
South Dakota	3	3	0	0	6
Tennessee	4	6	0	0	10
Texas	15	18	0	1	34
Utah	1	2	0	0	3
Vermont	1	1	0	1	3
Virginia	4	8	0	1	13
Washington	6	8	0	0	14
West Virginia	4	5	0	0	9
Wisconsin	5	7	0	0	12
Wyoming	1	1	0	1	3
Total 3rd Qtr.	188	259	1	13	461
Total 2nd Qtr.	253	458	0	14	725
Total 1st Qtr.	198	276	2	7	483
1996 Year To Date	639	993	3	34	1669

TOP THIRD-QUARTER TRANSACTIONS

Top 10 Sales

- \$690 million**
1 **Tichenor Media Systems/Heftel Broadcasting merger***
 36 stations in 11 markets: Chicago, Dallas-Ft. Worth, El Paso, Houston, Las Vegas, Los Angeles, New York, McAllen-Brownsville, Miami, San Antonio, San Francisco-Santa Cruz
- \$655 million**
2 **EZ Communications/American Radio Systems. merger****
 23 stations in seven markets: Charlotte-Gastonia-Rock Hill, Kansas City, Philadelphia, Pittsburgh, Sacramento, Seattle-Tacoma, St. Louis
- \$365 million**
3 **Colfax Communications stations to Chancellor Broadcasting*****
 12 stations in four markets: Milwaukee, Minneapolis, Phoenix, Washington
- \$237.75 million**
4 **WJLB-FM, WMXD-FM and WQRS-FM/Detroit and WFLN-FM/Philadelphia to Evergreen Media**
- \$110 million**
5 **WRMA-FM/Ft. Lauderdale & WXDJ-FM/Miami to American Radio Systems**
- \$103 million**
6 **WDAS-AM & FM/Philadelphia to Evergreen Media**
- \$100 million**
7 **Osborn Communications to Capstar Broadcasting Partners******
 17 stations in six markets: Asheville, NC; Birmingham; Dayton; Ft. Myers-Naples; Gadsden, AL; Jackson, TN; Wheeling, WV
- \$90 million**
8 **WOCT-FM & WWMX-FM/Baltimore to American Radio Systems**
- \$68 million**
9 **WPNT-FM/Chicago to Evergreen Media**
- \$65 million**
10 **WEDR-FM/Miami to Evergreen Media**

* Tichenor/Heftel Stations
 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/El Paso
 KLAT-AM, KMPQ-AM, KLTN-FM, KLTO-FM KLTP-FM & KRTX-FM/Houston & KLSQ-AM/Las Vegas
 KTNQ-AM & KLVE-FM/Los Angeles
 WADO-AM & WPAT-AM/New York
 KGBT-AM, KIWW-FM & KQXX-FM/McAllen-Brownsville
 WAQI-AM, WQBA-AM, WAMR-FM & WRTD-FM/Miami
 KCOR-AM, KXTN-AM & FM & KROM-FM/San Antonio
 KSOL-FM & KYLZ-FM/San Francisco-Santa Cruz

** American Radio Systems/EZ Communications merger
 WSOC-FM & WSSS-FM/Charlotte-Gastonia-Rock Hill
 KBEQ-AM & FM & KFKF-FM/Kansas City
 WIOQ-FM & WUSL-FM/Philadelphia
 WBZZ-FM & WZPT-FM/Pittsburgh
 KHTK-AM, KNCI-FM & KRAK-FM/Sacramento
 KRPM-AM, KMPS-AM & FM, KBKS-FM, KYCW-FM & KZOK-FM/Seattle-Tacoma
 KFNS-AM, KSD-AM & FM, KEZK-FM & KYKY-FM/St. Louis

**** Osborn Communications to Capstar Broadcasting Partners
 WWNC-AM & WKSF-FM/Asheville, NC
 WAAX-AM & WQEN-FM/Gadsden, AL
 WKII-AM, WEEJ-FM & WOLZ-FM/Ft. Myers-Naples
 WING-AM/Dayton
 WTJS-AM, WTNV-FM & WYNU-FM/Jackson, TN
 WBBD-AM, WWVA-AM, WEGW-FM, WHLX-FM, WKWK-FM & WOVK-FM/Wheeling, WV

*** Colfax Communications stations to Chancellor Broadcasting
 WOKY-AM & WMIL-FM/Milwaukee
 KQQL-FM & WBOB-FM/Minneapolis
 KISO-AM, KOY-AM, KOOL-FM, KYOT-FM & KZON-FM/Phoenix
 WTEM-AM, WBIG-FM & WGMS-FM/Washington

Dealmakers

1996 Transactions

KHUG-FM
Lincoln, NE

KXTP-AM/WDSM-AM/KTCO-FM/KZIO-FM
Duluth, MN

WAYV-FM
Atlantic City, NJ

KLTE-FM
Kirksville, MO

KKYT-FM and FM CP
McCook, NE



Eolin Broadcasting
Elmira, NY
Acquisition Financing

Big Horn Communications
Billings, MT
Acquisition Financing



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<p>SOLD! WSOK-AM WLVH-FM WAEV-FM Savannah, GA* \$11.0 M</p>	<p>SOLD! KUTQ-FM KZHT-FM Salt Lake City, UT* \$11.0 M</p>	<p>CLOSED! WRXR-FM WKBG-FM Augusta, GA \$5.0 M</p>
<p>CLOSED! KIOT-FM, KZKL-FM KZRO-FM, KIVA-AM KRLL-AM Albuquerque, NM \$5.0 M</p>	<p>SOLD! KIST-AM KMGQ-FM Santa Barbara, CA* \$3.85 M</p>	<p>CLOSED! WKIX-FM Raleigh, NC \$16.0 M</p>
<p>CLOSED! WMYB-FM Myrtle Beach, SC \$1.1 M</p>	<p>SOLD! WWGT-FM, WRSI-FM WGAM-AM, WBFL-FM Keene, NH Burlington, VT Greenfield, MA* \$2.0 M</p>	<p>CLOSED! WHUB-AM/FM Cookeville, TN \$3.8 M</p>
<p>CLOSED! KZAK-FM KQNV-FM KPLY-AM Reno, NV \$7.5 M</p>	<p>SOLD! WEAS-AM/FM Savannah, GA* \$3.75 M</p>	<p>CLOSED! KGIR-AM KCGQ-FM Cape Girardeau, MO \$1.35 M</p>

*Pending FCC Approval

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<p>\$75,000,000 Senior Debt Financing has been arranged for Paxson Communications Corporation</p>	<p>\$150,000,000 Senior Credit Facility has been arranged for Paxson Communications Corporation</p>	<p>\$24,200,000 Senior Debt Financing has been arranged for Mel Wheeler, Inc.</p>
<p>\$11,200,000 Equity Capital has been arranged for Shockley Communications Corporation</p>		<p>\$10,000,000 Sale of Preferred Stock has been arranged for Excl' Holdings, Inc.</p>

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Swindel Now Arista SVP/Sales & Joint Venture Operations

Jim Swindel has been named Sr. VP/Sales & Joint Venture Operations at Arista Records. President of Qwest Records since 1992, he relocates from L.A. to New York with the appointment.



Swindel

"Jim is a well-respected, major player in our industry," said Arista President Clive Davis. "His broad range of experience in music will be a tremendous asset to Arista. I am pleased to congratulate him on this appointment and warmly welcome him to the Arista family."

Prior to Qwest, Swindel was VP/Sales and then Sr. VP/GM of Virgin Records. Before joining Virgin in 1987, he was VP/Marketing for Island Records, which he joined as VP/Sales in 1984.

Rock Solid



Snapped at the NAB's Rock format room were (l-r) KSHE/St. Louis PD Rick Balis, WLWQ/Columbus, OH PD Greg Ausham, R&R's Cyndee Maxwell, WRIF/Detroit PD Doug Podell, and WNEW/NY OM Steve Young.

Albright Exits BP To Run Consultancy

It was one year ago when Broadcast Programming GM Jay Albright temporarily stepped down following the announcement that he would change his gender and become **Jaye Albright**. Last week, Albright announced she's opted not to return to BP; rather, she will devote all of her time to her recently formed, Seattle-based consultancy, **Radio IQ**.

Albright did sign a two-year deal to write for BP publications, make presentations at BP seminars, and act as a consultant in a limited fashion.

In an e-mail to her clients, Albright said, "The freedom of working at home and the ability to spend 100% of my time serving clients has been an alluring combination. There are no 'philosophical differences,' let alone 'major conflicts' that underlie my decision to leave Broadcast Programming and resume consulting on my own effective November 1."

BP will continue with its consulting team, composed of **Ken Moultrie** and **L.J. Smith**.

EXECUTIVE ACTION

Vestuto, Loscalzo Named SW Dirs./Programming

Rich Vestuto and **John Loscalzo** have been named Director/Adult Programming and Director/Rock Programming, respectively, at **SW Networks**. Vestuto has worked for SW since 1995; Loscalzo rejoins SW after a stint as *Rock Airplay Monitor* Managing Editor.

"Both Rich and John have a great deal of experience in the industry and understand the needs of SW affiliates," said SW President/CEO **Dan Forth**. "They will play key roles in maximizing the potential of our current product and developing new program resources for our stations."

Prior to joining SW, Vestuto worked as a producer/writer for various **Unistar Radio Networks** formats between 1985-94. He was Production Director at Country **WKHK-FM/New York** from 1981 to 1984.

Currently on-air at **WXRK/New York**, Loscalzo had been an SW air personality from mid-1995 to early 1996. He also has hosted "After Dark" on the **WDRE Modern Rock Network**, served as *The Hard Report's* Alternative Editor, and worked airshifts at **KROQ/Los Angeles** and NY-area stations **WRCN-FM** and **WPDH-FM**.

KTWV/L.A.'s GSM Duties Are Under Presher

KPWR-FM (Power 106)/Los Angeles GSM **Dave Presher** has shifted to a similar post at **CBS's** crosstown **KTWV-FM (The Wave)**. The position previously had been held by **Earl Baer**, who served as both **KFWB-AM** & **KTWV** GSM until relinquishing his duties at the Wave in August.

"Dave comes to the Wave with great leadership skills," commented **KTWV** VP/GM **Tim Pohlman**. "His experience in both radio and television management over the past eight years will help take our entire sales efforts to new levels. We are very excited to have him as part of the Wave family."

Prior to joining **Emmis's** **KPWR** earlier this year, Presher served as GM of **KCPM-TV/Redding, CA**. Before that, he worked as GM at **KMEN-AM** & **KGGI-FM/Riverside-San Bernardino** and Station Manager of **KHYL-FM/Sacramento**.



Presher

Lang Takes New ARS/Bufalo Dir./Sales Slot

Brian Lang has been appointed to the new Director/Sales position for **American Radio Systems'** Buffalo stations: **WECK-AM**, **WBLK-FM**, **WJYE-FM**, **WSJZ-FM** & **WYRK-FM**.

ARS/Bufalo VP/GM **Jeff Silver** observed, "I've known Brian for quite some time and hired him for his extensive sales and sales management experience."

Lang spent the last seven years with **KABB-TV/San Antonio**, most recently as Sales Manager. He also was GSM of **KMQX-FM/Greensboro, NC** and AE for **WBAP/Dallas-Ft. Worth**.

Paxson/Miami

Continued from Page 3

"Gregg has earned his way into this position with his performance over the past year and the strategic thinking he's demonstrated," Mason remarked. "Peter is uniquely qualified to oversee both the News and the two 'Hot Talk' operations by virtue of his background in both Rock and News. He's one of the world's most wonderful human beings."

Steele told **R&R**, "I'm excited

to tackle the additional tasks of working with two more quality radio stations, as well as the opportunity of working 'mano a mano' with [WPLL PD] **Dave Stewart** and [WLVE PD] **Shirley Maldonado**." Steele added that an Asst. PD for 'ZTA is currently being sought.

Bolger commented, "I'm humbled by the great trust and responsibility bestowed upon me by [President/Miami] **Ronna Roulfe** and **Paxson Communications**."

Festival for Radio Lovers

Live broadcasts, classic programs, and seminars.

October 28 through November 8

Drive-Time Radio: An Overview

Panelists: Tom Joyner, Dick Purtan, Anthony J. Rudel, Pat St. John
Monday, October 28
12:30-2:00 p.m.

Scott & Todd in the Morning

Panelists: Scott Shannon, Todd Pettengill, Naomi DiClemente, John Machay, Joe Nolan
Tuesday, October 29
12:30-2:00 p.m.

The Hot 97 Morning Show With Ed, Lisa, and Dre

Panelists: Ed Lover, Lisa G., Dr. Dre, Wayne Mayo, Pia James
Wednesday, October 30
12:30-2:00 p.m.

Rambling with Gambling

Panelists: John R. Gambling, Joe Bartlett, Lisa Lopez, George Meade, Robert J. Pagliaro, Bob Papa
Thursday, October 31
12:30-2:00 p.m.

City Folk Morning Show

Panelists: Darren DeVivo, Amy Eddings, Monique Fortuné, Rita Houston, Dr. Ralph Jennings, Liz Opoka, Chuck Singleton
Friday, November 1
12:30-2:00 p.m.

Take Me Out to the Ball Game: Baseball on the Radio

Panelists: Joe Castiglione, Gary Cohen, Harry Kalas, Curt Smith, John Sterling, Bob Wolff
Monday, November 4
6:00-7:30 p.m.

A Disco 92 Reunion: The Original WKTU-FM

Panelists: G. Keith Alexander, Johnny Allen, Al Bandiero, Joe Causi, Freddie Colon, Paco, Diane Prior, Ann Tripp, Frankie Blue, Kent Burkhardt, Michael Ellis, David Rapaport
Wednesday, November 6
6:00-7:30 p.m.

Pacifica Radio and the Counterculture

Panelists: Margot Adler, Charles Amirkhanian, Erik Bauersfeld, Larry Bensky, Ralph Engleman, Bob Fass, Paul Fisher, Larry Josephson, Chris Koch, Robert Krulwich, Julius Lester, Frank Millspaugh, Dale Minor, David Ossman, Steve Post
Thursday, November 7
6:00-7:30 p.m.

Norman Corwin and the Art Of Radio

Friday, November 8
12:30-2:00 p.m.

Also During the Festival

Live Broadcasts with stars and stations from around the country including, **WQCD**, **WPLJ**, **WOR**, **WFUV**, **WOMC**, **WNYC**, **WFMU**, **WZVU**, **WHUD**, **WQEW**, and more.

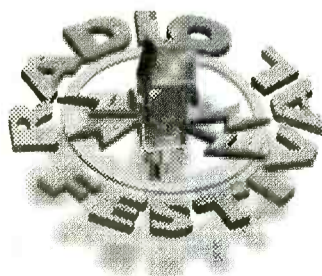
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Family Events introduce children to the wonders of radio.

For up-to-date information on all Radio Festival events, please call the Festival Hotline at 212-621-6709.

Seminar Tickets

General public: \$12
Museum members: \$10
Series (any 5 seminars): \$55
Museum members: \$45
Advance sales at Museum or through Ticketmaster 212-307-7171.



Major funding for the Second Annual Radio Festival has been generously provided by The Hearst Corporation, EFM Media Management, Infinity Broadcasting Corporation, The Interep Radio Store, The Sillerman Companies and SFX Broadcasting, Inc.

The Museum would also like to thank Ralph Guild and Robert F.X. Sillerman for funding the Radio Festival Coordinator position.

M&R

THE MUSEUM OF TELEVISION & RADIO
25 West 52 Street, New York, NY (212) 621-6600

ABC News News



ABC News Radio affiliates attended an NAB breakfast meeting at which they were updated on current and future news services. The early risers included (l-r) **WJR/Detroit** OMAI Mayers, **WBAP/Dallas-Ft. Worth** PD Tyler Cox, **KFBK & KSTE/Sacramento** OM Ken Kohl, **ABC News Radio** VP **Bernie Gershon**, **KCMO & KMBZ-AM/Kansas City** PD John Butler, and **WMAL/Washington News** Dir. John Matthews.

SCOTT STUDIOS CONGRATULATES MARCONI AWARD WINNING MAJOR MARKET PERSONALITIES OF 1996: Hudson & Harrigan, KILT/Houston



Broadcaster Dean Sorenson is flanked by **KILT/Houston's** Marconi Major Market Personality Award-winning team of **Mac Hudson** (left) and **Irv Harrigan**. 3000 packed the Los Angeles Westin Bonaventure Hotel for the October 12, 1996 awards dinner at the NAB Convention.

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KHMV-FM Houston

"A presentation we can localize!"
WCCO-AM Minneapolis

"Clearly, the best Christmas show!"
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in-house. Recommended!"
KOST-FM Los Angeles

"Professional programming!"
KRLD-AM Dallas

"Great music each year. Thanks!"
WBZ-AM Boston

"A terrific Christmas present!"
WWMX-FM Baltimore

"We love this show each year!"
WTIC-AM Hartford

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Cox Orlando Trombo Taps Gruver As OM

Fleetwood Gruver has been named OM at Nostalgia WHOO-AM, Classic Rock WHTQ-FM, and Adult Alternative WMMO-FM/Orlando. He most recently served as NAC WQCD/New York's PD.



Gruver

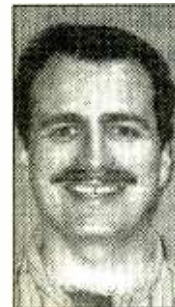
Cox Radio recently agreed to acquire the Orlando stations from Infinity Broadcasting; the deal is expected to close in the first half of 1997.

Gruver — who returns to Florida after once having inaugurated Cox AC WFLC-FM/Miami — commented, "My family has enjoyed living in Florida, and I'll certainly enjoy working again with one of the most professional radio groups in the country. Everything seems to be in place for a winning situation."

Just five days after winning a coveted Marconi Award for Classical Station of the Year at the recent NAB Radio Show in Los Angeles (10/12), WGMS-FM/Washington last week captured three top honors at the 10th anniversary Achievement In Radio (A.I.R.) Awards in the nation's capital.

Cook Adds OM Duties For WJHM & WXXL

WXXL-FM/Orlando PD Adam Cook has added OM duties at the Chancellor CHR outlet and Urban sister WJHM-FM. He replaces Duff Lindsey.



Cook

"This is the logical next step for Adam." WJHM & WXXL GM Mike Gonick told R&R. "He is one of the best programmers in the country — the perfect person to strategically position our two stations. One of his first goals will be to hire a PD for WJHM."

Cook remarked, "I'm really excited about the opportunity. It broadens my format horizons and gives me an opportunity to work with another top-flight staff of people. Both stations have more room to grow, and I see opportunities for these stations to develop synergies and work together to mutually benefit [each other]."

Before joining WXXL, Cook held PD posts at KRBE/Houston, WSKZ/Chattanooga, and WXGT/Columbus, OH.

Continued from Page 1

SFX

an amphitheater, buy a management firm, or get into the record business. Bob [Sillerman] does." Delsener and Slater have known Sillerman for years, having promoted benefit shows at Long Island University's Southampton College, where Sillerman is a chancellor.

Delsener said the sale was somewhat precipitated by the joint venture between rival promoter John Scher's Metropolitan Entertainment and venue management firm Ogden Corporation late last year, a deal that financed Metropolitan's expansion into

Nicholaw Suits Award Commission



KNX Newsradio VP/GM George Nicholaw was honored by the L.A. County Commission on Human Relations this week with a John Anson Ford Award in the News Media category. The honor recognizes a commitment toward resolving conflicts and establishing programs fostering better human relations. Posing are (l-r) Nicholaw, LACCHR Executive Dir. Ron Wakabayashi, LACCHR Human Resources Specialist Celia Zager, and KNX Community Services Dir. David Ysais.

DC, Chicago Radio A.I.R. Out Their Views

Separate awards shows honor markets' best

Veteran morning host Dennis Owens won for Best Morning Show, while Diana Hollander — who has been in radio for only three years — was noticed for Best Middayer. Overnight host David Engel led the way for Best Overnight Show.

While Hollander edged out four other nominees — including Classic Rock WARW-FM's Bill Bush, nephew of former President George Bush — the younger Bush captured top honors as the Best New Talent in the Market.

Sixty-one-year-old Bill Trumbull — who was heard on WMAL-AM/Washington for 36 of his 42 years in broadcasting until his retirement last July — was presented with the Lifetime Achievement Award. For years, Trumbull's vast imagination and quick wit have earned him a reputation as the funniest man in Washington radio.

The luncheon, attended by 350 DC-area radio broadcasters, raked in \$41,000, pushing the total to \$218,000 raised for the March of Dimes since the annual event's inception in Washington in 1987.

Meanwhile, about 510 broadcasters and listeners gathered in Chicago last week to watch the first A.I.R. Awards ceremony in the Windy City. With a \$50,000 donation from the Ford Motor Company, Chicago's in-

augural event raised a whopping \$115,000 for the March of Dimes. Bruce DuMont, President/founder of the Museum of Broadcast Communications and host of the nationally syndicated "Beyond the Beltway," was the emcee.

All-News WMAQ-AM/Chicago captured three awards: Jay Congdon as Best Newscaster; Best Spot News for coverage of the Fox River Grove crash; and Best News Series for stories on "Route 66 — From the Heartland to Hollywood."

Following are the rest of the A.I.R. Award winners in Washington, DC and Chicago:

Washington, DC

- Best News Story on a Maternal/Infant Health Related Issue: **WAMU-FM, Diane Rehm**
- Community Event — **WTEM-AM, "The Joe Gibbs Hall of Fame Induction Gala," Linda Ricca, Tod Castleberry, Rich Cook**
- Commercial Spot by a Radio Station — **WRCY-FM, "Las Vegas Golf," Chris O'Brien, Don Walker**
- Weekend Show — **WTEM, "Redskin Tailgate Show," Andy Pollin, Rich Cook**
- Newscaster — **WTOP-AM, Debbie Feinstein & Bob Madigan**
- Afternoon Drive Show — **WBIG-FM, "Tom Kelly Show," Tom Kelly, Kenny Franklin**
- Commercial Spot By An Agency — **Chato Hill, Rob Striks, Dana Siller, Jerry's Subs & Pizza "Movie Suggestions"**
- One-Time Programming Feature — **WMAL, "TWA Flight 800-From Our Hearts," Brooke Stevens,**

Chris Core, Mike Jakaitis, Dave Kimber

- Spot News Coverage — **WTOP, "Tomadoes Hit DC," Debbie Feinstein, Bob Madigan**

- Station Image Promotion — **WBIG, "Motown Weekend Alert," Bob Karson**

- Sports Reporter — **WTOP, Dave Johnson**

- Short Form Interview — **WMAL, "Michael Eisner Interview," John Matthews**

- Station Event Promotion — **WMZQ-AM & FM, "Bull Run Country Jamboree Promo," Justin Taylor, Katy Daley, Mac Daniels, Jeff Davis**

- Talk Show Host — **WWRC-AM, "The Joe Palka Show," Joe Palka**

- Evening Show — **WBIG, "The Goldy Show," Jeff Golden**

- Individual Performance In A Radio Spot — **WXTR-FM, "Anthony Hopkins As Nixon," Wes Johnson**

- Locally Produced Public Affairs — **WAMU, "Metro Connection," Kathy Merritt, Richard Paul**

- Radio Advertising Campaign — **Chato Hill, Mary O'Neil, Dana Siller, Jerry's Subs & Pizza "New Jingle, Spokes Chicken, Bob Clinton"**

- Public Service Announcement — **WBIG, "Somebody," Bob Karson**

- On-Air Audience Promotion — **WEBR-FM, "Thousand Dollar An Hour Thursday," Craig Alexander, Jeff Silvers, Jim Curtis, Beverly Fox**

- Long-Form Interview — **WHUR-FM, "Insight Special," Herman Washington, Bobby Adams**

- Continuing Program Feature — **Radio Zone's Kenny Curtis, "Zone News Network"**

UPDATE

EXCL's Marks Up To Parent Co. LCG's EVP/COO

EXCL Communications President/COO Athena Sofios Marks has been promoted to the Exec. VP/COO post at parent company Latin Communications Group (LCG). While LCG CEO Peter Davidson is based in New York, Marks will remain in the San Francisco Bay Area.

In her new post, Marks will oversee the company's newspaper, television, and radio holdings, which include New York's *El Diario-La Prensa* daily and Spanish-language **KLOK-AM & KBRG-FM/San Jose-San Francisco**.

Prior to her most recent position, Marks served as VP/GM of **KLOK & KBRG** from 1992 until earlier this year.

- Traffic Reporter — **Metro Networks, Kim Alexander**

- Community Service On-Air Campaign — **WBIG, "Overly Aggressive Driving ... It's Just Not Worth It," Bob Karson**

- News Series — **WAMU, "People Who Work In Washington," Richard Paul**

Chicago

- Best New Talent — **WGCI-FM, Steve Harvey**

- Morning Show — **WLS-AM, Don Wade & Roma**

- Interview — **WLS, "Interview with Rolando Cruz," Don Wade & Roma**

- Locally Produced Public Affairs — **WLIT-FM, "Let's Read," Mary Ann Meyers**

- Infant & Maternal Health Issues — **WBBM-FM, Barry Kaufman**
- Commercial/Radio Station — **WLUP-FM, "Kathy Lee Close Out Sale"**

- Commercial/Agency — **J. Walter Thompson, "Song"**

- Radio Ad Campaign — **BBDO, "Dominick's Fresh Report"**

- Station Sponsored Community Event — **WJMK-FM, "Variety Club Care for Kids"**

- On-Air Audience Promotion — **WLUP, "Danny Sings the Grammys"**

- Image Promo — **WTMX-FM, "Infoline/Apollo"**

- Sports Coverage — **Shadow Broadcast Services, "Sox Win"**

- Afternoon Drive Team — **WLS, Roe Conn & Garry Meier**

- Non-Drive Time Show — **WBBM, "Private Lives," Karen Hand & Kelly Johnson**

- Traffic Reporter — **WGCI, Elvis Armstrong**

- Talk Host — **WSCR-AM, Mike North**

label and video ventures.

"It did give us a little kick, although we were negotiating way before that — four years ago with **Paramount**, which didn't work out. But I think our deal is more in tune with the entertainment industry. Ogden is a food service corporation; this is strictly the radio stations and us."

'Could Be A Problem'

Not everyone's happy to see a radio group align with a concert promoter. "This could be a big prob-

lem," said one PD whose station competes against an SFX Rock station and has promoted Delsener/Slater concerts in the past. "I'm not worrying about it yet, but we rely on tickets, advertising, and promotions from various concert promoters. Can they legally favor their own radio stations?"

"We'll definitely lean toward the SFX stations, but I'm sure we'll promote with other stations, too," Delsener said. "A lot of [SFX] stations are Country, which we're not going to use anyway. And SFX has

no stations in [metropolitan] New York, which is where most of our concerts are."

However, Sillerman said SFX intends to expand Delsener's reach into new geographic areas. And — in addition to his venue, management, and label aspirations — Delsener told R&R he may purchase other concert promoters, ones that operate in the SFX markets where Delsener/Slater currently doesn't.

"We're going to bring SFX all kinds of projects in the entertainment business," Delsener said.

Radio

• **BILL MILAM** has become VP/GM of Champion Broadcasting Corp.'s KDBS-AM, KICR-FM & KRRV-FM/Alexandria, LA. He previously served as VP/GM of Charisma Communications, operator of six stations in Columbus/Starkville, MS.

• **CLAY GISH** has been appointed GM of Bayport Broadcast Group's KHEN-FM & KLTR-FM/Bryan-College Station, TX. Gish most recently served as OM/PD of WOKI-FM & WWZZ-FM (now WWST-FM)/Knoxville, TN.

• **DEBBIE RABORN** has been tapped as GM of Connoisseur Communications' newly acquired KOEL-AM & FM & KKCX-FM/Waterloo, IA. She previously held the VP/GM post at Citadel Communications' KKOH-AM, KBUL-FM & KNEV-FM/Reno, NV.

• **ZACK OWEN** has been promoted to OM for Gulfstar Communications' KKTK-AM, KBRQ-FM & KCKR-FM & WACO-FM/Waco, TX. He most recently served as PD/morning co-host at WACO.

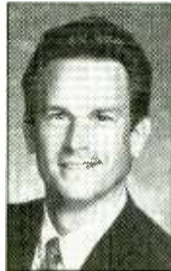
• **DAVID REDD** has been named General Counsel of Bonneville International Corp., replacing **ROBERT JOHNSON**, who recently became Sr. VP/Law & Administration. Redd previously served as 14-year VP for Salt Lake City-based Kimball, Parr, Wadouds, Brown & Gee.

Records

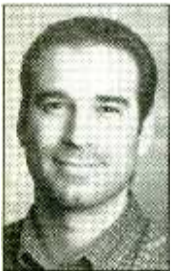
• **DAVID CLARK** has been elevated from VP/Controller to Sr. VP/Controller and **HARLES CIONGOLI** has risen from VP/Finance to Sr. VP/Finance at MCA Music Entertainment



Clark



Ciongoli



Light



Wolf

Group. In related news, MCA Records has restructured its artist development department, naming **NICK LIGHT** VP of that division, while **DARREN WOLF** has been promoted to Manager/Artist Development. Light most recently served as Sr. Director/Artist Development for Mercury Records. Wolf joined MCA as a department intern.

• **EMI Records VP/International ADAM SEXTON** has assumed product management responsibilities and will now oversee all product managers and their respective domestic marketing campaigns. Additionally, **NICHOLAS MANVILLE** has been named Director/International Marketing for the label. He previously served in Arista Records' International Department.

• **ROCK LEGRAND** has become Regional Director/Midwest Promotion for Arista Records. He joins the label from Mercury Records, where he served as Midwest Promotion Manager.



Legrand

• **LISA GEPHARDT** has assumed the Director/Media Relations post at Sony Music Entertainment Communications. She most recently served as a senior associate at Robinson, Lerer & Montgomery, a New York-based public relations firm.



Gephardt

• **KATE TEWS** has been promoted from Sr. Director/Advertising & Merchandising to VP/Advertising & Merchandising at Virgin Records. Additionally, Virgin has formed an alliance with UGround, a Los Angeles-based independent, that allows Virgin to release UGround's material.



Tews



Dorrell

• **TORRIE DORRELL** has risen from Sr. Director to VP for Kid Rhino, the children's and family entertainment division of Rhino Records.

National Radio

• **JUDY GILLIARD** has been appointed Midwest Regional Manager/Affiliate Relations for Westwood One Radio Networks, reporting to VP/Affiliate Sales, Western Division **ERLE YOUNKER**. She most recently held the

CHRONICLE

BIRTHS

WVRV-FM/St. Louis MD Mike Richter, wife Laura, son Jordan Cole, October 16.

KKRL-FM/Carroll, IA MD/middays Todd Dale, wife Debbie, daughter Ariana Leigh, October 15.

Musician **Stephen Stills**, wife Kristen, son Henry Owen, October 14.

Arista Records VP/Artist Development Richard Sanders, wife Kay, daughter Sophie Grace, October 5.

Arista Records Associate Mgr./Video Production Samantha Lecca-Riba, husband Miguel Riba, son Matthew Scott, September 27.

CONDOLENCES

Lush drummer **Chris Acland**, 30, October 17.

PROS ON THE LOOSE

Bill Crawford — PD/MD KINY/Juneau, AK (907) 586-3787

Cepth Michaels — PD WZBH-FM/Salisbury-Ocean City, MD (302) 856-3993

VP/GM post at KPSI-FM/Palm Springs, CA. In related news, WWI Entertainment has added Notre Dame University head football coach **LOU HOLTZ** as a color commentator for its NFL coverage. In his first game, Holtz pairs with Harry Kalas for this Sunday's (10/27) contest between the Philadelphia Eagles and the Carolina Panthers; (212) 641-2066.

• **CHARLIE TUNA** has been named host of Entertainment Radio Network's "Weekly Top Thirty," a Country countdown program. Tuna will continue to serve as morning host of KIKF-FM/Orange County-L.A.

• **SJS ENTERTAINMENT** presents the live premiere of Reba McEntire's latest album, "What If It's You," on Tuesday (10/29) at 10pm ET/7pm PT via satellite from McEntire's new Music Row studios. Hosted by R&R's **LON HELTON**, the 90-minute broadcast features selections from the album, plus

a listener Q&A session; (212) 679-3200, ext. 224.

• **ABC RADIO NETWORKS** is offering "The Motown Story," a four-hour retrospective showcasing the record label's history, to affiliates during Thanksgiving weekend. The show, hosted by Dick Bartley, is slated for a broadcast window from November 28 to December 1, between 6am-10pm. In addition, the networks have signed a new multi-year contract with Owens Broadcasting to continue syndication of the 24-hour Real Country format.

• **RADIOTIME INTERNATIONAL** and the **BARRETT COMPANY** have joined in producing a weekly, two-hour Nostalgia radio series, "Yesterday, Today and Tomorrow," set to debut in January 1997. The show features an eclectic mix of Big Band, show tunes, and contemporary titles from such artists as Celine Dion and Harry Connick Jr. The program is available for barter; toll-free (888) 466-6247.

Industry

• **TEESON MEDIA SERVICES** has added the NAC format to its programming, marketing, and management consultancy. The Colorado-based company is led by President Jim Teeson, a former PD of KOAI-FM/Dallas; (303) 779-1846.

Changes

AC: KHMx/Houston MD **Rich Anhorn** rises to APD. **Lori Bradley** moves to middays, while **Ann Duran** shifts to evenings and **Matthew Cain** is elevated to overnights ... **Rick Austin** and **Terry King** depart KDMX/Dallas ... **Chris Scott** succeeds **Alice West** in middays at WMYI/Greenville, SC ... **Rebecca Ryan** is the new MD/middays at WLRW/Champaign, IL ... **KYYA-FM/Billings, MT MD Mike O'Brian** has joined **KRUZ/Santa Barbara, CA** for nights ... **Don Brake** joins **WTTR-AM/Westminster, MD** for mornings.

Alternative: **John DeSantis** joins **KCXX/Riverside-San Bernardino** as Creative Dir./evenings ... **Todd Hollst** becomes a morning co-host at **WXEG-FM/Dayton**, replacing **Nikki** ... **Scott & Pat** are elevated to nights at **KGDE/Omaha**.

Classic Rock: **Rich Allen** is the new PD/morning co-host at **KBRQ-FM (The Bear)/Waco, TX** ... **KMSL-AM & KQDI-FM** have a new address: P.O. Box 3129, Great Falls, MT 59403. The Sports-Classic Rock combo's new fax number is (406) 727-7218.

CHR: **WNKI-FM/Elmira-Corning, NY** Creative Service Dir. **Patty "Skidder" Walsh** adds morning show duties ... **Randi West** is new to middays at **WVKS/Toledo**, effective November 1 ... The live airstaff is back at **WLSS/Baton Rouge**; the station had been jockless since its August transformation from **WFME**. The entire staff remains, minus afternoon driver **Reggie Louque** ... **WEBX/Champaign, IL** night slammer **Tamera McDaniel** is the new morning show co-host at crosstown **WQQB** ... Changes at **WQSL/**

Wilmington, NC have **Chris Ryan** moving to afternoons, replacing the former PD **Jake Edwards**, who exits. Overnighter **Brenda Fox** rises to nights, while new overnighter **J.T. Michaels** stays on for morning drive assistance with new PD **James Gregory**.

Country: **Lola Montgomery** rises to late-nights at **KATM/Modesto, CA**, replacing **Kelly McCoy** ... **Stacy Collins** joins **KBRQ-FM/Waco, TX** as morning co-host ... **KNCI/Sacramento** has moved. Its new office numbers are (916) 338-9200, fax (916) 338-9202.

Full Service: **Larry Nelson** departs after 28 years as **KOMO-AM/Seattle's** morning host.

News/Talk: **WTVN-AM/Columbus, OH** adds the syndicated **Dr. Laura Schlessinger** program in the 9-11:45am slot. **ABC Radio Networks' Paul Harvey's** 15-minute "Midday Report" follows.

Oldies: **Kasey Jones** is the new evening talent at **WQSR/Baltimore** ... **Ken Stiles** is now OM/PD/evenings at **WFUN/Ashtabula, OH**. **Gary Kuhn** shifts to Sports Dir./mornings, **Rob "T-Bone" Michaels** takes Production Dir./midday duties, and **Rich Geary** segues to afternoons ... **Amy Bock** is the new evening news anchor at **WMMA-FM/Lebanon, OH**.

Rock: Former **WCME/Rochester** Production Dir. **Harry Legg** has joined **Jacor/Cincinnati's** production team.

Sports: **Tom Barfield** has joined **KKTK-AM (The Ticket)/Waco, TX** to serve as afternoon host ... The One-On-One Sports Radio Network

NATIONAL RADIO FORMATS

ADDED THIS WEEK

ABC RADIO NETWORKS
Robert Hall • (214) 991-9200

Starstation — Peter Stewart
MICHAEL BOLTON Love Is The Power

Hot AC — Robert Hall
OC TALK Just Between You And Me
MADONNA You Must Love Me
ALANIS MORISSETTE Head Over Feet
WONDERS That Thing You Do!

Touch — Monica Logan
AZ YET Last Night

ALTERNATIVE PROGRAMMING
Steve Knoll • (800) 231-2818

CHR/Rock
BADLEES Gwendolyn
SOUNDGARDEN Blow Up The Outside World

Mainstream AC
PHIL COLLINS Dance Into The Light
JOURNEY When You Love A Woman
REO SPEEDWAGON After Tonight

Urban Contemporary
BRAT Sittin' On Top Of The World
GINUWINE Pony
ME'SHELL NDEGEOCELLO Who Is He And What Is ...?
QUINNON Dream About You

BROADCAST PROGRAMMING
Walter Powers • (800) 426-9082

Digital Soft AC — Mike Bettelli
MADONNA You Must Love Me

Digital AC Mix — Mike Bettelli
HUEY LEWIS & THE NEWS 100 Years From Now

Digital AC — J.J. Cook
JORDAN HILL How Many Times
MADONNA You Must Love Me

Digital Hot AC — J.J. Cook
MADONNA You Must Love Me
NO MERCY Where Do You Go
WONDERS That Thing You Do!

Digital CHR — J.J. Cook
DC TALK Just Between You And Me
KENNY G Everytime I Close My Eyes
MADONNA You Must Love Me

Digital RHR — J.J. Cook
KENNY G Everytime I Close My Eyes
SWV It's All About You

Modern Rock — Leslie Cohan
COUNTING CROWS Angels Of The Silences
SCREAMING TREES Sworn And Broken
SOUNDGARDEN Blow Up The Outside World

JONES SATELLITE NETWORKS
Phil Barry • (303) 784-8700

Adult Hit Radio — J.J. McKay
DC TALK Just Between You And Me

Rock Alternative — Bryan Schock
CAKE The Distance
DAVE MATTHEWS BAND Two Step
LEMONHEADS If I Could Talk I'd Tell You
SUBLIME What I Got

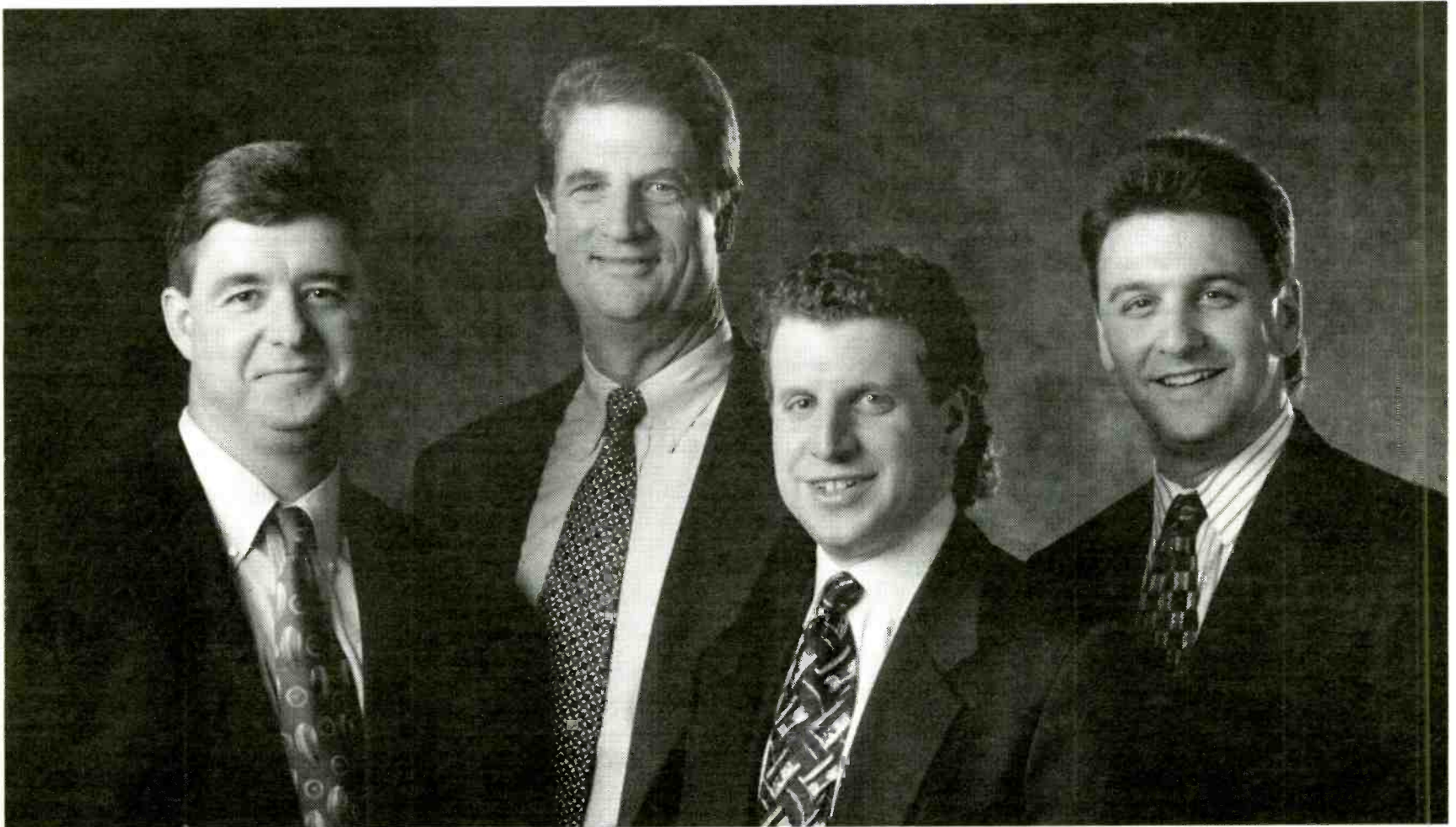
Soft Hits — Rick Brady
TONI BRAXTON Un-Break My Heart
MADONNA You Must Love Me

WESTWOOD ONE NETWORKS
Bob McNeill • (805) 294-9000

Soft AC — Andy Fuller
KENNY G The Moment

Continued on Page 32

THERE ARE TWO TOP RADIO RESEARCH COMPANIES. ONLY ONE HAS "THE PLAN."



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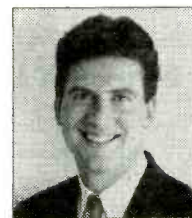
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*Bob Case,
New Century Media,
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Targeting Formats With Scarborough

By Pierre Bouvard

This week's issue of **R&R** is devoted to understanding the qualitative attributes of American radio formats. For years, the world has looked at radio formats through the two dimensions of age and sex. No more!

In particular, this week's **R&R** explores the qualitative attributes of each format through the multidimensional eyes of Scarborough qualitative research.

This exclusive qualitative analysis conducted for **R&R** was compiled with the assistance of Scarborough VP/Sales **Barbara McFarland**, Scarborough software wizard **Rick Murphy**, Scarborough Account Exec. **Jerry Wiese**, and Arbitron spreadsheet maven **Scott Stinnett**. Below, we'll walk you through the key terms to understanding and using Scarborough as well as applications for programmers and salespeople.

Four Terms You Need To Know

We're all pretty familiar with the basic dimensions of radio listenership such as AQH, cume, and TSL. Here's how to understand the four basic terms of qualitative. Consider the following example:

WXRK (K-Rock)/New York Shopped at Sears in the past three months

Shoppers:	612,700
Coverage:	12%
Composition:	42%
Index:	105

The cool thing about qualitative is that it focuses mostly on the biggest number radio's got, *cume!*

1) *Shoppers*: WXRK has 612,700 listeners that've shopped at Sears in the last three months.

2) *Coverage*: Of all the Sears shoppers in the New York metro, 12% of them listen to WXRK. The coverage number compares WXRK's Sears shoppers to all Sears shoppers.

3) *Composition*: 42% of WXRK's audience have shopped in the past three months at Sears. The composition number compares WXRK's Sears shoppers to its total audience.

4) *Index*: This compares the likelihood of WXRK's audience to shop at Sears against the market as a whole. With an index of 105, WXRK's listeners are 5% above the market norm in shopping at Sears.

If a station has an index of 100, that means its behavior is just like the market. An index below 100 means a station's audience is less likely than the norm to exhibit that behavior. A number greater than 100 means a station is more likely than the norm to exhibit this behavior.

Index and Composition are the dynamic duo here. Generally, the two numbers people tend to look at are the Index (how my station compares against the market norm) and the Composition (what percent-

age of my audience does this thing).

How The R&R/ Scarborough Analysis Was Conducted

Conducting the most extensive national format analysis began with inputting all of **R&R**'s reporting stations into Scarborough's database. The beauty of the **R&R** format designations is that they make the fine distinctions within broad formats. Thus, the **R&R** formats have two types of CHR, four types of Rock, etc.

To develop data for stations that program exclusively older music, we turned to **Jim Duncan's American Radio** and input the most successful stations in the Classical, Soft AC, Religion/Gospel, Hispanic, Standards, and Oldies formats. The analysis spans 56 major markets and an in-tab of more than 130,000.

In addition to the data discussed in this issue of **R&R**, check out Pages 18-23 of the recently published **R&R Ratings Report & Directory** (Volume 2, 1996). There you'll find the top indexing Scarborough products and services by format as well as two large format spreadsheets indicating socio-economic characteristics, voting behavior, and key indices for automotive, beverages, computers, entertainment, groceries, etc.

Portrait Of A Format

The awesome thing about qualitative is that you really can paint a picture of the type of people attracted by that format. For example, News/Talk listeners index high for financial services such as money market accounts, insurance, and such upper-end cars as Lexus, Jaguar, and Infiniti.

High-indexing CHR qualitative categories include such products as Corona beer and Slice lemon/lime soda as well as such lifestyle attributes as attending night clubs, jogging, and using Sega videogames.

Country listeners index high for such outdoor activities as camping, fishing, and hunting as well as such big-ticket items as power boats, RVs, and trucks.

Baby, You Can Drive My Car

Car dealers are strong users of radio. Scarborough delivers a tremendous amount of detail on the all-important automotive category. In addition to providing the actual make and model of a car owned, Scarborough shows which car dealers your listeners have visited. Here's a look at the highest-indexing formats for Toyota ownership.

National Average = 100 (Index)

Alternative:	141
Adult Alternative:	124
CHR:	121
NAC:	112
Classical:	112
AC:	110
Oldies:	110
Rock:	109
News/Talk:	105
Spanish:	104
Country:	97
Urban:	91
Nostalgia:	78

And here are the formats that index strongly for CD purchases:

National Average: 100 (Index)

Alternative:	146
Adult Alternative:	144
Rock:	137
CHR:	123
NAC:	120
AC:	115
Oldies:	109
Classical:	107
Urban:	102
Country:	100
Spanish:	99
News/Talk:	96
Nostalgia:	54

As you can see, just because people listen to gold-based stations doesn't mean they don't buy CDs!

Programming Applications

Most stations subscribe to qualitative. However, programmers don't have the data on their computers. PDs, marketing directors, and promotion directors should walk down the hall to the sales department and pull up the data. Here are some qualitative applications to programming:

Learn more about your audience. Programming to a target isn't just about age and sex. It's about lifestyle, attitude, and a unique consumer profile. Have your air talents review the qualitative profile of your format. Learn what types of activities, products, and lifestyle choices excite your audience. What types of things are appropriate for on-air raps? Develop an ideal profile of your listener and post it in the control room.

Pick promotions that make sense. Intuitively, programmers know what promotions will work. Qualitative allows you to understand what types of events, products, and activities excite your audience. Instead of waiting for the sales promotions to come to programming, why not pull a format qualitative index ranker and seek out those things that are hot buttons for your audience? For ex-

DATELINE

• **September 19 (through December 11)** — Fall Arbitron.

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

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

• **October 28-November 8** — Museum Of Television & Radio's Second Annual Radio Festival. New York; (212) 621-6735.

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

• **October 30-November 2** — Philadelphia Music Conference. Doubletree Hotel; (215) 426-4109.

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

1997

• **January 2 (through March 26)** — Winter '97 Arbitron.

ample, which malls are visited most frequently by your audience? You can be sure that a promotion at a mall that's heavily trafficked by your audience will pull much better than a mall few of your listeners visit.

Compare your audience against the format norm. Every station and market situation is unique. How does your station contrast against national norms? What's unique about your competitive situation in a market — that can be used to enhance your station's position?

Better target your advertising. Scarborough is filled with the wealth of knowledge about your listeners' media habits. Since Scarborough respondents keep a TV diary, you can hone in on exactly what shows are best to reach your listeners (or the competition's audience). You can find out which highways listeners use — the better to place your station's billboard advertising — or what cable networks, sections of the newspaper, or key local magazines are best to use to reach your format's life group.

Sales Applications

Use qualitative to prospect. Instead of simply grabbing the phone book, why not pull a qualitative index or composition ranker on your audience and use that to prospect and dig for new business?

Better promotional tie-ins. Cross-index qualitative categories to determine which events and activities make sense for your audience. In this world of consolidated stations, a promotion from a specific advertiser that doesn't work on one station could be a slam-dunk for another of your properties.

Justify your rates. Show why it's worth paying more on your station or group of stations, due to the delivery of the advertiser's qualitative profile or product consumption.

Be a marketer. Instead of being in the ranker mentality, use the data to help consult the advertiser. A radio station that never got bought by the lottery showed how people who buy lottery tickets frequently enjoy bowling. Using this piece of information, the station convinced the lottery to create a bowling "scratch and win" game. Not only did the station get rewarded for providing the marketing advice with a huge buy, it was way over cost-per-point!

Learn the seven-step Retail Pro-

filing System. The growth opportunity for radio lies with bringing new business into the medium. Stations can impress advertisers and retailers by putting together presentations that spend more time talking about the retailer than the station. The Scarborough Retail Profiling System was developed to provide these seven key elements to a customer-focused sales pitch:

- 1) Profile the market.
- 2) Profile the brand/category & its competitors.
- 3) Profile the brand/category's consumers.
- 4) Explore marketing opportunities.
- 5) Profile consumer media habits.
- 6) Provide marketing solutions.
- 7) Evaluate campaign results.

Overcome format bias. Many formats are unfairly categorized by listener stereotypes. Successful users of qualitative are able to dispel these format myths. **WHUR/Washington Research Dir. Joe Shamwell** has successfully overcome Urban format stereotypes through the creative and compelling use of Scarborough qualitative.

Document the true value of your audience. Multiply the number of your listeners in a product category by the typical cost of the item. Document the retail spending power of your audience. For example, if 10,000 of your listeners intend to buy a new car, multiply that by an average sticker price of \$15,000. Your audience represents \$150 million in new car purchases! Qualitative speaks directly to a retailer by saying, "Ms. Furniture Store Owner, we have the kind of people you need."

Qualitative data can assist programmers in better targeting and marketing to their audience. From a sales perspective, qualitative speaks the language of the retailer and can justify more spending on radio. Please enjoy this week's issue on the **R&R/Scarborough** national format analysis!

Pierre Bouvard is General Manager/Radio for the Arbitron Company. He can be reached at (212) 887-1300.

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The answer is *differentiation*. Not just with music but with what goes on in between the music. With *stationality*. And you won't get those answers in an auditorium test.

The key is *perceptual research* and the acknowledged leader is...

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We know how to listen to listeners without any agendas...
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Benchmark Perceptual Research uses open-ended questions...
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The Arbitron diary is a blank page. Top-of-mind awareness wins. Benchmark's open ended approach replicates, in a telephone interview, what the diary keeper faces.

That's how our clients get the knowledge they need to win.

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ROB BALON, Ph.D.
President, The Benchmark Co.

Using Creative Production Techniques To Increase Radio Station Revenue

By Ken Dardis

Regarding Gerry McGoldrick's Sales column titled "Radio: The Also-Ran Advertising Medium," (R&R 10/4) I remember being a teenager and hearing that Stan Freberg ad about the giant sundae in Lake Michigan. It left as vivid an image in my mind then as it does now. Using this legendary ad in an argument for bringing radio into the mainstream of advertising buys strengthens your point, but it doesn't drive it home. I believe the following will:

Most radio sales strategies don't use the creative/production qualities of the station as a marketing tool. By continuing to leave this in the background, you're strengthening the reasons why radio fails to receive its share of all advertising dollars.

Today's radio sales staffs regard the creative/production process as a "don't have to mention it 'cause we really don't understand it" element in their sales pitches. They continue to rely solely on "sales" techniques, while using none of the creative aspects of advertising to sell a client. All this does is strengthen the notion that radio is simply a delivery vehicle.

Five Suggestions

You want to increase radio's percentage of all advertising buys? Follow these five suggestions:

1) **Make your sales team understand the production department is their "tool" — as important as the telephone.** A properly run production department is the liaison between the customer and the idea. I've seen it many times over my 25 years in the business, a sales department that sells time without any idea of how to "use" that time.

2) **Create ideas that sell — not just words to fill.** The downside of radio is that it's filled with a lot of lazy people who don't take the extra steps required to service client accounts. Want proof?

Today's sales staff is taught to talk CPMs and demographics, not how to create — that's left up to the production department. Yet, the production department is never brought into the sales pitch.

Ask your sales staff, one-by-one, what copy is running for each of their clients, when does it end, and what's going to replace it?

Next, determine how many questions were asked and how many different ideas were presented for each client's campaign? Finally, when pitching the account, how many times was the production director brought to a meeting with the client to discuss the ideas?

3) **Show the client you're prepared to act not only as their radio advertising medium, but as their creative department.** This means becoming involved more for the client's interest than yours. Ask questions regarding the client's overall business — not just "what would you like to say in this ad?"

4) **Demonstrate the broad creative brush that your station carries.** Make your sales team use a spec tape that shows your station's diverse creative ability with high-quality production.

Showcase your production department as a unique, idea-generating part of your station.

List previous and current advertisers who have had ads developed by your staff. This generates credibility, and may cause the client to remember hearing those ads. Everyone feels more comfortable purchasing a familiar product/service.

5) **Give more lead-time in campaign/ad development.** "Just get it on the air" is a term heard so often it's become part of the broadcast industry's lexicon.

How many times did you rewrite your article before it was ready for publication? How many times do you think the average radio spot is rewritten before it hits air?

Mostly, this is due to the stack of commercials that require less than 24 hours turn-around. Why, if an advertiser is going to dump a few hundred to a few thousand dollars on an ad buy, would anyone want to "hurry up and get it exposed?"

Radio is a vehicle that brings the theater to the mind. How often in the last 24 hours have you had an image planted in your mind by any of your town's radio stations? We don't do that very well anymore.

Today's radio doesn't have the bite of when Stan Freberg built his sundae because we've lost the ability to be an equal player in the development of advertising campaigns. Our sales reps don't do anything anymore except sell 30- or 60-second increments of time for as close to rate card as possible. Our production departments are so flush with "rush" orders, there's no time left to develop advertising strategies.

And ... how much time is wasted in trafficking a client's order? Sloppy trafficking orders, mistakes on daypart assignments and codes, last-minute changes because "the client just informed me ...," are all inefficiencies that could be rectified by simply forcing the sales staff to be more professional in its work habits. If the client "just informed" your station's account rep, he/she didn't ask the right questions from the start.

Why We're An Also-Ran

So why is radio the also-ran advertising medium? Radio is sold as a delivery vehicle. Today's sales staff is taught to talk CPMs and demographics, not how to create — that's left up to the production department. Yet, the production de-

Salespeople On The Move

• **Richard Brody** has joined American Radio Systems' WBMX-FM & WEGQ-FM/Boston Sr. Acct. Mgr. He previously served as Sr. AE/Sales at crosstown WXKS-FM.



Brody

• **Alan Gantman** has become LSM of Greater Media's WCSX-FM/Detroit. He had most recently served as GSM of crosstown WVMV-FM and its previous incarnation, WLLZ-FM.

• **Michele Williams** has been named LSM of Bonneville's WWVZ & WWZZ (Z104)/Washington. She spent the last 11 years in crosstown WPGC's sales department.

• **Barry Levin** is the new GSM of Infinity's WZGC (Z93)/Atlanta. He most recently served as Sales Mgr. of crosstown WNNX-FM's 99X Direct.

• **LeRoi Brashears** and **Tim Powers** have joined Emmis's KSHE-FM/St. Louis as Acct. Mgrs. Brashears most recently served as Public Affairs Officer for FEMA's Kansas City bureau; Powers was previously an advertising rep for KPLR-TV/St. Louis.

• **Randy Hoffus** has become Sales Mktg. Dir. at KFSD-FM/San Diego.

• **Mark Granger** ascends from Regional Sales Mgr. to GSM at Entercom's WKTK-FM/Gainesville-Ocala, FL.

• **Nostalgia Broadcasting** has named **Michael Palmer** NSM of its entertainment, nostalgia, and sports syndicated radio networks.

• **Katz Media Group** has announced several staff appointments:

At **Katz Radio/NY**, AEs **Ken Nanus** and **Scott Taylor** have been elevated to Dir./Suburban Sales and Sr. AE, respectively. **Emily Polcek** is promoted from AE trainee to AE.

Additionally, **Tony Vivacqua** has risen from AE to SM at Katz Radio/Seattle, and **Greg Spencer** moves up from AE trainee to AE.

At **Christal Radio/SF**, **Sarah Buckley-Frakes** has been promoted from AE to Sales Manager.

At **Sentry Radio**, AE **Lisa Benio** has been elevated to SM of its Atlanta bureau, while AE **Valerie Sarver** is also elevated to SM of Sentry's San Francisco office.

At **KRG Sports Dimensions**, **Irene Beth Grossman** and **Anthony King** join as Marketing Coordinator/NY and AE/Dallas, respectively. Meanwhile, **Gregory Simonson** has risen from coordinator to AE in KRG's NY office.

Lastly, **Eastman Radio** AE **Susanne Salvador** relocates from the company's L.A. office to NY.

• **Zina Murray** has risen to the VP/Radio Marketing Specialist post for the **Interep Radio Store**. In related news, **Ed Bruno** has been elevated from AE/Seattle to Dir./Sales, Regional Manager of **McGavren-Guild Radio's** SF office.

• **Cathleen Kelly** and **Gail Falitz** are now AEs in **Westwood One Radio Networks'** NY office.

partment is never brought into the sales pitch. Somewhere in these three sentences is your answer.

The production department's relationship with programming, sales, and traffic should be well-defined. It's not just a function of programming as most stations consider it. Instead, the production department is a company within a company — devoted to serving all these departments.

So how do you get a better image for producing quality radio commercials? Expect a high degree of creativity from your production department — one that pushes the envelope on ideas and style. If you can't get it with your current production director, hire one that delivers. Set reasonable production order deadlines that require account reps to plan their clients' campaigns.

Give your production director something to work with — something more than a simple "fact sheet." Having a face-to-face meeting with the client not only accomplishes this, it gives the image that your station is putting the client in touch with the creative talent on your staff ... a talent as valuable as any air personality.

An "under-utilized medium"

that's "demographically selective" with a "broad reach for low price" as Gerry McGoldrick's article suggests, isn't being paid attention to because we forgot to place the one item that ties all these together on the table — our creative ability.

Becoming An Equal Player

I have seen the enemy — and it is us. Until we start presenting ourselves as an equal player in the development of advertising campaigns, and not merely the messenger, we will maintain our course.

The sales department in most radio stations should take the responsibility for the clients' perception on what radio advertising can do for them — and by professionally selling a creative product (instead of time) they should take the credit.

Do You Have A Sales Story To Tell?

The challenges facing a radio sales department are growing more difficult each day.

- How are you staying ahead of the game?
- In what new ways are you compensating and motivating your sales staff?
- Is your department using computer technology? How?
- Are you exploiting all possible new business sources?
- Is radio's slice of the advertising pie in your market growing?

R&R invites you to share your story about any of the above topics — or any other sales-related issues — with our readers. Your comments will contribute to an ongoing forum designed to raise the profile of radio sales in the advertising community.

Send your thoughts to Managing Editor **Ron Rodrigues** in any of the following ways:

Mail: 10100 Santa Monica Blvd., 5th Floor,
Los Angeles, CA 90067-4004

Phone: (310) 788-1646 Fax: (310) 203-9763

E-mail: ronr@ronline.com

Ken Dardis is the Production Director for **WKNR (SportsRadio 1220)/Cleveland**. He can be reached by phone at (216) 838-1220 or by e-mail at Kdardis524@aol.com

One-On-One Sports' Affiliates *score with Kevin Wall!*

Austin/KFON up 100%

Fall '95.....1.0
Spring '962.0

Kansas City/KCTE up 60%

Fall '95.....1.0
Spring '961.6

Salt Lake City/KISN up 36%

Fall '952.2
Spring '963.0

San Antonio/KTKR up 43%

Fall '951.6
Spring '962.3

Tucson/KFFN up 100%

Fall '951.3
Spring '962.6

For entertaining sports talk
with a listener-friendly format,
tune in to The Kevin Wall Show—
weekdays 2pm-6pm Eastern.



Illustration by J.T. Steiny

call 847-509-1661 for a
sample cassette.

Source: Arbitron Fall '95/Spring '96
Men 25-54, MSA, AQH shares, Custom Dayparts

Getting Radio's Web Feet Wet

□ **NAB sessions discuss present & future value of the 'Net**

BY JEFF AXELROD
R&R ASSOCIATE EDITOR

Radio's presence on the Internet has come a long way from two years ago, when only a handful of stations had World Wide Web sites and there were no NAB Radio Show sessions devoted to the emerging medium. But one of the messages conveyed by the four 'Net sessions at this year's Radio Show is that radio still has a long way to go in using the Internet to its fullest — and rapidly evolving — potential.

From the bare-basics "Internet 101" lecture to the daylong "Internet Boot Camp," the sessions exposed participants to the web's opportunities — now as well as in the future.

Where's The Cash?

The primary question on many broadcasters' minds was "Are we going to make money off of this?" Panelists professed the need for patience: nobody's getting rich off the 'Net yet, but they will as the industry develops. According to an oft-quoted **Jupiter Communications** study, web advertising will generate \$5 billion in annual revenues by 2000. And **AT&T Solutions' Larry Miller** pointed out that merchandising over the web is another huge opportunity: In the same time frame, "e-commerce" will become a \$52 billion business.

To capitalize on that growth, however, stations must provide compelling content to draw in browsers. "Eighty percent of radio web sites are nothing more than business cards," said **Inter-vox's Peggy Miles**.

And with advertising agencies quickly developing "New Media" departments to handle Internet buys, the issue then becomes how radio stations will channel enough steady traffic through their sites to get a share of that money. **Radio Data Group's Michael Rau** noted, "Radio has a built-in infrastructure to drive people to web sites." And if one station's site alone doesn't draw enough visitors to interest national advertisers, **CBS Radio Networks' Ted Kelly** suggested, "The possibility of building networks of stations on the 'Net becomes a prototype for generating revenues."

(To that end, **Katz Radio Group**

and multimedia developer **World Wide Radio** unveiled joint plans for an ambitious web network that would create a pool of station web sites that could be sold as a single entity.)

Digital Delivery

Via the Internet, stations will have the chance to reach an expanded audience within and outside their home markets. Audio streaming software now makes radio-quality signals available to any PC user with a decent modem and sound card. And **Arbitron** has said it will credit Internet listening to cybercasting stations.

"The Internet answers a signal issue," Kelly commented. "There's now the possibility of the Internet penetrating the workplace market that AM stations haven't gotten into." Mentioning that CBS is looking into bringing affiliates online to generate at-work listening, he added, "This could be the renaissance and revitalization of AM radio."

"A radio web site without audio is a waste of time," charged **AudioNet's Mark Cuban**, whose company now streams more than 80 stations' signals over the web. "What is more dynamic than your product? It's going to keep people coming back."

Cuban as well as **XTRA/San Diego's Howard Freedman** proposed that stations could even develop niched Internet-only programming — in essence, creating additional stations and sales avails. But such opportunities present a double-edged sword, countered **WMXJ/Miami PD Ed Scarborough** from the audience: "We can't run our stations if we're coming up with **Grateful Dead** weekends on the Internet."

So Who'll Do It?

KCBS-FM/Los Angeles PD Tommy Edwards expressed similar sentiments when he opened the "Web Site Mania: Loyalty Builder Or PD Time-Waster" session by suggesting it be called "I Know We've Gotta Have One ... But Can't Somebody Else Do It?"

"If it's interfering with your job programming the radio station," Edwards continued, "the web site's got to take a back seat."

RDG's Rau added that while web sites definitely meet the criteria for a worthwhile business opportunity, "they must be integrated into the operation of the station. Maintaining a site must be simple enough that a secretary could do it."

But how can stations balance ease of use with the increasingly complex tools that create today's cutting-edge sites? Internet Boot Camp attendees got an in-depth case study from **WNNX (99X)/Atlanta VP/GM Mark Renier**, who outlined his ideal scenario for building a web site:

- Find someone really technical in nature as your Internet service provider.

- Have somebody in-house with HTML knowledge to revise text at least every two days.

- Hire an outside programmer for layouts.

In the case of 99X's web page (<http://www.com/99x>), Renier explained that the station gains Internet access through barter, and the \$1500/month he pays 99X's outside programmer is small compared to his return on investment: "Our web site is a successful integrated marketing revenue generator. It's another way I can duopolize." Selling web sponsorships for as much as \$3500/month, Renier estimated his station's web site revenues are approaching \$1 million. Web advertising, he said, "is worth what you say it is ... go boldly! At some point, supply and demand will dictate whether it's too much or whether you can ask for more."

November Promotional Opportunities

Month-Long Opportunities

- Good Nutrition Month
- National Stamp Collecting Month
- Peanut Butter Lover's Month
- Fine Jewelry Month

Special Weeks & Days

November 1 — Birthday of the bra (1914)

November 3 — Frozen peas marketed for the first time (1952)

National Housewife Day
National Sandwich Day

November 3-9 — National Notary Public Week

National Chemistry Week

November 4 — Celebrate Your Honeymoon Day

November 6 — "Meet The Press" premieres (1947)

November 7 — PMS Day

November 8 — "Days Of Our Lives" premieres (1965)

November 9 — *Rolling Stone* magazine premieres (1967)

November 10 — "Sesame Street" Birthday

November 10-16 — Hire A Veteran Week

National Split Pea Soup Week
Operating Room Nurse Week

November 12 — First "happy hour" held (1745)

November 13 — Press-on nails first marketed

Winter Weather Awareness Day

November 17-23 — American Education Week

National Geography Awareness Week

National Stamp Collecting Week

November 18 — Mickey Mouse's Birthday (1928)

Teddy bears' birthday (1902)

November 19 — Pop-Tarts Birthday

November 20 — National Clean Out Your Refrigerator Day

November 21 — Great American Smokeout

Wild Bikini Day

November 22 — National Hockey League established (1917)

November 23 — National Moms & Dads Day

November 24-30 — National Adoption Week

National Bible Week

National Eating Disorders Week
National Family Week

November 24 — Win Friends & Influence People Day

November 29 — Computer Security Day

November 30 — Stay Home Because You're Well Day

For national sponsor addresses and phone numbers for any national month, week, or day, contact **Irwin Pollack** at (412) 952-0602.

Web Warnings

While it was generally agreed that radio has a bright future on the web, panelists offered advice on how to navigate around potential problem areas.

"Don't overestimate the knowledge and computer base of your target audience," warned **KING/Seattle GM/PD Peter Newman**. "Stay one step behind the current technology to play it safe. Look at your page on a 14.4 modem if you want to see the real world."

On the legal front, broadcast attorney **Dave Oxenford** issued this caveat: "Make sure the intellectual property isn't somebody else's before you put

it on the 'Net, or else you're painting a bullseye on your forehead." Work with music licensors, syndicators, talent, and unions, he suggested, to eliminate any possible objections to putting real-time station audio on the Internet.

Personnel who understand the technology are critical, cautioned Renier. "You have to have people who can focus on this. If they aren't passionate about it, it doesn't get done."

And Freedman exhorted that broadcasters get on the 'Net and learn it quickly: "It's a tremendous investment, and now's a great time to position yourself. You don't want to be way behind the learning curve."

Jim Allison James Bartel Anthony Brienza
Deborah Blackwell Chris Broullire Ed Channel
John Chester Bryan Chilton Patti Cochran
Bob Davis Susan Dedeyan Arnold DeShield
Pat Doran Sherwood Dryden Scott Eagle
William Elmquist DeSharmyn Falden Michael Fishman
Karen Friedman Tuesday Georges Amy Goldberg
Art Gliner Elizabeth Green Julia Hall Diana Hollander
Eric Johnson Coretta Johnson Nicole Lacroix
Loretta Lage Danielle Leflore Michele Martin
Stacey Matthews John Meyer Ron Meyer
Amy Michaels Flip Michaels Paul Neal Steve Nicklin
Dennis Owens Delphia Porter Steve Small
Cedric Smith Scott Thureen Jack Zimmerman

Congratulations

to the *fabulous* staff of

WGMS 103.5

WASHINGTON'S CLASSICAL STATION

for winning

THE 1996 MARCONI AWARD

for

Classical Station of the Year

—Catherine

MUSIC & MOVIES

CURRENT

- **THE FIRST WIVES CLUB**
Single: Over And Over/Puff Johnson (Work)
- **THE LONG KISS GOODNIGHT (MCA)**
Featured Artists: Neneh Cherry, Jars Of Clay, Muddy Waters
- **THAT THING YOU DO!**
Single: That Thing You Do!/Wonders (Epic)
- **2 DAYS IN THE VALLEY (Edel America)**
Featured Artists: Erin O'Hara, Junior Wells, Lyle Lovett
- **BULLETPROOF (MCA)**
Singles: Champagne/Salt-N-Pepa
How Could You/K-Ci & Jojo
Other Featured Artists: Nonchalant, Delinquent Habits
- **PHENOMENON (Reprise)**
Single: Crazy Love/Aaron Neville
Other Featured Artists: Eric Clapton, Jewel, Peter Gabriel
- **SHE'S THE ONE (Warner Bros.)**
Single: Climb That Hill/Tom Petty & The Heartbreakers
- **GRACE OF MY HEART (MCA)**
Single: God Give Me Strength/Burt Bacharach & Elvis Costello
Other Featured Artists: For Real, Shawn Colvin, J Mascis
- **EDDIE (Island/Hollywood)**
Single: Tell Me/Dru Hill
Other Featured Artists: J'son, Jodeci, House Of Pain

COMING

- **THE ASSOCIATE (Motown)**
Featured Artists: Wynonna, Patra, Shades
- **SET IT OFF (EastWest/EEG)**
Singles: Missing You/Brandy/Tamia/Knight/Khan
Days Of Our Livez/Bone Thugs-N-Harmony
Don't Let Go (Love)/En Vogue
Other Featured Artists: Brandy, Queen Latifah, Seal
- **SPACE JAM**
Single: Fly Like An Eagle/Seal (Atlantic)
- **HIGH SCHOOL HIGH (Big Beat/Atlantic)**
Singles: Bohemian Rhapsody/Braids
Wu-Wear: The Garment .../RZA f/Method ...
I Just Can't/Faith Evans
Other Featured Artists: Braxtons, D'Angelo, De La Soul
- **EVITA**
Single: You Must Love Me/Madonna (Maverick/WB)
- **DAYLIGHT**
Single: Whenever There Is Love/Bruce Roberts & Donna Summer (Universal)

CYBERSPACE

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

'Net Chats

Jon Bon Jovi, Monday (10/28) at 9pm ET/6pm PT, America Online (keyword: LIVE).
Emmylou Harris, Monday at 9:30pm ET/6:30pm PT, America Online (keyword: WARNER).
Kenny Loggins, Monday at 10pm ET/7pm PT, CompuServe (go: CONFERENCE).
 Jazz pianist **Cyrus Chestnut**, Monday at 10pm ET/7pm PT, Prodigy (jump: CHAT).
 '60s teen idol **Bobby Sherman**, Tuesday (10/29) at 9pm ET/6pm PT, Prodigy (jump: CHAT).
Rita Coolidge, Tuesday at 9pm ET/6pm PT, CompuServe (go: CONFERENCE).
Natalie Cole, Wednesday (10/30) at 9pm ET/6pm PT, America Online (keyword: LIVE).
Iron Maiden's Dave Murray, Thursday (10/31) at 8pm ET/5pm PT, CompuServe (go: CONFERENCE).

On The Web

Catch live **Lemonheads** from Tramps in New York, Monday at 10pm ET/7pm PT on SonicNet (<http://www.sonicnet.com>).
Porno For Pyros' Halloween show will be cyberscast on L.A. Live (<http://www.lalive.com>; check the site for details).
 The **Black Crowes** have a new official web site at <http://www.tallest.com>.

'ZINE SCENE

Power To The People 101.5!

The *Entertainment Weekly* annual "101 Most Powerful People In Entertainment" issue features — omitting all the chairmen/partners of the parent companies — music mavens **Thomas Mottola** (No. 25, up one point from last year), **Clive Davis** (31, down one), **Whitney Houston** (debuting at 36), **MTV's Tom Freston & Judy McGrath** (39, down 16), **Doug Morris** (debuting at 54), **Don Ienner** (debuting at 57), **Jimmy Iovine & Ted Field** (59, down 10), **Kenny "Babyface" Edmonds** (66, up 13), **Russ Thyret** (71, down 14), **Sylvia Rhone** (73, up 18), **Dr. Dre** (77, up seven), **Val Azzoli** (79, down seven), **Al Cafaro** (81, down 18), **Madonna** (82, down six), **Ed Rosenblatt** (83, down 23), **Mo Ostin & Lenny Waronker** (90, down 43), **R.E.M.** (debuting at 94), and **Madonna's baby** (101.5).

Meanwhile, **Alanis Morissette** and rapper/actor **Will Smith** are spotlighted in the "rising power" section with actor/**Dogstar** bassist **Keanu Reeves** and **Andre Harrell** making the "power in flux" list.

Speaking of lists, *Spy* spotlights the "Top 40 Most Embarrassing Faux Pas That Killed Rock 'N' Roll." Suffice to say that space does not permit us to catalog all the silliness contained therein.

Lisa Marie Presley plans to marry her first hubby — musician **Danny Keough** — at Graceland on Christmas Eve (*Star*).

Dwight Yoakam and **VJ Karen Duffy** are planning a December wedding (*Star*).

Stevie Nicks has lost 60 pounds and is romantically involved with **Tom Petty** — who's in the process of divorcing his wife — for a second time (*Star*).

Don Henley and **Sheryl Crow** — who sang backups on Henley's solo tours — have been seen together so often lately that people are beginning to wonder if they're more than friends (*Star*).

And... **Eddie Van Halen's** wife (actress **Valerie Bertinelli**) moved out of the house for the two days that **David Lee Roth** spent at *chez Van Halen* recording those two tunes for the band's greatest hits package (*Star*).

It's Fur You!

Anyone who called that chic-looking ad for "Paul's Furs" that appeared in the October 14 issue of the *New Yorker* heard an uncredited **Paul McCartney** request the mailing info needed to send them a video showing animals being systematically slaughtered for their pelts (*Newsweek*).

You Said It!

"I don't need anything special — I've got these lips" — Mick Jagger's response to **Arnold Schwarzenegger's** wondering what kind of wardrobe the **Rolling Stones** frontman would need for a role as a gossip columnist in the forthcoming "Batman And Robin" film (*Star*).

"How I am going to listen to that horrible noise I make without a gram of coke and a couple of double Jack Daniels?" — **Iggy Pop** voices his biggest fear about getting clean 'n' sober way back when (*Newsweek*).

"The trial, the fights, 'Pac's death. It's all been more heartache than I thought I'd get after finally getting my dream" — **Snoop Doggy Dogg** wakes up and smells the world-weariness (*Newsweek*).

"I don't pay bills. I don't pay rent. The only thing I pay is my phone bill and my car insurance" — *Spin* cover star/**No Doubt** frontwoman **Gwen Stefani** on the joys of still living at home.

"Yeah, there are musician movies, but they always die in airplane crashes at the end" — Actor/director **Tom Hanks** on what makes his "That Thing You Do!" film different (*People*).

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 DATEBOOK

MONDAY, NOVEMBER 4

- 1961/**Bob Dylan** makes his NYC debut and takes home \$20.
 1963/The **Beatles** play a Royal Command Performance. **John Lennon** remarks, "Those of you in the cheap seats can applaud. The rest of you just rattle your jewelry."
 1977/The **Band's** concert film-documentary, "The Last Waltz," premieres in New York.
 1991/**Bobby "Blue Bland, Booker T. & The M.G.'s, Johnny Cash, Jimi Hendrix, Sam & Dave, and the Yardbirds** are elected to the Rock & Roll Hall Of Fame.
 Born: **Delbert McClinton** 1940, the late **James Honeyman-Scott (Prentenders)** 1956, **Najee** 1957

TUESDAY, NOVEMBER 5

- 1960/**Johnny Horton** is killed. Ironically, Horton and **Hank Williams, Sr.** both played their last shows at the Austin, TX Skyline, and both left the same widow, **Billie Jean**.
 1965/The **Who** release "My Generation."
 Born: **Ike Turner** 1931, **Art Garfunkel** 1941, the late **Gram Parsons** 1946, **Peter Dinklage (ex-Herman's Hermits)** 1947, **Bryan Adams** 1959

WEDNESDAY, NOVEMBER 6

- 1965/**Bill Graham** promotes his first concert. Headliners include the **Grateful Dead** and the **Jefferson Airplane**.
 1984/**Marvin Gaye Sr.** receives five years probation for fatally shooting his son, **Marvin Gaye**.
 Born: **Glen Frey (Eagles)** 1948

THURSDAY, NOVEMBER 7

- 1988/**John Fogerty** wins his self-plagiarism court battle with **Fantasy Records**. The label claimed Fogerty copied his song "Run Through The Jungle" when writing "The Old Man Down The Road."
 1991/**Frank Zappa** is diagnosed as having prostate cancer.
 Born: **Joni Mitchell** 1943

FRIDAY, NOVEMBER 8



Michael Jackson — Beatles for sale.

- 1968/**Cynthia** and **John Lennon** are divorced.
 1985/**Sting's** concert-movie, "Bring On The Night," opens nationally.

- 1995/**Michael Jackson** sells the **ATV** music catalog, which includes the majority of **Beatles** songs, to **Sony** for \$95 million.
 Born: The late **Minnie Ripperton** 1947, **Bonnie Raitt** 1949, **Rickie Lee Jones** 1954

SATURDAY, NOVEMBER 9

- 1961/**Brian Epstein** sees the **Beatles** perform for the first time at a Cavern Club noon concert.
 1967/**Rolling Stone** publishes its first issue, including a roach clip with every copy.
 Also... **David Crosby** quits the **Byrds**.
 Born: The late **Tom Fogerty (Creedence Clearwater Revival)** 1941, **Sandy "Papa" Denton (Salt-N-Pepa)** 1969

SUNDAY, NOVEMBER 10

- 1967/The **Moody Blues** release "Nights In White Satin."
 1986/**Bruce Springsteen's** "Live 1975-1985" box set hits stores.
 1989/Producer **Antonio "L.A." Reid** and singer **Pebbles** become parents to son **Aaron Alexander**.
 Born: **Greg Lake (Emerson, Lake & Palmer)** 1948, **Chris Joannou (Silverchair)** 1976

— Paul Colbert



59.4 million households
Patti Galluzzi,
VP/Music Programming

ADDS

- BUSH Swallowed (*Trauma/Interscope*)
- RED HOT CHILI PEPPERS Love Rollercoaster (*Geffen*)
- FUGEES No Woman, No Cry (*Ruffhouse/Columbia*)
- EN VOGUE Don't Let Go (Love) (*EastWest/EEG*)
- MERRIL BAINBRIDGE Mouth (*Universal*)
- CRANBERRIES When You're Gone (*Island*)
- GINSBURG w/McCartney The... (*Mouth Almighty/Mercury*)
- KEITH SWEAT Nobody (*Elektra/EEG*)
- CRASH TEST DUMMIES He Liked To Feel It (*Arista*)
- SPIRITS Drive (*Rocket/Island*)

EXCLUSIVE

- BUSH Swallowed (*Trauma/Interscope*)
- RED HOT CHILI PEPPERS Love Rollercoaster (*Geffen*)

HEAVY

- BECK Devils Haircut (*DGC/Geffen*)
- BLACKSTREET w/D.R. ORE No Diggity (*Interscope*)
- BONE THUGS-N-HARMONY Days Of Our Lives (*EastWest/EEG*)
- COUNTING CROWS Angels Of The Silences (*DGC/Geffen*)
- SHERYL CROW If It Makes You Happy (*A&M*)
- DR. DRE Been There, Done That (*Death Row/Interscope*)
- FUGEES No Woman, No Cry (*Ruffhouse/Columbia*)
- HOOTIE & THE BLOWFISH Sad Caper (*Atlantic*)
- MADONNA You Must Love Me (*Warner Bros.*)
- MARILYN MANSON The Beautiful People (*Nothing/Interscope*)
- METALLICA Hero Of The Day (*Elektra/EEG*)
- NO ODOBT Don't Speak (*Trauma/Interscope*)
- R.E.M. Bittersweet Me (*Warner Bros.*)
- SUBLIME What I Got (*Gasoline Alley/MCA*)
- 311 All Mixed Up (*Capricorn/Mercury*)

JAM OF THE WEEK

- BABYFACE This Is For The Lover In You (*Epic*)

STRESS

- FIONA APPLE Shadowboxer (*Work*)
- TONI BRAXTON Un-break My Heart (*LaFace/Arista*)
- CAKE The Distance (*Capricorn/Mercury*)
- CELINE DION It's All Coming Back To Me Now (*550 Music*)
- EN VOGUE Don't Let Go (Love) (*EastWest/EEG*)
- GEGGY TAH Whoever You Are (*Luaka Bop/WB*)
- ALANIS MORISSETTE Head Over Feet (*Maverick/Reprise*)
- NEW EDITION I'm Still In Love With You (*MCA*)
- P.O.E. Angry Johnny (*Modern/Atlantic*)
- PRESIDENTS OF THE UNITED STATES ... Mach 5 (*Columbia*)
- SOCIAL DISTORTION I Was Wrong (*550 Music*)
- 2PAC I Ain't Mad At Ya (*Death Row/Interscope*)
- WEEZER El Scorcho (*DGC/Geffen*)

ACTIVE

- AALIYAH If Your Girl Only Knew (*BlackGround/Atlantic*)
- AMBER This Is Your Night (*Tommy Boy*)
- AZ YET Last Night (*LaFace/Arista*)
- MERRIL BAINBRIDGE Mouth (*Universal*)
- BLACK CROWES Blackberry (*American/Reprise*)
- BRAIDS Bohemian Rhapsody (*Big Beat/Atlantic*)
- CHINO XL Krep (*American*)
- CRANBERRIES When You're Gone (*Island*)
- GINSBURG w/McCartney The... (*Mouth Almighty/Mercury*)
- GINUWINE Pony (*550 Music/Epic*)
- PUFF JOHNSON Over And Over (*Work*)
- MDNTTELL JORDAN Falling (*Def Jam/RAL/Mercury*)
- NAS Street Dreams (*Columbia*)
- NO MERCY Where Do You Go (*Arista*)
- SHAQUILLE NEAL You Can't Stop The Regin (*Trauma/Interscope*)
- KEITH SWEAT Nobody (*Elektra/EEG*)
- WESTSIDE CONNECTION Bow Down (*Lench Mob/Priority*)
- WILD ORCHID At Night I Pray (*RCA*)

ON

- CRASH TEST DUMMIES He Liked To Feel It (*Arista*)
- DEFTONES 7 Words (*Maverick/WB*)
- OISHWALLA Charlie Brown's Parents (*A&M*)
- FUN LOVIN' CRIMINALS Scooby Snacks (*EMI*)
- GRAVITY KILLS Enough (*FVT*)
- JEWEL You Were Meant For Me (*Atlantic*)
- LEMONHEADS If I Could Talk I'd Tell You (*Tag/Atlantic*)
- LOCAL H Bound For The Floor (*Island*)
- PORNO FOR PYROS 100 Ways (*Warner Bros.*)
- PRODIGY Firestarter (*Mute/XL Recordings*)
- QKUMBA ZOO The Child Inside (*Arista*)
- SCREAMING TREES Sworn And Broken (*Epic*)
- SPIRITS Drive (*Rocket/Island*)
- TONIC Open Up Your Eyes (*Polydor/A&M*)

Video airplay from October 28-November 3.



50.8 million households
Lee Chesnut, VP/Music Programming
Wayne Isaak, Sr. VP/Music & Talent Relations

ADDS

- LEAH ANDREONE It's Alright, It's O.K. (*RCA*)
- AZ YET Last Night (*LaFace/Arista*)
- TRACY CHAPMAN New Beginning (*Elektra/EEG*)
- NATALIE COLE w/NAT ... When I Fall In Love (*Elektra/EEG*)
- EN VOGUE Don't Let Go (Love) (*EastWest/EEG*)
- SUSANNA HOFFS All I Want (*London/Island*)
- SPIRITS Drive (*Rocket/Island*)
- WILD ORCHID At Night I Pray (*RCA*)

XL

- TONI BRAXTON Un-break My Heart (*LaFace/Arista*)
- ERIC CLAPTON Change The World (*Reprise*)
- CELINE DION It's All Coming Back To Me Now (*550 Music*)
- JOHN MELLENCAMP Key West Intermezzo ... (*Mercury*)
- ALANIS MORISSETTE Head Over Feet (*Maverick/Reprise*)

LARGE

- BRYAN ADAMS Let's Make A Night To Remember (*A&M*)
- COUNTING CROWS Angels Of The Silences (*DGC/Geffen*)
- SHERYL CROW If It Makes You Happy (*A&M*)
- EN VOGUE Don't Let Go (Love) (*EastWest/EEG*)
- MELISSA ETHERIDGE Nowhere To Go (*Island*)
- ELTON JOHN You Make History (Young Again) (*MCA*)
- DONNA LEWIS I Love You Always Forever (*Atlantic*)
- MADONNA You Must Love Me (*Warner Bros.*)
- WALLFLOWERS 6th Avenue Heartache (*Interscope*)

MEDIUM

- TORI AMOS I'm On Fire (*Atlantic*)
- FIONA APPLE Shadowboxer (*Work*)
- MERRIL BAINBRIDGE Mouth (*Universal*)
- PHIL COLLINS Dance Into The Light (*Atlantic*)
- HOOTIE & THE BLOWFISH Sad Caper (*Atlantic*)
- AMANDA MARSHALL Birmingham (*Epic*)
- STING I'm So Happy I Can't Stop Crying (*A&M*)

CUSTOM

- LEAH ANDREONE It's Alright, It's O.K. (*RCA*)
- AZ YET Last Night (*LaFace/Arista*)
- BLACK CROWES Blackberry (*American/Reprise*)
- BRANDY/TAMIA/KNIGHT/KHAN Missing You (*EastWest/EEG*)
- BRIAN SETZER ORCHESTRA Rumble In Brighton (*Interscope*)
- TRACY CHAPMAN New Beginning (*Elektra/EEG*)
- NATALIE COLE w/NAT ... When I Fall In Love (*Elektra/EEG*)
- SHAWN COLVIN Get Out Of This House (*Columbia*)
- EELS Novocaine For The Soul (*DreamWorks/Geffen*)
- FOR REAL Like I Do (*Rowdy/Arista*)
- JOHNNY GILL Let's Make The Mood Right (*Motown*)
- SUSANNA HOFFS All I Want (*London/Island*)
- JEWEL You Were Meant For Me (*Atlantic*)
- PUFF JOHNSON Over And Over (*Work*)
- KEB 'MO' More Than One Way Home (*Okeh/Epic*)
- MAXWELL Ascension ... (*Columbia*)
- ELEANOR McEVY Precious Little (*Columbia*)
- MINT CONDITION What Kind Of Man ... (*Perspective/A&M*)
- ME SHELL NDEGECELLO Who's He ... (*Maverick/Reprise*)
- ANN NESBY I'm Still Wearing Your Name (*Perspective/A&M*)
- NEW EDITION I'm Still In Love With You (*MCA*)
- R.E.M. Bittersweet Me (*Warner Bros.*)
- RUPAUL Snapshot (*Rhino*)
- DUNCAN SHEIK Barely Breathing (*Atlantic*)
- SPIRITS Drive (*Rocket/Island*)
- TINA TURNER Missing You (*Virgin*)
- LUTHER VANDROSS Your Secret Love (*LV/Epic*)
- SUZANNE VEGA No Cheap Thrill (*A&M*)
- WILD ORCHID At Night I Pray (*RCA*)

Video airplay from October 28-November 3.



36 million households
Lydia Cole,
VP/Music Programming

Video Playlist

- BRAT Sittin' On Top Of The World (*So So Def/Columbia*)
- LUTHER VANDROSS Your Secret Love (*LV/Epic*)
- 2PAC I Ain't Mad At Ya (*Death Row/Interscope*)
- GINUWINE Pony (*550 Music*)
- BABYFACE This Is For The Lover In You (*Epic*)
- BLACKSTREET No Diggity (*Interscope*)
- AALIYAH If Your Girl Only Knew (*BlackGround/Atlantic*)
- TONI BRAXTON Un-break My Heart (*LaFace/Arista*)
- KEITH SWEAT Nobody (*Elektra/EEG*)
- AZ YET Last Night (*LaFace/Arista*)
- SWV It's All About U (*RCA*)

Information for week ending October 25.

Rap City Top 10

- OO OR DIE Po Pimp (*Rap-A-Lot/Noo Trybe*)
- 2PAC I Ain't Mad At Ya (*Death Row/Interscope*)
- JAY-Z/MARY J. BLIGE Can't Knock ... (*Roc-A-Fella/Priority*)
- ROOTS Concerto Of The Desperado (*Geffen*)
- BONE THUGS ... Days Of Our Lives (*EastWest/EEG*)
- OE LA SOUL Itzsowezee (*Tommy Boy*)
- A TRIBE CALLED QUEST Stressed Out (*Jive*)
- OUTKAST ATLlens (*LaFace/Arista*)
- KEITH MURRAY The Rhyme (*Jive*)
- JERU THE DAMAJA Ya Playin' Yasef (*Payday/London/Island*)

Information for week ending October 25.

TELEVISION

Nielsen Media Research experienced technical difficulties in processing this week's ratings, making the listing of the Top 10 TV shows unavailable at presstime.

COMING NEXT WEEK

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

Friday, 10/25

- Bryan Adams, David Bowie, Toni Braxton, and Garbage are slated to perform on the 1996 "VH1 Fashion Awards" (9pm ET/6pm PT).
- Vernon Reid sits in with the band on "Late Show With David Letterman."
- Rusted Root, "Late Night With Conan O'Brien."
- Shawn Colvin and the Doobie Brothers, "ABC In Concert" (check local listings).

Saturday, 10/26

- Dr. Dre, "Saturday Night Live"

(NBC, 11:30pm).

Monday, 10/28

- Michael Des Barres guest-stars on "Melrose Place" (Fox, 8pm).

Tuesday, 10/29

- BR5-49 and Sam Moore, "Prime Time Country" (TNN, 9pm ET/6pm PT).
- Alan Jackson, "The Tonight Show With Jay Leno."
- Chris Isaak, "David Letterman."
- Lemonheads, "Conan O'Brien."

Wednesday, 10/30

- "Very Personal With Naomi Judd" — an hourlong interview special — airs on the Family Channel (9pm).
- Kathy Troccoli, "Prime Time Country."

Thursday, 10/31

- Quincy Jones, New Edition, Chuck D, Richie Rich, Busta Rhymes, and MC Lyte appear on Fox's "New York Undercover" (9pm).

VIDEO

NEW THIS WEEK

• VAN HALEN'S VIDEO HITS, VOLUME 1 (Warner Reprise)

The video companion to the band's latest CD, this 65-minute compilation spotlights "Me Wise Magic," "Right Now," "Jump," "Poundcake," "Can't Stop Loving You," and more.

• OTTMAR LIEBERT + LUNA NEGRA: WIDE-EYED + DREAMING LIVE (Epic)

Taped in Santa Fe, NM and the Calgary Centre for Performing Arts, this performance collection spotlights nine tunes, including "Lush," "Snakecharmer," "Barcelona Nights," and others.

• ERASER (WB)

This feature film co-stars Mercury recording artist Vanessa Williams, whose "Where Do We Go From Here" was released as the movie's single.

• GOLDENEYE (MGM/UA)

The Virgin soundtrack to this feature film — starring Pierce Brosnan as James Bond — contains Tina Turner's title track, which was written by U2's Bono and the Edge.

• TOY STORY (Walt Disney)

With voiceovers by Tom Hanks and Tim Allen, this animated feature film sports a Walt Disney soundtrack with score and cast recordings composed by Randy Newman; Newman also duets on "You've Got A Friend In Me" with Lyle Lovett.

• MOLL FLANDERS (MGM/UA)

Robin Wright and Morgan Freeman star in this feature film, which carries a London soundtrack with Sarah McLachlan's "Full Of Grace" and classical selections by Bach, Handel, Offenbach, and Vivaldi.

FILMS

WEEKEND BOX OFFICE OCTOBER 18-20

- 1 Sleepers (WB)* \$12.30
- 2 The Ghost And The Darkness (Paramount) \$7.50
- 3 The First Wives Club (Paramount) \$6.73
- 4 The Long Kiss Goodnight (New Line) \$6.54
- 5 That Thing You Do! (Fox) \$3.86
- 6 D3: The Mighty Ducks (Buena Vista) \$3.62
- 7 The Chamber (Universal) \$3.02
- 8 Get On The Bus (Columbia)* \$2.15
- 9 The Glimmer Man (WB) \$2.14
- 10 Fly Away Home (Columbia) \$1.40

All figures in millions

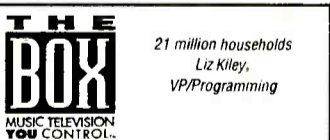
* First week in release

Source: Entertainment Data Inc.

COMING ATTRACTIONS:

This week's openers include "High School High," starring Jon Lovitz and Tia Carrere. The film's Big Beat/Atlantic soundtrack sports the Braids' cover of Queen's "Bohemian Rhapsody," the Braxtons' "So Many Ways," Changing Faces' "I Got Somebody Else," Faith Evans' "I Just Can't," De La Soul's "I Can't Call It," KRS-One's "High School Rock," A Tribe Called Quest's "Peace, Prosperity & Paper," Jodeci's "Wild Side," and "C'Mon 'N Ride It (The Train-Part II) Bass Remix" by Quad City DJ's. Cuts by D'Angelo & Erykah Badu, Large Professor & Pete Rock, the Roots, Lil' Kim, Real Live, Spice 1/E-40 & Click, Artifacts, Sadat X & Grand Puba, Scarface f/Facemob, RZA f/Method Man & Cappadonna, and Inspectah Deck & U-God of the Wu-Tang Clan & Street round out the LP.

"The Associate," starring Whoopi Goldberg, also opens this week. The film's Motown soundtrack showcases Sophie B. Hawkins's cover of Elton John's "Border Song" and Queen Latifah, Shades & Free's version of "Mr. Big Stuff" (featuring a sample from Jean Knight's original). Taral Hicks, Chantay Savage, LaShaunda Reese, and the Pointer Sisters collaborate on "Yes We Can, Can," while B-52's members Kate Pierson & Cindy Wilson perform "Ain't No Stoppin' Us Now." Rounding out the LP are Wynonna's "Makin' My Way (Any Way That I Can)," CeCe Peniston's "All That I Need," Tamia's "Keep Hope Alive," James Brown's "It's A Man's World," and songs by Shades, Patra, Louis Hoffsten, and LaShaunda Reese.



21 million households
Liz Kiley,
VP/Programming

National Top 20

- MAKAVELI Toss It Up (*Death Row/Interscope*)
- 2PAC I Ain't Mad At Ya (*Death Row/Interscope*)
- BONE THUGS-N ... Days Of Our Lives (*EastWest/EEG*)
- WESTSIDE CONNECTION Bow Down (*Priority*)
- KEITH SWEAT Nobody (*Elektra/EEG*)
- 702 Steelo (*Biv 10/Motown*)
- NEW EDITION I'm Still In Love With You (*MCA*)
- ALFONZO HUNTER Just The Way (Playas Play) (*EMI*)
- BLACKSTREET No Diggity (*Interscope*)
- N. DOGG/ISNOOP ... Never Leave ... (*Death Row/Interscope*)
- MARILYN MANSON The Beautiful People (*Nothing/Interscope*)
- SILKK The Shocker (*Priority*)
- BRANDY/TAMIA/KNIGHT/KHAN Missing You (*EastWest/EEG*)
- NO MERCY Where Do You Go (*Arista*)
- JOHNNY GILL Let's Get The Mood Right (*Motown*)
- TONI BRAXTON Un-Break My Heart (*LaFace/Arista*)
- TEVIN CAMPBELL I Got It Bad (*Owest/WB*)
- A TRIBE CALLED QUEST Stressed Out (*Jive*)
- MR. III & OEVON Can You Swing It (*Cellblock*)
- BRAT Sittin' On Top Of The World (*So So Def/Columbia*)

Most requested for week ending October 18.



Avg. Gross Pos. Artist	(in 000s)
1 NEIL DIAMOND	\$843.1
2 GARTH BROOKS	\$715.9
3 KISS	\$625.0
4 GLORIA ESTEFAN	\$514.8
5 "H.O.R.D.E. FESTIVAL"	\$467.1
6 GEORGE STRAIT	\$460.4
7 HOOTIE & THE BLOWFISH	\$399.0
8 ALANIS MORISSETTE	\$387.1
9 STING	\$373.6
10 STEELY DAN	\$360.1
11 REBA MCENTIRE	\$359.8
12 DAVE MATTHEWS BAND	\$316.2
13 JAMES TAYLOR	\$298.8
14 NEIL YOUNG	\$295.0
15 SMASHING PUMPKINS	\$285.8

Among this week's new tours:

- EVERYTHING BUT THE GIRL
- GRANT LEE BUFFALO
- NIL LARA
- LEMONHEADS
- LYLE LOVETT
- LUSCIOUS JACKSON
- BUDDY MILES
- POPA CHUBBY
- RUSTED ROOT
- DAVID SANBORN

The CONCERT PULSE is courtesy of Pollstar, a publication of Promoters' On-Line Listings. (800) 344-7383; California (209) 271-7900.

12+ SUMMER '96 ARBITRON RESULTS

Miami-Ft. Lauderdale

	Sp '96	Su '96
WEDR-FM (Urban)	5.7	5.9
WAMR-FM (Spanish)	4.6	5.6
WLYF-FM (AC)	5.4	5.4
WHQT-FM (Urban/AC)	4.3	5.3
WPOW-FM (CHR/Rhy)	5.6	4.9
WQI-FM (Spanish)	4.0	4.7
WRMA-FM (Spanish)	5.4	4.3
WMXJ-FM (Oldies)	3.3	3.9
WZTA-FM (Rock)	3.7	3.9
WHYI-FM (CHR/Pop)	4.0	3.8
WKIS-FM (Country)	3.3	3.6
WIOD-AM (News/Talk)	2.6	3.4
WLVE-FM (NAC)	3.5	3.0
WXDJ-FM (Spanish)	3.2	3.0
WFLC-FM (AC)	3.4	2.7
WTMI-FM (Classical)	3.1	2.7
WBGG-FM (Cl. Rock)	2.3	2.5
WPLL-FM (Adult Alt)*	2.1	2.5
WQBA-AM (Spanish)	2.2	2.3
WQAM-AM (Sports)	1.7	2.3
WCMQ-FM (Spanish)	2.1	2.2
WCMQ-AM (Spanish)	2.7	2.1
WINZ-AM (News)	1.7	1.5
WRTQ-FM (Spanish)	1.5	1.4
WSUA-AM (Spanish)	1.7	1.3
WFTL-AM (Talk)	1.0	1.1
WMBM-AM (Religious)	1.3	1.1

*Was WSHE-FM until August

Tampa-St. Petersburg

	Sp '96	Su '96
WFLZ-FM (CHR/Pop)	8.4	8.2
WQYK-FM (Country)	7.3	7.7
WFLA-AM (News/Talk)	6.5	6.9
WDUV-FM (B/EZ)	6.6	6.5
WWRM-FM (AC)	4.3	6.0
WXTB-FM (Rock)	5.3	5.5
WRBQ-FM (Country)	5.7	5.2
WGUL-A/F (MOR)	6.1	4.7
WMTX-A/F (Hot AC)	6.4	4.5
WSJT-FM (NAC)	3.3	4.5
WDAE/WUSA (Hot AC)*	4.1	4.2
WYUU-FM (Oldies)	4.0	4.2
WCOF-FM (Oldies)	3.3	4.0
WHPT-FM (Adult Alt)	3.3	3.8
WTBT-FM (Cl. Rock)	2.2	2.0
WLVU-FM (Nostalgia)	1.5	1.6
WRBQ-AM (Urban/AC)	1.6	1.3
WSUN-AM (Sports)	1.3	1.3
WHNZ-AM (News)	.9	1.0
WQYK-AM (News/Talk)	.9	1.0
WTMP-AM (Urban/AC)	1.7	1.0

*Was AC until early June

Minneapolis-St. Paul

	Sp '96	Su '96
KQRS-A/F (Cl. Rock)	11.6	12.0
WCCO-AM (Full Serv)	10.5	11.4
KDWB-FM (CHR/Pop)	8.0	7.5
KEGE-FM (Alternative)	5.8	6.7
KSTP-FM (Hot AC)	6.1	5.8
KEEY-FM (Country)	6.1	5.7
WBOB-FM (Country)	4.7	5.3
KQQL-FM (Oldies)	5.2	5.2
KSTP-AM (Talk)	5.1	4.9
WLTE-FM (AC)	6.2	4.9
KTCJ/KTCZ (Adult Alt)	4.7	3.8
KMJZ-FM (NAC)	3.0	3.0
KLBB/WLOL (Nostalgia)	2.0	1.8
KFAN-AM (Sports)	1.6	1.5
KREV/WREV (Alternative)	1.8	1.3

Cleveland

	Sp '96	Su '96
WZAK-FM (Urban)	7.8	8.5
WGAR-FM (Country)	9.3	8.4
WMJI-FM (Oldies)	6.3	7.7
WDOK-FM (AC)	5.6	6.2
WNEX-FM (Cl. Rock)	5.7	6.2
WQAL-FM (Hot AC)	5.1	6.0
WRMR-AM (Nostalgia)	6.6	6.0
WKNR-AM (Sports)	5.2	5.6
WMMS-FM (Alternative)	6.0	5.5
WNWV-FM (NAC)	3.5	5.1
WZJM-FM (CHR/Pop)	4.7	4.7
WTAM-AM (News/Talk)*	4.6	4.0
WLTF-FM (AC)	4.6	2.6
WCLV-FM (Classical)	2.6	2.4
WJMO-AM (Urban/O)	1.4	2.0
WENZ-FM (Alternative)	2.1	1.9
WONE-FM (Cl. Rock)	1.2	1.3
WABQ-AM (Religious)	1.4	1.2

*Was WWVE-AM until July 29

Kansas City

	Sp '96	Su '96
KPRS-FM (Urban)	7.9	7.7
KCFX-FM (Cl. Rock)	7.1	7.0
WDAF-AM (Country)	8.4	6.9
KMBZ-AM (News/Talk)	5.2	6.4
KQRC-FM (Rock)	6.2	6.1
KFKF-FM (Country)	7.7	5.9
KCIY-FM (NAC)	3.3	5.6
KCMO-FM (Oldies)	4.5	5.4
KBEQ-FM (Country)	6.3	5.3
KMXV-FM (CHR/Pop)	5.1	5.3
KUDL-FM (AC)	3.5	4.8
KYYS-FM (Rock)	4.5	4.5
KCMO-AM (News/Talk)	3.8	4.2
KXTR-FM (Classical)	3.1	3.4
KLTH-FM (AC)	5.0	3.1
KISF-FM (Alternative)	2.6	2.1
KFEZ-AM (Nostalgia)	1.8	1.9
KPRT-AM (Religious)	1.7	1.2

Baltimore

	Sp '96	Su '96
WBAL-AM (News/Talk)	8.9	8.2
WQSR-FM (Oldies)	7.4	6.7
WPOC-FM (Country)	8.5	6.5
WERQ-FM (CHR/Rhy)	5.8	6.4
WLIF-FM (AC)	6.3	6.0
WWMX-FM (Hot AC)	5.6	5.5
WWIN-FM (Urban/AC)	3.8	4.3
WXYV-FM (Urban)	4.4	4.3
WOCT-FM (Oldies)	3.7	4.2
WHFS-FM (Alternative)	4.2	3.7
WIYY-FM (Rock)	3.9	3.6
WCBM-AM (News/Talk)	1.9	3.1
WCAO-AM (Religious)	2.2	2.9
WJFK-AM (Talk)	2.0	1.7
WHUR-FM (Urban/AC)	1.1	1.6
WRBS-FM (Religious)	1.5	1.6
WPGC-FM (CHR/Rhy)	1.1	1.4
WGRX-FM (Country)*	.9	1.3
WRQX-FM (Hot AC)	1.2	1.1
WTOP-AM (News)	1.0	1.1
WWDC-FM (Rock)	1.1	1.1
WWLG-AM (Nostalgia)	.7	1.0

* Was Rock until May 6

Denver-Boulder

	Sp '96	Su '96
KOA-AM (Talk)	8.7	8.9
KYGO-FM (Country)	8.7	8.9
KRFX-FM (Cl. Rock)	4.7	5.9
KOSI-FM (AC)	5.6	5.7
KBPI-FM (Rock)	5.6	5.3
KKHK-FM (Cl. Rock)	4.2	4.9
KXKL-FM (Oldies)	4.0	4.7
KBCO-FM (Adult Alt)	3.6	4.3
KALC-FM (Hot AC)	4.7	4.2
KHHH-FM (NAC)	3.6	4.0
KXPK-FM (Adult Alt)	4.0	3.6
KQKS-FM (CHR/Rhy)	3.6	3.0
KEZW-AM (Nostalgia)	2.7	2.9
KHOW-AM (Full Serv)	2.9	2.8
KJMN-FM (CHR/Rhy)	2.6	2.5
KVOD-FM (Classical)	2.6	2.4
KIMN-FM (Oldies)	3.3	2.3
KHHT-FM (CHR/Pop)*	2.7	2.1
KTLK-AM (Talk)	1.6	1.9
KTCL-FM (Alternative)	1.1	1.5
KMXA-AM (Spanish)	.8	1.4
KYGO-AM (Country)	1.4	1.2
KKFN-AM (Sports)	1.8	1.1

*Was KWMX-FM until early August

Pittsburgh

	Sp '96	Su '96
KDKA-AM (News/Talk)	12.8	12.7
WQVE-FM (Rock)	9.2	9.5
WDSY-A/F (Country)	7.8	8.2
WWSW-A/F (Oldies)	6.5	6.9
WBZZ-FM (CHR/Pop)	6.7	6.1
WXDX-FM (Alter)*	2.8	5.8
WSHH-FM (AC)	4.1	4.9
WJJJ-FM (NAC)**	3.0	4.0
WJAS-AM (Nostalgia)	3.8	3.9
WTAE-AM (Talk)	3.8	3.9
WVTY-FM (Hot AC)	4.2	3.9
WZPT-FM (Oldies)	3.6	3.3
WLTJ-FM (AC)	3.6	3.1
WRRK-FM (Cl. Rock)	2.7	2.9
WAMO-FM (Urban)*	3.4	2.8
KQV-AM (News)	1.3	1.1
WASP-FM (Country)	1.0	1.0

*WAMO-FM moved to 105.9 and WXDX-FM moved 106.7 in June.

**Was WNRQ-FM (Alternative) until late June

Cincinnati

	Sp '96	Su '96
WEBN-FM (Rock)	9.2	10.3
WLW-AM (Full Serv)	11.0	9.5
WUBE-FM (Country)	8.6	8.1
WKRQ-FM (CHR/Pop)	5.8	6.6
WZLF-FM (Urban)	5.3	5.7
WCKY-AM (Full Serv)	4.8	5.6
WGRR-FM (Oldies)	5.9	5.6
WRRM-FM (AC)	5.1	5.3
WSAI-AM (Nostalgia)	4.9	4.2
WWNK-FM (AC)	4.3	3.6
WVAE-FM (NAC)	4.4	3.5
WYGY-FM (Country)	3.4	3.5
WOFX-FM (Cl. Rock)	3.2	3.4
WAGZ-FM (Alternative)	1.8	2.3
WAKW-FM (Religious)	2.0	1.4
WPFM-FM (Country)	.8	1.2
WHKO-FM (Country)	1.2	1.1
WCIN-AM (Urban/AC)	1.1	1.0
WGTZ-FM (CHR/Pop)	.9	1.0

Sacramento

	Sp '96	Su '96
KFBK-AM (News/Talk)	8.5	9.5
KSFM-FM (CHR/Rhy)	8.4	9.4
KNCI-FM (Country)	5.9	6.5
KHYL-FM (Oldies)	5.5	5.2
KGBY-FM (AC)	5.1	5.0
KYMX-FM (AC)	4.3	4.8
KRXQ-FM (Rock)	5.8	4.7
KCTC-AM (Nostalgia)	4.0	4.3
KXOA-FM (Cl. Hits)	5.2	4.3
KSTE-AM (News/Talk)	3.5	3.7
KWOD-FM (Alternative)	3.8	3.5
KQPT-FM (Adult Alt)	2.6	3.4
KSEG-FM (Cl. Rock)	4.0	3.3
KRAK-FM (Country)	3.2	3.2
KSSJ-FM (NAC)	2.7	2.6
KHTK-AM (Talk)	1.9	1.4
KGO-AM (News/Talk)	.9	1.3

Phoenix

	Sp '96	Su '96
KMLE-FM (Country)	6.7	7.6
KTAR-AM (News/Talk)	6.2	7.1
KNIX-FM (Country)	6.6	6.1
KKFR-FM (CHR/Pop)	6.4	5.7
KOOL-FM (Oldies)	5.0	5.5
KOY-AM (Nostalgia)	4.5	5.5
KFYI-AM (News)	6.1	5.0
KKLT-FM (AC)	3.4	4.3
KEDJ/KHOT-FM (Alter)	3.9	4.0
KZZP-FM (CHR/Pop)	3.5	3.9
KZON-FM (Alternative)	2.9	3.8
KYOT-FM (NAC)	5.1	3.7
KESZ-FM (AC)	2.8	3.5
KUPD-FM (Rock)	4.5	3.5
KDKB-FM (Rock)	4.1	3.4
KSLX-FM (Cl. Rock)	3.6	3.2
KHTC-FM (Oldies)	2.0	2.3
KBZR-FM (Alter)*	.8	1.4
KOAZ-FM (NAC)**	.9	1.4
KBUQ-FM (Country)	—	1.0
KVVA-AM (Spanish)	.6	1.0

*Switched to CHR/Rhythmic in early May

**Was KTWC-FM (Nostalgia) until early May

Portland, OR

	Sp '96	Su '96
KKRZ-FM (CHR/Pop)	7.3	7.7
KWJJ-FM (Country)	6.1	7.2
KKCW-FM (AC)	6.1	7.1
KUPL-FM (Country)	6.0	6.2
KXL-AM (News/Talk)	6.3	5.9
KKSN-FM (Oldies)	6.1	5.7
KUFO-FM (Rock)	5.1	5.4
KNRK-FM (Alternative)	4.4	5.1
KGON-FM (Cl. Rock)	5.2	4.7
KEX-AM (Full Serv)	5.8	3.6
KKRH-FM (Cl. Rock)	3.1	3.5
KINK-FM (Adult Alt)	4.1	3.0
KKJZ-FM (NAC)	3.7	3.0
KKSN-AM (Nostalgia)	4.2	2.8
KOTK-AM (Talk)	1.6	2.2
KXL-FM (Oldies)	1.9	2.1
KWJJ-AM (Country)	1.4	1.7
KPDQ-FM (Religious)	1.2	1.6
KDBX-FM (Religious)*	1.7	1.3
KFX-AM (Sports)	1.1	1.3

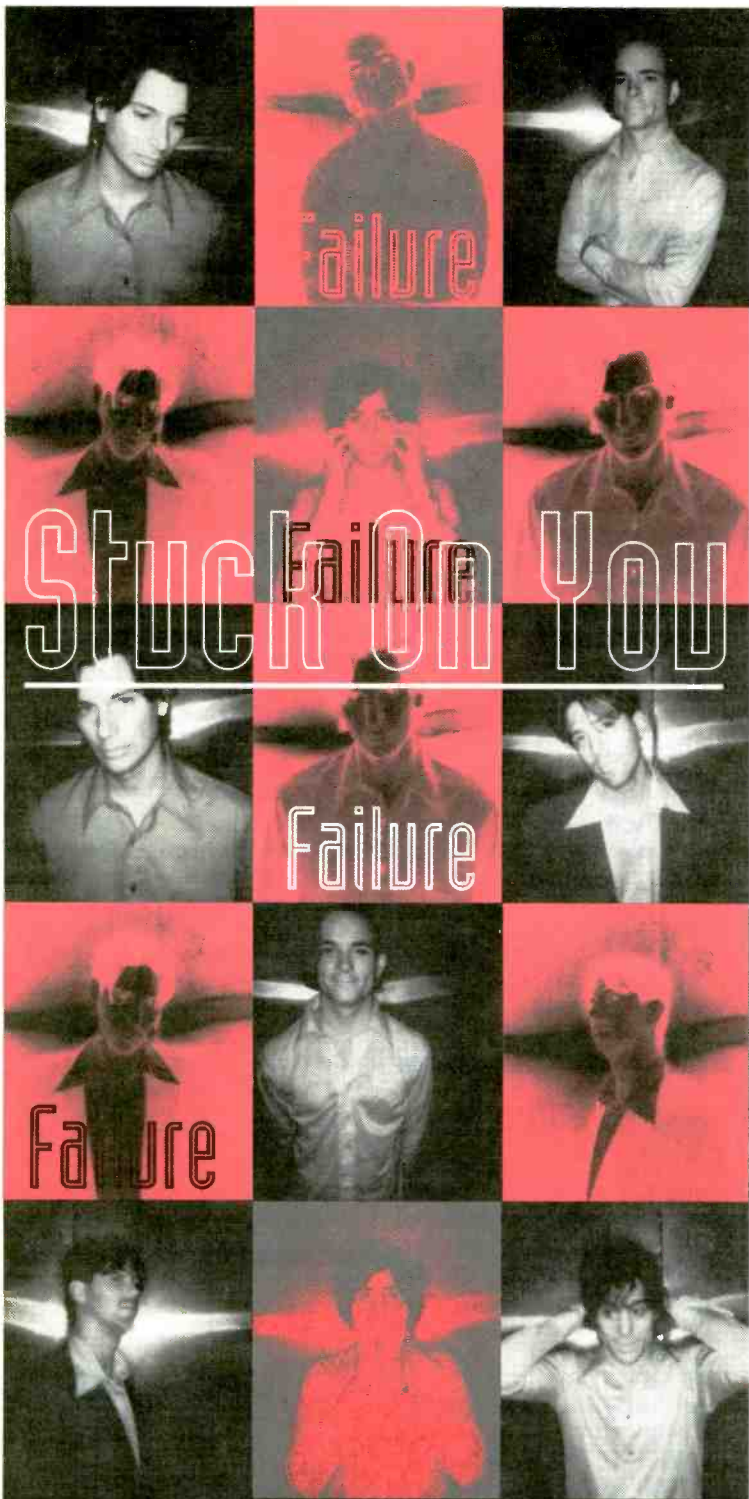
*Switched to Hot AC in late August

SAME DAY RATINGS RESULTS

<http://www.ronline.com>

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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-Classical Hits, Classical-Classical, Cl. Rock-Classical 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.



if at first YOU don't succeed, maybe

FAILURE

is YOUR thing.

"Stuck On You"

from the new album *Fantastic Planet*

www.wbr.com/failure www.wbr.com/radio Produced by Failure. Management: Warren Entner Management.
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STREET TALK®

Williams To Be WQCD/NY PD?

Look for NAC WQCD/NY APD/MD Steve Williams — a five-year station veteran — to become the NAC outlet's PD. Williams has been handling programming ever since Fleetwood Gruver exited several months back. Gruver resurfaced as an Orlando trombo OM this week (See Page 15).

In the wake of his station's purchase by Jacor, Sports XTRA-AM/San Diego PD Howard Freedman exits.

Has Golden West's KSCA/L.A. been sold? Golden West Prez Bill Ward told ST the company is still in discussions to sell the station and that a final price hadn't been established.

It's widely believed that just about every L.A. owner — none of which is at the five-FM limit — has kicked KSCA's tires and several have submitted bids on the Adult Alternative outlet. By the way, ST hears the bidding is getting into the \$100 million-plus neighborhood.

Country KYCW/Seattle PD Matt Bruno exits to start his own production company, effective November 1.

McFly On The Move

After less than two months in mornings at CHR WWZZ-FM/Washington, George McFly returns to the Windy City. WWZZ GM Allan Hotlen told ST that McFly is "a devoted family man" and that McFly's wife wanted to return to Chicago. Morning co-host Janet Elliott will take the controls as the search for a new partner begins.

Rumors

- Will KDWB/Minneapolis APD/MD Rob Morris cop the open PD slot at Chancellor sister WJHM/Orlando?
- With the impending sale of El Dorado Communications, is VP/Programming (and veteran CHR programmer) Bob Perry headed back to CHR in Houston or Dallas?
- Has WPXY/Rochester OM Clarke Ingram decided not to take the WYXR/Philly PD gig?
- Is Paul Barrette about to segue from MCA to Arista for similar regional promo duties, based out of Beantown?

Capitol/Nashville Exec. VP/GM Walt Wilson exits, citing philosophical differences.

Straighten Up & Fly Left?

Is Talk KMPC/L.A. starting to fly on something besides Southern California's right wing? This week the station dumped Premiere Radio Networks' syndicated conservative talk host Michael Reagan for onetime station host Joe Crummey, who takes over the 3-7pm slot. Earlier last week, KMPC replaced conservative 9am-noon host Bob Heckler with Marilyn Kagan. KMPC also adds WOR Networks-syndicated Dr. Joy Browne for overnights.

Magnatone Prez Brent Maher resigns to devote more time to writing, producing, and other business ventures. (Maher has produced all the Judds records and will be working on Wynonna's next Curb/MCA album.)

Sex & Drugs & Rock & Jocks

WOFX/Cincy's latest outdoor campaign has run afoul of Fox Broadcasting's legal beagles. The Jacor Rock station had barely unveiled its latest creations — one board sported Chicago Bulls forward Dennis Rodman with the caption "Dude Looks Like A Lady" (an Aerosmith reference), another depicted Dallas Cowboys wide receiver Michael Irvin next to the word "Cocaine" (referring to the Eric Clapton hit) — when Fox's attorneys took notice. They said WOFX violated trademark laws by using athletes who participate in leagues that Fox televises and tying them to illegal drugs.

WOFX OM Jim Richards told ST his station has complied with Fox's C&D, but pointed out, "We were merely parodying Mr. Irvin's situation not supplying him with drugs, hookers, and/or money to indulge in his postseason escapades."

Fair Air

Airtime is airtime, as WLEN-FM/Adrian, MI OM Doug Spade learned earlier this week. Spade, a Democrat running for a seat in the state legislature, has been barred from any on-

Continued on Page 28



STATION MAGAZINES

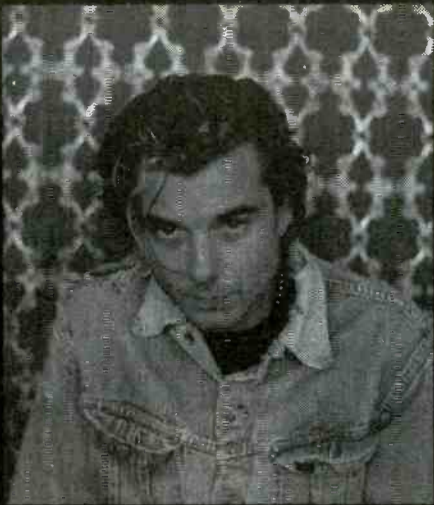
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NAKED TRUTH — For the latest in cheeky billboard campaigns, behold this bodacious beauty from Jacor Rock outlet WEBN/Cincy. (The campaign's other billboard showcases an equally nude dude.) The real eyebrow-raiser, however, appears on the direct mail piece, which the company freely admits the "billboard company was afraid might turn YOU on."

Continued from Page 26

air appearances — including commercials — because his opponent, Republican Rep.

Timothy Walberg, is demanding equal time for every second Spade has the mike open.

Spade told ST he intended to give up the talk show, but not commercials and other

anonymous on-air appearances: "I didn't want to take advantage of the situation, but it was my livelihood." Walberg apparently wouldn't sign a waiver allowing Spade to remain on the air.

WLEN Prez **Julie Koehn** refused to comment on the issue. Spade — who's been a talk host on the AC station for more than 20 years — still has supervisory OM duties, but receives only one-third of the salary he'd been getting. Win or lose, however, he says he'll be back on the air November 6.

Walberg couldn't be reached for comment.

On Wednesday (10/16), **WWRC-AM/Washington** talk host **Joe Madison** joined human rights activist **Dick Gregory** in a hunger strike that's designed to pressure the federal government to admit it played a role in America's crack explosion.

Team El Dorado Hispanic media reps President **Chris Nevil** resigned Wednesday (10/16) "to pursue other interests." Nevil will continue to consult the company and parent **El Dorado Communications** on selected projects. Team El Dorado Chairman **Barrett Alley** will assume Nevil's duties.

Drive-By Radio

Students at David Fairchild Elementary School in Miami have begun the "Fairchild News," a 60-second segment that airs continuously from 7am-7pm weekdays on **WKID** (105.5 FM).

According to the *Miami Herald*, "The school is one of a handful of Dade County schools to

Continued on Page 30

Rumbles, Pt. 1

- **WJBT/Jacksonville PD**/morning dude **Paco Lopez** exits.

- **KTOM-AM & FM/Monterey-Salinas PD** **Eric Foxx** resigns, effective mid-November.

- Adult Alternative **KTMN/Santa Fe, NM** welcomes new GM **Fred Sena** (coming from the Sales Mgr. slot at sister **KNYN**), ups **Cole Croshaw** from AMD to MD; and promotes **Christina Aiello** from Office Mgr. at **KTMN** and **KNYN** to OM. **Rich Robinson** remains **KTMN PD**.

- **Prettyman Broadcasting** merges Country **WICO-FM/Salisbury-Ocean City, MD** and Country **WXJN/Lewes, DE** for a "New Cat Country" simulcast. **WICO-FM APD E.J. Foxx** becomes PD for the duo.

- **KRRV/Alexandria, LA PD** **Lon Harris** is upped to OM for **Champion Broadcasting**, which also operates sister stations **KICR** and **KDBS**. **APD/MD Michael Bailey** is elevated to **KRRV PD**, and midday maven **Scott Bryant** becomes **KRRV MD**.

- Classic Rock **KBFX-FM/Anchorage, AK PD** **John McGann** becomes OM for **KBFX** and Country-News/Talk sisters **KASH-FM & KENI-AM**. Current **KASH & KENI OM Dennis Carter** will exit at the end of November.

- **WKRZ/Wilkes-Barre, PA** welcomes new PD **Tony Banks**. He replaces **Ken Medek**, who became PD at **WBLI/Long Island**. **Banks** formerly did nights at **WPLJ/NY** and was Programming Asst./swing at **WPRO-FM/Providence**.

- **KCHX/Odessa-Midland, TX PD** **Clayton Allen** exits; consultant **Bob Mitchell** picks up the station as a client.

- Despite what you read here last week, **Dennis Kin-kaid** remains PD at new **Broadcast Architecture** client **KXLX/Wichita**.

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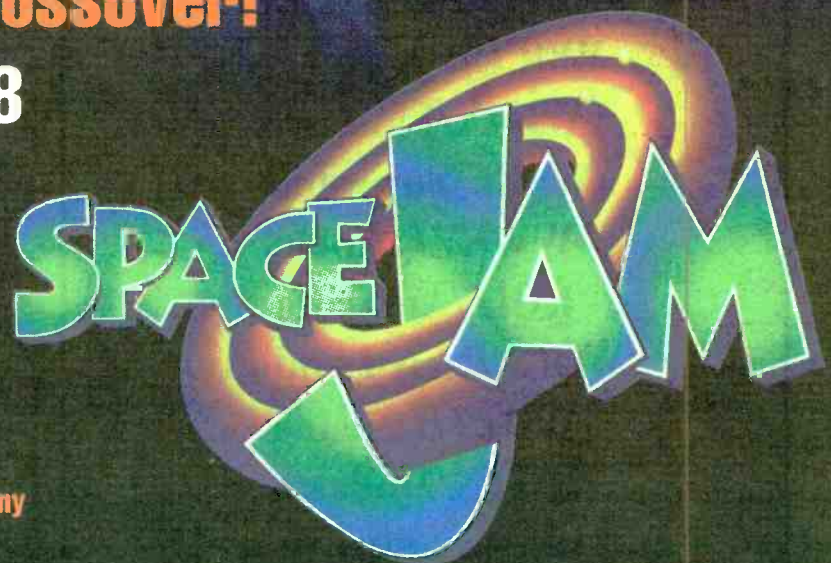
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- KQIZ/Amarillo
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- WHZZ/Lansing
- KHTN/Modesto

and oh, so many more!!



STREET TALK®

Continued from Page 28

have its own 'drive-by' radio station — the signal can only be picked up by nearby residents or by motorists driving within two blocks of the school."

Thanks to **Work** recording artists **Elephant Ride**, who wowed the crowd with their performance at the world-famous **Club R&R** on Thursday (10/17).

Tricky Stix

WERO/New Bern, NC PD/morning weapon **Tank Sherman** unwittingly gave away \$100 to a competing morning show via

Rumbles, Pt. 2

- **KLLC/SF** APD **Richard Boerner** exits for similar duties at **KLSX/L.A.**. Speaking of **KLLC**, **WGTZ/Dayton MD**/midday maven **Gretchen Corbett** exits to join her former boss, **Louis Kaplan**, at **LLC** in a role TBD.

- Meanwhile back at **WGTZ**, ex-**WTVG/Tuscaloosa, AL** morning crazy **Zanie Glover** (aka **Jeff Powers**) joins for nights, and interim night slammer **Sean Stevens** segues back to overnights.

- **KIBB/L.A.** welcomes **Joe Servantez** (2-6pm) and **Jeff Scott** (6-10pm). Look for **Patty Lotz** to join the station as News Dir./morning co-host on October 28 as well. Lotz previously worked for **Metro Traffic**, held morning shifts at L.A. outlets **KPWR** and **KKBT**, and was a **VH1** VJ. Are two more L.A.-based air talents also set to come aboard?

- Veteran wakeup artist **Alan Kabel** resurfaces in mornings at **KDMX/Dallas**.

- **KHMX/Houston MD** **Rich Anhorn** becomes APD.

- **WHYI/Miami** appoints **Deidre Poyner** AMD.
- **XTRA (91X)/San Diego** hires **KFRR/Fresno's David Craig** for Promotion Dir./weekend duties.

- In other San Diego news, **KHTS** welcomes new night slammer **Boomer**, coming from the same shift at **WKBO/St Louis**.

- **KGGI/Riverside-San Bernardino** afternoon driver **Jesse Duran** becomes APD.

- In other Riverside-San Bernardino news, Alternative **KCXX** afternoon driver **Bruce Pulley** becomes MD.

- **KOME/San Jose** moves **Raddley** into the afternoon slot once occupied by **Carson Daly** (now at **KROQ/L.A.**) and hires former **KWOD/Sacramento** night rider **Ally Storm** for nights.

- **WEDG/Bufalo MD** **Rich Wall** takes middays as **Kit Missile** shifts into afternoon drive.

- **WKSS/Hartford** welcomes new morning co-host **Courtney Courtney** (*nom de aire* o' the week).

- **WRHT/Greenville, NC** changes: Parttimer **Tommy Collins** segues to afternoons, PD **J.T. Bosch** shifts to early afternoons, and APD/MD/production whiz **Gina Gray** takes over middays.

- **WTCF/Saginaw, MI** welcomes new MD/night slammer **Scott Thomas**, coming from the PD post at **WDJB/Ft. Wayne, IN**, which flips to Alternative-leaning AC. Thomas replaces **Flash Phelps**, who becomes Production Dir. for the station.

- **WXYK/Biloxi, MS** welcomes new night slammer **Jamie Thompson**, coming from **WPSK/Roanoke, VA**. Thompson replaces **Jonathan Reed**, who exits.

RADIO RECORDS



1

- **Danny Goldberg** appointed **Mercury Records** President/CEO.
- **Frankie Crocker** returns to **WBLS/NY** for his fourth stint as PD.
- **Skip Finley** named **American Urban Radio Network** COO.
- **Corinne Baldassano** elevated to **SW Networks** Sr. VP/Programming.
- **Mason Dixon** promoted to **Clear Channel/Tampa** VP/Ops.

5

- **Larry Snider** becomes **KRQR/SF** PD.
- **Rick Lambert** appointed **KNDD/Seattle** PD.
- **John Dimick** chosen **KISN/SLC** PD.
- **Elvis Duran** named **KBTS/Austin** PD/morning man.

10

- **Group W Radio Sales** established; **Tom McKinley** to be President.
- **Philip Giordano** appointed Sr. VP/**ABC Radio Networks**.
- **Bill Mayne** named **WBAP & KSCS/Dallas** Ops Dir.

15

- **NBC** promotes **Bob Mouty** to VP/Mktg. and **Bob Sherman** to Exec. VP/**NBC Radio Stations**.
- **Randy Bongarten** named **General Electric Broadcasting** VP/Radio.
- **Herb McCord** elevated to **Greater Media** VP/Radio.
- **J. Robert Wood** upped to **CHUM-AM & FM/Toronto** GM.
- **Dave Hull** and **Humble Harv Miller** join **KRLA/L.A.** for afternoons and nights, respectively.

20

- **Greg Gillispie** appointed **WWWW/Detroit** MD/morning man.
- **Ed Scarborough** lands MD/weekends at **KSD/St. Louis**.
- **Don Geronimo** joins the **WROK/Rockford, IL** airstaff.

Rick Stix (aka **Rick Britt** of crosstown **CHR WRHT-WCBZ**, who used his real name to win).

Sherman and co-host **Beth McCall** even gave **Stix** a chance to boost his booty, but **Stix** fell short in the bonus round.

Stix — along with his morning co-hosts **Britt Whitmire** and **Shani Richards** — made vague references to the event on-air; listeners called in or e-mailed for the details. **Stix** told **ST** he intends to collect his prize and donate the \$100 to charity.



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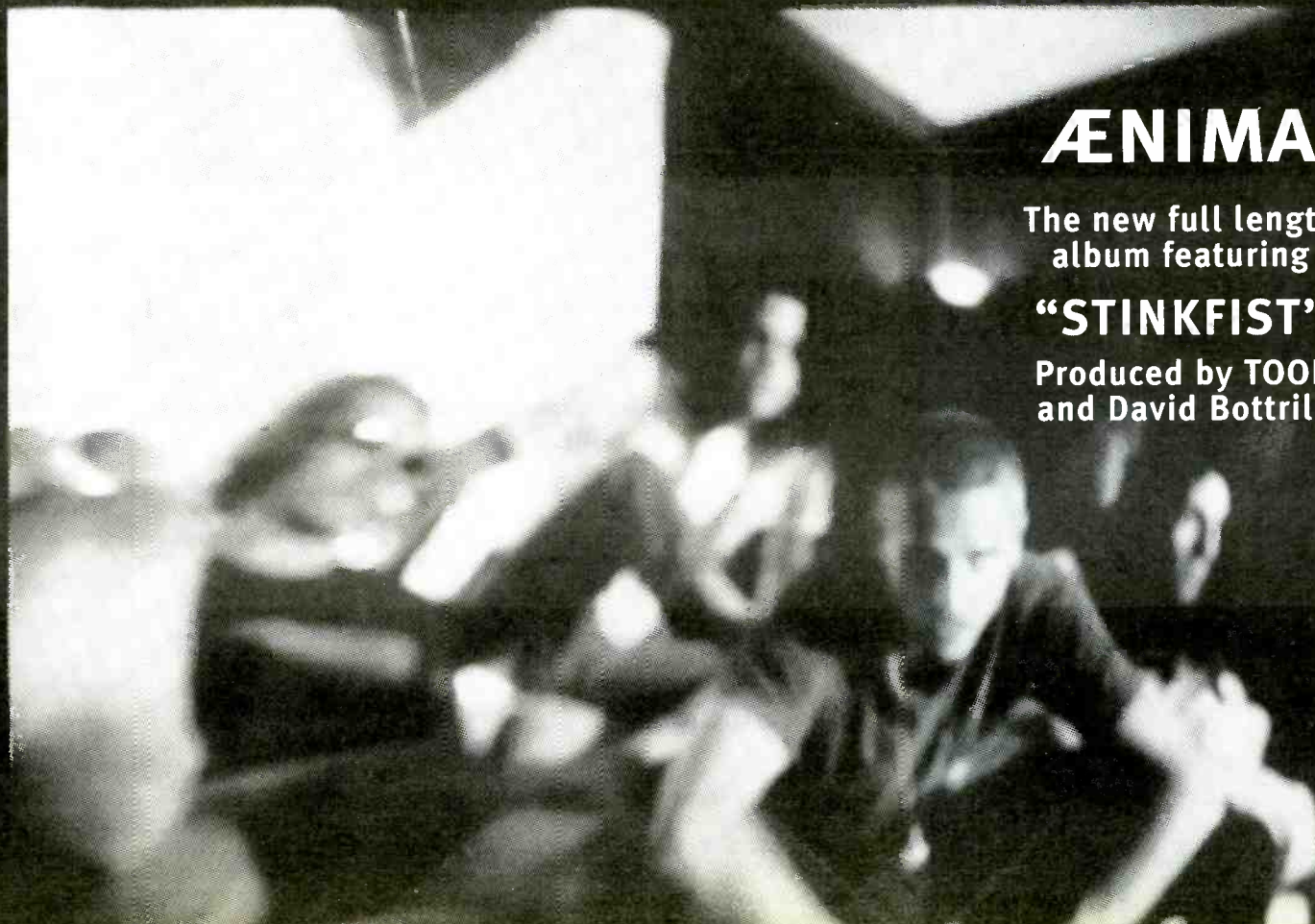
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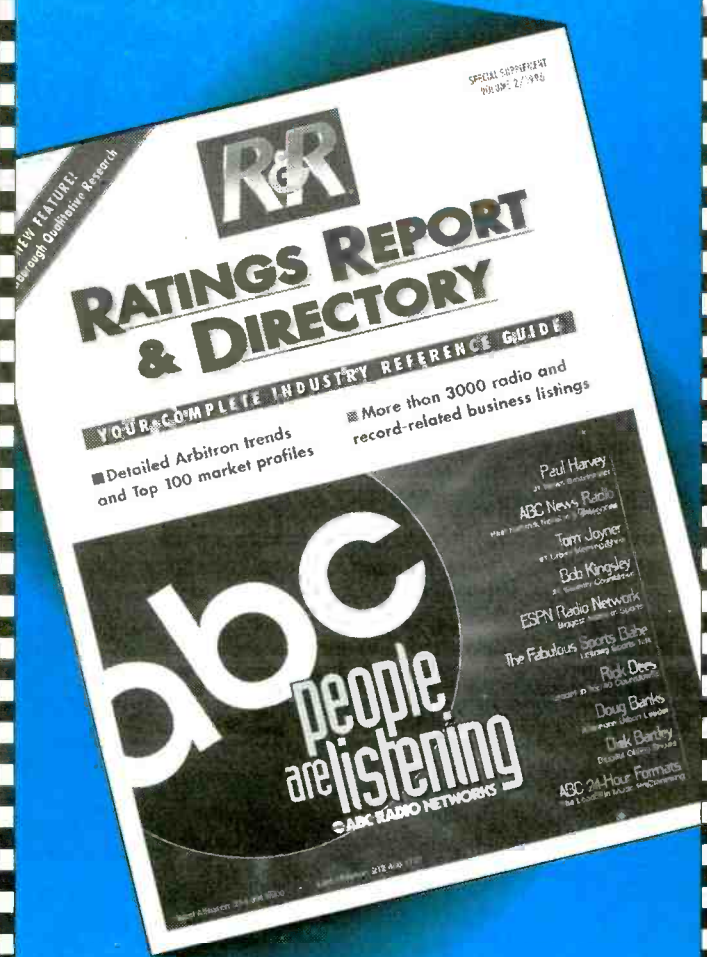
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LMA

Continued from Page 1

counsel **Jim Weitzman** recalled that Gastfreund informed clients that taking over a radio station with an LMA in a pre-merger deal was "tantamount to having hands on the control stick of the station ... you need Hart-Scott-Rodino approval." (Gastfreund was unavailable for direct comment at press-time.)

Speaking before the Business Development Associates Antitrust 1997 Conference in Washington last Monday (10/21), Fullerton said, "Our focus in reviewing these transactions has been primarily on the prospect of increased prices for radio advertising. Using traditional analytic techniques under our Horizontal Merger Guidelines, we have taken the position that radio advertising is a relevant product market for antitrust purposes and explored ... harm to advertisers."

"Some in the industry have pressed us for definitive antitrust 'rules of the road' ... Antitrust enforcement rarely lends itself to such bright-line treatment. And in candor, our investigations get richer and more sophisticated as we explore the various transactions that may raise concerns."

Industry Ire

That is precisely the sort of verbiage that has drawn the ire of the radio industry since the mega-mergers began after the signing of the Telecommunications Act in February. Two weeks ago during a panel discussion on mergers during the NAB Radio Show in Los Angeles, **Infinity Broadcasting** President **Mel Karmazin** looked more like the top of a thermometer on a 100-degree day than a radio titan as he called for the Justice Dept. to back off its review of license transfers and stop slowing down business.

But Karmazin was not the first, nor the last, to take shots at Justice for its newfound interest in radio deals. In

fact, getting the hairy eyeball from government has changed the way groups are cutting deals. When **SFX Broadcasting** sat down to work out its \$300 million purchase of **Secret Communications'** nine stations, "we discussed LMAs, and the parties collectively agreed to avoid them because of the Department of Justice's focus," **Star Media Group** Managing Partner **Bill Steding** told R&R.

"The beauty of the LMA, historically, has been that it decreases the amount of risk between deal announcement and deal closing. Effectively, the buyer doesn't lose property value with an interim LMA from adverse change [such as a drop in ratings]," Steding said, echoing a growing number of voices in the radio industry.

"But by eliminating the utility of an LMA," Steding continued, "[Justice] has increased the risk and accomplished not one minuscule thing toward protecting our republic from the perils of price-fixing. All this over an industry that captures 7% of the national advertising dollar."

'Building On Past Precedent'

But Fullerton — who is with the Justice Department's Antitrust Division — claims his agency has not singled out the radio industry. "We are not applying any rules differently to radio than we do to any other industry. We are building on past precedent, and we are just trying to enforce the Hart-Scott-Rodino Act as we do in any industry. They [the radio industry] are still sorting out the fact that antitrust rules can be more binding than statutory caps on the number of stations they can own."

Fullerton acknowledged that Justice is "quite busy in general. We are in the midst of a merger wave throughout the United States" and in the last fiscal year the department reviewed 3100 HSR notices — the most in 10 years and probably a record since the act was passed in 1976.

Solk

Continued from Page 1

Loop's PD between 1983-91. We're something of a hybrid, targeting adults 25-44. Our presentation is going to be very up, almost a 'Rock CHR' approach. I'm thrilled to be working with my friend and partner [Loop consultant] **Steve Rivers** on this project."

WLUP GM **Doug Sterne** added, "In a consulting role, Greg was involved from the beginning when we

first did the perceptual back in June with **Nova**. As we went forward and the project began to take shape, it became clear to me that no matter how excellent the input was from **Broadcast Design Architecture** at a corporate level, having someone who understands music from a Chicago perspective is invaluable."

Solk also has programmed **KFOG/San Francisco**. In other WLUP news, **Vinnie Marino** has been named Asst. PD/MD; he previously was MD at **WAXQ (Q104)/New York**.

Swap

Continued from Page 1

is one FM over budget in that market, where it owns **KNCL, KQPT, KRAK, KSFM, KSSJ & KYMX**. However, the FCC allows ARS to

own all six because the contour of Shingle Springs, CA-based **KSSJ** doesn't overlap the other five stations. ARS spokesman **Bruce Danziger** said the company plans to keep all six outlets.

Changes

Continued from Page 16

has added **WXFN-AM/Muncie, IN** and **WWWI-AM/Brainerd, MN** as affiliates.

Urban: **WERQ/Baltimore** midday host **Coka** adds MD duties in the wake of **Camille Cashwell's** exit ... **WQHT-FM & WRKS-FM** have moved. Their new address is 395 Hudson Street, New York, NY 10014. Phone (212) 229-9797, (212) 242-9870. Fax (212) 929-8559; (212) 929-8784.

Priority

Continued from Page 3

as that label's head of promotion.

Lynch — who began his music



Smith

career programming Top 40 stations including **KKRZ-FM/Portland** — has now been hired twice by **Benesch**, the first time being at **Interscope** as National Director/Promotion in 1990. Smith

played pro football with the **Kansas City Chiefs** before a wrist injury forced him to move his parttime career as a music producer to the front burner.



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STEVE WONSIEWICZ

Pop Goes Alternative's New Acts

Recent examples illustrate CHR/Pop and Alternative collision

Many saw it coming: Much of Alternative music is firmly in the mainstream. In fact, new acts are crossing to CHR/Pop simultaneously with their rollout to Alternative.

First releases from artists considered Alternative that break at Pop aren't landmark events. But what programmers are noticing these days is that a rising number of baby acts are crossing around the same time, citing as examples current airplay for bands such as **Republica** ("Ready To Go"), **Sublime** ("What I Got"), and **Geggy Tah** ("Whoever You Are"). And it wasn't too long ago, they say, that **No Doubt** was considered mostly an alternative act. One more key consideration: It's happening in markets of all sizes.

Programmers on both sides of the fence cite another pair of factors taking place simultaneously at Pop and Alternative: The former's openness to more Alternative fare and the latter's desire to broaden its musical offerings, especially in terms of poppier tracks. When any genre catches fire — like grunge in the early '90s and disco in the '70s — the innovators of that style naturally cross over earlier and more frequently. As the music becomes more fully embraced by the mainstream, the newer acts are able to catch a ride.

'More Compatible'

Comments CHR/Pop **WKQB/St. Louis PD Michael St. John**, "I wish I could say we're all a bunch of musicologists and hip to what's going on. But what we do with a record from Sublime or Republica is more analytical than what we would do with a new pop mainstream record from somebody like **Madonna**.

"The station we share the most audience with is [Alternative] **KPNT**, so we keep a close eye on them — not so much for what they have on their playlist but more for what records they're playing and which we're starting to get a response with. If we start getting calls on a record we find out the reasons why and see if it's something we think is real. Then we'll start playing it."

St. John agrees that airplay has trickled down to new alternative acts. "The music is much more compatible these days because CHRs simply play more alternative records. The environment's more friendly. The same thing happened in the '70s when disco and country were big. At first, those records probably sounded a little funny on your station, but as the environment shifted they

started sounding normal. That's when you can take in the second tier of artists, so to speak."

Having a reputation for playing alternative material or competing against a strong Alternative makes such programming decisions easier. St. John observes, "[Current Alternative **KTBZ/Houston PD] Cruze** had the station going in a more alternative direction when he was here. When I came aboard in February I took it more mainstream because of what was happening with **KPNT**. Because of the foundation **Cruze** put down, our audience expects to hear these records. If you don't have that, you would have a legitimate concern."

Songs In Driver's Seat

Hot AC **KALC (Alice)/Denver PD Gregg Cassidy** concurs that radio music legacies go a long way in determining what's appropriate for Pop stations. "Denver is to alternative music what Nashville is to country music. We have a history in the music thanks to **KBCO** and, prior to that station, the eclectic album rock of **KFML**. People expect stations to be a little more eclectic."

Alternative's shift toward being more song-driven also makes it easier for mainstream Pop stations to program certain cuts. "Alice is pretty much a song-driven rather than artist-driven station because when it comes right down to it, our audience has to like the record regardless of how we in the industry might classify it.

"We can't pigeonhole our listeners and say we can't play **La Bouche** because dance doesn't fit next to **Geggy Tah**. If the audience's emotional level for a record is high, then play it. If it falls under the OK category, then don't. If the song strikes an emotional chord, then chances are you have a mass-appeal record for your audience. And these days a lot of those types of records are coming from Alternative."

Breaking The Code

Alternative **WNNX (99X)/Atlanta PD Brian Philips** says he isn't surprised at how mainstream

Pop stations deal with alternative music. "It was inevitable because so many Alternative stations came on and made an impact that Pop radio had to try and break the code and figure out how to skim the cream of the crop of the poppier singles. It happens all the time in CHR when a particular music style gets hot. At different times CHR has played the best of country and hard rock."

Philips dismisses notions that Alternative records are finished just because they ended up on a crosstown CHR, Hot AC, or AC. "The only other option I would have is to play records that nobody else would want. Should I resent it when CHRs let Alternative carry the burden of familiarizing songs?"



Brian Philips

No way. I've been in that position and loved that I could share the best records with other formats. If it's a hit for us and it's someone we believe in, then I don't care who else is playing it. Having songs from this format on CHR confers commercial credibility on alternative music. It reinforces to the world that we are the format that discovers and breaks those artists for the active audience and music buyer."

Philips agrees that Pop radio's willingness to expand musically goes hand-in-glove with Alternative's growth in new directions. "You can almost hear a collective sigh of relief on the phones when we play something like **Kula Shaker** or **Orbital**. The audience is telling us to play more music that challenges them and doesn't sound like something they just heard a minute ago.

"A strong Alternative station is a showcase for new music and presents that music in an environment where CHRs can hear how it sounds on the air. It lets programmers hear how those songs might fit on their station and gives them the opportunity to address them at the earliest possible moment rather than when they've gone into recurrent with us and have a 35% burn."

Because of Pop's encroachment onto Alternative's turf, Philips says Alternative programmers need to be careful about becoming too song-driven. "At the end of the day it's still all about a

“

Should I resent it when CHRs let Alternative carry the burden of familiarizing songs? No way. If it's a hit for us and it's someone we believe in, then I don't care who else is playing it.

—Brian Philips

song, which is something we are really trying to combat. The credo of this station is 'Only Artists.' We want to make sure that if we're playing someone, they're worth owning, not just for the song but for the album, their sophomore effort, and beyond. We want to have a nice, long partnership with them. There are always going to be songs that are of the moment, but you can't become too dependent on them."

Records' Spin

Promo execs readily admit it's getting confusing at radio. Comments **Atlantic Sr. VP/Promotion Skip Bishop**, "You want to make sure Alternative has the first shot at an artist. But if it goes to AC or Pop then you might have problems coming back, even with established artists.

"I got a call from a programmer a couple of weeks ago who told me that because **Jewel** did a date for a Hot AC station that 'I forever poisoned her for his audience' and that '[The audience] will no longer accept her' because his audience is too hip.

"I don't think that kind of shit goes on with listeners. When a person hears **Alanis Morissette** — whether it's on [Alternative **KROQ/Los Angeles, CHR/Pop WHTZ/New York, or Hot AC WTMX/Chicago**] — they go 'What a cool song.' I don't buy that the music and artist are no longer hip for Alternative. But whether I buy it or not, that's the reality of the radio market."

To get around such problems, **Buch** cites what **Atlantic** is doing with **Phil Collins** as a way to get more creative. "Phil has a massive base, but we're struggling with radio. I don't think we are struggling with consumers who want to hear his music. So in order to get to the consumer we're having **Phil** go on **Howard Stern's** show. **Phil** may have nothing to do with **Howard** and the way many of those stations are programmed, but I know that by doing **Howard** I'll put **Phil** in a hip context in about 20 major markets. Then the consumer can decide."

Buch realizes that Alternative faces a big dilemma. "They need to play the hits because that's what people want to listen to and they can't become too edgy or no one is going to punch in to hear them.

But the format can continue its imaging as cool and alternative and not make musical sacrifices."

Words Of Encouragement

Pros and cons aside, **Buch** and **MCA Sr. VP/Promotion Skip Bishop** are still encouraged by what's happening. Notes **Bishop**, "Something that is literally cool and hip is going to remain that way, regardless of where it's played. I saw that happen with the **Dave Matthews Band** when I was at **RCA**, and it applies to a band like **Sublime** as well. There's nothing you can do to **Sublime** to make them uncool. The image of the band is so concrete that the other formats embracing them and similar bands have become just as hip. CHR certainly has become hipper, and there are some Adult CHRs and Adult Alternatives that have become extremely hip. It shows you how blurred the lines of formats are right now.

"Just as importantly, it's also a sign of how healthy radio is in its current state. We are seeing the evolution of very female-driven, hip Alternative stations, more adult formats embracing new artists, and more adult and pop formats becoming more edgy. Frankly, those are major inroads for us in breaking new acts."

If an Alternative-based artist's music is affected by mainstream Pop airplay, then chances are it was bound to happen, says **Bishop**. "If it becomes uncool then it was already in the grooves in the first place."

While mainstream Pop is more open to new alternative acts, **Bishop** says records still have to happen naturally; a push strategy from the label won't work. "We're not forcing anything with **Sublime**. When you have something as big as the band at retail, **MTV**, and Alternative, the CHR guys end up feeling it and coming to us. We're servicing the record, but we've never pushed any buttons until now. We've let it unfold and grow at other formats."



Skip Bishop



Danny Buch

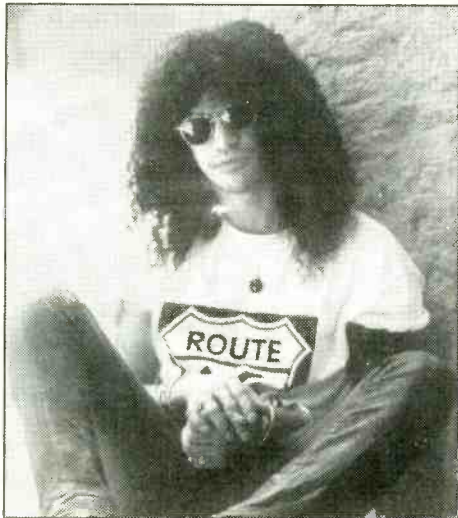
TALK BACK TO R&R!

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RR LAUNCHING PAD

NAC Confesses To Slash Obsession

Can music from **Slash**, the guitarist for hard-rock bad boys **Guns N' Roses**, really be happening at NAC? Better believe it. His nuevo flamenco song "Obsession Confession," from the **Geffen** soundtrack to the **Miramax**



Slash

film "Curdled," was the Most Added at NAC last week (22 stations). This week the single, with its uncanny similarities to songs by **Ottmar Leibert** and **Marc Antoine**, is receiving airplay at major market outlets **KTWV/Los Angeles**, **KKSF/San Francisco**, **WJZZ/Philadelphia**, and **WLVE/Miami**.

Slash joins a long list of contemporary rock guitarists — such as **Jeff Beck**, **Santana**, **Craig Chaquico**, and **Neal Schon** — whose jazz and fusion efforts have been welcomed at the burgeoning format. Comments **WMMV/Detroit PD/MD Tom Sleeker**, "Just because his full-time job is in a rock 'n' roll band doesn't mean he can't put together a credible jazz record. There are a lot of guitarists in rock and country who have an inner passion for contemporary and traditional jazz. Things like this give them a new avenue for musical expression."

The song also adds another element to NAC programming: "It's fun and a little bit unpredictable," says Sleeker. "It's something our audience might not expect. Once you become predictable you cease to be entertaining. The song makes a nice addition to the station; it gives us a little variety and freshens the

sound up a bit."

KOAI/Dallas PD Michael Fischer agrees, calling the single "a definite head-turner." He continues, "It's always kind of cool anytime a musician breaks out and does something new. Is it going to open the floodgates to more rock guitarists at NAC? I don't think so. It's just a song that we believe people will embrace after a first listen."

Realizing that NAC programmers more than likely are aware of Slash's talent and reputation and that the music was quite a departure for the guitarist, **Geffen** kept its promotion efforts low-key. In fact, the label first serviced the single without Slash's name attached to it in order to avoid programmers prejudging the music. That move piqued their curiosity and got people talking.

While the older demos might not be aware of Slash, the younger audiences will be, says **Fischer**. "If the parents have young kids they are going to know who Slash is. The kids probably will think it's cool. I can just hear it: 'Hey, Slash is playing on my mom's station.' NAC is at the point where it needs to always be looking for musical spice and keep people talking. This record does both."

Chances are Slash won't hit the road at NAC to promote the track. He has, however, appeared on **Active Rock KLOS/Los Angeles** and performed the song acoustically and took part in the film's premiere in Miami.

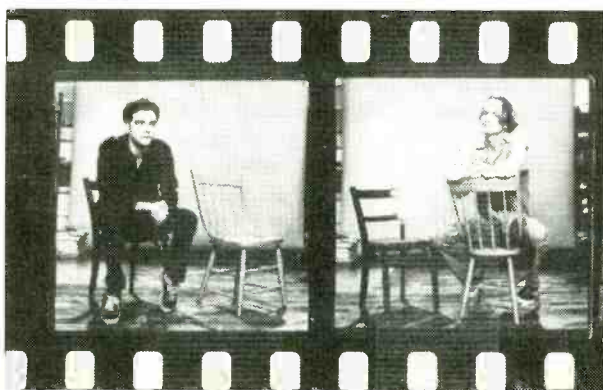
Alternative Drinking From Fountains Of Wayne

Add **TAG/Atlantic's Fountains Of Wayne** to the list of groups that have Alternative programmers talking. The

New York-based duo's debut single "Radiation Vibe," taken from its self-titled album, picked up early adds at such tastemaker stations as **WFNX/Boston**, **WNNX/Atlanta**, **KTCL/Denver**, and **KROQ/L.A.**

Fountains Of Wayne consists of lead singer **Chris Collingwood** and **Adam Schlesinger**, who wrote the title song for **Tom Hanks's** "That Thing You Do" movie and who also is a partner with the **Smashing Pumpkins' D'Arcy** and **James Iha** in **Scratchie Records**. The band also has some management muscle behind it in the form of **Q-Prime**, whose clients include **Metallica**, the **Pumpkins**, and **Hole**, among others.

WFNX MD Laurie Gail says the station has been living with the record for about a month, giving the track spins on its weekly specialty shows. Her confidence in the song and listener feedback resulted in the early add. "It has a great pop sound that reaches out of the radio and grabs you. Our audience definitely gets into pop — songs from the **Cardigans** or **Geggy Tah** — so we're more than happy to give bands like this a shot." Gail also likes what she hears on the rest of the album. "It's nice to hear a record and



Fountains Of Wayne

see that the artist has a lot of depth. We're trying to stay away from being too song-driven."

According to **Atlantic's** new Sr. Director/National Alternative Promotion **Gary Spivak**, the album "generated a really healthy buzz before it was released. I have some great quotes I saved on my answering machine from people saying how much they like the record. It shows people are responding to the album and not just a single. I know it's still all about hit records, but I have a feeling that Alternative programmers are really dying to sink their teeth into a project."

Spivak also admits **Schlesinger's** involvement with "That Thing You Do" has heightened interest in the group as well. **Atlantic/TAG** has already lined up tour dates with labelmate the **Lemonheads**, and talks are currently being held to team the band up with **Columbia's Kula Shaker**, another group making Alternative waves.

Fountains Of Wayne's album hit retail on October 1.

MUSIC NEWS & VIEWS

DeGeneres To Host 39th Grammy Awards

Comedienne **Ellen DeGeneres** has been named as the host of the 1997 Grammy Awards, which will be broadcasting from the Big Apple at Madison Square Garden. The 39th edition of the event is returning to New York after a two-year absence. The show will air on February 26 on **CBS**, which has aired the show for the past two decades and has scored the TV rights through the year 2002.

EMI Prince Set To Be 'Emancipated'

The artist formerly known as **Prince (AFKAP)** has pacted with **EMI-Capitol Music North America** and will release the three-disc "Emancipation" set worldwide on November 19 on **AFKAP's New Power Generation Records**. **EMI** will market, promote, press, and distribute the album. The first single slated to hit radio is "Betcha By Golly, Wow," a cover of the 1972 **Stylistics** hit.



AFKAP

In other business news, noted producer **Don Was** has partnered with motion picture company **Lakeshore Entertainment** to buy a majority stake in Seattle indie **Will Records** ... Hot producer **Glen Ballard** has re-signed with **MCA Music Publishing**, inking a long-term co-publishing deal with the company.



Don Was

Former **EMI** exec **Jay Barbieri** officially bows **J-Bird Records (www.j-birdrecords.com)** on November 1. Some 40-plus artists have signed to the label, which will create web pages for each act featuring both **RealAudio** and **Shockwave** listening stations and artist information. **J-Bird** — which will handle sales, manufacturing, and distribution of all product — has teamed with San Francisco-based **Global Interactive**, which will oversee web site design and interactive marketing.

Expanding Man On STP Tour

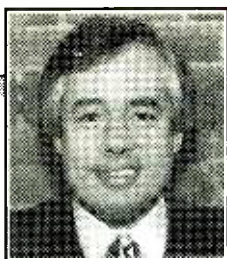
Tour news: **Columbia** rock-ternative band **Expanding Man** landed a coveted support slot on the eagerly anticipated **Stone Temple Pilots** tour, which begins on November 4 in Los Angeles. So far the band is slated to perform during six West Coast dates ... **Arista's Crash Test Dummies** kick off their U.S. tour on October 27 in Charleston, WV in support of the new album "A Worm's Life." The tour culminates in Los Angeles on December 10 and hits 30 cities ... The **Cranberries** have pulled the plug on the rest of their worldwide tour, saying lead singer **Dolores O'Riordan** needs time to recover from knee, leg, and other medical problems.

Rapidly growing concert hall/restaurant chain the **House Of Blues** officially bows in Chicago on November 23. It will be **HOB's** biggest site to date, featuring a 1500-seat venue as well as a state-of-the-art broadcast and multimedia studio. Opening-week performances include such artists as **Johnny Cash**, **Aretha Franklin**, the **Neville Brothers**, and **Little Feat** ... On November 26 **Priority** and **Buzztone** drop the soundtrack to the **Miramax** documentary "Rhyme & Reason," which chronicles the realities of life in inner-city America. The first single is "Nothin' But The Cavi Hit," a duet between **Mack 10** and **Tha Dogg Pound**. Also teaming up are **A Tribe Called Quest** and **Busta Rhymes** as well as **Ras Kass** and **Helitah Skeltah**. Other artists appearing on the disc include **Master P**, **Guru**, **Lost Boyz**, **Delinquent Habits**, **Eightball & MJG**, **E-40**, **KRS-One**, **MC Eiht**, and **Crucial Conflict**.

The **Moody Blues** plan to go into the studio to begin recording a new album slated for release next summer on **A&M/Atlas** ... Austin alterna-rock trio **Spoon** has recorded five new songs for the EP "Soft Effects" to be released on **Matador** on January 28.



A&M's **Face To Face** hung backstage with **Dir./Rock Promotion Mike Rittberg** after kicking off its current U.S. tour at L.A.'s **Roxy**. Facing the camera are (l-r) the band's **Rob Kurth**, **Rittberg**, and the band's **Scott Shiflett** and **Trever Keith**.



JOHN MAINELLI

News/Talk Puts The Quality In Qualitative

This column will contain very little modesty. News/Talk radio looks so good in the most recent Scarborough qualitative research that you'd think every station in America would toss out the records and start talking tomorrow. Of course, that opinion is mine and it reeks of personal bias and self-interest.

First, a few background statistics to set this up. Scarborough's latest survey covered about 107 million Americans (18+), of whom 18 million (17%) are News/Talk listeners. The spoken-word audience is slightly top-heavy with men (53% to 47%). Among 18-34 year olds — a group that has no money to spend on anything other than sodas, sneakers, and movie tickets — the format under-delivers the available audience by about half.

Among 35-54 year olds, an educated and discerning group that has unlimited amounts of disposable income, News/Talk runs a little better than lock-step with the general population. And among those seasoned citizens who built this great nation and now sit on vast cash reserves (55+), News/Talk supersedes the demo with an index factor of 157 (100 being average).

Money Matters

You ask about income? Well, 35% of the nation's households make more than \$50,000 a year. Among News/Talk listeners, it's 44%. Education? Nearly two-thirds of News/

Talk listeners have been to college. Only 7% never finished high school. And 71.4% own their homes and 27.2% rent. This means that 1.4% neither own nor rent which means, apparently, that these listeners can personally relate to Rush Limbaugh's "homeless updates."

Now we can move on to some

Geo has the lowest index, a feeble 78. Incidentally, you'll notice that the most popular cars are foreign-made, which means News/Talk listeners aren't nearly as xenophobic as some of the format's critics might like to believe.

In "Automotive Aftermarket" I found it interesting, and somewhat unsettling, that News/Talk listeners exceed the national average the most in two categories, "shocks or struts" and "brake repair." I have no idea what this means but I'm sure there's a revelation there somewhere.

Now, let's talk about your "money demo." Every bank should open a branch next to the town's News/Talk station and be done with it. Each item in the "Banking and Financial/Products and Services" index flies off the Scarborough charts when

you're talking about this format's listeners. They can't get enough CDs, money market accounts, stocks, bonds, whatever.

Take Keogh plans. The national average (index) is 100. Among News/Talk listeners, the Keogh index is a mammoth 207! Two-thirds of all N/T fans have some kind of investment working. Interestingly, the only real underperformer in this category is "auto loans." I think this is because News/Talk listeners walk into their dealers with a wad of cash and take home a Jaguar.

very interesting Scarborough specifics. In the matter of cars, News/Talk listeners don't drive, they "motor." They're way over the national indexes among people who prefer Volvo, Mercedes, Saab, BMW, Cadillac, Infiniti, Lexus, Lincoln, and, especially, Jaguar. An index of 100 is the national average. Among News/Talk listeners, the Jaguar index is a whopping 175.

On the flip side, News/Talk listeners would apparently rather hitchhike than be caught dead in a Chevrolet, Ford, Geo, Mazda, or Saturn.

Ballot Box

	National Listeners	News/Talk Listeners
Registered to vote	78%	85%
Actually voted in last election	73%	81%
Democrat	32%	35%
Republican	28%	31%
Independent	13%	15%
No party preference	25%	18%
"Conservative"	26%	28%
"Liberal"	11%	12%
"Moderate"	26%	30%
"No ideology"	37%	30%

Coke: Not The Real Thing

Soft drinks: OK, so News/Talk might not be your most efficient buy in this category, but who cares? Soda pop is just sugar water in cans that 1.4% of the audience bring back to the supermarkets, all dented and disgusting. News/Talk listeners are especially suspicious of Caffeine Free Mountain Dew (a pitiful index of 52), also Dr. Pepper and Gatorade. If they have to drink something in a can, they prefer Caffeine Free Coke (the only triple-digit index, 104). What they really like is bottled mineral water (111), bottled spring water (110), and iced tea (102).

When it comes to beer, they love Heineken and, to a lesser degree, Coors Light. They go nuts for non-alcoholic beer (122). But don't even ask a News/Talk listener if he or she wants a Michelob Light or Ice Draft from Budweiser. Wine-wise, it's almost embarrassing. Has your AE pitched the **Betty Ford Clinic** late-

ly? Or wholesalers of brown paper bags? News/Talk listeners blow out the Scarborough indexes for every type and label of wine except, for some reason, Franzia, which they resoundingly reject. Franzia scored an anemic 77 while every other wine category was well into triple digits.

Computers: 43% of the format's followers have one at home vs. 41% for the nation. They lead the nation with modems (112 index) and online services (127). They bought those computers with credit cards and not just any piece of plastic. They overwhelmingly prefer American Express Gold/Platinum and any card with "Gold" in it. The AmEx green card, however, is also in a lot of N/T wallets.

Entertainment and recreation/activities: Except for **Ted Nugent**, hardly any News/Talk fans hunt (3.6% for a way-below-average index of 67). They're also not too crazy about

Continued on next Page

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News/Talk Puts The Quality In Qualitative

Continued from Page 35

camping and power-boating. More bowl than you might think (almost one out of five). Of the 16 categories in this section, only four index above 100: gardening, golf, sail boating, and walking-for-exercise.

When it comes to learning lessons from "events attended" it's a good idea for News/Talk stations not to do remotes from rock concerts, country concerts, or nightclubs. Listener attendance at most other entertainment and sporting events is on par with the national averages. Did you know that 40% of Americans over 18 haven't been out to a movie in the last three months? It's about the same for N/T listeners. Did you also know that over half of all adults buy lottery tickets at least once a month? With News/Talk listeners it's a little more, 56%.

Healthy Listeners

Kindly don't snicker as we discuss hospital services and health insurance. News/Talk listeners might

tend to be a bit more experienced in life than listeners of certain other formats, but they're damn healthy in spite of it. They generally use hospital and medical services no more, *and sometimes even less*, than listeners of other formats. For some reason, maybe that cartoon bird, Met Life is the health insurance company they favor by a huge margin (141 index).

When it's time to dine, News/Talk listeners vote significantly under the national averages for every franchise eatery, especially Pizza Hut, Little Caesar's Pizza, Subway, and Wendy's. If they must eat somewhere in a hurry, you *might* find them at Red Lobster or TCBY.

When on the road, while motor-ing in their Jaguars, you'll most likely find N/T listeners turning in at an Inter-Continental hotel. If it's full up, look for them at the Sheraton, Westin (that's Westin, not Best Western), or Marriott. Don't even bother making up the beds at La Quinta, Ramada Inn, Motel 6, or Comfort Inn. If

they flew, chances are it was aboard Northwest AirlinK (246 on an index scale where 100 is average), British Airways (152), America West (139), TWA (139), United (131), United Express (130), or Southwest (123). Airlines that are apparently only a notch above Russia's Aeroflot (would you fly on an airline with "flot" in the name?) include American Eagle (88), Northwest (88), and USAir Express (92).

Responsible And Responsive

Overall, 78% of America's adults say they're registered to vote, compared to 85% of News/Talk listeners. And N/T listeners are also 20% more likely to actually show up and vote. Since their favorite stations get credited — or blamed — for much of what happens around election time, please see the accompanying chart from Scarborough ("Ballot Box"). It puts some of the myths about format listener ideologies to rest once and for all.

At the end of the Scarborough number crunching and statistic reviewing, I talked to former WABC/New York GSM Stephanie McNamara. She's now GSM at WAXQ, which plays records (Classic Rock). McNamara says these findings are not news to her. "Talk radio has a totally upscale, attentive audience. It's for business owners and people who want to get heavier into the day's events and politics."

McNamara says she had dozens of clients who stayed on year after year because listeners "couldn't listen and not listen," meaning, of course, they *heard* the commercials. They aren't in the background like they are on a music station, where listeners are prone to button-pushing when the commercials come on (my comment, not McNamara's — the new *music* GSM). In News and Talk radio, commercials with catchy music can even seem like a refreshing oasis in all that talk.

Likes And Dislikes	
News/Talk listeners really like ... Mercedes BMW Jaguar	They really hate Geo Mazda Saturn
News/Talk listeners really like ... Heineken Coors	They really hate ... Michelob Light Budweiser Ice Draft
News/Talk listeners really like ... Mineral water Spring water Iced Tea	They really hate ... Mountain Dew Dr. Pepper Gatorade
News/Talk listeners really like ... Northwest AirlinK British Airways TWA	They really hate ... American Eagle Northwest USAir Express

McNamara says she had the best success with "direct response advertisers because they knew we had the listeners' attention. They heard the phone numbers and they called." McNamara says the station had the usual News/Talk clients: airlines, banks, luxury cars, hospitals (I said no snickering). But she's especially pleased that a client who did nothing but industrial roofing took in enough business from WABC to stay on year after year with a heavy schedule.

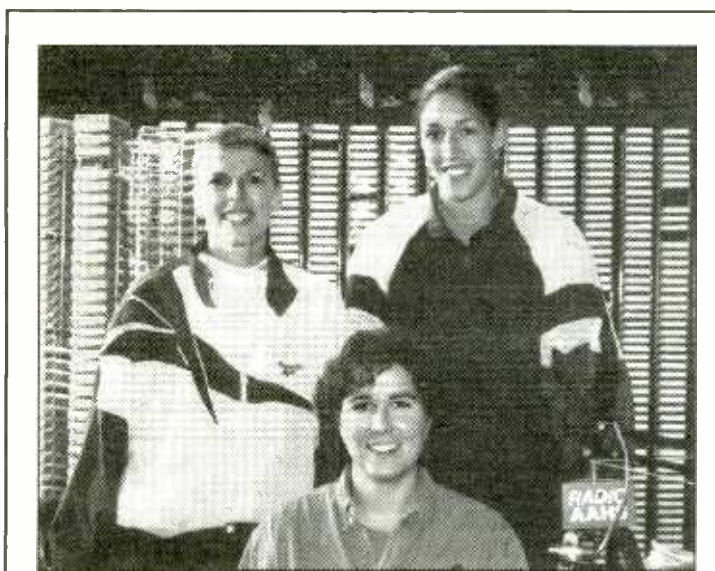
She admits News/Talk stations have their own set of problems for advertisers, like a tendency toward controversy. She dealt with this by telling touchy clients that "everyone has their own opinion, and what you see as controversial others may just see as an alternative opinion. It's a forum of free ideas. Talk radio has replaced dinner table conversation for many people."

She points out that advertisers who answer to governments and regulators, like railroads and utilities,

get especially nervous when controversy shows up and quickly bail out. They usually come back when the heat's off.

McNamara says ratings and qualitative research are, obviously, very helpful in making a pitch. But she also says, "You need to sell Talk radio like a TV station, with separate, independent programs appealing to specific audiences. Qualitative usually substantiated what we always felt to be true. Ratings, even when high, never fully and accurately reflected the pulse of the station and its power to generate response for advertisers."

John Mainelli's e-mail address is JPMain@aol.com.



'HOME TEAM' — Radio Aahs midday host Amy (seated) chatted with RuthAnn Lobo (l) and her daughter Rebecca about their book, "The Home Team: Of Mothers, Daughters, and American Champions." Rebecca is the 1996 U.S. Olympic Team Gold medal basketball standout.

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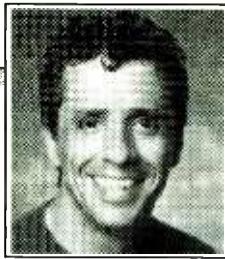
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TONY NOVIA

The Programming Power Of Qualitative Research

□ Knowing your audience's lifestyle can help you sell when your ratings are down

Programmers realize their report card is the ratings book. But what happens when the book is bad? You can't shut off the lights and go home. As the programming department makes plans to get better numbers, the sales department is under pressure to meet or exceed budgets — with or without ratings.

How can you maintain rates and sales volume without good numbers? On the other hand, what can your sales department do to meet or exceed ever-increasing budget goals with good numbers?

A great starting point for both situations is qualitative research. While many see it as only a sales tool, it is also a very powerful programming secret weapon. Information is power, and you can never stop learning about your listeners — especially the trendy CHR audience. Qualitative research gives you the ability to describe your listeners in terms of their socioeconomic status, lifestyle, shopping behavior, purchase intentions, and media usage characteristics.

Arbitron owns two of the most recognized qualitative research companies, **RetailDirect** and **Scarborough Research**, a joint venture of Arbitron and VNU Marketing Infor-



mation Services. Scarborough Training Specialist **Mike Holderle** describes Scarborough Research as "a consumer media and retail study, done in the larger markets that pre-dated Arbitron."

By Spring 1997, Arbitron will be delivering qualitative information for local radio audiences to 231 markets. Scarborough is in 60 markets, RetailDirect is in 43, and the new qualitative service (see sidebar) goes to 128 markets.

Holderle says, "RetailDirect is qualitative service for medium and soon smaller-sized markets. It's not quite as extensive as Scarborough and uses the telephone to collect the data instead of a combination of telephone and product booklet. It's a methodology and level of service designed specifically for medium and smaller markets that don't have as many national dollars heading their way."

If you haven't noticed, Arbitron offers limited market qualitative information for subscribers in the back of each ratings book.

Selling Your Audience

Qualitative research lets programmers examine their audience beyond



Mike Holderle

age and sex parameters. Through qualitative research, you can take a detailed look at what your listeners do and how they do it, providing you with a better understanding of who they are. You can gain great insight by examining an audience profile.

An audience profile is a more detailed description of your audience as defined by a characteristic or multiple characteristics and activities in which they participate. For example, are they married or single? Do they prefer bicycling or gardening? Do they go to movie theaters or rent videos? How often? By learning more about your listeners, your personalities can better relate to their lifestyle because they'll have specific topics to discuss with listeners on and off the air.

You can also use it for public service programming. For example, if a majority of your audience is working mothers, you'd probably want to talk about daycare and schools — topics that relate to their lives.

Knowing more about your listeners will also assist you in targeting giveaways, promotions, and contests. You'll know what prizes your listeners want and how and where to best give them away.

To more effectively market your radio station, qualitative research can tell you what other media your audience uses, such as TV, newspapers and magazines, and billboards. More importantly you'll know what media your competition's audience uses.

Selling A Down Book

The traditional radio sales pattern is to sell on cost per point and ratings strengths when the numbers are good. But when ratings are down, many stations use qualitative research to get in on buys they normally wouldn't.

Which scenario happens more? Scarborough's Holderle says both. "I sold Spanish radio for five years and a number of other formats. I sold stations that ranked from number one to 31. You always want to find where your story is, and qualitative research can do that. If you're at a lower-rated station, you want to demonstrate how you have a higher concentration [of listeners]. If you're at a higher-cuming station, you want

to show you don't just have a lot of listeners, but a lot of listeners who consume a particular product.

"Qualitative research has become more important in larger markets because of so many niche formats." Holderle points out, "Even if you've had a great book, there are still five stations within three-tenths of a point. How do you determine which is the best buy? A lot of advertisers use qualitative as the tie breaker."

As a training specialist, one of the first things Holderle does is examine a station's profile. He says, "We want to know what their audience's characteristics are — what are their hobbies, where do they shop and eat, and how often they go to movies. We evaluate 450 product categories. One of the first things I do is compile a Station Highlights report. It may be 112 pages long, but it will contain *everything* about the station's listeners."



"We've been trying to persuade users to look beyond the qualitative research rankers and look more into listener profiles. Then we can show how that profile relates to a consumer profile — shopping habits, etc. — and find matches between the listener and consumer profiles."

Untapped Resources

How should a CHR GM or PD use and/or educate their staff on qualitative data? Holderle answers "75.8% of CHR/Rhythmic listeners are between 18-34, so I'd want to play to our strengths and capitalize on the categories we do well in — soft drinks, back-to-school wear, etc."

"What I've done with most stations is demonstrate the buying power of that age group. First you have to overcome the stereotypes attached to 18-34s and minorities. Before I can convince you to buy my station, you have to buy into the audience I can deliver."

"I'd show that 48.2% of [my audience] has at least some college education or more, then I'd show what percentage is married and/or has kids. It's amazing that even though it's a young station, 23.7% of that audience has one kid, 19.7% have two, 14.5% have three or more. They're younger, but they are *families*. I'd capitalize on the fact that the 18-34 age group really is a viable market."

"From the programming side, make sure you're talking about things your listeners like to do. Turnover is very

Arbitron To Introduce Qualitative Research

Beginning in Spring 1997, Arbitron will introduce a new qualitative service in 128 markets and add qualitative questions to its benchmark, the radio diary. This new marketing initiative has been designed to enhance the radio audience information available to small-market broadcasters.

The new qualitative service will profile the lifestyle as well as consumer and media behavior patterns of radio station audiences by adding approximately 20 questions to the standard Arbitron diary.

Arbitron says the service is designed to give radio the information it needs to devise efficient and effective advertising programs for local retailers and advertisers.

Some retail categories under review for the qualitative diary are automotive, grocery, fast food, furniture & bedding, beer, soft drinks, and banking. Arbitron says information about competing media, such as TV and cable viewing and newspaper readership is under consideration.

The complete database will be delivered to stations through Maximizer, Arbitron's desktop application for analyzing respondent-level diary data. Stations already subscribing to Maximizer will receive the additional qualitative service as a part of their current service.

Who Are Our Listeners?

The following are products and activities CHR listeners are more likely to use or participate in than general radio listeners, according to Scarborough.

CHR listeners are:

- 102% more likely to be adults between the ages of 18-34
- 75% more likely to drink Corona Beer
- 57% more likely to use a travel agency
- 56% more likely to attend a nightclub
- 55% more likely to jog
- 52% more likely to own a Sega video game
- 48% more likely to use maternity care at a hospital
- 46% more likely to have added car radio/stereo equipment
- 46% more likely to have gone to the movies 12 or more times in the past three months

KTFM Case Study

Here's a qualitative profile of KTFM/San Antonio's audience, according to Scarborough.

KTFM's audience is:

- 40.3% single; KTFM is 99% more likely to have single listeners than other stations
- 42% 18-34-years-old and chief wage earners for their households
- 53% more likely to spend \$100 for long distance calls per month than other station's listeners
- 73% more likely to subscribe to an online/Internet service than other station's listeners
- 98% more likely to use "cents off" coupons to save \$20 or more a week on groceries than other station's listeners

Of KTFM's listeners:

- 19.9% have purchased a video game cartridge in the past 90 days
- 12,300 visited Disney World in Orlando last year — that's 66% more likely than radio listeners in general
- 8.4% lease one or more vehicles — 87% more than general radio listeners
- 54% spend 20 or more hours a week listening to radio — 32% more than general radio listeners
- 15.5% have read *TV Guide* in the past week — 79% more than general radio listeners

high with this audience. For example, if 33% of your cume goes bowling, you don't want your morning man bad-mouthing bowling. Make sure you address their interests and activities. When dealing with promotion or marketing, I'd also make sure we're using media that delivers our audience and our competition's. Qualitative data will help you decide whether to run your 30-second TV spot on the 9pm news or MTV. It will also help you decide what [prizes] to give away and when to give them away.

"For example, we have a Little

Rock station where 60% of their audience hasn't been to a movie in a month, but 70% have rented four or more videos in the last week. Is it more exciting to give them movie passes or video rentals? If they've got kids, that's a consideration."

For more information contact your local Arbitron representative. I'd also like to thank Arbitron's **Diane Streckfuss** and **Tom Mocarisky** for their assistance with this column.

CHR Asst. Editor **Paul Colbert** contributed to this column.

CHR/POP

ARTIST TITLE LABEL(S)	TOTAL AVERAGE FAVORABILITY ESTIMATE (1-5)				TOTAL% FAMILIARITY	TOTAL% BURN
	TW	LW	2W	3W		
ALANIS MORISSETTE Head Over Feet (Maverick/Reprise)	4.08	4.04	4.19	4.00	96.3%	22.8%
CELINE DION It's All Coming Back To Me Now (550 Music)	3.96	3.90	3.98	3.94	84.0%	23.0%
DONNA LEWIS I Love You Always Forever (Atlantic)	3.96	3.92	3.87	3.89	91.8%	29.5%
NO DOUBT Spiderwebs (Trauma/Interscope)	3.91	3.95	3.94	3.98	63.3%	15.3%
KEITH SWEAT Twisted (Elektra/EEG)	3.84	3.74	3.94	3.82	55.5%	11.8%
R. KELLY I Can't Sleep Baby (If I) (Jive)	3.79	3.76	3.79	3.79	70.3%	15.0%
MERRIL BAINBRIDGE Mouth (Universal)	3.68	3.71	3.62	3.61	65.0%	14.3%
GHOST TOWN DJ'S My Boo (So So Def/Columbia)	3.67	3.54	—	—	65.0%	15.3%
QUAD CITY DJ'S C'mon 'N Ride It... (Quadra Sound/Big Beat/Atlantic)	3.64	3.64	3.63	3.68	75.8%	29.0%
DISHWALLA Counting Blue Cars (A&M)	3.59	3.48	3.64	3.56	88.8%	31.0%
NEW EDITION I'm Still In Love With You (MCA)	3.59	3.45	—	—	33.8%	7.0%
WALLFLOWERS 6th Avenue Heartache (Interscope)	3.59	3.47	3.55	3.55	44.0%	9.8%
ERIC CLAPTON Change The World (Reprise)	3.58	3.46	3.46	3.44	89.0%	29.8%
CRANBERRIES Free To Decide (Island)	3.57	3.64	3.56	3.34	70.5%	23.0%
SHERYL CROW If It Makes You Happy (A&M)	3.56	3.53	3.45	3.30	68.5%	19.3%
BECK Where It's At (DGC/Geffen)	3.54	3.59	3.40	3.58	46.0%	11.3%
PRIMITIVE RADIO GODS Standing Outside... (Ergo/Columbia)	3.51	3.57	3.52	3.44	78.0%	22.5%
GREASE MEGAMIX Grease Megamix (Polydor/A&M)	3.50	3.56	3.66	—	82.0%	17.5%
EN VOGUE Don't Let Go (Love) (EastWest/EEG)	3.49	—	—	—	34.0%	4.8%
JOURNEY When You Love A Woman (Columbia)	3.48	3.53	3.33	—	37.0%	6.8%
NO MERCY Where Do You Go (Arista)	3.44	3.34	3.32	3.40	81.3%	27.8%
MELISSA ETHERIDGE Nowhere To Go (Island)	3.36	3.20	3.13	3.21	53.0%	15.0%
AMBER This Is Your Night (Tommy Boy)	3.28	3.32	—	—	61.8%	16.8%
BRYAN ADAMS Let's Make A Night To Remember (A&M)	3.28	3.23	3.27	3.28	43.0%	11.0%
JOHN MELLENCAMP Key West Intermezzo... (Mercury)	3.26	3.16	3.19	3.19	53.0%	16.0%
AMANDA MARSHALL Birmingham (Epic)	3.25	3.29	3.24	2.77	24.0%	6.0%
PHIL COLLINS Dance Into The Light (Face Value/Atlantic)	3.21	—	—	—	22.5%	6.0%
LA BOUCHE Fallin' In Love (RCA)	2.98	—	—	—	30.5%	11.3%
WILD ORCHID At Night I Pray (RCA)	2.94	3.07	—	—	23.5%	6.8%

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, Washington. SOUTH: Atlanta, Charlotte, Dallas, Houston, Miami, New Orleans, 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 KEVIN MCCABE

During times of format niches and fragmentation, the dilemma for radio often becomes whether or not to play a song that doesn't necessarily match the station's "core sound." This especially occurs in markets with multiple format competitors. There are presently a variety of musical genres working well for CHR/Pop, as evidenced by this week's exclusive R&R Callout America chart.

Two major-market examples where Callout America is conducted illustrate the diversity of songs receiving airplay. At top-rated KKRZ/Portland, Celine Dion, Alanis Morissette, Keith Sweat, R. Kelly, and No Doubt are among the most-played currents. No Mercy, Donna Lewis, Amber, and Dishwalla top the airplay data at WXKS/Boston. "When You Love A Woman" by Journey (Columbia) ranks No. 5 among women 25-34 -- the band's core demo. It's receiving strong airplay at WEZB/New Orleans and WPRO/Providence.

"I'm Still In Love With You" by New Edition (MCA) surges to No. 2 among women 18-24 with a 3.98. WNVZ/Norfolk, KKFR/Phoenix, and KIIS/Los Angeles are finding early success.

Not all songs are right for all stations, but Callout America can be used as a tool to see which titles might be right for the masses. After numerous weeks at the top of the survey, it's clear that "Spiderwebs" by No Doubt (Trauma/Interscope) and Sweat's "Twisted" are big, mass-appeal hits. Each song is solid across all demos -- and overall familiarity continues to grow.

Weekly detail reports of Callout America data are available to you. Here's how to reach us: by phone, (310) 788-1695; by fax, (310) 203-9763; by e-mail, Anthony1@rronline.com

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3W	2W	LW	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS				TOTAL STATIONS/ADDS
					TW	LW	2W	3W	
1	1	1	1	DONNA LEWIS I Love You Always Forever (Atlantic) 5906 5974 6149 6182 122/0					
2	2	2	2	CELINE DION It's All Coming Back To Me Now (550 Music) 5669 5494 5396 5079 120/1					
8	4	3	3	ALANIS MORISSETTE Head Over Feet (Maverick/Reprise) 5169 4863 4203 3487 114/1					
6	6	4	4	MERRIL BAINBRIDGE Mouth (Universal) 4659 4290 3932 3576 122/3					
3	3	5	5	NO MERCY Where Do You Go (Arista) 4125 4250 4523 4404 103/2					
9	8	6	6	KEITH SWEAT Twisted (Elektra/EEG) 3895 3680 3592 3419 95/1					
10	9	8	7	QUAD CITY DJ'S C'mon 'N Ride It... (Quadra Sound/Big Beat/Atlantic) 3476 3549 3456 3307 101/0					
4	5	7	8	DISHWALLA Counting Blue Cars (A&M) 3457 3668 4034 4260 98/0					
14	11	10	9	JOHN MELLENCAMP Key West Intermezzo (I Saw...) (Mercury) 3319 3324 3180 3089 100/0					
21	17	12	10	JOURNEY When You Love A Woman (Columbia) 3283 2993 2562 1948 114/0					
18	16	14	11	SHERYL CROW If It Makes You Happy (A&M) 3198 2843 2597 2224 113/3					
5	7	9	12	ERIC CLAPTON Change The World (Reprise) 3166 3492 3931 4164 102/0					
15	13	11	13	NO DOUBT Spiderwebs (Trauma/Interscope) 2784 3033 3046 2984 94/0					
11	12	13	14	TONI BRAXTON You're Makin' Me High (LaFace/Arista) 2778 2891 3143 3243 73/1					
33	22	19	15	EN VOGUE Don't Let Go (Love) (EastWest/EEG) 2409 2193 1862 1303 107/3					
7	10	16	16	ALANIS MORISSETTE You Learn (Maverick/Reprise) 2300 2621 3181 3561 79/0					
19	18	18	17	AMANDA MARSHALL Birmingham (Epic) 2289 2337 2266 2084 94/0					
13	14	15	18	JEWEL Who Will Save Your Soul (Atlantic) 2249 2697 2988 3131 79/0					
BREAKER	19			LA BOUCHE Fallin' In Love (RCA) 2080 1958 1595 1324 95/5					
22	21	21	20	BRYAN ADAMS Let's Make A Night To Remember (A&M) 1974 1996 1975 1886 78/2					
12	15	17	21	PRIMITIVE RADIO GODS Standing Outside... (Ergo/Columbia) 1964 2439 2973 3205 71/0					
24	24	23	22	WALLFLOWERS 6th Avenue Heartache (Interscope) 1932 1902 1771 1626 90/0					
—	39	27	23	DC TALK Just Between You And Me (Virgin) 1908 1547 845 249 93/6					
17	19	20	24	R. KELLY I Can't Sleep Baby (If I) (Jive) 1843 2042 2226 2274 61/0					
28	28	24	25	AMBER This Is Your Night (Tommy Boy) 1760 1672 1445 1379 64/4					
—	34	29	26	HOOTIE & THE BLOWFISH Sad Caper (Atlantic) 1735 1493 1115 314 83/4					
30	29	26	27	GHOST TOWN DJ'S My Boo (So So Def/Columbia) 1650 1553 1436 1354 65/1					
29	26	25	28	WILD ORCHID At Night I Pray (RCA) 1577 1591 1472 1362 86/0					
—	41	33	29	WONDERS That Thing You Do! (Epic) 1536 1125 818 534 71/5					
39	30	32	30	NEW EDITION I'm Still In Love With You (MCA) 1515 1437 1316 1111 83/1					
DEBUT				MADONNA You Must Love Me (Warner Bros.) 1465 387 — — 100/8					
35	27	30	32	PHIL COLLINS Dance Into The Light (Face Value/Atlantic) 1330 1476 1463 1295 65/0					
16	20	28	33	CRANBERRIES Free To Decide (Island) 1155 1542 1996 2451 48/0					
—	—	40	34	R.E.M. Bittersweet Me (Warner Bros.) 1099 869 264 90 77/12					
20	23	31	35	MELISSA ETHERIDGE Nowhere To Go (Island) 1072 1458 1803 2046 51/0					
44	37	34	36	QKUMBA ZOO The Child (Inside) (Arista) 994 1124 957 869 68/2					
—	—	47	37	TONI BRAXTON Un-break My Heart (LaFace/Arista) 983 651 388 114 61/10					
DEBUT				NO DOUBT Don't Speak (Trauma/Interscope) 954 288 105 29 84/45					
45	40	39	39	FUN FACTORY Don't Go Away (Curb) 931 947 835 796 56/1					
43	35	36	40	ROBERT MILES One And One (Arista) 928 1044 1057 894 56/2					
47	44	43	41	HOOTIE & THE BLOWFISH I Go Blind (Reprise) 918 788 751 705 33/4					
32	33	38	42	BLUES TRAVELER But Anyway (A&M) 918 952 1126 1311 30/0					
27	31	37	43	LOS DEL RIO/BAYSIDE BOYS MIX Macarena (RCA) 915 969 1263 1396 41/0					
—	48	42	44	REPUBLICA Ready To Go (RCA) 900 837 656 504 64/3					
26	32	35	45	NATALIE MERCHANT Jealousy (Elektra/EEG) 872 1076 1183 1397 41/0					
49	45	44	46	BRAIDS Bohemian Rhapsody (Big Beat/Atlantic) 740 749 745 690 48/1					
—	—	48	47	BECK Where It's At (DGC/Geffen) 733 650 569 524 57/4					
DEBUT				SEAL Fly Like An Eagle (Atlantic) 676 23 — — 89/86					
42	43	45	49	MAXI PRIEST f/SHAGGY That Girl (Virgin) 653 739 794 909 24/0					
DEBUT				GREASE MEGAMIX Grease Megamix (Polydor/A&M) 618 425 337 187 35/10					

This chart reflects airplay from October 14-20. Songs ranked by total plays. Highlighted songs indicate Breaker. 128 CHR/Pop reporters. 127 current playlists. Songs below No. 25 are moved to recurrent after 26 weeks. © 1996, R&R Inc.

BREAKERS®

LA BOUCHE Fallin' In Love (RCA)

TOTAL PLAYS/INCREASE	TOTAL STATIONS/ADDS	CHART
2080/122	95/5	19

MOST ADDED®

ARTIST TITLE LABEL(S)	ADDS
SEAL Fly Like An Eagle (Atlantic)	86
NO DOUBT Don't Speak (Trauma/Interscope)	45
BODEANS Hurt By Love (Slash/Reprise)	19
JEWEL You Were Meant For Me (Atlantic)	19
SUSANNA HOFFS All I Want (London/Island)	14
SIMPLY RED Angel (EastWest/EEG)	13
R.E.M. Bittersweet Me (Warner Bros.)	12
JANN ARDEN Good Mother (A&M)	11
TONI BRAXTON Un-break My Heart (LaFace/Arista)	10
FLEMING & JOHN Love Songs (Universal)	10
GREASE MEGAMIX Grease Megamix (Polydor/A&M)	10

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
MADONNA You Must Love Me (Warner Bros.)	+1078
NO DOUBT Don't Speak (Trauma/Interscope)	+666
SEAL Fly Like An Eagle (Atlantic)	+653
WONDERS That Thing You Do! (Epic)	+411
MERRIL BAINBRIDGE Mouth (Universal)	+369
DC TALK Just Between You And Me (Virgin)	+361
SHERYL CROW If It Makes You Happy (A&M)	+355
JEWEL You Were Meant For Me (Atlantic)	+343
SUSANNA HOFFS All I Want (London/Island)	+341
TONI BRAXTON Un-break My Heart (LaFace/Arista)	+332

HOTTEST RECURRENTS

ARTIST TITLE LABEL(S)
TRACY CHAPMAN Give Me One Reason (Elektra/EEG)
JANN ARDEN Insensitive (A&M)
LA BOUCHE Sweet Dreams (RCA)
EVERYTHING BUT THE GIRL Missing (Atlantic)
FUGEES Killing Me Softly (Ruffhouse/Columbia)
MARIAH CAREY Always Be My Baby (Columbia)
TONY RICH PROJECT Nobody Knows (LaFace/Arista)
BRANDY Sittin' Up In My Room (Arista)
LA BOUCHE Be My Lover (RCA)
CELINE DION Because You Loved Me (550 Music)

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



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**WOMEN 18-24
#8 CALLOUT**

"The phones blew up to #6 this week. It's a daytime smash for sure!" —Tony Waitkus/WHTS

"This is a smash. It's pulling Top 5 phones." —Dana Lundon/WZEE



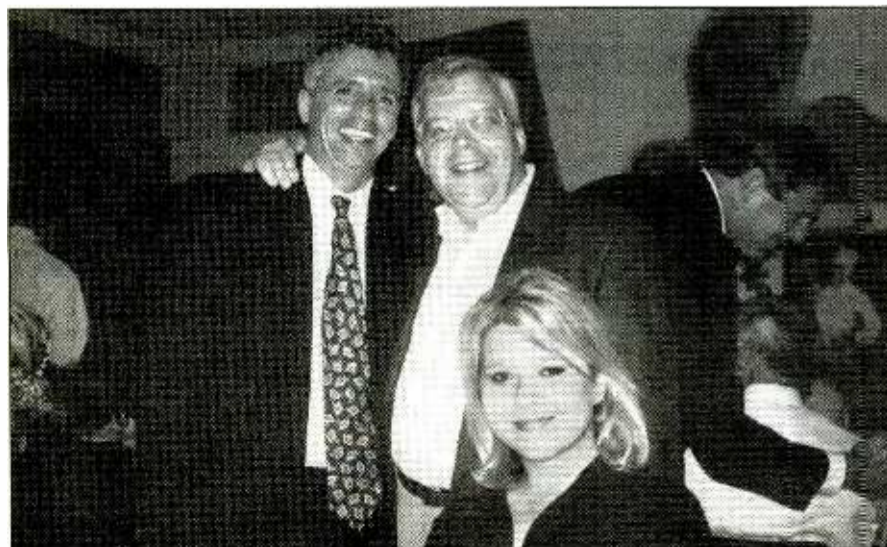
POP/ALTERNATIVE TOP 20

LW	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS		TOTAL STATIONS/ADDS
			TW	LW	
1	①	ALANIS MORISSETTE Head... (Maverick/Reprise)	6156	5860	151/3
2	②	SHERYL CROW If It Makes You Happy (A&M)	5174	4768	186/3
3	3	DISHWALLA Counting Blue Cars (A&M)	3871	4188	125/0
6	④	SUBLIME What I Got (Gasoline Alley/MCA)	3482	3275	130/2
4	5	WALLFLOWERS 6th Avenue Heartache (Interscope)	3388	3687	153/0
10	⑥	R.E.M. Bittersweet Me (Warner Bros.)	3317	2754	167/14
5	7	NO DOUBT Spiderwebs (Trauma/Interscope)	3310	3662	124/0
7	8	EELS Novocaine For The Soul (DreamWorks/Geffen)	2959	2996	102/0
19	⑨	NO DOUBT Don't Speak (Trauma/Interscope)	2813	1813	167/51
13	⑩	COUNTING CROWS Angels Of The Silences (DGC/Geffen)	2733	2606	101/0
12	⑪	REPUBLICA Ready To Go (RCA)	2454	2622	136/3
15	⑫	SOCIAL DISTORTION I Was Wrong (550 Music)	2438	2412	94/1
11	13	ALANIS MORISSETTE You Learn (Maverick/Reprise)	2412	2750	85/0
9	14	JEWEL Who Will Save Your Soul (Atlantic)	2397	2829	90/0
8	15	PRIMITIVE RADIO GODS Standing... (Ergo/Columbia)	2394	2927	96/0
—	⑬	BUSH Swallowed (Trauma/Interscope)	2332	670	87/25
16	17	GEGGY TAH Whoever You Are (Luaka Bop/WB)	2073	2130	123/5
14	18	311 Down (Capricorn/Mercury)	2014	2546	80/0
17	19	SMASHING PUMPKINS Muzzle (Virgin)	1986	2017	77/0
—	⑭	CAKE The Distance (Capricorn/Mercury)	1945	1758	87/2

This chart reflects airplay from October 14-20. Songs ranked by total plays. 128 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.



MERRIL IN THE MORNING — Merrill Bainbridge (c) brightened up the set during her appearance on "Regis And Kathy Lee" Enjoying the morning moment are Regis Philbin and Kathy Lee Gifford.



WHO ARE YOU BUYING NEXT, RANDY? — Jacor Communications Chief Randy Michaels (r) picks up some ownership tips with R&R's CHR Editor Tony Novia and (seated) Sales Rep. Kristy Reeves.

NEW & ACTIVE

SUBLIME What I Got (Gasoline Alley/MCA) Total Plays: 594, Total Stations: 41, Adds: 2	INTRIGUE If You've Ever Been In Love (Universal) Total Plays: 338, Total Stations: 27, Adds: 0
GEGGY TAH Whoever You Are (Luaka Bop/WB) Total Plays: 593, Total Stations: 54, Adds: 5	SPIRITS Drive (Rocket/Island) Total Plays: 329, Total Stations: 33, Adds: 1
BONE THUGS-N-HARMONY Days Of Our Lives (EastWest/EEG) Total Plays: 565, Total Stations: 34, Adds: 4	AALIYAH If Your Girl Only Knew (BlackGround/Atlantic) Total Plays: 312, Total Stations: 23, Adds: 1
KIM STOCKWOOD Jerk (Curb) Total Plays: 524, Total Stations: 33, Adds: 1	ELTON JOHN You Can Make History Young Again (MCA) Total Plays: 289, Total Stations: 32, Adds: 3
STING I'm So Happy I Can't Stop Crying (A&M) Total Plays: 463, Total Stations: 27, Adds: 0	BLACKSTREET No Diggity (Interscope) Total Plays: 285, Total Stations: 26, Adds: 8
JEWEL You Were Meant For Me (Atlantic) Total Plays: 459, Total Stations: 56, Adds: 19	GINUWINE Pony (550 Music) Total Plays: 229, Total Stations: 12, Adds: 5
BABYFACE This Is For The Lover In You (Epic) Total Plays: 442, Total Stations: 40, Adds: 0	WORLD WIDE MESSAGE TRIBE The Real Thing (Warner Bros.) Total Plays: 221, Total Stations: 19, Adds: 3
CRUSH Jellyhead (Robbins) Total Plays: 428, Total Stations: 16, Adds: 1	EELS Novocaine For The Soul (DreamWorks/Geffen) Total Plays: 212, Total Stations: 13, Adds: 0
SUSANNA HOFFS All I Want (London/Island) Total Plays: 376, Total Stations: 46, Adds: 14	AZ YET Last Night (LaFace/Arista) Total Plays: 208, Total Stations: 20, Adds: 9
KATALINA DJ Girl (Thump) Total Plays: 371, Total Stations: 19, Adds: 1	COUNTING CROWS Angels Of The Silences (DGC/Geffen) Total Plays: 194, Total Stations: 10, Adds: 0

Songs ranked by total plays

SELECTED NEW RELEASES

ADDS OCTOBER 29

- Tracy Chapman** "Smoke And Ashes" (Elektra/EEG)
- Dave Matthews Band** "Crash" (RCA)
- Eleanor McEvoy** "Precious Little" (Columbia)
- Enigma** "Beyond The Invisible" (Virgin)
- Duncan Sheik** "Barely Breathing" (Atlantic)
- Tony Toni Tone** "Let's Get Down" (Mercury)
- Rod Stewart** "If We Fall In Love Tonight" (Warner Bros.)



LOOKING SHARP, NAB STYLE — The gang at Polydor couldn't resist this R&R/NAB photo opp. Hanging at L.A.'s Palm Restaurant are (back, l-r) Polydor's Dave Darus, R&R's Tony Novia, Polydor's Barry Lyons, R&R's Kevin McCabe, and ex-KFRQ/McAllen PD Alan Sells; (front, l-r) R&R's Kristy Reeves, Polydor's Leslie Zavatkay, R&R's Cyndee Maxwell, Maty Monfort and Fay Lyons.

Stations and their adds listed alphabetically by market


<p>WFLY/Albany, NY PD: Michael Morgan MD: Ron Williams SEAL "Fly" DC TALK "Just"</p> <p>WAEB/Allentown, PA PD: Brian Check MD: Chuck McGee 1 GREASE MEGAMIX "Grease" SEAL "Fly"</p> <p>KQIZ/Amarillo, TX PD/MD: Ted Kelly ALANIS MORISSETTE "Head" SIMPLY RED "Angel" SUSANNA HOFFS "Want" TONY RICH PROJECT "Leavin'" CLINTON & COOLIO "Atomic" DRU HILL "Tell" FLEMING & JOHN "Love"</p> <p>KGOT/Anchorage, AK DM: Mark Murphy PD: Paul Walker MD: Roxy Lennox 15 SEAL "Fly" 8 GINUWINE "Pony"</p> <p>WSTR/Atlanta, GA PD: Kevin Peterson MD: J.R. Ammons 34 SEAL "Fly" NO DOUBT "Speak"</p> <p>WAYV/Atlantic City, NJ PD: Tommy Frank MD: Paul Kelly SEAL "Fly" GEGGY TAH "Whoever" CARDIGANS "Lovefool"</p> <p>WZNY/Augusta, GA PD: Bruce Stevens 12 GREASE MEGAMIX "Grease" 12 SEAL "Fly"</p> <p>KHFI/Austin, TX PD: John Roberts MD: Fernando Ventura No Adds</p> <p>WLSS/Baton Rouge, LA DM/PD: Chuck Geiger APD/MD: Spencer Kane 18 SEAL "Fly" 16 SUSANNA HOFFS "Want" 14 NO DOUBT "Speak" 13 GEGGY TAH "Whoever" 12 R.E.M. "Me"</p> <p>KOXY/Beaumont, TX PD: Dale Baird MD: Jammer 19 SEAL "Fly" SUSANNA HOFFS "Want" BONE THUGS-N-HARMONY "Days" WONDERS "Thing" BECK "Where"</p> <p>WMRV/Binghamton, NY PD: Bill Sheridan MD: Rick Kelly AZ YET "Last" SEAL "Fly" BODEANS "Hurt" JEWEL "You" SIMPLY RED "Angel"</p> <p>KZMG/Boise, ID PD: Mike Kasper MD: Carl Baliance 6 SEAL "Fly" GEGGY TAH "Whoever" R.E.M. "Me"</p> <p>WXKS/Boston, MA PD: John Ivey MD: Tad Bonnie 10 FUGEES "No" NO DOUBT "Speak" BODEANS "Hurt"</p> <p>WKSE/Buffalo, NY PD: Sue D'Neil APD/MD: Dave Universal 5 DJ KOOL "Clear" NO DOUBT "Speak" JOCELYN ENRIQUEZ "Miss" DC TALK "Just" KIM STOCKWOOD "Jerk" R.E.M. "Me"</p>	<p>WRQK/Canton, OH PD/MD: Rick Michaels APD: Todd Downard BODEANS "Hurt" FUN LOVIN' CRIMINALS "Scooby" FLEMING & JOHN "Love" JEWEL "You"</p> <p>WSSX/Charleston, SC PD/MD: Calvin Hicks 17 CARDIGANS "Lovefool" 16 HAZIES "Skin" 15 FLEMING & JOHN "Love" SEAL "Fly" SUSANNA HOFFS "Want" JEWEL "You"</p> <p>WVSR/Charleston, WV PD: Bill Shahan APD: Mike Edwards 11 GREASE MEGAMIX "Grease" NO DOUBT "Speak" BODEANS "Hurt" SEAL "Fly" MARIAH CAREY "Underneath" MADONNA "Must"</p> <p>WNKS/Charlotte, NC PD: Brian Bridgman MD: Marcie Crescente 19 NO DOUBT "Speak" 10 SEAL "Fly" NEW EDITION "Still"</p> <p>WZST/Chattanooga, TN PD: Robin Daniels APD/MD: Mike Gibson 8 NO DOUBT "Speak" 8 SEAL "Fly" 6 JANN ARDEN "Mother" 5 CARDIGANS "Lovefool" 1 FLEMING & JOHN "Love"</p> <p>WKRC/Cincinnati, OH PD: Jimmy Steal APD: Race Taylor MD: Brian Douglas 27 NO DOUBT "Speak" 24 REPUBLICA "Ready" 20 DC TALK "Just" 18 SEAL "Fly"</p> <p>WZJM/Cleveland, OH Interim PD/APD: Dave Eubanks MD: Action Jackson 28 GREASE MEGAMIX "Grease" 17 GINA G "Ooh" TONI BRAXTON "Heart" SEAL "Fly" SIMPLY RED "Angel"</p> <p>KKMG/Colorado Springs, CO PD: Scooter B. Stevens Music Coord.: Tim McKenna R.E.M. "Me" NO DOUBT "Speak"</p> <p>WNOK/Columbia, SC PD: Jonathan Rush MD: T.J. McKay 15 WONDERS "Thing" 12 SEAL "Fly"</p> <p>WNOC/Columbus, OH PD: John Dimick SEAL "Fly" HOOTIE & BLOWFISH "Blind"</p> <p>WYKS/Gainesville, FL PD/MD: Jeri Banks 8 GARBAGE "Stupid" 8 ROBERT MILES "One" 4 LA BOUCHE "Fallin'" SEAL "Fly" NO DOUBT "Speak" KATALINA "Girl" SUSANNA HOFFS "Want"</p> <p>WNSX/Grand Rapids, MI Interim PD: Keith Curry SEAL "Fly"</p> <p>WGTX/Dayton, OH PD: Michael Luzzak NO DOUBT "Speak" GREASE MEGAMIX "Grease"</p> <p>KHHT/Denver, CO PD: Dan Bowen APD: Steve Douglas MD: Lee Cagle 31 SEAL "Fly" JEWEL "You" NO DOUBT "Speak"</p> <p>WRHT/Greenville, NC PD: J.T. Bosch APD/MD: Gina Gray 5 NO DOUBT "Speak" EN VOGUE "Don't" SEAL "Fly" AMBER "Night" AZ YET "Last" BLACKSTREET "Diggity" MAXI PRIEST "Watching"</p> <p>WKMX/Dothan, AL PD: Phil Thomas MD: Tim Godwin SEAL "Fly" JEWEL "You"</p>	<p>WLVY/Elmira, NY PD: Mike Strobel APD/MD: Brian Stoll SEAL "Fly" STONE TEMPLE PILOTS "Lady" JANN ARDEN "Mother" FLEMING & JOHN "Love" FIONA APPLE "Shadowboxe"</p> <p>WJET/Erie, PA PD: Neal Sharpe MD: J.J. Fox NO DOUBT "Speak"</p> <p>KDUK/Eugene, OR PD: Barry McGuire CARDIGANS "Lovefool" SEAL "Fly" BECK "Where" MAXI PRIEST "Watching"</p> <p>WSTO/Evansville, IN PD: Barry Witherspoon 33 NO MERCY "Where" NO DOUBT "Speak" SEAL "Fly" JEWEL "You"</p> <p>KMCK/Fayetteville, AR PD: Bo Shannon MD: Mike Chase 13 SEAL "Fly" BODEANS "Hurt" JEWEL "You" SUBLINE "What"</p> <p>WZYP/Huntsville, AL PD: Marc Summers 21 SEAL "Fly" MADONNA "Must"</p> <p>WZPL/Indianapolis, IN PD: Tom Gjerdrum MD: Dave Decker 22 GREASE MEGAMIX "Grease" 2 SEAL "Fly" NO DOUBT "Speak" BODEANS "Hurt"</p> <p>WVPE/Jacksonville, FL PD: Cat Thomas APD/MD: Tony Mann 18 SEAL "Fly" SUBLINE "What" HOOTIE & BLOWFISH "Sad"</p> <p>WGLU/Johnstown, PA PD: Rich Adams MD: Mitch Edwards NO DOUBT "Speak" SEAL "Fly"</p> <p>WKFR/Kalamazoo, MI PD/MD: Dave Michaels BONE THUGS-N-HARMONY "Days" SEAL "Fly" BLACKSTREET "Diggity"</p> <p>KMXV/Kansas City, MO PD: Jon Zellner 22 SEAL "Fly" 7 JEWEL "You" 7 WONDERS "Thing"</p> <p>WWST/Knoxville, TN PD: Rich Bailey MADONNA "Must" DC TALK "Just" SEAL "Fly"</p> <p>KSMB/Lafayette, LA PD: Bobby Novosad MD: Bubba Boudreaux 15 K'S CHOICE "Addict" JANN ARDEN "Mother" CARDIGANS "Lovefool" ORIGINAL "Love" BODEANS "Hurt" DRU HILL "Tell"</p> <p>WRVW/Nashville, TN PD: Charlie Quinn APD: Tom Peace MD: Scooter 10 GREASE MEGAMIX "Grease" SEAL "Fly"</p> <p>WLAN/Lancaster, PA PD: Jordan Walsh APD/MD: Vince D'Amrosio 13 BRYAN ADAMS "Lets" SEAL "Fly" R.E.M. "Me"</p> <p>WHZZ/Lansing, MI PD: Chris Kerr APD/MD: Woody Houston 10 SUSANNA HOFFS "Want" 9 BECK "Where" 9 MADONNA "Must" 1 SEAL "Fly" R.E.M. "Me" SIMPLY RED "Angel"</p> <p>KFRX/Lincoln, NE PD: Sonny Valentine NO DOUBT "Speak"</p>	<p>WFBC/Greenville, SC PD: Rob Wagman MD: Hawk Harrison SEAL "Fly" BLACKSTREET "Diggity" TONI BRAXTON "Heart"</p> <p>WNNK/Harrisburg, PA PD: John O'Dea MD: Scott Shaw EN VOGUE "Don't" SEAL "Fly" NO DOUBT "Speak"</p> <p>WKSS/Hartford, CT PD: Jay Beau Jones MD: Christine Fox 16 NO DOUBT "Speak" 12 ORIGINAL "Love" 5 TONI BRAXTON "Heart" SHERYL CROW "Happy" REPUBLICA "Ready"</p> <p>KRBE/Houston, TX PD: John Peake APD: Scooty Sparks MD: Jay Michaels CELINE DION "Coming" AMBER "Night" R.E.M. "Me"</p> <p>WZEE/Madison, WI Interim PD: Dana London 31 MARIAH CAREY "Always" 13 NO DOUBT "Speak" 9 SEAL "Fly"</p> <p>KBFM/McAllen, TX PD: Billy Santiago MD: Jeff DeWitt NO DOUBT "Speak" BLACKSTREET "Diggity" AZ YET "Last"</p> <p>WAOA/Melbourne, FL PD: Scott Chase MD: J.T. Daniels 8 HUEY LEWIS & NEWS "Years" 8 SHERYL CROW "Happy"</p> <p>WHY/Miami, FL PD: Rob Roberts MD: Al Chio AZ YET "Last" SEAL "Fly"</p> <p>KDWB/Minneapolis, MN PD: Dan Kielej APD/MD: Rob Morris 24 SEAL "Fly" 19 DONNA LEWIS "Without" 13 BONE THUGS-N-HARMONY "Days"</p> <p>WABB/Mobile, AL PD: Brett Dumler MD: Crash NO DOUBT "Speak" FLEMING & JOHN "Love" SUSANNA HOFFS "Want" MAXI PRIEST "Watching" JEWEL "You"</p> <p>WVQA/Morgantown, WV PD/MD: Jon Anderson SEAL "Fly" NO DOUBT "Speak" MAXI PRIEST "Watching"</p> <p>WWXM/Myrtle Beach, SC PD: Nikki Nile MD: Wally B. 15 SEAL "Fly" JEWEL "You" ELTON JOHN "History" AZ YET "Last"</p> <p>WFHN/New Bedford, MA PD: Jim Reitz MD: Kevin Palana GINUWINE "Pony" WORLD WIDE MESSAGE... "Real" MAXI PRIEST "Watching"</p> <p>WKCI/New Haven, CT PD: Tom Bristol APD/MD: Jeff McCartney 21 SEAL "Fly" 15 GREASE MEGAMIX "Grease" 13 NO DOUBT "Speak" HOOTIE & BLOWFISH "Sad"</p>	<p>WQGN/New London, CT DM/PD: Franco 10 NEVILLE & ROBERTSON "Crazy" SEAL "Fly" WONDERS "Thing" BODEANS "Hurt" SIMPLY RED "Angel" ELTON JOHN "History" SUSANNA HOFFS "Want"</p> <p>KHOM/New Orleans, LA PD: Bill Thorman MD: Jammer 23 GINUWINE "Pony" 14 DRU HILL "Tell" FUN LOVIN' CRIMINALS "Scooby" MONTELL JORDAN "Fallin'" MINT CONDITION "Man" FLEMING & JOHN "Love" SIMPLY RED "Angel" SEAL "Fly" TAMIA "Keep"</p> <p>WEZB/New Orleans, LA PD: Joe Larson APD/MD: Joey G. 15 SEAL "Fly" MADONNA "Must"</p> <p>WHTZ/New York, NY PD: Tom Poleman MD: Cubby Bryant 17 DC TALK "Just" 5 TRACY CHAPMAN "Smoke"</p> <p>WNVZ/Norfolk, VA PD: Don London MD: Jay West 12 WORLD WIDE MESSAGE... "Real" ROBERT MILES "One"</p> <p>KCHX/Odessa-Midland, TX MD: Leo Caro 6 SEAL "Fly" 5 AZ YET "Last" 5 JANN ARDEN "Mother" BLACKSTREET "Diggity" SIMPLY RED "Angel" CARDIGANS "Lovefool"</p> <p>KJYO/Oklahoma City, OK PD: Mike McCoy APD/MD: Jimmy Barreda 5 NO DOUBT "Speak" SEAL "Fly" TONI BRAXTON "Heart" FIONA APPLE "Shadowboxe" JANN ARDEN "Mother"</p> <p>KQKQ/Omaha, NE PD: Mike J. Steele MD: Jimi Jamm SUSANNA HOFFS "Want" NO DOUBT "Speak"</p> <p>WXXL/Orlando, FL DM: Adam Cook APD/MD: Pete DeGraaff 16 SEAL "Fly" 7 NO DOUBT "Speak"</p> <p>KPSI/Palm Springs, CA PD: Mike Keane MD: Bobby Sato 6 2PAC F-SNOOP... "Most" 5 ANGELINA "Need"</p> <p>WKZW/Peoria, IL MD: Jack Shell 3 NO DOUBT "Speak" 2 SEAL "Fly" 2 JEWEL "You" 2 BODEANS "Hurt" 1 JANN ARDEN "Mother"</p> <p>WIOQ/Philadelphia, PA PD: Glenn Kaina MD: Dee Dee McGuire MERRIL BAINBRIDGE "Mouth"</p> <p>WPLY/Philadelphia, PA PD: Chuck Tisa MD: Doug Kubinski PRESIDENTS OF... "Mach" PHISH "Free" BODEANS "Hurt"</p> <p>KKFR/Phoenix, AZ PD: Don Parker MD: Brian Douglas 17 SPICE GIRLS "Wanna" 11 RICKY MARTIN "Maria" 8 SEAL "Fly" L.L. COOL J "Nobody"</p>	<p>KZPP/Phoenix, AZ PD: Dan Persiehl MD: Dave Cooper 30 SEAL "Fly" FIONA APPLE "Shadowboxe" JANN ARDEN "Mother"</p> <p>WBZZ/Pittsburgh, PA PD: Keith Clark MD: John Cline NO DOUBT "Speak"</p> <p>KKRZ/Portland, OR PD: Ken Benson APD/MD: Rick Thomas 27 SEAL "Fly" 21 TONI BRAXTON "Heart" 13 NO DOUBT "Speak" SUSANNA HOFFS "Want"</p> <p>WERZ/Portsmouth, NH DM/PD: Jack O'Brien MD: Liz Jordan 5 SEAL "Fly" BODEANS "Hurt" SUSANNA HOFFS "Want" JANN ARDEN "Mother" WILD COLONIALS "Charm"</p> <p>WSPK/Poughkeepsie, NY PD: Stew Schantz MD: Scotty Mac 6 SEAL "Fly" AZ YET "Last" JEWEL "You" SIMPLY RED "Angel" BODEANS "Hurt" GEGGY TAH "Whoever"</p> <p>WPRO/Providence, RI PD: Chris Shebel MD: Tony Mascara GHOST TOWN DJ'S "Boo" NO DOUBT "Speak" MAXI PRIEST "Watching" SEAL "Fly"</p> <p>WHTS/Quad Cities, IL-IA DM: Tony Waitkus MD: Brian Scott BRYAN ADAMS "Lets" NO DOUBT "Speak" TONI BRAXTON "Heart" SEAL "Fly"</p> <p>WRFY/Reading, PA PD: Al Burke MD: Mike Browne PRESIDENTS OF... "Mach" FIONA APPLE "Shadowboxe" NO DOUBT "Speak" JEWEL "You" STONE TEMPLE PILOTS "Lady" WILD COLONIALS "Charm"</p> <p>WRVQ/Richmond, VA PD: Lisa McKay APD/MD: Billy Sun TONI BRAXTON "Heart" SHERYL CROW "Happy" HOOTIE & BLOWFISH "Blind"</p> <p>WXLK/Roanoke, VA APD/MD: Gary Blake SUSANNA HOFFS "Want"</p> <p>WPXY/Rochester, NY DM: Clarke Ingram APD/MD: J.J. Rice 12 BARENAKED LADIES "Apartment" AALIYAH "Knew" MAXI PRIEST "Watching" TONY RICH PROJECT "Leavin'" SEAL "Fly"</p> <p>WZOK/Rockford, IL PD: Tom Garrett MD: Eric Wilson 20 MADONNA "Must" 10 NO DOUBT "Speak" 10 SEAL "Fly" 9 GREASE MEGAMIX "Grease" 6 JEWEL "You" OKUMBA ZOO "Child" TONI BRAXTON "Heart"</p> <p>WTCF/Saginaw, MI PD: Mark McGill MD: Scott Thomas 50 NO MERCY "Where" NO DOUBT "Speak" AMBER "Night" CRUSH "Jellyhead"</p> <p>WKBQ/St. Louis, MO PD: Michael St. John Interim MD: Michael Mattem 22 SEAL "Fly" 9 BONE THUGS-N-HARMONY "Days" OKUMBA ZOO "Child"</p>	<p>KKLQ/San Diego, CA PD: Greg Stevens APD/MD: Ray Kalusa No Adds</p> <p>KSLY/San Luis Obispo, CA DM/PD: Dave Christopher MD: Adam Burnes No Adds</p> <p>KHTY/Santa Barbara, CA PD/MD: Damien Young 40 NO DOUBT "Speak" BETTER THAN EZRA "Wanting" STONE TEMPLE PILOTS "Lady" KORN "Place" TOOL "Stinkist" POE "Hello"</p> <p>WNDU/South Bend, IN PD/MD: Bill Mitchell 14 BODEANS "Hurt" 1 SEAL "Fly" SUSANNA HOFFS "Want"</p> <p>KHTQ/Spokane, WA PD: Scott Shannon MD: Tripp Rodgers 2 CLINTON & COOLIO "Atomic" 1 SIMPLY RED "Angel" CARDIGANS "Lovefool"</p> <p>WDBR/Springfield, IL DM: Bill Klapproth MD: Rick Blade AMBER "Night" SEAL "Fly"</p> <p>WWZZ/Washington, DC PD: Dale O'Brian APD/MD: Ron Ross MERRIL BAINBRIDGE "Mouth" GINA G "Ooh"</p> <p>WIFC/Wausau, WI PD: Rod Phillips 4 HOOTIE & BLOWFISH "Sad"</p> <p>KKRD/Wichita, KS PD: Jack Otter MD: Craig Hubbard SEAL "Fly"</p> <p>WBHT/Wilkes-Barre, PA PD: Kid Kelly APD/MD: Danny Ocean SEAL "Fly" FUN FACTORY "Don't" R.E.M. "Me"</p> <p>WSTW/Wilmington, DE PD: Mike Somers MD: Mike Rossi 4 SEAL "Fly" MARIAH CAREY "Underneath" NO DOUBT "Speak" LA BOUCHE "Fallin'"</p> <p>KFFM/Yakima, WA PD: Michael Jack Kirby MD: Lisa Adams 4 BLACKSTREET "Diggity" 2 WONDERS "Thing" 1 MADONNA "Must" NO DOUBT "Speak"</p> <p>WYCR/York, PA DM: Rick McCaslin PD: Davy Crockett SEAL "Fly" NO DOUBT "Speak"</p> <p>WHOT/Youngstown, OH PD: Tom Pappas MD: Jonny Hartwell 8 NO DOUBT "Speak" 2 SEAL "Fly" 1 BLACKSTREET "Diggity" 1 AZ YET "Last" MARIAH CAREY "Underneath" CARDIGANS "Lovefool"</p>	<p>KRQQ/Tucson, AZ PD: Tim Richards MD: Valerie Knight 10 SEAL "Fly"</p> <p>KHTT/Tulsa, OK DM: Sean Phillips PD/MD: Carly Rush GREASE MEGAMIX "Grease"</p> <p>WWKZ/Tupelo, MS PD/MD: Rick Stevens FLEMING & JOHN "Love" SIMPLY RED "Angel" SEAL "Fly" JANN ARDEN "Mother" BODEANS "Hurt" AZ YET "Last"</p> <p>KISX/Tyler, TX PD: Michael Storm MD: Mick Fulham GEGGY TAH "Whoever" SEAL "Fly"</p> <p>WWSK/Utica, NY PD: Bill Cather MD: Diane Chase 16 HOOTIE & BLOWFISH "Blind" 5 SEAL "Fly"</p> <p>KWTX/Waco, TX PD: Flash Phillips NO DOUBT "Speak" JEWEL "You"</p>
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128 Total Reporters
128 Current Reporters
127 Current Playlists

Did Not Report, Playlist Frozen (1):
WDCG/Raleigh-Durham, NC

CHR/POP PLAYLISTS


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

MARKET #1			
 WHTZ/New York (212) 239-2300 Poleman/Bryant			
PLAYS	ARTIST/TITLE		
3W	2W	LW	TW
18	25	41	51
52	54	52	51
23	22	32	50
56	49	50	47
25	22	26	46
51	51	39	46
48	50	52	46
27	26	29	36
15	25	32	36
31	37	34	35
51	35	29	33
35	37	47	32
14	25	25	31
8	24	17	29
17	18	23	26
-	-	-	-
22	23	19	24
-	-	-	-
7	12	16	23
18	20	22	20
30	31	29	21
34	36	32	19
-	-	-	-
12	12	10	11
-	-	-	-
13	10	16	16
37	28	26	15
10	12	14	15
17	21	20	14
10	14	12	14
13	12	14	13
15	12	-	-
29	31	19	13
-	-	-	-
16	-	-	-
-	-	-	-
14	-	-	-
-	-	-	-
10	-	-	-
-	-	-	-

MARKET #2			
 KIS/Los Angeles (818) 845-1027 Cook/Austin			
PLAYS	ARTIST/TITLE		
3W	2W	LW	TW
83	83	80	79
80	79	80	79
43	66	83	77
77	54	66	72
43	46	33	61
15	39	50	45
44	43	40	42
38	40	35	40
41	39	39	39
22	26	25	37
-	-	-	-
25	17	19	31
-	-	-	-
42	43	39	28
-	-	-	-
42	43	39	28
-	-	-	-
22	26	25	37
-	-	-	-
42	68	52	23
44	39	41	23
40	43	39	22
43	39	39	20
38	37	40	19
27	45	35	19
25	17	19	31
-	-	-	-
42	43	39	28
-	-	-	-
22	22	21	18
20	19	20	17
20	19	20	16
40	36	36	16
-	-	-	-
12	13	10	15
-	-	-	-
42	68	52	23
44	39	41	23
40	43	39	22
43	39	39	20
38	37	40	19
27	45	35	19
25	17	19	31
-	-	-	-
42	43	39	28
-	-	-	-
22	22	21	18
20	19	20	17
20	19	20	16
40	36	36	16
-	-	-	-
12	13	10	15
-	-	-	-
42	68	52	23
44	39	41	23
40	43	39	22
43	39	39	20
38	37	40	19
27	45	35	19
25	17	19	31
-	-	-	-
42	43	39	28
-	-	-	-
22	22	21	18
20	19	20	17
20	19	20	16
40	36	36	16
-	-	-	-
12	13	10	15
-	-	-	-
42	68	52	23
44	39	41	23
40	43	39	22
43	39	39	20
38	37	40	19
27	45	35	19
25	17	19	31
-	-	-	-
42	43	39	28
-	-	-	-
22	22	21	18
20	19	20	17
20	19	20	16
40	36	36	16
-	-	-	-
12	13	10	15
-	-	-	-
42	68	52	23
44	39	41	23
40	43	39	22
43	39	39	20
38	37	40	19
27	45	35	19
25	17	19	31
-	-	-	-
42	43	39	28
-	-	-	-
22	22	21	18
20	19	20	17
20	19	20	16
40	36	36	16
-	-	-	-
12	13	10	15
-	-	-	-
42	68	52	23
44	39	41	23
40	43	39	22
43	39	39	20
38	37	40	19
27	45	35	19
25	17	19	31
-	-	-	-
42	43	39	28
-	-	-	-
22	22	21	18
20	19	20	17
20	19	20	16
40	36	36	16
-	-	-	-
12	13	10	15
-	-	-	-
42	68	52	23
44	39	41	23
40	43	39	22
43	39	39	20
38	37	40	19
27	45	35	19
25	17	19	31
-	-	-	-
42	43	39	28
-	-	-	-
22	22	21	18
20	19	20	17
20	19	20	16
40	36	36	16
-	-	-	-
12	13	10	15
-	-	-	-
42	68	52	23
44	39	41	23
40	43	39	22
43	39	39	20
38	37	40	19
27	45	35	19
25	17	19	31
-	-	-	-
42	43	39	28
-	-	-	-
22	22	21	18
20	19	20	17
20	19	20	16
40	36	36	16
-	-	-	-
12	13	10	15
-	-	-	-
42	68	52	23
44	39	41	23
40	43	39	22
43	39	39	20
38	37	40	19
27	45	35	19
25	17	19	31
-	-	-	-
42	43	39	28
-	-	-	-
22	22	21	18
20	19	20	17
20	19	20	16
40	36	36	16
-	-	-	-
12	13	10	15
-	-	-	-
42	68	52	23
44	39	41	23
40	43	39	22
43	39	39	20
38	37	40	19
27	45	35	19
25	17	19	31
-	-	-	-
42	43	39	28
-	-	-	-
22	22	21	18
20	19	20	17
20	19	20	16
40	36	36	16
-	-	-	-
12	13	10	15
-	-	-	-
42	68	52	23
44	39	41	23
40	43	39	22
43	39	39	20
38	37	40	19
27	45	35	19
25	17	19	31
-	-	-	-
42	43	39	28
-	-	-	-
22	22	21	18
20	19	20	17
20	19	20	16
40	36	36	16
-	-	-	-
12	13	10	15
-	-	-	-
42	68	52	23
44	39	41	23
40	43	39	22
43	39	39	20
38	37	40	19
27	45	35	19
25	17	19	31
-	-	-	-
42	43	39	28
-	-	-	-
22	22	21	18
20	19	20	17
20	19	20	16
40	36	36	16
-	-	-	-
12	13	10	15
-	-	-	-
42	68	52	23
44	39	41	23
40	43	39	22
43	39	39	20
38	37	40	19
27	45	35	19
25	17	19	31
-	-	-	-
42	43	39	28
-	-	-	-
22	22	21	18
20	19	20	17
20	19	20	16
40	36	36	16
-	-	-	-
12	13	10	15
-	-	-	-
42	68	52	23
44	39	41	23
40	43	39	22
43	39	39	20
38	37	40	19
27	45	35	19
25	17	19	31
-	-	-	-
42	43	39	28
-	-	-	-
22	22	21	18
20	19	20	17
20	19	20	16
40	36	36	16
-	-	-	-
12	13	10	15
-	-	-	-
42	68	52	23
44	39	41	23
40	43	39	22
43	39	39	20
38	37	40	19
27	45	35	19
25	17	19	31
-	-	-	-
42	43	39	28
-	-	-	-
22	22	21	18
20	19	20	17
20	19	20	16
40	36	36	16
-	-	-	-
12	13	10	15
-	-	-	-
42	68	52	23
44	39	41	23
40	43	39	22
43	39	39	20

CHR/POP PLAYLISTS

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



KZZP
104.7 FM
your hit music station

MARKET #20
KZZP/Phoenix
(602) 964-4000
Persight/Cooper

PLAYS	SW	ZW	LW	TW	ARTIST/TITLE
47	46	45	48	48	ERIC CLAPTON/Change The World
47	47	47	47	47	ALANIS MORISSETTE/Head Over Feet
47	47	47	47	47	DISHWALLA/Counting Blue Cars
48	46	47	46	46	DONNA LEWIS/I Love You Always...
36	38	47	46	46	CELINE DION/It's All Coming...
32	36	47	46	46	BRYAN ADAMS/Let's Make A...
45	38	47	42	42	HOOTIE & BLOWFISH/Go Blind
38	36	47	47	47	TRACY CHAPMAN/Give Me One Reason
37	36	48	46	46	MERRILL BAINBRIDGE/Mouth
24	29	36	36	36	STING/If I Ever Stopped Loving You
29	30	28	36	36	JOHN MELLENCAMP/Key West...
36	35	36	35	35	STING/If I Ever Stopped Loving You
37	36	36	35	35	MELISSA ETHERIDGE/Nowhere To Go
32	36	46	35	35	JOURNEY/When You Love...
13	-	-	-	-	SMASHING PUMPKINS/1979
33	36	35	33	33	SARAH McLAUGHLIN/Will Remember You
-	-	-	-	-	SEAL/Fly Like An Eagle
-	-	-	-	-	NO DOUBT/Don't Speak
10	20	30	29	29	DC TALK/Just Between You...
29	30	30	29	29	AMANDA MARSHALL/Birmingham
20	21	24	29	29	SHERYL CROW/If It Makes You...
-	-	-	-	-	JEWEL/Who Will Save...
20	20	22	20	20	WALLFLOWERS/6th Avenue Heartache
30	29	29	20	20	NO DOUBT/Spiderwebs
-	-	-	-	-	HOOTIE & BLOWFISH/Sad Capers
14	13	14	16	16	DEE LIT/It's All Coming...
47	47	15	15	15	COLLECTIVE SOUL/The World I Know
25	14	13	15	15	NATALIE MERCHANT/Jalousy
12	11	12	14	14	NATALIE MERCHANT/Wonder
13	14	10	14	14	SOPHIE B. HAWKINS/As I Lay Me Down
-	-	-	-	-	DEEP BLUE SOMETHING/Breakfast At...
-	-	-	-	-	NATALIE MERCHANT/Carnal
14	13	13	13	13	JANN ARDEN/insensitive
15	10	13	13	13	GOOD GOOD DOLLS/Name
10	11	-	-	-	CELINE DION/Because You Loved Me
46	47	-	-	-	ALANIS MORISSETTE/You Learn
13	23	29	-	-	WONDERS/That Thing You Do!
-	-	-	-	-	GEGGY TA/Whoever You Are
-	-	-	-	-	FIONA APPLE/Shadowboxer
-	-	-	-	-	JANN ARDEN/Good Mother



93.3 FLZ

MARKET #21
WFLZ/Tampa
(813) 839-9393
Harris/Kapugi


PLAYS	SW	ZW	LW	TW	ARTIST/TITLE
70	76	77	76	76	NO DOUBT/Spiderwebs
40	74	74	74	74	CELINE DION/It's All Coming...
33	67	49	72	72	SHERYL CROW/If It Makes You...
68	60	60	61	61	DONNA LEWIS/I Love You Always...
42	44	54	58	58	KEITH SWEAT/Twisted
40	44	39	51	51	MERRILL BAINBRIDGE/Mouth
38	55	60	40	40	AMBER/This Is Your Night
59	50	34	39	39	ALANIS MORISSETTE/You Learn
41	41	38	39	39	BILLIE RAY MARTIN/Your Loving Arms
39	43	33	39	39	GHOST TOWN DJ'S/My Boo
39	38	32	36	36	MAXI PRIEST/FSHAGGY/That Girl
-	-	-	-	-	MADONNA/You Must Love Me
46	41	37	34	34	NO MERCY/Where Do You Go
32	29	27	30	30	JEWEL/Who Will Save...
20	30	34	30	30	R. KELLY/Can't Sleep...
12	-	-	-	-	CRANBERRIES/Free To Decide
35	35	31	29	29	PRIMITIVE RADIO GODS/Standing Outside...
28	36	32	29	29	NEW EDITION/It's Still In Love...
-	-	-	-	-	MAXI PRIEST/Watching The World...
30	30	33	29	29	TONI BRAXTON/You're Makin' Me...
41	30	30	27	27	COLOR ME BADD/The Earth...
-	-	-	-	-	REPUBLICA/Ready To Go
33	25	20	24	24	EN VOUGUE/Don't Let Go (Love)
23	8	14	23	23	LA BOUCHE/Fallin' In Love
16	23	19	23	23	BRANDY/Sittin' Up In My...
-	-	-	-	-	ALANIS MORISSETTE/You Learn
30	25	22	20	20	ROBERT MILES/One And One
60	69	51	19	19	QUAD CITY DJ'S/mon 'N Ride It...
17	16	18	17	17	BONE THUGS-N-HARMONY/Days Of Our Livez
37	16	17	17	17	ERIC CLAPTON/Change The World
-	-	-	-	-	ORIGINAL/I Love You Baby
16	17	14	15	15	BECK/Where It's At
21	18	9	15	15	KIM STOCKWOOD/Jerk
19	15	7	14	14	FUN FACTORY/Don't Go Away
-	-	-	-	-	MARIAH CAREY/Underneath The Stars
24	24	18	13	13	MELISSA ETHERIDGE/Nowhere To Go
-	-	-	-	-	NO DOUBT/Don't Speak
43	39	34	13	13	DISHWALLA/Counting Blue Cars
-	-	-	-	-	SUBLIME/What I Got
12	12	11	11	11	JOURNEY/When You Love...



JAMMIN 92.3

MARKET #22
WZJM/Cleveland
(216) 621-9566
Eubanks/Jackson


PLAYS	SW	ZW	LW	TW	ARTIST/TITLE
40	49	52	54	54	GHOST TOWN DJ'S/My Boo
27	44	49	53	53	KEITH SWEAT/Twisted
56	53	49	51	51	ALANIS MORISSETTE/Head Over Feet
43	55	48	51	51	MERRILL BAINBRIDGE/Mouth
54	47	46	50	50	QUAD CITY DJ'S/mon 'N Ride It...
50	49	46	45	45	TONI BRAXTON/You're Makin' Me...
43	50	45	45	45	MAXI PRIEST/FSHAGGY/That Girl
29	26	42	43	43	WONDERS/That Thing You Do!
42	37	40	41	41	NO MERCY/Where Do You Go
-	-	-	-	-	MADONNA/You Must Love Me
-	-	-	-	-	DC TALK/Just Between You...
11	23	29	36	36	LA BOUCHE/Fallin' In Love
52	50	50	34	34	CELINE DION/It's All Coming...
-	-	-	-	-	GREASE MEGAMIX/Grease Megamix
38	44	36	26	26	L.L. COOL J/Loungin'
12	12	13	26	26	EN VOUGUE/Don't Let Go (Love)
36	41	34	26	26	FUGEES/Smo'Woman, No Cry
19	17	22	26	26	NEW EDITION/It's Still In Love...
15	20	16	24	24	JOURNEY/When You Love...
25	34	26	24	24	JANN ARDEN/insensitive
-	-	-	-	-	HOOTIE & BLOWFISH/Sad Capers
21	13	21	23	23	R. KELLY/Can't Sleep...
23	30	35	23	23	BRANDY, TAMIA...Missing You
4	21	29	21	21	KUMBA ZOO/The Child (Inside)
19	34	25	21	21	WILD ORCHID/At Night I Pray
14	11	21	20	20	BRANDY/Sittin' Up In My...
15	23	30	20	20	ROBERT MILES/One And One
-	-	-	-	-	NO DOUBT/Don't Speak
25	19	17	19	19	M.T.S./I'll Be Alright
20	18	15	19	19	LA BOUCHE/Sweet Dreams
14	17	14	19	19	BRANDS/Bohemian Rhapsody
18	22	16	19	19	MARIAH CAREY/Always Be My Baby
13	19	12	18	18	CELINE DION/Because You Loved Me
13	16	12	18	18	MAX-A-MILLION/Sexual Healing
-	-	-	-	-	MELISSA ETHERIDGE/Nowhere To Go
-	-	-	-	-	ALANIS MORISSETTE/Ironic
-	-	-	-	-	GINA G/Ooh Aah...Just...
-	-	-	-	-	BECK/Where It's At
11	11	17	17	17	JOURNEY/When You Love...
11	8	9	16	16	COOLIO/Gangsta's Paradise



K-HITS 107.5

MARKET #23
KHHT/Denver
(303) 321-0950
Bowen/Cagle


PLAYS	SW	ZW	LW	TW	ARTIST/TITLE
61	60	61	63	63	DONNA LEWIS/I Love You Always...
61	62	60	61	61	HOOTIE & BLOWFISH/Go Blind
45	47	54	61	61	JOHN MELLENCAMP/Key West...
22	49	60	60	60	ALANIS MORISSETTE/Head Over Feet
49	47	47	60	60	MERRILL BAINBRIDGE/Mouth
61	61	60	60	60	ERIC CLAPTON/Change The World
56	65	59	59	59	DISHWALLA/Counting Blue Cars
49	50	51	50	50	NO MERCY/Where Do You Go
25	27	44	49	49	WALLFLOWERS/6th Avenue Heartache
48	49	50	49	49	TONI BRAXTON/You're Makin' Me...
56	61	49	49	49	CRANBERRIES/Free To Decide
45	48	49	48	48	PRIMITIVE RADIO GODS/Standing Outside...
26	39	34	44	44	CELINE DION/It's All Coming...
44	46	43	44	44	SMASHING PUMPKINS/1979
45	42	42	44	44	NATALIE MERCHANT/Jalousy
41	44	42	44	44	EVERCLEAR/Santa Monica...
31	28	31	32	32	HOOTIE & BLOWFISH/Tucker's Town
-	-	-	-	-	SEAL/Fly Like An Eagle
25	27	28	29	29	NO DOUBT/Spiderwebs
-	-	-	-	-	DC TALK/Just Between You...
25	29	24	27	27	KEITH SWEAT/Twisted
26	24	25	26	26	AMANDA MARSHALL/Birmingham
-	-	-	-	-	LA BOUCHE/Fallin' In Love
34	17	14	24	24	ALANIS MORISSETTE/You Learn
20	20	23	23	23	SHERYL CROW/If It Makes You...
31	27	20	23	23	QUAD CITY DJ'S/mon 'N Ride It...
18	25	24	21	21	EN VOUGUE/Don't Let Go (Love)
-	-	-	-	-	DEEP BLUE SOMETHING/Breakfast At...
-	-	-	-	-	FIONA APPLE/Shadowboxer
20	-	-	-	-	TLC/Waterfalls
-	-	-	-	-	GEGGY TA/Whoever You Are
-	-	-	-	-	ALL-4-ONE/Can Love You...
-	-	-	-	-	DEL AMITRI/Roll To Me
-	-	-	-	-	TOAD THE WET.../Good Intentions
13	14	10	12	12	JOURNEY/When You Love...
-	-	-	-	-	MADONNA/You Must Love Me
7	6	5	7	7	WONDERS/That Thing You Do!
-	-	-	-	-	JEWEL/Who Were Meant...
-	-	-	-	-	NO DOUBT/Don't Speak



100

MARKET #24
KCRZ/Portland, OR
(503) 226-0100
Benson/Thomas

PLAYS	SW	ZW	LW	TW	ARTIST/TITLE
64	62	71	70	70	ALANIS MORISSETTE/Head Over Feet
60	61	71	69	69	CELINE DION/It's All Coming...
59	52	66	66	66	ERIC CLAPTON/Change The World
35	43	58	58	58	KEITH SWEAT/Twisted
37	47	47	57	57	MERRILL BAINBRIDGE/Mouth
41	47	47	55	55	R. KELLY/Can't Sleep...
53	64	68	55	55	TONI BRAXTON/You're Makin' Me...
59	52	47	45	45	DONNA LEWIS/I Love You Always...
57	60	61	42	42	CRANBERRIES/Dreams
16	23	26	42	42	SHERYL CROW/If It Makes You...
34	35	40	37	37	NO DOUBT/Spiderwebs
30	32	33	35	35	AMBER/This Is Your Night
22	34	43	33	33	BRANDY/Sittin' Up In My...
21	20	31	31	31	HOOTIE & BLOWFISH/Go Blind
32	33	31	31	31	QUAD CITY DJ'S/mon 'N Ride It...
30	31	29	31	31	EN VOUGUE/Don't Let Go (Love)
9	23	25	29	29	WONDERS/That Thing You Do!
-	-	-	-	-	ROBERT MILES/One And One
16	22	21	28	28	NATALIE MERCHANT/Wonder
-	-	-	-	-	SEAL/Fly Like An Eagle
-	-	-	-	-	GINUWINE/Pony
33	32	30	22	22	AMANDA MARSHALL/Birmingham
-	-	-	-	-	TONI BRAXTON/Un-break My Heart
17	21	19	19	19	L.L. COOL J/Loungin'
17	20	14	17	17	JOURNEY/When You Love...
21	12	10	14	14	CRANBERRIES/Free To Decide
20	21	15	14	14	HOOTIE & BLOWFISH/Go Blind
18	13	18	14	14	NEW EDITION/It's Still In Love...
45	33	20	13	13	MAXI PRIEST/FSHAGGY/That Girl
-	-	-	-	-	NO DOUBT/Don't Speak
19	26	13	11	11	CELINE DION/Because You Loved Me
17	11	13	9	9	COOLIO/2.3.4 (Sumpin'...)
-	-	-	-	-	MADONNA/You Must Love Me
-	-	-	-	-	HOOTIE & BLOWFISH/Sad Capers
-	-	-	-	-	KENNY G/The Moment
7	12	12	5	5	AMANDA MARSHALL/Birmingham
21	17	5	5	5	BRANDS/Bohemian Rhapsody
-	-	-	-	-	INTRIGUE/If You're Ever...
10	11	5	5	5	WILD ORCHID/At Night I Pray
-	-	-	-	-	SUSANNA HOFFS/All I Want



102.1

MARKET #25
WKRC/Cincinnati
(513) 763-5500
Steal/Douglas

PLAYS	SW	ZW	LW	TW	ARTIST/TITLE
54	66	67	68	68	QUAD CITY DJ'S/mon 'N Ride It...
47	61	63	65	65	BLUES TRAVELER/But Anyway
64	62	65	64	64	DONNA LEWIS/I Love You Always...
56	64	63	64	64	NO MERCY/Where Do You Go
45	65	63	61	61	CELINE DION/It's All Coming...
60	61	55	58	58	NATALIE MERCHANT/Jalousy
22	32				

CHR/POP PLAYLISTS

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

MARKET #40
WKSE/Bufalo
(716) 884-5101
O'Neil/Universal

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
56	55	53	59	60	GOD GOOD DOLLS/Long Way Down
57	62	57	59	59	QUAD CITY DJ'S/C'mon 'N Ride It...
56	61	56	58	58	DONNA LEWIS/Love You Always...
52	53	56	56	56	ALANIS MORISSETTE/Head Over Feet
27	39	54	54	54	NO DOUBT/Spiderwebs
52	54	56	54	54	CELINE DION/It's All Coming...
51	54	47	46	46	JANN ARDEN/Insensitive
38	40	40	40	40	OASIS/Don't Look Back...
46	52	47	45	45	R. KELLY/Can't Sleep...
37	43	44	44	44	SHERYL CROW/It Makes You...
-	19	49	44	44	LOS DEL RIO/BAYSIDE/Macarona
46	41	48	44	44	OUTHERE BROTHERS/Boom Boom Boom
43	39	42	44	44	TONI BRAXTON/You're Makin' Me...
43	40	48	43	43	KEITH SWEAT/Twisted
23	16	37	41	41	PRIMITIVE RADIO GODS/Standing Outside...
-	-	38	MADONNA/You Must Love Me		
43	41	35	36	36	NO DOUBT/Just A Girl
51	54	42	40	40	ALANIS MORISSETTE/You Learn
21	19	24	27	27	GINA G/Ooh Aah...Just...
24	29	26	26	26	EN VOGUE/Don't Let Go (Love)
29	26	28	28	28	WONDERS/That Thing You Do!
18	18	26	26	26	LIVIN' ON MY OWN/Journey
26	26	25	25	25	MERRIL BAINBRIDGE/Mouth
21	28	21	23	23	L.L. COOL J/Loungin
28	21	22	22	22	GHOST TOWN DJ'S/My Boo
-	19	20	20	20	BANANAEK LADIES/The Old Apartment
-	17	20	20	20	TRAGICALY HIP/Ahead By A Century
-	16	17	19	19	JOURNEY/When You Love...
20	20	19	19	19	GARBAGE/Stupid Girl
16	19	20	20	20	OKUMBA ZOO/The Child (Inside)
-	17	19	19	19	EVERYTHING BUT.../Missing
44	40	43	43	43	JEWEL/Who Will Save...
-	16	21	18	18	LA BOUCHE/Fallin' In Love
15	18	16	16	16	MARIAH CAREY/Always Be My Baby
15	18	17	17	17	NAS/It's Ruled The World
15	18	16	17	17	LA BOUCHE/Be My Lover
18	14	15	15	15	CRANBERRIES/Free To Decide
16	18	17	17	17	REAL MCCOY/Automatic Lover
14	14	12	15	15	COLLECTIVE SOUL/The World I Know

MARKET #41
WKSS/Hartford
(860) 524-7819
Jones/Fox

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
58	54	55	61	61	DONNA LEWIS/Love You Always...
42	44	53	59	59	CELINE DION/It's All Coming...
47	37	53	57	57	NO MERCY/Where Do You Go
48	43	46	52	52	ALANIS MORISSETTE/Head Over Feet
8	16	35	44	44	NO DOUBT/Spiderwebs
29	25	34	44	44	AMBER/This Is Your Night
20	-	29	37	37	PRIMITIVE RADIO GODS/Standing Outside...
6	7	22	37	37	MERRIL BAINBRIDGE/Mouth
41	36	37	37	37	DISHWALLA/Counting Blue Cars
35	23	30	36	36	COLOR ME BADD/The Earth...
45	44	43	36	36	ERIC CLAPTON/Change The World
33	-	22	32	32	CRANBERRIES/Free To Decide
21	20	31	30	30	BLUES TRAVELER/But Anyway
28	28	23	29	29	TONI BRAXTON/You're Makin' Me...
-	-	10	25	25	JOURNEY/When You Love...
19	19	22	24	24	KEITH SWEAT/Twisted
40	37	24	24	24	JANN ARDEN/Insensitive
37	25	23	23	23	JEWEL/Who Will Save...
16	17	21	23	23	QUAD CITY DJ'S/C'mon 'N Ride It...
24	26	25	22	22	LA BOUCHE/Sweet Dreams
5	5	6	6	6	WONDERS/That Thing You Do!
27	25	21	21	21	ALANIS MORISSETTE/You Learn
27	28	21	20	20	FUGEES/Killing Me Softly
17	10	17	19	19	BLUES TRAVELER/But Anyway
16	15	14	19	19	DOG'S EYE VIEW/Everything Falls...
14	17	16	18	18	COLLECTIVE SOUL/The World I Know
-	-	16	16	16	NO DOUBT/Don't Speak
8	6	13	16	16	R. KELLY/Can't Sleep...
5	6	14	15	15	AMANDA MARSHALL/Birmingham
5	5	14	14	14	WALLFLOWERS/6th Avenue Heartache
5	5	14	14	14	JOHN MELLENCAMP/Key West...
-	-	12	12	12	ORIGINAL/I Love You Baby
5	12	16	16	16	MELISSA ETHERIDGE/Nowhere To Go
23	18	18	18	18	EN VOGUE/Don't Let Go (Love)
6	12	8	9	9	NEW EDITION/It's Still In Love...
5	6	6	7	7	BRYAN ADAMS/Let's Make A...
-	-	6	6	6	PHIL COLLINS/Dance Into The Light
-	-	5	5	5	MADONNA/You Must Love Me
-	-	5	5	5	WILD ORCHID/At Night I Pray
-	-	5	5	5	TONI BRAXTON/Un-break My Heart

MARKET #44
WRVW/Nashville
(615) 664-2400
Quinn/Scooter

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
39	52	52	53	53	ALANIS MORISSETTE/You Learn
51	52	51	52	52	CELINE DION/It's All Coming...
52	51	52	52	52	DONNA LEWIS/Love You Always...
33	53	52	51	51	DISHWALLA/Counting Blue Cars
25	32	33	43	43	AMANDA MARSHALL/Birmingham
39	32	37	37	37	ERIC CLAPTON/Change The World
36	14	30	33	33	NATALIE MERCHANT/Jealousy
23	29	32	31	31	PHIL COLLINS/Dance Into The Light
30	32	30	31	31	MELISSA ETHERIDGE/Nowhere To Go
15	16	22	29	29	DOG'S EYE VIEW/Everything Falls...
25	19	24	28	28	JOHN MELLENCAMP/Key West...
-	3	12	26	26	HOOTIE & BLOWFISH/Go Blind
35	52	41	26	26	BRYAN ADAMS/Let's Make A...
-	-	25	26	26	TRACY CHAPMAN/Give Me One Reason
-	-	22	25	25	BLUES TRAVELER/But Anyway
28	28	25	22	22	JOURNEY/When You Love...
19	21	22	22	22	MERRIL BAINBRIDGE/Mouth
16	11	22	22	22	SHERYL CROW/It Makes You...
19	16	20	22	22	MARIAH CAREY/Always Be My Baby
20	20	21	21	21	WONDERS/That Thing You Do!
17	18	20	20	20	BLESSID UNION OF.../All Along
31	27	18	18	18	NO MERCY/Where Do You Go
19	24	18	18	18	JEWEL/Who Will Save...
13	15	18	18	18	COLLECTIVE SOUL/The World I Know
18	16	18	18	18	DEL AMITRI/Roll To Me
8	13	15	18	18	COLOR ME BADD/The Earth...
18	18	18	18	18	ACE OF BASE/Lucky Love
26	25	20	17	17	ALANIS MORISSETTE/Head Over Feet
16	16	19	17	17	FO FIGHTERS/Big Me
41	12	20	17	17	BLESSID UNION OF.../All Along
15	16	16	16	16	NATALIE MERCHANT/Wonder
27	29	15	16	16	LENNY KRAVITZ/Can't Get You Off...
13	-	11	15	15	CELINE DION/Because You Loved Me
17	15	17	13	13	GIN BLOSSOMS/Hi Tear It...
-	-	12	11	11	JANN ARDEN/Insensitive
-	-	12	10	10	FUN FACTORY/Wanna B With U
-	-	12	10	10	GOD GOOD DOLLS/Name
-	-	5	6	6	GREASE MEGAMIX/Grease Megamix
-	-	5	6	6	LA BOUCHE/Fallin' In Love
-	-	9	9	9	OC TALK/Just Between You...

MARKET #45
WPXY/Rochester, NY
(716) 454-2600
Ingram/Rice

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
45	49	53	53	53	TRACY CHAPMAN/Give Me One Reason
52	53	52	51	51	CELINE DION/It's All Coming...
53	50	49	50	50	ALANIS MORISSETTE/You Learn
45	38	43	49	49	ALANIS MORISSETTE/Head Over Feet
60	55	48	48	48	DONNA LEWIS/Love You Always...
25	21	44	45	45	JANN ARDEN/Insensitive
27	37	45	40	40	COLLECTIVE SOUL/The World I Know
46	40	39	38	38	GIN BLOSSOMS/Follow You Down
41	44	37	36	36	QUAD CITY DJ'S/C'mon 'N Ride It...
31	37	35	35	35	MERRIL BAINBRIDGE/Mouth
45	45	31	33	33	NATALIE MERCHANT/Wonder
34	31	32	31	31	HOOTIE & BLOWFISH/Go Blind
20	19	21	21	21	BLUES TRAVELER/But Anyway
37	34	37	29	29	NO MERCY/Where Do You Go
36	33	34	27	27	CRANBERRIES/Free To Decide
27	32	32	27	27	JEWEL/Who Will Save...
33	29	27	27	27	AMBER/This Is Your Night
20	13	21	21	21	EDWIN MCCAIN/Solitude
20	19	21	21	21	GOD GOOD DOLLS/Name
21	20	21	21	21	LA BOUCHE/Be My Lover
-	-	5	21	21	GHOST TOWN DJ'S/My Boo
26	30	26	20	20	CELINE DION/Because You Loved Me
32	23	22	19	19	ERIC CLAPTON/Change The World
22	20	19	19	19	BLUES TRAVELER/Run-Around
14	18	18	18	18	DISHWALLA/Counting Blue Cars
-	-	10	17	17	NO DOUBT/Don't Speak
18	24	17	17	17	NATALIE MERCHANT/Jealousy
20	17	18	17	17	JOURNEY/When You Love...
23	17	17	16	16	JOHN MELLENCAMP/Key West...
16	12	22	16	16	AMANDA MARSHALL/Birmingham
18	17	13	16	16	BLESSID UNION OF.../All Along
17	16	15	16	16	NATALIE MERCHANT/Carnival
-	-	11	15	15	WILD ORCHID/At Night I Pray
-	-	14	14	14	SEAL/Fly Like An Eagle
11	16	13	14	14	EVERYTHING BUT.../Missing
11	12	14	14	14	UNLIMITED/Get Ready For This
14	12	11	13	13	GENIE W/COLLAGES/Love Of A Lifetime
-	-	12	-	-	NICKI FRENCH/Total Eclipse Of...
-	-	11	-	-	CORONA/The Rhythm Of...
-	-	12	-	-	LA BOUCHE/Fallin' In Love

MARKET #46
99.7 WDJX
Today's BEST Music!

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
34	33	45	49	49	MERRIL BAINBRIDGE/Mouth
50	44	42	48	48	CELINE DION/It's All Coming...
52	47	50	43	43	DONNA LEWIS/Love You Always...
42	43	39	43	43	QUAD CITY DJ'S/C'mon 'N Ride It...
17	24	28	38	38	SHERYL CROW/It Makes You...
37	28	27	31	31	TONI BRAXTON/You're Makin' Me...
47	42	43	35	35	BRANDY/Sittin' Up In N.Y...
30	27	28	30	30	DISHWALLA/Counting Blue Cars
33	29	29	29	29	BRYAN ADAMS/Let's Make A...
17	17	29	29	29	NO MERCY/Where Do You Go
26	32	30	28	28	JOURNEY/When You Love...
30	27	27	28	28	JOHN MELLENCAMP/Key West...
31	33	33	28	28	JEWEL/Who Will Save...
19	16	21	28	28	R. KELLY/Can't Sleep...
15	16	28	28	28	KEITH SWEAT/Twisted
38	28	29	23	23	CRANBERRIES/Free To Decide
35	18	22	22	22	HOOTIE & BLOWFISH/Tucker's Town
39	29	22	22	22	ERIC CLAPTON/Change The World
17	13	21	21	21	MELISSA ETHERIDGE/Where To Go
20	17	17	17	17	JANN ARDEN/Insensitive
19	18	17	16	16	TRACY CHAPMAN/Give Me One Reason
24	17	16	16	16	TRACY CHAPMAN/Give Me One Reason
16	14	15	13	13	INTRIGUE/If You've Ever...
10	9	12	13	13	KIM STOKWOOD/Jeer
-	-	12	12	12	AZ YET/Last Night
15	14	14	12	12	AMANDA MARSHALL/Birmingham
-	-	9	12	12	AALIYAH/Your Girl Daily...
9	13	15	12	12	WALLFLOWERS/6th Avenue Heartache
9	16	15	12	12	LONNIE MELLENCAMP/Key West...
9	9	11	11	11	REPUBLICA/Ready To Go
9	8	11	11	11	NEW EDITION/It's Still In Love...
8	8	11	11	11	OKUMBA ZOO/The Child (Inside)
-	-	10	11	11	HOOTIE & BLOWFISH/Go Blind
12	10	12	11	11	EN VOGUE/Don't Let Go (Love)
14	12	13	11	11	PHIL COLLINS/Dance Into The Light
-	-	11	11	11	OC TALK/Just Between You...
40	29	16	11	11	MARIAH CAREY/Forever
-	-	10	10	10	AMBER/This Is Your Night
-	-	11	10	10	BECK/Where It's At
-	-	10	10	10	SEAL/Fly Like An Eagle

MARKET #51
KJYO/Oklahoma City
(405) 840-5271
McCoy/Barreda

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
58	60	61	61	61	DONNA LEWIS/Love You Always...
60	32	31	59	59	BLESSID UNION OF.../All Along
26	34	36	59	59	SHERYL CROW/It Makes You...
40	39	45	44	44	KEITH SWEAT/Twisted
21	22	22	41	41	NO MERCY/Where Do You Go
15	21	20	36	36	NO DOUBT/Spiderwebs
35	52	56	33	33	PRIMITIVE RADIO GODS/Standing Outside...
22	31	34	33	33	JOHN MELLENCAMP/Key West...
32	30	33	33	33	OASIS/Don't Look Back...
32	31	33	33	33	CELINE DION/It's All Coming...
25	30	32	31	31	DISHWALLA/Counting Blue Cars
30	40	42	31	31	GREASE MEGAMIX/Grease Megamix
59	58	60	30	30	TONI BRAXTON/You're Makin' Me...
16	9	11	28	28	WONDERS/That Thing You Do!
31	27	30	28	28	DC TALK/Just Between You...
-	11	13	27	27	HOOTIE & BLOWFISH/Sad Caper
34	28	25	25	25	ERIC CLAPTON/Change The World
24	24	26	25	25	MERRIL BAINBRIDGE/Mouth
13	30	30	22	22	NATALIE MERCHANT/Jealousy
24	35	33	20	20	QUAD CITY DJ'S/C'mon 'N Ride It...
6	4	18	18	18	TRACY CHAPMAN/Give Me One Reason
12	16	13	18	18	WALLFLOWERS/6th Avenue Heartache
6	11	10	16		

3W	2W	LW	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS				TOTAL STATIONS/ADDS
					TW	LW	2W	3W	
1	1	1	1	KEITH SWEAT Twisted (<i>Elektra/EEG</i>)	1592	1714	1804	1900	33/0
10	6	4	2	BLACKSTREET No Diggity (<i>Interscope</i>)	1392	1367	1246	1088	35/1
21	15	8	3	KEITH SWEAT Nobody (<i>Elektra/EEG</i>)	1382	1145	910	611	34/2
5	3	3	4	AZ YET Last Night (<i>LaFace/Arista</i>)	1338	1398	1426	1364	29/1
7	7	6	5	AALIYAH If Your Girl Only Knew (<i>BlackGround/Atlantic</i>)	1298	1265	1223	1211	30/0
2	2	2	6	DONNA LEWIS I Love You Always Forever (<i>Atlantic</i>)	1278	1414	1546	1626	27/0
15	14	10	7	GINUWINE Pony (<i>550 Music</i>)	1197	1069	968	857	30/3
4	4	5	8	BONE THUGS-N-HARMONY Days Of Our Livez (<i>EastWest/EEG</i>)	1178	1318	1384	1424	35/0
11	11	9	9	NEW EDITION I'm Still In Love With You (<i>MCA</i>)	1173	1123	1030	1032	32/0
3	5	7	10	GHOST TOWN DJ'S My Boo (<i>So So Def/Columbia</i>)	1141	1216	1355	1515	31/0
27	19	14	11	TONI BRAXTON Un-break My Heart (<i>LaFace/Arista</i>)	1067	921	733	487	35/2
13	12	12	12	BABYFACE This Is For The Lover In You (<i>Epic</i>)	1048	1028	1001	867	34/0
20	17	16	13	EN VOGUE Don't Let Go (Love) (<i>EastWest/EEG</i>)	1010	915	842	642	30/0
9	9	11	14	NO MERCY Where Do You Go (<i>Arista</i>)	976	1040	1104	1095	22/0
19	18	15	15	BRAIDS Bohemian Rhapsody (<i>Big Beat/Atlantic</i>)	939	917	809	650	25/0
BREAKER			16	R. KELLY I Believe I Can Fly (<i>Tavdash/Jive</i>)	907	330	—	—	32/4
8	10	17	17	TONI BRAXTON You're Makin' Me High (<i>LaFace/Arista</i>)	844	887	1057	1159	19/0
6	8	13	18	L.L. COOL J Loungin (<i>Def Jam/RAL/Mercury</i>)	824	970	1181	1263	22/0
14	16	18	19	QUAD CITY DJ'S C'mon 'N Ride It... (<i>Quadra Sound/Big Beat/Atlantic</i>)	760	848	906	862	23/0
32	30	26	20	MONTELL JORDAN Falling (<i>Def Jam/RAL/Mercury</i>)	644	554	467	390	22/0
16	20	22	21	112 Only You (<i>Bad Boy/Arista</i>)	629	623	691	803	15/0
29	25	19	22	CELINE DION It's All Coming Back To Me Now (<i>550 Music</i>)	619	702	574	450	19/1
17	21	21	23	SHADES Tell Me (I'll Be Around) (<i>Motown</i>)	590	658	681	740	15/1
25	23	23	24	DRU HILL Tell Me (<i>Island</i>)	587	607	586	538	24/2
12	13	20	25	R. KELLY I Can't Sleep Baby (If I) (<i>Jive</i>)	575	663	973	1007	16/0
28	27	24	26	MAXWELL Ascension (Don't Ever Wonder) (<i>Columbia</i>)	537	578	543	473	21/0
BREAKER			27	MO THUGS FAMILY Thug Devotion (<i>Mo Thug/Relativity</i>)	525	384	154	—	28/4
23	24	25	28	BRANDY, TAMIA, KNIGHT, KHAN Missing You (<i>EastWest/EEG</i>)	510	558	574	558	16/0
24	28	28	29	JOCELYN ENRIQUEZ Do You Miss Me (<i>Classified</i>)	459	493	509	556	13/0
26	26	27	30	AMBER This Is Your Night (<i>Tommy Boy</i>)	459	522	546	517	13/0
—	46	34	31	MINT CONDITION What Kind Of Man Would I Be (<i>Perspective/A&M</i>)	418	340	239	125	19/4
43	33	32	32	ANGELINA I Don't Need Your Love (<i>Upstairs</i>)	385	360	342	286	15/2
—	42	33	33	WESTSIDE CONNECTION Bow Down (<i>Lench Mob/Priority</i>)	377	346	262	201	22/2
34	31	31	34	MARIAH CAREY Forever (<i>Columbia</i>)	375	370	394	361	9/0
—	41	39	35	DO OR DIE Po' Pimp (<i>Rap-A-Lot/Noo Trybe</i>)	318	280	274	229	11/1
22	29	37	36	NAS If I Ruled The World (<i>Columbia</i>)	307	301	478	600	10/0
30	32	35	37	SALT-N-PEPA Champagne (<i>MCA</i>)	293	331	358	407	13/0
—	47	49	38	ROBERT MILES One And One (<i>Arista</i>)	290	246	237	180	13/0
DEBUT			39	ROCKELL I Fell In Love (<i>Robbins</i>)	285	206	110	13	12/1
DEBUT			40	E-40 Rappers Ball (<i>Sick Wid' It/Jive</i>)	281	213	181	154	18/1
18	22	29	41	SWV Use Your Heart (<i>RCA</i>)	281	436	593	664	13/0
38	39	42	42	702 Steelo (<i>Biv 10/Motown</i>)	258	271	297	332	11/2
DEBUT			43	MERRIL BAINBRIDGE Mouth (<i>Universal</i>)	248	171	119	53	10/2
46	48	47	44	2 LIVE CREW Shake A Lil' Something (<i>Lil' Joe</i>)	239	254	235	270	9/0
36	36	45	45	WARREN G What's Love Got To Do With It (<i>Interscope</i>)	236	261	326	338	7/0
—	—	50	46	LA BOUCHE Fallin' In Love (<i>RCA</i>)	235	233	188	167	13/1
—	—	48	47	REIGN Indestructible (<i>H.O.L.A./Island</i>)	232	250	224	149	10/0
DEBUT			48	BRAT Sittin' On Top Of The World (<i>So So Def/Columbia</i>)	202	155	124	90	13/0
—	50	38	49	PUFF JOHNSON Over And Over (<i>Work</i>)	196	290	227	165	14/0
DEBUT			50	ALANIS MORISSETTE Head Over Feet (<i>Maverick/Reprise</i>)	195	123	87	51	5/2

This chart reflects airplay from October 14-20. Songs ranked by total plays. Highlighted songs indicate Breaker.
40 CHR/Rhythmic reporters. 40 current playlists. Songs below No. 25 are moved to recurrent after 26 weeks. © 1996, R&R Inc.

BREAKERS®

R. KELLY		
I Believe I Can Fly (<i>Tavdash/Jive</i>)		
TOTAL PLAYS/INCREASE	TOTAL STATIONS/ADDS	CHART
907/577	32/4	16

MO THUGS FAMILY		
Thug Devotion (<i>Mo Thug/Relativity</i>)		
TOTAL PLAYS/INCREASE	TOTAL STATIONS/ADDS	CHART
525/141	28/4	27

MOST ADDED®

ARTIST TITLE LABEL(S)	ADDS
GEORGE CLINTON I/Coolio Atomic Dog '97 (<i>Capitol</i>)	8
FOXY BROWN Get Me Home (<i>Violator/Def Jam/RAL/Mercury</i>)	7
SIMPLY RED Angel (<i>EastWest/EEG</i>)	7
SNOOP DOGGY DOGG Snoop's Upside... (<i>Death Row/Interscope</i>)	7
TONY RICH PROJECT Leavin' (<i>LaFace/Arista</i>)	6
MARIAH CAREY Underneath The Stars (<i>Columbia</i>)	5
DR. DRE Been There Done That (<i>Aftermath/Interscope</i>)	5
L.L. COOL J Ain't Nobody (<i>Geffen</i>)	5
SEAL Fly Like An Eagle (<i>Atlantic</i>)	5
R. KELLY I Believe I Can Fly (<i>Tavdash/Jive</i>)	4
MADONNA You Must Love Me (<i>Warner Bros.</i>)	4
MINT CONDITION What Kind Of Man... (<i>Perspective/A&M</i>)	4
MO THUGS FAMILY Thug Devotion (<i>Mo Thug/Relativity</i>)	4

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
R. KELLY I Believe I Can Fly (<i>Tavdash/Jive</i>)	+577
KEITH SWEAT Nobody (<i>Elektra/EEG</i>)	+237
TONI BRAXTON Un-break My Heart (<i>LaFace/Arista</i>)	+146
MO THUGS FAMILY Thug Devotion (<i>Mo Thug/Relativity</i>)	+141
GINUWINE Pony (<i>550 Music</i>)	+128
MADONNA You Must Love Me (<i>Warner Bros.</i>)	+119
EN VOGUE Don't Let Go (Love) (<i>EastWest/EEG</i>)	+95
MONTELL JORDAN Falling (<i>Def Jam/RAL/Mercury</i>)	+90
ROCKELL I Fell In Love (<i>Robbins</i>)	+79
MINT CONDITION What Kind Of Man... (<i>Perspective/A&M</i>)	+78

HOTTEST RECURRENTS

ARTIST TITLE LABEL(S)
LOS DEL RIO/BAYSIDE BOYS MIX Macarena (<i>RCA</i>)
MARIAH CAREY Always Be My Baby (<i>Columbia</i>)
FUGEES Killing Me Softly (<i>Ruffhouse/Columbia</i>)
BONE THUGS-N-HARMONY Tha Crossroads (<i>Ruthless/Relativity</i>)
MONICA Why I Love You So Much (<i>Rowdy/Arista</i>)
SWV You're The One (<i>RCA</i>)
ALANIS MORISSETTE Ironic (<i>Maverick/Reprise</i>)
BRANDY Sittin' Up In My Room (<i>Arista</i>)
LA BOUCHE Sweet Dreams (<i>RCA</i>)
CELINE DION Because You Loved Me (<i>550 Music</i>)

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

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HIP HOP TOP 20

LW	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS TW	TOTAL STATIONS/ADDS LW	TOTAL STATIONS/ADDS
1	1	BONE THUGS-N-HARMONY Days... (EastWest/EEG)	3135	3234	114/0
2	2	DO OR DIE Po' Pimp (Rap-A-Lot/Noo Trybe)	1594	1602	78/1
3	3	SALT-N-PEPA Champagne (MCA)	1510	1581	82/0
5	4	BRAT Sittin' On Top Of The World (So So Def/Columbia)	1267	1138	87/2
4	5	L.L. COOL J Loungin (Def Jam/RAL/Mercury)	1229	1459	41/0
6	6	E-40 Rappers Ball (Sick Wid' It/Jive)	1178	1100	92/3
11	7	MO THUGS FAMILY Thug Devotion (Mo Thug/Relativity)	1033	654	80/19
7	8	WESTSIDE CONNECTION Bow Down (Lench Mob/Priority)	983	896	76/3
8	9	OUTKAST ATLiens (LaFace/Arista)	946	891	71/3
9	10	QUAD CITY DJ'S C'mon... (Quadra Sound/Big Beat/Atlantic)	796	878	26/0
16	11	NATE DOGG F/SNOOP DOGGY DOGG Never Leave... (Death Row/Interscope)	754	525	63/8
14	12	A TRIBE CALLED QUEST Stressed Out (Jive)	749	581	72/6
13	13	LIL' KIM No Time (Undeas/Big Beat/Atlantic)	711	622	67/0
10	14	CRUCIAL CONFLICT Ride The Rodeo (Pallas/Universal)	560	759	41/0
17	15	NAS If I Ruled The World (Columbia)	477	516	22/0
—	16	ALMIGHTY RSO You Can Be My Boo (Rap-A-Lot/Noo Trybe)	470	200	59/12
12	17	CASE F/FOXY BROWN Touch Me... (Def Jam/RAL/Mercury)	440	646	19/0
15	18	2PAC How Do U Want It (Death Row/Interscope)	428	536	18/0
20	19	BUSH BABEES The Love Song (Warner Bros.)	360	338	48/3
—	20	MAKAVELI Toss It Up (Death Row/Interscope)	314	77	45/42

This chart reflects airplay from October 14-20. Songs ranked by total plays. 40 CHR/Rhythmic reporters and 81 Urban reporters combine from the Custom Chart function on R&R ONLINE. Rap titles are manually extrapolated. For complete reporter lists refer to Rhythmic and Urban sections. © 1996, R&R Inc.

NEW & ACTIVE

ORIGINAL I Luv U Baby (Next Plateau) Total Plays: 186, Total Stations: 8, Adds: 0	A TRIBE CALLED QUEST Stressed Out (Jive) Total Plays: 139, Total Stations: 9, Adds: 0
INTRIGUE If You've Ever Been In Love (Universal) Total Plays: 181, Total Stations: 6, Adds: 0	FOR REAL Like I Do (Rowdy/Arista) Total Plays: 128, Total Stations: 4, Adds: 1
ELISSA Show Me How You Love Me... (Metropolitan) Total Plays: 173, Total Stations: 4, Adds: 0	SNOOP DOGGY DOGG Snoop's Upside... (Death Row/Interscope) Total Plays: 126, Total Stations: 12, Adds: 7
MADONNA You Must Love Me (Warner Bros.) Total Plays: 168, Total Stations: 12, Adds: 4	BUFFY First Love (Velocity) Total Plays: 123, Total Stations: 4, Adds: 2
MONIFAH Nobody's Body (Uptown/Universal) Total Plays: 165, Total Stations: 10, Adds: 1	OUTKAST ATLiens (LaFace/Arista) Total Plays: 114, Total Stations: 4, Adds: 0
ARMAND VAN HELDEN Funk Phenomena (Henry St/Thug/Raging Bull) Total Plays: 163, Total Stations: 5, Adds: 0	2PAC Life Goes On (Death Row/Interscope) Total Plays: 110, Total Stations: 2, Adds: 0
WILD ORCHID At Night I Pray (RCA) Total Plays: 159, Total Stations: 8, Adds: 0	WORLD WIDE MESSAGE TRIBE The Real Thing (Warner Bros.) Total Plays: 109, Total Stations: 7, Adds: 1
GINA THOMPSON The Things That You Do (Mercury) Total Plays: 156, Total Stations: 6, Adds: 1	LUTHER VANDROSS Your Secret Love (LV/Epic) Total Plays: 103, Total Stations: 5, Adds: 1
2PAC I Ain't Mad At Ya (Death Row/Interscope) Total Plays: 152, Total Stations: 5, Adds: 0	WHIGFIELD Close To Me (Curb) Total Plays: 100, Total Stations: 2, Adds: 1
NATE DOGG F/SNOOP DOGGY DOGG Never... (Death Row/Interscope) Total Plays: 152, Total Stations: 7, Adds: 3	K-CI & JOJO How Could You (MCA) Total Plays: 98, Total Stations: 11, Adds: 2
	KENNY G W/BABYFACE Everytime I Close My Eyes (Arista) Total Plays: 98, Total Stations: 3, Adds: 0

Songs ranked by total plays

SELECTED NEW RELEASES

ADDS OCTOBER 29

Da 5 Footaz	"Da Heist" (Mercury)
Anthony Hamilton	"Nobody Else" (Uptown/MCA)
Chaka Khan	"Never Miss The Water" (Reprise)
Passion	"Gigolos Get Lonely Too" (MCA)
Quad City DJ's	"Let's Do It" (Quadra Sound/Big Beat/Atlantic)
Snoop Doggy Dogg	"Snoops Upside Ya Head" (Death Row/Interscope)
SWV	"It's All About U" (RCA)
Tony Toni Tone	"Let's Get Down" (Mercury)

K-Ci and JoJo

OF JODECI

"HOW COULD YOU"

FROM THE BUTTLEPROOF SOUNDTRACK

NEW THIS WEEK: 92Q, KCAQ

ALREADY ON:

KBXX, WJMN, WWKX, WJBT, Z90, KWIN, KKSS, WOCQ

URBAN SPINS OVER 1100



SINGLE IN STORES OCTOBER 29TH

MCA

CHR/RHYTHMIC REPORTERS

Stations and their adds listed alphabetically by market

KKSS/Albuquerque, NM PD: Jeff Andrews MD: Jacque James 33 ALANIS MORISSETTE "Head" 15 MADONNA "Must" 7 LUTHER VANDROSS "Secret" TONY RICH PROJECT "Leavin" SIMPLY RED "Angel"	KJMN/Denver, CO PD: Mark Feather APD: Michael Hayes MD: John Dickinson 5 MINT CONDITION "Man" VANESSA OADU "Two"	KQMQ/Honolulu, HI PD: Jamie Hyatt MD: Mars Frehley No Adds	KPWR/Los Angeles, CA PD: Michelle Mercer APD/MD: Bruce St. James 20 MO THUGS FAMILY "Thug" E-40 "Rappers"	KCAQ/Oxnard, CA PD: Dan Garite APD: Kelli McKay MD: Steve Perez ANGELINA "Need" CLINTON & COOLIO "Atomic" GINA G "Doh" MINT CONDITION "Man" SEAL "Fly"	WJJS/Roanoke, VA DM/PO: Lisa Vazquez APD/MD: Jeff Nelson 9 VANESSA OADU "Two" 15 MO THUGS FAMILY "Thug" 10 BOOM "Pushin" 8 702 "Steelo" 7 WORLD WIDE MESSAGE... "Real" 7 ROCKELL "Fell" 6 GEORGIE PORGIE "Love" 5 R. KELLY "Fly" 5 NATE DOGG F/SNOOP... "Never" 5 DO OR DIE "Plimp" 5 SNOOP DOGGY DOGG "Snoop's" FOXY BROWN "Get"	XHTZ/San Diego, CA DM/PO: Lisa Vazquez APD/MD: Jeff Nelson 16 VANESSA OADU "Two" 15 MO THUGS FAMILY "Thug" 10 BOOM "Pushin" 8 702 "Steelo" 7 WORLD WIDE MESSAGE... "Real" 7 ROCKELL "Fell" 6 GEORGIE PORGIE "Love" 5 R. KELLY "Fly" 5 NATE DOGG F/SNOOP... "Never" 5 DO OR DIE "Plimp" 5 SNOOP DOGGY DOGG "Snoop's" FOXY BROWN "Get"	KWLN/Stockton, CA PD: Steve Wall MD: C.K. 31 SIMPLY RED "Angel" 12 L.L. COOL J "Nobody" 11 GINA "Good" 9 CLINTON & COOLIO "Atomic" 9 O.D.M. "Hey" TONY RICH PROJECT "Leavin" OUTHERE BROTHERS "Ole" BUFFY "First"	
KIOX/Bakersfield, CA PD: Chris Squires MD: Tony Manes MARIAH CAREY "Underneath"	KQKS/Denver, CO PD: Dan Bowen MD: Lee Cagle 41 CLINTON & COOLIO "Atomic" 11 SIR MIX-A-LOT "Jump" ORU HILL "Tell"	KBXX/Houston, TX PD: Rob Scarpio MD: Greg Head 22 MC LYTE "Cold" 18 ALMIGHTY RSO "Boo" 10 DR. DRE "Been" 8 GINUWINE "Pony"	WPOW/Miami, FL PD: Kid Curry MD: Phil Jones 15 TONI BRAXTON "Heart" 12 ANGELINA "Need" 11 ROBI-ROB'S CLUBWORLD "Shake" 2 SNOOP DOGGY DOGG "Snoop's" 1 WESTSIDE CONNECTION "Bow"	WWKX/Providence, RI PD: Joe Dawson MD: Becky Lanonne 38 GINUWINE "Pony" DR. DRE "Been" CLINTON & COOLIO "Atomic" 112 "Come" NATE DOGG F/SNOOP... "Never" SIMPLY RED "Angel"	KSFM/Sacramento, CA PD: Bob West APD/MD: Trejo 21 GREASE MEGAMIX "Grease"	KMEL/San Francisco, CA PD: Michelle Santosuosso MD: Joey Arbagoy L.L. COOL J "Nobody" MINT CONDITION "Man"	WPGC/Washington, DC PD: Jay Stevens MD: Albie D 30 MONICA "Wm." 18 FOXY BROWN "Get" 12 RARE ESSENCE "Body"	
WERQ/Baltimore, MD PD: Tom Calococi MD: Coka 8 K-CI & JOJO "How" 3 FOXY BROWN "Get"	KPRR/EI Paso, TX PD: John Candelaria 10 SNOOP DOGGY DOGG "Snoop's" 2 MARIAH CAREY "Underneath" MINT CONDITION "Man"	WHHH/Indianapolis, IN PD: Scott Wheeler MD: Carl Frye 17 SEAL "Fly" SNOOP DOGGY DOGG "Snoop's" CLINTON & COOLIO "Atomic"	KHTN/Modesto, CA PD: Pete Jones MD: Mark Medina TONY RICH PROJECT "Leavin" L.L. COOL J "Nobody" SIMPLY RED "Angel" SNOOP DOGGY DOGG "Snoop's"	WOCQ/Salisbury, MD PD: Wookie MD: Marliou 21 MARIAH CAREY "Underneath" SIMPLY RED "Angel" NATE DOGG F/SNOOP... "Never" MERRIL BAINBRIDGE "Mouth" FOXY BROWN "Get"	KYLD/San Francisco, CA PD: Michael Martin MD: Jose Mein 14 L.L. COOL J "Nobody" 8 AZ YET "Last" 7 CLINTON & COOLIO "Atomic" FOXY BROWN "Get"	KDGS/Wichita, KS PD: AJ Willoughbr MD: A.J. Jones MO THUGS FAMILY "Thug" WESTSIDE CONNECTION "Bow" SEAL "Fly" TOTAL "Think" 112 "Come"		
WJMN/Boston, MA PD: Cadillac Jack McCartney APD/MD: Cat Collins MADONNA "Must" LA BOUCHE "Fallin"	KBOS/Fresno, CA PD/MD: Mark Adams 20 ALANIS MORISSETTE "Head" 16 MADONNA "Must" 12 BLACKSTREET "Diggity" GINUWINE "Pony" TONY RICH PROJECT "Leavin"	WJBT/Jacksonville, FL APD: Hiltman Haze MD: Jeff Lee 18 GINA THOMPSON "Things" 12 A+ "See" 8 MONIFAH "Body" 8 SNOOP DOGGY DOGG "Snoop's" 7 ISLEY BROTHERS "Floatin" 5 OR DRE "Been" 5 702 "Steelo"	KDON/Monterey, CA PD: Jennifer Wilde R. KELLY "Fly" CLINTON & COOLIO "Atomic"	KWNZ/Reno, NV PD: Jeff Davis APD: Bill Shakespeare TONY RICH PROJECT "Leavin" CELINE DION "Comin' MO THUGS FAMILY "Thug" SIMPLY RED "Angel"	KZHT/Salt Lake City, UT PD: Chet Buchanan MD: Dr. Doug No Adds	KUBE/Seattle, WA PD: Mike Tierney MD: Lindsey Cicpic 5 L.L. COOL J "Nobody" 5 FOXY BROWN "Get"	KTFM/San Antonio, TX PD: Cliff Tredway MD: Charlie Huero 45 LOS DEL RIO/BAYSIDE "Macarena" 40 SHADES "Tell" 18 KATALINA "Girl" 5 SEAL "Fly"	KZZU/Spokane, WA PD: Ken Hopkins APD: Casey Christopher 21 TONI BRAXTON "Heart" 16 KEITH SWEAT "Nobody"
WBBM/Chicago, IL PD: Todd Cavanah MD: Erik Bradley No Adds	WJMH/Greensboro, NC PD: Brian Douglas MD: Mary Kay 18 DR. DRE "Been" 15 SNOOP DOGGY DOGG "Snoop's"	WKTU/New York, NY PD: Frankie Blue MD: Andy Shane MERRIL BAINBRIDGE "Mouth"	WKTU/New York, NY PD: Steve Smith APD/MD: Tracy Cioherly 26 R. KELLY "Fly" 26 FOR REAL "Like" 12 T-BOZ "Tcuch"	KGGI/Riverside, CA PD: Diane Laird APD/MD: Michael Steele 40 SHADES "Tell" 18 KATALINA "Girl" 5 SEAL "Fly"	KZFM/Corpus Christi, TX PD: Charlie Maxz MD: Tony Manero R. KELLY "Fly" SEAL "Fly" DRU HILL "Tell"	KIKI/Honolulu, HI PD: Alan Dda MD: James Oles 38 WHIGFIELD "Close" 25 KEITH SWEAT "Nobody" 10 MARIAH CAREY "Underneath"	40 Total Reporters 40 Current Reporters 40 Current Playlists	

CHR/RHYTHMIC PLAYLISTS

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

MARKET #1
WKTU/New York
(201) 420-3700
Blue/Shane

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
55	54	53	43	AMBER/This Is Your Night	
54	57	56	42	FUN FACTORY/Close To You	
56	52	52	42	DONNA LEWIS/I Love You Always...	
58	58	56	42	NO MERCY/Where Do You Go	
16	24	33	33	CELINE DION/It's All Coming...	
33	37	32	29	JOCELYN ENRIQUEZ/Do You Miss Me	
41	39	39	27	ORIGINAL/I Love You Baby	
23	27	38	27	TONI BRAXTON/You're Makin' Me...	
38	40	40	27	LE CLUCK/Tonight Is The Night	
41	44	42	24	QUAD CITY DJ'S/Comin' 'N Ride It...	
-	23	27	22	COLOR ME BADO/The Earth...	
14	15	27	22	RUPAUL/SnapShot	
14	25	28	21	LA BOUCHE/Fallin' In Love	
51	53	43	20	LIVIN' JOY/Dreamer	
31	5	18	20	ROBERT MILES/Children	
21	25	25	20	MARIAH CAREY/Underneath The Stars	
-	17	24	20	TONI BRAXTON/Un-break My Heart	
20	19	19	19	BLACKOUT ALL STARS/Like It	
10	13	15	12	GLORIA ESTEFAN/You'll Be Mine...	
20	24	10	10	BAO YARO CLUB/In The Ghetto	
12	11	12	11	OKUMBA ZOO/The Child (Inside)	
-	6	8	ANGELINA/Don't Need You...		
-	18	14	7	BRANDY/TAMIA...Missing You	
13	10	11	5	LOVE TRIBE/Stand Up	
-	-	-	-	MERRILL BAINBRIDGE/Mouth	

MARKET #1
WOHT/New York
(212) 229-9797
Smith/Cloherly

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
37	43	41	45	A/All I See	
43	40	41	44	BLACKSTREET/No Diggity	
35	42	41	44	SWV/Use Your Heart	
21	31	35	43	JAY-Z/MARY J. BLIGE/Can't Knock...	
37	41	43	43	GHOST TOWN DJ'S/My Boo	
39	29	36	43	AALIYAH/If Your Girl Only...	
29	35	36	42	SHADES/Tell Me (I'll...)	
30	30	30	39	MONICA/Why I Love You So...	
-	23	29	35	MINT CONDITION/What Kind Of Man...	
23	26	33	34	MONTELL JORDAN/Falling	
-	14	37	34	KEITH SWEAT/Nobody	
13	22	25	33	ISLEY BROTHERS/Floating On Your...	
40	41	40	33	KEITH SWEAT/Twisted	
29	12	21	32	A TRIBE CALLED QUEST/Stressed Out	
25	35	33	31	BABYFACE/This Is For...	
23	31	34	31	NAS/If I Ruled The World	
-	-	26	R. KELLY/ Believe I Can Fly		
40	40	38	26	LOST BOYZ/Music Makes Me High	
-	-	26	FOR REAL/Like I Do		
-	-	14	26	L.L. COOL J/Ain't Nobody	
25	21	28	24	MAXWELL/Ascension (Don't...)	
-	-	13	23	DRU HILL/Tell Me	
13	25	22	22	D'ANGELO/Me And Those...	
-	-	12	22	112/Come See Me	
30	21	22	21	NEW EDITION/It's Still In Love...	
-	-	14	19	NAS/Street Dreams	
-	16	14	15	BUSH BABEES/The Love Song	
14	21	25	14	JERU THE DAMAJA/Ya Playin' Yaself	
19	15	14	14	GHOST FACE KILLER/Daytona 500	
-	-	12	T-BOZ/Touch Myself		
15	14	13	12	LIL KIM/No Time	

MARKET #2
KPWR/Los Angeles
(818) 953-4200
Mercer/St. James

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
70	72	68	68	112/Only You	
62	68	62	62	2PAC F/SNOOP.../2 Of America's...	
64	66	61	62	L.L. COOL J/Loungin'	
28	46	41	62	QUAD CITY DJ'S/Comin' 'N Ride It...	
47	20	17	55	ARMAND VAN HELDEN/Funk Phenomena	
32	34	65	50	WESTSIDE CONNECTION/Bow Down	
29	43	61	46	BLACKSTREET/No Diggity	
35	32	45	46	BONE THUGS-N-HARMONY/Days Of Our Lizez	
-	-	26	43	JONNY Z/Latin Swing	
46	43	44	42	GHOST TOWN DJ'S/My Boo	
-	-	25	30	NATE DOGG F/SNOOP.../Never Leave Me Alone	
-	-	29	29	ANGELINA/ Don't Need You...	
-	-	21	25	2PAC/ Ain't Mad At Ya	
-	-	21	27	OUTKAST/Liens	
-	-	9	24	DR. DRE/Been There Done That	
-	-	10	24	SNOOP DOGGY DOGG/Snoop's Upside Ya...	
47	45	46	23	JAY-Z/WOXXY BROWN/Ain't No Nigga	
64	68	45	22	T-BOZ/Touch Myself	
60	65	22	21	NAS/If I Ruled The World	
-	-	20	20	MO THUGS FAMILY/Thug Devotion	
16	14	15	17	BONE THUGS-N-HARMONY/Days Of Our Lizez	
34	18	-	-	2PAC/How Do U Want It	
-	-	-	-	E-40/Rappers Ball	

MARKET #3
WBBM/Chicago
(312) 944-6000
Cavanah/Bradley

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
26	47	64	72	ROBERT MILES/One And One	
69	65	70	68	NO MERCY/Where Do You Go	
66	69	68	66	JOCELYN ENRIQUEZ/Do You Miss Me	
63	67	63	66	DONNA LEWIS/I Love You Always...	
49	58	48	57	GHOST TOWN DJ'S/My Boo	
32	30	38	50	KEITH SWEAT/Twisted	
39	68	61	46	L.L. COOL J/Loungin'	
34	39	29	42	AMBER/This Is Your Night	
58	52	42	39	QUAD CITY DJ'S/Comin' 'N Ride It...	
27	29	32	29	ROBI-ROB'S CLUBWORLD/Shake That Body	
28	29	30	29	CELINE DION/It's All Coming...	
-	10	27	28	LA BOUCHE/Fallin' In Love	
46	36	49	27	R. KELLY/ Can't Sleep	
17	25	26	22	TONI BRAXTON/Un-break My Heart	
22	23	26	22	RICKY MARTIN/Maria	
15	22	20	21	EN VOEGUE/Don't Let Go (Love)	
19	18	17	20	NAS/If I Ruled The World	
-	11	25	19	ROCKEY/ Fell In Love	
9	9	13	13	BRANDY/Bohemian Rhapsody	
9	8	12	8	BONE THUGS-N-HARMONY/Days Of Our Lizez	
10	8	7	5	BABYFACE/This Is For...	
12	12	6	5	NEW EDITION/It's Still In Love...	

MARKET #4
KMEL/San Francisco
(415) 391-1061
Santuosso/Arbagey

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
62	71	64	64	BLACKSTREET/No Diggity	
58	58	51	49	2PAC/Life Goes On	
24	53	47	47	2PAC/How Do U Want It	
36	32	45	46	WESTSIDE CONNECTION/Bow Down	
36	32	48	45	AALIYAH/If Your Girl Only...	
33	40	43	44	BRANDY/TAMIA...Missing You	
53	51	44	41	L.L. COOL J/Loungin'	
54	48	38	38	MAXWELL/Ascension (Don't...)	
32	42	39	36	E-40/Rappers Ball	
-	32	34	34	GINUWINE/Pony	
-	35	27	29	AZ YET/Last Night	
56	41	29	29	OUTKAST/Elevators	
14	21	29	25	D'ANGELO/Me And Those...	
-	18	25	25	RICKY MARTIN/ Believe I Can Fly	
9	20	26	24	DO OR DIE/Pea Pimp	
27	20	22	22	MONTELL JORDAN/Falling	
55	52	39	22	KEITH SWEAT/Twisted	
-	5	21	21	RICHIE RICH/This Ride	
45	32	29	21	TONI BRAXTON/You're Makin' Me...	
15	25	27	16	D'ANGELO/This Is For...	
-	20	14	16	TONI BRAXTON/Un-break My Heart	
26	26	28	15	NEW EDITION/It's Still In Love...	
8	12	13	13	DRU HILL/Tell Me	
-	19	10	13	MO THUGS FAMILY/Thug Devotion	
34	20	10	12	BONE THUGS-N-HARMONY/Days Of Our Lizez	
-	11	10	10	EN VOEGUE/Don't Let Go (Love)	
16	12	6	9	A TRIBE CALLED QUEST/Stressed Out	
7	5	5	5	BRAT/Smilin' On Top Of...	
-	-	-	-	L.L. COOL J/Ain't Nobody	
-	-	-	-	MINT CONDITION/What Kind Of Man...	

MARKET #4
KYLD/San Francisco
(415) 391-1077
Martin/Main

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
44	58	63	65	SUMMER JUNKIES/It's Gonna Love...	
49	51	64	64	WESTSIDE CONNECTION/Bow Down	
55	56	64	63	OUTKAST/Elevators	
40	48	61	61	2PAC/Life Goes On	
28	16	33	55	E-40/Rappers Ball	
67	67	68	53	BLACKSTREET/No Diggity	
52	51	47	52	BONE THUGS-N-HARMONY/Days Of Our Lizez	
64	54	53	51	112/Only You	
29	40	39	51	AALIYAH/If Your Girl Only...	
58	62	60	49	KEITH SWEAT/Twisted	
10	31	27	48	2AE/Thyow	
-	18	23	43	GINUWINE/Pony	
-	10	25	41	DO OR DIE/Pea Pimp	
-	38	44	40	ROCKEY/ Fell In Love	
45	38	52	39	2LIVE CREW/Shake A Lil'...	
43	35	39	39	NO MERCY/Where Do You Go	
54	37	39	29	RHYTHM CENTRIC/You Don't Have To...	
-	32	39	27	MO THUGS FAMILY/Thug Devotion	
61	35	26	23	ARMAND VAN HELDEN/Funk Phenomena	
31	19	19	19	GHOST TOWN DJ'S/My Boo	
36	38	32	19	ANGELINA/ Don't Need You...	
34	33	15	19	CHARM FARM/Superstar	
19	17	17	17	2PAC/How Do U Want It	
33	26	18	16	CASE F/FOXY BROWN/Touch Me Tease Me	
-	-	13	15	SNOOP DOGGY DOGG/Snoop's Upside Ya...	
-	-	14	14	L.L. COOL J/Ain't Nobody	
17	9	15	10	BRAT/Smilin' On Top Of...	
6	6	7	8	MAXWELL/Ascension (Don't...)	
-	-	8	AZ YET/Last Night		
-	-	8	OUTKAST/AT Liens		
-	-	8	KEITH SWEAT/Nobody		
-	-	7	CLINTON & COOLIO/Atomic Dog '97		
-	-	6	R. KELLY/ Believe I Can Fly		
12	11	6	5	MONTELL JORDAN/Falling	
-	-	-	-	FOXY BROWN/Get Me Home	

MARKET #8
WPGC/Washington
(301) 441-3500
Stevens/Albie D.

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
58	58	48	66	KEITH SWEAT/Nobody	
43	56	61	64	MINT CONDITION/What Kind Of Man...	
53	58	56	58	BLACKSTREET/No Diggity	
47	46	55	56	GINUWINE/Pony	
38	59	54	50	AZ YET/Last Night	
35	39	54	44	2PAC/ Ain't Mad At Ya	
39	39	35	41	MAXWELL/Ascension (Don't...)	
41	48	28	38	R. KELLY/ Can't Sleep	
-	-	25	33	R. KELLY/ Believe I Can Fly	
48	35	41	33	KEITH SWEAT/Twisted	
28	22	25	30	BONE THUGS-N-HARMONY/Days Of Our Lizez	
38	31	-	19	MONICA/Why I Love You So...	
-	-	17	29	BRANDY/Bohemian Rhapsody	
-	-	31	29	NEW EDITION/It's Still In Love...	
25	28	39	29	AALIYAH/If Your Girl Only...	
-	-	14	17	MO THUGS FAMILY/Thug Devotion	
30	44	30	28	TONI BRAXTON/You're Makin' Me...	
22	-	27	28	TONI BRAXTON/Un-break My Heart	
21	30	28	26	DRU HILL/Tell Me	
30	35	25	25	BABYFACE/This Is For...	
-	-	15	24	SNOOP DOGGY DOGG/Snoop's Upside Ya...	
20	26	43	23	BRANDY/TAMIA...Missing You	
13	24	19	23	DONNA LEWIS/I Love You Always...	
-	23	14	22	MONTELL JORDAN/Falling	
-	-	18	22	FOXY BROWN/Get Me Home	
-	-	9	18	BRAT/Smilin' On Top Of...	
48	38	22	17	MONIFAH/No Body	
-	-	11	15	E-40/Rappers Ball	
11	11	-	12	RARE ESSENCE/Body Snatchers	
16	12	19	8	CRUCIAL CONFLICT/Ride The Rodeo	

MARKET #9
KBXX/Houston
(713) 623-2108
Scorpio/Head

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
60	64	68	64	112/Only You	
68	69	72	62	BLACKSTREET/No Diggity	
47	55	59	54	KEITH SWEAT/Nobody	
-	-	18	50	NATE DOGG F/SNOOP.../Never Leave Me Alone	
-	-	43	54	MO THUGS FAMILY/Thug Devotion	
57	56	53	50	2PAC/How Do U Want It	
45	53	45	49	BABYFACE/This Is For...	
59	65	56	48	BONE THUGS-N-HARMONY/Days Of Our Lizez	
46	49	48	48	MINT CONDITION/What Kind Of Man...	
51	52	54	47	AZ YET/Last Night	
-	-	21	45	R. KELLY/ Believe I Can Fly	
42	41	46	43	AALIYAH/If Your Girl Only...	
31	32	36	37	DRU HILL/Tell Me	
34	41	52	35	KEITH SWEAT/Twisted	
35	39	31	33	DO OR DIE/Pea Pimp	
14	22	33	30	E-40/Rappers Ball	
47	39	34	30	JOHNIE TAYLOR/Good Love	
32	42	24	23	K-Ci & JOJO/How Could You	
-	-	23	23	T-BOZ/Touch Myself	
23	25	30	23	BRAT/Smilin' On Top Of...	
-	-	22	22	MC LYTE/Cold Rock A Party	
26	29	27	20	QUAD CITY DJ'S/Comin' 'N Ride It...	
31	38	33	18	NAS/If I Ruled The World	
-	-	18	ALMIGHTY/RSO/You Can Be My Boo		
39	42	48	17	EN VOEGUE/Don't Let Go (Love)	
-	-	11	16	TONI BRAXTON/Un-break My Heart	
-	-	18	14	SNOOP DOGGY DOGG/Snoop's Upside Ya...	
-	6	7	11	WESTSIDE CONNECTION/Bow Down	
-	-	10	DR. DRE/Been There Done That		
-	-	8	GINUWINE/Pony		

MARKET #10
WJMN/Boston
(617) 290-0009
McCartney/Collins

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
65	63	62	64	KEITH SWEAT/Twisted	
61	65	65	62	TONI BRAXTON/You're Makin' Me...	
59	57	58	58	L.L. COOL J/Loungin'	
63	64	64	65	CASE F/FOXY BROWN/Touch Me Tease Me	
44	44	44	54	NEW EDITION/It's Still In Love...	
41	44	51	53	TONI BRAXTON/Un-break My Heart	
54	62	65	52	R. KELLY/ Can't Sleep	
35	47	46	49	GHOST TOWN DJ'S/My Boo	
30	38	36	44	NEW EDITION/It's Still In Love...	
26	30	36	44	EN VOEGUE/Don't Let Go (Love)	
-	-	29	44	R. KELLY/ Believe I Can Fly	
49	58				



WALT LOVE

A New Day For Urban With Research

Recent qualitative info from Scarborough opens additional ad revenue opportunities

Now that Scarborough has debuted its qualitative information according to format, Urban radio can disseminate key facts about its listeners that will directly affect advertisers. (Check out the current issue of the *R&R Ratings Report & Directory* for a detailed format-by-format look.) The volume of information derived from this data has prompted me to cover this subject in two columns.

Helping to explain the nuts and bolts behind Scarborough's qualitative research and how it can offer a

fresh perspective for ad clients is company Sr. VP/Sales, Radio & Cable **Barbara McFarland**. Giving a local angle is **WHUR-FM/Washington**, Director/Research & New Business Development **Joe Shamwell**, who is knowledgeable

about Scarborough's methodology and applicable use in the marketplace. He also serves on the Scarborough Advisory Board.

Information = Ad Dollars

In looking at this excellent mass of information, it's hard to zero in on one area of interest because there are so many. For example, it's important to know who listens to any format, and in the UC/UAC category the format is targeted to women, primarily women 18-34 with a secondary target of women 25-54.



Some basic facts derived from the Scarborough findings include total Urban radio listeners from the 56 markets surveyed: 10,858,700. Adult women listeners make up 57.1% of that group (6,196,950 with an index of 109). Adult men comprise 42.9% (4,661,750) of the audience with an index of 90.

Here's the kicker: 18-34 year olds are 61.6% of our audience, indexing at 172; 35-54 year olds make up 31.8% of our audience (83 index). As you can see with this one simple exercise, Urban radio is right on with the target its zeroed in on and now should edu-

cate potential clients, current clients, and buyers at advertising agencies about this important information.

Remember that we measure radio in all formats. The Scarborough report is a consumer study. Media usage is one of the most significant pieces of that research. There are about 450 categories with over 2000 different pieces or brands of detail in the report.
—Barbara McFarland

McFarland explains, "In 1997 we will measure 60 individual markets across the country. They're the largest markets, but not necessarily the top 60 in the country. Remember that we measure radio in all formats. The Scarborough report is a consumer study. Media usage is one of the most significant pieces of that research. But we also measure shopping behavior, leisure-time activities, types of phone services that people subscribe to, and more. There are about 450 categories with over 2000 different pieces or brands of detail in the report."

Practical Use

"In addition to doing the local markets individually, we also do a composite report that would include approximately 140,000 samples in the entire country," McFarland continues. "This way you can find out if the Urban radio listeners in L.A. are like the UC listeners in Miami." It's important to remember this study is about Urban listeners, not the stereotype people might have that only black people listen to Urban radio. The

data I've had the opportunity to look at is exciting. This info will make you much more consumer savvy.

"One way to begin to understand this data is to look at the index numbers," she explains. "The index number compares each format to the general market overall. I think the index is good because it draws attention to a number. For example, the Urban listener may have a particularly high index as far as owning Chevrolets. A high index means there is a higher concentration of Urban listeners who own Chevrolets than there is in the general population.

"So you use the index as a guide to point you to situations where [your format audience listeners] overachieve. You will quickly develop a profile in your mind of what the listener likes to do, what they look like, what their shopping behavior is like, what they like to purchase, where they shop, what fast-food restaurants they like to frequent. That's just one way to develop a quick profile using the index.

"The other thing to use is the percent composition number. For example, you can look at the report you have and see that almost 60% of your format's listeners are females."

Local Application

Of course, having the information is great, but to be able to use it to increase ad revenue, listener loyalty, etc. is what it's all about. So that's where Shamwell's experience comes in handy. "It's very extensive in the way we use it," he begins. "First, we used it to take a look at our audience. Not only

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—Barbara McFarland

Another thing you can do with Scarborough is profile your station



SPIRITS RISING—Warner Bros. artist Eric Benet (c) and promotion rep Kirkland Burke (r) stopped by WGCI/Chicago to talk about a "Spiritual Thang" with midday talent Crazy Howard McGee.

are we able to look at how many people are in our 18+ audience and their gender, but we're able to go into their income levels, occupations, where they live, home ownership, and spending habits on a wide range of consumer goods, including automobiles and other big-ticket items.

"For instance, with Arbitron most PDs know how many people are in their audience, but they don't know the particular characteristics of the listener in their audience. However, a programmer can look at the Scarborough and really get good, qualitative, composite characteristics of who their audience is.

"When looking at spending habits for African Americans across the country, we find the expenditure levels for most items, with the exception of big-ticket items like houses or investments, is extra disposable income in the household. In your everyday kinds of expenditures such as clothing apparel, grocery store shopping, etc., we find that African Americans index very competitively against other segments of the marketplace.

"We can be competitive because this is the most affluent area in the country for African Americans," Shamwell continues. The median income here for African Americans rivals that of whites anywhere in the country. Therefore, we're able to demonstrate a very good audience.

"We're also able to look at lifestyles. We can tell whether our listeners index well in everything from hiking and jogging to entertainment, such as at the Kennedy Center, Arena Stage, a Washington Redskins football game, or a Bullets/Wizards basketball game. It gives us a good line on the correct type of promotions we can run on this radio station.

"Another thing you can do with Scarborough is profile your station

We have very successfully positioned ourselves as the absolute resource in the marketplace for research in general and for African Americans in particular.

We have very successfully positioned ourselves as the absolute resource in the marketplace for research in general and for African Americans in particular.
—Joe Shamwell

with a store. If there's a mall that you run a profile on and we find that 40%-50% of their clientele is African American, we can then go in armed to the teeth with data. There just might be a promotion that works particularly well with their customers. We can see it in the data from Scarborough, and that gives us a very good handle on making things happen with a client.



"We have very successfully positioned ourselves as the absolute resource in the marketplace for research in general, and for African Americans in particular. To that end, we publish a bi-annual market report, which includes a tremendous amount of Scarborough data along with other information we've gathered from the U.S. Census, trade magazines, and other sources. We distribute this to all the major agencies."

OCTOBER 25, 1996

3W	2W	LW	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS				TOTAL STATIONS/ADDS
					TW	LW	2W	3W	
5	5	3	1	MINT CONDITION What Kind Of Man... (Perspective/A&M)	3042	2810	2614	2435	81/0
12	7	5	2	KEITH SWEAT Nobody (Elektra/EEG)	2953	2629	2322	2001	81/0
3	2	1	3	DRU HILL Tell Me (Island)	2945	3324	3258	3070	81/0
10	8	7	4	GINUWINE Pony (550 Music/Epic)	2666	2450	2286	2102	80/0
2	1	2	5	AZ YET Last Night (LaFace/Arista)	2477	2979	3328	3088	74/0
16	11	10	6	NEW EDITION I'm Still In Love With You (MCA)	2367	2117	1973	1647	81/0
11	10	8	7	BRANDY, TAMIA, KNIGHT, KHAN Missing You (EastWest/EEG)	2357	2284	2149	2032	78/0
4	4	4	8	AALIYAH If Your Girl Only Knew (BlackGround/Atlantic)	2345	2664	2818	2791	73/0
1	3	6	9	BLACKSTREET No Diggity (Interscope)	2281	2546	2934	3177	69/0
17	13	11	10	BABYFACE This Is For The Lover In You (Epic)	2277	2116	1891	1603	80/0
15	17	14	11	702 Steelo (Biv 10/Motown)	2026	1894	1788	1648	74/0
18	18	12	12	MONTELL JORDAN Falling (Def Jam/RAL/Mercury)	1993	1947	1741	1584	79/2
14	14	13	13	BONE THUGS-N-HARMONY Days Of Our Livez (EastWest/EEG)	1957	1916	1870	1862	79/0
28	23	17	14	TONI BRAXTON Un-break My Heart (LaFace/Arista)	1878	1582	1370	1176	78/0
22	19	16	15	ALFONZO HUNTER Just The Way (Playas Play) (EMI)	1850	1754	1516	1319	71/0
27	21	19	16	DONELL JONES Knocks Me Off My Feet (Untouchables/LaFace/Arista)	1684	1555	1407	1182	68/0
20	20	18	17	TEVIN CAMPBELL I Got It Bad (Qwest/WB)	1591	1557	1507	1422	65/0
6	6	9	18	LUTHER VANDROSS Your Secret Love (LV/Epic)	1565	2150	2411	2421	62/0
32	26	21	19	ANN NESBY I'm Still Wearing Your Name (Perspective/A&M)	1501	1362	1202	1048	69/4
BREAKER			20	R. KELLY I Believe I Can Fly (Tavdash/Jive)	1373	663	28	—	78/3
26	25	23	21	DO OR DIE Po' Pimp (Rap-A-Lot/Noo Trybe)	1276	1322	1203	1188	67/0
—	40	28	22	EN VOGUE Don't Let Go (Love) (EastWest/EEG)	1272	1108	901	370	74/0
37	32	27	23	TOTAL Do You Think About Us? (Bad Boy/Arista)	1228	1145	1044	927	65/2
29	24	25	24	SALT-N-PEPA Champagne (MCA)	1217	1250	1216	1105	69/0
30	29	26	25	MEN OF VIZION Do Thangz (MJJ/550 Music)	1191	1161	1124	1082	59/0
9	9	15	26	JOHNNY GILL Let's Get The Mood Right (Motown)	1176	1830	2228	2240	55/0
41	34	29	27	K-CI & JOJO How Could You (MCA)	1167	1092	974	843	67/1
8	15	20	28	SWV Use Your Heart (RCA)	1112	1469	1852	2299	45/0
47	47	38	29	KENNY LATTIMORE Just What It Takes (Columbia)	1108	905	764	702	60/4
40	39	32	30	ZAKIYA Love Like Mine (DV8/A&M)	1107	1050	902	864	58/0
50	37	33	31	112 Come See Me (Bad Boy/Arista)	1093	1027	921	668	71/0
44	41	30	32	CASE More To Love (Def Jam/RAL/Mercury)	1093	1063	888	770	67/1
—	43	34	33	BRAT Sittin' On Top Of The World (So So Def/Columbia)	1065	983	795	426	74/2
21	22	22	34	ME'SHELL NDEGECELLO Who Is He And What Is He... (Maverick/Reprise)	975	1353	1390	1320	46/0
45	42	36	35	MONIFAH Nobody's Body (Uptown/Universal)	903	950	862	769	53/0
—	44	40	36	E-40 Rappers Ball (Sick Wid' It/Jive)	897	887	792	608	74/2
7	12	24	37	GINA THOMPSON The Things That You Do (Mercury)	887	1261	1919	2331	34/0
48	46	42	38	L.A. GANZ Like A Playa (Jive)	846	840	767	692	56/0
46	45	44	39	WILD ORCHID At Night I Pray (RCA)	838	825	776	734	52/0
BREAKER			40	OUTKAST ATLiens (LaFace/Arista)	832	782	586	272	67/3
DEBUT			41	FAITH EVANS I Just Can't (Big Beat/Atlantic)	770	269	53	31	65/7
—	—	50	42	ANTHONY HAMILTON Nobody Else (Uptown/MCA)	729	607	483	314	55/2
—	—	49	43	LIL' KIM No Time (Undeas/Big Beat/Atlantic)	684	609	483	180	64/0
DEBUT			44	GOOPELLAZ Sugar Honey Ice Tea (Avatar/Polydor/A&M)	664	581	473	267	54/3
DEBUT			45	CURTIS MAYFIELD New World Order (Warner Bros.)	612	521	381	229	44/1
DEBUT			46	A TRIBE CALLED QUEST Stressed Out (Jive)	610	494	246	92	63/6
DEBUT			47	WESTSIDE CONNECTION Bow Down (Lench Mob/Priority)	606	550	418	168	54/1
DEBUT			48	NATE DOGG & SNOOP DOGGY DOGG Never Leave... (Death Row/Interscope)	602	450	170	32	56/5
DEBUT			49	JASON WEAVER Stay With Me (Motown)	581	379	110	—	54/7
DEBUT			50	KAYCEE GROGAN It's Alright (Columbia)	574	369	129	24	52/7

This chart reflects airplay from October 14-20. Songs ranked by total plays. Highlighted songs indicate Breaker. 81 Urban reporters. 81 current playlists. Songs that are down in plays for three consecutive weeks and below No. 25 are moved to recurrent. © 1996, R&R Inc.

NEW & ACTIVE

BRAIDS Bohemian Rhapsody (Big Beat/Atlantic)

Total Plays: 540, Total Stations: 42, Adds: 1

MO THUGS FAMILY Thug Devotion (Mo Thug/Relativity)

Total Plays: 508, Total Stations: 52, Adds: 15

ERIC BENET Spiritual Thang (Warner Bros.)

Total Plays: 502, Total Stations: 50, Adds: 6

SANDRA ST. VICTOR Rise (Warner Bros.)

Total Plays: 488, Total Stations: 44, Adds: 2

BEBE & CECE WINANS Feels Like Heaven (EMI)

Total Plays: 460, Total Stations: 51, Adds: 8

ALMIGHTY RSO You Can Be My Boo (Rap-A-Lot/Noo Trybe)

Total Plays: 417, Total Stations: 57, Adds: 11

JESSE POWELL You (Silas/MCA)

Total Plays: 367, Total Stations: 47, Adds: 7

BUSH BABEES The Love Song (Warner Bros.)

Total Plays: 345, Total Stations: 47, Adds: 3

TAMIA Keep Hope Alive (Motown)

Total Plays: 320, Total Stations: 31, Adds: 1

MAKAVELI Toss It Up (Death Row/Interscope)

Total Plays: 314, Total Stations: 45, Adds: 42

RONNY JORDAN It's You (Island)

Total Plays: 306, Total Stations: 27, Adds: 1

COLOUR CLUB Pearls (Vertex/JVC)

Total Plays: 294, Total Stations: 35, Adds: 0

SHAQUILLE O'NEAL You Can't Stop The Reign (T.W.isM/Trauma/Interscope)

Total Plays: 266, Total Stations: 33, Adds: 15

FOXY BROWN Get Me Home (Violator/Def Jam/RAL/Mercury)

Total Plays: 223, Total Stations: 60, Adds: 60

RICHIE RICH Let's Ride (Def Jam/Mercury)

Total Plays: 212, Total Stations: 35, Adds: 7

Songs ranked by total plays.

BREAKERS

R. KELLY

I Believe I Can Fly (Tavdash/Jive)

TOTAL PLAYS/INCREASE: 1373/710
TOTAL STATIONS/ADDS: 78/3
CHART: 20

OUTKAST

ATLiens (LaFace/Arista)

TOTAL PLAYS/INCREASE: 832/50
TOTAL STATIONS/ADDS: 67/3
CHART: 40

MOST ADDED

ARTIST TITLE LABEL(S)	ADDS
FOXY BROWN Get Me Home (Violator/Def Jam/RAL/Mercury)	60
MISTA Lady (EastWest/EEG)	52
SEAL Fly Like An Eagle (Atlantic)	46
GEORGE CLINTON & COOLIO Atomic Dog '97 (Capitol)	44
CECE PENISTON Before I Lay (She Drives...) (A&M)	43
MAKAVELI Toss It Up (Death Row/Interscope)	42
NAS Street Dreams (Columbia)	41
SOMETHIN' FOR THE PEOPLE Can You Feel... (Warner Bros.)	25
DIGITAL UNDERGROUND Walk Real Kool (Critique)	20
MO THUGS FAMILY Thug Devotion (Mo Thug/Relativity)	15
SHAQUILLE O'NEAL You Can't... (T.W.isM/Trauma/Interscope)	15

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
R. KELLY I Believe I Can Fly (Tavdash/Jive)	+710
FAITH EVANS I Just Can't (Big Beat/Atlantic)	+501
ERIC BENET Spiritual Thang (Warner Bros.)	+390
KEITH SWEAT Nobody (Elektra/EEG)	+324
JESSE POWELL You (Silas/MCA)	+297
TONI BRAXTON Un-break My Heart (LaFace/Arista)	+296
BEBE & CECE WINANS Feels Like Heaven (EMI)	+293
ALMIGHTY RSO You Can Be My... (Rap-A-Lot/Noo Trybe)	+273
NEW EDITION I'm Still In Love With You (MCA)	+250
TAMIA Keep Hope Alive (Motown)	+239

HOTTEST RECURRENTS

ARTIST TITLE LABEL(S)
KEITH SWEAT Twisted (Elektra/EEG)
112 Only You (Bad Boy/Arista)
TONI BRAXTON You're Makin' Me High (LaFace/Arista)
L.L. COOL J Loungin (Def Jam/RAL/Mercury)
R. KELLY I Can't Sleep Baby (If I) (Jive)
QUINON Dream About You (Virgin)
IMMATURE Lover's Groove (MCA)
CASE & FOXY BROWN Touch Me... (Def Jam/RAL/Mercury)
MONICA Why I Love You So Much (Rowdy/Arista)
2PAC How Do U Want It (Death Row/Interscope)

Breakers: Songs registering 800 plays or more for the first time. Bullets awarded to songs gaining plays over the previous week. If two songs are tied in number of plays, the song being played on more stations is placed first. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Weighted chart appears on R&R ONLINE.



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Our Newest Sensation Billy Porter



URBAN PLAYLISTS

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

THE BEAT 92.3 MARKET #2
KKBT/Los Angeles
(213) 634-1800
Austin/Snyder

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
55	55	55	55	55	BLACKSTREET/No Diggity
49	51	51	53	53	L.L. COOL J/Loungin
45	49	48	48	48	SWW/Use Your Heart
47	47	48	48	48	WESTSIDE CONNECTION/Bow Down
30	30	30	30	30	AALIYAH/If Your Girl Only
35	35	37	38	38	NATE DOGG F/SNOOP.../Never Leave Me Alone
26	26	34	34	34	GINUWINE/Pony
28	28	33	33	33	AZ YET/Last Night
51	53	30	29	29	MAXWELL/Ascension (Don't...)
23	23	23	23	23	MONTELL JORDAN/Falling
19	20	25	27	27	MINT CONDITION/What Kind Of Man...
25	25	22	22	22	NEW EDITION/In My Still In Love...
21	21	25	25	25	BONE THUGS-N-HARMONY/Days Of Our Lives
10	21	24	20	20	CASE/MORE TO LOVE
13	20	18	18	18	BRAT/Sittin' On Top Of...
15	18	15	15	15	DR. DRE/Been There Done That
14	15	18	13	13	DRU HILL/Tell Me
7	13	13	13	13	SNOOP DOGGY DOGG/Snoop's Upside Ya...
10	10	11	11	11	KEITH SWEAT/Nobody
10	10	11	11	11	E-40/Rappers Ball
12	13	15	11	11	TONI BRAXTON/Un-break My Heart
7	14	10	10	10	MO THUGS FAMILY/Thug Devotion
18	18	10	10	10	LUTHER VANDROSS/Your Secret Love
15	16	9	9	9	A TRIBE CALLED QUEST/Stressed Out
17	17	8	8	8	BRANDY TAMIA.../Missing You
9	12	8	8	8	DO DR DIE/PO Pimp
10	11	8	8	8	EN VOQUE/Don't Let Go (Love)
10	11	5	5	5	BABYFACE/This Is For...
8	11	5	5	5	K-Ci & JOJO/How Could You

105 MARKET #3
WEJM/Chicago
(708) 895-1400
Alan

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
47	50	45	50	50	BONE THUGS-N-HARMONY/Days Of Our Lives
10	40	40	49	49	DRU HILL/Tell Me
48	40	43	48	48	CRUCIAL CONFLICT/Ride The Rodeo
46	46	46	46	46	MAKAVELI/Toss It Up
46	46	44	44	44	DONELL JONES/Knocks Me Off My...
29	34	30	40	40	GINUWINE/Pony
34	30	40	40	40	ALFONZO HUNTER/Just The Way...
23	25	30	40	40	NEW EDITION/In My Still In Love...
35	34	35	35	35	LIL' KIM/No Time
23	23	23	23	23	MO THUGS FAMILY/Thug Devotion
30	30	31	31	31	AALIYAH/If Your Girl Only...
27	24	31	31	31	BRAT/Sittin' On Top Of...
5	20	20	20	20	MINT CONDITION/What Kind Of Man...
16	17	23	27	27	E-40/Rappers Ball
23	20	25	25	25	BABYFACE/This Is For...
16	25	22	24	24	702/Steelo
21	23	24	23	23	KEITH SWEAT/Nobody
13	25	24	20	20	NAS/Street Dreams
20	20	17	17	17	A TRIBE CALLED QUEST/Stressed Out
27	27	26	17	17	MONTELL JORDAN/Falling
5	15	17	17	17	JASON WEAVER/Stay With Me
11	14	15	16	16	WESTSIDE CONNECTION/Bow Down
5	15	15	15	15	R. KELLY/ Believe I Can Fly
5	15	15	15	15	K-Ci & JOJO/How Could You
10	10	15	15	15	PHIL STORM/Can't Stop The Love
5	10	15	15	15	NATE DOGG F/SNOOP.../Never Leave Me Alone
10	11	11	11	11	JERU THE DAMAJA/Ya Playin' Yasef!
10	11	13	13	13	RICHIE RICHLet's Ride
10	10	13	10	10	SALT-N-PEPA/Champagne

107.1 WGCI MARKET #3
WGCI/Chicago
(312) 427-8800
Smith/Cologne

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
51	51	53	54	54	BLACKSTREET/No Diggity
38	43	44	46	46	DONELL JONES/Knocks Me Off My...
31	36	37	39	39	KEITH SWEAT/Nobody
30	37	40	39	39	AALIYAH/If Your Girl Only...
38	38	35	35	35	SWW/Use Your Heart
38	32	41	35	35	ISLEY BROTHERS/Tears
32	34	37	35	35	AZ YET/Last Night
36	39	34	33	33	702/Steelo
33	31	33	31	31	MAXWELL/Ascension (Don't...)
36	37	41	31	31	TONI BRAXTON/Un-break My Heart
34	36	35	31	31	MINT CONDITION/What Kind Of Man...
30	28	31	31	31	DRU HILL/Tell Me
25	24	28	28	28	BABYFACE/This Is For...
24	27	29	28	28	KEITH SWEAT/ Twisted
8	33	27	27	27	R. KELLY/ Believe I Can Fly
43	40	40	40	40	NEW EDITION/In My Still In Love...
35	33	27	26	26	JOHNNY GILL/Let's Get The Mood...
20	26	19	26	26	K-Ci & JOJO/How Could You
25	28	26	26	26	CHANTAY SAVAGE/CatIn
28	28	26	24	24	JOHNNY GILL/It's Your Body
29	29	26	23	23	THA TURNER/In Your Wildest...
29	29	26	23	23	ME SHELL NDEGECELLO/Who Is He And...
30	29	26	23	23	THA TURNER/Somebody...
16	15	27	22	22	NEW EDITION/In My Still In Love...
19	24	22	22	22	LUTHER VANDROSS/Your Secret Love
26	29	27	21	21	ANN NESBY/In My Still Wearing...
8	14	18	21	21	GINUWINE/Pony
8	14	18	21	21	BRANDY TAMIA.../Missing You
8	14	18	21	21	MONTELL JORDAN/Falling
17	17	20	17	17	BONE THUGS-N-HARMONY/Days Of Our Lives

POWER 99.1 MARKET #5
WUSL/Philadelphia
(215) 483-8900
Young/Cooper

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
41	47	40	45	45	MINT CONDITION/What Kind Of Man...
38	34	36	38	38	DRU HILL/Tell Me
35	42	35	37	37	AZ YET/Last Night
33	40	38	34	34	NEW EDITION/In My Still In Love...
18	24	32	32	32	TONI BRAXTON/Un-break My Heart
7	27	32	32	32	R. KELLY/ Believe I Can Fly
25	21	26	32	32	BRANDY TAMIA.../Missing You
21	24	31	31	31	GINUWINE/Pony
6	26	30	30	30	SWW/Use Your Heart
14	8	23	30	30	CINA THOMPSON/The Things That...
25	32	21	28	28	L.L. COOL J/Loungin
25	30	27	27	27	KEITH SWEAT/Nobody
33	24	21	26	26	MONICA/Why I Love You So...
32	22	26	26	26	BLACKSTREET/No Diggity
21	23	25	25	25	KEITH SWEAT/ Twisted
32	28	25	25	25	112/Only You
24	23	27	20	20	CASE F/FOXY BROWN/Touch Me Tease Me
23	27	27	20	20	TONI BRAXTON/Un-break My Heart...
7	12	10	10	10	EN VOQUE/Don't Let Go (Love)
15	22	19	19	19	LIL' KIM/No Time
15	22	19	19	19	DJ KAMMIE/et Me Clear My...
32	29	16	19	19	R. KELLY/ Can't Sleep...
31	31	20	17	17	BONE THUGS-N-HARMONY/Days Of Our Lives
25	25	24	14	14	2PAC/ Ain't Mad At Ya
15	15	14	14	14	NATE DOGG F/SNOOP.../Never Leave Me Alone
15	16	14	14	14	D'ANGEL/O'Jays
29	32	12	10	10	MO THUGS FAMILY/Thug Devotion
8	10	10	11	11	JOCEVI/ Love U 4 Life

WJLB 7m98 MARKET #6
WJLB/Detroit
(313) 965-2000
Saunders/Darcell

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
23	29	34	43	43	MINT CONDITION/What Kind Of Man...
36	35	42	40	40	AZ YET/Last Night
42	40	40	40	40	BLACKSTREET/No Diggity
24	24	30	37	37	MONTELL JORDAN/Falling
39	38	35	35	35	TONI BRAXTON/Un-break My Heart
34	33	34	34	34	MONICA/Why I Love You So...
38	38	35	34	34	GHOST TOWN DJ'S/My Boo
35	34	34	33	33	SWW/Use Your Heart
38	40	33	33	33	TONI BRAXTON/Un-break My Heart...
24	20	18	18	18	R. KELLY/ Can't Sleep...
33	34	33	33	33	NEW EDITION/Hit Me Off
39	38	34	33	33	112/Only You
32	38	34	32	32	DRU HILL/Tell Me
32	38	35	32	32	DRU HILL/Tell Me
20	30	32	32	32	JODEC/Get On Up
39	35	32	32	32	MONIFAH/You
28	30	32	32	32	2PAC/How Do U Want It
28	33	29	29	29	BRIAN MCKNIGHT/Still In Love...
12	12	25	25	25	ANN NESBY/In My Still Wearing...
23	25	25	25	25	MAXWELL/Ascension (Don't...)
22	23	23	23	23	KEITH SWEAT/ Twisted
16	20	21	21	21	NEW EDITION/In My Still In Love...
24	24	21	21	21	CASE F/FOXY BROWN/Touch Me Tease Me
15	19	19	19	19	KEITH SWEAT/Nobody
18	18	18	18	18	702/Steelo
18	18	18	18	18	MARIAH CAREY/One Sweet Day
17	19	18	18	18	GINUWINE/Pony
16	16	16	16	16	FAITH EVANS/Soon As I Get Home
17	17	15	15	15	ERIC BENET/It's Still Together
17	17	15	15	15	ERIC BENET/Spiritual Thang
17	17	15	15	15	D'ANGEL/Me And Those

KIO4 MARKET #7
KKDA/Dallas
(214) 263-9911
Catham

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
63	60	65	66	66	AALIYAH/If Your Girl Only
57	57	66	66	66	R. KELLY/ Believe I Can Fly
56	60	68	65	65	SWW/Use Your Heart
27	60	67	64	64	MINT CONDITION/What Kind Of Man...
41	46	62	63	63	MONTELL JORDAN/Falling
26	30	55	63	63	KEITH SWEAT/Nobody
47	59	60	60	60	AZ YET/Last Night
57	60	62	60	60	112/Only You
58	61	65	68	68	DRU HILL/Tell Me
29	58	67	65	65	BABYFACE/This Is For...
56	53	27	55	55	KEITH SWEAT/ Twisted
12	21	25	53	53	NEW EDITION/In My Still In Love...
65	65	67	50	50	BLACKSTREET/No Diggity
56	59	37	48	48	R. KELLY/ Believe I Can Fly
45	40	45	46	46	GINUWINE/Pony
5	12	42	42	42	BRAT/Sittin' On Top Of...
47	54	27	42	42	DO DR DIE/PO Pimp
5	10	25	25	25	ALFONZO HUNTER/Just The Way...
36	13	15	20	20	MO THUGS FAMILY/Thug Devotion
5	5	20	20	20	BONE THUGS-N-HARMONY/Days Of Our Lives
15	5	20	20	20	EN VOQUE/Don't Let Go (Love)
23	15	22	20	20	WESTSIDE CONNECTION/Bow Down
17	16	17	19	19	E-40/Rappers Ball
4	5	18	18	18	LIL' KIM/No Time
10	19	12	14	14	BRANDY TAMIA.../Missing You
10	19	12	14	14	MAKAVELI/Toss It Up
14	21	12	10	10	702/Steelo
5	17	12	10	10	CASE/MORE TO LOVE

WYKX MARKET #8
WYKX/Washington
(202) 686-9300
Hegwood/Fox

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
60	52	53	50	50	MINT CONDITION/What Kind Of Man...
33	31	38	49	49	KEITH SWEAT/Nobody
48	41	42	48	48	NEW EDITION/In My Still In Love...
58	47	47	47	47	MONIFAH/You
51	42	45	46	46	BLACKSTREET/No Diggity
55	37	50	45	45	DRU HILL/Tell Me
43	33	42	42	42	AALIYAH/If Your Girl Only...
44	30	41	41	41	AZ YET/Last Night
29	30	38	40	40	GINUWINE/Pony
56	49	46	39	39	SWW/Use Your Heart
51	46	45	38	38	112/Only You
48	39	38	38	38	KEITH SWEAT/ Twisted
58	49	44	37	37	L.L. COOL J/Loungin
14	12	23	35	35	BRANDY TAMIA.../Missing You
45	38	35	31	31	TONI BRAXTON/Un-break My Heart
18	10	19	21	21	702/Steelo
52	44	34	31	31	NEW EDITION/Hit Me Off
44	34	33	31	31	JOCEVI/Get On Up
54	47	43	29	29	BONE THUGS-N-HARMONY/Days Of Our Lives
27	22	23	26	26	MAXWELL/Ascension (Don't...)
17	17	25	25	25	R. KELLY/ Believe I Can Fly
26	25	23	21	21	BABYFACE/This Is For...
10	11	15	15	15	MO THUGS FAMILY/Thug Devotion
5	15	15	15	15	TONI BRAXTON/Un-break My Heart
5	15	15	15	15	ALFONZO HUNTER/Just The Way...
17	17	15	14	14	RARE ESSENCE/Body Snatchers
5	5	13	13	13	112/Come See Me
5	5	13	13	13	FOXY BROWN/Get Me Home
8	13	13	13	13	LUTHER VANDROSS/Your Secret Love
5	5	15	12	12	MONTELL JORDAN/Falling

WEDR-FM 99 JAMZ MARKET #11
WEDR/Miami
(305) 623-7711
Thomas

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
32	31	31	33	33	ME SHELL NDEGECELLO/Who Is He And...
25	25	30	30	30	SALT-N-PEPA/Champagne

URBAN PLAYLISTS

URBAN AC PLAYLISTS

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

96.7 FM
Adult Satisfaction!

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

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
20	25	22	22	22	ORU HILL/Tell Me
18	20	21	20	20	MINT CONDITION/What Kind Of Man...
18	20	20	20	20	KEITH SWEAT/Nobody
19	20	19	19	19	NEW EDITION/I'm Still In Love...
19	21	19	18	18	BRANDY, TAMIA.../Missing You
19	22	18	18	18	GINUWINE/Pony
16	19	18	18	18	K-Ci & JOJO/How Could You
17	17	18	18	18	TOTAL/Do You Think
17	17	18	18	18	BABYFACE/This Is For...
15	20	18	17	17	CASE/MORE TO LOVE
17	17	17	17	17	TONI BRAXTON/Un-break My Heart
17	17	17	17	17	MONTELL JORDAN/Falling
6	14	17	16	16	ENVOGUE/Don't Let Go (Love)
15	16	16	16	16	R. KELLY/ Believe I Can Fly
5	15	15	15	15	TEVIN CAMPBELL/ Got It Bad
18	21	12	12	12	AALIYAH/ Your Girl Only
5	8	10	10	10	ME'SHELL NDEGEOCELLO/Who Is He And...
10	10	10	10	10	MO THUGS FAMILY/Thug Devotion
8	8	10	10	10	OUTKAST/Liens
10	10	10	10	10	CRUCIAL CONFLICT/Ride The Rodeo
10	10	10	10	10	BONE THUGS-N-HARMONY/Days Of Our Livez
10	10	10	10	10	FAITH EVANS/ Just Can't
10	10	10	10	10	A TRIBE CALLED QUES'T/Stressed Out
10	10	10	10	10	SHAWNIE RANK/Goode Good Love
10	10	10	10	10	LIL' KIM/No Time
10	10	10	10	10	DRU HILL/Tell Me
10	10	10	10	10	BRAXTON/ On Top Of It
10	10	10	10	10	E-40/Rappers Ball

MARKET #36
WTLC/Indianapolis
(317) 923-1456
Buchanan/Buchanon

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
34	36	37	39	39	MINT CONDITION/What Kind Of Man...
30	34	37	37	37	BRANDY, TAMIA.../Missing You
40	43	45	47	47	ORU HILL/Tell Me
31	33	36	36	36	ALFONZO HUNTER/Just The Way...
34	35	34	36	36	GINUWINE/Pony
24	29	31	34	34	TEVIN CAMPBELL/ Got It Bad
23	30	31	34	34	ANN NESBY/I'm Still Wearing...
38	39	39	34	34	AALIYAH/ Your Girl Only...
35	39	31	33	33	702/Steelo
20	17	25	32	32	QUINDON/Dream About You
21	26	29	32	32	NEW EDITION/I'm Still In Love...
25	29	30	32	32	DONELL JONES/Knocks Me Off My...
20	28	31	32	32	KEITH SWEAT/Nobody
26	31	31	32	32	MONTELL JORDAN/Falling
20	24	28	31	31	ME'SHELL NDEGEOCELLO/Who Is He And...
17	18	22	29	29	MEN OF VIZION/Do Thangz
10	17	24	29	29	BABYFACE/This Is For...
19	20	25	29	29	TONI BRAXTON/Un-break My Heart
40	47	36	29	29	AZ YET/Last Night
19	22	22	28	28	TOTAL/Do You Think
28	29	27	27	27	CHARISSE ARRINGTON/Down With This
16	18	20	27	27	CASE/MORE TO LOVE
15	19	25	25	25	ENVOGUE/Don't Let Go (Love)
16	21	21	25	25	ZAKIYA/ Love Like Mine
27	20	21	25	25	MAXWELL/Ascension (Don't...)
22	24	22	25	25	TINA TURNER/ Something
21	23	24	25	25	BONE THUGS-N-HARMONY/Days Of Our Livez
16	20	23	23	23	LUTHER VANDROSS/Your Secret Love
14	19	20	23	23	112/Come See Me
14	19	20	23	23	K-Ci & JOJO/How Could You

RHYTHM
102.3 KJLH

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

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
36	38	38	38	38	AZ YET/Last Night
10	15	35	35	35	MINT CONDITION/What Kind Of Man...
8	14	10	35	35	SWW/Use Your Heart
35	23	15	34	34	KEITH SWEAT/Twisted
18	20	22	25	25	ANN NESBY/I'm Still Wearing...
17	20	22	25	25	ORU HILL/Tell Me
37	37	37	21	21	MAXWELL/Ascension (Don't...)
37	37	37	20	20	JOHNNY GILL/Let's Get The Mood...
17	20	20	20	20	TEVIN CAMPBELL/ Got It Bad
12	16	19	20	20	NEW EDITION/I'm Still In Love...
23	25	20	20	20	BRANDY, TAMIA.../Missing You
17	15	16	17	17	TONI BRAXTON/Un-break My Heart
15	17	15	15	15	ME'SHELL NDEGEOCELLO/Who Is He And...
23	15	15	15	15	TONI BRAXTON/You're Makin' Me...
10	10	10	10	10	KEITH SWEAT/Nobody
5	6	6	6	6	K-Ci & JOJO/How Could You
5	6	6	6	6	CURTIS MAYFIELD/New World Order
5	6	6	6	6	R. KELLY/ Believe I Can Fly
15	15	15	15	15	TINA TURNER/ Something
17	5	5	5	5	WHITNEY HOUSTON/Why Does It Hurt...
5	5	5	5	5	LUTHER VANDROSS/Your Secret Love
5	5	5	5	5	D'ANGELO/Me And Those...
5	5	5	5	5	BEBE & CECE WINANS/Feels Like Heaven
5	5	5	5	5	DONELL JONES/Knocks Me Off My...
5	5	5	5	5	JESSE POWELL/You
5	5	5	5	5	ERIC BENET/Spiritual Thang

V107

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

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
32	32	35	37	37	MAYWELL/Ascension (Don't...)
20	20	20	36	36	KENNY LATTIMORE/Never Too Busy
21	30	34	34	34	MINT CONDITION/What Kind Of Man...
20	27	28	32	32	LUTHER VANDROSS/Your Secret Love
33	25	27	32	32	JOHNNY GILL/Let's Get The Mood...
25	30	30	32	32	ANN NESBY/I'm Still Wearing...
29	24	24	28	28	TINA TURNER/ Something...
24	25	25	21	21	AZ YET/Last Night
20	21	20	21	21	ME'SHELL NDEGEOCELLO/Who Is He And...
7	5	10	15	15	BRANDY, TAMIA.../Missing You
20	21	20	15	15	TEVIN CAMPBELL/ Got It Bad
31	32	19	14	14	WHITNEY HOUSTON/Why Does It Hurt...
16	11	15	14	14	ISLEY BROTHERS/Floatin' On Your...
5	8	13	13	13	CURTIS MAYFIELD/New World Order
24	15	11	11	11	TONI BRAXTON/You're Makin' Me...
12	10	11	11	11	JODECI/Get On Up
10	13	11	11	11	GROOVE COLLECTIVE/Lit Oh
5	5	5	5	5	R. KELLY/ Believe I Can Fly
5	5	5	5	5	ART 'N' SOUL/Ever Since You...
5	5	5	5	5	D'ANGELO/Me And Those...
5	5	5	5	5	JOE/All The Things...
5	5	5	5	5	TONI BRAXTON/Un-break My Heart
5	5	5	5	5	NORMAN BROWN/After The Love Is...
5	5	5	5	5	ANN NESBY/I'm Still Wearing...
5	5	5	5	5	SWEETBACK/You Will Rise
5	5	5	5	5	WILL DOWNING/Inseparable
5	5	5	5	5	JOHNNIE TAYLOR/Good Love
5	5	5	5	5	ERIC BENET/Spiritual Thang
5	5	5	5	5	BEBE & CECE WINANS/Feels Like Heaven
5	5	5	5	5	FAITH EVANS/ Just Can't

WDAS
105.5 FM 480 AM

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

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
14	25	23	25	25	LUTHER VANDROSS/Your Secret Love
22	15	17	24	24	MINT CONDITION/What Kind Of Man...
15	14	13	22	22	TONI BRAXTON/You're Makin' Me...
10	10	10	17	17	AZ YET/Last Night
14	14	14	17	17	DRU HILL/Tell Me
11	13	15	17	17	JESSE POWELL/Gloria
26	27	26	16	16	JOE/All The Things...
26	13	14	14	14	HOUSTON & WINANS/Count On Me
10	10	10	12	12	BRANDY, TAMIA.../Missing You
12	12	12	12	12	JOHNNY GILL/Let's Get The Mood...
10	10	10	10	10	ME'SHELL NDEGEOCELLO/Who Is He And...
10	10	10	10	10	WILD ORCHID/At Night I Pray
10	10	10	10	10	NEW EDITION/I'm Still In Love...
9	10	10	10	10	ANN NESBY/I'm Still Wearing...
5	5	5	5	5	KENNY LATTIMORE/Just What It Takes
5	5	5	5	5	K-Ci & JOJO/How Could You
5	5	5	5	5	KENNY G/The Moment
6	5	6	6	6	TONI BRAXTON/Un-break My Heart
5	5	6	6	6	TEVIN CAMPBELL/ Got It Bad
7	5	6	6	6	KEITH SWEAT/Nobody
5	5	5	5	5	RANDY CRAWFORD/Forget Me Not
5	5	5	5	5	CURTIS MAYFIELD/New World Order
5	5	5	5	5	COLOUR CLUB/Pearls
5	5	5	5	5	R. KELLY/ Believe I Can Fly
5	5	5	5	5	WHITNEY HOUSTON/Why Does It Hurt...
5	5	5	5	5	BEBE & CECE WINANS/Feels Like Heaven
5	5	5	5	5	MONTELL JORDAN/Falling

WPEG 98.7 FM

MARKET #37
WPEG/Charlotte
(704) 333-0131
Carson/Quick

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
28	31	46	46	46	MINT CONDITION/What Kind Of Man...
38	46	46	46	46	KEITH SWEAT/Nobody
43	43	43	41	41	DRU HILL/Tell Me
21	27	37	37	37	LAST BOYZ/2 Music Makes Me High
16	20	37	37	37	BABYFACE/This Is For...
42	37	36	36	36	BLACKSTREET/No Diggity
27	39	35	38	38	R. KELLY/ Believe I Can Fly
23	26	36	36	36	GINUWINE/Pony
43	43	32	32	32	AZ YET/Last Night
14	15	32	32	32	RZA/FETHOD MAN.../Wu-Wear
35	33	30	30	30	2PAC/How Do U Want It
21	23	30	30	30	LUTHER VANDROSS/Your Secret Love
42	40	27	27	27	SWW/Use Your Heart
16	21	27	27	27	K-Ci & JOJO/How Could You
15	19	19	25	25	TONI BRAXTON/Un-break My Heart
20	25	25	25	25	ALFONZO HUNTER/Just The Way...
22	23	24	24	24	702/Steelo
17	20	24	24	24	NEW EDITION/I'm Still In Love...
23	30	24	24	24	BRANDY, TAMIA.../Missing You
15	17	24	24	24	KEITH SWEAT/Twisted
22	20	21	23	23	K-Ci & JOJO/How Could You
30	31	34	34	34	AALIYAH/ Your Girl Only...
11	14	19	22	22	OUTKAST/Liens
29	34	24	24	24	DO OR DIE/PO' Pimp
36	34	29	22	22	GINA THOMPSON/The Things That...
22	27	21	21	21	JAY-Z/MARY J. BLIGE/Can't Knock
21	22	20	20	20	112/Only You
26	21	19	20	20	NAS/If I Ruled The World
36	32	20	19	19	D'ANGELO/Me And Those...

Q93.7

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

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
57	59	59	60	60	IMMATURE/Lover's Groove
52	58	56	59	59	BRANDY, TAMIA.../Missing You
60	58	58	59	59	NEW EDITION/I'm Still In Love...
30	37	40	58	58	GINA THOMPSON/The Things That...
45	55	55	56	56	ORU HILL/Tell Me
56	45	56	56	56	GINUWINE/Pony
45	45	47	47	47	LUTHER VANDROSS/Your Secret Love
49	48	46	45	45	MINT CONDITION/What Kind Of Man...
60	60	59	44	44	AZ YET/Last Night
37	38	37	41	41	AALIYAH/ Your Girl Only...
7	9	22	40	40	ORGANIZED NOIZE/Set It Off
35	34	35	39	39	DONELL JONES/Knocks Me Off My...
36	34	35	38	38	JOHNNY GILL/Let's Get The Mood...
12	19	37	30	30	NEW EDITION/I'm Still In Love...
14	19	43	30	30	KEITH SWEAT/Nobody
49	44	29	29	29	ME'SHELL NDEGEOCELLO/Who Is He And...
14	19	43	28	28	CASE/MORE TO LOVE
48	45	29	28	28	BABYFACE/This Is For...
26	26	25	25	25	MONTELL JORDAN/Falling
45	42	29	25	25	TEVIN CAMPBELL/ Got It Bad
24	21	22	21	21	R. KELLY/ Believe I Can Fly
13	14	21	22	22	BONE THUGS-N-HARMONY/Days Of Our Livez
17	18	22	20	20	DO OR DIE/PO' Pimp
13	14	15	15	15	JAY-Z/MARY J. BLIGE/Can't Knock...
47	45	34	15	15	CECE PENISTON/Movin' On
59	44	15	15	15	BLACKSTREET/No Diggity
12	13	15	14	14	702/Steelo
10	14	13	13	13	112/Come See Me
7	10	11	13	13	UGK/Diamond & Wood

V100
R & B Hits and Oldies

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

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
18	20	20	25	25	AZ YET/Last Night
24	19	19	21	21	BRANDY, TAMIA.../Missing You
29	31	31	20	20	LUTHER VANDROSS/Your Secret Love
29	34	34	20	20	ISLEY BROTHERS/Tears
26	13	13	18	18	MAXWELL/Ascension (Don't...)
10	10	10	18	18	ISLEY BROTHERS/Let's Lay Together

Stations and their adds listed alphabetically by market

URBAN

Table listing radio stations and their adds across various markets including Alexandria, LA; Charlotte, NC; Flint, MI; Knoxville, TN; Macon, GA; Nashville, TN; Savannah, GA; Atlanta, GA; Chicago, IL; Columbus, GA; Augusta, GA; Baltimore, MD; Baton Rouge, LA; Biloxi, MS; Birmingham, AL; Bryan, TX; Dallas, TX; Dayton, OH; Detroit, MI; Buffalo, NY; Charleston, SC; Charleston, SC; Charlotte, NC; Charlotte, NC; Columbus, OH; Greenville, NC; Jacksonville, FL; Kansas City, MO; Knoxville, TN; Los Angeles, CA; Louisville, KY; Louisville, KY; Memphis, TN; Miami, FL; Milwaukee, WI; Milwaukee, WI; Minneapolis, MN; Mobile, AL; Monroe, LA; Monroe, LA; Nashville, TN; New Orleans, LA; Norfolk, VA; Oklahoma City, OK; Orlando, FL; Philadelphia, PA; Pittsburgh, PA; Raleigh, NC; Richmond, VA; Richmond, VA; Saginaw, MI; St. Louis, MO; St. Louis, MO; Tampa, FL; Toledo, OH; Washington, DC; Washington, DC; Wilmington, NC.

URBAN AC

Table listing radio stations and their adds across various markets including Baltimore, MD; Columbus, OH; Greenville, NC; Los Angeles, CA; Louisville, KY; Mobile, AL; Philadelphia, PA; Tampa, FL; Toledo, OH; Washington, DC; Washington, DC; Wilmington, NC.



URBAN AC TOP 30

OCTOBER 25, 1996

3W	2W	LW	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS				TOTAL STATIONS/ADDS
					TW	LW	2W	3W	
1	1	1	1	LUTHER VANDROSS Your Secret Love (LV/Epic) 787 816 843 875 29/0					
3	3	2	2	BRANDY, TAMIA, KNIGHT, KHAN Missing You (EastWest/EEG) 785 738 711 712 29/0					
6	4	4	3	MINT CONDITION What Kind Of Man Would I Be (Perspective/A&M) 749 687 602 553 28/2					
2	2	3	4	JOHNNY GILL Let's Get The Mood Right (Motown) 633 701 756 753 28/0					
7	7	6	5	ANN NESBY I'm Still Wearing Your Name (Perspective/A&M) 602 574 509 470 27/1					
5	5	5	6	TINA TURNER Something Beautiful Remains (Virgin) 550 605 596 588 27/0					
4	6	7	7	MAXWELL Ascension (Don't Ever Wonder) (Columbia) 526 560 581 629 22/0					
10	8	8	8	AZ YET Last Night (LaFace/Arista) 511 460 421 387 19/0					
15	9	9	9	TONI BRAXTON Un-break My Heart (LaFace/Arista) 491 452 416 328 25/1					
17	14	10	10	KEITH SWEAT Nobody (Elektra/EEG) 482 428 342 304 22/1					
19	16	11	11	NEW EDITION I'm Still In Love With You (MCA) 442 386 337 294 19/0					
12	11	13	12	DRU HILL Tell Me (Island) 384 370 372 352 19/1					
16	15	14	13	TEVIN CAMPBELL I Got It Bad (Qwest/WB) 331 365 341 325 18/1					
18	18	16	14	ME'SHELL NDEGECELO Who Is He And What... (Maverick/Reprise) 313 335 316 302 18/1					
13	13	15	15	JOHNNIE TAYLOR Good Love (Malaco) 309 343 357 348 15/1					
9	10	12	16	TONI BRAXTON You're Makin' Me High (LaFace/Arista) 308 376 406 432 16/0					
28	26	18	17	KENNY LATTIMORE Just What It Takes (Columbia) 303 291 229 195 17/0					
8	12	17	18	WHITNEY HOUSTON Why Does It Hurt So Bad (Arista) 303 319 359 444 16/0					
BREAKER	19	19	19	BABYFACE This Is For The Lover In You (Epic) 273 236 176 159 11/0					
21	20	19	20	ANN NESBY I'll Do Anything For You (Perspective/A&M) 270 279 266 285 13/0					
BREAKER	21	21	21	CURTIS MAYFIELD New World Order (Warner Bros.) 264 218 160 102 18/1					
BREAKER	22	22	22	R. KELLY I Believe I Can Fly (Tavdash/Jive) 259 76 — — 18/5					
11	17	21	23	SWV Use Your Heart (RCA) 257 257 323 364 11/0					
BREAKER	24	24	24	BEBE & CECE WINANS Feels Like Heaven (EMI) 255 121 37 17 24/6					
29	27	26	25	MONTELL JORDAN Falling (Def Jam/RAL/Mercury) 243 223 208 189 14/4					
23	24	23	26	BLACKSTREET No Diggity (Interscope) 233 239 236 248 8/0					
22	22	22	27	AALIYAH If Your Girl Only Knew (BlackGround/Atlantic) 232 250 258 256 9/0					
DEBUT	28	28	28	EN VOGUE Don't Let Go (Love) (EastWest/EEG) 222 174 115 56 14/2					
20	19	20	29	GROOVE COLLECTIVE Lift Off (Giant Step/GRP) 210 276 304 286 14/1					
14	21	30	30	ISLEY BROTHERS Floatin' On Your Love (T-Neck/Island) 208 206 263 347 12/0					

This chart reflects airplay from October 14-20. Songs ranked by total plays. Highlighted songs indicate Breaker. 29 Urban AC reporters. 28 current playlists. Songs that are down in plays for three consecutive weeks and below No. 15 are moved to recurrent. © 1996, R&R Inc.

NEW & ACTIVE

GINUWINE Pony (550 Music/Epic)
Total Plays: 196, Total Stations: 9, Adds: 1

DOC POWELL You Won't Be Alone (Discovery)
Total Plays: 190, Total Stations: 11, Adds: 0

RONNY JORDAN It's You (Island)
Total Plays: 190, Total Stations: 13, Adds: 0

K-CI & JOJO How Could You (MCA)
Total Plays: 171, Total Stations: 12, Adds: 0

ALFONZO HUNTER Just The Way (Playas Play) (EMI)
Total Plays: 169, Total Stations: 7, Adds: 0

BARKAYS Everybody Wants That Love (Curb)
Total Plays: 140, Total Stations: 6, Adds: 0

ISLEY BROTHERS Tears (T-Neck/Island)
Total Plays: 128, Total Stations: 7, Adds: 1

ERIC BENET Spiritual Thang (Warner Bros.)
Total Plays: 123, Total Stations: 12, Adds: 5

MEN OF VIZION Do Thangz (MJJ/550 Music)
Total Plays: 120, Total Stations: 7, Adds: 0

KAYCEE GROGAN It's Alright (Columbia)
Total Plays: 115, Total Stations: 10, Adds: 0

Songs ranked by total plays.

BREAKERS

BABYFACE
This Is For The Lover In You (Epic)
TOTAL PLAYS/INCREASE: 273/37
TOTAL STATIONS/ADDS: 11/0
CHART: 19

CURTIS MAYFIELD
New World Order (Warner Bros.)
TOTAL PLAYS/INCREASE: 264/46
TOTAL STATIONS/ADDS: 18/1
CHART: 21

R. KELLY
I Believe I Can Fly (Tavdash/Jive)
TOTAL PLAYS/INCREASE: 259/183
TOTAL STATIONS/ADDS: 18/5
CHART: 22

BEBE & CECE WINANS
Feels Like Heaven (EMI)
TOTAL PLAYS/INCREASE: 255/134
TOTAL STATIONS/ADDS: 24/6
CHART: 24

MOST ADDED

ARTIST TITLE LABEL(S)	ADDS
BEBE & CECE WINANS Feels Like Heaven (EMI)	6
ERIC BENET Spiritual Thang (Warner Bros.)	5
R. KELLY I Believe I Can Fly (Tavdash/Jive)	5
RENAIZZANCE Slow Jam (All Net)	5
MONTELL JORDAN Falling (Def Jam/RAL/Mercury)	4
JESSE POWELL You (Silas/MCA)	4
CRAIG T. COOPER Sensitivity (Sin-Drome)	3
FAITH EVANS I Just Can't (Big Beat/Atlantic)	3
MISTA Lady (EastWest/EEG)	3
SEAL Fly Like An Eagle (Atlantic)	3
SOMETHIN' FOR THE PEOPLE Can You Feel Me (Warner Bros.)	3

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
R. KELLY I Believe I Can Fly (Tavdash/Jive)	+183
BEBE & CECE WINANS Feels Like Heaven (EMI)	+134
ERIC BENET Spiritual Thang (Warner Bros.)	+67
CRAIG T. COOPER Sensitivity (Sin-Drome)	+65
MINT CONDITION What Kind Of Man... (Perspective/A&M)	+62
FAITH EVANS I Just Can't (Big Beat/Atlantic)	+61
NEW EDITION I'm Still In Love With You (MCA)	+56
KEITH SWEAT Nobody (Elektra/EEG)	+54
AZ YET Last Night (LaFace/Arista)	+51
EN VOGUE Don't Let Go (Love) (EastWest/EEG)	+48
GINUWINE Pony (550 Music/Epic)	+48

HOTTEST RECURRENTS

ARTIST TITLE LABEL(S)
KEITH SWEAT Twisted (Elektra/EEG)
NEW EDITION Hit Me Off (MCA)
KENNY LATTIMORE Never Too Busy (Columbia)
JOE All The Things (Your Man Won't Do) (Island)
JODECI Get On Up (Uptown/MCA)
GEORGE BENSON Holdin' On (GRP)
112 Only You (Bad Boy/Arista)
CECE PENISTON Movin' On (A&M)
WHITNEY HOUSTON & CECE WINANS Count @n Me (Arista)
SOMETHIN' FOR THE PEOPLE With You (Warner Bros.)

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.

Art
porter

From the album "Lay Your Hands On Me"

Featuring vocals by
Lalah Hathaway
"One More Chance"

Already on:

KMJK WNHC WENN
WTMP WNFQ WQHH
WDLT





LON HELTON

COUNTRY

Getting To Know Your Listeners

□ The impact of Scarborough's new qualitative research on sales and programming

Knowing what Country listeners like, where they like to go, and what they like to do can be a huge part of a station's sales efforts.

Radio brags about its ability to target an audience for its advertisers, and qualitative research can show the way. The current issue of the *R&R Ratings*

Report & Directory (Volume 2/1996) contains six pages of Scarborough qualitative research which, for the first time, has taken its 56-market database

and broken it out format by format.

This week, we've highlighted a fraction of the findings to provide a small glimpse of your listeners' proclivities. Take a look at these figures, along with your own sales department's information, and see if knowing your listeners' preferences can't help you get even closer to them. (For more info, check out the RR&D, or call Scarborough's Barbara McFarland at 212/789-3575.)

A note about the accompanying boxes: Figures shown are the percentages of the Country audience falling into a particular category, and that category's index. The index base is 100. Thus, an index of 110 indicates Country listeners are 10% more likely to participate in that activity or buy that product than radio listeners in general.

National Overview

As Director/Sales for Clear Channel Chicago, Lynn Kite puts national ad dollars into local stations. And she says ad agencies rely heavily on qualitative information, estimating that 70% of the proposals going to agencies from her company quote at least some qualitative research. And the significance of such research is only going to rise.

"Radio is always talking about being such a targeted medium and asking how to deliver the audience they're looking for. Without qualitative, we can't show that. It behooves us all to learn to use it in our favor."

That's not to say Kite doesn't have some problems with qualitative research. "The database for a lot of the research is very small — there aren't enough people answering the questions. But we're stuck with it. We have to have it because that's what the agencies buy from. Yet it doesn't give the complete picture of what a station can do for an advertiser. I cringe when I see qualitative research that doesn't make Country look very good, because we know that in some markets Country stations are so strong that the qualitative research isn't giving fair shakes with what's really going on."

Kite also isn't a fan of using the indices found in qualitative research to sell Country radio. "Never look at an index; it doesn't tell the story. Country's come is huge — it's still the highest of all formats nationally. But because the major portion of this country's population is in the Northeast — and because Country is not as strong in the Northeast as it is in the other quadrants — it throws off all the index numbers for the rest of the country."

If the index isn't the answer, what is? "People selling Country radio need to focus on the qualitative come," says Kite. "This format's qualitative come is so huge it can't be ignored, even in category segments with low indexes. The sheer number of bodies individual Country stations deliver in each product category is huge, and that's what counts. There are a lot of cases where an index may be low, and yet a station can be the highest in its market with regard to the number of people it

What They Drink

Soft Drinks, Past Week

Ranked by %; index in parentheses

1. Coke	39.7%	(103)
2. Pepsi	32.9%	(99)
3. Dr. Pepper	19.5%	(139)
4. Sprite	17.8%	(91)
5. Bottled spring water	16.4%	(85)

Ranked by index; % in parentheses

1. Dr. Pepper	139	(19.5%)
2. Mountain Dew	124	(13.8%)
3. Caffeine-Free Mountain Dew	112	(1.6%)
4. Caffeine-Free Pepsi	105	(5.0%)
5. Store brand regular soda	104	(9.6%)

Beer, Past Month

Ranked by %; index in parentheses

1. Bud Light	14.0%	(114)
2. Budweiser	11.8%	(90)
3. Miller Lite	9.7%	(115)
4. Coors Light	9.0%	(96)
5. Miller Genuine Draft	5.9%	(103)

Ranked by index; % in parentheses

1. Michelob Light	120	(4.0%)
2. Miller Lite	115	(9.7%)
3. Bud Lite	114	(14.0%)
4. Michelob	104	(2.9%)
5. Miller Genuine Draft	103	(5.9%)

Wine Types, Past Month

Ranked by %; index in parentheses

1. White wine	18.9%	(86)
2. Red wine	14.3%	(76)
3. Blush or rose	11.2%	(93)
4. Champagne	7.0%	(84)

(Above are also the Top 4 by index)

Brands

Ranked by %; index in parentheses

1. Gallo	8.0%	(91)
2. Sutter Home	6.8%	(97)
3. Glen Ellen	2.6%	(83)
4. Robert Mondavi	2.5%	(81)
5. Franzia	2.4%	(115)

Ranked by index; % in parentheses

1. Franzia	115	(2.4%)
2. Sutter Home	97	(6.8%)
3. Kendall-Jackson	93	(2.3%)
4. Gallo	91	(8.0%)
5. Gallo Livingstone Cellars	87	(1.7%)

delivers who use the product. An index just doesn't mean much. Sellers have to get buyers more interested in the actual number of bodies a station delivers to a product than its index."

The Local Perspective

Providing the local perspective on qualitative research is KEEY/Minneapolis GSM Leslie Scheinman, who notes, "It's extremely helpful, especially in developing new business. We can profile the customer's business, profile our audience, and show them the match. It's a great prospecting tool. We can find clients whose target matches the audience we deliver."

"We use qualitative to set the tone as a platform to sell the radio station. On a direct level we can give information to the advertiser they don't have while also dispelling any myths and preconcep-

tions about this format they may have.

"With Country, the people who don't listen to it don't know much about it and don't have any idea about the people who do listen. It gets better every year, but we still have to deal with it on a day-to-day basis. I don't care what anyone says, there's something about this format that requires you to first explain to someone who doesn't listen to it that if listeners drive pickups, they're nice pickups. And that we all don't live in trailer parks. Qualitative allows us to paint a picture of what Country is. We can say definitively, 'We rank fifth in medium income and our listeners make \$50,000-\$75,000 a year.'

"It also allows us to develop a profile of a customer's business. Often times, the client may not have as good

Continued on Page 58

What They Drive

Make Of Vehicle

Ranked by %; index in parentheses

1. Ford	32.9%	(123)
2. Chevy	31.3%	(125)
3. Dodge	11.7%	(122)
3. Toyota	11.7%	(97)
5. Oldsmobile	8.3%	(100)
5. Honda	8.3%	(91)

Ranked by index; % in parentheses

1. GMC	143	(4.2%)
2. Chevy	125	(31.3%)
3. Ford	123	(32.9%)
4. Dodge	122	(11.7%)
5. Geo	121	(1.9%)

Model Of Vehicle

Ranked by %; index in parentheses

1. Domestic trucks	28.9%	(154)
2. Domestic mid-size	28.7%	(107)
3. Domestic compact	21.6%	(112)
4. Foreign subcompact	17.2%	(92)
5. Domestic vans	14.5%	(128)

Ranked by index; % in parentheses

1. Domestic trucks	154	(28.9%)
2. Foreign trucks	128	(6.9%)
3. Domestic vans	126	(14.5%)
4. Domestic sport/utility	122	(11.6%)
5. Domestic subcompact	113	(10.4%)

Where They Play

Entertainment & Recreation Activities

Ranked by %; index in parentheses

1. Walking	67.1%	(99)
2. Gardening	51.7%	(109)
3. Swimming	38.0%	(108)
4. Bicycling	33.0%	(102)
5. Fishing	28.4%	(132)

Ranked by index; % in parentheses

1. Hunting	162	(8.8%)
2. Camping	134	(24.1%)
3. Fishing	132	(28.4%)
4. Power boat	128	(14.6%)
5. Bowling	111	(25.2%)

Entertainment & Recreation Events Attended

Ranked by %; index in parentheses

1. Any events attended	87.5%	(101)
2. Pro sports event	38.0%	(107)
3. Other nightclub	22.0%	(101)
4. Country music concert	19.0%	(194)
5. Rock concert	16.4%	(99)

(Above are also the Top 5 by index)

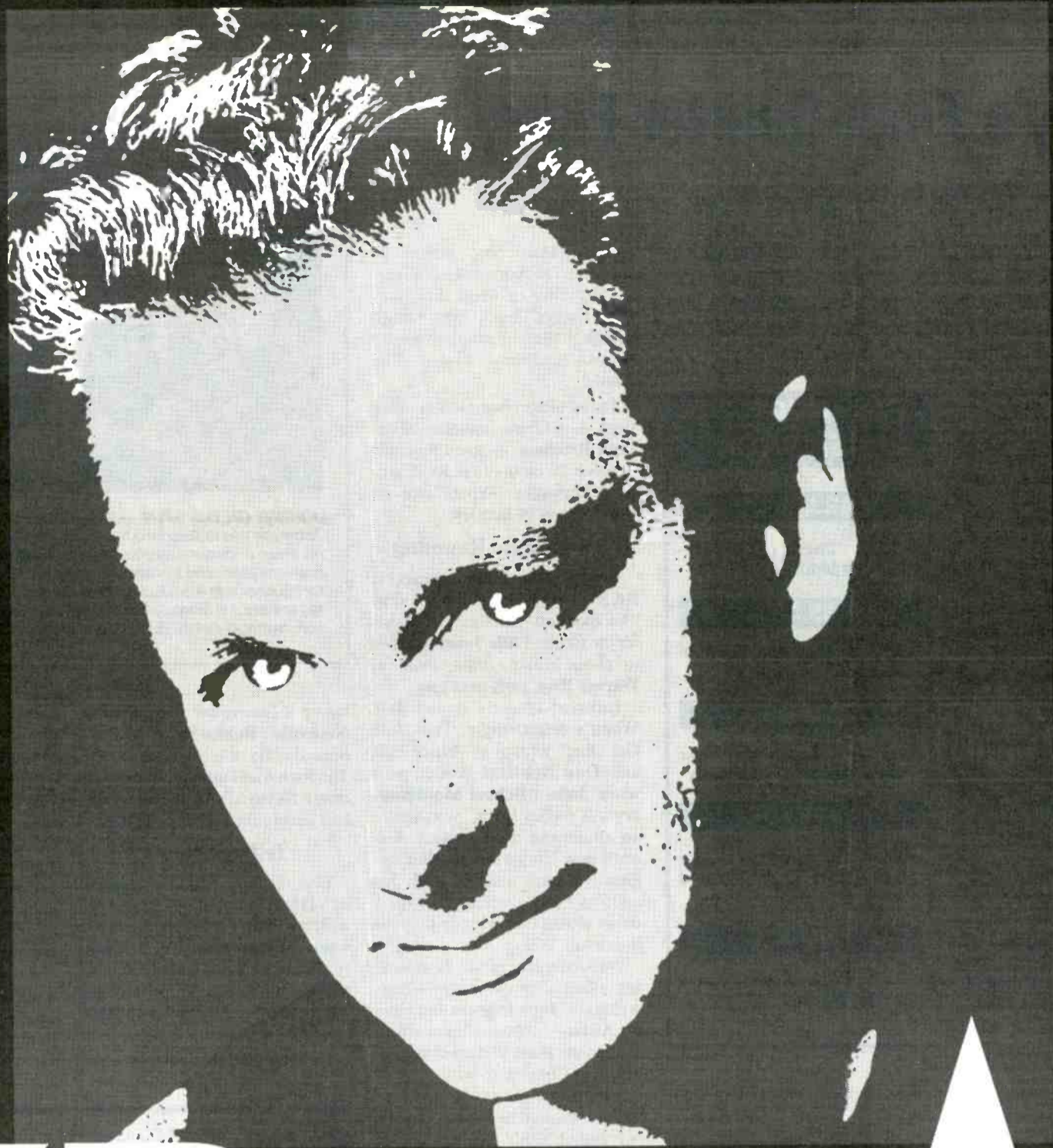
Movies Attended, Past Three Months

Ranked by %; index in parentheses

1. None	41.0%	(102)
2. One	17.7%	(105)
3. Two	14.3%	(103)
4. Three	9.6%	(90)
5. Four	6.6%	(96)
5. Five-six	6.6%	(92)

Ranked by index; % in parentheses

1. One	105	(17.7%)
2. Two	103	(14.3%)
3. None	102	(41.0%)
4. 7-11	100	(2.8%)
5. Four	96	(6.6%)



Prime Time Country SM

With Host Gary Chapman 9-10 pm et
weeknights on

 **TNN**[®]
THE NASHVILLE NETWORK[®]
*We are Country*SM
A GAYLORD ENTERTAINMENT COMPANYSM

Country's Final-Quarter Flurry

Top format acts set stage for strong sales season

New albums by superstars **Alan Jackson** and **Reba McEntire** head the list of releases to be delivered during the final quarter of 1996. Additionally, new discs by hitmakers **Mary Chapin Carpenter**, **Terri Clark**, and **Tracy Byrd** will start filling store shelves before sales make them bare.

The final three months of the year usually bring a lower volume of albums as labels attempt to maximize holiday sales by emphasizing proven commodities. For Jackson, his last project — a greatest hits package — is followed up with "Everything I Love." Set for release Tuesday (10/29) on **Arista**, Jackson's album further solidifies his Country superstar status by way of its first single, "Little Bitty."

After a slight departure via an album of her favorite songs popularized by other artists, McEntire is making her presence known at Country radio again with "The Fear Of Being Alone," the first single from her **MCA** album, "What If It's You," scheduled for release November 5.

"Big Love." Byrd's latest single, also serves as the title track for his fourth **MCA** album, which arrived in stores this week. Riding high with a remake of the **Warren Zevon**-penned **Linda Ronstadt** hit "Poor Poor Pitiful Me," Clark's second **Mercury** album, "Just The Same," will be released on November 5.

Mark Chesnutt's latest single, "It's A Little Too Late," is a new track from his **Decca** "Greatest Hits" album. Look for the album to be released November 19.

As for holiday albums slated for release during the fourth quarter, "The Gift" has been the most popular title — it's been assigned to **Collin Raye's** latest **Epic** album (released last Tuesday) and **Kenny Rogers's** **Magnatone** collection (slated for a November 5 release). Furthermore, "Gifts" — the **Nashville Mandolin Ensemble's** collection of holiday instrumentals — will be released by **Columbia** on Tuesday (10/29).

New Acts

When it comes to a recognition factor, one new singer has a decided edge. **Crystal Bernard**, known for her roles on **NBC-TV's**

COUNTRY FLASHBACK

1 YEAR AGO

- No. 1: "Check Yes Or No" - George Strait

5 YEARS AGO

- No. 1: "Someday" - Alan Jackson

10 YEARS AGO

- No. 1: "Touch Me When We're Dancing" - Alabama

15 YEARS AGO

- No. 1: "Fancy Free" - The Oak Ridge Boys (second week)

20 YEARS AGO

- No. 1: "Cherokee Maiden" - Merle Haggard

"Wings" and the old **ABC-TV** sitcom "It's A Living," went for adds this week with her solo debut, "Have We Forgotten What Love Is," available on **River North**. Bernard sang with **Peter Cetera** on "Forever Tonight," a smash that hit No. 20 on **R&R's** 1995 AC chart. **River North** also released Bernard's first album, "The Girl Next Door," this week. **Billy Dean** makes a guest appearance on the album.

Abilene, TX native **Caryl Mack Parker's** self-titled debut album for **Magnatone/Square West** will be released on December 3. Parker continues to secure adds for her first single, "Better Love Next Time."

Asylum goes for adds Monday (10/28) for **Royal Wade Kimes's** debut single, "Leave My Mama Out Of This." His debut album,

"Another Man's Sky," arrives the next day. The Arkansas-born singer-songwriter co-wrote the "Bury The Hatchet" track with **Garth Brooks**; the song appeared on Brooks's album "Ropin' The Wind."

Texas singer-songwriter **Ray Vega** — a former member of the **Vega Brothers** — goes for adds October 28 on his first **RCA** single, "Remember When." An album follows in January.

New Release Roundup

Brady Seals already appears on **R&R's** Country singles chart with "Another You, Another Me." Look for the former **Little Texas** member to release his solo debut album on **Warner Bros.** early next year.

Imprint recently issued **Jeff Wood's** debut single, "You Just Get One," written by **Vince Gill** and **Don Schlitz**. Wood, who wrote **John Michael Montgomery's** "Cowboy Love," won't have an album out until January. **Giant's** new female duo **Regina Regina** will have a single ready for adds in early December, with a debut album following in the first quarter of '97.

Nashville labels will be releasing albums by two singer-songwriters — **Jack Ingram** and **Harley Allen** — although there are no immediate plans to market singles aimed at Country radio:

- Ingram's "Live At Adair's" will be released by **Rising Tide** on November 5. It's a re-issue of an independent album that sold 30,000 copies.

- Mercury has set a November 5 release date for "Another River," Allen's debut album. The son of bluegrass great **Red Allen**, he's penned songs recorded by Brooks, Jackson, Ronstadt, **Hal Ketchum**, and **Alison Krauss**.

Byrd Meets 'Love Monster'

To celebrate the release of his "Big Love" album, Tracy Byrd and his band were scheduled to perform a free concert Tuesday (10/22) near the familiar **MCA** billboard on Broadway near Music Row.

According to the label, Byrd agreed to do the free concert after



JOHNNY ON THE SPOT — When Mercury/Nashville learned that John Anderson was looking for a new deal, the label wasted no time in courting his favor. Anderson plans to return to the studio in December for his first sessions produced by Mercury/Nashville VP/A&R Keith Stegall, known for his work with Alan Jackson and Sammy Kershaw. Signing on the dotted line are (l-r) Mercury/Nashville President Luke Lewis, Stegall, Anderson, manager Bobby Roberts, and attorney Malcolm Mimms.

losing a fishing bet with **WSIX/Nashville's** **Bubba Skynyrd**. Supposedly, Byrd's "Lifestyles Of The Rich And Famous" lure didn't match Skynyrd's "Love Monster" bait during the recent challenge.

Telling Stories

Garth Brooks filmed an episode of **VH1's** "Storytellers" this week, which will air during the first two weeks of December. The critically acclaimed series features acoustic performances by prominent singer-songwriters, who explain how they wrote their songs.

Brooks is the first country artist

to be invited to perform on the program, which has featured previous appearances by **Elvis Costello**, **Jackson Browne**, the **Kinks' Ray Davies**, and **Sting**.

In other Brooks news, don't plan to see him anywhere near the upcoming "Tailgator '96 Festival" in Jekyll Island, GA. Contrary to published reports and flyers distributed in the area, Brooks is not appearing or performing at the November 2 festival. If you really want to see him that day, head to Tennessee — where he'll be performing the second of two sold-out shows in Knoxville.

Getting To Know Your Listeners

Continued from Page 56

a handle as we'd expect on who their clientele is. Qualitative gives us the capability to show prospective clients the other places their customers shop for things they sell. And if those other places advertise with us, we can show [the prospect] they should be with us, too. We can say, "Your business is comprised of this demo — and guess what, that's our audience."


A Programmer's View

Qualitative research provides lots of fascinating information for programming as well as sales. **WPOC/Baltimore PD Bob Moody** says that while qualitative doesn't necessarily influence formatic decisions, it can nevertheless be a valuable on-air tool.

"It can help us determine what kinds of events we want to be associated with and what the best prizes are to give away.

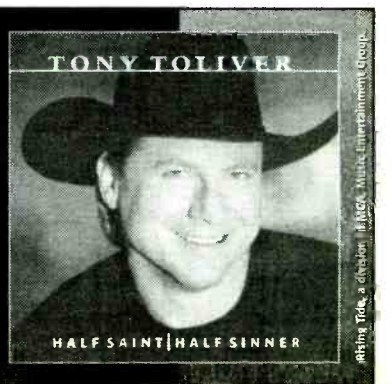
"For instance, if the fall RV show is coming up, it would be useful to know the distribution of RVs among our audience so we can decide to what extent we might want to be involved. Or it may show us a sports utility vehicle is a more desirable prize than a sports car. Qualitative research can influence those decisions."

Citing a recent specific example, Moody said, "Everybody characterizes the Country listener as a beer-drinker. But we saw that wine had a high usage here, especially among women, so we did a few club promotions around wine."




tony TOLIVER

"he's on the way home"



"This is a record everyone can definitely relate to, it's an issue we'll all have to deal with at some time." —Ronnie Lane, WRBQ

"This is a great impact record, it makes everyone think of someone every time they hear it." —Kipp Gregory, WKNN





COUNTRY TOP 50

OCTOBER 25, 1996

3W	2W	LW	TW	ARTIST TITLE LABEL(S)	TOTAL STATIONS/ADDS	PLAY RANK	TOTAL PLAYS	+/- PLAYS	TOTAL POINTS	+/- POINTS
7	3	1	1	CLINT BLACK Like The Rain (RCA)	192/0	1	7021	+280	36592	+1563
10	5	3	2	TRAVIS TRITT More Than You'll Ever Know (Warner Bros.)	192/0	2	6858	+296	35661	+1622
12	6	4	3	KENNY CHESNEY Me And You (BNA)	192/1	3	6741	+283	34718	+1493
11	9	6	4	DAVID LEE MURPHY The Road You Leave Behind (MCA)	192/0	4	6621	+516	34251	+2820
15	11	5	5	PATTY LOVELESS Lonely Too Long (Epic)	192/0	5	6615	+459	34153	+2448
13	10	7	6	GEORGE STRAIT I Can Still Make Cheyenne (MCA)	192/0	6	6533	+532	33855	+2594
18	13	10	7	DEANA CARTER Strawberry Wine (Capitol)	192/0	7	5902	+564	30555	+3009
19	15	12	8	JOHN BERRY Change My Mind (Capitol)	190/3	8	5770	+594	29611	+3002
20	14	11	9	REBA MCENTIRE The Fear Of Being Alone (MCA)	192/0	9	5594	+412	28878	+1930
5	2	2	10	ALABAMA The Maker Said Take Her (RCA)	164/0	10	4957	-1762	25926	-8967
27	21	14	11	GARTH BROOKS That Ol' Wind (Capitol)	190/0	11	4879	+444	24993	+2109
24	22	18	12	TRACE ADKINS Every Light In The House (Capitol)	192/1	12	4758	+466	24575	+2667
21	18	15	13	BROOKS & DUNN Mama Don't Get Dressed Up... (Arista)	187/1	13	4679	+273	23857	+1349
2	1	8	14	PAUL BRANDT I Do (Reprise)	161/0	15	4495	-1462	23741	-7469
22	19	16	15	RICOCHE Love Is Stronger Than Pride (Columbia)	189/0	14	4653	+279	23691	+1388
—	—	26	16	ALAN JACKSON Little Bitty (Arista)	192/13	16	4346	+1116	22736	+5956
23	23	19	17	DIAMOND RIO It's All In Your Head (Arista)	186/0	17	4320	+287	21923	+1561
33	30	22	18	TERRI CLARK Poor Poor Pitiful Me (Mercury)	190/6	18	4229	+756	21818	+3763
29	26	20	19	DAVID KERSH Goodnight Sweetheart (Curb)	186/11	19	4216	+564	21770	+2784
43	31	25	20	TIM MCGRAW Maybe We Should Just Sleep On It (Curb)	190/7	20	4005	+662	20463	+3442
25	25	21	21	TY ENGLAND Irresistible You (RCA)	181/1	21	3902	+237	19671	+1184
31	29	24	22	CLAY WALKER Bury The Shovel (Giant)	184/4	22	3748	+333	18983	+1850
28	28	27	23	MILA MASON That's Enough Of That (Atlantic)	174/4	23	3464	+240	17767	+1321
34	32	29	24	TRACY BYRD Big Love (MCA)	179/9	24	3366	+508	16956	+2768
41	34	30	25	MARY CHAPIN CARPENTER Let Me Into Your Heart (Columbia)	178/11	25	3127	+476	16017	+2389
37	33	31	26	GARY ALLAN Her Man (Decca)	167/15	26	3083	+497	15357	+2477
—	42	35	27	LEANN RIMES One Way Ticket (Because I Can) (MCG/Curb)	175/42	27	2829	+1006	14910	+5304
9	7	9	28	COLLIN RAYE Love Remains (Epic)	114/0	29	2810	-3140	14831	-15153
17	16	13	29	JOHN MICHAEL MONTGOMERY Ain't Got Nothin'... (Atlantic)	106/0	31	2502	-2213	12251	-11547
40	36	33	30	NEAL MCCOY Going, Going, Gone (Atlantic)	149/12	32	2445	+340	11762	+1625
36	35	32	31	MARTINA MCBRIDE Swingin' Doors (RCA)	142/0	33	2247	+35	11037	+132
BREAKER			32	BRYAN WHITE That's Another Song (Asylum/EEG)	143/31	34	2200	+701	11011	+3398
BREAKER			33	FAITH HILL I Can't Do That Anymore (Warner Bros.)	151/44	37	2090	+743	10650	+3473
45	40	38	34	RANDY TRAVIS Would I (Warner Bros.)	141/15	38	2014	+288	10038	+1384
50	43	41	35	KEVIN SHARP Nobody Knows (Asylum/EEG)	112/22	41	1899	+517	9941	+2749
39	38	37	36	RHETT AKINS Love You Back (Decca)	136/4	39	2013	+136	9707	+639
BREAKER			37	TRACY LAWRENCE Is That A Tear (Atlantic)	127/72	40	1920	+1170	9529	+6033
42	39	39	38	LONESTAR When Cowboys Didn't Dance (BNA)	111/5	42	1736	+61	8373	+271
44	41	44	39	WADE HAYES Where Do I Go To Start All... (DKC/Columbia)	129/8	43	1701	+212	7778	+986
49	46	45	40	MARK CHESNUTT It's A Little Too Late (Decca)	99/8	45	1419	+233	6952	+1124
—	50	48	41	MINDY MCCREADY Maybe He'll Notice Her Now (BNA)	101/21	50	1231	+291	6124	+1380
48	45	46	42	LEE ROY PARNELL We All Get Lucky Sometimes (Career)	95/7	49	1237	+139	6014	+658
46	44	47	43	BRADY SEALS Another You, Another Me (Reprise)	80/6	54	1101	+76	5722	+466
26	27	28	44	WESTERN FLYER What Will You Do With M-E (SOR)	55/0	59	986	-1928	5362	-9255
DEBUT			45	TRISHA YEARWOOD Everybody Knows (MCA)	75/74	58	987	+982	4988	+4947
—	48	49	46	BR5-49 Cherokee Boogie (Arista)	81/3	57	1007	+128	4954	+573
DEBUT			47	RICK TREVINO Running Out Of Reasons To Run (Columbia)	85/26	56	1018	+392	4762	+1742
DEBUT			48	DARYLE SINGLETARY Amen Kind Of Love (Giant)	62/12	61	748	+180	3780	+861
DEBUT			49	JOHN MICHAEL MONTGOMERY Friends (Atlantic)	36/33	68	665	+590	3712	+3194
DEBUT			50	BLACKHAWK King Of The World (Arista)	65/18	63	721	+200	3606	+1007

This chart reflects airplay from October 21-27. Songs ranked by total points. Highlighted songs indicate Breaker.

192 Country reporters. 191 current playlists. Songs that are down in points for three consecutive weeks are moved to recurrent. © 1996, R&R Inc.

BREAKERS®

FAITH HILL

I Can't Do That Anymore (Warner Bros.)
78% of our reporters on it (151 stations)
44 Adds • Moves 42-33

BRYAN WHITE

That's Another Song (Asylum/EEG)
74% of our reporters on it (143 stations)
31 Adds • Moves 40-32

TRACY LAWRENCE

Is That A Tear (Atlantic)
66% of our reporters on it (127 stations)
72 Adds • Moves 50-37

MOST ADDED®

ARTIST TITLE LABEL(S)	ADDS
TRISHA YEARWOOD Everybody Knows (MCA)	74
TRACY LAWRENCE Is That A Tear (Atlantic)	72
FAITH HILL I Can't Do That Anymore (Warner Bros.)	44
TY HERNDON She Wants To Be Wanted Again (Epic)	42
LEANN RIMES One Way Ticket (Because...) (MCG/Curb)	42
JOHN MICHAEL MONTGOMERY Friends (Atlantic)	33
BRYAN WHITE That's Another Song (Asylum/EEG)	31
DERYL DODD That's How I Got To Memphis (Columbia)	29
RICK TREVINO Running Out Of Reasons To Run (Columbia)	26
MARTY STUART You Can't Stop Love (MCA)	24
MARK WILLS High Low And In Between (Mercury)	24

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
TRACY LAWRENCE Is That A Tear (Atlantic)	+1170
ALAN JACKSON Little Bitty (Arista)	+1116
LEANN RIMES One Way Ticket (Because...) (MCG/Curb)	+1006
TRISHA YEARWOOD Everybody Knows (MCA)	+982
TERRI CLARK Poor Poor Pitiful Me (Mercury)	+756
FAITH HILL I Can't Do That Anymore (Warner Bros.)	+743
BRYAN WHITE That's Another Song (Asylum/EEG)	+701
TIM MCGRAW Maybe We Should Just Sleep... (Curb)	+662
JOHN BERRY Change My Mind (Capitol)	+594
JOHN MICHAEL MONTGOMERY Friends (Atlantic)	+590

MOST INCREASED POINTS

ARTIST TITLE LABEL(S)	TOTAL POINT INCREASE
TRACY LAWRENCE Is That A Tear (Atlantic)	+6033
ALAN JACKSON Little Bitty (Arista)	+5956
LEANN RIMES One Way Ticket (Because...) (MCG/Curb)	+5304
TRISHA YEARWOOD Everybody Knows (MCA)	+4947
TERRI CLARK Poor Poor Pitiful Me (Mercury)	+3763
FAITH HILL I Can't Do That Anymore (Warner Bros.)	+3473
TIM MCGRAW Maybe We Should Just Sleep On It (Curb)	+3442
BRYAN WHITE That's Another Song (Asylum/EEG)	+3398
JOHN MICHAEL MONTGOMERY Friends (Atlantic)	+3194
DEANA CARTER Strawberry Wine (Capitol)	+3009

HOTTEST RECURRENTS

ARTIST TITLE LABEL(S)
TRISHA YEARWOOD Believe Me Baby (I Lied) (MCA)
TRACY LAWRENCE Stars Over Texas (Atlantic)
VINCE GILL Worlds Apart (MCA)
TY HERNDON Living In A Moment (Epic)
BRYAN WHITE So Much For Pretending (Asylum/EEG)
TIM MCGRAW She Never Lets It Go To Her Heart (Curb)
JAMES BONAMY I Don't Think I Will (Epic)
RICK TREVINO Learning As You Go (Columbia)
GEORGE STRAIT Carried Away (MCA)
JO DEE MESSINA You're Not In Kansas Anymore (Curb)

Breakers: Song has achieved airplay at 60% of our reporters for the first time. Bullets awarded to songs gaining in plays and/or points over the previous week. Total Points: The sum of each station's total plays or plays of a song multiplied by the station's individual weight. Most Increased Points lists the songs with the greatest week-to-week increases in total points. Play Rank: Ranks all charted songs by total plays. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays.



The Gift III

Wherever your listeners celebrate the holidays, they'll enjoy a special gift from the Air Force and Randy Travis. On this free hour-long program, he sings songs of the season and some selections from his new album, *Full Circle*. Licensed country music stations will receive this holiday program on CD the first week of December. You can receive *The Gift III* by calling

1-210-652-3937

NEW & ACTIVE

JAMES BONAMY All I Do Is Love Her (Epic)

Total Stations: 64, Total Points: 3455, Total Adds: 20, Including: KTST 20, WCOL 19, WEZL 16, KRMD 15, WIBW 15, WRNS 13, KRRV 12, WFMB 12, WLWI 12, KBUL 11, KATM 9, WGTY 8, WQXK 8, WFRG 7, WSM 6, WTHI 6, WBCT 5, WCKT 5, WMIL 5, WXTA 5
Plays Include: KXKC 32 (31), WKDQ 26 (15), KBEQ 24 (18), WAMZ 22 (22), WWQQ 22 (22), WXBQ 22 (15)

MARK WILLS High Low And In Between (Mercury)

Total Stations: 67, Total Points: 3356, Total Adds: 24, Including: KPLM 41, WKIX 20, KHEY 19, KBEQ 18, WRBQ 18, KRMD 15, WGNA 13, WRNS 13, WFMB 12, WFMS 12, WKNN 12, KGNC 10, KALF 9, KATM 9, WGTY 9, KAJA 8, WMTZ 7, WXCL 6, KRST 5, KTCS 5, KYCY 5, WIOV 5, WMIL 5, WUSN 5
Plays Include: WWQQ 22 (22)

DOLLY PARTON Just When I Needed You Most (Rising Tide)

Total Stations: 54, Total Points: 3028, Total Adds: 13, Including: WAYZ 20, WPKX 14, WYYD 14, WAXX 12, WLWI 12, KXDD 10, WRNS 10, WWFG 9, KJUG 7, KPLX 7, KNCI 6, WJCL 5, WRKZ 5
Plays Include: WPOC 26 (24), WWQQ 22 (22), WXTA 21 (21), WXTU 19 (9), WBCT 18 (5), WCMS 18 (18), WGAR 18 (18), WKSJ 18 (18), WMTZ 17 (11), WEZL 16 (16), WDEN 15 (15), WFGY 15 (15)

BURNIN' DAYLIGHT Love Worth Fighting For (Curb)

Total Stations: 54, Total Points: 3022, Total Adds: 5, Including: KALF 9, KUPL 7, KASH 6, KRYS 5, WBYT 5
Plays Include: KBEQ 30 (24), WKDQ 26 (26), WXBQ 26 (26), KKIX 25 (25), WSOC 25 (25), WWQQ 22 (22), WDAF 20 (10), WKSJ 18 (18), WRBQ 18 (18), KRRV 17 (17), WEZL 16 (16), KJUG 15 (15), KSN 15 (15), WXTA 15 (15), WFMB 14 (12), WKIS 14 (14), WRNS 14 (14), WSIX 13 (13), WTCM 13 (12)

MARTY STUART You Can't Stop Love (MCA)

Total Stations: 63, Total Points: 2954, Total Adds: 24, Including: WGRL 23, KKCS 17, KJUG 15, KKIX 15, WFGY 15, KNFR 14, KGNC 10, KMLE 10, WTCM 10, KALF 9, KNAX 9, KHAK 8, KSOP 7, WIXY 7, WWQM 7, KASH 6, WXCL 6, KRST 5, KTEX 5, KWJJ 5, KYCY 5, WKN 5, WVLK 5, WYCD 5
Plays Include: WWQQ 22 (22)

BILLY DEAN I Wouldn't Be A Man (Capitol)

Total Stations: 53, Total Points: 2595, Total Adds: 20, Including: KPLM 41, WWQQ 22, KTST 20, WKIX 20, WIVK 14, WPKX 14, WRNS 14, KYGO 13, KASH 10, KXDD 10, WKSJ 10, KUZZ 7, WMTZ 7, WXCL 6, KIKF 5, KMPS 5, KWJJ 5, WBCT 5, WKN 5, WVLK 5
Plays Include: KAYD 23 (23), KGEE 21 (21), WEZL 16 (16), WTCR 16 (16), KJUG 15 (15), KORD 15 (15), WDEN 15 (15), WKX 15 (5), WXTA 15 (5)

TY HERNDON She Wants To Be Wanted Again (Epic)

Total Stations: 45, Total Points: 2277, Total Adds: 42, Including: KPLM 41, WWQQ 22, KTST 20, KBEQ 18, KLL 17, WEZL 16, KJUG 15, KKIX 15, WIBW 15, WXTA 15, KNFR 14, WUSQ 14, WXCL 14, KYGO 13, WSIX 13, WAXX 12, KXKC 11, WTCR 11, KIKF 10, KPLX 10, KYNG 10, WDAF 10, WTVY 10, KHAY 9, KNAX 9, KVOO 9, WRKZ 9

JEFF WOOD You Just Get One (Imprint)

Total Stations: 37, Total Points: 1806, Total Adds: 14, Including: WPOC 16, WFMB 12, WCMS 11, KBEQ 10, KFMS 10, KHEY 8, KSKS 7, WIXY 7, KASH 6, WSM 6, KIKF 5, KTCS 5, WSIX 5, WYCD 5
Plays Include: WWQQ 22 (22), WGNE 20 (11), WRBQ 18 (18), KRRV 17 (12), KJUG 15 (15), KSN 15 (15), WDEN 15 (5), WKNN 12 (12), WTCM 12 (10), KPLX 10 (10), WGTY 10 (10), WKSJ 10 (10), WTVY 10 (5), WWYZ 10 (10)

CARYL MACK PARKER Better Love Next Time (Magnatone)

Total Stations: 37, Total Points: 1395, Total Adds: 5, Including: WFMB 12, WRNS 10, WMTZ 7, KGEE 5, WXTA 5
Plays Include: WWQQ 22 (5), KJUG 15 (15), WKX 15 (15), KPLM 14 (14), WYNK 13 (13), KSON 12 (12), WKNN 12 (5), WTCM 12 (10), KTOM 10 (10), WKSJ 10 (10), WSSL 10 (10), WTVY 10 (5), WWYZ 10 (10), KVOO 9 (5), KKIX 7 (7), WAMZ 7 (7), WMSI 7 (7), WOVK 7 (7), KASH 6 (6), WWZD 6 (6)

DERYL DODD That's How I Got To Memphis (Columbia)

Total Stations: 32, Total Points: 1236, Total Adds: 29, Including: WWQQ 22, KKIX 15, WKX 15, WSM 15, KRKY 14, WPKX 14, WFMB 12, KXKC 11, WCMS 11, WTCM 10, WTVY 10, KALF 9, KVOO 9, WGTY 8, KSKS 7, KSOP 7, WAMZ 7, WMTZ 7, KFDD 5, KGEE 5, KORD 5, KTTS 5, KWJJ 5, KYGO 5, WCKT 5, WDEN 5, WRKZ 5, WTCR 5, WXTA 5

PAM TILLIS Betty's Got A Bass Boat (Arista)

Total Stations: 24, Total Points: 1000, Total Adds: 0
Plays Include: WBCT 18 (18), KRRV 17 (17), WKX 15 (15), WTCM 15 (15), KPLM 14 (14), WTHI 12 (12), WTVY 10 (10), WXBM 9 (9), WQXK 8 (8), WAMZ 7 (7), WDSY 7 (7), WEZL 7 (7), WOVK 7 (7), WQIK 6 (6), KNCI 5 (5), KTST 5 (5), KTTS 5 (5), KZSN 5 (5), WESC 5 (5), WIOV 5 (5), WKLB 5 (5), WNDE 5 (5), WTQR 5 (5), WVLK 5 (5)

STEVE AZAR Nights Like This (River North)

Total Stations: 25, Total Points: 980, Total Adds: 0
Plays Include: WWQQ 22 (22), KRRV 17 (17), WBOB 16 (16), WTCM 13 (12), KNUE 12 (12), KBEQ 10 (10), WTVY 10 (10), WWYZ 10 (10), KJUG 7 (7), KRYS 7 (7), KSKS 7 (7), WKDQ 7 (7), WMJC 7 (7), WMSI 7 (7), KTTS 5 (5), KVOO 5 (5), KYGO 5 (5), WBE 5 (5), WDEN 5 (5), WSOC 5 (5), WTCR 5 (5), WTQR 5 (5), WXTA 5 (5), WYCD 5 (5)

CRYSTAL BERNARD Have We Forgotten What Love Is (River North)

Total Stations: 25, Total Points: 914, Total Adds: 22, Including: WWQQ 22, WKX 15, WAXX 12, WTCR 11, KE 10, WDAF 10, WRNS 10, WWFG 9, KKIX 7, KNFR 7, KAJA 5, KFDD 5, KIKF 5, KTTS 5, KVOO 5, WBCT 5, WKN 5, WKSJ 5, WRKZ 5, WSIX 5, WTVY 5, WUBE 5
Plays Include: KYGO 5 (5), WDEN 5 (5), WWYZ 5 (5)

Songs Ranked By Total Points

NATIONAL RADIO FORMATS

ABC RADIO NETWORKS

Real Country

Dave Nicholson • (602) 966-6236

Adds:

TRACY BYRD Big Love
DEANA CARTER Strawberry Wine
TRACY LAWRENCE Is That A Tear

Hottest:

DAVID LEE MURPHY The Road You Leave Behind
GEORGE STRAIT I Can Still Make Cheyenne
TRACE ADKINS Every Light In The House
PATTY LOVELESS Lonely Too Long
JOHN MICHAEL MONTGOMERY Ain't Got Nothin' On Us

Coast-To-Coast

Mark Edwards • (214) 991-9200

Adds:

MINDY McCREADY Maybe He'll Notice Her Now
TRISHA YEARWOOD Everybody Knows

Hottest:

ALAN JACKSON Little Bitty
GARTH BROOKS That Ol' Wind
PATTY LOVELESS Lonely Too Long
TERRI CLARK Poor Poor Pitiful Me
BROOKS & DUNN Mama Don't Get Dressed Up For ...

AFTER MIDNITE ENTERTAINMENT

Craig Scott • (901) 755-9753

Adds:

JAMES BONAMY All I Do Is Love Her
TY HERNDON She Wants To Be Wanted Again
TRACY LAWRENCE Is That A Tear
KEVIN SHARP Nobody Knows
RICK TREVINO Running Out Of Reasons To Run
BRYAN WHITE That's Another Song

Hottest:

PATTY LOVELESS Lonely Too Long
CLINT BLACK Like The Rain
DAVID LEE MURPHY The Road You Leave Behind
KENNY CHESNEY Me And You
TRAVIS TRITT More Than You'll Ever Know

ALTERNATIVE PROGRAMMING

Steve Knoll • (800) 231-2818

Adds:

GARTH BROOKS That Ol' Wind
TERRI CLARK Poor Poor Pitiful Me
REBA McENTIRE The Fear Of Being Alone
GEORGE STRAIT I Can Still Make Cheyenne

Hottest:

CLINT BLACK Like The Rain
ALABAMA The Maker Said Take Her
KENNY CHESNEY Me And You
PATTY LOVELESS Lonely Too Long
COLLIN RAYE Love Remains

BROADCAST PROGRAMMING

Walter Powers • (800) 426-9082

Super Country/Pure Country – Ken Moultrie

Adds:

BILLY DEAN I Wouldn't Be A Man
TY HERNDON She Wants To Be Wanted Again
ALAN JACKSON Little Bitty
TRACY LAWRENCE Is That A Tear
MARTY STUART You Can't Stop Love

Hottest:

ALABAMA The Maker Said Take Her
TRISHA YEARWOOD Believe Me Baby (I Lied)
CLINT BLACK Like The Rain
GEORGE STRAIT I Can Still Make Cheyenne
PAUL BRANDT I Do

Digital Country – L.J. Smith

Adds:

BILLY DEAN I Wouldn't Be A Man
FAITH HILL I Can't Do That Anymore
TY HERNDON She Wants To Be Wanted Again
ALAN JACKSON Little Bitty
TRACY LAWRENCE Is That A Tear
MARTY STUART You Can't Stop Love

BROADCAST PROGRAMMING CONTINUED

Hottest:

CLINT BLACK Like The Rain
TRAVIS TRITT More Than You'll Ever Know
KENNY CHESNEY Me And You
PATTY LOVELESS Lonely Too Long
ALABAMA The Maker Said Take Her

Digital New Country – L.J. Smith

Adds:

BILLY DEAN I Wouldn't Be A Man
FAITH HILL I Can't Do That Anymore
TY HERNDON She Wants To Be Wanted Again
ALAN JACKSON Little Bitty
TRACY LAWRENCE Is That A Tear
MARTY STUART You Can't Stop Love

Hottest:

GEORGE STRAIT I Can Still Make Cheyenne
CLINT BLACK Like The Rain
TRAVIS TRITT More Than You'll Ever Know
KENNY CHESNEY Me And You
PATTY LOVELESS Lonely Too Long

GREAT AMERICAN COUNTRY VIDEO NETWORK

Jim Murphy • (303) 784-8700

Adds:

JAMES BONAMY All I Do Is Love Her
TERRI CLARK Poor Poor Pitiful Me
FAITH HILL I Can't Do That Anymore
CLEUDUS T. JUDD Butt Bigger Than The Beatles
SAMMY KERSHAW Politics, Religion And Her
TRISHA YEARWOOD Everybody Knows

Hottest:

DAVID LEE MURPHY The Road You Leave Behind
DIAMOND RIO It's All In Your Head
DEANA CARTER Strawberry Wine
KENNY CHESNEY Me And You
LEANN RIMES One Way Ticket
REBA McENTIRE The Fear Of Being Alone

JONES SATELLITE NETWORKS

Phil Barry • (303) 784-8700

U.S. Country – Jim Murphy

Adds:

GARY ALLAN Her Man
TRACY LAWRENCE Is That A Tear
BRYAN WHITE That's Another Song

Hottest:

ALABAMA The Maker Said Take Her
CLINT BLACK Like The Rain
KENNY CHESNEY Me And You
REBA McENTIRE The Fear Of Being Alone
DAVID LEE MURPHY The Road You Leave Behind

WESTWOOD ONE RADIO NETWORKS

Bob McNeill • (805) 294-9000

Hot Country – David Felker

Adds:

FAITH HILL I Can't Do That Anymore
ALAN JACKSON Little Bitty
KEVIN SHARP Nobody Knows
BRYAN WHITE That's Another Song

Hottest:

TRAVIS TRITT More Than You'll Ever Know
CLINT BLACK Like The Rain
KENNY CHESNEY Me And You
PATTY LOVELESS Lonely Too Long
ALABAMA The Maker Said Take Her

Mainstream Country – David Felker

Adds:

TRACY BYRD Big Love
ALAN JACKSON Little Bitty
RANDY TRAVIS Would I

Hottest:

TRISHA YEARWOOD Believe Me Baby (I Lied)
CLINT BLACK Like The Rain
ALABAMA The Maker Said Take Her
PAUL BRANDT I Do
PATTY LOVELESS Lonely Too Long

TNN

THE NASHVILLE NETWORK

60.2 million households
Traci Todd,
Manager/Video Programming

ADDS

TERRI CLARK Poor Poor Pitiful Me (Mercury)
FAITH HILL I Can't Do That Anymore (Warner Bros.)
REBA McENTIRE The Fear Of Being Alone (MCA)

HEAVY

TRACE ADKINS Every Light In The House (Capitol)
JOHN BERRY Change My Mind (Capitol)
BROOKS & DUNN Mama Don't Get Dressed Up For Nothing (Arista)
DEANA CARTER Strawberry Wine (Capitol)
KENNY CHESNEY Me And You (BNA)
BILLY RAY CYRUS Trail Of Tears (Mercury)
PATTY LOVELESS Lonely Too Long (Epic)
REBA McENTIRE The Fear Of Being Alone (MCA)
JOHN MICHAEL MONTGOMERY Ain't Got Nothin' On Us (Atlantic)
DAVID LEE MURPHY The Road You Leave Behind (MCA)
RICOCHET Love Is Stronger Than Pride (Columbia)
TRAVIS TRITT More Than You'll Ever Know (Warner Bros.)

Information current as of October 21.

CMT

COUNTRY MUSIC TELEVISION

30.8 million households
Tracy Rogers, Director/Programming
Paul Hastaba, VP/GM

ADDS

BILLY DEAN I Wouldn't Be A Man (Capitol)
DERYL DODD That's How I Got To Memphis (Columbia)
ALAN JACKSON Little Bitty (Arista)
MINDY McCREADY Maybe He'll Notice Her Now (BNA)

TOP 10

BILLY RAY CYRUS Trail Of Tears (Mercury)
JOHN BERRY Change My Mind (Capitol)
TRAVIS TRITT More Than You'll Ever Know (Warner Bros.)
PATTY LOVELESS Lonely Too Long (Epic)
KENNY CHESNEY Me And You (BNA)
JOHN MICHAEL MONTGOMERY Ain't Got Nothin' On Us (Atlantic)
DEANA CARTER Strawberry Wine (Capitol)
DAVID LEE MURPHY The Road You Leave Behind (MCA)
RICOCHET Love Is Stronger Than Pride (Columbia)
TRACE ADKINS Every Light In The House (Capitol)

HEAVY

TRACE ADKINS Every Light In The House (Capitol)
JOHN BERRY Change My Mind (Capitol)
BROOKS & DUNN Mama Don't Get Dressed Up For Nothing (Arista)
DEANA CARTER Strawberry Wine (Capitol)
KENNY CHESNEY Me And You (BNA)
DAVID KERSHAW Goodnight Sweetheart (Curb)
PATTY LOVELESS Lonely Too Long (Epic)
JOHN MICHAEL MONTGOMERY Ain't Got Nothin' On Us (Atlantic)
DAVID LEE MURPHY The Road You Leave Behind (MCA)
RICOCHET Love Is Stronger Than Pride (Columbia)
TRAVIS TRITT More Than You'll Ever Know (Warner Bros.)

HOT SHOTS

CRYSTAL BERNARD Have We Forgotten What Love Is (River North)
MARY CHAPIN CARPENTER Let Me Into Your Heart (Columbia)
TERRI CLARK Poor Poor Pitiful Me (Mercury)
DERYL DODD That's How I Got To Memphis (Columbia)
TY HERNDON She Wants To Be Wanted Again (Epic)
FAITH HILL I Can't Do That Anymore (Warner Bros.)
SAMMY KERSHAW Politics, Religion And Her (Mercury)
MINDY McCREADY Maybe He'll Notice Her Now (BNA)
REBA McENTIRE The Fear Of Being Alone (MCA)
RANDY TRAVIS Would I (Warner Bros.)
BRYAN WHITE That's Another Song (Asylum/EEG)
TRISHA YEARWOOD Everybody Knows (MCA)

Heavy rotation songs receive four to five plays per day. Hot Shots receive three to four plays per day. Pick Hits of the Week receive an extra play above heavy rotation per day. All Top 10 videos also receive heavy rotation.

Information current as of October 23.

COUNTRY REPORTERS

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Stations and their ads listed alphabetically by market

<p>WQMX/Akron, OH PD: Kevin Mason MD: Bill Shiel 18 TERRI CLARK 18 DAVID KERSH 18 BRADY SEALS</p> <p>WGNA/Albany, NY OM: Fred Horton MD: Bill Earley 20 TRACY LAWRENCE 13 FAITH HILL 13 LEANN RIMES 13 RANDY TRAVIS 13 MARK WILLS 13 TRISHA YEARWOOD</p> <p>KRST/Albuquerque, NM PD: Jim Patrick MD: Chaz Malibu 12 WADE HAYES 12 TRACY LAWRENCE 5 RICK TREVINO 5 MARK WILLS 5 MARTY STUART 5 DARYLE SINGLETARY</p> <p>KRRV/Alexandria, LA PD: Jon Harris MD: Scott Bryant 12 BLACKHAWK 12 BRYAN WHITE 12 JAMES BONAMY 12 M. CHAPIN CARPENTER 12 TRACY LAWRENCE</p> <p>WFGY/Altoona, PA PD/MD: Polly Wogg 35 TRACY LAWRENCE 15 MARTY STUART 15 BRYAN WHITE 15 MINDY MCCREARY</p> <p>KGNC/Amarillo, TX PD: Tim Butler MD: Patrick Clark 31 TRACY LAWRENCE 22 KEVIN SHARP 10 MARTY STUART 10 MARK WILLS</p> <p>KASH/Anchorage, AK PD: Dennis Carter MD: Eddie Maxwell 18 DAVID KERSH 10 BILLY DEAN 10 TRACY LAWRENCE 6 BURNIN' DAYLIGHT 6 TY HERNDON 6 MARTY STUART 6 THRASHER SHIVER 6 JEFF WOOD</p> <p>WNCY/Appleton, WI PD: Mark Shannon MD: Steve Davis 9 TRISHA YEARWOOD 9 JO DEE MESSINA</p> <p>WKSJ/Asheville, NC PD: Dale Mitchell MD: Nikki Thomas 5 TRACY LAWRENCE 5 TRISHA YEARWOOD 5 CRYSTAL BERNARD 5 FAITH HILL 5 TY HERNDON 5 ALISON KRAUSS</p> <p>WKHX/Atlanta, GA PD: Neil McGinley MD: Johnny Gray 18 TERRI CLARK 18 TIM MCGRAW 18 ALAN JACKSON</p> <p>WYAT/Atlanta, GA PD: Neil McGinley MD: Johnny Gray 18 TRACY LAWRENCE 18 TRISHA YEARWOOD</p> <p>WKXC/Augusta, GA PD: Tommy Gentry MD: Tony Cooper 18 MILA MASON 18 JOHN M. MONTGOMERY 18 LEANN RIMES 18 TRACY LAWRENCE</p> <p>KASE/Austin, TX PD: Brad Hansen MD: Steve Gary 5 TRISHA YEARWOOD 5 MARK CHESNUTT</p> <p>KUZZ/Bakersfield, CA PD/MD: Evan Bridwell 22 DARYLE SINGLETARY 10 JOHN BERRY 7 BILLY DEAN 7 SAMMY KERSHAW</p> <p>WPOC/Baltimore, MD PD: Bob Mody MD: Greg Cole 16 TRISHA YEARWOOD 16 DAVID KERSH 16 GARY ALLAN 16 JEFF WOOD 16 JUNIOR BROWN</p> <p>WYNK/Baton Rouge, LA PD/MD: Brian King 13 LEANN RIMES 13 MINDY MCCREARY</p> <p>KAYD/Beaumont, TX PD/MD: Frank Dawson 39 JOHN M. MONTGOMERY 15 LEANN RIMES 15 RANDY TRAVIS 15 TY HERNDON 15 TRISHA YEARWOOD</p> <p>WKNN/Biloxi, MS PD: Rick Mize MD: Kipp Gregory 12 LEANN RIMES 12 MARK WILLS 12 TRACY LAWRENCE 12 JOHN M. MONTGOMERY</p> <p>WHWK/Binghamton, NY PD/MD: John Davison 13 TRACY LAWRENCE 13 RICK TREVINO 13 KEVIN SHARP</p> <p>WZZK/Birmingham, AL PD: Jim Tice MD: Scott Stewart 16 MILA MASON 16 TRACY BYRD 16 M. CHAPIN CARPENTER 16 TRACY LAWRENCE</p>	<p>WKL/Boston, MA PD: Mike Brophy APD/MD: Ginny Rogers No Adds</p> <p>WYRK/Buttalo, NY PD: Ken Johnson MD: Pat D'Brien 12 TRACY LAWRENCE 12 DAVID KERSH 12 CLAY WALKER</p> <p>KHAK/Cedar Rapids, IA PD: Jeff Winfield MD: Dawn Johnson 23 JOHN M. MONTGOMERY 15 TRISHA YEARWOOD 8 MARTY STUART 8 TY HERNDON 8 TRACY LAWRENCE</p> <p>WIXY/Champaign, IL PD/MD: Rob Kelley 18 TRACY LAWRENCE 7 JEFF WOOD 7 MARTY STUART 7 KEVIN SHARP 7 MINDY MCCREARY 7 LONESTAR</p> <p>WBUB/Charleston, SC PD: Charlie Lindsey MD: John Dixon 15 TRACY BYRD 15 WADE HAYES 15 TRACY LAWRENCE</p> <p>WEZL/Charleston, SC PD: T.J. Phillips MD: Gary Griffin 16 TY HERNDON 16 TRISHA YEARWOOD 16 JAMES BONAMY</p> <p>WSOC/Charlotte, NC PD: Paul Johnson MD: Rick McCracken 13 JOHN M. MONTGOMERY 5 M. CHAPIN CARPENTER 5 LEANN RIMES</p> <p>WTRD/Charlotte, NC PD/MD: Loyd Ford 9 FAITH HILL 9 MINDY MCCREARY</p> <p>WUSY/Chattanooga, TN PD/MD: Bob Sterling 9 JOHN M. MONTGOMERY 9 BRYAN WHITE 9 M. CHAPIN CARPENTER 9 TRISHA YEARWOOD 9 WADE HAYES</p> <p>WKXX/Chicago, IL OM/MD: Ted Stecker MD: Matt McCann 10 LEANN RIMES 10 TRACY LAWRENCE 10 RICK TREVINO 10 GARY ALLAN</p> <p>WUSN/Chicago, IL PD: Dean McNeil MD: Tricia Blondo 14 TRACY LAWRENCE 14 KEVIN SHARP 14 RANDY TRAVIS 14 TRISHA YEARWOOD 15 MINDY MCCREARY 5 MARK WILLS</p> <p>KALF/Chico, CA PD/MD: Scott Michaels 20 TRACY LAWRENCE 9 LEE ROY PARNELL 9 MARTY STUART 9 BRYAN WHITE 9 BRADY SEALS 9 DERYL DODD 9 MARK WILLS 9 BURNIN' DAYLIGHT</p> <p>WUBE/Cincinnati, OH MD: Chuck Celler 18 TRACY LAWRENCE 18 TRISHA YEARWOOD</p> <p>KKCS/Colorado Springs, CO PD: Charlie Cassidy MD: Dave Sheple 17 TRACY LAWRENCE 17 TRISHA YEARWOOD 17 MARTY STUART 17 RICK TREVINO 17 KEVIN SHARP</p> <p>WKCN/Columbus, GA PD: Robin Lee MD: Sheryn Green 5 CRYSTAL BERNARD 5 BILLY DEAN 5 TY HERNDON 5 DARYLE SINGLETARY 5 MARTY STUART 5 TRISHA YEARWOOD</p> <p>WCOL/Columbus, OH PD: Gary Moss MD: John Crenshaw 19 GARY ALLAN 19 JAMES BONAMY 19 TRISHA YEARWOOD</p> <p>WHOK/Columbus, OH MD: Max Raines MD: Mark Clark 15 LEANN RIMES 15 TRACY LAWRENCE 15 RANDY TRAVIS 15 NEAL MCCOY</p> <p>KRYS/Corpus Christi, TX PD/MD: Danny McWilliams 23 FAITH HILL 7 LEE ROY PARNELL 5 DARYLE SINGLETARY 5 KEVIN SHARP 5 TRISHA YEARWOOD 5 BURNIN' DAYLIGHT</p>	<p>KPLX/Dallas, TX PD: Smokey Rivers MD: Teresa Whitney 20 TRACY LAWRENCE 20 BRYAN WHITE 10 JOHN M. MONTGOMERY 10 TY HERNDON 10 ALAN JACKSON 7 DOLLY PARTON</p> <p>KSOS/Dallas, TX PD: Dean James MD: Linda D'Brien 20 ALAN JACKSON</p> <p>KYNG/Dallas, TX PD: Dan Pearman MD: Stacey Tackett 30 KEVIN SHARP 10 TY HERNDON 10 NEAL MCCOY 10 TRACY LAWRENCE 5 LONESTAR</p> <p>WGNF/Daytona Beach, FL PD: John Rivers 11 BRYAN WHITE 11 FAITH HILL 11 TRACY LAWRENCE 10 TRISHA YEARWOOD</p> <p>KYGO/Denver, CO PD: John St. John MD: Jennifer Page 13 BILLY DEAN 13 TY HERNDON 13 TRISHA YEARWOOD 5 SAMMY KERSHAW 5 DERYL DODD</p> <p>KJJY/Des Moines, IA PD: Beverlee Brannigan MD: Eddie Hatfield 21 LEANN RIMES 21 TRISHA YEARWOOD 7 GARY ALLAN</p> <p>WWWV/Detroit, MI PD: Mark Hamlin MD: Carl E. 23 M. CHAPIN CARPENTER 13 SAMMY KERSHAW 13 TRACY LAWRENCE</p> <p>WYCD/Detroit, MI PD/MD: Eddie Haskell 27 ALAN JACKSON 27 JOHN M. MONTGOMERY 5 FAITH HILL 5 MARTY STUART 5 JEFF WOOD</p> <p>WTWY/Dothan, AL PD/MD: Shannon O'Neal 10 RAY VEGA 10 TY HERNDON 10 TRISHA YEARWOOD 5 CRYSTAL BERNARD</p> <p>WAXX/Eau Claire, WI PD: George House MD: Tim Wilson 12 TRISHA YEARWOOD 12 TY HERNDON 12 TRACY LAWRENCE 12 CRYSTAL BERNARD 12 DOLLY PARTON</p> <p>KHEY/EI Paso, TX PD: Jay J. McCrae MD: Jordan Lee 26 TIM MCGRAW 19 RAY VEGA 19 FAITH HILL 19 MARK WILLS 19 RICK TREVINO 19 LEE ROY PARNELL 8 JEFF WOOD 8 RHETT AKINS 8 TRISHA YEARWOOD 8 RANDY TRAVIS 8 LEANN RIMES</p> <p>WXTA/Erie, PA PD: Bill Closson MD: Chet Price 15 TY HERNDON 15 FAITH HILL 15 TRISHA YEARWOOD 5 DERYL DODD 5 CARYL MACK PARKER 5 JAMES BONAMY</p> <p>KUGN/Eugene, OR PD: Bruce Agler MD: Kelly Erickson 20 TRACY LAWRENCE 14 BR5-49 14 BRYAN WHITE 14 KEVIN SHARP 14 MINDY MCCREARY 14 LEANN RIMES</p> <p>KKIX/Fayetteville, AR PD: Eric Marshall MD: Tone Marconi 15 DERYL DODD 15 TIM MCGRAW 15 MARTY STUART 15 ALAN JACKSON 15 TY HERNDON 7 BRADY SEALS 7 BROOKS & DUNN 7 CRYSTAL BERNARD</p> <p>WKML/Fayetteville, NC PD: Don Chase APD/MD: Andy Brown 5 LONESTAR 5 LEANN RIMES 5 BRYAN WHITE 9 MARK CHESNUTT</p> <p>WCKT/Ft. Myers, FL PD: Ron Ellis APD/MD: Jeff Reed 5 TRACY LAWRENCE 5 BLACKHAWK 5 TRISHA YEARWOOD 5 DARYLE SINGLETARY 5 JAMES BONAMY 5 DERYL DODD</p> <p>KTCS/Ft. Smith, AR DM/MD: Mark Harper 15 FAITH HILL 5 MARK CHESNUTT 5 MINDY MCCREARY 5 JEFF WOOD 5 TRISHA YEARWOOD 5 MARK WILLS</p>	<p>WQHK/Ft. Wayne, IN PD: Jeff Davis MD: Jeff Moore 13 BRYAN WHITE 13 LEANN RIMES 13 TRACY LAWRENCE 5 RANDY TRAVIS 5 FAITH HILL</p> <p>KNAX/Fresno, CA PD: Lenny Santiago MD: Scott Stevens 16 JOHN M. MONTGOMERY 9 TY HERNDON 9 BLACKHAWK 9 TRISHA YEARWOOD 9 MARTY STUART</p> <p>KSKS/Fresno, CA PD: Ken Boesen 16 JOHN M. MONTGOMERY 7 JEFF WOOD 7 TRACY LAWRENCE 7 DERYL DODD 7 TRISHA YEARWOOD</p> <p>WBCT/Grand Rapids, MI PD: Doug Montgomery MD: Kelly Iris 37 FAITH HILL 25 TRISHA YEARWOOD 5 BILLY DEAN 5 JAMES BONAMY 5 DARYLE SINGLETARY 5 CRYSTAL BERNARD</p> <p>WTQR/Greensboro, NC PD: Paul Franklin MD: Deano St. Clair 5 LEANN RIMES</p> <p>WRNS/Greenville, NC PD: Wayne Carlsale MD: Dale Knippers 22 FAITH HILL 20 RICK TREVINO 15 TERRI CLARK 14 BILLY DEAN 14 MARK WILLS 14 JAMES BONAMY 10 CRYSTAL BERNARD 10 CARYL MACK PARKER 10 JOE NICHOLS 10 KEITH PERRY 10 DOLLY PARTON</p> <p>WESC/Greenville, SC MD: John Landrum 18 TRACY LAWRENCE</p> <p>WSSL/Greenville, SC PD: Mike Chapman APD: Kerry Owen MD: Dude Walker 10 JOHN M. MONTGOMERY 10 RICK TREVINO 10 DAVID KERSH</p> <p>WAYZ/Hagerstown, MD PD: David Burd MD: Selena Luther 30 BRYAN WHITE 30 KEVIN SHARP 20 RICK TREVINO 20 FAITH HILL 20 MINDY MCCREARY 20 DOLLY PARTON</p> <p>WRKZ/Harrisburg, PA PD: Mitch Mahan MD: Dandelion 28 LEANN RIMES 16 JO DEE MESSINA 16 TY HERNDON 9 TRISHA YEARWOOD 5 CRYSTAL BERNARD 5 DERYL DODD 5 KEITH PERRY 5 DOLLY PARTON 5 GENE WATSON</p> <p>WVWJ/Lexington, KY PD/MD: Matt Austin 5 BILLY DEAN 5 TY HERNDON 5 TRACY LAWRENCE 5 MARTY STUART</p> <p>KZKX/Lincoln, NE PD: Charlie Thomas 5 TRACY LAWRENCE 5 LEANN RIMES</p> <p>KSSN/Little Rock, AR PD: Greg Mocking MD: Tom Travis 25 TERRI CLARK</p> <p>WNJC/Long Island, NY PD/MD: Jim Asker 15 MARK CHESNUTT 15 TRACY LAWRENCE 15 TRISHA YEARWOOD 15 DARYLE SINGLETARY</p> <p>WTCR/Huntington, WV OM: David McNeely PD/MD: Dave Poole 16 JOHN M. MONTGOMERY 16 TRISHA YEARWOOD 11 TY HERNDON 11 MINDY MCCREARY 11 RICK TREVINO 5 JEFF WOOD 5 CRYSTAL BERNARD 5 LORRIE MORGAN</p> <p>WFMS/Indianapolis, IN PD: David Wood MD: J.D. Cannon 12 MARK WILLS 12 BRYAN WHITE 12 MINDY MCCREARY 12 MARK CHESNUTT 12 KEVIN SHARP</p> <p>WGRL/Indianapolis, IN PD: Sam McGuire MD: John O. Morris 23 TRISHA YEARWOOD 23 MARTY STUART 15 BRYAN WHITE 12 GEORGE STRAIT 12 COLLIN RAYE 7 DAVID KERSH</p> <p>WMSI/Jackson, MS OM/MD: Buddy Van Arsdale APD/MD: Rick Adams 16 TRACY LAWRENCE 7 GARY ALLAN 7 FAITH HILL 7 BRYAN WHITE 7 TRISHA YEARWOOD</p> <p>WQIM/Madison, WI PD: Tom Oakes MD: Mel McKenzie 7 KEVIN SHARP 7 MARTY STUART 7 THRASHER SHIVER 7 BLACKHAWK</p>	<p>WROO/Jacksonville, FL PD: Tom Kelly MD: Buzz Jackson 7 RICK TREVINO 7 LEANN RIMES 7 TY HERNDON 7 SAMMY KERSHAW</p> <p>WXBQ/Johnson City, VA PD: Bill Hagy MD: Reggie Neel 15 GARY ALLAN 10 FAITH HILL</p> <p>WMFZ/Johnstown, PA PD/MD: Bill Cleary 7 DERYL DODD 7 CARYL MACK PARKER 7 MARK WILLS 7 DARYLE SINGLETARY 7 BILLY DEAN</p> <p>KBEO/Kansas City, MO PD: Mike Kennedy MD: T.J. McEntire 18 M. CHAPIN CARPENTER 18 TY HERNDON 18 TRACY LAWRENCE 18 MARK WILLS 10 JEFF WOOD</p> <p>KFKF/Kansas City, MO PD: Dale Carter MD: Tony Stevens 8 BRYAN WHITE 8 TRISHA YEARWOOD 8 NEAL MCCOY</p> <p>WDAF/Kansas City, MO PD: Ted Cramer MD: David Bryan 20 KEITH PERRY 10 TRACY LAWRENCE 10 TY HERNDON 10 CRYSTAL BERNARD</p> <p>WIVK/Knoxville, TN PD/MD: Les Acree 14 TRISHA YEARWOOD 14 JOHN M. MONTGOMERY 14 BILLY DEAN 14 RICK TREVINO</p> <p>KNKC/Lafayette, LA PD: Renee Revett MD: Kelly Thompson 21 JOHN M. MONTGOMERY 11 DERYL DODD 11 LEANN RIMES 11 TY HERNDON</p> <p>WIOV/Lancaster, PA PD: Brother Weems MD: Robin Williams 5 MARK WILLS 5 BLACKHAWK 5 MINDY MCCREARY</p> <p>WITL/Lansing, MI PD: Steve Cherry APD/MD: A.J. Wilson 10 BRYAN WHITE 10 GARY ALLAN 10 WADE HAYES</p> <p>KFMS/Las Vegas, NV PD: Jay Phillips APD/MD: Shari Singer 16 JOHN M. MONTGOMERY 10 JEFF WOOD</p> <p>KWNR/Las Vegas, NV PD/MD: Tom Jordan 13 JOHN M. MONTGOMERY 13 FAITH HILL 13 ALAN JACKSON</p> <p>WVLE/Lexington, KY PD/MD: Matt Austin 5 BILLY DEAN 5 TY HERNDON 5 TRACY LAWRENCE 5 MARTY STUART</p> <p>KZKX/Lincoln, NE PD: Charlie Thomas 5 TRACY LAWRENCE 5 LEANN RIMES</p> <p>KSSN/Little Rock, AR PD: Greg Mocking MD: Tom Travis 25 TERRI CLARK</p> <p>WNJC/Long Island, NY PD/MD: Jim Asker 15 MARK CHESNUTT 15 TRACY LAWRENCE 15 TRISHA YEARWOOD 15 DARYLE SINGLETARY</p> <p>WTCR/Huntington, WV OM: David McNeely PD/MD: Dave Poole 16 JOHN M. MONTGOMERY 16 TRISHA YEARWOOD 11 TY HERNDON 11 MINDY MCCREARY 11 RICK TREVINO 5 JEFF WOOD 5 CRYSTAL BERNARD 5 LORRIE MORGAN</p> <p>WFMS/Indianapolis, IN PD: David Wood MD: J.D. Cannon 12 MARK WILLS 12 BRYAN WHITE 12 MINDY MCCREARY 12 MARK CHESNUTT 12 KEVIN SHARP</p> <p>WGRL/Indianapolis, IN PD: Sam McGuire MD: John O. Morris 23 TRISHA YEARWOOD 23 MARTY STUART 15 BRYAN WHITE 12 GEORGE STRAIT 12 COLLIN RAYE 7 DAVID KERSH</p> <p>WMSI/Jackson, MS OM/MD: Buddy Van Arsdale APD/MD: Rick Adams 16 TRACY LAWRENCE 7 GARY ALLAN 7 FAITH HILL 7 BRYAN WHITE 7 TRISHA YEARWOOD</p> <p>WQIM/Madison, WI PD: Tom Oakes MD: Mel McKenzie 7 KEVIN SHARP 7 MARTY STUART 7 THRASHER SHIVER 7 BLACKHAWK</p>	<p>KTEX/McAllen, TX PD/MD: Jim Paczkowski 14 FAITH HILL 9 TRACY LAWRENCE 5 KEITH PERRY 5 MARTY STUART 5 BLACKHAWK</p> <p>WGKX/Memphis, TN Interim PD: Mark Billingsley MD: John Glenn 10 JOHN M. MONTGOMERY 14 FAITH HILL 14 BRYAN WHITE 10 TRISHA YEARWOOD</p> <p>WOGY/Memphis, TN PD: Hopalong Cassidy MD: Polly Wogg 7 RANDY TRAVIS 7 FAITH HILL 7 BRYAN WHITE</p> <p>WKIS/Miami, FL PD: Bob McKay MD: Darlene Evans 22 DAVID KERSH 14 FAITH HILL 14 TIM MCGRAW</p> <p>WMIL/Milwaukee, WI PD: Kerry Wolfe MD: Mitch Morgan 14 TRISHA YEARWOOD 14 BRYAN WHITE 14 TRACY LAWRENCE 5 JAMES BONAMY 5 MINDY MCCREARY 5 BRADY SEALS 5 BLACKHAWK 5 KEVIN SHARP 5 MARK WILLS</p> <p>KEEY/Minneapolis, MN PD: Gregg Swedberg MD: Travis Mow 26 JOHN M. MONTGOMERY 17 BRYAN WHITE 14 TRACY LAWRENCE 10 TRACY LAWRENCE 10 PAUL BRANDT 10 CRYSTAL BERNARD</p> <p>WBOB/Minneapolis, MN PD/MD: Bob Wood 23 LITTLE TEXAS 8 BR5-49 8 GARY ALLAN</p> <p>WKSJ/Mobile, AL PD: Bill Dotson MD: Bill Dotson 19 ALAN JACKSON 17 BLACKHAWK 17 TRACY LAWRENCE 10 JOHN M. MONTGOMERY 10 BILLY DEAN 10 BILLY DEAN 10 FAITH HILL 10 DARYLE SINGLETARY</p> <p>KATM/Mo desto, CA PD: Ed Hill MD: Chris Costa 13 TRACY LAWRENCE 9 MARK WILLS 9 JAMES BONAMY 9 TRISHA YEARWOOD 5 LEANN RIMES</p> <p>KTOM/Monterey, CA PD: Erik Foss MD: Karyann Hamilton 21 NEAL MCCOY 10 FAITH HILL 10 RICK TREVINO 10 TRISHA YEARWOOD</p> <p>WLVI/Montgomery, AL PD: Al Mason MD: Nancy Knight 12 JAMES BONAMY 12 WADE HAYES 12 JOHN M. MONTGOMERY 12 TRISHA YEARWOOD 12 DOLLY PARTON</p> <p>WSIX/Nashville, TN PD/MD: Dave Kelly 13 TY HERNDON 13 TRISHA YEARWOOD 5 JEFF WOOD 5 CRYSTAL BERNARD</p> <p>WSM/Nashville, TN Acting PD: Kyle Cantrell MD: Kim Leslie 15 GENE WATSON 15 DERYL DODD 6 JAMES BONAMY 6 FAITH HILL 6 JEFF WOOD 6 TY HERNDON 6 TRACY LAWRENCE</p> <p>WNOE/New Orleans, LA Acting PD: Eddie Edwards MD: Cadillac Jack 22 KEVIN SHARP 10 LEANN RIMES 10 TRACY LAWRENCE 10 RICK TREVINO</p> <p>WCMS/Norfolk, VA PD/MD: Mike Meehan 22 TRISHA YEARWOOD 11 LEANN RIMES 11 BLACKHAWK 11 JEFF WOOD 11 DERYL DODD 11 ALAN JACKSON 11 TRISHA YEARWOOD 18 TRACY LAWRENCE 5 MARTY STUART 5 DERYL DODD 5 BILLY DEAN 5 BLACKHAWK</p> <p>WOKJ/Norfolk, VA PD: Robin Mitchell MD: Kelle McCrae 25 ALAN JACKSON 7 LEANN RIMES</p> <p>WVOR/Portland, ME MD: Thomas Hennessey MD: Hal Knight 13 FAITH HILL 13 TRACY LAWRENCE 13 LONESTAR 13 NEAL MCCOY 13 LEANN RIMES</p> <p>KUPL/Portland, OR PD: Lee Rogers MD: Rick Taylor 7 RANDY TRAVIS 7 BURNIN' DAYLIGHT 7 BRYAN WHITE</p> <p>KWJJ/Portland, OR PD: Robin Mitchell MD: Kelle McCrae 25 ALAN JACKSON 18 TRISHA YEARWOOD 18 TRACY LAWRENCE 5 MARTY STUART 5 DERYL DODD 5 BILLY DEAN 5 BLACKHAWK</p> <p>WOKJ/Portland, OR PD: Mark Ericson MD: Dan Lunnie 5 BRYAN WHITE</p> <p>WCTK/Providence, RI PD: Rick Everett MD: Tiffany Hill 10 BRYAN WHITE</p> <p>WLLR/Quad Cities, IA-IL PD: Jim D'Hara MD: Ron Evans 15 NEAL MCCOY 15 TRISHA YEARWOOD 10 FAITH HILL 10 TRACY LAWRENCE 10 BRYAN WHITE</p> <p>WKXN/Raleigh, NC Acting PD: Morgan Thomas 20 BILLY DEAN 20 MARK WILLS 7 FAITH HILL 7 LEE ROY PARNELL</p> <p>WQDR/Raleigh, NC PD: Len Shackelford 15 TERRI CLARK</p> <p>KBJL/Reno, NV PD: Randy Black MD: Chuck Reeves 11 M. CHAPIN CARPENTER 11 JAMES BONAMY 11 MINDY MCCREARY 11 TRACY LAWRENCE</p> <p>WKHK/Richmond, VA PD: Mark Richards MD: Rick Campbell 15 GARY ALLAN 15 TRACY LAWRENCE 15 TRISHA YEARWOOD</p>	<p>KFRG/Riverside, CA MD: Don Jeffrey 16 TIM MCGRAW 10 MINDY MCCREARY 10 FAITH HILL</p> <p>WYYD/Roanoke, VA PD/MD: Robynn Jaymes 16 DOLLY PARTON</p> <p>WBEE/Rochester, NY PD: Bob Barnett MD: Coyote Collins 15 LITTLE TEXAS 5 BLACKHAWK 5 KEVIN SHARP</p> <p>KNCI/Sacramento, CA PD: Mark Evans MD: Jennifer Wood 15 BRYAN WHITE 6 RICK TREVINO 6 DOLLY PARTON</p> <p>WKCO/Saginaw, MI PD/MD: Rick Walker 18 M. CHAPIN CARPENTER 7 LEANN RIMES 7 NEAL MCCOY 7 RANDY TRAVIS</p> <p>WIL/SL. Louis, MO PD: Ray Massie MD: Mark Langston 23 TRACY BYRD 20 MILA MASON</p> <p>WKXX/SL. Louis, MO PD: Jeff Allen MD: Dave Louis 15 TRISHA YEARWOOD 15 DERYL DODD 15 RICK TREVINO 15 CRYSTAL BERNARD</p> <p>WWFG/Salisbury, MD PD: Bob Maxwell MD: Ray Roman 16 BRYAN WHITE 11 RICK TREVINO 10 FAITH HILL 9 CRYSTAL BERNARD 9 DOLLY PARTON</p> <p>KKAT/Salt Lake City, UT PD: Don Crist MD: Jim Mickelson No Adds</p> <p>KSPD/Salt Lake City, UT PD: Don Hilton MD: Debbie Turpin 7 SAMMY KERSHAW 7 DERYL DODD 7 TRISHA YEARWOOD 7 MARTY STUART 7 JOHN M. MONTGOMERY</p> <p>KUBL/Salt Lake City, UT Interim PD: Rich Prombie 15 ALAN JACKSON 7 FAITH HILL 7 LEANN RIMES 7 TRACY LAWRENCE</p> <p>KNIX/Phoenix, AZ PD: Larry Daniels MD: Buddy Owens 26 LEANN RIMES 26 TRACY LAWRENCE 26 JOHN M. MONTGOMERY</p> <p>WDSY/Pittsburgh, PA PD: Justin Case MD: Rick Dalton 23 ALAN JACKSON 7 LEANN RIMES</p> <p>WFOR/Portland, ME MD: Thomas Hennessey MD: Hal Knight 13 FAITH HILL 13 TRACY LAWRENCE 13 LONESTAR 13 NEAL MCCOY 13 LEANN RIMES</p> <p>KUPL/Portland, OR PD: Lee Rogers MD: Rick Taylor 7 RANDY TRAVIS 7 BURNIN' DAYLIGHT 7 BRYAN WHITE</p> <p>KWJJ/Portland, OR PD: Robin Mitchell MD: Kelle McCrae 25 ALAN JACKSON 18 TRISHA YEARWOOD 18 TRACY LAWRENCE 5 MARTY STUART 5 DERYL DODD 5 BILLY DEAN 5 BLACKHAWK</p> <p>WOKJ/Portland, OR PD: Mark Ericson MD: Dan Lunnie 5 BRYAN WHITE</p> <p>WCTK/Providence, RI PD: Rick Everett MD: Tiffany Hill 10 BRYAN WHITE</p> <p>WLLR/Quad Cities, IA-IL PD: Jim D'Hara MD: Ron Evans 15 NEAL MCCOY 15 TRISHA YEARWOOD 10 FAITH HILL 10 TRACY LAWRENCE 10 BRYAN WHITE</p> <p>WKXN/Raleigh, NC Acting PD: Morgan Thomas 20 BILLY DEAN 20 MARK WILLS 7 FAITH HILL 7 LEE ROY PARNELL</p> <p>WQDR/Raleigh, NC PD: Len Shackelford 15 TERRI CLARK</p> <p>KBJL/Reno, NV PD: Randy Black MD: Chuck Reeves 11 M. CHAPIN CARPENTER 11 JAMES BONAMY 11 MINDY MCCREARY 11 TRACY LAWRENCE</p> <p>WKHK/Richmond, VA PD: Mark Richards MD: Rick Campbell 15 GARY ALLAN 15 TRACY LAWRENCE 15 TRISHA YEARWOOD</p>	<p>WBYT/South Bend, IN PD: Ralph Cherry MD: Lisa Kost 15 TRISHA YEARWOOD 5 BURNIN' DAYLIGHT 5 FAITH HILL 5 RICK TREVINO</p> <p>KDRK/Spokane, WA PD: Steve Roberts APD/MD: T.C. Patrick 8 MARK CHESNUTT 8 FAITH HILL 8 RANDY TRAVIS</p> <p>KNFR/Spokane, WA PD: Jay Daniels MD: Paul Neuman 14 RICK TREVINO 14 MARK CHESNUTT 14 TRISHA YEARWOOD 14 MARTY STUART 14 TRACY LAWRENCE 14 TY HERNDON 14 WADE HAYES 7 BLACKHAWK 7 CRYSTAL BERNARD</p> <p>WFMB/Springfield, IL PD: Bob Grayson MD: John Spaulding 12 TRACY LAWRENCE 12 TRISHA YEARWOOD 12 DERYL DODD 12 JAMES BONAMY 12 MARK WILLS 12 CARYL MACK PARKER 12 JEFF WOOD</p> <p>WPKX/Springfield, MA PD: Jim Andrews MD: Kevin Wright 14 BLACKHAWK 14 RHETT AKINS 14 TRACY LAWRENCE 14 JOHN M. MONTGOMERY 14 BILLY DEAN 14 DERYL DODD 14 DOLLY PARTON</p> <p>KTTX/Springfield, MO PD: Don Pe MD: Warren McDonald 34 TRISHA YEARWOOD 5 TY HERNDON 5 CRYSTAL BERNARD 5 DERYL DODD 5 KEITH PERRY</p> <p>WBBS/Syracuse, NY PD: Rich Lauber MD: Meg Stevens 13 TERRI CLARK 13 LEANN RIMES 13 TRISHA YEARWOOD 5 CLAY WALKER 5 DAVID KERSH</p> <p>WMTN/Tallahassee, FL PD/MD: Tim Mercer 12 NEAL MCCOY 12 BRYAN WHITE 12 RICK TREVINO 12 FAITH HILL</p> <p>WQVQ/Tampa, FL PD: Beecher Martin MD: Jay Roberts 10 FAITH HILL 5 NEAL MCCOY 5 LEE ROY PARNELL 5 BRYAN WHITE</p> <p>WRBQ/Tampa, FL PD/MD: Ronnie Lane 18 WADE HAYES 18 MARK WILLS 18 LEE ROY PARNELL</p> <p>WTHI/Terre Haute, IN PD: Barry Kent MD: Steve Hall 18 TRISHA YEARWOOD 6 TY HERNDON 6 TRACY LAWRENCE 6 JAMES BONAMY</p> <p>WIBW/Topeka, KS PD: Kevin Wagner MD: Patti Cheek 15 LEE ROY PARNELL 15 JAMES BONAMY 15 TY HERNDON</p> <p>KORD/Tri Cities, WA PD/MD: Rick Stewart 15 JOHN M. MONTGOMERY 15 TRISHA YEARWOOD 5 BRADY SEALS 5 TY HERNDON 5 DERYL DODD</p> <p>KIIM/Tucson, AZ PD: Herb Crowe MD: Phil Williams No Adds</p> <p>KVOO/Tulsa, OK PD: Andy Oatman MD: Steve Jackson 9 TY HERNDON 9 DERYL DODD 9 TRISHA YEARWOOD 5 RAY VEGA 5 KEITH PERRY 5 CRYSTAL BERNARD 5 ROYAL WADE KIMES 5 ALISON KRAUSS</p> <p>KWEN/Tulsa, OK PD: Dave Block 18 TRACY BYRD 18 M. CHAPIN CARPENTER 15 NEAL MCCOY</p> <p>WQXK/Youngstown, OH PD: Chuck Stevens MD: Burton Lee 18 LEANN RIMES 8 JAMES BONAMY 8 FAITH HILL</p>	<p>KNUE/Tyler, TX PD: Amy Austin MD: Chuck McKinley 10 TRACY LAWRENCE 10 KEVIN SHARP 10 RANDY TRAVIS</p> <p>WFRG/Utica-Rome, NY PD/MD: Chris Atkins 7 JAMES BONAMY 7 KEVIN SHARP 7 THRASHER SHIVER 7 RICK TREVINO 7 TRISHA YEARWOOD</p> <p>KJUG/Visalia, CA PD/MD: Dave Daniels 22 JOHN M. MONTGOMERY 15 TY HERNDON 15 MARTY STUART 15 TRISHA YEARWOOD 7 DOLLY PARTON 7 KEITH PERRY</p> <p>WACO/Waco, TX APD/MD: Zack Owen OM/MD: Glenn Michaels 12 RANDY TRAVIS 12 FAITH HILL 12 TRACY LAWRENCE 12 GARY ALLAN</p> <p>WMZO/Washington, DC PD/MD: Mac Daniels 15 TRACY ADKINS 15 JOHN BERRY</p> <p>WDEZ/Wausau, WI PD: Bob Jung MD: Lou Stewart 8 LEANN RIMES</p> <p>KFDI/Wichita, KS MD: Gary Slightower 5 TRISHA YEARWOOD 5 TY HERNDON 5 DERYL DODD 5 SAMMY KERSHAW 5 CRYSTAL BERNARD 5 KEITH PERRY 5 GENE WATSON</p> <p>KZSN/Wichita, KS PD: Pat Moyer MD: Dan Holiday 27 ALAN JACKSON 17 TRACY LAWRENCE</p> <p>WGGY/Wikes-Barre, PA PD: Hopalong Cassidy MD: John "Tadpole" Parker 7 TRACY BYRD</p> <p>WVWC/Wilmington, NC PD/MD: Clay McCauley APD: Ron Gray 22 RICK TREVINO 22 BILLY DEAN 22 CRYSTAL BERNARD 22 TRISHA YEARWOOD 22 TY HERNDON 22 DERYL DODD</p> <p>KXDD/Yakima, WA PD: Dawey Boynton MD: Lia Knight 10 DAILY PARTON 10 BILLY DEAN 10 TRACY LAWRENCE 10 MINDY MCCREARY 10 DARYLE SINGLETARY</p> <p>WGTY/York, PA PD: John Pellegrini MD: Steve Jackson 9 TY HERNDON 9 MARK WILLS 9 JAMES BONAMY 8 DERYL DODD 8 FAITH HILL</p>
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192 Total Reporters
192 Current Reporters
191 Current Playlists

Reported Frozen Playlist (1):
WQVK/Wheeling, WV

COUNTRY PLAYLISTS

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

94.3 KIK FM MARKET #2
KIKF/Los Angeles (714) 634-9494 Dumne

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
20	20	30	30	30	MILA MASON/That's Enough Of...
20	20	30	30	30	BROOKS & DUNN/Mama Don't Get...
30	30	30	30	30	CLINT BLACK/Like The Rain
20	20	30	30	30	PATTY LOVELESS/Lonely Too Long
20	20	30	30	30	TRAVIS TRITTT/More Than You'll...
10	20	30	30	30	KENNY CHESNEY/Me And You
10	20	30	30	30	DEANA CARTER/Strawberry Wine
20	20	30	30	30	GEORGE STRAIT/Can Still Make...
30	30	30	30	30	DAVID LEE MURPHY/The Road You...
10	10	20	20	20	MARTINA MCBRIDE/Swingin' Doors
10	10	20	20	20	TIM MCGRAW/Maybe We Should...
10	20	20	20	20	JOHN BERRY/Change My Mind
10	10	20	20	20	TERRI CLARK/Poor Poor Pitiful Me
10	20	20	20	20	TRACY BYRD/Big Love
20	20	20	20	20	RICOCHET/Love Is Stronger...
20	20	20	20	20	CLAY WALKER/Bury The Shovel
10	20	20	20	20	DIAMOND RIO/It's All In Your...
10	20	20	20	20	TRACE ADKINS/Every Light In...
10	20	20	20	20	REBA MCENTIRE/The Fear Of Being...
10	20	20	20	20	GARTH BROOKS/That Of Wind
20	30	10	20	20	TY ENGLAND/Inresistible You
20	20	20	20	20	TRACY BYRD/Big Love
5	5	10	20	20	DAVID KERSH/Goodnight Sweetheart
5	5	10	20	20	BR5-49/Cherokee Boogie
10	10	20	20	20	JIM AUSTON/My Hat's Off To Him
30	10	10	20	20	LEANN RIMES/One Way Ticket...
10	10	20	20	20	DARYLE SINGLETARY/Amem Kind Of Love
10	10	20	20	20	RANDY TRAVIS/Would I
10	10	20	20	20	BLACKHAWK/King Of The World
10	10	20	20	20	GEORGE STRAIT/Can Still Make...
10	10	20	20	20	FAITH HILL/Can't Do That...
10	10	20	20	20	ALAN JACKSON/Little Bitty
10	10	20	20	20	MARTY STUART/You Can't Stop Love
10	10	20	20	20	GARY ALLAN/Her Man
10	10	20	20	20	NEAL MCCOY/Going, Going, Gone
10	10	20	20	20	TRACY LAWRENCE/Is That A Tear
10	10	20	20	20	RHETT AKINS/Love You Back
10	10	20	20	20	JAMES BONAMY/All I Do Is Love Her
10	10	20	20	20	KEVIN SHARP/Nobody Knows
10	10	20	20	20	TY HERNDON/She Wants To Be...
10	10	20	20	20	LONESTAR/When Cowboys...
10	10	20	20	20	WADE HAYES/Where Do I Go To...

93.9 KZLA MARKET #2
KZLA/Los Angeles (818) 246-0939 Sebastian/Fink

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
37	66	48	48	48	GARTH BROOKS/That Of Wind
48	48	37	48	48	TRACE ADKINS/Every Light In...
66	48	48	48	48	CLINT BLACK/Like The Rain
66	66	48	48	48	TRAVIS TRITTT/More Than You'll...
32	27	48	48	48	LEANN RIMES/One Way Ticket...
48	66	48	48	48	JOHN BERRY/Change My Mind
37	48	48	48	48	DAVID KERSH/Goodnight Sweetheart
66	48	48	48	48	ALABAMA/The Maker Said...
66	48	48	48	48	GEORGE STRAIT/Can Still Make...
37	66	37	37	37	GARY ALLAN/Her Man
37	48	37	37	37	KENNY CHESNEY/Me And You
37	48	37	37	37	PATTY LOVELESS/Lonely Too Long
37	37	37	37	37	REBA MCENTIRE/The Fear Of Being...
37	37	37	37	37	RICOCHET/Love Is Stronger...
37	37	37	37	37	KEVIN SHARP/Nobody Knows
48	48	27	27	27	WYNNONNA/My Angel Is Here
37	20	27	27	27	BROOKS & DUNN/Mama Don't Get...
7	32	37	37	37	TERRI CLARK/Poor Poor Pitiful Me
37	32	37	37	37	MARTINA MCBRIDE/Swingin' Doors
7	32	37	37	37	TRACY BYRD/Big Love
32	27	27	27	27	M. CHAPIN CARPENTER/Let Me Into Your...
32	27	27	27	27	MARK CHESNUTT/It's A Little Too...
32	27	27	27	27	ALAN JACKSON/Little Bitty
32	27	27	27	27	TIM MCGRAW/Maybe We Should...
32	27	27	27	27	RANDY TRAVIS/Would I
32	27	27	27	27	BRYAN WHITE/That's Another Song
32	27	27	27	27	CLAY WALKER/Bury The Shovel
66	20	23	23	23	PAUL BRANDT/Do
48	20	23	23	23	DEANA CARTER/Strawberry Wine
48	20	23	23	23	MILA MASON/That's Enough Of...
23	20	23	23	23	JO DEE MESSINA/You're Not In...
48	20	23	23	23	DAVID LEE MURPHY/The Road You...
23	20	23	23	23	SHANIA TWAIN/Home Ain't Where...
48	20	23	23	23	TRISHA YEARWOOD/Believe Me Baby...
37	32	5	7	7	DIAMOND RIO/It's All In Your...

94.7 KICKS COUNTRY MARKET #3
WKXX/Chicago (312) 984-5425 Stecker/McCann

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
35	35	35	35	35	TRISHA YEARWOOD/Believe Me Baby...
35	35	35	35	35	COLLIN RAYE/Love Remains
35	35	35	35	35	PAUL BRANDT/Do
20	35	35	35	35	ALABAMA/The Maker Said...
20	35	35	35	35	GEORGE STRAIT/Can Still Make...
20	20	35	35	35	CLINT BLACK/Like The Rain
20	20	35	35	35	DAVID LEE MURPHY/The Road You...
20	20	35	35	35	KENNY CHESNEY/Me And You
20	20	35	35	35	TRAVIS TRITTT/More Than You'll...
20	20	20	20	20	JOHN BERRY/Change My Mind
20	20	20	20	20	BROOKS & DUNN/Mama Don't Get...
20	20	20	20	20	RICOCHET/Love Is Stronger...
20	20	20	20	20	PATTY LOVELESS/Lonely Too Long
20	20	20	20	20	DEANA CARTER/Strawberry Wine
10	20	20	20	20	DAVID KERSH/Goodnight Sweetheart
10	20	20	20	20	REBA MCENTIRE/The Fear Of Being...
10	20	20	20	20	M. CHAPIN CARPENTER/Let Me Into Your...
10	20	20	20	20	DIAMOND RIO/It's All In Your...
10	20	20	20	20	GARTH BROOKS/That Of Wind
35	35	35	35	35	ALAN JACKSON/Little Bitty
10	20	20	20	20	VINCE GILL/Worlds Apart
10	20	20	20	20	KEVIN SHARP/Nobody Knows
10	20	20	20	20	TRACE ADKINS/Every Light In...
10	20	20	20	20	TERRI CLARK/Poor Poor Pitiful Me
14	14	14	14	14	JAMES BONAMY/Don't Think I Will
14	14	14	14	14	MINDY MCCREADY/Guys Do It All...
14	14	14	14	14	TY HERNDON/Living In A Moment
20	14	14	14	14	RICK TREVIN/Daddy's Money
35	14	14	14	14	BRYAN WHITE/So Much For...
35	20	14	14	14	MARK WILLS/Jacob's Ladder
35	20	14	14	14	BILLY DEAN/That Girl's Been...
20	10	10	10	10	JO DEE MESSINA/You're Not In...
35	35	20	14	14	TRACY LAWRENCE/Stars Over Texas
35	35	20	14	14	TOBY KEITH/A Woman's Touch
10	10	10	10	10	CLAY WALKER/Bury The Shovel
10	10	10	10	10	RHETT AKINS/Love You Back
10	10	10	10	10	RANDY TRAVIS/Would I
10	10	10	10	10	TRACY BYRD/Big Love
10	10	10	10	10	TIM MCGRAW/Maybe We Should...
10	10	10	10	10	TY ENGLAND/Inresistible You

95.9 WUSN MARKET #3
WUSN/Chicago (312) 649-0999 McNeil/Brondo

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
20	20	36	36	36	PATTY LOVELESS/Lonely Too Long
20	36	36	36	36	KENNY CHESNEY/Me And You
36	36	36	36	36	ALABAMA/The Maker Said...
36	36	36	36	36	PAUL BRANDT/Do
36	36	36	36	36	TRAVIS TRITTT/More Than You'll...
20	20	36	36	36	CLINT BLACK/Like The Rain
20	20	36	36	36	GEORGE STRAIT/Can Still Make...
20	20	36	36	36	DEANA CARTER/Strawberry Wine
20	20	36	36	36	DAVID LEE MURPHY/The Road You...
14	14	20	20	20	TERRI CLARK/Poor Poor Pitiful Me
14	14	20	20	20	BROOKS & DUNN/Mama Don't Get...
20	20	20	20	20	RICOCHET/Love Is Stronger...
20	20	20	20	20	PATTY LOVELESS/Lonely Too Long
20	20	20	20	20	DEANA CARTER/Strawberry Wine
20	20	20	20	20	REBA MCENTIRE/The Fear Of Being...
20	20	20	20	20	TIM MCGRAW/Maybe We Should...
20	20	20	20	20	GARTH BROOKS/That Of Wind
20	20	20	20	20	DIAMOND RIO/It's All In Your...
20	20	20	20	20	ALAN JACKSON/Little Bitty
20	20	20	20	20	JOHN M. MONTGOMERY/Ain't Got Nothin'...
14	14	20	20	20	LEANN RIMES/One Way Ticket...
14	14	20	20	20	NEAL MCCOY/Going, Going, Gone
5	14	20	20	20	CLAY WALKER/Bury The Shovel
14	14	20	20	20	MILA MASON/That's Enough Of...
14	14	20	20	20	TY ENGLAND/Inresistible You
5	14	20	20	20	FAITH HILL/Can't Do That...
5	14	20	20	20	M. CHAPIN CARPENTER/Let Me Into Your...
14	14	20	20	20	TRACE ADKINS/Every Light In...
14	14	20	20	20	TRACY BYRD/Big Love
14	14	20	20	20	TRACY LAWRENCE/Is That A Tear
45	15	15	15	15	KEVIN SHARP/Nobody Knows
15	15	15	15	15	RANDY TRAVIS/Would I
15	15	15	15	15	TRISHA YEARWOOD/Everybody Knows
5	5	14	20	20	GARY ALLAN/Her Man
5	5	14	20	20	BRYAN WHITE/That's Another Song
36	36	36	36	36	TRISHA YEARWOOD/Believe Me Baby...
36	36	36	36	36	TRACY LAWRENCE/Stars Over Texas
36	36	36	36	36	TY HERNDON/Living In A Moment
5	5	5	5	5	MARTINA MCBRIDE/Swingin' Doors
5	5	5	5	5	MINDY MCCREADY/Maybe He'll Notice

KSAN MARKET #4
KSAN/San Francisco (415) 291-0202 Roberts/Ryan

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
45	45	45	45	45	CLINT BLACK/Like The Rain
26	45	45	45	45	GARTH BROOKS/That Of Wind
45	45	45	45	45	PATTY LOVELESS/Lonely Too Long
26	45	45	45	45	REBA MCENTIRE/The Fear Of Being...
45	26	45	45	45	DAVID LEE MURPHY/The Road You...
26	45	45	45	45	GEORGE STRAIT/Can Still Make...
15	26	45	45	45	TRAVIS TRITTT/More Than You'll...
26	26	26	26	26	GARY ALLAN/Her Man
15	26	26	26	26	JOHN BERRY/Change My Mind
26	26	26	26	26	BROOKS & DUNN/Mama Don't Get...
5	26	26	26	26	M. CHAPIN CARPENTER/Let Me Into Your...
45	26	26	26	26	DEANA CARTER/Strawberry Wine
15	26	26	26	26	KENNY CHESNEY/Me And You
5	15	26	26	26	DIAMOND RIO/It's All In Your...
5	15	26	26	26	ALAN JACKSON/Little Bitty
26	26	26	26	26	TIM MCGRAW/Maybe We Should...
26	26	26	26	26	GARTH BROOKS/That Of Wind
26	26	26	26	26	DIAMOND RIO/It's All In Your...
26	26	26	26	26	ALAN JACKSON/Little Bitty
15	26	26	26	26	RICOCHET/Love Is Stronger...
15	26	26	26	26	LEANN RIMES/One Way Ticket...
5	15	26	26	26	RANDY TRAVIS/Would I
5	15	26	26	26	CLAY WALKER/Bury The Shovel
15	15	15	15	15	TRACE ADKINS/Every Light In...
26	15	15	15	15	BURNIN' DAYLIGHT/Love Worth...
5	15	15	15	15	TRACY BYRD/Big Love
5	15	15	15	15	TERRI CLARK/Poor Poor Pitiful Me
5	15	15	15	15	PAUL BRANDT/Do
5	15	15	15	15	JAMES BONAMY/Don't Think I Will
15	15	15	15	15	BROOKS & DUNN/Am That Man
15	15	15	15	15	BILLY DEAN/That Girl's Been...
15	15	15	15	15	TY HERNDON/Living In A Moment
15	15	15	15	15	FAITH HILL/You Can't Lose Me
45	15	15	15	15	SAMMY KERSHAW/Vidalia
15	15	15	15	15	TRACY LAWRENCE/Stars Over Texas
15	15	15	15	15	MINDY MCCREADY/Guys Do It All...
15	15	15	15	15	TIM MCGRAW/She Never Lets I'll
45	15	15	15	15	JO DEE MESSINA/You're Not In...

93.3 WXTU MARKET #4
KYCY/San Francisco (415) 391-9330 Logan

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
50	50	50	50	50	ALABAMA/The Maker Said...
20	40	40	40	40	KEVIN SHARP/Nobody Knows
50	50	50	50	50	CLINT BLACK/Like The Rain
40	40	40	40	40	JOHN BERRY/Change My Mind
40	40	40	40	40	GARTH BROOKS/That Of Wind
40	40	40	40	40	REBA MCENTIRE/The Fear Of Being...
40	40	40	40	40	GEORGE STRAIT/Can Still Make...
20	30	40	40	40	TRAVIS TRITTT/More Than You'll...
5	5	40	40	40	LEANN RIMES/One Way Ticket...
10	40	40	40	40	PATTY LOVELESS/Lonely Too Long
30	40	40	40	40	DAVID LEE MURPHY/The Road You...
20	20	40	40	40	MARTINA MCBRIDE/Swingin' Doors
5	40	40	40	40	KENNY CHESNEY/Me And You
30	30	30	30	30	TY ENGLAND/Inresistible You
30	30	30	30	30	TRACE ADKINS/Every Light In...
30	30				

COUNTRY PLAYLISTS

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

WKLB		MARKET #10	
WKLB/Boston (617) 542-0241 Brophy/Rogers			
PLAYS	ARTIST/TITLE		
3W	2W	LW	
40	40	40	TRISHA YEARWOOD/Believe Me Baby...
20	40	40	ALABAMA/The Maker Said...
20	40	40	DAVID LEE MURPHY/The Road You...
20	40	40	CLINT BLACK/Like The Rain
20	40	40	TRAVIS TRITTMORE/More Than You'll...
20	40	40	PATTY LOVELESS/Lonely Too Long
20	40	40	REBA MCKENZIE/The Fear Of Being...
20	40	40	JOHN BERRY/Change My Mind
20	40	40	DIAMOND RIO/It's All In Your...
20	40	40	COLLIN RAYE/Love Remains
20	40	40	PAUL BRANDT/Do
20	40	40	JOHN M. MONTGOMERY/Ain't Got Nothin'...
20	40	40	GEORGE STRAIT/Can Still Make...
20	40	40	GARTH BROOKS/That Of Wind
20	40	40	M. CHAPIN CARPENTER/Let Me Into Your...
20	40	40	BROOKS & DUNN/Mama Don't Get...
20	40	40	RICOCHET/Love Is Stronger...
20	40	40	MILA MASON/That's Enough Of...
20	40	40	CLAY WALKER/Bury The Shovel
20	40	40	ALAN JACKSON/Little Bitty
20	40	40	LEANN RIMES/One Way Ticket...
20	40	40	RANDY TRAVIS/Would I
20	40	40	VINCE GILL/Worlds Apart
20	40	40	MARTINA MCBRIDE/Swingin' Doors
20	40	40	KENNY CHESNEY/Me And You
20	40	40	TERRI CLARK/Poor Poor Pitiful Me
20	40	40	BLACKHAWK/King Of The World
20	40	40	DEANA CARTER/Strawberry Wine
20	40	40	SUZIE BOGUSS/No Way Out
20	40	40	TIM MCGRAW/Maybe We Should...
20	40	40	MARTY STUART/You Can't Stop Love
20	40	40	TRACE ADKINS/Every Light In...
20	40	40	DAVID KERSH/Goodnight Sweetheart
20	40	40	TRACY BYRD/Big Love
20	40	40	BRYAN WHITE/So Much For
20	40	40	TY HERNDON/Living In A Moment
20	40	40	FAITH HILL/You Can't Lose Me
20	40	40	JO DEE MESSINA/You're Not In...
20	40	40	DOLLY PARTON/Just When I...
20	40	40	KEVIN SHARP/Nobody Knows

99.9 KISS FM		MARKET #11	
WKIS/Miami (954) 431-6200 McKay/Evans			
PLAYS	ARTIST/TITLE		
3W	2W	LW	
24	24	24	JOHN BERRY/Change My Mind
24	24	24	CLINT BLACK/Like The Rain
24	24	24	KENNY CHESNEY/Me And You
24	24	24	DEANA CARTER/Strawberry Wine
24	24	24	PATTY LOVELESS/Lonely Too Long
24	24	24	REBA MCKENZIE/The Fear Of Being...
24	24	24	DAVID LEE MURPHY/The Road You...
24	24	24	GEORGE STRAIT/Can Still Make...
24	24	24	TRAVIS TRITTMORE/More Than You'll...
24	24	24	TRACE ADKINS/Every Light In...
24	24	24	BR5-49/Cherokee Boogie
24	24	24	GARTH BROOKS/That Of Wind
24	24	24	TERRI CLARK/Poor Poor Pitiful Me
24	24	24	DIAMOND RIO/It's All In Your...
24	24	24	BROOKS & DUNN/Mama Don't Get...
24	24	24	TY ENGLAND/Inresistible You
24	24	24	ALAN JACKSON/Little Bitty
24	24	24	DAVID KERSH/Goodnight Sweetheart
24	24	24	LEONESTAR/When Cowboys...
24	24	24	MILA MASON/That's Enough Of...
24	24	24	RICOCHET/Love Is Stronger...
24	24	24	RHETT AKINS/Love You Back
24	24	24	GARY ALLAN/Her Man
24	24	24	TRACY BYRD/Big Love
24	24	24	FAITH HILL/Can't Do That...
24	24	24	BURNIN' DAYLIGHT/Love Worth...
24	24	24	NEAL MCCOY/Going, Going, Gone
24	24	24	TIM MCGRAW/Maybe We Should...
24	24	24	LEE ROY PARNELL/We All Get Lucky...
24	24	24	LEANN RIMES/One Way Ticket...
24	24	24	RANDY TRAVIS/Would I
24	24	24	MARTY STUART/You Can't Stop Love
24	24	24	TRACE ADKINS/Every Light In...
24	24	24	RHETT AKINS/Don't Get Me Started
24	24	24	PAUL BRANDT/My Heart Has A...
24	24	24	TERRI CLARK/I Were You
24	24	24	DIAMOND RIO/That's What I Get...
24	24	24	BROOKS & DUNN/Am That Man
24	24	24	TOBY KEITH/Does That Blue...
24	24	24	TRACY LAWRENCE/Time Marches On
24	24	24	NEAL MCCOY/You Gotta Love That

101.5 FM Kicks		MARKET #12	
WKXH/Atlanta (770) 955-0101 McGinley/Gray			
PLAYS	ARTIST/TITLE		
3W	2W	LW	
38	38	38	CLINT BLACK/Like The Rain
38	38	38	PAUL BRANDT/Do
38	38	38	TRAVIS TRITTMORE/More Than You'll...
38	38	38	KENNY CHESNEY/Me And You
38	38	38	DEANA CARTER/Strawberry Wine
38	38	38	DAVID LEE MURPHY/The Road You...
38	38	38	REBA MCKENZIE/The Fear Of Being...
38	38	38	PATTY LOVELESS/Lonely Too Long
38	38	38	GEORGE STRAIT/Can Still Make...
38	38	38	ALABAMA/The Maker Said...
38	38	38	JOHN M. MONTGOMERY/Ain't Got Nothin'...
38	38	38	BROOKS & DUNN/Mama Don't Get...
38	38	38	REBA MCKENZIE/The Fear Of Being...
38	38	38	GARTH BROOKS/That Of Wind
38	38	38	RICOCHET/Love Is Stronger...
38	38	38	DIAMOND RIO/It's All In Your...
38	38	38	TRACE ADKINS/Every Light In...
38	38	38	TY ENGLAND/Inresistible You
38	38	38	DAVID KERSH/Goodnight Sweetheart
38	38	38	LEONESTAR/When Cowboys...
38	38	38	MILA MASON/That's Enough Of...
38	38	38	RICOCHET/Love Is Stronger...
38	38	38	RHETT AKINS/Love You Back
38	38	38	GARY ALLAN/Her Man
38	38	38	TRACY BYRD/Big Love
38	38	38	FAITH HILL/Can't Do That...
38	38	38	BURNIN' DAYLIGHT/Love Worth...
38	38	38	NEAL MCCOY/Going, Going, Gone
38	38	38	TIM MCGRAW/Maybe We Should...
38	38	38	LEE ROY PARNELL/We All Get Lucky...
38	38	38	LEANN RIMES/One Way Ticket...
38	38	38	RANDY TRAVIS/Would I
38	38	38	MARTY STUART/You Can't Stop Love
38	38	38	TRACE ADKINS/Every Light In...
38	38	38	RHETT AKINS/Don't Get Me Started
38	38	38	PAUL BRANDT/My Heart Has A...
38	38	38	TERRI CLARK/I Were You
38	38	38	DIAMOND RIO/That's What I Get...
38	38	38	BROOKS & DUNN/Am That Man
38	38	38	TOBY KEITH/Does That Blue...
38	38	38	TRACY LAWRENCE/Time Marches On
38	38	38	NEAL MCCOY/You Gotta Love That

106.7		MARKET #12	
WYAY/Atlanta (770) 955-0106 McGinley/Gray			
PLAYS	ARTIST/TITLE		
3W	2W	LW	
32	42	42	DEANA CARTER/Strawberry Wine
32	42	42	CLINT BLACK/Like The Rain
32	42	42	GEORGE STRAIT/Can Still Make...
32	42	42	KENNY CHESNEY/Me And You
32	42	42	PATTY LOVELESS/Lonely Too Long
32	42	42	REBA MCKENZIE/The Fear Of Being...
32	42	42	JOHN M. MONTGOMERY/Ain't Got Nothin'...
32	42	42	DAVID LEE MURPHY/The Road You...
32	42	42	JOHN BERRY/Change My Mind
32	42	42	GARTH BROOKS/That Of Wind
32	42	42	BROOKS & DUNN/Mama Don't Get...
32	42	42	DIAMOND RIO/It's All In Your...
32	42	42	CLAY WALKER/Bury The Shovel
32	42	42	TERRI CLARK/Poor Poor Pitiful Me
32	42	42	RICOCHET/Love Is Stronger...
32	42	42	TRACE ADKINS/Every Light In...
32	42	42	DAVID KERSH/Goodnight Sweetheart
32	42	42	TIM MCGRAW/Maybe We Should...
32	42	42	ALAN JACKSON/Little Bitty
32	42	42	WESTERN FLYER/What Will You Do...
32	42	42	WESTERN FLYER/What Will You Do...
32	42	42	TERRI CLARK/Poor Poor Pitiful Me
32	42	42	MILA MASON/That's Enough Of...
32	42	42	ALAN JACKSON/Little Bitty
32	42	42	COLLIN RAYE/Love Remains
32	42	42	CLAY WALKER/Bury The Shovel
32	42	42	JAMES BONAMY/Don't Think I Will
32	42	42	TRISHA YEARWOOD/Believe Me Baby...
32	42	42	TOBY KEITH/Woman's Touch
32	42	42	VINCE GILL/Worlds Apart
32	42	42	BRYAN WHITE/So Much For
32	42	42	JO DEE MESSINA/You're Not In...
32	42	42	TRACY BYRD/Big Love
32	42	42	LEONESTAR/When Cowboys...
32	42	42	KEVIN SHARP/Nobody Knows
32	42	42	LEANN RIMES/One Way Ticket...
32	42	42	DIAMOND RIO/It's All In Your...
32	42	42	MINDY MCCREARY/Maybe He'll Notice...
32	42	42	LEANN RIMES/One Way Ticket...
32	42	42	MARK WILLS/High Low And In
32	42	42	TRACY LAWRENCE/Is That A Tear
32	42	42	TRISHA YEARWOOD/Everybody Knows
32	42	42	BRYAN WHITE/So Much For

KMP5/Seattle		MARKET #13	
(206) 443-9400 Sledge/Thomas			
PLAYS	ARTIST/TITLE		
3W	2W	LW	
41	41	41	ALAN JACKSON/Little Bitty
28	41	41	CLINT BLACK/Like The Rain
41	41	41	TOBY KEITH/Woman's Touch
28	41	41	KENNY CHESNEY/Me And You
41	41	41	JOHN BERRY/Change My Mind
41	41	41	CLINT BLACK/Like The Rain
41	41	41	ALABAMA/The Maker Said...
41	41	41	TRISHA YEARWOOD/Believe Me Baby...
28	41	41	DAVID LEE MURPHY/The Road You...
28	41	41	TRACE ADKINS/Every Light In...
16	28	28	REBA MCKENZIE/The Fear Of Being...
16	28	28	LEANN RIMES/One Way Ticket...
16	28	28	DEANA CARTER/Strawberry Wine
16	28	28	GEORGE STRAIT/Can Still Make...
28	28	28	BROOKS & DUNN/Mama Don't Get...
28	28	28	WESTERN FLYER/What Will You Do...
28	28	28	WYNONNAA/Am I Here
28	28	28	PATTY LOVELESS/Lonely Too Long
16	16	16	TRACE ADKINS/Every Light In...
16	16	16	REBA MCKENZIE/The Fear Of Being...
16	16	16	GARTH BROOKS/That Of Wind
16	16	16	TRACY BYRD/Big Love
16	16	16	WESTERN FLYER/What Will You Do...
41	41	41	FAITH HILL/You Can't Lose Me
10	10	10	WADE HAYES/On A Good Night
10	10	10	LEANN RIMES/Blue
41	41	41	BRYAN WHITE/That's Another Song
41	41	41	TERRI CLARK/Poor Poor Pitiful Me
41	41	41	TIM MCGRAW/Maybe We Should...
41	41	41	DIAMOND RIO/It's All In Your...
41	41	41	TRACE ADKINS/Every Light In...
41	41	41	TRACY BYRD/Big Love
41	41	41	MARK WILLS/High Low And In
41	41	41	TRACY LAWRENCE/Is That A Tear
41	41	41	TRISHA YEARWOOD/Everybody Knows
41	41	41	JO DEE MESSINA/You're Not In...
10	10	10	JAMES BONAMY/Don't Think I Will

WMJC		MARKET #14	
Country 94.3 WMJC/Long Island (516) 423-6740 Asker			
PLAYS	ARTIST/TITLE		
3W	2W	LW	
38	38	38	ALABAMA/The Maker Said...
38	38	38	PAUL BRANDT/Do
38	38	38	TRAVIS TRITTMORE/More Than You'll...
38	38	38	KENNY CHESNEY/Me And You
38	38	38	PATTY LOVELESS/Lonely Too Long
38	38	38	CLINT BLACK/Like The Rain
38	38	38	JOHN BERRY/Change My Mind
38	38	38	DAVID LEE MURPHY/The Road You...
38	38	38	GEORGE STRAIT/Can Still Make...
38	38	38	BROOKS & DUNN/Mama Don't Get...
38	38	38	RICOCHET/Love Is Stronger...
38	38	38	DEANA CARTER/Strawberry Wine
38	38	38	DIAMOND RIO/It's All In Your...
38	38	38	TRACE ADKINS/Every Light In...
38	38	38	TY ENGLAND/Inresistible You
38	38	38	REBA MCKENZIE/The Fear Of Being...
38	38	38	CLAY WALKER/Bury The Shovel
38	38	38	TERRI CLARK/Poor Poor Pitiful Me
38	38	38	GARTH BROOKS/That Of Wind
38	38	38	MILA MASON/That's Enough Of...
38	38	38	WADE HAYES/Where Do I Go To...
38	38	38	TRACY BYRD/Big Love
38	38	38	NEAL MCCOY/Going, Going, Gone
38	38	38	TIM MCGRAW/Maybe We Should...
38	38	38	MINDY MCCREARY/Maybe He'll Notice...
38	38	38	TRACY BYRD/Big Love
38	38	38	TRACE ADKINS/Every Light In...
38	38	38	TY ENGLAND/Inresistible You
38	38	38	REBA MCKENZIE/The Fear Of Being...
38	38	38	CLAY WALKER/Bury The Shovel
38	38	38	TERRI CLARK/Poor Poor Pitiful Me
38	38	38	GARTH BROOKS/That Of Wind
38	38	38	MILA MASON/That's Enough Of...
38	38	38	WADE HAYES/Where Do I Go To...
38	38	38	TRACY BYRD/Big Love
38	38	38	NEAL MCCOY/Going, Going, Gone
38	38	38	TIM MCGRAW/Maybe We Should...
38	38	38	MINDY MCCREARY/Maybe He'll Notice...
38	38	38	TRACY BYRD/Big Love
38	38	38	TRACE ADKINS/Every Light In...
38	38	38	TY ENGLAND/Inresistible You
38	38	38	REBA MCKENZIE/The Fear Of Being...
38	38	38	CLAY WALKER/Bury The Shovel
38	38	38	TERRI CLARK/Poor Poor Pitiful Me
38	38	38	GARTH BROOKS/That Of Wind
38	38	38	MILA MASON/That's Enough Of...
38	38	38	WADE HAYES/Where Do I Go To...
38	38	38	TRACY BYRD/Big Love
38	38	38	NEAL MCCOY/Going, Going, Gone
38	38	38	TIM MCGRAW/Maybe We Should...
38	38	38	MINDY MCCREARY/Maybe He'll Notice...
38	38	38	TRACY BYRD/Big Love
38	38	38	TRACE ADKINS/Every Light In...
38	38	38	TY ENGLAND/Inresistible You
38	38	38	REBA MCKENZIE/The Fear Of Being...
38	38	38	CLAY WALKER/Bury The Shovel
38	38	38	TERRI CLARK/Poor Poor Pitiful Me
38	38	38	GARTH BROOKS/That Of Wind
38	38	38	MILA MASON/That's Enough Of...
38	38	38	WADE HAYES/Where Do I Go To...
38	38	38	TRACY BYRD/Big Love
38	38	38	NEAL MCCOY/Going, Going, Gone
38	38	38	TIM MCGRAW/Maybe We Should...
38	38	38	MINDY MCCREARY/Maybe He'll Notice...
38	38	38	TRACY BYRD/Big Love
38	38	38	TRACE ADKINS/Every Light In...
38	38	38	TY ENGLAND/Inresistible You
38	38	38	REBA MCKENZIE/The Fear Of Being...
38	38	38	CLAY WALKER/Bury The Shovel
38	38	38	TERRI CLARK/Poor Poor Pitiful Me
38	38	38	GARTH BROOKS/That Of Wind
38	38	38	MILA MASON/That's Enough Of...
38	38	38	WADE HAYES/Where Do I Go To...
38	38		

COUNTRY PLAYLISTS

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

WQYK MARKET #21
 WQYK/Tampa
 (813) 576-6055
 Marlin/Roberts

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
18	32	32	32	32	ALABAMA/The Maker Said...
18	32	32	32	32	CLINT BLACK/Like The Rain
18	32	32	32	32	PAUL BRANDT/Do
18	18	18	18	18	DEANA CARTER/Strawberry Wine
18	18	18	18	18	KENNY CHESNEY/Me And You
18	18	18	18	18	PATTY LOVELESS/Lonely Too Long
18	18	18	18	18	DAVID LEE MURPHY/The Road You...
18	18	18	18	18	GEORGE STRAIT/Can Still Make...
18	18	18	18	18	TRAVIS TRITT/More Than You'll...
32	32	32	32	32	VINCE GILL/Worlds Apart
32	32	32	32	32	TRACY LAWRENCE/Stars Over Texas
32	32	32	32	32	TRISHA YEARWOOD/Believe Me Baby...
10	10	10	10	10	BR5-49/Cherokee Boogie
10	10	10	10	10	TRACE ADKINS/Every Light In...
10	10	10	10	10	JOHN BERRY/Change My Mind
18	18	18	18	18	GARTH BROOKS/That Of Wind
18	18	18	18	18	BROOKS & DUNN/Mama Don't Get...
10	10	10	10	10	M. CHAPIN CARPENTER/Let Me Into Your...
10	10	10	10	10	TY ENGLAND/Irresistible You
10	10	10	10	10	ALAN JACKSON/Little Bitty
10	10	10	10	10	DAVID KERSH/Goodnight Sweetheart
18	18	18	18	18	REBA MCENTIRE/The Fear Of Being...
10	10	10	10	10	TIM MCGRAW/Maybe We Should...
10	10	10	10	10	MILA MASON/That's Enough Of...
10	10	10	10	10	RICCOCHET/Love Is Stronger...
18	18	18	18	18	CLAY WALKER/Bury The Shovel
12	12	12	12	12	JAMES BONAMY/All I Do Is Love Her
12	12	12	12	12	BROOKS & DUNN/Am That Man
12	12	12	12	12	WADE HAYES/On A Good Night
32	32	32	32	32	TY HERNDON/Living In A Moment
32	32	32	32	32	TOBY KEITH/A Woman's Touch
12	12	12	12	12	NEAL MCCOY/Going, Going, Gone
12	12	12	12	12	MINDY MCCREADY/Guys Do It All...
12	12	12	12	12	SHAWNA TWAIN/One Needs To Know
12	12	12	12	12	MARIA MCBRIDE/Swingin' Doors
12	12	12	12	12	TRAVIS TRITT/More Than You'll...
12	12	12	12	12	CLAY WALKER/Bury The Shovel
12	12	12	12	12	CLINT BLACK/Like The Rain
12	12	12	12	12	BRYAN WHITE/So Much For...
12	12	12	12	12	TIM MCGRAW/She Never Lets It...
12	12	12	12	12	LEONARDO/Ridin' Away With...
12	12	12	12	12	BILLY DEAN/That Girl's Been...
12	12	12	12	12	MINDY MCCREADY/Guys Do It All...
12	12	12	12	12	SAWYER BROWN/Treat Her Right
12	12	12	12	12	SHAWNA TWAIN/One Needs To Know
12	12	12	12	12	MARIA MCBRIDE/Swingin' Doors
12	12	12	12	12	TRAVIS TRITT/More Than You'll...
12	12	12	12	12	CLAY WALKER/Bury The Shovel
12	12	12	12	12	CLINT BLACK/Like The Rain
12	12	12	12	12	BRYAN WHITE/So Much For...
12	12	12	12	12	TIM MCGRAW/She Never Lets It...
12	12	12	12	12	LEONARDO/Ridin' Away With...
12	12	12	12	12	BILLY DEAN/That Girl's Been...
12	12	12	12	12	MINDY MCCREADY/Guys Do It All...
12	12	12	12	12	SAWYER BROWN/Treat Her Right
12	12	12	12	12	SHAWNA TWAIN/One Needs To Know
12	12	12	12	12	MARIA MCBRIDE/Swingin' Doors
12	12	12	12	12	TRAVIS TRITT/More Than You'll...
12	12	12	12	12	CLAY WALKER/Bury The Shovel
12	12	12	12	12	CLINT BLACK/Like The Rain
12	12	12	12	12	BRYAN WHITE/So Much For...
12	12	12	12	12	TIM MCGRAW/She Never Lets It...
12	12	12	12	12	LEONARDO/Ridin' Away With...
12	12	12	12	12	BILLY DEAN/That Girl's Been...
12	12	12	12	12	MINDY MCCREADY/Guys Do It All...
12	12	12	12	12	SAWYER BROWN/Treat Her Right
12	12	12	12	12	SHAWNA TWAIN/One Needs To Know
12	12	12	12	12	MARIA MCBRIDE/Swingin' Doors
12	12	12	12	12	TRAVIS TRITT/More Than You'll...
12	12	12	12	12	CLAY WALKER/Bury The Shovel
12	12	12	12	12	CLINT BLACK/Like The Rain
12	12	12	12	12	BRYAN WHITE/So Much For...
12	12	12	12	12	TIM MCGRAW/She Never Lets It...
12	12	12	12	12	LEONARDO/Ridin' Away With...
12	12	12	12	12	BILLY DEAN/That Girl's Been...
12	12	12	12	12	MINDY MCCREADY/Guys Do It All...
12	12	12	12	12	SAWYER BROWN/Treat Her Right
12	12	12	12	12	SHAWNA TWAIN/One Needs To Know
12	12	12	12	12	MARIA MCBRIDE/Swingin' Doors
12	12	12	12	12	TRAVIS TRITT/More Than You'll...
12	12	12	12	12	CLAY WALKER/Bury The Shovel
12	12	12	12	12	CLINT BLACK/Like The Rain
12	12	12	12	12	BRYAN WHITE/So Much For...
12	12	12	12	12	TIM MCGRAW/She Never Lets It...
12	12	12	12	12	LEONARDO/Ridin' Away With...
12	12	12	12	12	BILLY DEAN/That Girl's Been...
12	12	12	12	12	MINDY MCCREADY/Guys Do It All...
12	12	12	12	12	SAWYER BROWN/Treat Her Right
12	12	12	12	12	SHAWNA TWAIN/One Needs To Know
12	12	12	12	12	MARIA MCBRIDE/Swingin' Doors
12	12	12	12	12	TRAVIS TRITT/More Than You'll...
12	12	12	12	12	CLAY WALKER/Bury The Shovel
12	12	12	12	12	CLINT BLACK/Like The Rain
12	12	12	12	12	BRYAN WHITE/So Much For...
12	12	12	12	12	TIM MCGRAW/She Never Lets It...
12	12	12	12	12	LEONARDO/Ridin' Away With...
12	12	12	12	12	BILLY DEAN/That Girl's Been...
12	12	12	12	12	MINDY MCCREADY/Guys Do It All...
12	12	12	12	12	SAWYER BROWN/Treat Her Right
12	12	12	12	12	SHAWNA TWAIN/One Needs To Know
12	12	12	12	12	MARIA MCBRIDE/Swingin' Doors
12	12	12	12	12	TRAVIS TRITT/More Than You'll...
12	12	12	12	12	CLAY WALKER/Bury The Shovel
12	12	12	12	12	CLINT BLACK/Like The Rain
12	12	12	12	12	BRYAN WHITE/So Much For...
12	12	12	12	12	TIM MCGRAW/She Never Lets It...
12	12	12	12	12	LEONARDO/Ridin' Away With...
12	12	12	12	12	BILLY DEAN/That Girl's Been...
12	12	12	12	12	MINDY MCCREADY/Guys Do It All...
12	12	12	12	12	SAWYER BROWN/Treat Her Right
12	12	12	12	12	SHAWNA TWAIN/One Needs To Know
12	12	12	12	12	MARIA MCBRIDE/Swingin' Doors
12	12	12	12	12	TRAVIS TRITT/More Than You'll...
12	12	12	12	12	CLAY WALKER/Bury The Shovel
12	12	12	12	12	CLINT BLACK/Like The Rain
12	12	12	12	12	BRYAN WHITE/So Much For...
12	12	12	12	12	TIM MCGRAW/She Never Lets It...
12	12	12	12	12	LEONARDO/Ridin' Away With...
12	12	12	12	12	BILLY DEAN/That Girl's Been...
12	12	12	12	12	MINDY MCCREADY/Guys Do It All...
12	12	12	12	12	SAWYER BROWN/Treat Her Right
12	12	12	12	12	SHAWNA TWAIN/One Needs To Know
12	12	12	12	12	MARIA MCBRIDE/Swingin' Doors
12	12	12	12	12	TRAVIS TRITT/More Than You'll...
12	12	12	12	12	CLAY WALKER/Bury The Shovel
12	12	12	12	12	CLINT BLACK/Like The Rain
12	12	12	12	12	BRYAN WHITE/So Much For...
12	12	12	12	12	TIM MCGRAW/She Never Lets It...
12	12	12	12	12	LEONARDO/Ridin' Away With...
12	12	12	12	12	BILLY DEAN/That Girl's Been...
12	12	12	12	12	MINDY MCCREADY/Guys Do It All...
12	12	12	12	12	SAWYER BROWN/Treat Her Right
12	12	12	12	12	SHAWNA TWAIN/One Needs To Know
12	12	12	12	12	MARIA MCBRIDE/Swingin' Doors
12	12	12	12	12	TRAVIS TRITT/More Than You'll...
12	12	12	12	12	CLAY WALKER/Bury The Shovel
12	12	12	12	12	CLINT BLACK/Like The Rain
12	12	12	12	12	BRYAN WHITE/So Much For...
12	12	12	12	12	TIM MCGRAW/She Never Lets It...
12	12	12	12	12	LEONARDO/Ridin' Away With...
12	12	12	12	12	BILLY DEAN/That Girl's Been...
12	12	12	12	12	MINDY MCCREADY/Guys Do It All...
12	12	12	12	12	SAWYER BROWN/Treat Her Right
12	12	12	12	12	SHAWNA TWAIN/One Needs To Know
12	12	12	12	12	MARIA MCBRIDE/Swingin' Doors
12	12	12	12	12	TRAVIS TRITT/More Than You'll...
12	12	12	12	12	CLAY WALKER/Bury The Shovel
12	12	12	12	12	CLINT BLACK/Like The Rain
12	12	12	12	12	BRYAN WHITE/So Much For...
12	12	12	12	12	TIM MCGRAW/She Never Lets It...
12	12	12	12	12	LEONARDO/Ridin' Away With...
12	12	12	12	12	BILLY DEAN/That Girl's Been...
12	12	12	12	12	MINDY MCCREADY/Guys Do It All...
12	12	12	12	12	SAWYER BROWN/Treat Her Right
12	12	12	12	12	SHAWNA TWAIN/One Needs To Know
12	12	12	12	12	MARIA MCBRIDE/Swingin' Doors
12	12	12	12	12	TRAVIS TRITT/More Than You'll...
12	12	12	12	12	CLAY WALKER/Bury The Shovel
12	12	12	12	12	CLINT BLACK/Like The Rain
12	12	12	12	12	BRYAN WHITE/So Much For...
12	12	12	12	12	TIM MCGRAW/She Never Lets It...
12	12	12	12	12	LEONARDO/Ridin' Away With...
12	12	12	12	12	BILLY DEAN/That Girl's Been...
12	12	12	12	12	MINDY MCCREADY/Guys Do It All...
12	12	12	12	12	SAWYER BROWN/Treat Her Right
12	12	12	12	12	SHAWNA TWAIN/One Needs To Know
12	12	12	12	12	MARIA MCBRIDE/Swingin' Doors
12	12	12	12	12	TRAVIS TRITT/More Than You'll...
12	12	12	12	12	CLAY WALKER/Bury The Shovel
12	12	12	12	12	CLINT BLACK/Like The Rain
12	12	12	12	12	BRYAN WHITE/So Much For...
12	12	12	12	12	TIM MCGRAW/She Never Lets It...
12	12	12	12	12	LEONARDO/Ridin' Away With...
12	12	12	12	12	BILLY DEAN/That Girl's Been...
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12	12	12	12	12	SAWYER BROWN/Treat Her Right
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12	12	12	12	12	SAWYER BROWN/Treat Her Right
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12	12	12	12	12	LEONARDO/Ridin' Away With...
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12	12	12	12	12	SAWYER BROWN/Treat Her Right
12	12	12	12	12	SHAWNA TWAIN/One Needs To Know
12	12	12	12	12	MARIA MCBRIDE/Swingin' Doors
12					

A

TRACE ADKINS Every Light In The House (*Capitol 7087*)

Prod: Scott Hendricks Wr: Kent Robbins Pub: Irving Music, Inc. (BMI)/Colter Bay Music (BMI) Mgr: Borman Entertainment

RHETT AKINS Love You Back (*Decca 55223*)

Prod: Mark Wright Wr: Bob Di Piero, Craig Wiseman Pub: Little Big Town Music/American Made Music (BMI)/Almo Music Corp./Daddy Rabbit Music (ASCAP) Mgr: Starstruck Entertainment

ALABAMA The Maker Said Take Her (*RCA 07863*)

Prod: Emory Gordy, Jr., Alabama Wr: Ronnie Rogers, Mark Wright Pub: Maypop Music (a div. of Wildcountry Inc./Route Six Music (adm. by Maypop Music)/EMI Blackwood Music Inc. (BMI) Mgr: Dale Morris & Associates

GARY ALLAN Her Man (*Decca 55227*)

Prod: Mark Wright, Byron Hill Wr: Kent M. Robbins Pub: Irving Music, Inc./Colter Bay Music (BMI) Mgr:

STEVE AZAR Nights Like This (*River North 51416*)

Prod: Joe Thomas Wr: Steve Azar, Bob Regan Pub: Murrah Music Corp./Top Of The Levy Music (adm. by Murrah Music Corp.) (BMI)/AMR Publications, Inc./Sierra Home Music (adm. by AMR Publications, Inc.) (ASCAP) Mgr: Gold Mountain Entertainment

B

CRYSTAL BERNARD Have We Forgotten What Love Is (*River North 51416*)

Prod: Steve Devick, Bill Watson Wr: Billy Dean, Crystal Bernard Pub: EMI Blackwood Music Inc./BTK Songs (ATK rights for BTK Songs Controlled and Administered by EMI Blackwood Music) (BMI)/Girl Next Door Music (BMI)/All rights on behalf of Girl Next Door Music adm. by Warner-Tamerlane Publishing Corp. (BMI) Mgr:

JOHN BERRY Change My Mind (*Capitol 10349*)

Prod: Chuck Howard Wr: Jason Blume, A.J. Masters Pub: Zomba Enterprises Inc. (ASCAP)/Bull's Creek Publishing, Inc. (BMI) Mgr: Corlew-O'Grady Management

CLINT BLACK Like The Rain (*RCA*)

Prod: James Stroud, Clint Black Wr: Clint Black, Hayden Nicholas Pub: Blackened Music (adm. by Irving Music Inc.) (BMI) Mgr: Left Bank Organization

BLACKHAWK King Of The World (*Arista 3049*)

Prod: Tim DuBois, Mike Clute and Mark Bright Wr: Jeff Black Pub: Warner-Tamerlane Publishing Corp (BMI) Mgr: Rick Alter Management, Inc.

JAMES BONAMY All I Do Is Love Her (*Epic 67069*)

Prod: Doug Johnson Wr: Skip Ewing, Wayland Patton Pub: Acuff-Rose Music, Inc. (BMI)/MCA Music Publishing (a div. of MCA Inc.)/Delta Kappa Twang (ASCAP) Mgr: Hallmark Direction Company

BR5-49 Cherokee Boogie (*Arista 3039*)

Prod: Jozef Nuyens, Mike Janas Wr: Moon Mullican, Chief William Redbird Pub: Fort Knox Music Inc./Trio Music Co., Inc (BMI) Mgr: Ten Ten Management

PAUL BRANDT I Do (*Reprise 8276*)

Prod: Josh Leo Wr: Paul Brandt Pub: Warner-Tamerlane Pub. Corp./Pollywog Music SOCAN/BMI Mgr: Creative Trust

GARTH BROOKS That Ol' Wind (*Capitol 7087*)

Prod: Allen Reynolds Wr: Leigh Reynolds, Garth Brooks Pub: Feelbilly Music (BMI)/Breen's Island (BMI)/Major Bob Music Co., Inc. (ASCAP)/No Fences Music (adm. by Major Bob Music Co., Inc.) (ASCAP) Mgr: GB Management, Inc.

BROOKS & DUNN Mama Don't Get Dressed Up For Nothing (*Arista 3043*)

Prod: Don Cook, Kix Brooks and Ronnie Dunn Wr: Kix Brooks, Ronnie Dunn and Don Cook Pub: Sony/ATV Songs LLC dba Tree Publishing Co., Buffalo Prairie Music, Showbilly Music, Don Cook Music (BMI) Mgr: Tittley & Associates

BURNIN' DAYLIGHT Love Worth Fighting For (*Curb 1296*)

Prod: Mark Bright Wr: Marc Beeson, Sonny Lemaire and Kurt Howell Pub: EMI April Music Inc./K-Town Music (ASCAP)/EMI Blackwood Music Inc./Ticket to Ride Music (BMI)/Warner-Tamerlane Publishing Corp./Mac Truck Music (BMI) Mgr: Warner-Avalon Entertainment

TRACY BYRD Big Love (*MCA 3817*)

Prod: Tony Brown Wr: Michael Clark, Jeff Stevens Pub: Warner-Chappell Music (BMI) Mgr: Ritter Carter Management

C

MARY CHAPIN CARPENTER Let Me Into Your Heart (*Columbia 78417*)

Prod: John Jennings, Mary Chapin Carpenter Wr: Mary Chapin Carpenter Pub: Why Walk Music (ASCAP) Mgr: Studio One Artists

DEANA CARTER Strawberry Wine (*Capitol 10367*)

Prod: Chris Farren Wr: Matraca Berg, Gary Harrison Pub: Longitude Music Co. (BMI)/August Wind Music (BMI)/Great Broad Music (BMI)/Georgian Hill (BMI) Mgr: Left Bank Management

KENNY CHESNEY Me And You (*BNA 66908*)

Prod: Barry Beckett Wr: Skip Ewing, Ray Herndon Pub: BMG Music/Acuff-Rose Music, Inc. (BMI) and Songs of Raymon (Admin. by CMI) (BMI) Mgr: IMS Management

MARK CHESNUTT It's A Little Too Late (*Decca 55231*)

Prod: Tony Brown Wr: Mark Chesnutt, Slugger Morissette and Roger Springer Pub: EMI Blackwood Music, Inc./Songs of Jasper (BMI)/The Fat Rat Publishing Co./EMI April Music Inc. (ASCAP) Mgr: BDM Management

TERRI CLARK Poor, Poor Pitiful Me (*Mercury 130*)

Prod: Keith Stegall, Chris Waters Wr: Warren Zevon Pub: Warner-Tamerlane Publishing Corp./Dark Room Music (BMI) Mgr: Woody Bowles Company

D

BILLY DEAN I Wouldn't Be A Man (*Capitol 30525*)

Prod: Tom Shapiro Wr: Mike Reid, Rory Michael Bourke Pub: BMG Songs, Inc. (ASCAP)/Polygram International Publishing, Inc. (ASCAP)/Songs De Burgo (ASCAP) Mgr: Starstruck Entertainment

D

DIAMOND RIO It's All In Your Head (*Arista 3019*)

Prod: Michael D. Clute, Tim Dubois and Diamond Rio Wr: Tony Martin, Van Stephenson and Reese Wilson Pub: Mamstein Cumberland Music/Bobby Mae Music/Give Reese A Chance Music (BMI) Mgr: International Artist Management

DERYL DODD That's How I Got To Memphis (*Columbia 78462*)

Prod: Chip Young, Blake Chancey Wr: Tom T. Hall Pub: Unichappell Music, Inc./Morris Music/Tom T. Hall/John D. Lent (BMI) Mgr:

E

TY ENGLAND Irresistible You (*RCA 08763*)

Prod: James Stroud, Byron Gallimore Wr: Billy Lawson Pub: Sony/ATV Tunes LLC, (all rights adm. by Sony/Music Publishing Mgr: Bob Doyle & Associates

H

WADE HAYES Where Do I Go To Start All Over (*Columbia 78369*)

Prod: Don Cook, Chick Rains Wr: Wade Hayes, Chick Rains Pub: Sony/ATV Songs LLC DBA Tree Publishing Co. (BMI) Mgr: Mike Robertson Management

TY HERNDON She Wants To Be Wanted Again (*Epic 78448*)

Prod: Doug Johnson Wr: Steven Dale Jones, Billy Henderson Pub: Sony Music Entertainment Mgr: Image Management

FAITH HILL I Can't Do That Anymore (*Warner Bros. 8386*)

Prod: Scott Hendricks, Faith Hill Wr: Alan Jackson Pub: Yee Haw Music (adm. by WB Music Corp./WB Music Corp. (ASCAP) Mgr: Borman Entertainment

J

ALAN JACKSON Little Bitty (*Arista 3048*)

Prod: Keith Stegall Wr: Tom T. Hall Pub: Hallnote Music, Inc. (BMI) Mgr: Gary Overton Management

K

DAVID KERSH Goodnight Sweetheart (*Curb 1262*)

Prod: Pat McMakin Wr: Kim Williams, L. David Lewis, Randy Boudreaux Pub: Sony/ATV Tunes LLC dba Cross Keys Publishing Co. (ASCAP)/Sony/ATV Songs LLC dba Tree Publishing Co./Thanxamillion Music (BMI) Mgr: Mark Hybner

L

TRACY LAWRENCE Is That A Tear (*Atlantic 82866*)

Prod: Tracy Lawrence, Flip Anderson Wr: John Jarrard, Kenny Beard Pub: Alabama Band Music (A Division of Wild Country, Inc.)/Miss Blyss Music (adm. by Alabama Band Music)/Lac Grand Musique, Inc. (ASCAP) Mgr: TLE Management, Inc.

LONESTAR When Cowboys Didn't Dance (*BNA 07863*)

Prod: Don Cook, Wally Wilson Wr: Richie McDonald, T. Kyle Green Pub: Music Genesis (ASCAP)/Pepo Morchips Music (BMI) Mgr: William N. Carter Career Management

PATTY LOVELESS Lonely Too Long (*Epic 67269*)

Prod: Emory Gordy, Jr. Wr: Mike Lawler, Bill Rice and Sharon Rice Pub: Bash Music (ASCAP)/Cooteremo Music (ASCAP) (adm. by Bluewater Music Corp.)/BMG Songs, Inc. (ASCAP) Mgr: The Fitzgerald Hartley Co.

M

MILA MASON That's Enough Of That (*Atlantic 6825*)

Prod: Blake Mevis Wr: Mark D. Sanders, Randy Albright, Lisa Silver Pub: MCA Music Publishing, A Division of MCA, Inc./Amson Music Publishing/Sweet Sierra Music (ASCAP) Mgr: Lapis Artist Management

MARTINA McBRIDE Swingin' Doors (*RCA 07863*)

Prod: Martina McBride, Paul Woolley and Ed Seay Wr: Chapin Hartford, Bobby Boyd and Jim Foster Pub: Sony Tree Pub. Co., Inc./Careers-BMG Music Pub., Inc./Electric Mule Music Pub., Inc. (BMI) Mgr: Bruce Allen Talent

NEAL McCOY Going, Going, Gone (*Atlantic 6875*)

Prod: Barry Beckett Wr: Steve Cropper, John Scott Sherrill and Bob DiPiero Pub: Sixteen Stars Music/Sony-ATV Songs LLC dba Tree Publishing Co./All Over Town Music/New Wolf Music/Little Big Town/American Made Music, BMI Mgr: Management Associates of Dallas, Inc.

MINDY McCREADY Maybe He'll Notice Her Now (*BNA 07863*)

Prod: David Malloy, Norro Wilson Wr: Tim Johnson Pub: Big Giant Music (BMI) (adm. by WB Corp.) Mgr: Mores Nanas Entertainment

REBA McENTIRE The Fear Of Being Alone (*MCA 11500*)

Prod: Reba McEntire, John Guess Wr: Walt Aldridge, Bruce Miller Pub: Rick Hall Music, Inc./Watertown Music (ASCAP)/Fame Publishing Co., Inc. (BMI) Mgr: Starstruck Entertainment

TIM McGRAW Maybe We Should Just Sleep On It (*Curb 1289*)

Prod: James Stroud, Byron Gallimore Wr: Jerry Laseter, Kerry Kurt Phillips Pub: Noosa Heads Music, Inc. (BMI)/Emdar Music Music/Texas Wedge Music (adm. by Emdar Music) (ASCAP) Mgr: TMR II

JOHN MICHAEL MONTGOMERY Ain't Got Nothin' On Us (*Atlantic 6874*)

Prod: Csaba Petocz Wr: Wendell Mobley, Jim Robinson Pub: Warner-Tamerlane Publishing Corp./New Works Music Co., (BMI)/WB Music Corp./J.E. Robinsongs (ASCAP) Mgr: Hallmark Direction Company

JOHN MICHAEL MONTGOMERY Friends (*Atlantic 6950*)

Prod: Csaba Petocz Wr: Jerry Holland Pub: That's A Smash Publishing Inc., (BMI) Mgr: Hallmark Direction Company

DAVID LEE MURPHY The Road You Leave Behind (*MCA 55205*)

Prod: Tony Brown Wr: David Lee Murphy Pub: Old Desperados/N2D Publishing Company, Inc. (ASCAP) Mgr: D. Management Company

P

CARYL MACK PARKER Better Love Next Time (*Magnatone 1112*)

Prod: C. DiNapoli, C.M. Parker, S. Parker, B.D. Willis and A. Martin Wr: Caryl Mack Parker, Kim Patton Pub: Howlin' Hits Music, Inc./Square West Music, Inc./EMI April Music, Inc. (ASCAP) Mgr: Square West Entertainment

DOLLY PARTON Just When I Needed You Most (*Rising Tide 53041*)

Prod: Steve Buckingham Wr: Randy Van Warmer Pub: Warner Bros Music Corp (ASCAP)/Fourth Floor Music (ASCAP)/Terraform Music (ASCAP) Mgr: Gallin-Morey and Associates

R

COLLIN RAYE Love Remains (*Epic 67033*)

Prod: John Hobbs, Ed Seay, Paul Worley Wr: Tom Douglas, Jim Daddario Pub: Sony/ATV Songs LLC dba Tree Publishing Co. (BMI) Mgr: Scott-Dean Management

RICOCHET Love Is Stronger Than Pride (*Columbia 67223*)

Prod: Ron Chancey, Ed Seay Wr: Rick Bowles, Doug Johnson Pub: Maypop Music (a div. of Wildcountry, Inc./Makin' Chevys Music (adm. by Maypop Music)/Sydney Erin Music (BMI) Mgr: William Morris

LEANN RIMES One Way Ticket (*MCG/Curb 77821*)

Prod: Wilbur C. Rimes, Chuck Howard Wr: Judy Rodman, Keith Hinton Pub: Warner-Tamerlane Publishing Corp. (BMI)/WB Music Corp./Global Nomad Music (ASCAP) Mgr: LeAnn Rimes Entertainment, Inc.

S

BRADY SEALS Another You Another Me (*Reprise 8277*)

Prod: Rodney Crowell, Brady Seals Wr: Troy Seals, Will Jennings Pub: Irving Music, Inc./Baby Dumplin' Music/Blue Sky Rider Songs (BMI) Mgr: Gold Mountain

KEVIN SHARP Nobody Knows (*Asylum/EEG 61930*)

Prod: Chris Farren Wr: Joseph Richards, Don Dubose Pub: Hitco Music (adm. by Longitude Music Co.)/Joe Shade Music (adm. by Longitude Music Co.)/Djongsongs (adm. by EMI Blackwood Music, Inc.) (BMI) Mgr: Sound & Serenity

DARYL SINGLETARY Amen Kind Of Love (*Giant 8423*)

Prod: James Stroud, David Malloy Wr: Trey Bruce, Wayne Tester Pub: MCA Music Publishing, A division of MCA Inc. (ASCAP) Mgr: The Lib Hatcher Agency

GEORGE STRAIT I Can Still Make Cheyenne (*MCA 11428*)

Prod: Tony Brown, George Strait Wr: Aaron Barker, Erv Woolsey Pub: O-Tex Music/Hit Street Music (BMI) Mgr: The Erv Woolsey Company

MARTY STUART You Can't Stop Love (*MCA 55270*)

Prod: Tony Brown, Justin Niebank Wr: Marty Stuart, Kostas Pub: Warner-Tamerlane Publishing Corp./Marty Party Music/Songs of Polygram International, Inc./Seven Angels Music (BMI) Mgr: Rothbaum & Garner

T

PAM TILLIS Betty's Got A Bass Boat (*Arista 3045*)

Prod: Pam Tillis, Mike Poole Wr: Bernie Nelson, Craig Wiseman Pub: Screen-Gems-EMI Music Inc. (BMI)/Almo Music Corp./Daddy Rabbit Music (ASCAP) Mgr: Mike Robertson Management

AARON TIPPIN How's The Radio Know (*RCA*)

Prod: Steve Gibson Wr: Aaron Tippin, Michael P. Heaney Pub: Acuff-Rose Music, Inc./Bantry Bay Music (BMI) Mgr: Tip Top Entertainment

RANDY TRAVIS Would I (*Warner Bros. 8479*)

Prod: Kyle Lehning Wr: Mark Winchester Pub: Starstruck Writers Group, Inc. (ASCAP) Mgr: The Lib Hatcher Agency

RICK TREVINO Running Out Of Reasons To Run (*Columbia 78331*)

Prod: Steve Buckingham, Doug Johnson Wr: George Teren, Bob Regan Pub: Zomba Songs Inc. (BMI)/AMR Publications, Inc. (ASCAP)/Sierra Home Music (ASCAP)/admin. by AMR Publications, Inc. (ASCAP) Mgr: Dan Goodman Management

TRAVIS TRITT More Than You'll Ever Know (*Warner Bros. 8304*)

Prod: Don Was, Travis Tritt Wr: Travis Tritt Pub: Post Oak Publishing (BMI) Mgr: Kragen & Company in association with Falcon Management

W

CLAY WALKER Bury The Shovel (*Giant 8397*)

Prod: James Stroud Wr: Chuck Jones, Chris Arms Pub: Great Cumberland Music/Fugue Music BMI/Windowcheese Music/Arms Songs ASCAP Mgr: The Erv Woolsey Company

WESTERN FLYER What Will You Do With M-E (*SOR 507*)

Prod: Ray Pennington, Western Flyer Wr: Craig Martin, Rick Tiger Pub: Cro-Jo Music, BMI, Dennis Morgan Music (A Div. of Morgan Music Group, Inc.) (BMI) Mgr: The Hallmark Direction Company

BRYAN WHITE That's Another Song (*Asylum/EEG 9687*)

Prod: Billy Joe Walker, Jr., Kyle Lehning Wr: John Paul Daniel, Monty Powell, Doug Pincock and Jule Medders Pub: High Steppe Music, adm by High Seas Music (ASCAP)/Acuff-Rose Music, Inc. (adm by Acuff-Rose Music, Inc.)/Locust Fork Music, Acuff-Rose Music, Inc. adm. by Acuff-Rose Music, Inc./Sony/ATV Songs LLC dba Tree Publishing Co., adm by Sony/ATV Music Publishing, (BMI) Mgr: GC Management

MARK WILLS High Low And In Between (*Mercury 127*)

Prod: Carson Chamberlain, Keith Stegall Wr: David Kent, Harley Campbell Pub: Tom Collins Music Corp. (BMI) Mgr:

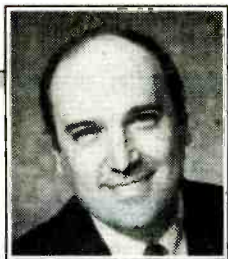
JEFF WOOD You Just Get One (*Imprint*)

Prod: Mark Bright, Kevin Beamish Wr: Don Schlitz, Vince Gill Pub: Benefit Music (BMI)/New Don Songs/New Hayes Music (ASCAP) Mgr: We Two Management, Inc.

Y

TRISHA YEARWOOD Believe Me Baby (I Lied) (*MCA 55211*)

Prod: Garth Fundis Wr: Kim Richey, Angelo, Larry Gottlieb Pub: Mighty Nice Music/Wait No More Music (Admin. by Bluewater Music Corporation) (BMI), Polygram International, Inc., Julann Music (ASCAP) Mgr: Kragen & Company



MIKE KINOSHIAN

Profiling AC Listeners

From luxury cars to caffeine-free Diet Coke, AC listeners love to spend

The latest Scarborough Research results confirm that AC listeners are well-educated and well-compensated white-collar workers (\$25,000+ per year), who generally own — rather than rent — their homes.

In studying Scarborough's qualitative data (which is based on responses from approximately 60 selected markets), particular areas where AC listeners differed significantly from national averages were sought. In terms of lifestyle and buyer preferences, AC and Soft AC listeners are extremely consistent with the standard index. In only 11% of AC and 14% of Soft AC cases were there 20% plus or minus variances.

It's quite another story, however, for Hot AC. Approximately one-third of the time, there was a plus or minus 20% deviation in this format wing. Some of these situations, though, are easily explained because of relatively small sample response cells.

You Auto Know

As is the case nationally, Ford, Chevrolet, and Toyota are the top three car choices for AC, Soft AC, and Hot AC. Honda holds down fourth place for AC and Hot AC; while Dodge is No. 4 for Soft AC.

Noteworthy plus/minus 20% national index variances include the following:

- Don't be surprised to see a Soft AC listener driving a Jaguar, Saturn, Lincoln, or BMW, but he's less likely to own an Eagle.

- More so than the national average, AC partisans are likely to drive a Jaguar, Saturn, Mazda, Infiniti, or Lexus.

- Best car performers against the national index among Hot AC listeners are Saab, BMW, Mitsubishi, Acura, GEO, Lexus, Plymouth, and Eagle; they're less likely to own a Jaguar, Cadillac, or Chrysler.

Reflecting national averages, Coca-Cola's the consensus pick to add soft drink smiles to AC, Soft AC, and Hot AC listeners. Soft AC partisans give Coke its largest margin over runner-up Pepsi; the Coke-Pepsi contest is tightest among Hot AC listeners.

Noteworthy plus/minus 20% national index variances:

- Caffeine-free Coke is a hit among Soft AC listeners, who don't favor Mountain Dew or caffeine-free Mountain Dew.

- Slice flavors (other than lemon-lime) and Mountain Dew don't seem to impress AC partisans.

Have plenty of iced tea in bottles or cans and bottled spring water for Hot AC fans, but don't worry if you completely forget caffeine-free Mountain Dew.

Plastic Pals

In any given week, slightly more than eight out of 10 Soft AC, AC, and Hot AC listeners whip out some sort of plastic to make a purchase.

Noteworthy plus/minus 20% national index variances:

- By more than 70% above the national norm, Soft AC listeners use American Express's Optima card; AE's green card also scores well.

Hot AC yuppies and twentysomethings don't leave home without the AE gold/platinum, AE green, and Optima cards.

We're a nation of walkers, with seven of 10 going for strolls with all AC forms basically in line with this stat.

Noteworthy plus/minus 20% national index variances:

- Don't look for too many Soft AC listeners playing racquetball or squash.

- Chances are fairly good that one of your bowling team's members listens to Hot AC. Tennis is also a favorite Hot AC listener pastime and its partisans are 30% more likely than the national average to be health club members.

Hunting's a format no-no — it was below the national index among AC, Soft AC, and Hot AC listeners.

Fast Food

When it comes to getting a quick bite, there's not much argument that McDonald's and Burger King are the

Understanding Your Audience Power

Qualitative selling for formats such as Hot AC can sometimes require creativity.

"People may think young adults don't typically make decent money, but we can start building cases that 25-44s are important consumers," notes KFMB-AM & FM/San Diego Director/Sales Bobby Salvato.

"Much of the story we tell is the value of 25-34s and 35-44s. When someone gets married at age 30, they don't usually have the best home furnishings. People in this age group are just beginning to acquire loyalties and — through qualitative characteristics — we try to show how valuable they'd be to an advertiser."

Living The Lifestyle

Using qualitative information, Salvato explains, helps break a typical routine. "It gets salespeople away from going to a client and [simply saying] 'we're second' or 'we're third.' You'll never win the battle unless you break things down and look at the benefits of your particular audience and how they relate to an advertiser.

"An easy way to get [Hot AC] salespeople to understand your audience's value is go around the room and ask them what they did over the weekend. Ask them if they bought anything or if they made plans to go on vacation. You get a feeling for what that age group is all about — and they're very much big consumers."

Suggesting that stations look at qualitative information as closely as they do Arbitron books, Salvato says, "[Salespeople] should make a big deal about it when the information is released, and look for real stories that will lead to a more conceptual audience sell. If you're lucky, both the Arbitron and qualitative will show you doing well. Unfortunately, though, the majority of stations do well in only one."



country's one-two punch and AC/Soft AC/Hot AC mirror the numbers.

Noteworthy plus/minus 20% national index variances: Soft and Hot AC listeners enjoy their yogurt from TCBY.

For road trips, Holiday Inn, Best Western, Days Inn, and Marriott are the country's most frequently used hotels. AC and Soft AC listeners concur with those national numbers,

but Hot AC partisans have Marriott beating out Days Inn.

Noteworthy plus/minus 20% national index variances:

- Soft and Hot AC fans have been known to sign their share of guest registers at the upscale Four Seasons.

- Mainstream AC listeners find Southern California's Universal Studios/Hollywood and Disneyland especially popular vacation sites.

Qualitative Research Comes Of Age

Closing the gap between local and national advertisers

While considerable emphasis is understandably placed on selling ratings numbers, three-year Scarborough Research President Bob Cohen estimates that 90% of stations also use some form of qualitative figures.

Asserts Cohen, "Our obligation is to be the definitive, dynamic, and comprehensive barometer of consumer behavior on a local market level. We strive to be the source for people who want to understand how Bostonians, for example, shop, think, behave, and consume media.

"There's no question that qualitative has come of age in the radio industry. Our business has really taken off the last seven or eight years and [we're fortunate] to have the commitment and expertise of [Arbitron GM/Radio] Pierre Bouvard behind us."

Qualitative is perhaps best considered a logical approach to selling. As Cohen notes, "Advertisers are trying to reach a target audience. That audience could be current users or prospects and you need to define those people on the basis of consumer behavior."



Cohen, who has an extensive research background, is quick to point out that, from a research standpoint, qualitative is a no-brainer. "When you look at the marketing process, you'll see fairly sophisticated research and analytical techniques used in new product development, audience segmentation, and positioning."

Pulling no punches when it comes to the way media is bought and sold in this country, Cohen says, "It's abominable because it's conducted on the basis of simple demographic

approximations. It's very simplistic in relation to the sophistication of the other parts of those processes."

Compiling The Data

The extensive nuts and bolts of Scarborough numbers are derived from two-part interviews, with the company providing cash incentives to participants. Says Cohen, "Every research company in the late 20th century has its challenges getting respondent cooperation. Since we see ourselves as a full-service company, we ask for a lot of information. We try to comprehensively measure those products and services on a local market level that will reflect advertising expenditure allocations. Radio's advertising categories tend to be diverse, and we try to provide our clients with the necessary ammunition.

"We start with a phone interview that averages 15 minutes and follow it with a 25-page product booklet that we send through the mail. Completing the product booklet takes another 30-35 minutes. In Los Ange-



Our obligation is to be the definitive, dynamic, and comprehensive barometer of consumer behavior on a local market level.



les [for example], we interview 7000 people and have a ton of information about people who live there."

Qualitative research provides media salespeople with a way to look at their customers in a variety of classifications. "It's a client-focused sell," remarks Cohen. "A general proposition in sales today is that the focus must be on client needs. This goes way beyond media sales — it's true in every business and industrial sector. If used properly, it will begin to get advertisers excited about their business."

In addition to a philosophy of selling, Scarborough offers a technical training program that teaches salespeople how to put together qualitative sales presentations. "It's not very complicated and well within the skill set of the majority of salespeople I've met. As qualitative research becomes more central to the sales process, stations will need to hire people who have at least some reasonable analytical aptitude. They don't have to be experi-

mental psychologists, but it's ultimately a numbers and concept game. [In the future], selling will be less and less about golf outings and expense account lunches."

Closer Spending Scrutiny

Cohen believes that this shift is being driven, in part, by wiser local advertisers. "When I first came to Scarborough, I noticed some of the relationship dynamics between advertisers and the media. You don't expect local retailers to be as sophisticated as IBM, AT&T, or Colgate/Palmolive. But the gap between national and local advertisers is narrowing.

"Advertising dollars are now much more carefully scrutinized. That [scrutiny] is happening quicker locally than nationally. It must be overwhelming to be a local advertiser because they're bombarded by every sales rep. As a result, local advertisers are getting smarter and asking tougher questions."

"REMEMBER THE MAGIC"

FROM *MUSIC FROM THE PARK* SING BY

BRIAN MCKNIGHT

EMMY® AWARD & GRAMMY® AWARD NOMINATED SINGER, SONGWRITER, PRODUCER

AC CHART **26**

NOW PLAYING:

WLIT	WLTE	WLIF	KOSI
WRRM	WWLI	KQXT	WVGF
WRCH	WRVR	WLQT	WVEZ
WTVR	WYJB	WOOD	WRVF
WTCB	KSC	WLRQ	KTDY
WAJI	WDEF	WARM	WEZN
WFMK	WAHR	WROE	WCOF
KDAT	WAFY	KELO	WCLM



Album's "Remember The Magic" incorporated into all television advertising campaigns.

Major consumer print advertising support and promotional tie-ins.

Brian McKnight performance and interviews as a part of 25th anniversary kick-off event.



SALES OVER 50,000 SOUNDSCAN

Call Tim Hyde at Walt Disney Records (818) 559-6253

© Disney



WALT DISNEY
RECORDS

OCTOBER 25, 1996

3W	2W	LW	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS				TOTAL STATIONS/ADDS
					TW	LW	2W	3W	
2	1	1	1	CELINE DION It's All Coming Back To Me Now (550 Music) 2288 2211 2229 2183 95/2					
4	4	3	2	ELTON JOHN You Can Make History Young Again (MCA) 2169 2134 1997 1866 96/0					
1	2	2	3	ERIC CLAPTON Change The World (Reprise) 2073 2141 2196 2186 94/0					
3	3	4	4	DONNA LEWIS I Love You Always Forever (Atlantic) 2059 2108 2062 2040 88/0					
12	9	6	5	JOURNEY When You Love A Woman (Columbia) 1743 1571 1292 1019 90/6					
7	6	7	6	PHIL COLLINS Dance Into The Light (Face Value/Atlantic) 1617 1585 1494 1315 81/2					
8	8	8	7	BRYAN ADAMS Let's Make A Night To Remember (A&M) 1451 1409 1312 1226 71/2					
5	5	5	8	MARIAH CAREY Forever (Columbia) 1401 1590 1750 1855 78/0					
16	11	10	9	MICHAEL BOLTON Love Is The Power (Columbia) 1352 1204 1071 863 83/4					
14	12	11	10	TINA TURNER Missing You (Virgin) 1139 1079 1030 940 72/1					
18	14	12	11	KENNY G The Moment (Arista) 1137 1002 939 820 81/2					
21	17	14	12	TONI BRAXTON Un-break My Heart (LaFace/Arista) 1116 990 819 511 78/6					
6	7	9	13	LIONEL RICHIE Ordinary Girl (Mercury) 950 1280 1460 1505 60/0					
9	10	13	14	VANESSA WILLIAMS Where Do We Go From Here (Mercury) 844 996 1101 1204 55/0					
—	—	25	15	MADONNA You Must Love Me (Warner Bros.) 660 296 — — 57/28					
19	19	17	16	JOHN MELLENCAMP Key West Intermezzo (I Saw You First) (Mercury) 658 721 726 707 37/0					
10	13	15	17	WHITNEY HOUSTON Why Does It Hurt So Bad (Arista) 597 802 1007 1175 41/0					
24	21	20	18	DAVE KOZ Don't Look Back (Capitol) 593 547 464 432 49/3					
11	16	19	19	PETER CETERA One Clear Voice (River North) 575 637 856 1042 40/0					
25	23	21	20	AARON NEVILLE / ROBBIE ROBERTSON Crazy Love (Reprise) 519 474 449 411 43/4					
28	26	22	21	JORDAN HILL How Many Times (143/Atlantic) 437 376 341 297 51/4					
26	24	23	22	MELISSA ETHERIDGE Nowhere To Go (Island) 311 361 387 406 19/1					
—	—	29	23	WONDERS That Thing You Do! (Epic) 299 209 118 50 22/9					
DEBUT	29	26	24	HUEY LEWIS & THE NEWS 100 Years From Now (Elektra/EEG) 295 179 20 — 27/9					
—	—	27	25	NATALIE COLE w/ NAT "KING" COLE When I Fall In Love (Elektra/EEG) 284 247 207 171 33/4					
—	—	27	26	BRIAN MCKNIGHT Remember The Magic (Walt Disney) 266 237 168 87 32/2					
13	20	24	27	BEACH BOYS / KATHY TROCCOLI I Can Hear Music (River North) 200 359 605 945 17/0					
DEBUT	—	—	28	MICHAEL ENGLISH Freedom (Curb) 190 136 74 — 21/5					
DEBUT	—	—	29	HOOTIE & THE BLOWFISH Sad Caper (Atlantic) 179 162 119 60 12/1					
29	27	28	30	HOOTIE & THE BLOWFISH Tucker's Town (Atlantic) 175 214 236 261 8/0					

This chart reflects airplay from October 21-27. Songs ranked by total plays. Highlighted songs indicate Breaker. 97 AC reporters. 87 current playlists. Songs that are down or flat in plays for three consecutive weeks and below No. 15 are moved to recurrent. © 1996, R&R Inc.

NEW & ACTIVE

WILD ORCHID At Night I Pray (RCA)

Total Stations: 21, Adds: 4, Plays: 164, WLIF 8 (8), WBEB 5 (4), WLZW 10 (10), WKWK 10 (10), WTCB 7 (7), WTVR 5 (5), WDEF 5, WAHR 10 (10), WJXB 7 (7), WLQT 7 (7), WIKY 5 (5), WTPI 15 (12), WFMK 10, WGLM 7 (7), WMGN 17, WRVF 1, KEZG 3 (5), WLTE 8 (8), KELO 8 (8), KKLI 7 (7), KISC 9 (9).

REO SPEEDWAGON After Tonight (Castle)

Total Stations: 17, Adds: 2, Plays: 135, WRCH 10, WWLI 10 (5), WLIF 9 (9), WAFY 13 (12), WTVR 5 (5), WDEF 5 (5), WAHR 10 (10), KQXT 5 (5), WROE 10 (10), WIKY 5 (5), WCRZ 7 (7), WAJI 7 (5), WOOD 4, WFMK 20 (10), WGLM 7 (7), KEZG 3 (5), KWAV 5 (5).

RICHARD PAGE The Best Thing (Blue Thumb)

Total Stations: 18, Adds: 3, Plays: 134, WRCH 10 (7), WWLI 10 (10), WLEV 5 (5), WAFY 12 (12), WKWK 10 (10), WTCB 7 (7), WOOF 8, WTFM 10 (10), WRVR 7, KMXR 5 (5), KQXT 5 (5), WROE 7 (7), WAJI 5, WOOD 4 (3), WFMK 10 (10), WGLM 7 (7), WQLR 7 (7), KWAV 5 (5).

CELINE DION Send Me A Lover (MCA)

Total Stations: 15, Adds: 0, Plays: 132, WYJB 18 (14), WBBQ 2 (2), WLRQ 6 (6), WMGF 4 (3), WOOF 15 (15), KMXR 17 (11), WWNK 5 (5), WCRZ 5 (4), WAJI 5 (5), WTPI 15 (15), WGLM 7 (7), KEZG 3 (5), KELO 8 (8), KKLI 5 (5), KKCW 17 (17).

ORLEANS I'm On Your Side (Dinosaur)

Total Stations: 10, Adds: 0, Plays: 95, WRCH 7 (7), WLIF 9 (9), WLZW 10 (10), WKWK 20 (20), WAHR 10 (10), KTDY 4 (2), WLTS 10 (7), KQXT 5 (5), WLIT 10 (10), WLQT 10 (10).

JANN ARDEN Good Mother (A&M)

Total Stations: 11, Adds: 3, Plays: 94, WRCH 7 (7), WWLI 5, WLEV 12 (12), WAFY 12 (13), WLRQ 6, KMXR 5 (5), KQXT 7 (7), WTPI 10 (10), WGLM 7 (7), WQLR 18 (15), KWAV 5.

TONY RICH PROJECT Leavin' (LaFace/Arista)

Total Stations: 12, Adds: 11, Plays: 93, WWLI 5, WLEV 7, WAFY 12, WMGS 5, WDEF 10, KMXR 5, KQXT 7, WDOK 9 (9), WFMK 10, WGLM 17, WRVF 1, KWAV 5.

PETER CETERA w/RONNA REEVES S.O.S. (River North)

Total Stations: 10, Adds: 10, Plays: 87, WYJB 5, WTCB 4, WOOF 8, KVIL 8, KQXT 7, WAJI 10, WFMK 10, WGLM 17, KELO 8, KSNE 10.

BAD COMPANY I Still Believe In You (EastWest/EEG)

Total Stations: 10, Adds: 4, Plays: 60, WEZN 5, WWLI 5, WYJB 5, KMXR 5 (5), KQXT 7 (7), WLQT 7 (7), WGLM 7 (7), KWAV 5, KGBY 5 (5), KLSY 9 (9).

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

BREAKERS®

No Songs Qualified For Breaker Status This Week

MOST ADDED®

ARTIST TITLE LABEL(S)	ADDS
MADONNA You Must Love Me (Warner Bros.)	28
TONY RICH PROJECT Leavin' (LaFace/Arista)	11
PETER CETERA w/ RONNA REEVES S.O.S. (River North)	10
HUEY LEWIS & THE NEWS 100 Years From Now (Elektra/EEG)	9
SEAL Fly Like An Eagle (Atlantic)	9
WONDERS That Thing You Do! (Epic)	9
TONI BRAXTON Un-break My Heart (LaFace/Arista)	6
JOURNEY When You Love A Woman (Columbia)	6
MICHAEL ENGLISH Freedom (Curb)	5

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
MADONNA You Must Love Me (Warner Bros.)	+364
JOURNEY When You Love A Woman (Columbia)	+172
MICHAEL BOLTON Love Is The Power (Columbia)	+148
KENNY G The Moment (Arista)	+135
TONI BRAXTON Un-break My Heart (LaFace/Arista)	+126
HUEY LEWIS & THE NEWS 100 Years From Now (Elektra/EEG)	+116
WONDERS That Thing You Do! (Epic)	+90
PETER CETERA w/ RONNA REEVES S.O.S. (River North)	+87
TONY RICH PROJECT Leavin' (LaFace/Arista)	+84
SEAL Fly Like An Eagle (Atlantic)	+78

HOTTEST RECURRENTS

ARTIST TITLE LABEL(S)
CELINE DION Because You Loved Me (550 Music)
TRACY CHAPMAN Give Me One Reason (Elektra/EEG)
TONY RICH PROJECT Nobody Knows (LaFace/Arista)
GLORIA ESTEFAN Reach (Epic)
JANN ARDEN Insensitive (A&M)
MICHAEL ENGLISH Your Love Amazes Me (Curb)
EVERYTHING BUT THE GIRL Missing (Atlantic)
MARIAH CAREY Always Be My Baby (Columbia)
SEAL Don't Cry (ZTT/WB)
NATALIE MERCHANT Jealousy (Elektra/EEG)

Breakers: Songs registering 800 plays or more for the first time. Bullets awarded to songs gaining plays over the previous week. If two songs are tied in number of plays, the song being played on more stations is placed first. Most increased Plays lists the songs with the greatest week-to-week increases in total plays. Weighted chart appears on R&R ONLINE.

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AC PLAYLISTS

October 25, 1996 R&R • 69

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

KOST 103.5FM MARKET #2
KOST/Los Angeles
(213) 427-1035
Kaye/Chang

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
28	28	28	28	28	DONNA LEWIS/I Love You Always
7	28	28	28	28	TINA TURNER/Missing You
28	28	28	28	28	ELTON JOHN/You Can Make
28	28	28	28	28	ERIC CLAPTON/Change The World
28	28	28	28	28	TONY RICH PROJECT/Nobody Knows
28	28	28	28	28	MARIAH CAREY/Always Be My Baby
28	28	28	28	28	EVERYTHING BUT.../Missing
28	28	28	28	28	GIN BLOSSOMS/Follow You Down
28	28	28	28	28	PHIL COLLINS/Dance Into The Light
18	18	18	18	18	CELINE DION/Because You Loved Me
18	18	18	18	18	GLORIA ESTEFAN/Reach
18	18	18	18	18	MARIAH CAREY/One Sweet Day
18	18	18	18	18	JANET JACKSON/Runaway
7	7	7	7	7	TRACY CHAPMAN/Give Me One Reason
7	7	7	7	7	MARIAH CAREY/Forever

lite 93.9 MARKET #3
WLIT/Chicago
(312) 329-9002
Edwards

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
19	19	19	19	19	ERIC CLAPTON/Change The World
19	19	19	19	19	PHIL COLLINS/Dance Into The Light
19	19	19	19	19	CELINE DION/It's All Coming...
19	19	19	19	19	ELTON JOHN/You Can Make...
17	19	19	19	19	KENNY G/The Moment
10	10	17	17	17	MICHAEL BOLTON/Love Is The Power
11	17	17	17	17	TONI BRAXTON/Un-break My Heart
17	17	17	17	17	MARIAH CAREY/Forever
-	-	-	-	-	JOURNEY/When You Love...
-	-	-	-	-	HUEY LEWIS & NEWS/100 Years From Now
10	17	11	11	11	BRIAN MCKNIGHT/Remember The Magic
11	11	11	11	11	NEVILLE & ROBERTSON/Crazy Love
11	11	11	11	11	TINA TURNER/Missing You
17	10	10	10	10	WHITNEY HOUSTON/Why Does It Hurt...
-	-	-	-	-	MADONNA/You Must Love Me
-	-	-	-	-	ORLANDO/On Your Side
10	10	10	10	10	LUTHER VANDROSS/Your Secret Love
8	8	8	8	8	JANN ARDEN/Insensitive
8	8	8	8	8	PETER CETERA/Forever Tonight
8	8	8	8	8	CELINE DION/Because You Loved Me
8	8	8	8	8	EVERYTHING BUT.../Missing
17	17	17	17	17	LIONEL RICHIE/Ordinary Girl

B-101.1 MARKET #4
WBEB/Philadelphia
(610) 667-8400
Conley

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
21	21	21	21	21	MARIAH CAREY/Always Be My Baby
-	-	-	-	-	ELTON JOHN/Blessed
18	20	24	24	24	GLORIA ESTEFAN/Reach
-	-	-	-	-	TAKE THAT/Back For Good
-	-	-	-	-	MARIAH CAREY/One Sweet Day
17	17	19	24	24	CELINE DION/Because You Loved Me
22	22	24	24	24	ERIC CLAPTON/Change The World
10	10	13	13	13	PHIL COLLINS/Dance Into The Light
2	2	8	8	8	JOURNEY/When You Love...
13	13	16	17	17	ELTON JOHN/You Can Make...
12	12	12	12	12	WHITNEY HOUSTON/Why Does It Hurt...
-	-	-	-	-	AMANDA MARSHALL/Birmingham
6	6	10	17	17	TINA TURNER/Missing You
22	22	24	24	24	CELINE DION/It's All Coming...
18	18	19	19	19	DONNA LEWIS/I Love You Always...
2	2	5	5	5	JORDAN HILL/How Many Times
-	-	-	-	-	MICHAEL BOLTON/Love Is The Power
-	-	-	-	-	WILD ORCHID/At Night I Pray
-	-	-	-	-	TONI BRAXTON/Un-break My Heart
-	-	-	-	-	KENNY G/The Moment
5	5	5	5	5	LIONEL RICHIE/Ordinary Girl

KVIL 103.7fm MARKET #7
KVIL/Dallas
(214) 691-1037
Curtis/O'Neal

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
25	24	24	25	25	ERIC CLAPTON/Change The World
25	24	24	24	24	CELINE DION/It's All Coming...
23	23	23	23	23	CELINE DION/Because You Loved Me
23	23	23	23	23	JIM BRICKMAN/Angel Eyes
23	23	22	22	22	PETER CETERA/Forever Tonight
23	23	22	22	22	ELTON JOHN/Blessed
23	23	22	22	22	TONY RICH PROJECT/Nobody Knows
23	23	22	22	22	MICHAEL BOLTON/Love So Beautiful
17	17	19	19	19	ELTON JOHN/You Can Make...
17	17	17	17	17	TINA TURNER/Missing You
16	16	17	17	17	MICHAEL BOLTON/Love Is The Power
16	16	16	16	16	PHIL COLLINS/Dance Into The Light
16	16	16	16	16	MICHAEL ENGLISH/Your Love Amazes Me
16	16	16	16	16	SARAH McLACHLAN/I Will Remember You
16	16	16	16	16	PETER CETERA/Forever Tonight
8	12	12	12	12	TONI BRAXTON/Un-break My Heart
8	12	12	12	12	JORDAN HILL/How Many Times
-	-	-	-	-	PETER CETERA/S.O.S.
8	8	8	8	8	TAKE THAT/Back For Good
7	8	8	8	8	NEVILLE & ROBERTSON/Crazy Love
-	-	-	-	-	HUEY LEWIS & NEWS/100 Years From Now
5	5	5	5	5	ROD STEWART/So Far Away
5	5	5	5	5	SEAL/Kiss From A Rose
5	5	5	5	5	JIM BRICKMAN/I You Believe
5	5	5	5	5	SELENA/Could Fall In Love
5	5	5	5	5	EAGLES/Love Will Keep Us...

MAGIC 106.7 MARKET #10
WMJX/Boston
(617) 542-0241
Keller/Laurence

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
6	26	26	26	26	ERIC CLAPTON/Change The World
26	25	25	26	26	CELINE DION/It's All Coming...
25	25	25	26	26	DONNA LEWIS/I Love You Always...
25	25	25	26	26	TONY RICH PROJECT/Nobody Knows
25	25	25	26	26	MARIAH CAREY/Forever
24	25	25	25	25	EVERYTHING BUT.../Missing
-	-	-	-	-	MADONNA/You Must Love Me
14	13	13	13	13	CELINE DION/Because You Loved Me
15	17	17	17	17	ELTON JOHN/You Can Make...
17	17	17	17	17	WHITNEY HOUSTON/Why Does It Hurt...
12	12	12	12	12	ROD STEWART/So Far Away
14	14	14	14	14	TAKE THAT/Back For Good
15	13	14	14	14	SEAL/Don't Cry
12	14	14	14	14	VANESSA WILLIAMS/Where Do We Go...
12	13	13	13	13	MADONNA/You'll See
13	14	14	14	14	MARIAH CAREY/Always Be My Baby
-	5	5	5	5	KENNY G/The Moment
6	9	9	9	9	M. CHAPIN CARPENTIER/Grow Old With Me
-	1	1	1	1	NATALIE & NAT COLE/When I Fall In Love
1	1	2	2	2	DAVE KOZ/Don't Look Back
-	1	1	1	1	GEORGE WINSTON/Cast Your Fate

COAST 97.3 FM MARKET #11
WFLL/Miami
(305) 759-4311
Landay/Bennett

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
16	32	32	32	32	HOOTIE & BLOWFISH/Tucker's Town
-	32	32	32	32	TINA TURNER/Missing You
31	31	31	31	31	MARIAH CAREY/Forever
31	31	31	31	31	ERIC CLAPTON/Change The World
31	31	31	31	31	COLLECTIVE SOUL/The World I Know
31	31	31	31	31	CELINE DION/It's All Coming...
31	31	31	31	31	GIN BLOSSOMS/Follow You Down
31	31	31	31	31	DONNA LEWIS/I Love You Always...
31	31	31	31	31	ALANIS MORISSETTE/You Learn
31	30	30	30	30	GLORIA ESTEFAN/Reach
31	10	10	10	10	BODEANS/Closer To Free
10	10	10	10	10	MARIAH CAREY/Always Be My Baby
16	10	10	10	10	HOOTIE & BLOWFISH/Old Man & Me
10	10	10	10	10	ALANIS MORISSETTE/Ironic
10	10	10	10	10	MELISSA ETHERIDGE/I Want To Come Over

92.5 KLSY MARKET #13
KLSY/Seattle
(206) 454-1540
Irwin/Brooks

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
24	24	24	24	24	DONNA LEWIS/I Love You Always...
24	24	24	24	24	PETER CETERA/One Clear Voice
24	24	24	24	24	CELINE DION/It's All Coming...
9	12	19	24	24	JOURNEY/When You Love...
19	24	24	24	24	ELTON JOHN/You Can Make...
24	24	24	24	24	ERIC CLAPTON/Change The World
19	19	19	19	19	GLORIA ESTEFAN/Reach
19	19	19	19	19	CELINE DION/It's All Coming...
19	19	19	19	19	TINA TURNER/Missing You
9	12	19	19	19	PHIL COLLINS/Dance Into The Light
17	17	17	17	17	LIONEL RICHIE/Ordinary Girl
19	17	17	17	17	CELINE DION/Because You Loved Me
12	12	14	14	14	DAVE KOZ/Don't Look Back
12	12	12	12	12	KENNY G/The Moment
9	9	9	9	9	MARIAH CAREY/Forever
-	-	-	-	-	BRYAN ADAMS/Let's Make A...
-	-	-	-	-	BAD COMPANY/I Still Believe...
-	-	-	-	-	NEVILLE & ROBERTSON/Crazy Love

WALK 97.5 MARKET #14
WALK/Long Island
(516) 475-5200
Michaels/Lombardo

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
30	30	30	30	30	DONNA LEWIS/I Love You Always...
30	30	30	30	30	CELINE DION/It's All Coming...
30	30	30	30	30	ERIC CLAPTON/Change The World
30	30	30	30	30	JOHN MELLENCAMP/Key West...
10	28	28	28	28	JOURNEY/When You Love...
28	28	28	28	28	PHIL COLLINS/Dance Into The Light
-	7	28	28	28	WONDERS/That Thing You Do!
12	12	13	12	12	NO MERCY/Where Do You Go
4	4	12	12	12	TONI BRAXTON/Un-break My Heart
15	16	15	15	15	LOS DEL RIO/BAYSIDE/Macarena
-	10	10	10	10	ELTON JOHN/You Can Make...
-	4	10	10	10	MADONNA/You Must Love Me
10	10	10	10	10	ROBERT MILES/Children
10	10	10	10	10	TRACY CHAPMAN/Give Me One Reason
10	10	10	10	10	CELINE DION/Because You Loved Me
10	10	10	10	10	MARIAH CAREY/Always Be My Baby
25	10	10	10	10	TONI BRAXTON/Let It Flow
28	28	6	9	9	MARIAH CAREY/Forever
8	8	8	8	8	BRYAN ADAMS/Let's Make A
8	8	8	8	8	TONY RICH PROJECT/Nobody Knows
7	8	8	8	8	DEEP BLUE SOMETHING/Breakfast AL...
7	8	8	8	8	HOOTIE & BLOWFISH/Only Wanna Be...
7	8	8	8	8	BLUES TRAVELER/Run-Around
7	8	8	8	8	EVERYTHING BUT.../Missing
7	8	8	8	8	GIN BLOSSOMS/It'll Be There For...
7	8	8	8	8	DEL AMIRI/Roll To Me
7	8	8	8	8	REMBRANDT/It'll Be There For...
7	8	8	8	8	SEAL/Kiss From A Rose
7	8	8	8	8	SOPHIE B. HAWKINS/As I Lay Me Down

103.7 FM WLTE MARKET #16
WLTE/Minneapolis
(612) 339-1029
Notan

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
13	15	15	22	22	ELTON JOHN/You Can Make...
18	18	18	18	18	ERIC CLAPTON/Change The World
8	18	18	18	18	MARIAH CAREY/Forever
8	5	15	15	15	JORDAN HILL/How Many Times
5	15	15	15	15	PHIL COLLINS/Dance Into The Light
5	5	15	15	15	CELINE DION/It's All Coming...
13	15	15	15	15	TONI BRAXTON/Un-break My Heart
13	15	15	15	15	LIONEL RICHIE/Don't Wanna Lose You
13	15	15	15	15	GLORIA ESTEFAN/Reach
13	15	15	15	15	TONY RICH PROJECT/Nobody Knows
13	15	15	15	15	CELINE DION/Because You Loved Me
14	14	14	14	14	PETER CETERA/One Clear Voice
5	15	15	15	15	KENNY G/The Moment
13	13	13	13	13	LIONEL RICHIE/Ordinary Girl
13	13	13	13	13	VANESSA WILLIAMS/Where Do We Go...
5	5	13	13	13	MICHAEL BOLTON/Love Is The Power
8	8	8	8	8	TINA TURNER/Missing You
8	8	8	8	8	GEORGE BENSON/Holdin' On
8	8	8	8	8	WILD ORCHID/At Night I Pray
8	8	8	8	8	DAVE KOZ/Don't Look Back
18	18	18	18	18	WHITNEY HOUSTON/Why Does It Hurt...
5	5	5	5	5	BRIAN MCKNIGHT/Remember The Magic
-	-	-	-	-	JOURNEY/When You Love...
-	-	-	-	-	MADONNA/You Must Love Me
-	-	-	-	-	STREISAND & ADAMS/Finally Found...

KEZK 102.5 MARKET #17
Soft Rock
KEZK/St. Louis
(314) 727-2160
M. Mahon

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
13	13	16	15	15	ELTON JOHN/You Can Make...
13	13	16	15	15	VANESSA WILLIAMS/Where Do We Go...
13	13	16	14	14	NEVILLE & ROBERTSON/Crazy Love
12	13	16	14	14	MICHAEL BOLTON/Love Is The Power
12	13	16	14	14	CELINE DION/It's All Coming...
13	14	15	14	14	MARIAH CAREY/Forever
13	14	15	14	14	TONY RICH PROJECT/Nobody Knows
14	12	13	13	13	ERIC CLAPTON/Change The World
12	12	12	12	12	JANN ARDEN/Insensitive
12	12	12	12	12	KENNY G/The Moment
-	7	11	11	11	JOURNEY/When You Love...
9	9	9	9	9	MICHAEL ENGLISH/Your Love Amazes Me
8	9	9	9	9	PETER CETERA/One Clear Voice
-	5	7	7	7	ELTON JOHN/Blessed
5	6	9	9	9	TONY RICH PROJECT/Nobody Knows
-	-	-	-	-	TONI BRAXTON/Un-break My Heart
-	-	-	-	-	PHIL COLLINS/Dance Into The Light
7	9	7	7	7	GLORIA ESTEFAN/Reach
3	5	7	7	7	HOUSTON & WINANS/Count On Me
-	-	-	-	-	CELINE DION/Because You Loved Me
-	-	-	-	-	ROD STEWART/So Far Away
-	-	-	-	-	MARIAH CAREY/Always Be My Baby

106.5 MARKET #22
WLTE/Cleveland
(216) 696-4444
LaBeau/Hudson

PLAYS	3W	2W	LW	TW
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REPORTERS


Stations and their adds listed alphabetically by market

AC

WYJB/Albany, NY OMPD: Buzz Brindle MD: Pat Ryan 5 PETER CETERA "S.O.S." 5 BAD COMPANY "Believe"	WLTF/Cleveland, OH PD: Steve Labeski MD: Jay Hudson No Adds	WCRZ/Flint, MI OMPD: J. Patrick MD: George McIntyre 7 JORDAN HILL "Times"	WGLM/Lafayette, IN PD/MD: Dan McKay 17 PETER CETERA "S.O.S." 17 TONY RICH PROJECT "Leavin'" 17 SEAL "Fly" 7 MICHAEL W. SMITH "Cry" 7 E.J. WATERS "Colors" 7 CHRIS ISAK "Tomorrow" 7 HOOTIE & BLOWFISH "Sad" 3 GROVER WASHINGTON, III "Stop"	WLTE/Minneapolis, MN PD/MD: Gary Nolan 5 JOURNEY "Woman" 5 MADONNA "Must" 5 STREISAND & ADAMS "Freaky"	KQXT/San Antonio, TX OMPD: Mike Scott MD: Bill Norris 14 SEAL "Fly" 7 TONY RICH PROJECT "Leavin'" 7 PETER CETERA "S.O.S." 5 GEORGE WINSTON "Cast" 5 MICHAEL W. SMITH "Cry"
WLEF/Allentown, PA OMPD: John Lodge 10 SEAL "Fly" 7 TONY RICH PROJECT "Leavin'"	KKLV/Colorado Springs, CO PD: Steve Larson MD: Sharon Green 13 MICHAEL W. SMITH "Cry" 13 WONDERS "Thing" 5 GEORGE WINSTON "Cast"	WAIJ/Fl. Wayne, IN OM: Leo Tobin PD: Barb Richards 10 PETER CETERA "S.O.S." 5 TONI BRAXTON "Heart" 5 RICHARD PAGE "Best"	KJSM/Modesto, CA PD/MD: Gary Michaels 5 DAVE KOZ "Look"	KSBL/Santa Barbara, CA PD/MD: Peter Ble 10 JORDAN HILL "Times" 10 NEVILLE & ROBERTSON "Crazy" 10 GRETCHEN PETERS "Ok"	WKDD/Akron, OH PD/MD: Chuck Collins 15 NO DOUBT "Spiderwebs" 14 HOOTIE & BLOWFISH "Sad" 14 SEAL "Fly" 9 TONI BRAXTON "Heart"
WRDE/Appleton, WI PD/MD: Ford Colley 10 MADONNA "Must"	WTCB/Columbia, SC PD/MD: Brent Johnson 4 PETER CETERA "S.O.S." 4 FRAZER CHORUS "Diving"	WAFY/Frederick, MD PD: John Pessler MD: Norman Henry Schmidt 12 TONY RICH PROJECT "Leavin'" 12 MADONNA "Must" 8 JONATHAN CAHN "River"	KWAV/Monterey, CA PD/MD: Bernie Moody 5 BAD COMPANY "Believe" 5 JANN ARDEN "Mother" 5 MICHAEL W. SMITH "Cry" 5 TONY RICH PROJECT "Leavin'"	WMMX/Baltimore, MD PD: Todd Fisher MD: Steve Cross 24 BRYAN ADAMS "Lets"	WKQI/Detroit, MI PD: Tom O'Brien MD: Fred Buchhalter 18 SEAL "Fly" 12 GREASE MEGAMIX "Grease" 12 KEITH SWEAT "Twisted"
KKMJ/Austin, TX OMPD: Stan Mehn MD: Anna Hoover 18 CELINE DION "Coming"	KMXR/Corpus Christi, TX PD/MD: James DeLeon 5 NATALIE & NAT COLE "Far" 5 TONY RICH PROJECT "Leavin'"	KTHT/Fresno, CA PD: Mark Thomas MD: Mike Alexander 22 JOURNEY "Woman"	WLAC/Nashville, TN PD: Billy Spears MD: Bryan Sargent 7 JORDAN HILL "Times" 6 MADONNA "Must"	WWSM/Fayetteville, NC PD: Gary Guide 10 BOOBAYS "Hurt"	WMC/Memphis, TN MD: Frank Brinsley 17 DC TALK "Just" 5 SEAL "Fly"
WMJJ/Birmingham, AL OM: John Jenkins PD/MD: John Stuart No Adds	KVIL/Dallas, TX PD: Bill Curtis MD: Alex O'Neal 8 PETER CETERA "S.O.S."	WTKT/Gainesville, FL PD: Britton Jon MD: Heather Shea 14 MADONNA "Must" 14 KENNY G "Moment" 14 MICHAEL BOLTON "Power"	WLSJ/New Orleans, LA PD: Steve Suter MD: Jim Harzo 15 MADONNA "Must" 4 SEAL "Fly"	WVAF/Fayetteville, NC PD: Terry Simmons MD: Bruce Lewis 18 MADONNA "Must"	WMTI/Milwaukee, WI PD: Danny Clayton MD: Leonard Pesca 15 BRYAN ADAMS "Lets" 15 BOOBAYS "Hurt"
WMJX/Boston, MA PD: Don Kelly MD: Mark Laurence No Adds	WLQT/Dayton, OH PD/MD: Mary Flanor 7 TONI BRAXTON "Heart"	WVLT/Grand Rapids, MI PD/MD: Steve Orkison 8 DAVE KOZ "Look"	WVBC/Canton, OH PD: Terry Simmons MD: Bruce Lewis 18 MADONNA "Must"	WVTV/Richmond, VA PD/MD: Scott O'Brien 18 MADONNA "Must"	WWTI/Milwaukee, WI PD: Danny Clayton MD: Leonard Pesca 15 BRYAN ADAMS "Lets" 15 BOOBAYS "Hurt"
WEZN/Bridgeport, CT PD/MD: Steve Marcus 21 MADONNA "Must" 21 HUEY LEWIS & NEWS "Years" 5 BAD COMPANY "Believe"	KOSI/Denver, CO OM: Scott Taylor PD: Steve Hamilton No Adds	WVLT/Grand Rapids, MI PD/MD: Steve Orkison 8 DAVE KOZ "Look"	WVTV/Richmond, VA PD/MD: Scott O'Brien 18 MADONNA "Must"	WVTV/Richmond, VA PD/MD: Scott O'Brien 18 MADONNA "Must"	WWTI/Milwaukee, WI PD: Danny Clayton MD: Leonard Pesca 15 BRYAN ADAMS "Lets" 15 BOOBAYS "Hurt"
KDAT/Cedar Rapids, IA PD: Dick Stadler MD: Tom Cook 8 MADONNA "Must" 5 BRIAN ADAMS "Lets" 3 WONDERS "Thing"	KLYF/Des Moines, IA PD: Karm McCloud MD: Tim White 3 WONDERS "Thing"	WVLT/Grand Rapids, MI PD/MD: Steve Orkison 8 DAVE KOZ "Look"	WVTV/Richmond, VA PD/MD: Scott O'Brien 18 MADONNA "Must"	WVTV/Richmond, VA PD/MD: Scott O'Brien 18 MADONNA "Must"	WWTI/Milwaukee, WI PD: Danny Clayton MD: Leonard Pesca 15 BRYAN ADAMS "Lets" 15 BOOBAYS "Hurt"
WDEF/Chattanooga, TN PD/MD: Denny Howard 10 SEAL "Fly" 10 TONY RICH PROJECT "Leavin'" 5 WILD ORCHID "Night"	WOOF/Dothan, AL OMPD: Leigh Simpson OM/MD: Mike Holderfield 15 MADONNA "Must" 8 BRIAN ADAMS "Lets" 8 HUEY LEWIS & NEWS "Years" 8 JOE COCKER "Anybody" 8 RICHARD PAGE "Best" 8 PETER CETERA "S.O.S."	WVLT/Grand Rapids, MI PD/MD: Steve Orkison 8 DAVE KOZ "Look"	WVTV/Richmond, VA PD/MD: Scott O'Brien 18 MADONNA "Must"	WVTV/Richmond, VA PD/MD: Scott O'Brien 18 MADONNA "Must"	WWTI/Milwaukee, WI PD: Danny Clayton MD: Leonard Pesca 15 BRYAN ADAMS "Lets" 15 BOOBAYS "Hurt"
WLIT/Chicago, IL PD/MD: Mark Edwards 17 HUEY LEWIS & NEWS "Years" 10 MADONNA "Must"	WVLT/Grand Rapids, MI PD/MD: Steve Orkison 8 DAVE KOZ "Look"	WVLT/Grand Rapids, MI PD/MD: Steve Orkison 8 DAVE KOZ "Look"	WVTV/Richmond, VA PD/MD: Scott O'Brien 18 MADONNA "Must"	WVTV/Richmond, VA PD/MD: Scott O'Brien 18 MADONNA "Must"	WWTI/Milwaukee, WI PD: Danny Clayton MD: Leonard Pesca 15 BRYAN ADAMS "Lets" 15 BOOBAYS "Hurt"
WRRM/Cincinnati, OH PD/MD: T.J. Holland 5 BRYAN ADAMS "Lets" 5 PHIL COLLINS "Light"	WVLT/Grand Rapids, MI PD/MD: Steve Orkison 8 DAVE KOZ "Look"	WVLT/Grand Rapids, MI PD/MD: Steve Orkison 8 DAVE KOZ "Look"	WVTV/Richmond, VA PD/MD: Scott O'Brien 18 MADONNA "Must"	WVTV/Richmond, VA PD/MD: Scott O'Brien 18 MADONNA "Must"	WWTI/Milwaukee, WI PD: Danny Clayton MD: Leonard Pesca 15 BRYAN ADAMS "Lets" 15 BOOBAYS "Hurt"
WWNK/Cincinnati, OH PD: Dave Mason AP/MD: Bobbi Maxwell 15 MICHAEL ENGLISH "Freedom" 15 MADONNA "Must" 15 HUEY LEWIS & NEWS "Years" 5 NATALIE & NAT COLE "Far"	WVLT/Grand Rapids, MI PD/MD: Steve Orkison 8 DAVE KOZ "Look"	WVLT/Grand Rapids, MI PD/MD: Steve Orkison 8 DAVE KOZ "Look"	WVTV/Richmond, VA PD/MD: Scott O'Brien 18 MADONNA "Must"	WVTV/Richmond, VA PD/MD: Scott O'Brien 18 MADONNA "Must"	WWTI/Milwaukee, WI PD: Danny Clayton MD: Leonard Pesca 15 BRYAN ADAMS "Lets" 15 BOOBAYS "Hurt"

HOT AC

WVTV/Richmond, VA PD/MD: Scott O'Brien 18 MADONNA "Must"	WVTV/Richmond, VA PD/MD: Scott O'Brien 18 MADONNA "Must"	WVTV/Richmond, VA PD/MD: Scott O'Brien 18 MADONNA "Must"	WVTV/Richmond, VA PD/MD: Scott O'Brien 18 MADONNA "Must"	WVTV/Richmond, VA PD/MD: Scott O'Brien 18 MADONNA "Must"	WVTV/Richmond, VA PD/MD: Scott O'Brien 18 MADONNA "Must"
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HOT AC TOP 30

OCTOBER 25, 1996

3W	2W	LW	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS				TOTAL STATIONS/ADDS
					TW	LW	2W	3W	
1	1	1	1	DONNA LEWIS I Love You Always Forever (<i>Atlantic</i>)	2621	2669	2752	2752	72/0
3	3	3	2	CELINE DION It's All Coming Back To Me Now (<i>550 Music</i>)	2614	2571	2567	2490	68/0
2	2	2	3	ERIC CLAPTON Change The World (<i>Reprise</i>)	2503	2589	2672	2706	70/0
11	7	4	4	JOURNEY When You Love A Woman (<i>Columbia</i>)	2155	1931	1716	1316	69/2
5	4	5	5	JOHN MELLENCAMP Key West Intermezzo (I Saw You First) (<i>Mercury</i>)	1858	1902	1912	1890	61/1
8	8	7	6	DISHWALLA Counting Blue Cars (<i>A&M</i>)	1597	1609	1715	1734	53/0
10	12	11	7	BRYAN ADAMS Let's Make A Night To Remember (<i>A&M</i>)	1583	1425	1344	1332	61/4
16	11	9	8	MERRIL BAINBRIDGE Mouth (<i>Universal</i>)	1522	1497	1346	1121	62/4
20	18	13	9	ALANIS MORISSETTE Head Over Feet (<i>Maverick/Reprise</i>)	1506	1285	1077	777	53/2
7	5	6	10	MELISSA ETHERIDGE Nowhere To Go (<i>Island</i>)	1470	1641	1783	1736	58/0
4	6	8	11	ALANIS MORISSETTE You Learn (<i>Maverick/Reprise</i>)	1425	1534	1723	1963	44/0
6	9	10	12	TRACY CHAPMAN Give Me One Reason (<i>Elektra/EEG</i>)	1361	1476	1582	1757	51/0
13	13	12	13	PHIL COLLINS Dance Into The Light (<i>Face Value/Atlantic</i>)	1324	1343	1328	1252	57/1
17	15	14	14	AMANDA MARSHALL Birmingham (<i>Epic</i>)	1262	1183	1124	1057	57/5
19	19	18	15	HOOTIE & THE BLOWFISH I Go Blind (<i>Reprise</i>)	1098	963	910	813	35/2
12	14	17	16	NATALIE MERCHANT Jealousy (<i>Elektra/EEG</i>)	1012	1082	1266	1304	40/0
BREAKER			17	DC TALK Just Between You And Me (<i>Virgin</i>)	979	644	403	223	50/14
BREAKER			18	WONDERS That Thing You Do! (<i>Epic</i>)	895	789	555	407	42/7
9	10	15	19	JEWEL Who Will Save Your Soul (<i>Atlantic</i>)	894	1147	1375	1510	40/1
BREAKER			20	MADONNA You Must Love Me (<i>Warner Bros.</i>)	803	512	—	—	49/12
21	21	21	21	ELTON JOHN You Can Make History Young Again (<i>MCA</i>)	754	749	770	706	34/1
DEBUT			22	SEAL Fly Like An Eagle (<i>Atlantic</i>)	719	115	—	—	40/34
24	22	22	23	NO MERCY Where Do You Go (<i>Arista</i>)	668	661	603	467	27/1
28	26	25	24	SHERYL CROW If It Makes You Happy (<i>A&M</i>)	644	471	347	315	29/4
14	17	20	25	HOOTIE & THE BLOWFISH Tucker's Town (<i>Atlantic</i>)	641	762	1085	1176	26/0
—	27	27	26	HOOTIE & THE BLOWFISH Sad Caper (<i>Atlantic</i>)	471	406	318	167	26/2
25	24	26	27	STING I'm So Happy I Can't Stop Crying (<i>A&M</i>)	461	466	495	423	25/0
—	—	30	28	TONI BRAXTON Un-break My Heart (<i>LaFace/Arista</i>)	357	278	177	115	20/3
—	29	29	29	MICHAEL BOLTON Love Is The Power (<i>Columbia</i>)	290	282	252	189	16/0
29	28	28	30	WALLFLOWERS 6th Avenue Heartache (<i>Interscope</i>)	287	293	293	301	14/1

This chart reflects airplay from October 21-27. Songs ranked by total plays. Highlighted songs indicate Breaker. 72 Hot AC reporters. 70 current playlists. Songs that are down or flat in plays for three consecutive weeks and below No. 15 are moved to recurrent. © 1996, R&R Inc.

NEW & ACTIVE

HUEY LEWIS & THE NEWS 100 Years From Now (*Elektra/EEG*)
Total Stations: 18, Adds: 7, Plays: 272, WHUD 5, WMYI 7 (8), WKYE 13, WOMX 7, WXIL 29, WMTX 8 (5), WJDX 20 (20), WMC 20 (8), WMXS 25 (25), KKMY 18 (8), WKDD 17 (19), WAZY 20 (13), KMXG 21, WNSN 9 (9), KMAJ 28 (28), KNEV 13, KOSO 5, KIOI 7 (7).

TONI BRAXTON You're Makin' Me High (*LaFace/Arista*)
Total Stations: 9, Adds: 0, Plays: 232, WRTS 15 (15), WBLI 10 (10), WYXR 40 (26), WYYY 5 (5), WRQX 15 (15), WQMZ 22 (24), KSIJ 43 (43), WKQI 41 (36), KPLZ 41 (31).

NO DOUBT Don't Speak (*Trauma/Interscope*)
Total Stations: 11, Adds: 6, Plays: 222, WKEE 24 (24), WBLI 18 (18), WPLJ 20, WMXB 7, WMTX 5, KDMX 10, KHM 26 (21), KSTP 19, KALC 25, KYSR 32 (30), KFMB 36 (35).

WILD ORCHID At Night I Pray (*RCA*)
Total Stations: 14, Adds: 1, Plays: 213, WDAQ 13 (11), WSNE 14, WVA 5 (5), WRTS 15 (15), WBLI 18 (18), WQMZ 34 (35), WKYE 17 (17), WMC 4 (4), KKMY 10 (10), KSIJ 24 (24), WKDD 16 (16), WAZY 7 (23), WKTI 22 (23), KMAJ 14 (14).

NO DOUBT Spiderwebs (*Trauma/Interscope*)
Total Stations: 9, Adds: 2, Plays: 199, WTC 23 (24), WRTS 34 (34), WBLI 25 (25), KDMX 15 (11), WKDD 15, WKQI 18 (16), KMXS 5, KYSR 15 (40), KFMB 49 (61).

TINA TURNER Missing You (*Virgin*)
Total Stations: 8, Adds: 0, Plays: 147, WVA 11 (11), WHUD 19 (19), WKYE 5 (5), WGN 32 (32), WJDX 21 (20), WMXS 35 (25), KKMY 10 (10), KMAJ 14 (14).

BAD COMPANY I Still Believe In You (*EastWest/EEG*)
Total Stations: 11, Adds: 0, Plays: 132, WQSM 7 (13), WKYE 5 (5), WOMX 21 (12), WMTX 5 (5), WMC 7 (7), WMXS 25 (25), KKMY 10 (10), WKDD 16 (16), WAZY 22 (16), KMAJ 9 (9), KOSO 5 (5).

JANN ARDEN Good Mother (*A&M*)
Total Stations: 10, Adds: 3, Plays: 121, WBMX 10 (10), WDAQ 11, WVA 11, WQMZ 24 (25), WQSM 20 (15), WKYE 10 (7), WMXS 12 (12), KKMY 8 (8), WMMX 10, KOSO 5 (5).

R.E.M. Bittersweet Me (*Warner Bros.*)
Total Stations: 9, Adds: 0, Plays: 107, WBMX 8 (8), WBLI 18 (18), WQSM 15 (15), WXIL 22 (22), KKMY 8 (8), WTMX 7 (22), KMAJ 9 (9), KALC 15 (15), KOSO 5 (5).

JEWEL You Were Meant For Me (*Atlantic*)
Total Stations: 8, Adds: 3, Plays: 103, WBMX 8 (8), WRTS 15, WMC 5 (5), KHM 15 (5), WAZY 7, KMXS 5, KYSR 18 (20), KFMB 30 (8).

FIONA APPLE Shadowboxer (*Work*)
Total Stations: 7, Adds: 2, Plays: 96, WBMX 7 (7), WSNE 14, WQSM 15 (10), WMMX 10, KALC 15 (15), KYSR 18 (20), KFMB 17 (27).

SUSANNA HOFFS All I Want (*London/Island*)
Total Stations: 10, Adds: 6, Plays: 76, WBMX 15 (8), WMXV 6, WRQX 5, WKYE 10, WMTX 5, WMC 6 (6), KKMY 8 (8), KSMG 5, WAZY 7 (12), KMAJ 9.

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

BREAKERS®

DC TALK
Just Between You And Me (*Virgin*)
TOTAL PLAYS/INCREASE: 979/335
TOTAL STATIONS/ADDS: 50/14
CHART: 17

WONDERS
That Thing You Do! (*Epic*)
TOTAL PLAYS/INCREASE: 895/106
TOTAL STATIONS/ADDS: 42/7
CHART: 18

MADONNA
You Must Love Me (*Warner Bros.*)
TOTAL PLAYS/INCREASE: 803/291
TOTAL STATIONS/ADDS: 49/12
CHART: 20

MOST ADDED®

ARTIST TITLE LABEL(S)	ADDS
SEAL Fly Like An Eagle (<i>Atlantic</i>)	34
DC TALK Just Between You And Me (<i>Virgin</i>)	14
MADONNA You Must Love Me (<i>Warner Bros.</i>)	12
HUEY LEWIS & THE NEWS 100 Years From Now (<i>Elektra/EEG</i>)	7
WONDERS That Thing You Do! (<i>Epic</i>)	7
BODEANS Hurt By Love (<i>Slash/Reprise</i>)	6
SUSANNA HOFFS All I Want (<i>London/Island</i>)	6
NO DOUBT Don't Speak (<i>Trauma/Interscope</i>)	6
AMANDA MARSHALL Birmingham (<i>Epic</i>)	5
BRYAN ADAMS Let's Make A Night To Remember (<i>A&M</i>)	4
MERRIL BAINBRIDGE Mouth (<i>Universal</i>)	4
SHERYL CROW If It Makes You Happy (<i>A&M</i>)	4

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
SEAL Fly Like An Eagle (<i>Atlantic</i>)	+604
DC TALK Just Between You And Me (<i>Virgin</i>)	+335
MADONNA You Must Love Me (<i>Warner Bros.</i>)	+291
JOURNEY When You Love A Woman (<i>Columbia</i>)	+224
ALANIS MORISSETTE Head Over Feet (<i>Maverick/Reprise</i>)	+221
SHERYL CROW If It Makes You Happy (<i>A&M</i>)	+173
BRYAN ADAMS Let's Make A Night To Remember (<i>A&M</i>)	+158
HOOTIE & THE BLOWFISH I Go Blind (<i>Reprise</i>)	+135
HUEY LEWIS & THE NEWS 100 Years From Now (<i>Elektra/EEG</i>)	+122
WONDERS That Thing You Do! (<i>Epic</i>)	+106

HOTTEST RECURRENTS

ARTIST TITLE LABEL(S)
JANN ARDEN Inesentive (<i>A&M</i>)
CELINE DION Because You Loved Me (<i>550 Music</i>)
GIN BLOSSOMS Follow You Down (<i>A&M</i>)
NATALIE MERCHANT Wonder (<i>Elektra/EEG</i>)
PRIMITIVE RADIO GODS Standing Outside... (<i>Ergo/Columbia</i>)
TONY RICH PROJECT Nobody Knows (<i>LaFace/Arista</i>)
ALANIS MORISSETTE Ironic (<i>Maverick/Reprise</i>)
MARIAH CAREY Forever (<i>Columbia</i>)
GOO GOO DOLLS Name (<i>Metal Blade/WB</i>)
BLUES TRAVELER Run-Around (<i>A&M</i>)

Breakers: Songs registering 800 plays or more for the first time. Bullets awarded to songs gaining plays over the previous week. If two songs are tied in number of plays, the song being played on more stations is placed first. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Weighted chart appears on R&R ONLINE.



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HOT AC PLAYLISTS


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

MARKET #1

WJLV/New York
 (212) 704-1051
 Weed/Silver


PLAYS	3W	2W	LW	TW	ARTIST/TITLE
28	40	40	40	40	JOURNEY/When You Love...
40	40	40	40	40	ERIC CLAPTON/Change The World
40	40	40	40	40	CELINE DION/It's All Coming...
28	28	40	40	40	ALANIS MORISSETTE/Head Over Feet
21	21	28	28	28	AMANDA MARSHALL/Birmingham
40	40	28	28	28	MELISSA ETHERIDGE/Nowhere To Go
28	28	28	28	28	HOOTIE & BLOWFISH/Tucker's Town
28	28	28	28	28	JOHN MELLENCAMP/Key West...
10	10	28	28	28	SHERYL CROW/It Makes You...
28	28	28	28	28	MADONNA/You Must Love Me
-	-	28	28	28	WONDERS/That Thing You Do!
-	-	21	21	21	HOOTIE & BLOWFISH/Sad Caper
28	28	21	21	21	PHIL COLLINS/Dance Into The Light
-	-	12	12	12	DC TALK/Just Between You...
-	-	21	21	21	SEAL/Fly Like An Eagle
-	-	28	28	28	NO MERCY/Where Do You Go
28	28	28	28	28	ELTON JOHN/You Can Make...
40	40	-	-	-	DONNA LEWIS/I Love You Always...
-	-	10	10	10	TRACY CHAPMAN/Give Me One Reason
10	10	-	-	-	BODEANS/Closer To Free
10	10	-	-	-	GIN BLOSSOMS/Follow You Down
21	21	10	10	10	MERRIL BAINBRIDGE/Mouth
-	-	-	-	6	SUSANNA HOFFS/All I Want

MARKET #1

WPLJ/New York
 (212) 613-8900
 Cuddy/Shannon/Preston


PLAYS	3W	2W	LW	TW	ARTIST/TITLE
43	44	45	44	44	DONNA LEWIS/I Love You Always...
30	30	38	43	43	NO MERCY/Where Do You Go
24	29	35	43	43	ALANIS MORISSETTE/Head Over Feet
40	40	38	41	41	HOOTIE & BLOWFISH/Tucker's Town
42	43	41	38	38	ERIC CLAPTON/Change The World
38	41	38	37	37	CELINE DION/It's All Coming...
35	40	39	36	36	JANN ARDEN/Insensitive
31	28	29	30	30	MERRIL BAINBRIDGE/Mouth
30	30	28	28	28	JOHN MELLENCAMP/Key West...
41	40	34	28	28	ALANIS MORISSETTE/You Learn
-	-	21	27	27	MADONNA/You Must Love Me
30	31	29	27	27	HOOTIE & BLOWFISH/Go Blind
14	23	25	26	26	AMANDA MARSHALL/Birmingham
-	-	28	28	28	BRYAN ADAMS/Let's Make A...
20	22	24	26	26	BRYAN ADAMS/Let's Make A...
23	26	28	26	26	JOURNEY/When You Love...
-	-	15	22	26	DC TALK/Just Between You...
-	-	25	25	25	SEAL/Fly Like An Eagle
-	-	20	20	20	NO DOUBT/Don't Speak
23	27	29	27	27	GIN BLOSSOMS/Follow You Down
26	23	20	17	17	PHIL COLLINS/Dance Into The Light
17	10	16	16	16	TRACY CHAPMAN/Give Me One Reason
12	10	14	15	15	SHERYL CROW/It Makes You
14	13	14	13	13	DEL AMITRI/Roll To Me
13	11	12	12	12	BODEANS/Closer To Free
10	-	11	11	11	COLLECTIVE SOUL/December
-	11	11	11	11	GIN BLOSSOMS/It I Hear It...
12	10	11	11	11	GIN BLOSSOMS/Follow You Down
-	-	10	10	10	DEEP BLUE SOMETHING/Breakfast At...
10	10	11	10	10	BLUES TRAVELER/Run-Around
12	10	-	-	-	JEWEL/Who Will Save...

MARKET #2

KBIG/Los Angeles
 (213) 874-7700
 Ervin/Verdery


PLAYS	3W	2W	LW	TW	ARTIST/TITLE
28	28	28	28	28	ERIC CLAPTON/Change The World
28	28	28	28	28	DONNA LEWIS/I Love You Always...
28	28	28	28	28	CELINE DION/It's All Coming...
28	28	28	28	28	TRACY CHAPMAN/Give Me One Reason
28	28	27	27	27	ALANIS MORISSETTE/You Learn
-	-	21	22	27	JOURNEY/When You Love...
21	26	26	26	26	MELISSA ETHERIDGE/Nowhere To Go
26	26	26	26	26	NATALIE MERCHANT/Jaalousy
26	26	26	26	26	CELINE DION/Because You Loved Me
26	26	26	26	26	NATALIE MERCHANT/Wonder
21	21	21	21	21	ALANIS MORISSETTE/Head Over Feet
-	-	21	21	21	MERRIL BAINBRIDGE/Mouth
21	22	21	21	21	BRYAN ADAMS/Let's Make A...
-	-	21	21	21	PHIL COLLINS/Dance Into The Light
-	-	21	21	21	MADONNA/You Must Love Me
-	-	21	21	21	MARIAH CAREY/Forever
21	21	21	21	21	SEAL/Don't Cry
21	21	21	21	21	SOPHIE B. HAWKINS/As I Lay Me Down
22	22	21	21	21	GIN BLOSSOMS/Follow You Down
-	-	21	21	21	DEEP BLUE SOMETHING/Breakfast At...
-	-	21	21	21	GIN BLOSSOMS/It I Hear It...
-	-	13	13	13	SEAL/Kiss From A Rose
13	13	13	13	13	HOOTIE & BLOWFISH/Only Wanna Be
-	-	-	-	13	HOOTIE & BLOWFISH/Time

MARKET #2

KYSR/Los Angeles
 (818) 955-7000
 Perelli/Ebbott


PLAYS	3W	2W	LW	TW	ARTIST/TITLE
47	51	51	45	45	TRACY CHAPMAN/Give Me One Reason
47	51	51	45	45	DISHWALLA/Counting Blue Cars
47	51	51	45	45	ALANIS MORISSETTE/Head Over Feet
47	51	51	45	45	JARS OF GLAY/Flood
40	40	40	40	40	NATALIE MERCHANT/Jaalousy
47	51	45	45	45	JEWEL/Who Will Save...
47	51	45	45	45	ALANIS MORISSETTE/You Learn
47	51	40	40	40	DONNA LEWIS/I Love You Always...
40	40	40	40	40	CRANBERRIES/Free To Decide
35	40	40	40	40	HOOTIE & BLOWFISH/Go Blind
-	-	40	40	40	GARBAGE/Stupid Girl
-	-	15	30	32	NO DOUBT/Don't Speak
40	25	28	28	28	ERIC CLAPTON/Change The World
-	-	30	28	28	SEAL/Fly Like An Eagle
15	35	30	28	28	MERRIL BAINBRIDGE/Mouth
35	35	30	28	28	SARAH MCLACHLAN/Possession
15	20	20	20	20	HOOTIE & BLOWFISH/Tucker's Town
15	20	20	20	20	JANN ARDEN/Insensitive
40	40	-	-	-	AMANDA MARSHALL/Birmingham
35	35	20	20	20	JEWEL/You Were Meant...
10	20	18	18	18	FIONA APPLE/Shadowboxer
-	-	25	20	18	STING/It's So Happy...
40	40	40	40	40	MELISSA ETHERIDGE/Nowhere To Go
40	40	40	40	40	NO DOUBT/Spiderwebs
35	30	15	15	15	SHERYL CROW/It Makes You...
10	15	15	15	15	SMASHING PUMPKINS/Tonight, Tonight
40	40	-	-	-	OASIS/Champagne Supernova
-	-	-	-	15	DEEP BLUE SOMETHING/Breakfast At...

MARKET #3

WTMX/Chicago
 (312) 946-1019
 James/Kartak


PLAYS	3W	2W	LW	TW	ARTIST/TITLE
39	39	36	37	37	JOHN MELLENCAMP/Key West...
36	38	37	37	37	AMANDA MARSHALL/Birmingham
36	38	37	37	37	SHERYL CROW/It Makes You...
39	37	37	37	37	HOOTIE & BLOWFISH/Go Blind
21	20	22	22	22	MELISSA ETHERIDGE/Nowhere To Go
-	-	-	-	37	DC TALK/Just Between You...
39	36	36	36	36	DISHWALLA/Counting Blue Cars
8	20	21	21	21	PHIL COLLINS/Dance Into The Light
38	20	21	21	21	TRACY CHAPMAN/Give Me One Reason
21	21	21	21	21	CRANBERRIES/Free To Decide
21	21	18	18	18	ERIC CLAPTON/Change The World
-	-	21	21	21	PRIMITIVE RADIO GODS/Standing Outside
22	37	37	37	37	PRIMITIVE RADIO GODS/Standing Outside
17	21	21	21	21	DONNA LEWIS/I Love You Always...
19	12	14	14	14	COLLECTIVE SOUL/The World I Know
14	15	14	13	13	EVERYTHING BUT...Missing
16	15	16	13	13	ALANIS MORISSETTE/Ironic
12	14	14	13	13	FOO FIGHTERS/Big Me
12	15	14	13	13	GIN BLOSSOMS/Follow You Down
14	15	12	12	12	TOAD THE WEAT...Good Intentions
15	13	12	12	12	BODEANS/Closer To Free
36	36	37	37	37	JEWEL/Who Will Save...
8	8	7	7	7	NATALIE MERCHANT/Jaalousy
8	8	8	8	8	GEGGY TAH/Whoever You Are
8	8	9	9	9	DUNCAN SHEIK/Barely Breathing
8	8	8	8	8	DAVE MATTHEWS BAND/So Much To Say
-	19	22	22	22	R.E.M./Bittersweet Me
8	8	7	6	6	NATALIE MERCHANT/Wonder
-	-	-	-	-	SEAL/Fly Like An Eagle
6	6	7	2	2	WONDERS/That Thing You Do!

MARKET #4

KIOI/San Francisco
 (415) 956-5101
 Keating/Nachlis

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
42	42	42	41	41	ERIC CLAPTON/Change The World
40	40	40	40	40	DONNA LEWIS/I Love You Always...
40	40	40	40	40	CELINE DION/It's All Coming...
40	41	41	41	41	TONY RICH PROJECT/Nobody Knows
40	40	40	40	40	TRACY CHAPMAN/Give Me One Reason
23	28	28	28	28	JOURNEY/When You Love...
20	23	26	26	26	BRYAN ADAMS/Let's Make A
-	-	20	25	25	TONY BRAXTON/Un-break My Heart
23	25	25	25	25	ELTON JOHN/You Can Make...
20	22	25	25	25	DC TALK/Just Between You...
26	25	23	23	23	BLUES TRAVELER/Run-Around
27	23	28	28	28	MARIAH CAREY/Always Be My Baby
28	26	18	18	18	JANN ARDEN/Insensitive
14	14	18	18	18	SOPHIE B. HAWKINS/As I Lay Me Down
18	18	18	18	18	SEAL/Kiss From A Rose
11	11	14	14	14	CELINE DION/Because You Loved Me
-	-	7	7	7	HUEY LEWIS & NEWS/100 Years From Now
-	-	-	-	7	MADONNA/You Must Love Me

MARKET #5

WYXR/Philadelphia
 (610) 668-0750
 Davis

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
56	56	56	58	58	CELINE DION/It's All Coming...
56	56	56	57	57	ERIC CLAPTON/Change The World
56	55	55	55	55	CELINE DION/Because You Loved Me
35	35	34	34	34	MELISSA ETHERIDGE/I Want To Come Over
53	16	-	-	-	HOOTIE & BLOWFISH/Only Wanna Be
-	-	39	54	54	GREASE MEGAMIX/Grease Megamix
54	54	55	55	55	ALANIS MORISSETTE/You Learn
36	52	53	53	53	HOOTIE & BLOWFISH/Time
39	38	26	40	40	TONY BRAXTON/You're Makin' Me
56	40	40	40	40	TONY RICH PROJECT/Nobody Knows
-	-	56	56	56	MARIAH CAREY/Forever
39	57	39	39	39	TRACY CHAPMAN/Give Me One Reason
58	55	38	39	39	DONNA LEWIS/I Love You Always
27	25	36	37	37	ALANIS MORISSETTE/Head Over Feet
54	54	52	36	36	ALANIS MORISSETTE/Ironic
38	40	40	29	29	JANN ARDEN/Insensitive
27	29	28	28	28	TONY BRAXTON/Un-break My Heart
-	-	26	26	26	SEAL/Fly Like An Eagle
26	23	27	24	24	HOOTIE & BLOWFISH/Go Blind
25	24	24	23	23	NO MERCY/Where Do You Go
-	-	18	20	20	JAKI GRAHAM/Am I Nobody
22	20	17	18	18	2 UNLIMITED/Get Ready For This
21	20	18	18	18	REAL MCGOY/Another Night
20	22	19	17	17	BLUES TRAVELER/Run-Around
-	-	-	-	17	EVERYTHING BUT...Missing
19	17	17	17	17	FUN FACTORY/Wanna B With U
18	20	18	16	16	FUGEES/Killing Me Softly
-	-	16	16	16	SOPHIE B. HAWKINS/As I Lay Me Down
-	-	25	25	25	MERRIL BAINBRIDGE/Mouth
-	-	14	6	6	ELTON JOHN/You Can Make...

MARKET #6

WKQI/Detroit
 (810) 967-3750
 O'Brien/Buchalter

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
60	62	61	63	63	NO MERCY/Where Do You Go
58	58	62	62	62	FUN FACTORY/Wanna B With U
63	63	61	61	61	DONNA LEWIS/I Love You Always
36	59	59	61	61	CELINE DION/It's All Coming...
34	36	56	60	60	TONY RICH PROJECT/Nobody Knows
59	55	58	58	58	LA BOUCHE/Be My Lover
29	29	36	41	41	TONY BRAXTON/You're Makin' Me
37	37	38	40	40	JANN ARDEN/Insensitive
36	36	36	39	39	ERIC CLAPTON/Change The World
57	36	37	37	37	SARAH MCLACHLAN/Will Remember You
36	58	54	56	56	LA BOUCHE/Sweet Dreams
15	10	36	36	36	JEWEL/Who Will Save
20	22	34	36	36	ALANIS MORISSETTE/Head Over Feet
20	27	32	34	34	JOURNEY/When You Love...
12	22	28	30	30	AMBER/This Is Your Night
12	14	26	28	28	QUAD CITY DJ'S/Com'on 'N Ride It...
60	61	18	18	18	ALANIS MORISSETTE/You Learn
33	34	18	18	18	DISHWALLA/Counting Blue Cars
15	18	18	18	18	WONDERS/That Thing You Do!
15					



CAROL ARCHER

To Reach The Most Affluent Listeners, Advertisers *Need* This Format

▣ Scarborough study reveals qualitative so high, buyers may be unable to resist

In the third qualitative study this year (previous 1996 studies were produced by **Interp** and **Banner Radio**), **Scarborough** reconfirms what the savviest advertisers already know — that NAC listeners possess the most desirable demographic and qualitative characteristics. From luxury imported cars and high-end travel to fine wines and grocery spending, 25-54 fans of the format have plenty of discretionary income — and they spend it freely on purchases to enhance their lifestyles.

Let's begin with the demos. NAC radio delivers males and females nearly equally — about 52% men to 48% women. AC, in comparison, splits 37% to 63%, and Adult Alternative 57% to 43%. NAC listeners are also divided almost evenly between those who are married and unmarried.

The NAC format effectively spans the gamut of adult listeners, producing a demographic bell curve advertisers find enticing. The largest age cell is 35-54 at nearly 55%; 32% of the NAC audience is 18-34, and about 14% is 55+.

And if their potential consumers' earning power is important to your advertising clients — and you can be certain it is — they need to understand that 43.6% of NAC listening households have income of more than \$50,000 annually. That's an index of 126, compared to the national average of 100. Nearly 70% of the format's partisans have some or more college education. Seventy-eight percent are employed, and nearly 60% work in white-collar jobs.

Trappings Of Affluence

When it comes to the finer things in life, NAC listeners are a paragon of conspicuous consumption. Let's look at their autos, for example. Remember that the index reflecting the national average is 100. Among NAC listeners, Jaguar buyers index at 269, *almost three times the national average!* Similarly, Mercedes owners who listen to NAC index at 190, nearly twice the national average. Volvo owners index at 167; BMW at 171.

Armed with this knowledge, your city's Jaguar, Mercedes, BMW, and Volvo dealers can be confident in reaching potential customers using the vehicle of NAC radio advertising. And don't forget the automotive aftermarket — continuing services for luxury cars — as a potential revenue center because affluent car buyers are

conscientious about maintenance. Pitch new tire dealers, car stereo purveyors, and body shops that specialize in high-end imports.

NAC listeners index above the national average in the following banking and financial products and services, too: Keogh plan (152), home improvement loans (127), personal loans (110), employer stocks or stock options (110), money market accounts (107), and 401-K plans (107). These consumers have a sense of the future and the means to protect it financially.

Credit card usage among your listeners is high, too: Optima card users index at 153; American Express Green, 123; and Amex Gold or Platinum, 113. Do they hear all of these services advertised on your station?

In their workplaces, NAC listeners participate considerably in decision-making about goods and services: They index at 140

in decisions regarding office photocopiers, for example, and at 130 for temporary personnel services and office equipment and supplies, including fax machines. Forty-six percent own a personal computer, and their usage of computer online services index at 134, compared to the national average of 100.

More Goodies

This desirable advertising target has worked up quite a thirst while climbing the corporate ladder. NAC listeners index significantly above average in high-end beverage consumption: Bottled mineral water (149), flavored sparkling water (136), bottled spring water (132), and iced tea in bottles or cans (125) are all favorites of your listening audience. Do they hear spots for those products on your station?

Among alcoholic beverages, NAC listeners prefer imported beers and finer wines. Heineken scores highest with an index of 157, followed by Corona with 130. In the realm of wines, both red and white wine consumption is high overall: Reds index at 124; whites, 122. Vintners such as Kendall-Jackson (156), Peter Vella (155), and Robert Mondavi (146) all score well. And champagne and sparkling wines are huge with the NAC crowd, indexing at 146. Are

Take Another Look At P1s

■ **WNUA's Hansen: Not always what they seem**

Here, **WNUA/Chicago PD Lee Hansen** responds to a column (**R&R 8/23**) on what **Arbitron** calls "first preference listeners" with information that puts P1 state in perspective.

Hansen says the stations that score high in converting come to P1 should feel rightfully proud and that his observations aren't intended to take anything away from their accomplishments. Rather, he thinks it's important to understand both the methodology involved in obtaining the data and what the results may really say about your audience.

"The first preference listener is the one that, in an Arbitron diary, listens to your station the most," Hansen observes. "If this person is a 10-quarter-hours-a-week listener and listens to you for nine of them, then the person is a P1 diary for you. Someone who's a 200-quarter-hour-a-week listener can listen to his or her primary station 101 quarter hours and to yours for 99 — and you're not a P1, you're a P2. That's the potential fallacy. Someone could be considered a P1 in the makeup and composition of your crowd and not really contribute a lot of quarter hours.

"However to clarify the point, there is an old axiom — the 80/20 rule — which believes you get 80% of your listening from 20% of your come. With some stations, it's been that skewed. But across the board, it tends to be that you get about 72% of your listening from about 35% of your audience, which squares with the majority of figures printed in the article in **R&R**.

"My point is accurate, but it doesn't happen much. I didn't know the actual definition of a P1; I assumed a P1 was a heavy user, so this information may be interesting and educational for others who hold the same belief. There are P1s who are not heavy users, but they don't account for much of the audience."

commercials for such beverages heard on your station?

And food? NAC listeners *love* their gustatory pleasures: Those who spend between \$125-\$149 per week on groceries index at 119, and those who spend \$150 or more index at 107.

The Fun Zone

As persuasive a portrait the above paints of the NAC radio audience, it is among indices for leisure, recreational, and travel pursuits that these consumers really distinguish themselves by their discretionary spending. Their motto may be, "Let's have fun — and enrich our lives and well-being while we're at it." Just look at the indices for the following activities:

- Sailing/boating, 142
- Jogging/running, 133
- Weight training/Nautilus, 128
- Health club membership, 130
- No. of movies in past three months, 7-11
- Concert attendance, 163
- Dance/ballet concert, 127
- Nightclub attendance, 125
- Video game cartridge purchase, 122
- CD purchase, 120

Everyone wants to travel in comfort and style, and NAC listeners do just that. They prefer four-star accommodations. Among their top hotel choices, Fairmont Hotels score highest with an index of 158, with Ritz-Carlton (156), Westin (150), and Hyatt (146) following closely. Is business from these hotel groups booked on your station?

Airlines of choice for the NAC audience reflect the same discriminating tastes. Most commonly used carriers include: Northwest Airlin (183), Continental Express (162), British Airways (147), United (147), and Alaska (137).

Lastly, here's a glimpse of the political terrain in the world of NAC listening: 79.4% of NAC radio listeners are registered to vote, and they participate in national, state, and local elections at a rate higher than average. More than one-third (37.4%) identify themselves as Democrats, 24.3% as Republicans, and 11.7% as Independent, while 24.6% say they have no party preference.

TALK BACK TO R&R!

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

Call me at (310) 788-1665 or e-mail: archer@ronline.com



MAUI BUDS — Labor Day's Maui Music Festival was one of the stand-out music events of 1996. The music performances were as inspired as the tropical setting, but a lot of action centered around the NAC radio and music family. See how many artists, PDs, MDs, and label reps you can identify in this backstage shot.



NAC TOP 30 TRACKS

OCTOBER 25, 1996

3W	2W	LW	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS				TOTAL STATIONS/ADDS
					TW	LW	2W	3W	
	1	1	1	1 DAVID SANBORN Spooky (<i>Elektra/EEG</i>)	798	766	763	710	51/0
3	3	3	2	2 KENNY G The Moment (<i>Arista</i>)	772	720	714	673	50/0
4	4	4	3	3 PETER WHITE Caravan Of Dreams (<i>Columbia</i>)	740	719	702	641	51/0
2	2	2	4	DAVE KOZ Let Me Count The Ways (<i>Capitol</i>)	719	721	725	703	50/0
5	5	5	5	5 PAUL HARDCASTLE Bird Island (<i>JVC</i>)	715	687	667	589	49/0
7	6	8	6	6 CHUCK LOEB The Music Inside (<i>Shanachie</i>)	577	487	495	461	48/0
14	7	6	7	7 DOC POWELL Laid Back (<i>Discovery</i>)	574	533	491	379	41/0
8	9	7	8	8 ART PORTER Lake Shore Drive (<i>Verve Forecast</i>)	544	492	432	427	51/0
9	8	9	9	9 GROVER WASHINGTON JR. Can You Stop The Rain (<i>Columbia</i>)	493	465	471	427	47/1
19	12	10	10	10 JEFF LORBER Katherine (<i>Verve</i>)	444	418	386	307	45/5
13	11	11	11	LUTHER VANDROSS Your Secret Love (<i>LV/Epic</i>)	408	411	415	402	43/0
16	14	12	12	12 ANDY SNITZER My Dream Come True (<i>Warner Bros.</i>)	391	386	368	349	44/0
30	22	17	13	13 SOUNDScape Morning Song (<i>Instinct</i>)	330	314	291	252	44/0
25	18	16	14	14 NATALIE COLE w/NAT "KING" COLE When I Fall In Love (<i>Elektra/EEG</i>)	324	320	307	275	38/1
12	13	14	15	COUNT BASIC On The Move (<i>Instinct</i>)	323	326	381	412	34/0
18	17	18	16	ERIC CLAPTON Change The World (<i>Reprise</i>)	313	314	313	330	36/0
BREAKER	17		17	17 DENNY JIOSA Lights Of The City (<i>Blue Orchid</i>)	305	265	212	201	37/1
21	20	21	18	18 RICHARD ELLIOT City Speak (<i>Blue Note</i>)	305	286	293	301	32/0
24	26	22	19	19 GLORIA ESTEFAN I'm Not Giving You Up (<i>Epic</i>)	300	284	272	280	35/0
11	15	15	20	HERB ALPERT Flamingo (<i>Almo Sounds/Geffen</i>)	298	321	340	414	32/0
-	28	19	21	21 JOE MCBRIDE After Sunset (<i>Heads Up</i>)	296	294	261	234	34/0
BREAKER	22		22	22 KEIKO MATSUI Bridge Over The Stars (<i>Countdown/Unity</i>)	280	254	204	115	41/3
22	23	20	23	CHIELI MINUCCI Anything And Everything (<i>JVC</i>)	276	290	287	292	36/0
20	21	23	24	RIPPINGTONS First Time I Saw Her (<i>GRP</i>)	262	281	292	305	30/0
-	-	28	25	25 GEORGE BENSON Holdin' On (<i>GRP</i>)	261	237	236	214	35/1
23	27	25	26	AARON NEVILLE I Can't Imagine (<i>A&M</i>)	259	259	269	288	32/0
6	10	13	27	NORMAN BROWN Better Days Ahead (<i>MoJazz/Motown</i>)	255	357	430	482	30/0
-	-	29	28	28 BONEY JAMES Sara Smile (<i>Warner Bros.</i>)	242	236	224	230	27/2
DEBUT	29		29	29 TONI BRAXTON Un-break My Heart (<i>LaFace/Arista</i>)	241	182	124	50	31/6
DEBUT	30		30	30 RONNY JORDAN Closer Than Close (<i>Island</i>)	236	227	178	103	38/1

This chart reflects airplay from October 9-15. Songs ranked by total plays. Highlighted songs indicate Breaker.
51 NAC reporters. 47 current playlists. © 1996, R&R Inc.

BREAKERS®

DENNY JIOSA
Lights Of The City (*Blue Orchid*)

TOTAL PLAYS/INCREASE 305/40 TOTAL STATIONS/ADDS 37/1 CHART 17

KEIKO MATSUI

Bridge Over The Stars (*Countdown/Unity*)

TOTAL PLAYS/INCREASE 280/26 TOTAL STATIONS/ADDS 41/3 CHART 22

MOST ADDED®

ARTIST TITLE LABEL(S)	ADDS
SLASH Obsession Confession (<i>Geffen</i>)	22
PETER WHITE F/BASIA Just Another Day (<i>Columbia</i>)	11
EXODUS QUARTET Summer Soulstice (<i>Instinct</i>)	7
TONI BRAXTON Un-break My Heart (<i>LaFace/Arista</i>)	6
WAYMAN TISDALE Don't Take Your Love... (<i>MoJazz/Motown</i>)	6
JEFF LORBER Katherine (<i>Verve</i>)	5
ALFONZO BLACKWELL Hermina (<i>Street Life/All American</i>)	4
DOTSERO Essensual (<i>Ichiban</i>)	3
FATBURGER Oye Como Va (<i>Shanachie/Cachet</i>)	3
KENNY G Eastside Jam (<i>Arista</i>)	3
KEIKO MATSUI Bridge Over The Stars (<i>Countdown/Unity</i>)	3

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
CHUCK LOEB The Music Inside (<i>Shanachie</i>)	+90
DOTSERO Essensual (<i>Ichiban</i>)	+89
WAYMAN TISDALE Don't Take Your Love... (<i>MoJazz/Motown</i>)	+74
TONI BRAXTON Un-break My Heart (<i>LaFace/Arista</i>)	+59
KENNY G The Moment (<i>Arista</i>)	+52
ART PORTER Lake Shore Drive (<i>Verve Forecast</i>)	+52
SIMPLY RED Angel (<i>EastWest/EEG</i>)	+51
MARK PORTMANN No Truer Words (<i>Zebra</i>)	+46
TONY GUERRERO For Your Love (<i>Nu Groove</i>)	+44
DOC POWELL Laid Back (<i>Discovery</i>)	+41

Breakers: Songs registering 275 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.

NEW & ACTIVE

BRIAN CULBERTSON After Hours (*Mesa/Bluemoon*)
Total Plays: 226, Total Stations: 24, Adds: 0

DOTSERO Essensual (*Ichiban*)
Total Plays: 192, Total Stations: 28, Adds: 3

PAMELA WILLIAMS A Matter Of Time (*Heads Up*)
Total Plays: 178, Total Stations: 27, Adds: 1

TONY GUERRERO For Your Love (*Nu Groove*)
Total Plays: 178, Total Stations: 27, Adds: 1

WAYMAN TISDALE Don't Take Your Love Away (*MoJazz/Motown*)
Total Plays: 164, Total Stations: 34, Adds: 6

LARRY CORYELL Feel Like Makin' Love (*Shanachie*)
Total Plays: 158, Total Stations: 27, Adds: 2

NORMAN BROWN After The Love Is Gone (*MoJazz/Motown*)
Total Plays: 154, Total Stations: 21, Adds: 0

RANDY CRAWFORD All The King's Horses (*Bluemoon/Atlantic*)
Total Plays: 148, Total Stations: 20, Adds: 0

PETER WHITE I/BASIA Just Another Day (*Columbia*)
Total Plays: 146, Total Stations: 29, Adds: 11

TINA TURNER Something Beautiful Remains (*Virgin*)
Total Plays: 105, Total Stations: 12, Adds: 0

HEAVY SHIFT L.A. Nights (*Discovery*)
Total Plays: 103, Total Stations: 12, Adds: 1

GROVER WASHINGTON JR. Soulful Strut (*Columbia*)
Total Plays: 95, Total Stations: 14, Adds: 2

GEORGE BENSON Johnnie Lee (*GRP*)
Total Plays: 85, Total Stations: 13, Adds: 0

AARON NEVILLE F/ROBBIE ROBERTSON Crazy Love (*Reprise*)
Total Plays: 82, Total Stations: 7, Adds: 1

FATBURGER Oye Como Va (*Shanachie/Cachet*)
Total Plays: 75, Total Stations: 14, Adds: 3

MARILYN SCOTT Close Enough (*Warner Bros.*)
Total Plays: 69, Total Stations: 10, Adds: 0

EXODUS QUARTET Summer Soulstice (*Instinct*)
Total Plays: 69, Total Stations: 14, Adds: 7

TONY GUERRERO Mysterie (*Nu Groove*)
Total Plays: 68, Total Stations: 11, Adds: 1

HIROSHIMA Through My Eyes (*Qwest/WB*)
Total Plays: 66, Total Stations: 8, Adds: 0

BOB JAMES & KIRK WHALUM Kickin' Back (*Warner Bros.*)
Total Plays: 66, Total Stations: 11, Adds: 1

SIMPLY RED Angel (*EastWest/EEG*)
Total Plays: 66, Total Stations: 12, Adds: 2

Songs ranked by total plays

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JONES SATELLITE NETWORKS®

OCTOBER 25, 1996

3W	2W	LW	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS	± PLAYS	EMPHASIS TRACKS (PLAYS)
2	1	1	1	PETER WHITE Caravan Of Dreams (Columbia)	982	+44	"Caravan" (740) "Just" (146) "Lights" (29)
6	4	3	2	KENNY G The Moment (Arista)	899	+84	"Moment" (772) "Northern" (29) "Somebody" (27)
1	2	2	3	DAVE KOZ Off The Beaten Path (Capitol)	877	-10	"Count" (719) "Look" (124) "Lullaby" (16)
3	3	4	4	DAVID SANBORN Songs From The Night Before (Elektra/EEG)	824	+33	"Spooky" (798) "Rikke" (24) "Exposure" (2)
8	6	5	5	PAUL HARDCASTLE Hardcastle 2 (JVC)	766	+51	"Island" (715) "Jokers" (24) "Peace" (12)
9	8	7	6	DOC POWELL Laid Back (Discovery)	678	+35	"Laid" (574) "Sunday" (63) "Dance" (24)
4	7	8	7	GEORGE BENSON That's Right (GRP)	675	+34	"Holdin'" (261) "Right" (167) "Summer" (113)
5	5	6	8	JEFF LORBER State Of Grace (Verve)	672	+5	"Katherine" (444) "State" (139) "PCH" (35)
11	10	9	9	GROVER WASHINGTON JR. Soulful Strut (Columbia)	643	+37	"Stop" (493) "Soulful" (95) "Bordertown" (25)
12	11	12	10	CHUCK LOEB The Music Inside (Shanachie)	603	+94	"Music" (577) "Breathe" (11) "Cruzin'" (7)
15	12	11	11	ART PORTER Lay Your Hands On Me (Verve)	596	+60	"Lake" (544) "Chance" (15) "Forever" (11)
7	9	10	12	NORMAN BROWN Better Days Ahead (MoJazz/Motown)	488	-54	"Days" (255) "After" (154) "Time" (55)
20	13	13	13	ANDY SNITZER In The Eye Of The Storm (Warner Bros.)	478	+7	"Dream" (391) "Road" (41) "Lane" (18)
17	17	14	14	JOE MCBRIDE Keys To Your Heart (Heads Up)	456	-3	"Sunset" (296) "Highland" (54) "Chit-Chat" (52)
28	25	20	15	DENNY JIOSA Inner Voices (Blue Orchid)	443	+52	"Lights" (305) "Always" (59) "Kiss" (48)
16	18	17	16	RICHARD ELLIOT City Speak (Blue Note)	438	+27	"City" (305) "Make" (39) "Lights" (35)
22	19	19	17	SOUNDTRACK Phenomenon (Reprise)	432	+36	"Change" (313) "Crazy" (82) "Dance" (37)
19	16	15	18	LUTHER VANDROSS Your Secret Love (LV/Epic)	431	-10	"Secret" (408) "Feet" (13) "Love" (8)
14	14	16	19	CHIELI MINUCCI Renaissance (JVC)	416	-4	"Anything" (276) "Cause" (55) "Renaissance" (23)
—	27	21	20	SOUNDSCAPE Life Force (Instinct)	401	+26	"Morning" (330) "Around" (34) "Round" (14)
10	15	18	21	HERB ALPERT Second Wind (Almo Sounds/Geffen)	392	-19	"Flamingo" (298) "Second" (32) "Flirtation" (26)
23	22	23	22	BONEY JAMES Seduction (Warner Bros.)	366	+11	"Sara" (242) "Lights" (84) "Sunshine" (17)
27	24	22	23	BRIAN CULBERTSON After Hours (Mesa/Bluemoon)	340	-15	"After" (226) "Close" (89) "Take" (16)
—	30	25	24	NATALIE COLE Stardust (Elektra/EEG)	332	+6	"Fall" (324) "Morning" (3) "Teach" (2)
21	20	24	25	COUNT BASIC Movin' In The Right Direction (Instinct)	327	-2	"Move" (323) "Joy" (4)
30	—	27	26	GLORIA ESTEFAN Destiny (Epic)	311	+15	"Giving" (300) "Well" (11)
—	—	30	27	KEIKO MATSUI Dream Walk (Countdown/Unity)	304	+34	"Bridge" (280) "Passage" (11) "Desert" (10)
—	—	28	28	TONI BRAXTON Secrets (LaFace/Arista)	296	+9	"Heart" (241) "Angel" (49) "There's" (6)
DEBUT	—	—	29	RONNY JORDAN Light To Dark (Island)	288	+21	"Closer" (236) "Laidback" (19) "Grand" (12)
25	28	26	30	RIPPINGTONS Brave New World (GRP)	288	-21	"First" (262) "Hideaway" (14) "Urban" (8)

This chart reflects airplay from October 9-15. Albums ranked by total plays, with plays from all cuts from an album combined.
51 NAC reporters. 47 current playlists. © 1996, R&R Inc.

NAC NOTES By Carol Archer

Will wonders never cease? Proving once again that NAC is a song-driven — not artist-driven — format, Guns 'N' Roses' lead guitarist **Slash** scored NAC's Most Added track this week. A musician with broader sensibilities than some might imagine, Slash's track "Obsession Confession" (Geffen) (whose haunting, Moorish-influenced melody bears an uncanny resemblance to both **Ottmar Leibert**, and **Marc Antoine's** "Latin Quarter" and "Unity") from the soundtrack of the film "Curdled" is in-pocket for this format: It earned a recommendation from **Broadcast Architecture** and instant adds at **KTWV/L.A.**, **KOAI/Dallas**, **WJZZ/Philadelphia**, and **WNWV/Cleveland**, among

others, for a total of 22 new reports! Talk about a perfect "format fit"! Jocks may be interested to learn that **Slash** was born **Sol Hudson** in Stoke-On-Trent, England in 1965. Could **Eddie Vedder** be next on NAC playlists?

Peter White's duet with **Basia**, "Just Another Day" (Columbia), is second Most Added with 11 new reports this week, including **WNWV**, **WVMV/Detroit**, and **WLVE/Miami**.

Chuck Loeb's "The Music Inside" (Shanachie) enjoyed a resurgence this week, moving 8-6* with +90 plays on a very tight chart. **WJZZ** increased rotation on Loeb from six to 23!

Both **Denny Jiosa's** "Lights Of The City" (Blue Orchid) and **Keiko Matsui's** luminous "Bridge Over The

Stars" (Countdown/Unity) are Breakers: **Jiosa** moved 24-17* and **Matsui** 26-22*.

Mark Portmann's outstanding "No Truer Words" (Zebra) is gaining strength with +46 plays this week. Tracks like Portmann's genuinely enhance NAC's musical credibility — especially when the "jazz nazis" start complaining that "it's not jazz" — not to mention the way their pulse will keep stations from sounding sleepy.

Also worth your attention: **Alfonzo Blackwell's** lovely ode to his mother, "Hermina" (Street Life), and the self-titled **Sweetback CD** (Epic), which was added at **KKSF/San Francisco**.

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RIVER NORTH RECORDS

Stations and their adds by track listed alphabetically by market

Double Debut



Ronny Jordan Light To Dark

Ronny Jordan

“Closer Than Close”

DEBUT NAC TRACKS **30**

“Light To Dark”

DEBUT NAC ALBUMS **29**

Thanks NAC On Tour Now



<p>KRZN/Albuquerque, NM PD/MD: Mark McGuire GROVER WASHINGTON... "Stop" RICHARD ELLIOT "Walk"</p>	<p>WGUF/Ft. Myers, FL PD: Michael Bode EXODUS QUARTET "Summer" NESTOR TORRES "Talk" SANDY OWEN "Know" ED CALLE "You"</p>	<p>KXDC/Monterey, CA PD/MD: Scott O'Brien SLASH "Obsession" WAYMAN TISDALE "Take" BRAXTON BROTHERS "Around" MICHAEL PAULO "World" MARK PORTMANN "Truer" LUTHER VANDROSS "Feet"</p>	<p>KCJZ/San Antonio, TX PD/MD: Norm Miller SLASH "Obsession" EXODUS QUARTET "Summer" PETER WHITE F/BASIA "Just"</p>
<p>KNIK/Anchorage, AK PD/MD: Dean Williams JEFF LORBER "Katherine" WAYMAN TISDALE "Take" BRIAN HUGHES "Fruit" MICHAEL PAULO "Bumpin'"</p>	<p>KEZL/Fresno, CA PD/MD: Mike Vasquez EXODUS QUARTET "Summer" SLASH "Obsession"</p>	<p>SW/New York, NY GROVER WASHINGTON... "Soulful" LARRY CORYELL "Feel" KENNY G "Northern" DAVE KOZ "Lullaby" KEIKO MATSUI "Bridge"</p>	<p>KIFM/San Diego, CA PD: Mike Shepard APD/MD: Kelly Cole KENNY G "Eastside" KENNY G "Northern" JEFF LORBER "Katherine" SLASH "Obsession" ALFONZO BLACKWELL "Hermina"</p>
<p>WJZF/Atlanta, GA PD/MD: Mark Edwards FATTBURGER "Oye" ALFONZO BLACKWELL "Hermina"</p>	<p>KUCD/Honolulu, HI PD: Mahlon Moore SLASH "Obsession" PETER WHITE F/BASIA "Just"</p>	<p>WJCD/Norfolk, VA PD: Maxine Todd MD: Larry Hollowell KENNY G W/BABYFACE "Close" FATTBURGER "Oye"</p>	<p>KBLX/San Francisco, CA PD: Kevin Brown MD: Ron Cadet NORMAN BROWN "Time" TONI BRAXTON "Heart"</p>
<p>WDAZ/Boston, MA PD/MD: Bill George PETER WHITE F/BASIA "Just" WAYMAN TISDALE "Take" KEIKO MATSUI "Bridge" TONI BRAXTON "Heart"</p>	<p>WFSJ/Jacksonville, FL PD: Hank Dole MD: Craig Williams KEIKO MATSUI "Bridge" GEORGE BENSON "Holdin'" BONEY JAMES "Sara" WAYMAN TISDALE "Take"</p>	<p>KTNT/Dklahoma City, OK MD: Stephanie Stewart MICHAEL BOLTON "Power" WAYMAN TISDALE "Take"</p>	<p>KKSF/San Francisco, CA MD: Blake Lawrence KENNY G "Gettin'" TOM SCOTT "Bluestreak" TIM CUNNINGHAM "Drastic" SWEETBACK "Cloud"</p>
<p>WSJZ/Bufalo, NY PD: Steve Wiersman MD: Chris Wittingham SLASH "Obsession"</p>	<p>WEZV/Lafayette, IN PD/MD: Bob Miller BONEY JAMES "Sara" SLASH "Obsession" SIMPLY RED "Angel"</p>	<p>WLOQ/Driando, FL PD: Steve Huntington MD: Bob Church KENNY G W/T. BRAXTON "Somebody" BRIAN MCKNIGHT "Magic" JAMES & WHALUM "Kickin'" KEIKO MATSUI "Dream" TONY GUERRERO "Mysterie" LARRY CARLTON "Osaka" ERIC JOHNSON "Lynette"</p>	<p>KJZY/Santa Rosa, CA PD: Gordon Zlot MD: Rob Singleton KENNY G "Eastside" TIM CUNNINGHAM "This" LARRY CORYELL "Feel" KEIKO MATSUI "Chimney" SOUNDSCAPE "Around" LARRY CORYELL "Moon" LARRY CORYELL "Sketch"</p>
<p>WNUA/Chicago, IL PD: Lee Hansen APD/MD: Tom Miller KENNY G "Eastside" DAVID SANBORN "Rikke" JEFF LORBER "Katherine" EXODUS QUARTET "Summer"</p>	<p>KTWV/Los Angeles, CA PD: Chris Brodie APD/MD: Ralph Stewart SLASH "Obsession"</p>	<p>WJJZ/Philadelphia, PA PD: Ann Gress MD: Michael Tozzi TONI BRAXTON "Heart" SLASH "Obsession" GROVER WASHINGTON... "Soulful"</p>	<p>KWJZ/Seattle, WA PD: Carol Handley JEFF LORBER "Katherine" NATALIE & NAT COLE "Fall" PETER WHITE F/BASIA "Just" SLASH "Obsession"</p>
<p>WJZK/Charleston, SC PD/MD: Tom Kennedy TONI BRAXTON "Heart" EXODUS QUARTET "Summer" FATTBURGER "Lo-Cal" GREG VAIL "Sax"</p>	<p>WSJW/Louisville, KY PD: C.C. Matthews MD: Brian Conn SLASH "Obsession" PETER WHITE F/BASIA "Just"</p>	<p>KYOT/Phoenix, AZ PD/MD: Nick Francis DAVE KOZ "Look" GEORGE BENSON "Footprints" WIND MACHINE "Road"</p>	<p>WSJT/Tampa, FL PD/MD: Ross Block TONI BRAXTON "Heart" TONY GUERRERO "For" DENNY JIOSA "Lights"</p>
<p>WVAE/Cincinnati, OH OOTSERO "Essensual" WAYMAN TISDALE "Take"</p>	<p>WALJ/Macon, GA GM/MD: Stan Bush NATALIE COLE "Teach" MAC GOLLEHON "One" PAUL HARDCASTLE "Dreams" PAUL HARDCASTLE "Livin'" PAUL HARDCASTLE "Money" HEAVY SHIFT "Nights" SLASH "Obsession" HEAVY SHIFT "Tango" HEAVY SHIFT "Swamp"</p>	<p>WJJJ/Pittsburgh, PA PD: Carl Anderson MD: Herschel PETER WHITE F/BASIA "Just" SLASH "Obsession"</p>	<p>KOAS/Tulsa, OK PD: Steve Fernandez NEVILLE & ROBERTSON "Crazy" MICHAEL BOLTON "Power" PETER WHITE F/BASIA "Just" DOTSERO "Essensual" KEIKO MATSUI "Desert"</p>
<p>WNWV/Cleveland, OH PD/MD: Bernie Kimble SLASH "Obsession" FATTBURGER "Everybody" MICHAEL PAULO "Heart" PETER WHITE F/BASIA "Just"</p>	<p>WLVE/Miami, FL PD: Shirley Maldonado MD: Geoff Fischer ED CALLE "You" ATHENAS "Talk" PETER WHITE F/BASIA "Just" SLASH "Obsession"</p>	<p>KKJZ/Portland, OR PD: Shaun Yu MD: Hal Murray No Adds</p>	<p>WJZW/Washington, DC PD/MD: Steve Kosbau SLASH "Obsession" EXODUS QUARTET "Summer"</p>
<p>WZJZ/Columbus, OH PD: Bill Harman KENNY BLAKE "Sunday" SIMPLY RED "Angel" PATROL "Tender"</p>	<p>WJZI/Milwaukee, WI PD: Fred Heller MD: Kathryn Vaughn SLASH "Obsession" DOTSERO "Essensual" RONNY JORDAN "Closer" PAMELA WILLIAMS "Matter"</p>	<p>KQBR/Sacramento, CA PD: Lawrence Tanter ALFONZO BLACKWELL "Hermina"</p>	<p>51 Total Reporters 51 Current Reporters 47 Current Playlists</p>
<p>KOAI/Dallas, TX PD: Michael Fischer MD: Ken Glaser SLASH "Obsession"</p>	<p>KSBR/Mission Viejo, CA PD/MD: Terry Wedel SLASH "Obsession" MICHAEL PAULO "Renaissanc" ALFONZO BLACKWELL "Hermina" DELUCIA/DI MEOLA... "Mirage"</p>	<p>KSSJ/Sacramento, CA PD: Don Langford MD: Keli Garrett No Adds</p>	<p>Reported Frozen Playlist (1): KAJZ/Austin, TX</p>
<p>KHIH/Denver, CO PD: Becky Taylor TONI BRAXTON "Heart" JEFF LORBER "Katherine"</p>	<p>KRVR/Modesto, CA PD: Jim Bryan MD: Doug Wulff ROBERTO PERERA "Place" ROBERTO PERERA "Romantica" MARK PORTMANN "Truer"</p>	<p>KBZN/Salt Lake City, UT PD: Rob Riesen PETER WHITE F/BASIA "Just" SLASH "Obsession" FATTBURGER "Oye" EXODUS QUARTET "Summer"</p>	<p>Did Not Report, Playlist Frozen (3): KCIY/Kansas City, MO KMJZ/Minneapolis, MN WQCD/New York, NY</p>

NAC PLAYLISTS

October 25, 1996 R&R • 77

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

THE WAVE
94.7 KTWW
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KTWW/Los Angeles
(213) 466-9283
Broder/Stewart

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
10	12	12	12	12	BLUE KNIGHTS/Missing You
10	13	10	12	12	JOE SAMPLER/High On A Corner
11	11	12	12	12	BRIAN CULBERTSON/After Hours
12	11	12	12	12	JEFF LORBER/State Of Grace
11	10	12	11	11	RICHARD ELLIOT/When The Lights
12	10	14	11	11	DOUG CAMERON/Rendezvous
12	12	11	11	11	COUNT BASIC/On The Move
10	10	10	10	10	GEORGE JINDA/Just My Imagination
10	11	9	10	10	HERB ALPERT/My Funny Valentine
10	11	12	10	10	KENNY G/The Moment
9	8	9	9	9	BONEY JAMES/Am I No Sunshine
9	10	9	9	9	JOE MCBRIDE/Highland Park
9	6	9	9	9	AVENUE BLUE/Naked City
9	9	9	9	9	CHUCK LOEB/The Music Inside
7	7	9	9	9	PAUL JACKSON JR./Da Boardwalk
7	9	9	9	9	PETER WHITE/F/ASIA/Just Another Day
9	9	9	9	9	LUTHER VANDROSS/Your Secret Love
8	10	11	9	9	GROVER WASHINGTON /Can You Stop...
4	8	9	9	9	TINA TURNER/Something
5	7	8	8	8	TONI BRAXTON/Un-break My Heart
8	8	8	8	8	ART PORTER/Lake Shore Drive
8	9	8	8	8	RANDY CRAWFORD/All The King's
8	7	8	8	8	SOUNDSCAPE/Morning Song
5	6	10	8	8	DAVID SANBORN/Spooky
9	7	7	8	8	GEORGE BENSON/Holdin' On
-	-	-	-	-	KENNY G/W/BABYFACE/Everytime I Close
10	8	9	7	7	ERIC CLAPTON/Change The World
5	4	7	7	7	PETER WHITE/Caravan Of Dreams
8	9	7	7	7	TONI BRAXTON/How Could An
7	9	9	7	7	DOC POWELL/Laid Back

WNUA 95.5
MARKET #3
WNUA/Chicago
(312) 645-9550
Hansen/Miller

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
13	13	10	16	16	DAVID SANBORN/Spooky
15	15	13	16	16	KENNY G/The Moment
15	13	13	13	13	NATALIE & NAT COLE/When I Fall In Love
13	12	11	13	13	GEORGE BENSON/Holdin' On
11	12	11	12	12	LIONEL RICHIE/Ordinary Girl
9	10	11	12	12	WHITNEY HOUSTON/Why Does It Hurt
-	-	-	-	-	CDLORS IN MOTION/Foreign Nature
11	10	11	11	11	ERIC CLAPTON/Change The World
10	11	12	11	11	VANESSA WILLIAMS/Where Do We Go
14	15	10	11	11	GROVER WASHINGTON /Can You Stop
13	12	11	11	11	LUTHER VANDROSS/Your Secret Love
9	10	11	11	11	TOM SCOTT/In Your Eyes
-	-	-	-	-	KEIKO MATSUI/Bridge Over
10	10	11	11	11	PAUL HARDCASTLE/Bird Island
-	-	-	-	-	TONY GUERRERO/Mysterie
8	10	10	10	10	BILL EVANS/The Sunday After
-	-	-	-	-	GLORIA ESTEFANI/Not Giving
7	8	9	9	9	RANDY CRAWFORD/All The King's
10	11	10	11	11	COUNT BASIC/On The Move
10	10	11	11	11	CHRIS CAMOZZI/Ring Of Gold
11	9	11	11	11	GEORGE BENSON/The Thinker
9	9	11	11	11	HERB ALPERT/Flamingo
11	10	11	11	11	JOSEPH VINCELL/Friendly Advice
10	10	9	10	10	J MICHAEL VERTA/Time Line
11	9	12	10	10	CHIELI MINUCCI/Anything And
10	11	10	10	10	BONEY JAMES/Without A Doubt
12	10	11	10	10	PAUL JACKSON JR./Da Boardwalk
11	9	10	10	10	HEAVY SHIFTLA A Nights
11	9	10	10	10	RICHARD ELLIOT/City Speak
10	10	9	10	10	DAVE CAMP/Torrid Rain

KBLX 102.9 FM
MARKET #4
KBLX/San Francisco
(415) 284-1029
Brown/Cadet

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
13	13	14	14	14	LUTHER VANDROSS/Your Secret Love
14	14	14	14	14	JEFF LORBER/Katherine
14	14	14	14	14	MAXWELL/Ascension (Don't...)
12	12	13	13	13	DAVID SANBORN/Spooky
13	13	13	13	13	RONNY JORDAN/Laid Back
8	12	12	12	12	GEORGE BENSON/Johnnie Lee
10	12	12	12	12	GEORGE BENSON/That's Right
10	12	12	12	12	NORMAN BROWN/Better Days Ahead
3	6	12	12	12	WAYMAN TISDALE/Don't Take Your...
12	12	12	12	12	PHAREZ WHITTIED/A Different Kind
12	12	12	12	12	DOC POWELL/Laid Back
5	5	11	11	11	ART PORTER/Forever Love
8	11	11	11	11	ESQUE/Sky View
11	11	11	11	11	KIM WATERS/The Story Of Love
10	10	10	10	10	KENNY G/The Moment
13	10	10	10	10	RICHARD ELLIOT/Unspoken Words
7	8	9	9	9	HIROSHIMA/Koto Blues
7	8	9	9	9	GROVER WASHINGTON /Soulful Strut
6	8	9	9	9	GROVER WASHINGTON /I Can You Stop
9	9	9	9	9	SDLAR SYSTEM/We's 4 Prez
9	9	9	9	9	CHIELI MINUCCI/Cause We've Ended
8	9	9	9	9	CHUCK LOEB/The Music Inside
-	-	-	-	-	KENNY G/W/T BRAXTON/That Somebody Was
5	7	7	7	7	PETER WHITE/Caravan Of Dreams
7	7	7	7	7	ANDY SNITZER/My Dream Come True
6	6	7	7	7	BEN TANKARD/You Will Know
9	6	6	6	6	GEORGE BENSON/Holdin' On
-	-	-	-	-	KENNY G/Eastside Jam
-	-	-	-	-	NORMAN BROWN/This Time Around
6	6	6	6	6	TONI BRAXTON/There's No Me...

KKSF 103.7 FM
Smooth Jazz
MARKET #4
KKSF/San Francisco
(415) 975-5555
Lawrence

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
9	9	9	9	9	DAVID SANBORN/Spooky
9	9	9	9	9	PETER WHITE/Caravan Of Dreams
8	8	8	8	8	BRAXTON BROTHERS/When Love Comes
8	8	8	8	8	KENNY G/The Moment
8	8	8	8	8	BRIAN HUGHES/Soul Fruit
9	9	9	9	9	JEFF LORBER/Katherine
9	9	9	9	9	JEFF LORBER/State Of Grace
9	9	9	9	9	ART PORTER/Lake Shore Drive
9	9	9	9	9	PHIL UPCHURCH/Bee's Blues
9	9	9	9	9	SOUNDSCAPE/Morning Song
10	10	10	10	10	GEORGE BENSON/That's Right
8	8	8	8	8	GLORIA ESTEFANI/Not Giving
8	8	8	8	8	PAUL HARDCASTLE/Bird Island
8	8	8	8	8	DAVE KOZ/Let Me Count
8	8	8	8	8	DAVE KOZ/Don't Look Back
8	8	8	8	8	ERIC CLAPTON/Change The World
7	7	7	7	7	GROVER WASHINGTON /Soulful Strut
8	8	8	8	8	PETER WHITE/Caravan Of Dreams
10	10	10	10	10	PETER WHITE/F/ASIA/Just Another Day
-	-	-	-	-	KENNY G/Gettin' On The Step
7	7	7	7	7	NORMAN BROWN/Better Days Ahead
7	7	7	7	7	NORMAN BROWN/This Time Around
5	5	7	7	7	JESSE COOK/Mario Takes A Walk
7	7	7	7	7	BRIAN HUGHES/Pamela
7	7	7	7	7	CHUCK LOEB/The Music Inside
7	7	7	7	7	CHIELI MINUCCI/Cause We've Ended
5	5	7	7	7	DAVID SANBORN/Rikke
7	7	7	7	7	ANDY SNITZER/A River's Road
7	7	7	7	7	NEVILLE & ROBERTSON/Crazy Love
7	7	7	7	7	RICHARD ELLIOT/When The Lights

WJZZ 106.1
MARKET #5
WJZZ/Philadelphia
(610) 667-3939
Gress/Tozzi

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
32	30	30	33	33	KENNY G/The Moment
12	21	31	31	31	DOC POWELL/Laid Back
24	34	30	32	32	BONEY JAMES/Sara Smile
12	11	26	31	31	ART PORTER/Lake Shore Drive
31	33	30	30	30	GROVER WASHINGTON /Can You Stop
8	5	6	23	23	CHUCK LOEB/The Music Inside
13	31	31	20	20	DAVID SANBORN/Spooky
13	14	17	17	17	PETER WHITE/Caravan Of Dreams
13	12	14	14	14	ANDY SNITZER/My Dream Come True
25	12	14	14	14	PAUL HARDCASTLE/Bird Island
12	15	14	14	14	BRIAN CULBERTSON/After Hours
5	8	8	13	13	EXODUS QUARTET/Summer Soultice
-	6	14	13	13	JEFF LORBER/Katherine
11	10	12	13	13	NATALIE & NAT COLE/When I Fall In Love
31	27	9	13	13	RICHARD ELLIOT/City Speak
12	12	10	12	12	TONI BRAXTON/How Could An
12	13	12	12	12	EARL KLUGH/Sunset Island
13	13	12	12	12	CHIELI MINUCCI/Anything And
31	28	12	12	12	DAVE KOZ/Let Me Count
9	11	10	12	12	LIONEL RICHIE/Ordinary Girl
14	11	10	12	12	TOM SCOTT/Only You
11	13	11	11	11	LUTHER VANDROSS/Your Secret Love
11	10	12	11	11	ERIC CLAPTON/Change The World
11	12	11	11	11	VANESSA WILLIAMS/Erase
7	6	11	11	11	KEIKO MATSUI/Bridge Over
11	11	12	11	11	GLORIA ESTEFANI/Not Giving
12	8	10	9	9	GEORGE BENSON/Holdin' On
9	6	8	9	9	LOUIE SHALTON/Reflections
7	7	8	7	7	HARVEY MASON/It's You
6	4	7	7	7	AVENUE BLUE/Conversation

V98.7 FM
MARKET #6
WVW/Detroit
(810) 855-5100
Steeler

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
24	21	23	23	23	HERB ALPERT/Flamingo
14	22	23	23	23	DOC POWELL/Laid Back
22	23	23	23	23	PETER WHITE/Caravan Of Dreams
22	22	22	22	22	KENNY G/The Moment
21	22	22	22	22	PAUL HARDCASTLE/Bird Island
23	24	22	20	20	DAVID SANBORN/Spooky
23	21	22	16	16	DAVE KOZ/Let Me Count
6	4	12	13	13	ART PORTER/Lake Shore Drive
5	7	12	13	13	DENNY JIOSA/Lights Of The City
12	12	13	13	13	RIPPINGTONS/First Time I Saw Her
12	13	13	13	13	CHUCK LOEB/The Music Inside
6	6	12	12	12	EARL KLUGH/Sunset Island
12	14	13	12	12	GROVER WASHINGTON /Can You Stop
11	12	12	12	12	ANDY SNITZER/My Dream Come True
12	11	12	12	12	RICHARD ELLIOT/City Speak
12	12	12	12	12	BRIAN CULBERTSON/After Hours
12	12	13	11	11	JEFF LORBER/Katherine
12	12	13	11	11	BONEY JAMES/Sara Smile
12	12	13	11	11	HARVEY MASON/It's You
12	13	13	11	11	JOE MCBRIDE/After Sunset
8	8	9	10	10	GEORGE BENSON/Holdin' On
-	9	10	10	10	TONI BRAXTON/Un-break My Heart
10	7	8	9	9	LUTHER VANDROSS/Your Secret Love
8	9	9	9	9	PAUL HARDCASTLE/Bird Island
8	9	9	9	9	HERB ALPERT/Flamingo
8	9	9	9	9	HARVEY MASON/It's You
10	8	9	9	9	NEVILLE & ROBERTSON/Crazy Love
8	9	9	9	9	RIPINGTONS/First Time I Saw Her
-	10	9	9	9	AVENUE BLUE/Conversation
-	9	9	9	9	VANESSA WILLIAMS/Erase
-	9	9	9	9	DAVE KOZ/Don't Look Back

ASIS 107.5 FM
MARKET #7
KOAI/Dallas
(214) 630-3011
Fischer/Glaser

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
19	18	16	19	19	DAVE KOZ/Let Me Count
-	5	16	17	17	KENNY G/Northern Lights
17	17	17	17	17	GROVER WASHINGTON /Can You Stop
18	19	17	17	17	DAVID SANBORN/Spooky
9	7	11	16	16	EXODUS QUARTET/Summer Soultice
-	-	-	-	-	SOUNDSCAPE/It'll Be Around
18	14	8	11	11	KENNY G/The Moment
10	9	10	11	11	ART PORTER/Lake Shore Drive
10	10	10	10	10	TONI BRAXTON/Un-break My Heart
10	10	10	10	10	ANDY SNITZER/My Dream Come True
10	8	9	10	10	WHITNEY HOUSTON/Why Does It Hurt
8	7	10	10	10	ANDY NEVILLER/Can't Imagine
9	9	9	9	9	CHRIS CAMOZZI/Ring Of Gold
9	8	9	9	9	RICHARD ELLIOT/When The Lights
8	6	8	9	9	RICHARD ELLIOT/Sweet Surrender
8	7	9	9	9	PETER WHITE/Together Again
9	8	9	9	9	PETER WHITE/Caravan Of Dreams
9	8	9	9	9	THOM ROTELLA/Talk 2 Me
8	6	8	9	9	RONNY JORDAN/Don'tchou Worry
9	9	11	9	9	LUTHER VANDROSS/Your Secret Love
10	8	9	9	9	DOC POWELL/Sunday Mornin'
10	9	9	9	9	DENNY JIOSA/Lights Of The City
9	8	9	9	9	PAUL HARDCASTLE/Bird Island
9	10	9	9	9	HERB ALPERT/Flamingo
8	8	9	9	9	HARVEY MASON/It's You
10	8	9	9	9	NEVILLE & ROBERTSON/Crazy Love
8	7	8	9	9	RIPINGTONS/First Time I Saw Her
-	10	9	9	9	AVENUE BLUE/Conversation
-	9	9	9	9	VANESSA WILLIAMS/Erase
-	6	7	8	8	DAVE KOZ/Don't Look Back

WJZZ 105.9 FM
MARKET #8
WJZZ/Washington
(703) 683-3000
Kosbau

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
10	19	28	29	29	DOC POWELL/Laid Back
20	27	27	28	28	PETER WHITE/Caravan Of Dreams
28	27	28	28	28	PAUL HARDCASTLE/Bird Island
28	27	28	28	28	DAVID SANBORN/Spooky
28	27	28	28	28	DAVE KOZ/Let Me Count
28	28	28	28	28	KENNY G/The Moment
-	-	-	-	-	GROVER WASHINGTON /Can You Stop
5	6	8	12	12	ART PORTER/Lake Shore Drive
18	12	10	12	12	COUNT BASIC/On The Move
5	4	8	12	12	DENNY JIOSA/Lights Of The City
11	12	11	12	12	ANDY SNITZER/My Dream Come True
12	11	12	11	11	



CYNDEE MAXWELL

Building A Storyboard Of Your Listeners

One reason qualitative research is becoming a more important research tool for radio is that advertisers expect more than just numbers. They tell you that with all the requests for value-added promotions. Qualitative also becomes vital when those "flukey" books make the rounds, with those unexplainable dips in average quarter-hour share.

Qualitative data can help the sales staff get beyond selling strictly by the numbers, as well as help programmers gain more factual info about their audience. Personalities can use the info to help them paint a mental picture of the people they're talking to.

Scarborough Research conducted an exclusive survey on listeners of R&R's reporting stations in the top 56 Arbitron markets. How did listeners of our Active Rock and Rock panel fare compared to the average adult? The figures in the following two charts show the percentage of listeners within the format (66% of the Active Rock audience is male), while the percentages below each chart reflect how the specific audience compares to the general population.

Battle Of The Sexes

	Male	Female
General population:	48%	52%
Active Rock	66%	34%
Rock	62%	38%

The Active Rock audience is 38% more likely to be male, while Rock is 31% more likely male than in the general population.

Ageless

	18-34	35-54
Active Rock	74%	25%
Rock	65%	33%

Again, compared to the general population, Active Rock is 107% more likely to be in the 18-34 cell, with Rock 81% more likely to be in that same cell.

Dollars And Cents

	Less than \$25K	\$25K-\$50K	\$50K or higher
Active Rock	16%	45%	39%
Rock	16%	45%	39%

Rockers ranked highest in the \$50K or higher category with Active Rock slightly ahead (13% more likely to be in that bracket) than Rock (12% more likely to be in the same cell).

Computer Coup

Fifty percent of the Active Rock audience, 45% of the Rock audience owns a computer. That's 19% and 9%, respectively, more than the general population. Twenty-two percent of Active Rockers, 20% of the Rockers,

have a modem on their computers. In comparison, the Active Rock audience is 26% more likely to have a modem than the average adult, the Rock audience is 14% more likely. Thus, the computer revolution is more likely to include listeners of Active Rock and Rock.

Make sure your sales force is tapping all the co-op dollars possible!

Lifestyle, Lifestyle, Lifestyle

	% of Active Rock	% more likely than average	% of Rock	% more likely than average
Rock concert	33%	101%	31%	90%
Country music concert	11%	12%	10%	3%
Other nightclub	37%	68%	34%	56%
Any pro sports event	47%	33%	46%	28%
Belong to a health club	22%	40%	18%	17%

Items Personally Purchased

Compact discs	55%	41%	51%	30%
Video game cartridges	17%	40%	18%	49%

Why aren't more record company retail dollars spent on radio air time? Record promo people: take this to your retail department! Radio sales people: take this to your clients! C'mon, retailers, our listeners are your buyers!

Stating The Qualitative Case

The Media Audit's Phil Beswick explains why more stations are relying on qualitative research to help sell air time. "Qualitative takes a station's listeners and converts them into consumers; talking to an advertiser's consumers is what advertising is all about. Qualitative is actually more important than quantitative numbers because you're talking the language of the advertiser.

"Quantitative ratings, like Arbitron, allows radio to do only one thing — to compete with itself," continues Beswick. "When the ratings come out stations can only compare how they do against each other. With qualitative data you see information about television, newspapers, direct mail, and the yellow pages.

"Thus you can compare your station with other media in the marketplace, allowing radio to look at expanding its share of the pie from competing with other radio stations to competing in the whole ad business, which is 100% of the pie instead of just the slice of seven to nine percent."

One way proponents of the Telecom Act believe they'll be able to increase the overall revenues in radio is by controlling rate integrity via ownership of multiple radio stations. Beswick cites the cable industry's success in pitching the strength of cable itself, and because cable companies don't compete against each other, each company reaps sizable profits. "All this time radio has been shooting itself in the foot. But now what will happen is that if you own six, seven, eight radio stations in a market, you're not going to be shooting at yourself but targeting against newspaper, for example.

"Traditionally radio has been considered niche programming — we deliver 25-34 year old males. But you'll find the result of totaling the quarter hours of eight radio stations will be the same number of people who view a television program.

That's very powerful because TV has been perceived as being a mass medium.

"Now we'll have the ability to deliver target niches (using two or three stations) and mass numbers (using all the stations in the group). Now radio has a shot at getting the buy that would have gone straight to 'Hard Copy' or 'Wheel Of Fortune.' Radio buys will be more efficient as stations can send out one bill to deliver a huge audience."

Young Optimists

One interesting category of Media Audit info is called "Financial Optimists." Beswick explains, "Heavy radio listeners tend to be more financially optimistic than light radio consumers." Why? He says there's a general, sociological rule that's in play. "If there is a skew, radio listening tends to be from younger people, who tend to be more optimistic about the future. The older you get, the more newspapers you read and the more television you view; the older you get the more pessimistic you get.

"The key to Financial Optimists is that those people will be more liberal in their spending. If they're thinking about buying a stereo, they're more likely to actually go out and do it instead of sitting around waiting."

Beswick cites the auto industry's high interest in Financial Optimists: "Dealers only make about \$1000 selling a car, but they can dramatically increase their profits by sell-

ing extras like a hipped up stereo, sunroof, and fancy wheels. Radio delivers more financial optimists than other mediums."

Consider the numerous auto commercials on TV and in the newspapers. Beswick suspects that newspapers are the biggest sponge and says, "If you take a profile of the strongest age cells for purchasing a vehicle, it'd be 25-49 — not a heavy newspaper reader. The next heaviest cell would be 18-34 — definitely a non-newspaper reading sector, and lighter TV viewers.

"Radio is really the natural place for the auto industry to: a) talk to people who are planning on purchasing a vehicle, and b) talk to people who are growing into the number one cell of auto buyers, who also buy the more expensive cars."

Beswick believes this is an opportune time for AEs to rethink their techniques and stop comparing their rank against all the other radio stations. "We need to put on a new set of glasses that gives added clarity to where people are spending their money, matching the clients needs, and showing the value of your respective station.

"You need to learn to position yourself against other media such as the Wall Street Journal and the business section [of your local paper] as beacons people can use to compare your station against, rather than against the other radio stations."

For The Record

In the "Talent With Tenure" column (R&R 9/20), Dave Pratt should have been credited with working mornings at KUPD/Phoenix for 15 years.

bETTER thAn eZra

"desperately wanting"

Couldn't Wait:
KLOS, KILO, WCKW, WRUF, WZZR,
WCPR, WAPL WRRV, KATS, KTYD



ACTIVE ROCK TOP 50

OCTOBER 25, 1996

3W	2W	LW	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS				TOTAL STATIONS/ADDS
					TW	LW	2W	3W	
5	3	1	1	METALLICA Hero Of The Day (Elektra/EEG) 1924 1910 1772 1645 68/0					
—	10	3	2	VAN HALEN Me Wise Magic (Warner Bros.) 1848 1798 1218 — 66/0					
8	5	4	3	SMASHING PUMPKINS Muzzle (Virgin) 1684 1682 1526 1368 74/2					
1	1	2	4	TONIC Open Up Your Eyes (Polydor/A&M) 1671 1811 1926 2081 74/1					
31	9	6	5	COUNTING CROWS Angels Of The Silences (DGC/Geffen) 1450 1380 1234 512 68/0					
12	14	9	6	PEARL JAM Hail, Hail (Epic) 1412 1328 1162 1099 70/1					
11	8	10	7	SOCIAL DISTORTION I Was Wrong (550 Music) 1370 1321 1259 1190 70/0					
39	26	15	8	SOUNDGARDEN Blow Up The Outside World (A&M) 1303 1132 697 433 71/5					
13	15	13	9	LOCAL H Bound For The Floor (Island) 1280 1193 1090 1030 66/0					
6	7	7	10	STABBING WESTWARD Shame (Columbia) 1270 1376 1437 1480 59/1					
BREAKER			11	BUSH Swallowed (Trauma/Interscope) 1199 290 — — 73/38					
—	46	24	12	STONE TEMPLE PILOTS Lady Picture Show (Atlantic) 1162 843 344 149 66/6					
4	4	5	13	RUSH Test For Echo (Atlantic) 1125 1484 1607 1740 53/0					
33	23	19	14	R.E.M. Bittersweet Me (Warner Bros.) 1111 960 762 502 53/3					
14	16	14	15	BLACK CROWES Blackberry (American/Reprise) 1104 1155 1058 963 56/0					
15	17	16	16	TOOL Stinkfist (Zoo) 1070 1099 1016 934 71/0					
2	2	8	17	ALICE IN CHAINS Over Now (Columbia) 1058 1365 1785 1934 57/0					
10	12	11	18	NIRVANA Aneurysm (DGC/Geffen) 1045 1211 1201 1250 69/0					
21	19	18	19	DISHWALLA Charlie Brown's Parents (A&M) 1011 994 896 751 65/4					
3	6	12	20	SOUNDGARDEN Burden In My Hand (A&M) 991 1210 1491 1751 57/2					
25	25	23	21	MATCHBOX 20 Long Day (Lava/Atlantic) 915 874 715 569 56/1					
19	18	20	22	CHALK FARM Lie On Lie (Columbia) 907 951 934 821 56/0					
28	28	25	23	SUBLIME What I Got (Gasoline Alley/MCA) 891 799 672 539 47/2					
17	20	21	24	EXPANDING MAN Download (I Will) (Qdivision/Columbia) 875 903 870 891 58/0					
9	13	17	25	311 Down (Capricorn/Mercury) 817 1056 1163 1266 57/0					
37	30	28	26	PHISH Free (Elektra/EEG) 782 674 549 462 49/5					
23	27	26	27	MARILYN MANSON The Beautiful People (Nothing/Interscope) 765 747 686 642 60/0					
BREAKER			28	STIR Looking For (Capitol) 709 536 416 328 55/1					
48	31	30	29	TOM PETTY & THE HEARTBREAKERS Climb That Hill (Warner Bros.) 687 620 540 354 41/1					
26	29	29	30	EELS Novocaine For The Soul (DreamWorks/Geffen) 676 628 576 567 39/0					
BREAKER			31	CRACKER Sweet Thistle Pie (Virgin) 661 561 538 501 48/4					
BREAKER			32	DARLAHOOD Grow Your Own (Reprise) 643 566 468 242 51/5					
7	11	22	33	BETTER THAN EZRA King Of New Orleans (Swell/Elektra/EEG) 638 880 1209 1411 41/0					
BREAKER			34	SPONGE Have You Seen Mary (Columbia) 601 529 422 331 43/3					
—	—	38	35	CORROSION OF CONFORMITY Drowning... (Columbia) 530 426 117 14 49/2					
20	22	27	36	ZZ TOP What's Up With That (RCA) 501 712 799 788 29/0					
35	34	36	37	LIFTER Headshot (Interscope) 460 527 518 494 39/0					
—	—	42	38	CAKE The Distance (Capricorn/Mercury) 430 363 275 199 34/2					
27	35	37	39	METALLICA Until It Sleeps (Elektra/EEG) 424 437 506 557 35/0					
47	42	41	40	HUNGER Undone (Universal) 384 380 390 370 27/0					
41	41	39	41	SHERYL CROW If It Makes You Happy (A&M) 378 418 407 416 18/0					
DEBUT			42	ALICE IN CHAINS Would? (Columbia) 377 156 58 57 36/9					
—	47	43	43	MIDNIGHT OIL Underwater (Work) 370 363 339 232 27/0					
DEBUT			44	WHY STORE Father (Way Cool Music/MCA) 323 260 211 152 27/2					
40	44	45	45	BUTTHOLE SURFERS Pepper (Capitol) 314 317 360 422 26/0					
24	33	40	46	FILTER Jurassitol (Hollywood) 286 393 520 610 23/0					
44	45	50	47	METALLICA Ain't My Bitch (Elektra/EEG) 281 266 360 393 21/0					
—	—	49	48	KORN No Place To Hide (Immortal/Epic) 280 273 208 142 37/4					
DEBUT			49	GRAVITY KILLS Enough (TVT) 278 172 128 51 30/4					
DEBUT			50	HAZIES Trip Free Life (EMI) 277 65 3 1 36/11					

This chart reflects airplay from October 14-20. Songs ranked by total plays. Highlighted songs indicate Breaker. 76 Active Rock reporters. 75 current playlists. Songs below No. 25 are moved to recurrent after 26 weeks. © 1996, R&R Inc.

NEW & ACTIVE

FAILURE Stuck On You (Slash/WB)
Total Plays: 248, Total Stations: 28, Adds: 5

JOURNEY Message Of Love (Columbia)
Total Plays: 242, Total Stations: 12, Adds: 1

HEADS Damage I've Done (Radioactive/MCA)
Total Plays: 236, Total Stations: 18, Adds: 2

O GENERATION No Way Out (Columbia)
Total Plays: 233, Total Stations: 29, Adds: 2

ORANGE 9MM Failure (Atlantic)
Total Plays: 215, Total Stations: 27, Adds: 2

PATTI ROTHBERG Treat Me Like Dirt (EMI)
Total Plays: 204, Total Stations: 16, Adds: 2

FRAMES OC Monument (Elektra/EEG)
Total Plays: 176, Total Stations: 18, Adds: 2

WALLFLOWERS One Headlight (Interscope)
Total Plays: 173, Total Stations: 20, Adds: 10

DANZIG Sacrifice (Hollywood)
Total Plays: 170, Total Stations: 33, Adds: 10

BECK Devils Haircut (DGC/Geffen)
Total Plays: 156, Total Stations: 15, Adds: 2

Songs ranked by total plays.

BREAKERS®

BUSH		
Swallowed (Trauma/Interscope)		
TOTAL PLAYS/INCREASE	TOTAL STATIONS/ADDS	CHART
1199/909	73/38	11
STIR		
Looking For (Capitol)		
TOTAL PLAYS/INCREASE	TOTAL STATIONS/ADDS	CHART
709/173	55/1	28
CRACKER		
Sweet Thistle Pie (Virgin)		
TOTAL PLAYS/INCREASE	TOTAL STATIONS/ADDS	CHART
661/100	48/4	31
DARLAHOOD		
Grow Your Own (Reprise)		
TOTAL PLAYS/INCREASE	TOTAL STATIONS/ADDS	CHART
643/77	51/5	32
SPONGE		
Have You Seen Mary (Columbia)		
TOTAL PLAYS/INCREASE	TOTAL STATIONS/ADDS	CHART
601/72	43/3	34

THE BLACK CROWES BLACKBERRY

ROCK 8 ACTIVE ROCK 15



MOST ADDED®

ARTIST TITLE LABEL(S)	ADDS
BUSH Swallowed (Trauma/Interscope)	38
PRESIDENTS OF THE UNITED STATES Mach 5 (Columbia)	23
HAZIES Trip Free Life (EMI)	11
VAN HALEN Can't Get This Stuff No More (Warner Bros.)	11
DANZIG Sacrifice (Hollywood)	10
WALLFLOWERS One Headlight (Interscope)	10
ALICE IN CHAINS Would? (Columbia)	9
BETH HART BAND Immortal (143/Lava/Atlantic)	8
GARY HOEY Desire (Surf Dog)	6
SEMISONIC F.N.T. (MCA)	6
STONE TEMPLE PILOTS Lady Picture Show (Atlantic)	6

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
BUSH Swallowed (Trauma/Interscope)	+909
STONE TEMPLE PILOTS Lady Picture Show (Atlantic)	+319
ALICE IN CHAINS Would? (Columbia)	+221
HAZIES Trip Free Life (EMI)	+212
STIR Looking For (Capitol)	+173
SOUNDGARDEN Blow Up The Outside World (A&M)	+171
R.E.M. Bittersweet Me (Warner Bros.)	+151
WALLFLOWERS One Headlight (Interscope)	+140
DANZIG Sacrifice (Hollywood)	+119
VAN HALEN Can't Get This Stuff No More (Warner Bros.)	+119

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

IT'S A LIE!

New: WRRV WRBR

KQRC Top 5 Phones!
Increased Spins On KUPD!

Radio contact Joanne Grand at Castle (212) 685-6303 ext. 208
e-mail: joagra@aent.com

Continuous "Liars":

KRXQ WRBR
KISS WGLF
KTUX KFMX
KRAD WHMH
KDOT KEYJ
WRRV WBXQ

ACTIVE ROCK PLAYLISTS

FIND COMPLETE PLAYLISTS FOR ALL ACTIVE ROCK REPORTERS ON R&R ONLINE

MARKET #2 KLOS/Los Angeles (310) 840-4836 Curetup/Wilde. KLOS 95.5. PLAYLIST with columns 3W, 2W, LW, TW and rows of artist/title.

MARKET #3 WRCC/Chicago (312) 861-8100 Richards/Robinson. ROCK 103.5. PLAYLIST with columns 3W, 2W, LW, TW and rows of artist/title.

MARKET #5 WYSP/Philadelphia (610) 668-9460 Sabean/Thompson. 74WYSP. PLAYLIST with columns 3W, 2W, LW, TW and rows of artist/title.

MARKET #6 WOZR/Detroit (810) 589-7900 Bevilacqua. 102.7 WOZR. PLAYLIST with columns 3W, 2W, LW, TW and rows of artist/title.

MARKET #8 WRIF/Detroit (810) 547-0101 Podell/Wellington. 101 WRIF. PLAYLIST with columns 3W, 2W, LW, TW and rows of artist/title.

MARKET #7 KEGL/Dallas (214) 869-9700 Doherty/Scull. 97.1 PURE ROCK. PLAYLIST with columns 3W, 2W, LW, TW and rows of artist/title.

MARKET #7 KTXQ/Dallas (214) 528-5500 Lockridge/Redbeard. Q102. PLAYLIST with columns 3W, 2W, LW, TW and rows of artist/title.

MARKET #10 WAAF/Boston (617) 236-1073 Douglas/Osterlind. 107.3 FM. PLAYLIST with columns 3W, 2W, LW, TW and rows of artist/title.

MARKET #11 WZTM/Miami (305) 654-9944 Steele/Hess. 94.9 ZETA. PLAYLIST with columns 3W, 2W, LW, TW and rows of artist/title.

MARKET #13 KISW/Seattle (206) 265-7625 Faulkner. KISW. PLAYLIST with columns 3W, 2W, LW, TW and rows of artist/title.

MARKET #15 KIOZ/San Diego (619) 569-5464 Stevens/Leder. 105.3. PLAYLIST with columns 3W, 2W, LW, TW and rows of artist/title.

MARKET #18 WIYY/Baltimore (410) 889-0098 Strauss/Heckman. 93 ROCK. PLAYLIST with columns 3W, 2W, LW, TW and rows of artist/title.

MARKET #20 KUPD/Phoenix (602) 345-5921 Maranville/Jeffries. 98 KUPD. PLAYLIST with columns 3W, 2W, LW, TW and rows of artist/title.

MARKET #21 WXTB/Tampa (813) 572-8808 Mull/Medlin. 98 ROCK. PLAYLIST with columns 3W, 2W, LW, TW and rows of artist/title.

MARKET #23 KBPI/Denver (303) 899-4201 Richards. 98.7. PLAYLIST with columns 3W, 2W, LW, TW and rows of artist/title.

MARKET #24 KUFO/Portland, OR (503) 222-1011 Numme/Scott. 101 KUFO. PLAYLIST with columns 3W, 2W, LW, TW and rows of artist/title.

MARKET #26 KQRC/Kansas City (913) 384-9900 Sorensen/Knight. The Rock! 98.7. PLAYLIST with columns 3W, 2W, LW, TW and rows of artist/title.

MARKET #28 WLZR/Milwaukee (414) 454-0900 Masters. LAZER 103. PLAYLIST with columns 3W, 2W, LW, TW and rows of artist/title.

MARKET #29 KRXQ/Sacramento (916) 334-7777 Johnson/Martin. 93 Rock. PLAYLIST with columns 3W, 2W, LW, TW and rows of artist/title.

MARKET #30 KSO/San Jose (408) 453-5400 Jang/Free. KSO 92.3. PLAYLIST with columns 3W, 2W, LW, TW and rows of artist/title.

Stations and their adds listed alphabetically by market

ACTIVE ROCK

KEYJ/Abilene, TX OM/PO: Randy Jones MD: Dave Andrews DEF LEPPARD "Sang" PRESIDENTS OF... "Mach" BUSH "Swallowed" SEMISONIC "F.N.T." UGLY AMERICANS "Turn" PATI ROTHBERG "Treat" WALLFLOWERS "Headlight" STEVE VA "Aligator"	KLQD/Colorado Springs, CO PO: Rich Hawk APD/MD: Peg Pollard 6 GRAVITY KILLS "Enough" PRESIDENTS OF... "Mach" BUSH "Swallowed" SEMISONIC "F.N.T." PATI ROTHBERG "Treat" WALLFLOWERS "Headlight" STEVE VA "Aligator"	KZBB/Ft. Smith, AR OM: Dennis Snow PO/MD: Cindy Wilson BUSH "Swallowed" SUNDGARDEN "Blow" GARY HOEY "Desire" SEAL "Fly"	WLZR/Milwaukee, WI PO: Keith Hastings 8 VAN HALEN "Can't" SPONGE "Mary"	KBER/Salt Lake City, UT PO: Randy Rose APD: Evan Lake MD: Chris Higgins 2 SOUNDGARDEN "Blow" STONE TEMPLE PILOTS "Lady" ORANGE 9MM "Future"	WONE/Akron, OH PO/MD: J.D. Kunes 11 VAN HALEN "Can't" 7 BUSH "Swallowed"	WYX/Albany, NY OM/PO: Fred Horton MD: John Cooper 2 STONE TEMPLE PILOTS "Lady" WALLFLOWERS "Headlight" YES "America" JOHN McLENCAMP "Day"	WWRK/Erie, PA VP/Programming: Ron Kline MD: Tim Stephens TONIC "Eyes" STR "Looking"	KMJX/Little Rock, AR PO: Tom Wood MD: Jimmy Edwards No Adds	WTBB/Panama City, FL PO: Tom Russell APD/MD: Bud Wilson COUNTING CROWS "Angels"	WIXV/Savannah, GA MD: David Myers BUSH "Swallowed" VAN HALEN "Can't" STONE TEMPLE PILOTS "Lady" WHY STORE "Father"	KTAL/Shreveport, LA MD: Kevin West MD: Bevan King 16 DAVE MATTHEWS BAND "Crash" 15 BRYAN ADAMS "Lies" 6 WALLFLOWERS "Headlight" 3 JOHN McLENCAMP "Day"	WVCT/Peoria, IL PO/MD: Jamie Martley 16 VAN HALEN "Can't" 8 BUSH "Swallowed" PRESIDENTS OF... "Mach" EELS "Novocaine"	KOKB/Phoenix, AZ OM: Tim Maraville MD: Paul Peterson 6 DAVE MATTHEWS BAND "Crash" 4 VAN HALEN "Can't"	KRRB/Sioux Falls, SD PO: John Ford MD: Brian Wheeler VAN HALEN "Can't" PRESIDENTS OF... "Mach" HAZIES "Trip" STONE TEMPLE PILOTS "Lady"	WQVE/Pittsburgh, PA OM: Gene Romano MD: Chris Winter 4 JOURNEY "Lon" 4 STONE TEMPLE PILOTS "Lady" WALLFLOWERS "Headlight"	WAOR/South Bend, IN PO: Bill Martin OM/MD: Sue Frey 6 ZZ TOP "Bang" STONE TEMPLE PILOTS "Lady" BUSH "Swallowed" WALLFLOWERS "Headlight"	KXUS/Springfield, MO PO: Todd Holman MD: Tom Austin SPONGE "Mary" ZAKK WYLDE "Empty" CRACKER "These" STONE TEMPLE PILOTS "Lady"	WZLQ/Terre Haute, IN PO: Jim Stone MD: Benny Wayne BUSH "Swallowed" BAD COMPANY "One"	WXLN/Quad Cities, IA-IL PO: Guy Perry 3 BUSH "Swallowed" 3 WHY STORE "Father"	WTOT/Toledo, OH OM/MD: Lyn Caspey APD/MD: Don Davis VAN HALEN "Can't" ALICE IN CHAINS "Would" METALLICA "Twisted" PEARL JAM "Off"	WRXL/Richmond, VA PO: Brian Iles APD/MD: Rick Maye No Adds	KCAL/Riverside, CA OM: Rick Shaw MD: M.J. Matthews 5 BUSH "Swallowed" PHISH "Free" STR "Looking" WALLFLOWERS "Headlight" SOUNDGARDEN "Blow"	KROV/Roanoke, VA PO: Buzz Cassey MD: Bryan Stone 4 BUSH "Swallowed" 2 PRESIDENTS OF... "Mach"	WCMF/Rochester, NY PO: Harry Jacobs APD: Rick MacKenzie MD: Dave Kane 10 VAN HALEN "Can't"	WXRK/Rockford, IL PO: Keith Edwards MD: Jean Taylor 10 BUSH "Swallowed" STR "Looking" ALICE IN CHAINS "Would" PRESIDENTS OF... "Mach" DARLAHOOD "Grow"	KFMW/Waterloo, IA PO: Greg Bergan APD/MD: Lester St. James 15 VAN HALEN "Can't" 4 ZZ TOP "Bang" CORROSION OF... "Drowning"	WEGW/Wheeling, WV Int. PO: Dana Kelly MD: Jeff Jagger BUSH "Swallowed" WALLFLOWERS "Headlight"	KRZZ/Wichita, KS PO: Greg Bergan APD/MD: Lester St. James 15 VAN HALEN "Can't" 4 ZZ TOP "Bang" CORROSION OF... "Drowning"	WZBX/Columbus, OH PO: Hal Fish APD/MD: Ronni Hunter ALICE IN CHAINS "Would" CORROSION OF... "Drowning" KORN "Place"	WKLQ/Grand Rapids, MI OM: Tom Marshall MD: Andy O'Riley ALICE IN CHAINS "Would" HAZIES "Trip" SUBLINE "What" GRAVITY KILLS "Enough"	WXRA/Greensboro, NC PO: Tim Satterfield MD: Marcia Gan MD: Andy Sims 16 BUSH "Swallowed" 8 PRESIDENTS OF... "Mach" WALLFLOWERS "Headlight" HEADS "Indie" DANZIG "Sacritice"	WTPA/Harrisburg, PA PO: Chris James APD/MD: Dina Wagner PHISH "Free" KORN "Place"	WQKK/Johnstown & WQWK/State College, PA Int. PO: Pat Urban MD: Chris Prospero 14 BUSH "Swallowed" GARBAGE "Supervien" PRESIDENTS OF... "Mach"	KORC/Kansas City, MO PO: Doug Sorenson MD: Valorie Knight DANZIG "Sacritice" ALICE IN CHAINS "Would"	WVIC/Ansing, MI PO: Todd Thomas MD: Kristin Burns 20 VAN HALEN "Can't" 1 SUBLINE "What" 1 FAILURE "Stuck" 1 D GENERATION "Way"	KIBZ/Lincoln, NE PO: Tim Sheridan APD/MD: Jon Terry DEF LEPPARD "Sang" BUSH "Swallowed" HAZIES "Trip" CAKE "Distance"	KUPD/Phoenix, AZ OM: Tim Sheridan APD/MD: J.J. Jett 16 VAN HALEN "Can't"	KUFO/Portland, OR PO: Dave Nunn APD/MD: Al Scott VAN HALEN "Can't"	WHEB/Portsmouth, NH PO: Glenn Stewart MD: Scott Laudani 22 STONE TEMPLE PILOTS "Lady" HOOTIE & BLOWFISH "Be" BETH HART BAND "Immortal" FRISIDE "Klohn" DARLAHOOD "Grow" WHY STORE "Father"	WGLE/Tallahassee, FL PO/MD: Paul Davis 10 BUSH "Swallowed" HAZIES "Trip" ALICE IN CHAINS "Would" UGLY AMERICANS "Turn"	WXTB/Tampa, FL OM: Greg Mull MD: Brian Madlin 22 TONIC "Eyes" 20 WALLFLOWERS "Headlight" 6 METALLICA "Nothing" 6 BUSH "Swallowed"	KRRQ/Sacramento, CA PO: Curtis Johnson APD/MD: Pat Martin 17 PRESIDENTS OF... "Mach" CRACKER "These"	WBUZ/Toledo, OH OM: Dan Bozyk PO/MD: Matt Willauer DARLAHOOD "Grow" SCREAMING TREES "Swon" MOLLY McGUIRE "Plastic"	WSFM/Wilmington, NC PO: John Stevens MD: Janice Suttar 20 KULA SHAKER "Tatna" 18 PATI ROTHBERG "Treat" 15 WALLFLOWERS "Headlight" 13 BUSH "Swallowed" 11 SOUNDGARDEN "Blow" FRAMES DC "Monument"
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ROCK

WYX/Albany, NY OM/PO: Fred Horton MD: John Cooper 2 STONE TEMPLE PILOTS "Lady" WALLFLOWERS "Headlight" YES "America" JOHN McLENCAMP "Day"	WWRK/Erie, PA VP/Programming: Ron Kline MD: Tim Stephens TONIC "Eyes" STR "Looking"	KMJX/Little Rock, AR PO: Tom Wood MD: Jimmy Edwards No Adds	WTBB/Panama City, FL PO: Tom Russell APD/MD: Bud Wilson COUNTING CROWS "Angels"	WIXV/Savannah, GA MD: David Myers BUSH "Swallowed" VAN HALEN "Can't" STONE TEMPLE PILOTS "Lady" WHY STORE "Father"	KTAL/Shreveport, LA MD: Kevin West MD: Bevan King 16 DAVE MATTHEWS BAND "Crash" 15 BRYAN ADAMS "Lies" 6 WALLFLOWERS "Headlight" 3 JOHN McLENCAMP "Day"	WVCT/Peoria, IL PO/MD: Jamie Martley 16 VAN HALEN "Can't" 8 BUSH "Swallowed" PRESIDENTS OF... "Mach" EELS "Novocaine"	KOKB/Phoenix, AZ OM: Tim Maraville MD: Paul Peterson 6 DAVE MATTHEWS BAND "Crash" 4 VAN HALEN "Can't"	KRRB/Sioux Falls, SD PO: John Ford MD: Brian Wheeler VAN HALEN "Can't" PRESIDENTS OF... "Mach" HAZIES "Trip" STONE TEMPLE PILOTS "Lady"	WQVE/Pittsburgh, PA OM: Gene Romano MD: Chris Winter 4 JOURNEY "Lon" 4 STONE TEMPLE PILOTS "Lady" WALLFLOWERS "Headlight"	WAOR/South Bend, IN PO: Bill Martin OM/MD: Sue Frey 6 ZZ TOP "Bang" STONE TEMPLE PILOTS "Lady" BUSH "Swallowed" WALLFLOWERS "Headlight"	KXUS/Springfield, MO PO: Todd Holman MD: Tom Austin SPONGE "Mary" ZAKK WYLDE "Empty" CRACKER "These" STONE TEMPLE PILOTS "Lady"	WZLQ/Terre Haute, IN PO: Jim Stone MD: Benny Wayne BUSH "Swallowed" BAD COMPANY "One"	WXLN/Quad Cities, IA-IL PO: Guy Perry 3 BUSH "Swallowed" 3 WHY STORE "Father"	WTOT/Toledo, OH OM/MD: Lyn Caspey APD/MD: Don Davis VAN HALEN "Can't" ALICE IN CHAINS "Would" METALLICA "Twisted" PEARL JAM "Off"	WRXL/Richmond, VA PO: Brian Iles APD/MD: Rick Maye No Adds	KCAL/Riverside, CA OM: Rick Shaw MD: M.J. Matthews 5 BUSH "Swallowed" PHISH "Free" STR "Looking" WALLFLOWERS "Headlight" SOUNDGARDEN "Blow"	KROV/Roanoke, VA PO: Buzz Cassey MD: Bryan Stone 4 BUSH "Swallowed" 2 PRESIDENTS OF... "Mach"	WCMF/Rochester, NY PO: Harry Jacobs APD: Rick MacKenzie MD: Dave Kane 10 VAN HALEN "Can't"	WXRK/Rockford, IL PO: Keith Edwards MD: Jean Taylor 10 BUSH "Swallowed" STR "Looking" ALICE IN CHAINS "Would" PRESIDENTS OF... "Mach" DARLAHOOD "Grow"	KFMW/Waterloo, IA PO: Greg Bergan APD/MD: Lester St. James 15 VAN HALEN "Can't" 4 ZZ TOP "Bang" CORROSION OF... "Drowning"	WEGW/Wheeling, WV Int. PO: Dana Kelly MD: Jeff Jagger BUSH "Swallowed" WALLFLOWERS "Headlight"	KRZZ/Wichita, KS PO: Greg Bergan APD/MD: Lester St. James 15 VAN HALEN "Can't" 4 ZZ TOP "Bang" CORROSION OF... "Drowning"	WZBX/Columbus, OH PO: Hal Fish APD/MD: Ronni Hunter ALICE IN CHAINS "Would" CORROSION OF... "Drowning" KORN "Place"	WKLQ/Grand Rapids, MI OM: Tom Marshall MD: Andy O'Riley ALICE IN CHAINS "Would" HAZIES "Trip" SUBLINE "What" GRAVITY KILLS "Enough"	WXRA/Greensboro, NC PO: Tim Satterfield MD: Marcia Gan MD: Andy Sims 16 BUSH "Swallowed" 8 PRESIDENTS OF... "Mach" WALLFLOWERS "Headlight" HEADS "Indie" DANZIG "Sacritice"	WTPA/Harrisburg, PA PO: Chris James APD/MD: Dina Wagner PHISH "Free" KORN "Place"	WQKK/Johnstown & WQWK/State College, PA Int. PO: Pat Urban MD: Chris Prospero 14 BUSH "Swallowed" GARBAGE "Supervien" PRESIDENTS OF... "Mach"	KORC/Kansas City, MO PO: Doug Sorenson MD: Valorie Knight DANZIG "Sacritice" ALICE IN CHAINS "Would"	WVIC/Ansing, MI PO: Todd Thomas MD: Kristin Burns 20 VAN HALEN "Can't" 1 SUBLINE "What" 1 FAILURE "Stuck" 1 D GENERATION "Way"	KIBZ/Lincoln, NE PO: Tim Sheridan APD/MD: Jon Terry DEF LEPPARD "Sang" BUSH "Swallowed" HAZIES "Trip" CAKE "Distance"	KUPD/Phoenix, AZ OM: Tim Sheridan APD/MD: J.J. Jett 16 VAN HALEN "Can't"	KUFO/Portland, OR PO: Dave Nunn APD/MD: Al Scott VAN HALEN "Can't"	WHEB/Portsmouth, NH PO: Glenn Stewart MD: Scott Laudani 22 STONE TEMPLE PILOTS "Lady" HOOTIE & BLOWFISH "Be" BETH HART BAND "Immortal" FRISIDE "Klohn" DARLAHOOD "Grow" WHY STORE "Father"	WGLE/Tallahassee, FL PO/MD: Paul Davis 10 BUSH "Swallowed" HAZIES "Trip" ALICE IN CHAINS "Would" UGLY AMERICANS "Turn"	WXTB/Tampa, FL OM: Greg Mull MD: Brian Madlin 22 TONIC "Eyes" 20 WALLFLOWERS "Headlight" 6 METALLICA "Nothing" 6 BUSH "Swallowed"	KRRQ/Sacramento, CA PO: Curtis Johnson APD/MD: Pat Martin 17 PRESIDENTS OF... "Mach" CRACKER "These"	WBUZ/Toledo, OH OM: Dan Bozyk PO/MD: Matt Willauer DARLAHOOD "Grow" SCREAMING TREES "Swon" MOLLY McGUIRE "Plastic"	WSFM/Wilmington, NC PO: John Stevens MD: Janice Suttar 20 KULA SHAKER "Tatna" 18 PATI ROTHBERG "Treat" 15 WALLFLOWERS "Headlight" 13 BUSH "Swallowed" 11 SOUNDGARDEN "Blow" FRAMES DC "Monument"
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76 Total Reporters
76 Current Reporters
75 Current Playlists

Did Not Report, Playlist Frozen (1):
WAVF/Charleston, SC

87 Total Reporters
87 Current Reporters
84 Current Playlists

Did Not Report, Playlist Frozen (3):
WYNN/Burlington, VT
WZNF/Sarasota, FL
WOUR/Utica, NY

3W	2W	LW	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS				TOTAL STATIONS/ADDS
					TW	LW	2W	3W	
—	5	1	1	VAN HALEN Me Wise Magic (Warner Bros.)	1978	1989	1306	—	85/0
2	2	2	2	ZZ TOP What's Up With That (RCA)	1625	1757	1797	1773	79/0
4	3	4	3	TONIC Open Up Your Eyes (Polydor/A&M)	1452	1481	1519	1483	79/1
1	1	3	4	RUSH Test For Echo (Atlantic)	1444	1747	1867	1891	78/0
8	7	7	5	METALLICA Hero Of The Day (Elektra/EEG)	1315	1239	1183	1081	77/1
16	14	10	6	TOM PETTY & THE HEARTBREAKERS Climb That Hill (Warner Bros.)	1269	1109	926	643	73/2
31	11	8	7	COUNTING CROWS Angels Of The Silences (DGC/Geffen)	1240	1206	1016	398	84/3
9	8	5	8	BLACK CROWES Blackberry (American/Reprise)	1220	1269	1147	1002	75/0
20	13	12	9	R.E.M. Bittersweet Me (Warner Bros.)	1157	1097	937	628	75/0
11	10	9	10	JOURNEY Message Of Love (Columbia)	1126	1168	1111	930	65/1
12	12	14	11	CHALK FARM Lie On Lie (Columbia)	1096	1029	961	916	77/1
3	4	6	12	JOHN MELLENCAMP Key West Intermezzo (I Saw...) (Mercury)	1021	1261	1422	1517	63/0
6	9	13	13	ALICE IN CHAINS Over Now (Columbia)	961	1081	1143	1241	55/0
5	6	11	14	SOUNDGARDEN Burden In My Hand (A&M)	957	1103	1279	1330	63/0
15	16	15	15	PEARL JAM Hail, Hail (Epic)	844	829	795	656	64/1
30	25	18	16	PHISH Free (Elektra/EEG)	765	601	523	407	63/4
46	29	24	17	MATCHBOX 20 Long Day (Lava/Atlantic)	706	507	435	245	59/1
BREAKER	18			STONE TEMPLE PILOTS Lady Picture Show (Atlantic)	621	441	129	61	66/13
18	19	17	19	STORYVILLE Good Day For The Blues (Code Blue/Atlantic)	612	668	638	640	46/0
10	15	16	20	BETTER THAN EZRA King Of New Orleans (Swell/Elektra/EEG)	605	772	899	988	48/0
14	20	20	21	STONE TEMPLE PILOTS Trippin' On A Hole In... (Atlantic)	580	584	626	723	51/0
13	17	21	22	WALLFLOWERS 6th Avenue Heartache (Interscope)	532	579	736	739	51/0
25	22	22	23	NIRVANA Aneurysm (DGC/Geffen)	525	558	573	543	53/0
24	27	26	24	METALLICA Until It Sleeps (Elektra/EEG)	505	466	492	552	49/0
21	21	23	25	SHERYL CROW If It Makes You Happy (A&M)	480	519	622	615	30/0
—	—	35	26	SOUNDGARDEN Blow Up The Outside World (A&M)	478	374	190	136	49/12
36	30	27	27	SMASHING PUMPKINS Muzzle (Virgin)	472	444	429	365	40/1
7	18	19	28	TOM PETTY & THE HEARTBREAKERS Walls (Warner Bros.)	455	586	718	1102	46/0
40	33	30	29	WHY STORE Father (Way Cool Music/MCA)	441	397	380	315	51/6
—	43	31	30	SPONGE Have You Seen Mary (Columbia)	432	396	259	183	45/7
41	35	29	31	DISHWALLA Charlie Brown's Parents (A&M)	419	408	359	301	42/3
—	45	38	32	BAD COMPANY One On One (EastWest/EEG)	400	350	252	74	35/3
27	28	32	33	COREY STEVENS Blue Drops Of Rain (Eureka/Discovery)	388	386	442	466	32/0
43	36	36	34	SOCIAL DISTORTION I Was Wrong (550 Music)	382	360	343	284	38/0
DEBUT	35			BUSH Swallowed (Trauma/Interscope)	371	16	—	—	53/42
48	40	41	36	TOOL Stinkfist (Zoo)	361	333	275	230	45/3
33	32	33	37	EXPANDING MAN Download (I Will) (Qdivision/Columbia)	349	382	396	388	42/0
23	31	40	38	SCREAMING TREES All I Know (Epic)	319	344	399	565	23/0
—	—	44	39	STIR Looking For (Capitol)	315	277	194	144	44/8
34	34	39	40	STABBING WESTWARD Shame (Columbia)	310	349	378	374	31/0
17	26	34	41	BLACK CROWES Good Friday (American/Reprise)	304	376	511	640	38/0
—	—	46	42	DARLAHOOD Grow Your Own (Reprise)	279	217	150	88	39/5
—	—	45	43	CRACKER Sweet Thistle Pie (Virgin)	263	227	205	186	32/4
37	38	43	44	SMASHING PUMPKINS Tonight, Tonight (Virgin)	247	295	311	364	30/0
28	39	42	45	DAVE MATTHEWS BAND So Much To Say (RCA)	228	296	298	411	23/0
45	48	47	46	HUNGER Vanishing Cream (Universal)	220	215	237	265	15/0
DEBUT	47			HOOTIE & THE BLOWFISH Be The One (Atlantic)	212	187	123	6	19/1
19	23	37	48	ERIC JOHNSON Pavilion (Capitol)	202	351	548	639	23/0
DEBUT	49			WALLFLOWERS One Headlight (Interscope)	198	42	32	37	30/15
DEBUT	50			VAN HALEN Can't Get This Stuff No More (Warner Bros.)	195	—	—	—	27/27

This chart reflects airplay from October 14-20. Songs ranked by total plays. Highlighted songs indicate Breaker. 87 Rock reporters. 84 current playlists. Songs below No. 25 are moved to recurrent after 26 weeks. © 1996, R&R Inc.

NEW & ACTIVE

RUSH Half The World (Atlantic)
Total Plays: 187, Total Stations: 20, Adds: 2

JOHN MELLENCAMP Just Another Day (Mercury)
Total Plays: 183, Total Stations: 15, Adds: 3

ALICE IN CHAINS Would? (Columbia)
Total Plays: 143, Total Stations: 21, Adds: 8

SUBLIME What I Got (Gasoline Alley/MCA)
Total Plays: 131, Total Stations: 19, Adds: 3

HAZIES Trip Free Life (EMI)
Total Plays: 131, Total Stations: 26, Adds: 8

EELS Novocaine For The Soul (DreamWorks/Geffen)
Total Plays: 130, Total Stations: 15, Adds: 3

KINKS To The Bone (Guardian)
Total Plays: 129, Total Stations: 14, Adds: 2

LOCAL H Bound For The Floor (Island)
Total Plays: 128, Total Stations: 16, Adds: 1

MARILYN MANSON The Beautiful People (Nothing/Interscope)
Total Plays: 118, Total Stations: 15, Adds: 0

FILTER Jurassitol (Hollywood)
Total Plays: 97, Total Stations: 15, Adds: 1

Songs ranked by total plays.

BREAKERS

STONE TEMPLE PILOTS Lady Picture Show (Atlantic)

TOTAL PLAYS/INCREASE: 621/180
TOTAL STATIONS/ADDS: 66/13
CHART: 18

MOST ADDED

ARTIST TITLE LABEL(S)	ADDS
BUSH Swallowed (Trauma/Interscope)	42
VAN HALEN Can't Get This Stuff No More (Warner Bros.)	27
WALLFLOWERS One Headlight (Interscope)	15
STONE TEMPLE PILOTS Lady Picture Show (Atlantic)	13
SOUNDGARDEN Blow Up The Outside World (A&M)	12
PRESIDENTS OF THE UNITED... Mach 5 (Columbia)	11
ALICE IN CHAINS Would? (Columbia)	8
HAZIES Trip Free Life (EMI)	8
STIR Looking For (Capitol)	8
SPONGE Have You Seen Mary (Columbia)	7

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
BUSH Swallowed (Trauma/Interscope)	+355
MATCHBOX 20 Long Day (Lava/Atlantic)	+199
VAN HALEN Can't Get This Stuff No More (Warner Bros.)	+195
STONE TEMPLE PILOTS Lady Picture Show (Atlantic)	+180
PHISH Free (Elektra/EEG)	+164
TOM PETTY & THE HEARTBREAKERS Climb... (Warner Bros.)	+160
WALLFLOWERS One Headlight (Interscope)	+156
SOUNDGARDEN Blow Up The Outside World (A&M)	+104
ALICE IN CHAINS Would? (Columbia)	+99
HAZIES Trip Free Life (EMI)	+98

HOTTEST RECURRENTS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
DISHWALLA Counting Blue Cars (A&M)	+355
EVERCLEAR Santa Monica (Watch The World Die) (Capitol)	+199
SPACEHOG In The Meantime (HiFi/Sire/EEG)	+195
311 Down (Capricorn/Mercury)	+180
BUSH Machinehead (Trauma/Interscope)	+164
WHY STORE Lack Of Water (Way Cool Music/MCA)	+160
BLUES TRAVELER But Anyway (A&M)	+156
COLLECTIVE SOUL Where The River Flows (Atlantic)	+104
SOUNDGARDEN Pretty Noose (A&M)	+99
SEVEN MARY THREE Cumbersome (Mammoth/Atlantic)	+98

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

COREY STEVENS

Add date: October 28

"It's Over"
The follow-up to the hit single
"Blue Drops of Rain"

Contact: Jack Ashton/Discovery Records 800-377-9620 x212
Joel Weruman/Eureka Records 310-859-9482

Visit Corey at the Discovery Records web site at <http://www.discoveryrec.com>

ROCK PLAYLISTS

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

MARKET #1
WNEW/New York
(212) 489-1027
Young/Winstow

PLAYS

3W	2W	LW	TW	ARTIST/TITLE
22	26	23	27	BLACK CROWES/Blackberry
26	25	24	27	RUSH/Test For Echo
15	14	24	26	TOM PETTY & HB/Change The Locks
15	14	22	26	PHISH/Free
15	13	22	27	ZZ TOP/What's Up With That
14	13	22	27	METALLICA/Hero Of The Day
-	12	14	14	RUSTED ROOT/Sister Contine
-	14	16	14	VAN HALEN/Me Wise Magic
15	14	16	14	CHALK FARM/Lie On Lie
7	11	16	14	R.E.M./Bittersweet Me
10	14	15	14	COUNTING CROWS/Angels Of...
16	12	13	14	TRAGICALLY HIP/Grip Shop
-	11	14	13	SOUNDGARDEN/Blow Up...
11	14	16	13	MIDNIGHT OIL/Underwater
10	13	15	13	STORYVILLE/Good Day For...
-	9	13	13	STONE TEMPLE PILOTS/Lady Picture Show
15	12	15	13	SPONGE/Have You Seen Mary
6	12	14	13	PEARL JAM/Smile
-	7	8	11	DISHWALLA/Charlie Brown's...
-	10	6	10	MATCHBOX 20/Long Day
-	-	10	5	WHY STORE/Father
-	-	10	5	WALLFLOWERS/One Headlight
8	11	8	9	BETTER THAN EZRA/King Of New Orleans
7	6	8	9	CRACKER/Sweet Thistle Pie
7	8	6	6	BRIAN SETZER ORCH./Rumble In Brighton
14	25	24	6	TONIC/Open Up Your Eyes
-	-	6	6	SMASHING PUMPKINS/Muzzle
6	6	5	6	RUSH/Virtuality
-	-	6	6	DARLAHOOD/Grow Your Own
3	6	7	5	PEARL JAM/Hail, Hail

MARKET #12
WKLS/Atlanta
(404) 325-0960
Hughes/Kepple

PLAYS

3W	2W	LW	TW	ARTIST/TITLE
34	34	30	30	SCREAMING TREES/All I Know
10	18	27	29	SOUNDGARDEN/Blow Up...
15	25	26	29	ALICE IN CHAINS/Over Now
34	30	28	29	METALLICA/Hero Of The Day
17	26	25	26	METALLICA/Until It Sleeps
-	-	20	20	BUSH/Swallowed
-	18	22	17	VAN HALEN/Me Wise Magic
17	13	17	17	EXPANDING MAN/Download (I Will)
17	15	16	17	BLACK CROWES/Blackberry
16	16	15	16	HUNGER/Vanishing Cream
14	17	19	15	TONIC/Open Up Your Eyes
-	-	5	14	STONE TEMPLE PILOTS/Lady Picture Show
-	7	11	13	TOM PETTY & HB/Climb That Hill
18	17	13	13	PEARL JAM/Hail, Hail
8	10	7	12	MATCHBOX 20/Long Day
-	-	11	11	ALICE IN CHAINS/Would?
-	-	1	8	HAZIES/Trip Free Life
9	5	6	8	SEVEN MARY THREE/Devil Boy
7	7	5	8	R.E.M./Bittersweet Me
7	11	9	8	METALLICA/King Nothing
1	9	9	7	COUNTING CROWS/Angels Of...
5	6	6	6	STABBING WESTWARD/Shame
7	6	6	6	SOCIAL DISTORTION/I Was Wrong
7	7	7	6	ZZ TOP/What's Up With That
6	8	8	5	SEVEN MARY THREE/My My
-	-	5	5	SMASHING PUMPKINS/Muzzle
18	13	13	3	RUSH/Test For Echo
-	-	1	1	VAN HALEN/Can't Get This...
-	-	-	-	RUSH/Half The World

MARKET #14
WBAB/Long Island
(516) 587-1023
Levine

PLAYS

3W	2W	LW	TW	ARTIST/TITLE
27	28	31	29	WALLFLOWERS/6th Avenue Heartache
26	27	27	29	JOHN MELLENCAMP/Key West...
15	20	26	26	R.E.M./Bittersweet Me
-	-	19	19	NINE DAYS/This Music
26	27	32	18	DISHWALLA/Counting Blue Cars
15	20	21	17	STORYVILLE/Good Day For...
25	24	31	17	TOM PETTY & HB/Walls
-	21	19	17	VAN HALEN/Me Wise Magic
21	20	19	17	ZZ TOP/What's Up With That
-	-	17	17	VAN HALEN/Can't Get This...
18	20	19	16	COUNTING CROWS/Angels Of...
6	7	10	16	RUSH/Free
17	20	21	16	WHY STORE/Lack Of Water
10	6	10	13	TOM PETTY & HB/Climb That Hill
-	-	10	10	BLACK CROWES/Blackberry
-	9	7	15	CHALK FARM/Lie On Lie
11	10	7	10	JOURNEY/Message Of Love
11	9	9	10	PHISH/Free
5	5	7	5	BETTER THAN EZRA/King Of New Orleans
9	5	5	5	JOHN MELLENCAMP/Just Another Day
8	11	5	5	PEARL JAM/Mankind
7	5	5	5	RUSH/Half The World
-	-	-	-	BEATLES/While My Guitar...
-	-	-	-	STONE TEMPLE PILOTS/Lady Picture Show
-	-	-	-	BEATLES/Rocky Raccoon
-	-	-	-	BEATLES/Let It Be
-	-	-	-	BEATLES/Hey Jude
-	-	-	-	BEATLES/Get Back

MARKET #14
WRCN/Long Island
(516) 423-6740
Tortora/Rodgers

PLAYS

3W	2W	LW	TW	ARTIST/TITLE
28	30	35	37	METALLICA/Hero Of The Day
28	30	35	37	RUSH/Test For Echo
28	33	34	36	ZZ TOP/What's Up With That
20	22	26	34	CHALK FARM/Lie On Lie
15	14	24	34	PEARL JAM/Hail, Hail
17	16	31	31	PHISH/Free
10	12	14	22	R.E.M./Bittersweet Me
16	16	22	22	TONIC/Open Up Your Eyes
16	13	21	21	EXPANDING MAN/Download (I Will)
13	16	21	21	SMASHING PUMPKINS/Muzzle
14	20	21	21	WALLFLOWERS/6th Avenue Heartache
-	-	14	20	TOM PETTY & HB/Climb That Hill
10	12	13	19	311/Down
13	14	17	19	NIRVANA/Aneurysm
6	8	13	17	RUSH/Half The World
14	14	14	16	HOT WATER/Same Day Twice
16	16	13	15	JOHN MELLENCAMP/Key West...
-	-	14	14	BUSH/Swallowed
30	22	17	14	ALICE IN CHAINS/Over Now
21	20	18	13	BETTER THAN EZRA/King Of New Orleans
18	10	11	13	METALLICA/Ain't My Bltch
15	17	22	22	COUNTING CROWS/Angels Of...
-	-	11	12	STONE TEMPLE PILOTS/Triffin' On A Hole...
29	25	11	11	SOUNDGARDEN/Burden In My Hand
13	14	13	11	SCREAMING TREES/All I Know
-	-	11	13	DISHWALLA/Counting Blue Cars
15	10	6	10	STORYVILLE/Good Day For...
10	10	10	10	BLACK CROWES/Blackberry
-	-	25	25	VAN HALEN/Me Wise Magic
12	10	11	10	TOOL/Stinkist

MARKET #19
WDVE/Pittsburgh
(412) 937-1441
Rimano/Winter

PLAYS

3W	2W	LW	TW	ARTIST/TITLE
11	13	10	23	ALICE IN CHAINS/Over Now
26	23	21	21	WALLFLOWERS/6th Avenue Heartache
13	22	23	21	MATCHBOX 20/Long Day
24	21	21	20	CHALK FARM/Lie On Lie
17	14	14	18	WHY STORE/Lack Of Water
20	19	17	17	STORYVILLE/Good Day For...
21	16	17	17	GOO GOO DOLLS/Long Way Down
11	26	21	15	COUNTING CROWS/Angels Of...
12	20	20	15	ZACK WYLDE/Between Heaven...
24	20	17	14	DAVE MATTHEWS BAND/So Much To Say
18	12	11	13	TOM PETTY & HB/Climb That Hill
17	18	13	13	R.E.M./Bittersweet Me
12	12	13	13	JOHN MELLENCAMP/Key West...
11	14	13	13	TONIC/Open Up Your Eyes
16	14	14	12	CLARKS/Caroline
13	17	13	12	BLACK CROWES/Good Friday
12	14	10	11	RUSH/Test For Echo
-	3	9	11	VAN HALEN/Me Wise Magic
8	11	8	10	METALLICA/Hero Of The Day
12	10	10	10	CLARKS/Stop
-	-	12	10	BLACK CROWES/Blackberry
9	11	9	9	GATHERING FIELDS/Roadside In Blue
-	-	9	9	GATHERING FIELDS/Long December
5	5	5	5	OZZY OSBOURNE/Just Want You
5	11	7	8	RUSTED ROOT/Sister Contine
4	4	11	7	JOHN MELLENCAMP/Life Is Hard
-	-	9	7	KENNY WAYNE SHEPHERD/Deja Voodoo
7	3	7	5	ZZ TOP/What's Up With That
-	-	-	-	ALICE IN CHAINS/Roster

MARKET #20
KDKB/Phoenix
(602) 897-9300
Maranville/Peterson

PLAYS

3W	2W	LW	TW	ARTIST/TITLE
11	33	19	34	JOHN MELLENCAMP/Just Another Day
26	20	34	33	WALLFLOWERS/One Headlight
32	32	34	33	ZZ TOP/What's Up With That
-	10	23	28	VAN HALEN/Me Wise Magic
-	-	6	25	DISHWALLA/Give
-	-	7	25	JOURNEY/When You Love...
1	9	10	24	MATCHBOX 20/Long Day
32	33	24	24	SHERYL CROW/It Makes You...
9	13	23	23	CHALK FARM/Lie On Lie
3	12	23	23	COUNTING CROWS/Angels Of...
2	15	22	22	STEVE VAI/The Crying Machine
25	22	22	22	TOM PETTY & HB/Climb That Hill
25	22	16	16	BLACK CROWES/Blackberry
-	-	6	11	HAZIES/Trip Free Life
8	8	6	10	PHISH/Free
-	-	6	9	SHAWN COLVIN/Get Out Of This
-	-	3	9	SPONGE/Have You Seen Mary
3	6	7	9	BADLEES/Angeline Is...
6	6	7	9	TOM PETTY & HB/Walls
8	9	6	8	WHY STORE/Father
6	9	5	8	TONIC/Open Up Your Eyes
1	9	5	8	ZACK WYLDE/My Beyond Empty
6	7	3	6	ALANIS MORISSETTE/You Learn
6	6	5	8	COLLECTIVE SOUL/The World I Know
7	7	5	8	DAVE MATTHEWS BAND/Too Much
7	6	5	8	EVERCLEAR/Santa Monica...
6	7	8	8	GOO GOO DOLLS/Long Way Down
33	32	4	8	STORYVILLE/Good Day For...
7	7	5	7	JOAN OSBORNE/One Of Us
30	6	5	7	JOHN MELLENCAMP/Key West...

MARKET #25
WEBN/Cincinnati
(513) 621-9326
Hardin/Reinhart

PLAYS

3W	2W	LW	TW	ARTIST/TITLE
-	21	38	39	ALICE IN CHAINS/Again
36	26	32	36	METALLICA/Hero Of The Day
23	24	32	32	HUNGER/Vanishing Cream
24	29	30	32	METALLICA/Until It Sleeps
5	7	14	25	MATCHBOX 20/Long Day
-	21	31	24	VAN HALEN/Me Wise Magic
6	8	14	6	STABBING WESTWARD/Shame
15	22	23	20	SPONGE/Have You Seen Mary
-	-	11	20	STONE TEMPLE PILOTS/Lady Picture Show
-	-	4	15	BUSH/Swallowed
14	15	17	15	TONIC/Open Up Your Eyes
16	9	14	14	SOUNDGARDEN/Blow Up...
16	9	14	14	SOUNDGARDEN/Burden In My Hand
14	15	14	14	SEVEN MARY THREE/My My
20	22	14	14	STONE TEMPLE PILOTS/Triffin' On A Hole...
21	24	21	13	RUSH/Half The World
15	10	7	13	SCREAMING TREES/All I Know
3	3	6	13	PEARL JAM/Smile
21	18	14	13	RUSH/Virtuality
4	3	7	12	PEARL JAM/In My Tree
10	7	9	10	EXPANDING MAN/Download (I Will)
8	9	12	9	SOCIAL DISTORTION/I Was Wrong
8	12	12	9	METALLICA/Ain't My Bltch
22	29	28	9	METALLICA/King Nothing
9	11	11	9	STABBING WESTWARD/Shame
22	24	20	9	PEARL JAM/Red Mosquito
15	12	11	9	METALLICA/Poor Twisted Me
24	15	7	8	TOOL/Stinkist
24	15	7	8	PEARL JAM/Hail, Hail
9	10	10	7	NIRVANA/Aneurysm

MARKET #27
KCAL/Riverside
(909) 793-3554
Shaw/Matthews

PLAYS

3W	2W	LW	TW	ARTIST/TITLE
-	7	27	24	VAN HALEN/Me Wise Magic
20	23	20	23	SOUNDGARDEN/Burden In My Hand
20	22	24	23	STONE TEMPLE PILOTS/Triffin' On A Hole...
22	22	23	23	TONIC/Open Up Your Eyes
20	22	24	22	TONIC/Open Up Your Eyes
14	21	22	21	WALLFLOWERS/6th Avenue Heartache
10	16	19	16	BETTER THAN EZRA/King Of New Orleans
-	9	10	16	BLACK CROWES/Blackberry
11	11	14	15	SOCIAL DISTORTION/I Was Wrong
15	14	13	14	RUSH/Test For Echo
9	10	7	14	ERIC JOHNSON/Pavilion
12	9	7	13	SEVEN MARY THREE/Cumbersome
-	3	14	13	EVERCLEAR/Santa Monica...
8	8	14	13	KENNY WAYNE SHEPHERD/Born With A Broken...
9	9	12	13	SMASHING PUMPKINS/Muzzle
12	11	12	12	ALICE IN CHAINS/Over Now
8	10	9	12	BUSH/Machinehead
-	3	12	12	TOADIES/Possium Kingdom
7	7	11	11	SCORPIONS/Wind Child
-	-	6	11	SOUNDGARDEN/Pretty Noose
6	10	9	10	R.E.M./Bittersweet Me
9	8	10	10	MATCHBOX 20/Long Day
9	8	10	10	COLLECTIVE SOUL/Where The River...
8	8	8	9	MIDNIGHT OIL/Underwater
-	9	10	9	COUNTING CROWS/Angels Of...
6	8	8	9	LOCAL H/Bound For The Floor
5	11	8	9	CHALK FARM/Lie On Lie
13	9	8	9	JOURNEY/Message Of Love
21	21	11	9	ALICE IN CHAINS/Again

MARKET #31
WHJY/Providence
(401) 438-6110
Weston/Schifino

PLAYS

3W	2W	LW	TW	ARTIST/TITLE
32	36	27	27	WALLFLOWERS/6th Avenue Heartache
13	27	28	26	METALLICA/Hero Of The Day
14	27	27	24	JOHN MELLENCAMP/Key West...
15	14	29	24	ALICE IN CHAINS/Over Now
23	28	23	23	RUSH/Test For Echo
-	7	16	20	STORYVILLE/Good Day For...
13	15	16	16	SEMI-SOUL/I Run
7	14	16	15	COUNTING CROWS/Angels Of...
15	16	17	15	JOURNEY/Message Of Love
12	16	17	15	BLACK CROWES/Blackberry
5	8	8	14	COREY STEVENS/Blue Crops Of Rain
-	28	22	14	VAN HALEN/Me Wise Magic
6	7	7	13	EXPANDING MAN/Download (I Will)
-	8	9	13	TERRILL/Hopetful Sinner
14	15	16	13	BRIAN SETZER ORCH./Rumble In Brighton
8	9	13	12	R.E.M./Bittersweet Me
14	12	12	12	PEARL JAM/Hail, Hail
10	10	11	12	DARLAHOOD/Grow Your Own
10	10	11	12	311/Down
12	16	14	12	JEWEL/Who Will Save...
12	14	14	12	EVERCLEAR/Santa Monica...



SKY DANIELS

'Are Age And Sex Enough?'

▣ Scarborough Research: Alternative qualitative 'amazing'

"It depends on how you look at it." I've probably heard that phrase applied a thousand times to station ratings, music research, and countless other measures of success used in radio. As a programmer, I even learned to incorporate such rationale into my own thinking ... sort of as a defense mechanism. But then a new term came to the forefront of sales managers' pitches: "We've got *great qualitative!*" That usually meant the ratings were lousy, so they'd try to throw buyers off somehow, hoping the buyers wouldn't know how to interpret what they were saying. For a lot of years, I didn't know what they were saying, either — but it *sounded* good.

Scarborough Research, a company affiliated with Arbitron, has begun to conduct a series of training seminars meant to enlighten managers and programmers about understanding and properly using qualitative data. Scarborough Director/Training David Oglevee, along with Arbitron's Thom Mocarsky, offered to assess how radio utilized such information and, specifically, how Alternative radio fared in Scarborough's recent study of 140,000 people nationwide.

Cutting right to the point, Oglevee asks, "Are age and sex enough? Can you really gain an accurate assessment of an audience using that basic demographic analysis? We found, in our interaction with stations that people would proclaim, 'We're great in qualitative.' Then we'd ask them *how* they were using qualitative. We'd get them to show us how they do their presentations. Typically, they'd show a one-page ranker on BMW owners in their market."

According to Oglevee, Scarborough intends "to move out of the data industry and into the marketing in-

dustry. There are over 500 categories in Scarborough qualitative. Radio happens to be one of them. Scarborough is a measurement of local consumer behavior. Generally, people take a myopic view toward the information by saying, 'Show us how we rank in one of those categories.' Instead of asking how they rank in BMW owners, we suggest they examine the profile of those owners first and find the comparable tendencies."

Oglevee outlines a typical scenario: "When a buy comes up, instead of running a one-page BMW ranker, it's better to show the comparison between the Alternative audience and BMW buyers. Dig into the similarities of the type of people."

PD Awareness

Typically, it is sales that uses Scarborough data, though Oglevee is noticing a "new breed" of program-

mer within the Alternative ranks. "For the longest time, there was an 'us and them' mentality when it came to using this data. Programmers felt this information was the province of sales departments. Now we are seeing younger Alternative PDs dive in, recognizing the symbiotic relationship between sales and their station's identity. A lot of times, sales and programming use the information to help the staff define its audience."

Oglevee describes one exercise that usually produces good results: "Bring the airstaff in and ask them to describe the mental image of who they're relating to on the air. Every jock creates a categorical description of the 'typical' listener, citing age, sex, income, profession, leisure habits, and the like. We then reveal the actual results of our findings to see how their image compares with what we've determined. We then help the staff paint a better picture of the audience. Alternative jocks may be on the air, goofing on bowlers. Well, imagine their surprise when they discover that one out of three Alternative listeners loves to bowl."

Dispelling stereotypes about audiences has always been one of qualitative's hallmarks, notes Oglevee. "Country really used qualitative to demonstrate that their listenership wasn't the truck-driving, tobacco-chewing audience buyers may have pictured. Alternative now has a great opportunity to utilize some pretty wonderful profile approaches to dispel similar biases toward its listenership. Our findings show a complete and consistent pattern nationally that is telling an amazing story for Alternative. This audience has the attributes that buyers really seek. They are fairly young, upscale, and mobile: 46% of this audience makes more than \$50,000 annually! Only 15% make less than \$25,000 annually. This is compelling information to buyers."

Better Contests Through Science

Oglevee suggests that programmers can use such data to determine how to create station promotions as well. "On-air contesting is always an issue for PDs. Should you give away a trip? You can determine that they're almost twice as likely to go to Universal Studios in Los Angeles than to Universal Studios in Orlando. Should you give away a boat? Alternative listeners are 50% more likely to go sailboating. Checking the index of entertainment and recreation activities can help determine a better promotion."

Can using this information help determine how to better reach those listeners? Yes, says Oglevee. "We can provide information that helps



David Oglevee

ALREADY ON

9IX	WNVE	KXAK	WEOX	WENZ
KPNT	WAXD	WORE	WROX	KNKX
WLUM	KMYZ	KNNC	KNRX	KGDE
WFNX	KEGE	KROX	KICT	KAND
WQGE	KREV	WZRH	AND MORE	

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MANAGEMENT: BLENK BUTLER MANAGEMENT

Is Scarborough Fair?

■ Research shows a surprisingly favorable Alternative profile

Reviewing the results of Scarborough's findings among adults 18+ reveals a number of significant stats relating to the Alternative audience profile. (Index numbers represent the relation of Alternative audience percentages to general population percentages.)

• The Basics: Who are Alternative listeners? Check out the numbers.

Alternative	General Audience	Population	Index
Male	58.7%	47.8%	123
Female	41.3%	52.2%	79
18-34	77.1%	35.8%	215
35-54	21.0%	38.2%	55
Income <\$25k	14.8%	23.3%	63
Income \$25k-\$50k	42.6%	42.2%	101
Income >\$50k	42.6%	34.5%	124
Education: Some College+	65.6%	53.9%	122
Employment: White Collar	55.4%	44.6%	124

• Autos — A Saab Story: Alternative listeners are more likely to purchase foreign cars, and Saab indexes highest at 167.

• Beverages — Just "Dew" It: Amongst the higher consumption of soft drinks as a whole, Mountain Dew indexes highest at 145. One thing is apparent — this audience needs a buzz, as the caffeine-free versions of Coke and Pepsi register low index figures of 83 and 71, respectively. Among beers, Alternative listeners go over the top for the South-of-the-border appeal of Corona, which indexes at 179.

• Activities — Making A "Racquet": As expected, this segment is very active. In the "Entertainment and Recreation Activities" category, racquetball indexes a smashing 211, tennis nets a 186, and golf isn't just the "sport of Kings" — Alternative listeners tee it up 42% more often than the average.

• Going Out — A "Concert"-ed Effort: The Alternative audience likes to go out. A lot. Rock concerts rule, performing at a whopping 223 index. Pro sports teams get great support from Alternative fans (131 index). Movies are big business for Alternative, too. Its listeners are 53% more likely to have attended 12 or more movies in the past three months! And they don't leave home without... cash — Alternative listeners' credit card usage indexes at a very average 102.

Check out full details of Scarborough's qualitative study in the Fall '96 R&R Ratings Report & Directory. Contact your Scarborough rep for details on forthcoming training seminars in your area.



Our findings show a complete and consistent pattern nationally that is telling an amazing story for Alternative.



programmers reach their audience. If you are doing a TV campaign, find the shows and dayparts that Alternative listeners are most likely to view. We can help determine which roads they are likely to travel for better billboard placement. We can show you which newspapers they are likely to read."

Still, isn't qualitative ultimately going to be used by sales? Not if you want the best possible station, Oglevee believes. "One of a PD's biggest trials is being confronted by sales with an inappropriate sales pro-


motion request. Using this information can help both determine what is meaningful to the audience. Sales can also utilize PDs to make a more informed, compelling presentation to advertisers."

Mocarsky adds that there's a need for more compelling presentations, stating, "Advertisers are bored with the typical rankers. They appreciate a deeper, more informed presentation. Having sales and programming departments voice a more aware and detailed analysis will help further strengthen Alternative's positive image."

Programmers who want to learn more about understanding and utilizing the data are being given the opportunity through a series of Scarborough seminars. According to Mocarsky, the seminars conducted thus far have been a resounding success. "Alternative PDs really get a kick out of finding out who their audience really is. They want to have a better first-hand understanding of who comprises the Alternative universe. As a newer format, there still is a lot to be discovered."

THE
R.E.M.
RADIO HOUR

A LIVE CONVERSATION WITH BERRY, BUCK, MILLS & STIPE



WORLD-WIDE SATELLITE BROADCAST
SUNDAY NOVEMBER 3
9-10 PM EASTERN STANDARD TIME
(6-7 PM PACIFIC STANDARD TIME)

ALL FOUR BAND MEMBERS WILL BE TAKING CALLS, ANSWERING QUESTIONS, AND SPINNING UNRELEASED TRACKS AS WELL AS NEW MUSIC FROM NEW ADVENTURES IN HI-FI. TO CARRY THIS BROADCAST OR FOR MORE INFORMATION, CALL GLOBAL SATELLITE NETWORK AT 818.906.1886.



GLOBAL
SATELLITE NETWORK

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NEW ADVENTURES IN HI-FI PRODUCED BY SCOTT LITT & R.E.M.

3W	2W	1W	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS				TOTAL STATIONS/ADDS
					TW	LW	2W	3W	
			1	SUBLIME What I Got (<i>Gasoline Alley/MCA</i>)	2888	2833	2768	2461	89/0
1	2	2	2	EELS Novocaine For The Soul (<i>DreamWorks/Geffen</i>)	2747	2786	2767	2721	89/0
24	5	3	3	COUNTING CROWS Angels Of The Silences (<i>DGC/Geffen</i>)	2539	2417	2124	1110	91/0
4	4	4	4	SOCIAL DISTORTION I Was Wrong (<i>550 Music</i>)	2386	2361	2277	2166	91/1
BREAKER			5	BUSH Swallowed (<i>Trauma/Interscope</i>)	2300	657	—	—	85/24
30	21	8	6	R.E.M. Bittersweet Me (<i>Warner Bros.</i>)	2218	1885	1364	957	90/2
8	6	6	7	SMASHING PUMPKINS Muzzle (<i>Virgin</i>)	1976	2000	2021	1861	76/0
9	7	7	8	SHERYL CROW If It Makes You Happy (<i>A&M</i>)	1976	1925	1979	1855	73/0
25	18	12	9	CAKE The Distance (<i>Capricorn/Mercury</i>)	1934	1758	1420	1090	86/2
18	13	9	10	PEARL JAM Hail, Hail (<i>Epic</i>)	1873	1840	1667	1327	82/5
48	28	18	11	NO DOUBT Don't Speak (<i>Trauma/Interscope</i>)	1859	1525	1076	555	83/6
2	3	5	12	311 Down (<i>Capricorn/Mercury</i>)	1816	2264	2484	2636	66/0
12	12	13	13	NIRVANA Aneurysm (<i>DGC/Geffen</i>)	1677	1679	1678	1631	79/0
27	22	17	14	LEMONHEADS If I Could Talk I'd Tell You (<i>Tag/Atlantic</i>)	1556	1534	1359	1046	82/4
10	10	10	15	REPUBLICA Ready To Go (<i>RCA</i>)	1554	1785	1806	1817	72/0
19	23	19	16	FUN LOVIN' CRIMINALS Scooby Snacks (<i>EMI</i>)	1549	1480	1351	1265	76/0
17	17	16	17	WEEZER El Scorcho (<i>DGC/Geffen</i>)	1543	1562	1532	1420	87/1
20	19	21	18	LOCAL H Bound For The Floor (<i>Island</i>)	1532	1463	1403	1234	76/6
13	14	15	19	GEGGY TAH Whoever You Are (<i>Luaka Bop/WB</i>)	1480	1618	1667	1587	69/0
—	49	25	20	STONE TEMPLE PILOTS Lady Picture Show (<i>Atlantic</i>)	1478	1068	542	347	77/8
11	9	11	21	WALLFLOWERS 6th Avenue Heartache (<i>Interscope</i>)	1456	1785	1820	1777	63/0
23	24	23	22	BECK Devils Haircut (<i>DGC/Geffen</i>)	1412	1358	1327	1200	77/2
7	8	14	23	BETTER THAN EZRA King Of New Orleans (<i>Swell/Elektra/EEG</i>)	1248	1628	1874	2036	51/0
—	43	29	24	SOUNDGARDEN Blow Up The Outside World (<i>A&M</i>)	1224	1009	591	347	65/6
29	27	24	25	TOOL Stinkfist (<i>Zoo</i>)	1222	1159	1098	996	81/0
39	30	26	26	TONIC Open Up Your Eyes (<i>Polydor/A&M</i>)	1189	1058	957	785	62/5
5	11	20	27	SOUNDGARDEN Burden In My Hand (<i>A&M</i>)	1145	1471	1780	2158	48/1
14	16	22	28	STABBING WESTWARD Shame (<i>Columbia</i>)	1026	1378	1600	1539	54/0
BREAKER			29	MARILYN MANSON The Beautiful People (<i>Nothing/Interscope</i>)	1006	999	862	830	74/2
35	31	31	30	ALANIS MORISSETTE Head Over Feet (<i>Maverick/Reprise</i>)	987	997	879	807	37/2
41	33	33	31	LEAH ANDREONE It's Alright, It's O.K. (<i>RCA</i>)	923	912	855	760	52/2
43	36	35	32	CHALK FARM Lie On Lie (<i>Columbia</i>)	857	798	735	650	47/1
—	—	50	33	KULA SHAKER Tattva (<i>Columbia</i>)	848	477	138	39	62/15
45	37	36	34	PHISH Free (<i>Elektra/EEG</i>)	843	780	729	580	49/2
46	41	39	35	HEADS Damage I've Done (<i>Radioactive/MCA</i>)	828	727	622	572	57/2
—	—	47	36	311 All Mixed Up (<i>Capricorn/Mercury</i>)	794	551	355	235	58/12
—	—	41	37	LUSCIOUS JACKSON Naked Eye (<i>Grand Royal/Capitol</i>)	793	679	441	172	52/6
15	25	28	38	POE Angry Johnny (<i>Modern/Atlantic</i>)	773	1022	1302	1506	38/0
21	26	32	39	ALICE IN CHAINS Over Now (<i>Columbia</i>)	752	944	1128	1227	32/0
47	39	40	40	IGGY POP Lust For Life (<i>Capitol</i>)	719	686	648	566	46/0
—	—	43	41	CRANBERRIES When You're Gone (<i>Island</i>)	714	652	423	64	57/4
22	29	37	42	BUTTHOLE SURFERS Pepper (<i>Capitol</i>)	698	773	1032	1214	38/0
50	42	45	43	SCREAMING TREES Sworn And Broken (<i>Epic</i>)	681	622	601	506	46/0
DEBUT			44	PRESIDENTS OF THE UNITED... Mach 5 (<i>Columbia</i>)	639	19	—	—	64/60
40	34	38	45	WILD COLONIALS Charm (<i>DGC/Geffen</i>)	639	759	781	774	40/0
16	20	27	46	SEBADOH Ocean (<i>Sub Pop</i>)	637	1045	1390	1422	35/0
—	50	46	47	FACE TO FACE I Won't Lie Down (<i>A&M</i>)	590	559	512	345	52/2
34	38	44	48	GARBAGE Stupid Girl (<i>Almo Sounds/Geffen</i>)	571	634	686	816	36/0
DEBUT			49	FIONA APPLE Shadowboxer (<i>Work</i>)	559	383	254	221	39/4
6	15	34	50	R.E.M. E-Bow The Letter (<i>Warner Bros.</i>)	484	852	1643	2063	31/0

This chart reflects airplay from October 14-20. Songs ranked by total plays. Highlighted songs indicate Breaker. 95 Alternative reporters. 94 current playlists. Songs below No. 25 are moved to recurrent after 26 weeks. © 1996, R&R Inc.

BREAKERS

BUSH		CHART
Swallowed (<i>Trauma/Interscope</i>)		5
TOTAL PLAYS/INCREASE	TOTAL STATIONS/ADDS	
2300/1643	85/24	

MARILYN MANSON		CHART
The Beautiful People (<i>Nothing/Interscope</i>)		29
TOTAL PLAYS/INCREASE	TOTAL STATIONS/ADDS	
1006/7	74/2	

MOST ADDED

ARTIST TITLE LABEL(S)	ADDS
PRESIDENTS OF THE UNITED... Mach 5 (<i>Columbia</i>)	60
BUSH Swallowed (<i>Trauma/Interscope</i>)	24
GARBAGE Supervixen (<i>Almo Sounds/Geffen</i>)	22
KULA SHAKER Tattva (<i>Columbia</i>)	15
311 All Mixed Up (<i>Capricorn/Mercury</i>)	12
SEMISONIC F.N.T. (<i>MCA</i>)	12
DANZIG Sacrifice (<i>Hollywood</i>)	11
FOUNTAINS OF WAYNE Radiation Vibe (<i>Tag/Atlantic</i>)	9
KORN No Place To Hide (<i>Immortal/Epic</i>)	9
RED HOT CHILI PEPPERS Love Rollercoaster (<i>Geffen</i>)	8
STONE TEMPLE PILOTS Lady Picture Show (<i>Atlantic</i>)	8



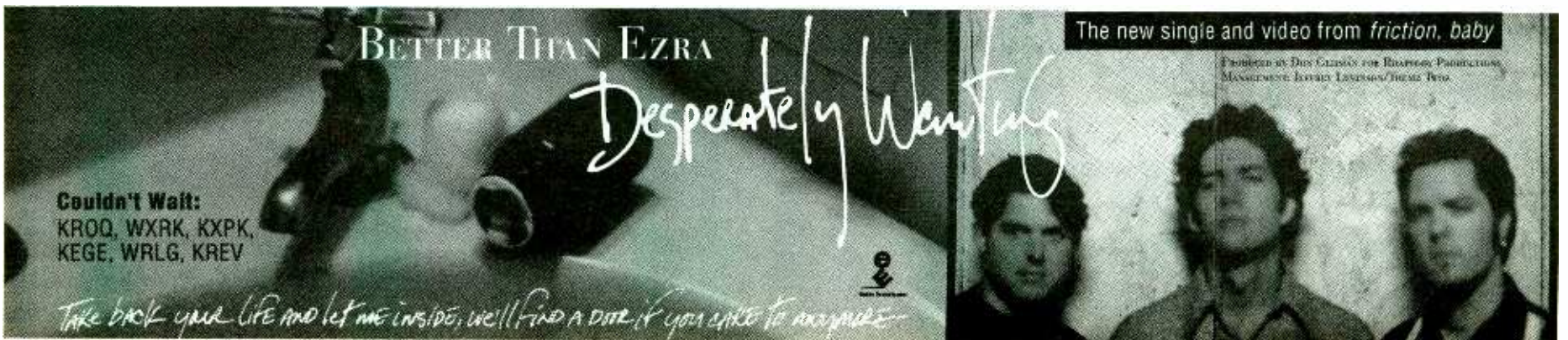
MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
BUSH Swallowed (<i>Trauma/Interscope</i>)	+1643
PRESIDENTS OF THE UNITED... Mach 5 (<i>Columbia</i>)	+620
STONE TEMPLE PILOTS Lady Picture Show (<i>Atlantic</i>)	+410
KULA SHAKER Tattva (<i>Columbia</i>)	+371
NO DOUBT Don't Speak (<i>Trauma/Interscope</i>)	+334
R.E.M. Bittersweet Me (<i>Warner Bros.</i>)	+333
311 All Mixed Up (<i>Capricorn/Mercury</i>)	+243
SOUNDGARDEN Blow Up The Outside World (<i>A&M</i>)	+215
FIONA APPLE Shadowboxer (<i>Work</i>)	+176
CAKE The Distance (<i>Capricorn/Mercury</i>)	+176

HOTTEST RECURRENTS

ARTIST TITLE LABEL(S)
STONE TEMPLE PILOTS Trippin' On A Hole In... (<i>Atlantic</i>)
NO DOUBT Spiderwebs (<i>Trauma/Interscope</i>)
PRIMITIVE RADIO GODS Standing Outside... (<i>Ergo/Columbia</i>)
DISHWALLA Counting Blue Cars (<i>A&M</i>)
SMASHING PUMPKINS Tonight, Tonight (<i>Virgin</i>)
BECK Where It's At (<i>DGC/Geffen</i>)
EVERCLEAR Santa Monica (Watch The World) (<i>Capitol</i>)
BUSH Machinehead (<i>Trauma/Interscope</i>)
JEWEL Who Will Save Your Soul (<i>Atlantic</i>)
SPACEHOG In The Meantime (<i>HiFi/Sire/EEG</i>)

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.



**“When somebody cumes
your station, how will they
know it’s Alternative?”**



Orbital

“THE BOX”

- | | | | | |
|-------------|-------------|-------------|----------------|---------------|
| 99X | KROQ | X96 | LIVE105 | WERX |
| WKRO | WNTX | KTCL | WBCN | GROOVE |
| WOXY | KDEO | XHRM | KNDD | RADIO |



ALTERNATIVE REPORTERS

Stations and their adds listed alphabetically by market

<p>WEQX/Albany, NY PD: Ian Harrison APD/MD: Marc Alghini 10 PRESIDENTS OF "Mach" PEARL JAM "Hail" PATTI ROTHBERG "Treat" SEBADOH "Willing" PURE "Anna" BOMB THE BASS "Empire"</p> <p>WQBK/Albany, NY OM/MD: Dan Binder MD: Kelly McNamara STONE TEMPLE PILOTS "Lady" DANZIG "Sacrifice" BECK "Devils" GARBAGE "Supervixen" PRESIDENTS OF "Mach" PEARL JAM "Hail" HEADS "Indie"</p> <p>KTEG/Albuquerque, NM PD: Sandy Horowitz MD: Mark Copeland MORCHEEBA "Trigger" TONIC "Eyes" NO DOUBT "Speak" PRESIDENTS OF "Mach" RED HOT CHILI "Love"</p> <p>WNNX/Atlanta, GA PD: Brian Phillips APD: Leslie Fram MD: Sean Demery 16 METALLICA "Day" 11 ORBITAL "Box" PRESIDENTS OF "Mach" LUSCIOUS JACKSON "Naked"</p> <p>WJSE/Atlantic City, NJ OM/MD: Dave King GARBAGE "Supervixen" BUSH "Swallowed" MATCHBOX 20 "Long" 311 "Mixed" FOUNTAINS OF WAYNE "Radiation" KORN "Place" GRAVITY KILLS "Enough"</p> <p>WCHZ/Augusta, GA OM/MD: Eric Hall APD: Todd Haller MD: Jay Bradley 15 PRESIDENTS OF "Mach" RUSTED ROOT "Sister" ALICE IN CHAINS "Would" FIONA APPLE "Shadowbox"</p> <p>KNNC/Austin, TX APD: Kim Soliz MD: Andy Meadors No Adds</p> <p>KROX/Austin, TX PD: Sara Trexler APD/MD: Lloyd Hocutt 5 MAZZY STAR "December" 3 MATCHBOX 20 "Long" DANZIG "Sacrifice" GARBAGE "Supervixen"</p> <p>WGRG/Binghamton, NY PD/MD: Steve Gilinsky 13 311 "Mixed" 11 STONE TEMPLE PILOTS "Lady" 4 PEARL JAM "Hail" 1 PRESIDENTS OF "Mach" BUSH "Swallowed" GARBAGE "Supervixen" SEMISONIC "F.N.T."</p> <p>WRAX/Birmingham, AL PD: Dave Rossi MD: Hurricane Shane 17 ALANIS MORISSETTE "Head" 10 VALLEJO "Just" 5 BUSH "Swallowed" PRESIDENTS OF "Mach" SUPERDRAG "Major" DANZIG "Sacrifice" KORN "Place" MARILYN MANSON "People"</p> <p>WBCN/Boston, MA VP/Programming: Oedipus MD: Carter Alan APD: Steven Strick PRESIDENTS OF "Mach"</p> <p>WFXN/Boston, MA PD: Bill Glasser MD: Laurie Gail 32 PRESIDENTS OF "Mach" SEMISONIC "F.N.T." DEFTONES "Words" HEADS "Indie" TRACY BONHAM "Sharks" CJ BOLLAND "Sweetie" GIRLS AGAINST BOYS "Disco" JOHNNY BRAVO "Daughters"</p>	<p>KQXR/Boise, ID PD: Dan McColly MD: Tim Johnstone 10 GARBAGE "Supervixen" KULA SHAKER "Tatva" STONE TEMPLE PILOTS "Lady" SOUNDGARDEN "Blow" SOUNDGARDEN "Blow"</p> <p>WEDG/Buffalo, NY MD: Rich Wall 10 PRESIDENTS OF "Mach" SOUNDGARDEN "Blow" STONE TEMPLE PILOTS "Lady" KULA SHAKER "Tatva"</p> <p>WBTV/Burlington, VT PD: Stephanie Hindley MD: Steve Picard 32 PRESIDENTS OF "Mach" 15 LUSCIOUS JACKSON "Naked" 1 FOUNTAINS OF WAYNE "Radiation" RED HOT CHILI "Love"</p> <p>WPGU/Champaign, IL PD: Ben Ponzio MD: Jacent Jackson 19 BUSH "Swallowed" 12 PRESIDENTS OF "Mach" 9 311 "Mixed" 8 BODEANS "Hurt" 7 FIONA APPLE "Shadowbox" 2 MAZZY STAR "December" SUPERDRAG "Major" SEMISONIC "F.N.T."</p> <p>WEND/Charlotte, NC PD: Jack Daniel MD: Kim Monroe 12 BUSH "Swallowed" 7 PRESIDENTS OF "Mach" FOUNTAINS OF WAYNE "Radiation" STONE TEMPLE PILOTS "Lady" NO DOUBT "Speak" WEEZER "Scooby"</p> <p>WKQX/Chicago, IL PD: Bill Gamble APD/MD: Mary Shuminas LEMONHEADS "Cold" RED HOT CHILI "Love"</p> <p>WAQZ/Cincinnati, OH PD/MD: Matthew Harris APD: Sterling Schlessler 11 PRESIDENTS OF "Mach" 7 SOUL COUGHING "Soundtrack" SUPERDRAG "Major" BLACK 47 "Suede" SEMISONIC "F.N.T."</p> <p>WOXY/Cincinnati, OH PD: Dave Tellmann MD: Dorsie Fyffe 10 SOUL COUGHING "Collapse" 3 BECK "Hollow" 2 POSIES "Richie" 2 WEDDING PRESENT "Snake" 2 LAZY "Cut" 2 ROBYN "Hitchcock" 1 FIONA APPLE "Crumbel" 1 HEADS "Indie" 1 BRENDAN BENSON "Pretty" 1 VALLEJO "Just" 1 SKOLD "Neverland" 1 METAL MULISHA "Orange" 1 JACKOPIECE "Sun" 1 SUZANNE VEGA "Birth-day" 1 RED FIVE "Turn" 1 ASHLEY MACISAAC "Glenorchy" 1 THROWING MUSES "Tar" 1 DRAG "Fat"</p> <p>WENZ/Cleveland, OH MD: Sean Robertson 15 PRESIDENTS OF "Mach" 311 "Mixed" GARBAGE "Supervixen" LEAH ANDREONE "Alright"</p> <p>WMMS/Cleveland, OH PD: Bob Neumann MD: Bob Neumann NO DOUBT "Speak" STIR "Looking"</p> <p>WWCD/Columbus, OH PD: Jane Purcell MD: Andy Davis 5 BUSH "Swallowed" MORCHEEBA "Trigger"</p> <p>KDGE/Dallas, TX PD: Joel Folger MD: Mike Peer 6 BT "Skies" CRANBERRIES "Gone" RADISH "Arctica"</p> <p>WXEG/Dayton, OH PD: Jeff Stevens MD: Allen Rants PRESIDENTS OF "Mach" GARBAGE "Supervixen" GRAVITY KILLS "Enough" PURE "Anna" DISHWALLA "Parents"</p>	<p>WKRO/Daytona Beach, FL PD: Taft Moore MD: Della Rae 23 BUSH "Swallowed" 4 GARBAGE "Supervixen" 4 FOUNTAINS OF WAYNE "Radiation" 3 LEAH ANDREONE "Alright" 3 PRESIDENTS OF "Mach"</p> <p>KTCL/Denver, CO PD: John Hayes MD: Rich Wall 7 CJ BOLLAND "Sweetie" 6 ASH "Mars" 6 SEMISONIC "F.N.T." 5 PRESIDENTS OF "Mach" 3 PENNY NEEDLE "Lemming" KOMEDA "Boogie"</p> <p>KKDM/Des Moines, IA PD: J. Michael McCoy MD: Sophia John STONE TEMPLE PILOTS "Lady" PRESIDENTS OF "Mach" ENIGMA "Invisible" NO MERCY "Where"</p> <p>CIMX/Detroit, MI Program Mgr: Murray Brookshaw PD/MD: Vince Cannova 61 SOUNDGARDEN "Burden" 4 LEMONHEADS "Cold" KORN "Place"</p> <p>WHYT/Detroit, MI PD: Gareth Michaels MD: Alex Tear 15 BUSH "Swallowed" 5 CAKE "Distance"</p> <p>KNRQ/Eugene, OR PD: Stu Allen MD: Jared Aman BUSH "Swallowed" PURE "Anna" FLORTR "Sad"</p> <p>KFRF/Fresno, CA PD: Don O'Neal R.E.M. "Me" LEMONHEADS "Cold" SOUNDGARDEN "Blow"</p> <p>WEJF/Ft. Wayne, IN PD: Sean Smyth MD: Weasel 3 311 "Mixed" 2 PRESIDENTS OF "Mach" 1 DANZIG "Sacrifice" 1 KULA SHAKER "Tatva"</p> <p>WGRD/Grand Rapids, MI PD: Allan Fee 32 R.E.M. "Me" PRESIDENTS OF "Mach" KULA SHAKER "Tatva" FOUNTAINS OF WAYNE "Radiation" CRASH TEST DUMMIES "Liked"</p> <p>WXNR/Greenville, NC PD: B. K. Kirkland MD: Ali Taylor SOCIAL DISTORTION "Wrong" WHY STORE "Father"</p> <p>WQXA/Harrisburg, PA PD: John Moschitta MD: Scott McFadden 2 PRESIDENTS OF "Mach" 311 "Mixed"</p> <p>KDEO/Honolulu, HI PD: Norm Winter MD: Don Lips Fugiyama 20 CHICKEN POX "Running" 13 NAS "Street" 12 LUSH "Cap" 12 LUSH "500" 12 MU 330 "La" 10 BABY FOX "Curlylocks" 10 DJ HONDA "Straight" 8 DANZIG "Sacrifice" 8 GOUD'S THUMB "29" 8 GARBAGE "Supervixen"</p> <p>KPOI/Honolulu, HI PD: Brock Whaley MD: Nikki Basque 10 BUSH "Swallowed" 10 PRESIDENTS OF "Mach" DANZIG "Sacrifice" GRAVITY KILLS "Enough" KTBZ/Houston, TX PD: Steve Robison MD: David Sadol 6 PRESIDENTS OF "Mach" 5 BUTTHOLE SURFERS "Angie" STONE TEMPLE PILOTS "Lady"</p> <p>WRZX/Indianapolis, IN PD: Scott Jameson MD: Michael Young METALLICA "Day" DISHWALLA "Parents"</p>	<p>WPLA/Jacksonville, FL PD: Jim Randall APD: Beaner MD: Greg Brady 14 BUSH "Swallowed" PRESIDENTS OF "Mach" PHISH "Tree" DAVE MATTHEWS BAND "Crash" GRAVITY KILLS "Enough"</p> <p>KISF/Kansas City, MO PD: Jon Anthony MD: Jason Justice LUSCIOUS JACKSON "Naked" THEY MIGHT BE GIANTS "S-E-X-X-Y" SOUNDGARDEN "Blow"</p> <p>KLZR/Kansas City, MO PD: Roger The Dodger MD: Bob Osburn 16 PRESIDENTS OF "Mach" GARBAGE "Supervixen" MAZZY STAR "December" WILCO "Outcaste" MORCHEEBA "Trigger"</p> <p>WNFZ/Knoxville, TN OM/MD: Jonathan Pirkle PD/MD: Vince Cannova 24 STONE TEMPLE PILOTS "Lady" 23 GARBAGE "Supervixen" 23 KORN "Place" MAZZY STAR "December" CRANBERRIES "Gone" PRESIDENTS OF "Mach" BUSH "Swallowed"</p> <p>WWDX/Lansing, MI PD: Mike Childs MD: Chris Brunt 8 311 "Mixed" 5 ALANIS MORISSETTE "Head"</p> <p>KEDG/Las Vegas, NV PD: John Griffin MD: Freddy Snakeskin PEARL JAM "Hail" SKOLD "Neverland" 311 "Mixed"</p> <p>KXTE/Las Vegas, NV PD: Chris Ripley MD: Sean Smyth DESCENDENTS "One" FALLURE "Stuck" KULA SHAKER "Tatva" RED HOT CHILI "Love"</p> <p>WXZZ/Lexington, KY PD: Dennis Dillon MD: Brad Hart 15 BUSH "Swallowed" 11 PRESIDENTS OF "Mach" GARBAGE "Supervixen" LOCAL H "Bound" GRAVITY KILLS "Enough"</p> <p>WLIR/Long Island, NY PD: Ted Taylor MD: Shelley Miller LUSCIOUS JACKSON "Naked" SHAWN COLVIN "House" HOOTIE & BLOWFISH "Sad"</p> <p>KROQ/Los Angeles, CA PD: Kevin Weatherly APD: Gene Sandbloom MD: Lisa Worden 5 PRESIDENTS OF "Mach" ORBITAL "Box" BLOODWOUND "Burn"</p> <p>WMAD/Madison, WI PD: Pat Frawley APD/MD: Trevor Scott BECK "Devils" CAKE "Distance"</p> <p>WRXQ/Memphis, TN PD: Tony Williams MD: Diana Gee No Adds</p> <p>WCLUM/Milwaukee, WI PD: Tommy Wilde MD: Zerrin Bulut 7 PRESIDENTS OF "Mach" FIONA APPLE "Shadowbox"</p> <p>KEGE/Minneapolis, MN PD: John Lassman MD: Wade Linder 22 PRESIDENTS OF "Mach" 18 BETTER THAN EZRA "Wanting" 18 GARBAGE "Supervixen" 5 MAZZY STAR "December"</p> <p>KREV/Minneapolis, MN PD: Kevin Cole MD: Shawn Stewart 18 PRESIDENTS OF "Mach" GARBAGE "Supervixen" LOCAL H "Bound" BETTER THAN EZRA "Wanting" SEMISONIC "F.N.T."</p>	<p>WHTG/Monmouth-Ocean, NJ PD: T.J. Bryan 6 BETTER THAN EZRA "Wanting" 6 SEMISONIC "F.N.T." 6 PATTI ROTHBERG "Treat" 5 DISHWALLA "Parents"</p> <p>WRLG/Nashville, TN OM: John Lenac PD: Julie Forman MD: Kevin Kline 40 PRESIDENTS OF "Mach" LOCAL H "Bound" BETTER THAN EZRA "Wanting" RED HOT CHILI "Love"</p> <p>WZRH/New Orleans, LA PD: Jack Snyder MD: Darren Gauthier 8 MAZZY STAR "December" ASH "Mars" GARBAGE "Supervixen" SEMISONIC "F.N.T." WILCO "Outcaste" MORCHEEBA "Trigger"</p> <p>WXRK/New York, NY APD/MD: Alexa Tobin 9 PRESIDENTS OF "Mach" 2 FOUNTAINS OF WAYNE "Radiation"</p> <p>WROX/Norfolk, VA PD: Perry Stone APD/MD: Al Mitchell KULA SHAKER "Tatva" LUSCIOUS JACKSON "Naked" PRESIDENTS OF "Mach" TONIC "Eyes"</p> <p>KGEO/Omaha, NE PD: Lynn Barstow MD: John Stewart 30 BUSH "Swallowed" 16 PRESIDENTS OF "Mach" 2 DANZIG "Sacrifice" FAILURE "Stuck" DAVE MATTHEWS BAND "Crash" PLACEBO "Degrades"</p> <p>KNRX/Oklahoma City, OK PD: Mike McCoy MD: Geno Pearson 9 PRESIDENTS OF "Mach" DESCENDENTS "One" KULA SHAKER "Tatva" GARBAGE "Supervixen" SEMISONIC "F.N.T."</p> <p>WDRE/Philadelphia, PA OM: Jim McGuinn CD-MD: Marilyn Russell CO-MD: Preston Elliot 12 ALICE IN CHAINS "Would" 5 PRESIDENTS OF "Mach" 5 311 "Mixed" 1 DEFTONES "Words" CRANBERRIES "Gone" KORN "Place"</p> <p>KEDJ/Phoenix, AZ PD: Shelle Hart MD: Chris Patk 36 PRESIDENTS OF "Mach"</p> <p>KZON/Phoenix, AZ PD: Bill Pugh MD: Erika Smith No Adds</p> <p>WXDX/Pittsburgh, PA PD: Ali Castellini MD: Lenny Diana 33 PEARL JAM "Hail" KULA SHAKER "Tatva" LEMONHEADS "Cold"</p> <p>WCYV/Portland, ME PD: Herb Ivy MD: Brian James 12 PRESIDENTS OF "Mach" 11 SOUNDGARDEN "Blow" 11 BUSH "Swallowed" 11 RUSTIC OVERTONES "Darryl" 11 LUSCIOUS JACKSON "Naked" FRISIDE "Kilom"</p> <p>KNRK/Portland, OR PD: Mark Hamilton MD: Matt Souther 17 PRESIDENTS OF "Mach" 10 DESCENDENTS "One" TONIC "Eyes" FOUNTAINS OF WAYNE "Radiation" PATTI ROTHBERG "Treat" BLESSSED ETHEL "Veronica"</p> <p>WDST/Poughkeepsie, NY PD: Dave Leonard APD: Dave Doud MD: Nic Harcourt No Adds</p>	<p>WBRU/Providence, RI PD: Tim Schiavelli MD: Matt Maloney 22 PRESIDENTS OF "Mach" 311 "Mixed" CARDIGANS "Lovefool" KORN "Place" MAZZY STAR "December"</p> <p>WDGE/Providence, RI PD/MD: Brent Petersen APD: John Allers 12 PRESIDENTS OF "Mach" 1 DANZIG "Sacrifice" CRANBERRIES "Gone" 311 "Mixed" KULA SHAKER "Tatva" DEFTONES "Words"</p> <p>KORB/Quad Cities, IA PD: Steve Gunner 15 BUSH "Swallowed" PHISH "Tree" KULA SHAKER "Tatva" GARBAGE "Supervixen" SEMISONIC "F.N.T." PRESIDENTS OF "Mach"</p> <p>KRZQ/Reno, NV PD: Rob "Blaze" Brooks 3 PRESIDENTS OF "Mach" TONIC "Eyes" FOUNTAINS OF WAYNE "Radiation"</p> <p>WBZU/Richmond, VA PD: J.J. Quest MD: Mike Scott 18 PRESIDENTS OF "Mach" 5 WALLFLOWERS "Headlight" STONE TEMPLE PILOTS "Lady" DISHWALLA "Parents"</p> <p>KCXX/Riverside, CA PD: Chuck Summers MD: Dwight Arnold 1 HEADS "Damage" PATTI ROTHBERG "Treat" SEMISONIC "F.N.T."</p> <p>WNVE/Rochester, NY PD/MD: Erick Anderson PRESIDENTS OF "Mach"</p> <p>KWDO/Sacramento, CA PD/MD: Alex Casper 18 PRESIDENTS OF "Mach"</p> <p>KPNT/St. Louis, MO PD: Alex Luke APD: Eric Schmidt MD: Tim Virgin 16 PRESIDENTS OF "Mach" 3 KORN "Place" FIONA APPLE "Shadowbox" FACE TO FACE "Lie"</p> <p>KXRK/Salt Lake City, UT APD: & Prog.: Mike Summers MD: Sean Ziebart 8 DANZIG "Sacrifice" LOCAL H "Bound" CRANBERRIES "Gone"</p> <p>XHRM/San Diego, CA MD: Brynn Capella 12 PATTI ROTHBERG "Treat" 10 PEARL JAM "Smile" 9 GRAVITY KILLS "Enough" 7 NO DOUBT "Speak" 5 BUSH "Swallowed" PRESIDENTS OF "Mach" 3 KULA SHAKER "Tatva" 3 BT "Skies" 2 GARBAGE "Supervixen" 1 HEADS "Damage" 1 SUPERDRAG "Major"</p> <p>XTRA/San Diego, CA OM: Tim Dukes MD: Chris Muckley 16 PRESIDENTS OF "Mach" 9 LOCAL H "Bound" 8 GARBAGE "Supervixen" 6 BT "Skies" 2 DEFTONES "Words"</p> <p>KITS/San Francisco, CA VP/Programming: Richard Sands MD: Roland West 14 RED HOT CHILI "Love" 12 NO DOUBT "Speak" PRESIDENTS OF "Mach" 311 "Mixed"</p> <p>KOME/San Jose, CA OM: Ron Nenni PD/MD: Jay Taylor 20 PRESIDENTS OF "Mach" 19 FOUNTAINS OF WAYNE "Radiation" 11 RED HOT CHILI "Love" KORN "Place"</p>	<p>KJEE/Santa Barbara, CA GM/MD: Eddie Gutierrez MD: Deanne Saffren 11 BUSH "Swallowed" 8 DESCENDENTS "One" 2 KULA SHAKER "Tatva"</p> <p>KNDD/Seattle, WA PD: Rick Lambert MD: Marco Collins 33 BUSH "Swallowed" 12 RED HOT CHILI "Love" 1 ASHLEY MACISAAC "Mapple" 1 DANZIG "Sacrifice" TONIC "Eyes"</p> <p>WHMP/Springfield, MA PD: Adam Wright MD: Nick Danjer 10 PRESIDENTS OF "Mach" 7 BUSH "Swallowed" GARBAGE "Supervixen" SEMISONIC "F.N.T." GOLDFINGER "Pictures" MORCHEEBA "Trigger"</p> <p>KTOZ/Springfield, MO MD: Julie Bahre SOUNDGARDEN "Blow" KULA SHAKER "Tatva" PRESIDENTS OF "Mach" DESCENDENTS "One" GIFS "Smile"</p> <p>WKRL/Syracuse, NY PD: Mimi Griswold 13 BUSH "Swallowed" KORN "Place" GARBAGE "Supervixen" PRESIDENTS OF "Mach" CHALK FARM "Le" FACE TO FACE "Lie"</p> <p>WXSX/Tallahassee, FL PD: Rick Schmidt APD: Evan Delaney MD: Chaz 6 GARBAGE "Supervixen" 4 LOCAL H "Bound" 4 DANZIG "Sacrifice"</p> <p>KFMA/Tucson, AZ PD: Suzie Dunn No Adds</p> <p>KMYZ/Tulsa, OK PD: Paul Krieger MD: Jane Shasserre 39 BUSH "Swallowed" 32 PRESIDENTS OF "Mach" 6 BETTER THAN EZRA "Wanting" KULA SHAKER "Tatva"</p> <p>WHFS/Washington, DC PD: Robert Benjamin APD: Bob Waugh MD: Pat Ferrise PRESIDENTS OF "Mach" WALLFLOWERS "Headlight" WEEZER "Good"</p> <p>WPBZ/West Palm Beach, FL PD: Amy Doyle MD: Robert English PRESIDENTS OF "Mach" PEARL JAM "Hail" NO DOUBT "Speak"</p> <p>KICT/Wichita, KS PD: Ron Eric Taylor MD: Sherry McKinnon 12 BUSH "Swallowed" 6 PRESIDENTS OF "Mach" MARILYN MANSON "People" GARBAGE "Supervixen" DAVE MATTHEWS BAND "Crash" POE "Hello" PATTI ROTHBERG "Treat" PURE "Anna"</p>
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95 Total Reporters
95 Current Reporters
94 Current Playlists

Reported Frozen Playlist (1):
WMRQ/Hartford, CT

NEW & ACTIVE

DISHWALLA Charlie Brown's Parents (A&M) Total Plays: 440, Total Stations: 30, Adds: 4	CRASH TEST DUMMIES He Liked To Feel It (Arista) Total Plays: 310, Total Stations: 20, Adds: 1	MAZZY STAR Flowers In December (Capitol) Total Plays: 175, Total Stations: 21, Adds: 7
KORN No Place To Hide (Immortal/Epic) Total Plays: 425, Total Stations: 45, Adds: 9	MATCHBOX 20 Long Day (Lava/Atlantic) Total Plays: 306, Total Stations: 21, Adds: 2	FOUNTAINS OF WAYNE Radiation Vibe (Tag/Atlantic) Total Plays: 168, Total Stations: 21, Adds: 9
METALLICA Hero Of The Day (Elektra/EEG) Total Plays: 381, Total Stations: 22, Adds: 2	PURE Anna (Mammoth/Atlantic) Total Plays: 292, Total Stations: 26, Adds: 4	GARBAGE Supervixen (Almo Sounds/Geffen) Total Plays: 166, Total Stations: 31, Adds: 22
ALICE IN CHAINS Would? (Columbia) Total Plays: 349, Total Stations: 17, Adds: 2	THEY MIGHT BE GIANTS S-E-X-X-Y (Elektra/EEG) Total Plays: 263, Total Stations: 19, Adds: 1	DESCENDENTS I'm The One (Epitaph) Total Plays: 158, Total Stations: 17, Adds: 5
WHY STORE Father (Way Cool Music/MCA) Total Plays: 348, Total Stations: 24, Adds: 1	GOUD'S THUMB 29 (Criticque) Total Plays: 262, Total Stations: 21, Adds: 1	SUPERDRAG Destination Ursa Major (Elektra/EEG) Total Plays: 157, Total Stations: 17, Adds: 4
BARENAKED LADIES The Old Apartment (Reprise) Total Plays: 326, Total Stations: 16, Adds: 0	CARDIGANS Lovefool (Mercury) Total Plays: 188, Total Stations: 13, Adds: 2	PATTI ROTHBERG Treat Me Like Dirt (EMI) Total Plays: 145, Total Stations: 18, Adds: 6
GRAVITY KILLS Enough (TVT) Total Plays: 319, Total Stations: 33, Adds: 6	DANZIG Sacrifice (Hollywood) Total Plays: 183, Total Stations: 27, Adds: 11	

Songs ranked by total plays.

Four Leaf Clover
120 Minutes

From The New Album
HOT SAKI AND BEDTIME STORIES

New Adds: **WROX, KTEG**

Already On: **Q101, WOXY, KNNC, KIOC, KDEO, REV 105**

Contact: Gary Jay, John Perrone Or Zach Lanier At TVT Records
Phone: 212-979-6410 Fax: 212-979-6489
Management By Jaffe 212-869-6912

ALTERNATIVE PLAYLISTS

October 25, 1996 R&R • 89

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

MARKET #1
WXRK/New York
 (212) 750-0550
 Milkman/Tobin

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
37	38	35	38	37	NIRVANA/Aneurysm
27	32	35	37	37	SUBLIME/What I Got
12	26	34	37	37	SOUNDGARDEN/Blow Up...
21	36	35	37	37	COUNTING CROWS/Angels Ot...
36	40	37	36	36	311/Down
40	37	36	36	36	SMASHING PUMPKINS/Muzzle
14	18	25	32	32	BUSH/Slowdowed
14	18	25	32	32	STONE TEMPLE PILOTS/Lady Picture Show
14	18	25	32	32	CAKE/The Distance
34	38	35	28	28	LOCAL H/Bound For The Floor
35	28	27	27	27	SOCIAL DISTORTION/I Was Wrong
25	28	28	27	27	EELS/Novocaine For...
24	24	19	26	26	RAGE AGAINST.../People Of The Sun
22	26	26	26	26	ALICE IN CHAINS/Would?
21	23	23	23	23	POE/Angrly Johnny
21	23	23	23	23	311/All Mixed Up
15	20	21	21	21	PEARL JAM/Hail, Hail
31	31	20	21	21	METALLICA/Until It Sleeps
21	21	24	20	20	IGGY POP/Lust For Life
19	21	20	20	20	ALICE IN CHAINS/Over Now
20	21	20	20	20	METALLICA/Hero Of The Day
20	21	20	20	20	SOUNDGARDEN/Burden In My Hand
18	16	15	19	19	BETTER THAN EZRA/Desperately Wanting
18	16	15	19	19	R.E.M./Bow The Letter
17	21	13	13	13	SHERYL CROW/It Makes You...
15	21	19	19	19	PEARL JAM/Smile
8	17	26	17	17	REPUBLICA/Ready To Go
18	22	17	17	17	SPONGE/Have You Seen Mary
22	22	19	17	17	STABBING WESTWARD/Shame

MARKET #2
KROQ/Los Angeles
 (818) 567-1067
 Weatherly/Sandblom/
 Worden

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
40	38	38	40	40	SUBLIME/What I Got
36	38	38	39	39	SOCIAL DISTORTION/I Was Wrong
32	34	38	38	38	311/Down
30	29	38	38	38	SOUNDGARDEN/Blow Up...
36	42	37	38	38	NIRVANA/Aneurysm
35	30	36	36	36	NO DOUBT/Don't Speak
37	36	27	33	33	311/All Mixed Up
17	15	16	31	31	BUSH/Slowdowed
17	15	16	31	31	CAKE/The Distance
27	20	24	25	25	COUNTING CROWS/Angels Ot...
24	25	21	24	24	LOCAL H/Bound For The Floor
36	28	17	22	22	REPUBLICA/Ready To Go
21	22	22	22	22	SMASHING PUMPKINS/Muzzle
29	21	21	21	21	EELS/Novocaine For...
15	25	25	21	21	IGGY POP/Lust For Life
19	26	14	19	19	KULA SHAKER/Tatva
19	26	14	19	19	FOUNTAINS OF WAYNE/Radiation Vibe
6	19	14	14	14	STONE TEMPLE PILOTS/Lady Picture Show
7	14	14	14	14	TOOL/Stinkist
13	14	16	13	13	RAGE AGAINST.../People Of The Sun
6	21	13	13	13	BETTER THAN EZRA/Desperately Wanting
18	15	12	15	15	FUN LOVIN' CRIMINALS/Scooby Snacks
16	14	9	12	12	WILD COLONIALS/Charm
14	22	11	11	11	FIONA APPLE/Shadowboxer
13	11	11	11	11	R.E.M./Bittersweet Me
7	12	10	11	11	MARILYN MANSON/The Beautiful People
13	12	10	11	11	WALLFLOWERS/6th Avenue Heartache
13	12	10	11	11	PEARL JAM/Hail, Hail
6	7	6	6	6	WEezer/Free

MARKET #3
WKKQ/Chicago
 (312) 527-8348
 Gamble/Shuminas

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
28	33	33	43	43	BUSH/Slowdowed
28	33	33	43	43	SOUNDGARDEN/Blow Up...
20	28	24	43	43	NO DOUBT/Don't Speak
25	29	38	37	37	ALANIS MORISSETTE/Head Over Feet
55	56	49	33	33	SMASHING PUMPKINS/Muzzle
41	40	30	32	32	STABBING WESTWARD/Shame
14	22	31	31	31	NIRVANA/Aneurysm
8	17	29	29	29	FIONA APPLE/Shadowboxer
30	28	27	29	29	PEARL JAM/Hail, Hail
29	35	32	29	29	EELS/Novocaine For...
25	28	27	27	27	ALICE IN CHAINS/Would?
15	14	24	27	27	FUN LOVIN' CRIMINALS/Scooby Snacks
23	28	22	25	25	SHERYL CROW/It Makes You...
23	28	22	25	25	STONE TEMPLE PILOTS/Lady Picture Show
41	32	31	31	31	SUBLIME/What I Got
20	12	15	20	20	TOOL/Stinkist
20	12	15	20	20	BECK/DeVils Haircut
23	24	25	19	19	CAKE/The Distance
15	21	20	18	18	WEezer/Free
13	18	18	18	18	COUNTING CROWS/Angels Ot...
17	15	18	18	18	KORN/No Place To Hide
21	18	18	18	18	REPUBLICA/Ready To Go
21	26	17	17	17	DAVE MATTHEWS BAND/So Much To Say
20	18	22	17	17	SOCIAL DISTORTION/I Was Wrong
41	36	27	15	15	EGGY POP/Lust For Life
13	14	12	12	12	WALLFLOWERS/6th Avenue Heartache
9	12	12	12	12	WHY STORE/Father
8	12	12	12	12	KULA SHAKER/Tatva
16	12	8	10	10	IGGY POP/Lust For Life
7	10	6	10	10	PHISH/Free

MARKET #4
KITS/San Francisco
 (415) 512-1053
 Sands/West/Axelsen

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
21	31	26	29	29	SUBLIME/What I Got
5	13	29	29	29	BUSH/Slowdowed
5	5	29	28	28	REPUBLICA/Ready To Go
9	22	25	28	28	EGGY POP/Lust For Life
6	15	20	27	27	NIRVANA/Aneurysm
23	28	18	27	27	EELS/Novocaine For...
14	25	30	22	22	KULA SHAKER/Tatva
14	25	30	22	22	MORGHEBA/Trigger Hippie
14	25	30	22	22	FAILURE/Sluck On You
14	25	30	22	22	COUNTING CROWS/Angels Ot...
10	8	5	19	19	FUN LOVIN' CRIMINALS/Scooby
12	19	19	19	19	LUSCIOUS JACKSON/Naked Eye
17	18	17	18	18	BT/Blue Skies
13	22	18	17	17	LEMONHEADS/It I Could Talk...
12	20	19	17	17	FOUNTAINS OF WAYNE/Sink To The Bottom
12	20	19	17	17	STONE TEMPLE PILOTS/Lady Picture Show
5	10	20	16	16	R.E.M./Bittersweet Me
13	23	18	15	15	CAKE/The Distance
15	26	10	15	15	BECK/DeVils Haircut
18	30	20	15	15	ORBITAL/The Box
22	22	18	14	14	SOCIAL DISTORTION/I Was Wrong
5	5	5	14	14	UNDERWORLD/Born Slippy
11	20	18	14	14	RED HOT CHILI.../Love Rollercoaster
5	5	5	13	13	IGGY POP/Lust For Life
20	28	13	12	12	SEBADOH/Ocean
18	18	12	12	12	FIONA APPLE/Shadowboxer
5	12	12	12	12	DESCENDENTS/It's The One
5	12	12	12	12	CHRIS ISAK/Dancin'
5	12	12	12	12	NO DOUBT/Don't Speak

MARKET #5
WDRE/Philadelphia
 (215) 884-9400
 McGinn/Russel/Elliott

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
21	27	37	43	43	COUNTING CROWS/Angels Ot...
30	40	41	41	41	SUBLIME/What I Got
40	40	39	39	39	EELS/Novocaine For...
13	23	25	39	39	R.E.M./Bittersweet Me
39	42	38	39	39	STABBING WESTWARD/Shame
27	40	38	39	39	PEARL JAM/Hail, Hail
39	39	41	37	37	SHERYL CROW/It Makes You...
17	24	25	35	35	SMASHING PUMPKINS/Muzzle
27	25	23	30	30	FUN LOVIN' CRIMINALS/Scooby Snacks
27	25	23	30	30	REPUBLICA/Ready To Go
27	25	23	30	30	LOCAL H/Bound For The Floor
18	21	19	28	28	SOCIAL DISTORTION/I Was Wrong
15	18	28	28	28	WEezer/Free
27	25	25	24	24	BUSH/Slowdowed
27	25	25	24	24	EGGY POP/Lust For Life
18	24	22	23	23	STONE TEMPLE PILOTS/Lady Picture Show
22	24	22	23	23	POE/Angrly Johnny
21	20	20	22	22	SOUNDGARDEN/Blow Up...
21	20	20	22	22	NIRVANA/Aneurysm
20	17	20	20	20	NO DOUBT/Don't Speak
20	17	20	20	20	PHISH/Free
18	16	19	19	19	TONIC/Open Up Your Eyes
18	16	19	19	19	HEADS/Indie Hair
19	19	21	18	18	KULA SHAKER/Tatva
11	11	17	18	18	LEMONHEADS/It I Could Talk...
11	11	17	18	18	CAKE/The Distance
11	11	17	18	18	LOVE AMERICAN STYLE/Not About To Lose It
8	7	9	16	16	DISHWALL/Charlie B Owns...
8	7	9	16	16	IGGY POP/Lust For Life
22	19	16	16	16	TRIP 66/One Desire

MARKET #6
CIMX/Detroit
 (313) 961-9811
 Brookshaw/Cannova

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
27	78	83	84	84	BUSH/Slowdowed
49	80	83	84	84	ALANIS MORISSETTE/Head Over Feet
30	61	73	73	73	SUBLIME/What I Got
20	36	61	73	73	NO DOUBT/Don't Speak
10	36	61	73	73	DISHWALL/Charlie B Owns...
10	36	61	73	73	STONE TEMPLE PILOTS/Lady Picture Show
42	78	53	53	53	SOUNDGARDEN/Burden In My Hand
42	78	53	53	53	KULA SHAKER/Tatva
18	43	40	53	53	CAKE/The Distance
18	43	40	53	53	LUSCIOUS JACKSON/Naked Eye
39	61	60	40	40	EELS/Novocaine For...
47	69	74	40	40	SMASHING PUMPKINS/Muzzle
49	34	37	39	39	TOOL/Stinkist
31	72	72	39	39	COUNTING CROWS/Angels Ot...
19	43	41	39	39	ALICE IN CHAINS/Would?
36	37	37	33	33	SHERYL CROW/It Makes You...
45	29	34	32	32	SPONGE/Have You Seen Mary
25	28	27	32	32	PLUTO/When She Was Happy
25	28	27	32	32	WEezer/Free
25	28	27	32	32	311/All Mixed Up
17	24	24	26	26	COWBOY JUNKIES/A Common Disaster
42	26	24	25	25	NIRVANA/Aneurysm
7	26	24	25	25	TRAGICALLY HIP/Gift Shop
16	40	21	20	20	SOCIAL DISTORTION/I Was Wrong
14	18	22	19	19	WALLFLOWERS/6th Avenue Heartache
14	18	22	19	19	DOUGHBODYS/Everything And After
25	34	29	17	17	PEARL JAM/Hail, Hail
14	15	15	15	15	SCREAMING TREES/Sworn And Broken
24	26	16	15	15	LOCAL H/Bound For The Floor
36	36	16	15	15	SOUNDGARDEN/Blow Up...
4	12	12	12	12	CHEMICAL BROTHERS/Setting Sun

MARKET #6
WHYY/Detroit
 (313) 871-3030
 Michaels/Tear

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
42	42	42	42	42	BARENAKED LADIES/The Old Apartment
40	44	44	43	43	ALANIS MORISSETTE/Head Over Feet
30	31	31	43	43	BETTER THAN EZRA/King Of New Orleans
45	44	44	37	37	DISHWALL/Charlie B Owns...
35	36	36	36	36	DONNA LEWIS/I Love You Always...
41	44	44	36	36	WALLFLOWERS/6th Avenue Heartache
14	22	22	36	36	SARAH MCLACHLAN/Possession
19	28	28	32	32	OASIS/Don't Look Back...
25	29	29	31	31	GOOD GOOD DOLLS/Long Way Down
25	29	29	31	31	REFRESHMENTS/Banditos
14	17	27	28	28	COUNTING CROWS/Angels Ot...
17	18	28	28	28	EGGY POP/Lust For Life
9	9	9	27	27	R.E.M./Bittersweet Me
9	9	9	27	27	NO DOUBT/Don't Speak
27	29	29	26	26	SUBLIME/What I Got
27	29	29	26	26	CRANBERRIES/Free To Decide
45	44	44	26	26	NO DOUBT/Spiderwebs
38	28	28	26	26	BUTTHOLE SURFERS/Pepper
27	29	29	26	26	SHERYL CROW/It Makes You...
5	27	25	25	25	BLUES TRAVELER/But Anyway
23	27	27	24	24	311/Down
23	27	27	24	24	GARBAGE/Stupid Girl
23	24	24	23	23	LENNY KRAVITZ/Can't Get You Dr...
27	29	29	23	23	REPUBLICA/Ready To Go
13	20	20	22	22	SMASHING PUMPKINS/Tonight, Tonight
26	24	24	22	22	PATTI ROXBURG/Inside
19	18	18	21	21	EELS/Novocaine For...
27	18	18	21	21	R.E.M./Bow The Letter
11	11	11	15	15	SMASHING PUMPKINS/Muzzle

MARKET #7
KDGE/Dallas
 (214) 770-7777
 Folger/Smith/Peer

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
31	56	54	55	55	ALANIS MORISSETTE/Head Over Feet
22	21	19	4		

ALTERNATIVE PLAYLISTS

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

the X at 105.9 MARKET #19
WXDX/Pittsburgh
 (412) 937-1441
 Castellini/Diana

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
34	33	36	36	36	REPUBLICA/Ready To Go
27	28	31	35	35	TRACY BONHAM/The One
-	-	29	35	35	NO DOUBT/Don't Speak
35	37	34	35	35	PATTI ROTHBERG/Inside
24	34	34	35	35	SHERYL CROW/Everyday Is...
33	28	31	34	34	EELS/Novocaine For...
33	34	-	33	33	PEARL JAM/Who You Are
35	34	35	35	35	SMASHING PUMPKINS/Muzzle
33	34	34	35	35	SCREAMING TREES/All I Know
34	34	33	32	32	311/Down
34	36	36	31	31	SOUNDGARDEN/Burden In My Hand
18	26	29	31	31	GEGGY TAH/Whoever You Are
27	29	28	29	29	STABBING WESTWARD/Shame
27	28	25	29	29	RUSTED ROOT/Sister Contine
19	22	27	28	28	LOCAL H/Bound For The Floor
-	-	-	-	-	BUSH/Swallowed
29	30	29	28	28	R.E.M./The Wake-Up Bomb
33	36	26	29	29	SPONGE/Wax Ecstatic (To...)
21	28	29	27	27	COUNTING CROWS/Angels Of...
28	28	29	27	27	SUBLINE/What I Got
27	27	29	27	27	SOCIAL DISTORTION/I Was Wrong
16	12	25	24	24	PEARL JAM/Hail, Hail
-	-	-	-	-	BECK/Devis Haircut
11	19	21	21	21	WEEZER/EI Scorcho
21	19	20	19	19	KRISTEN BARRY/Created
-	-	-	-	-	LUSCIOUS JACKSON/Naked Eye
-	-	-	-	-	D GENERATION/No Way Out
-	-	-	-	-	CAKE/The Distance
31	35	22	14	14	DAVE MATTHEWS BAND/So Much To Say
13	12	15	13	13	FUN LOVIN' CRIMINALS/Scoby Snacks

the edge MARKET #20
KEDJ/Phoenix
 (602) 266-1360
 Hart/Patyk

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
59	52	56	59	59	311/Down
36	52	43	56	56	NO DOUBT/Spiderwebs
54	56	60	56	56	RAGE AGAINST.../Bulls On Parade
29	29	27	50	50	NIRVANA/Aneurysm
23	51	37	50	50	EELS/Novocaine For...
30	26	22	47	47	BUTTHOLE SURFERS/Pepper
18	20	22	46	46	SMASHING PUMPKINS/Tonight, Tonight
-	-	-	-	-	LOCAL H/Bound For The Floor
32	31	37	42	42	MARILYN MANSON/The Beautiful People
-	-	-	-	-	BUSH/Swallowed
33	32	57	38	38	CAKE/The Distance
-	-	-	-	-	PRESIDENTS OF.../Mach 5
24	26	33	33	33	NO DOUBT/Don't Speak
-	-	-	-	-	311/All Mixed Up
15	31	26	29	29	SUBLINE/What I Got
35	56	54	29	29	SOUNDGARDEN/Burden In My Hand
57	53	59	28	28	BUSH/Machinehead
-	-	-	-	-	R.E.M./Bittersweet Me
29	27	20	25	25	SOCIAL DISTORTION/I Was Wrong
26	47	57	25	25	SOUNDGARDEN/Pretty Noose
-	-	-	-	-	STONE TEMPLE PILOTS/Lady Picture Show
13	16	20	20	20	ALANIS MORISSETTE/Head Over Feet
41	26	23	19	19	STONE TEMPLE PILOTS/Trippin' On A Hole...
15	24	20	18	18	SMASHING PUMPKINS/Muzzle
-	-	-	-	-	LUSCIOUS JACKSON/Naked Eye
10	15	24	15	15	TOOL/Stinkist
23	23	19	14	14	R.E.M./E-Bow The Letter
14	15	11	12	12	WEEZER/EI Scorcho
9	11	12	12	12	KORN/No Place To Hide
-	-	-	-	-	FIONA APPLE/Shadowboxer

101.5 FM MARKET #20
KZDN/Phoenix
 (602) 258-8181
 Pugh/Smith

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
28	27	30	27	27	EELS/Novocaine For...
29	29	28	27	27	SHERYL CROW/It Makes You...
31	30	27	27	27	WALLFLOWERS/6th Avenue Heartache
21	30	29	26	26	CHALK FARM/Lie On Lie
11	11	19	26	26	SUBLINE/What I Got
18	22	27	22	22	LEMONHEADS/It I Could Talk...
14	14	20	20	20	NO DOUBT/Don't Speak
17	17	18	17	17	JEWEL/Under The Water
10	14	17	17	17	LEAH ANDREONE/It's Alright...
17	18	17	17	17	SEMISONIC/It I Run
13	15	16	16	16	CURE/Strange Attraction
16	14	17	16	16	GEGGY TAH/Whoever You Are
13	13	15	16	16	PEARL JAM/Smile
8	17	18	16	16	SEBADOH/Ocean
17	17	15	16	16	SHAWN COLVIN/Get Out Of This...
9	13	15	15	15	MATCHBOX 20/Long Day
8	9	12	15	15	R.E.M./Bittersweet Me
12	15	14	14	14	HOOTIE & BLOWFISH/Tucker's Town
10	10	15	14	14	MELISSA ETHERIDGE/Nowhere To Go
10	15	14	12	12	ELEPHANT RIDE/Bishop Mariah
-	-	-	-	-	MIDNIGHT OIL/Underwater
14	14	15	12	12	TRACY CHAPMAN/New Beginning
-	-	-	-	-	ASHLEY MAGISAAC/Sleepy Maggie
-	-	-	-	-	PHISH/Free
9	11	10	11	11	POE/Angrly Johnny
8	5	11	11	11	REPUBLICA/Ready To Go
10	7	9	9	9	ELEANOR MCEVOY/Precious Little
4	10	9	9	9	FIONA APPLE/Criminal
4	11	9	9	9	PAUL WESTERBERG/Ain't Got Me
11	10	9	9	9	R.E.M./So Fast, So Numb

107.9 END MARKET #22
WENZ/Cleveland
 (216) 861-0100
 Robertson

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
48	49	46	49	49	SOCIAL DISTORTION/I Was Wrong
44	47	47	48	48	ALICE IN CHAINS/Over Now
-	-	-	-	-	PEARL JAM/Hail, Hail
-	-	-	-	-	BUSH/Swallowed
20	48	49	45	45	SUBLINE/What I Got
20	47	48	44	44	EELS/Novocaine For...
18	18	49	44	44	COUNTING CROWS/Angels Of...
45	49	46	43	43	STABBING WESTWARD/Shame
18	18	18	43	43	LOCAL H/Bound For The Floor
-	-	-	-	-	CAKE/The Distance
-	-	-	-	-	KULA SHAKER/Tatva
23	19	20	20	20	SCREAMING TREES/Sworn And Broken
17	18	22	19	19	FRESHMENTS/Down Together
20	20	19	19	19	SHERYL CROW/It Makes You...
14	21	20	19	19	IGGY POP/Lust For Life
21	19	18	19	19	WILD COLONIALS/Charm
20	19	18	19	19	TONIC/Open Your Eyes
19	18	19	19	19	SPONGE/Have You Seen Mary
19	18	19	19	19	NIRVANA/Aneurysm
-	-	-	-	-	RUSTED ROOT/Sister Contine
17	18	18	18	18	MARILYN MANSON/The Beautiful People
-	-	-	-	-	FACE TO FACE/ Won't Lie Down
-	-	-	-	-	STONE TEMPLE PILOTS/Lady Picture Show
18	19	21	17	17	GEGGY TAH/Whoever You Are
28	19	19	17	17	PHISH/Free
19	20	18	17	17	WEEZER/EI Scorcho
21	18	17	17	17	WHY STORE/Father
-	-	-	-	-	SMASHING PUMPKINS/Muzzle
19	18	22	16	16	METALLICA/Hero Of The Day
-	-	-	-	-	KULA SHAKER/Tatva
-	-	-	-	-	R.E.M./Bittersweet Me

Wmms 107.3 FM MARKET #22
Wmms/Cleveland
 (216) 781-9667
 Neumann

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
29	31	39	43	43	LOCAL H/Bound For The Floor
45	41	43	43	43	TONIC/Open Your Eyes
-	-	-	-	-	BUSH/Swallowed
-	-	-	-	-	PEARL JAM/Hail, Hail
-	-	-	-	-	SHERYL CROW/It Makes You...
37	39	34	39	39	EELS/Novocaine For...
31	28	32	37	37	COUNTING CROWS/Angels Of...
36	35	30	37	37	R.E.M./E-Bow The Letter
19	32	30	32	32	SUBLINE/What I Got
30	32	32	32	32	SOCIAL DISTORTION/I Was Wrong
-	-	-	-	-	STONE TEMPLE PILOTS/Lady Picture Show
-	-	-	-	-	BLACK CROWES/Blackberry
25	40	29	29	29	BETTER THAN EZRA/King Of New Orleans
-	-	-	-	-	TOM PETTY & HB/Climb That Hill
27	29	31	28	28	METALLICA/Hero Of The Day
37	37	28	28	28	REPUBLICA/Ready To Go
19	19	27	27	27	PHISH/Free
26	27	26	27	27	NIRVANA/Aneurysm
19	25	26	26	26	FUN LOVIN' CRIMINALS/Scoby Snacks
5	23	25	26	26	CHALK FARM/Lie On Lie
16	14	18	25	25	ALICE IN CHAINS/Over Now
44	28	22	25	25	SOUNDGARDEN/Burden In My Hand
25	18	22	23	23	STONE TEMPLE PILOTS/Trippin' On A Hole...
8	9	11	22	22	RUSTED ROOT/Sister Contine
8	21	21	22	22	311/Down
39	27	27	27	27	ALICE IN CHAINS/Again
17	16	18	19	19	TOOL/Stinkist
10	17	18	18	18	BECK/Devis Haircut
-	-	-	-	-	METALLICA/Hero Of The Day
-	-	-	-	-	KULA SHAKER/Tatva
-	-	-	-	-	R.E.M./Bittersweet Me

93.3 KTCL MARKET #23
KTCL/Denver
 (303) 623-9330
 Hayes

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
25	24	24	26	26	SUBLINE/What I Got
23	24	25	25	25	CARDIGANS/Lovefool
25	24	25	25	25	BECK/Devis Haircut
21	24	24	24	24	EELS/Novocaine For...
24	24	24	24	24	GEGGY TAH/Whoever You Are
17	17	20	23	23	CAKE/The Distance
15	20	23	22	22	R.E.M./Bittersweet Me
5	21	24	22	22	LUSCIOUS JACKSON/Naked Eye
22	22	22	22	22	PEARL JAM/Smile
19	18	19	22	22	FUN LOVIN' CRIMINALS/Scoby Snacks
24	23	24	24	24	CHARM FARM/Superstar
18	18	18	17	17	LOCAL H/Bound For The Floor
20	16	17	17	17	SOCIAL DISTORTION/I Was Wrong
-	-	-	-	-	KULA SHAKER/Tatva
17	18	18	16	16	MIDNIGHT OIL/Underwater
6	15	18	16	16	ORBITAL/The Box
-	-	-	-	-	GARBAGE/Supervixen
5	14	16	18	18	LEAH ANDREONE/It's Alright...
-	-	-	-	-	HEADS/Punk Lolita
17	18	15	15	15	FRESHMENTS/Down Together
17	17	15	15	15	LEMONHEADS/It I Could Talk...
17	17	15	15	15	WEEZER/EI Scorcho
18	15	17	15	15	WILD COLONIALS/Charm
21	19	16	15	15	SOUL COUGHING/Soundtrack To Mary
13	19	16	15	15	SCREAMING TREES/Sworn And Broken
5	22	20	14	14	COUNTING CROWS/Angels Of...
23	15	14	14	14	R.E.M./Departure
11	11	11	13	13	SEBADOH/Ocean
17	15	11	12	12	IGGY POP/Lust For Life
11	12	9	12	12	OCEAN BLUE/Whenever You're...

94.7 NBX MARKET #24
KNRK/Portland, OR
 (503) 223-1441
 Hamilton/Souther

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
26	30	36	38	38	EVERCLEAR/You Make Me Feel...
35	35	36	37	37	SUBLINE/What I Got
12	10	35	36	36	311/Down
-	-	-	-	-	BUSH/Swallowed
23	22	37	36	36	SMASHING PUMPKINS/Muzzle
-	-	-	-	-	SOUNDGARDEN/Blow Up...
11	17	37	33	33	FUN LOVIN' CRIMINALS/Scoby Snacks
25	24	22	24	24	COUNTING CROWS/Angels Of...
9	8	23	24	24	LUSCIOUS JACKSON/Naked Eye
8	10	24	23	23	LOCAL H/Bound For The Floor
11	12	20	22	22	REPUBLICA/Ready To Go
35	34	35	21	21	EELS/Novocaine For...
18	19	26	21	21	WEEZER/EI Scorcho
-	-	-	-	-	R.E.M./Bittersweet Me
21	20	21	19	19	LEMONHEADS/It I Could Talk...
-	-	-	-	-	NO DOUBT/Don't Speak
-	-	-	-	-	STONE TEMPLE PILOTS/Lady Picture Show
35	30	18	19	19	STONE TEMPLE PILOTS/Trippin' On A Hole...
32	34	36	18	18	ALICE IN CHAINS/Over Now
-	-	-	-	-	ALICE IN CHAINS/Would?
-	-	-	-	-	PRESIDENTS OF.../Mach 5
-	-	-	-	-	CHRIS ISAAK/Dancin'
8	8	20	17	17	SHERYL CROW/It Makes You...
21	22	20	17	17	WILD COLONIALS/Charm
10	13	14	15	15	TOOL/Stinkist
10	10	11	14	14	MARILYN MANSON/The Beautiful People
18	10	18	13	13	LEAH ANDREONE/It's Alright...
24	23	13	13	13	GEGGY TAH/Whoever You Are
14	19	13	13	13	SOCIAL DISTORTION/I Was Wrong
23	22	12	12	12	BECK/Devis Haircut

90.7 MARKET #25
WAQZ/Cincinnati
 (513) 621-9326
 Harris/Schessler

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
20	24	54	51	51	SUBLINE/What I Got
46	51	52	48	48	FUN LOVIN' CRIMINALS/Scoby Snacks
16	38	39	43	43	CHALK FARM/Lie On Lie
24	44	41	39	39	COUNTING CROWS/Angels Of...
39	48	42			

NEW MUSIC SPECIALTY SHOWS

Chemical Bros Find An 'Oasis' In The Panel

Who needs Liam when you've got the groovy Chemical Brothers? Not Noel or the R&R Specialty Show panel. They raised "Setting Sun" to No. 1 with play at KDGE/Dallas, WDRE/Philadelphia, KOME/San Jose and more. The fab Fountains of Wayne found friends for "Radiation Vibe" at WBCN/Boston, KNDD/Seattle, and more to place second on the panel, but first in the fans of informed pop. Kula Shaker, which broke out of the R&R panel to mainstream acceptance, still retains a firm grip on No. 3. Suicide Machines captured the fourth slot with play at KFMA/Tucson, WLUM/Milwaukee, and others. Watch for Hope Sandoval to come bearing the gift of "Flowers in December," as Mazzy Star shone brightly in its first week.

SIGNIFICANT ACTION

Here is a look at the top artists from R&R's exclusive panel of specialty reporters:

- CHEMICAL BROTHERS (Caroline)
- FOUNTAINS OF WAYNE (Tag/Atlantic)
- KULA SHAKER (Columbia)
- SUICIDE MACHINES (Hollywood)
- DESCENDENTS (Epitaph)
- JANE JENSEN (Flip/Ichiban)
- THEY MIGHT BE GIANTS (Elektra/EEG)
- LUSCIOUS JACKSON (Grand Royal/Capitol)
- NERF HERDER (My)
- WILCO (Reprise)

GAINING MOMENTUM

- MAZZY STAR (Capitol)
Airplay Includes: KDGE, KTBZ, WBCN
- JON SPENCER BLUES EXPLOSION (Matador)
Airplay Includes: WDRE, WHFS, WROX
- ARCHERS OF LOAF (Alias/Elektra/EEG)
Airplay Includes: KPNT, WHFS, WLUM
- SOUL COUGHING (Slash/WB)
Airplay Includes: KNRQ, WEQX, XTRA
- LAZY (Roadrunner)
Airplay Includes: WBTZ, WOXY, WZRH
- UNDERWORLD (TVT)
Airplay Includes: KJEE, WCHZ, WROX
- FROGPOND (Tristar)
Airplay Includes: KISF, WQBK, WWDX
- SEBADOH (Sub Pop)
Airplay Includes: KPNT, WBTZ, WMRQ
- ZUMPANO (Sub Pop)
Airplay Includes: KDGE, KOME, WDST
- MORCHEEBA (Discovery)
Airplay Includes: WBRU, WEJE, WEQX

WQBK/Albany, NY

Over The Edge
Sunday, October 14



- CHEMICAL BROTHERS Setting Sun (Caroline)
- FOUNTAINS OF WAYNE Radiation Vibe (Tag/Atlantic)
- SUPER FURRY ANIMALS Something For The Weekend (Epic)
- WESTON New Shirt (Go-Kart)
- KULA SHAKER Tattva (Columbia)
- ORBITAL The Box (London/Island)
- FAR In The Aisle, Yelling (Immortal/Epic)
- NEW WORLD SPIRITS Bed (Universal)
- 3 PENNY NEEDLE Lemming Song (Nu.millenia)
- SOUNDGARDEN Nothing To Say (Sub Pop)
- FROGPOND Talk To Me (Tristar)

NEW MUSIC SCENE

- Artist: Luscious Jackson
- Track: "Naked Eye"
- LP: "Fever In Fever Out"
- Producer: Daniel Lanois with Tony Mangurian/Jill Cuniff
- Label: Grand Royal/Capitol



Luscious Jackson

Essentials: At a time when Alternative radio is seeking image enhancement, Luscious Jackson has provided it a track that works on a variety of levels. With its rhythmic intro, "Naked Eye" immediately appeals to the club-conscious set. Daniel Lanois creates a sound ambience representative of a new pop sensibility. The Luscious ladies — Jill Cuniff (vocals/guitars), Gabrielle Glaser (vocals/guitar), Kate Schellenbach (drums), Vivian Trimble (vocals/keyboards) — lay down a pop vocal shimmering with mass appeal. If the Bangles were produced by Tricky we might see similar results.

With its roots in Manhattan's early hip-hop scene and its will-

ingness to explore new pop terrain, Luscious Jackson represents an opportunity for Alternative to fuse its rhythmic past to its pop present and end up with an improved future.

Influences: Slits, Beastie Boys, Siouxsie & The Banshees

Artist POV: "All the touring we've done taught us to play as a band," claims Cuniff. "There's a huge difference between being competent on an instrument and having the ability to play as part of a group. Touring gave us the confidence to play simpler, more guitar-based songs."

—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</p> <ul style="list-style-type: none"> Cake "The Distance" Sublime "What I Got" Phish "Free" Counting Crows "Angels Of The Silences" Eels "Novocaine For The Soul" 	<p>WBCN/Boston, MA Nocturnal Emissions Sunday 8-10pm Oedipus</p> <ul style="list-style-type: none"> Fountains Of Wayne "Radiation Vibe" Kula Shaker "Tattva" Rev Horton Heat "It's Martini Time" Gravity Kills "Enough" Mazzy Star "Flowers In December" 	<p>WEJE/FL Wayne, IN New Music Show Sunday 8:30-9:30pm Weasel</p> <ul style="list-style-type: none"> Baby Fox "Curlylocks" Cardigans "Lovefool" Morcheeba "Trigger Hippie" Oversoul 7 "Nothing Like Tomorrow" Suicide Machines "S.O.S." 	<p>WRLG/Nashville, TN Thunderground Radio Sunday 7-9:30pm Jason Moon</p> <ul style="list-style-type: none"> 60 Ft. Dolls "Happy Shopper" Descendents "I'm The One" Chemical Brothers "Setting Sun" Lisa Germano "I Love A Snail" Fountains Of Wayne "Radiation Vibe" 	<p>KPNT/St. Louis, MO New Music Sunday Sunday 7-9:30pm Les Aaron</p> <ul style="list-style-type: none"> Baby Bird "You're Gorgeous" Descendents "I'm The One" Ruth Ruth "Jerome" Fine Young Cannibals "Flame" Archers Of Loaf "Assassination" 	<p>KNDD/Seattle, WA Loudspeaker Sunday 10-11pm Bill Reid or Marco Collins</p> <ul style="list-style-type: none"> Aleem "Why Hawaii" Fountains Of Wayne "Radiation Vibe" Hardfloor "Strikeout" Plexa "Forest Ranger" Heatmiser "Get Lucky"
<p>WQBK/Albany, NY Over The Edge Sunday-Monday Midnight-2am Kelli McNamara</p> <ul style="list-style-type: none"> Fountains Of Wayne "Radiation Vibe" Weston "New Shirt/Heather Lewis" Super Furry Animals "Something For The Weekend" Chemical Brothers "Setting Sun" Scott Thomas "Wonderful" 	<p>WBTZ/Burlington, VT Spinning Unrest Sunday 9-10:30pm Steve Picard</p> <ul style="list-style-type: none"> Yatsura "Plastic Ashtray" Sebadoh "Willing To Wait" Bawl "Unfinished" Butter 08 "Butter Of '69" Jon Spencer Blues Explosion "2 Kindsa Love" 	<p>WMRQ/Hartford, CT Spinning Unrest Sunday 8-9:30pm Steve Picard</p> <ul style="list-style-type: none"> Yatsura "Plastic Ashtray" Sebadoh "Willing To Wait" Bawl "Unfinished" Butter 08 "Butter Of '69" Jon Spencer Blues Explosion "2 Kindsa Love" 	<p>WZRH/New Orleans, LA Beyond The Charts Sunday 8-11pm Trey Blossman</p> <ul style="list-style-type: none"> 60 Ft. Dolls "Happy Shopper" Beat Angels "Hungover With Jenny" Sleeper "Nice Guy Eddie" Penniless People Of Bulgaria "Velocity" Rosa Mota "Space Junk" 	<p>XHRM/San Diego, CA The Flash Zone Saturday 9pm-2am Greg Pearson</p> <ul style="list-style-type: none"> B.T. w/Tori Amos "Blue Skies" Space "Female Of The Species" Lionrock "Fire Up The Shoesaw" Chemlab "Vera Blue (96/69)" Baby Fox "Curlylocks" 	<p>WXSR/Tallahassee, FL Underground Lounge Sunday 8-10:30pm Rob The Lounge Lizard</p> <ul style="list-style-type: none"> Urge "Brainless" Space "Female Of The Species" Pigeonhole "Fire's Coming Down" Poets & Slaves "Vertigo"
<p>WNNX/Allanta, GA Planet Jill Weeknights 11-midnight Jill Metacorn</p> <ul style="list-style-type: none"> Catherine "Four Leaf Clover" Fountains Of Wayne "Sink To The Bottom" Titanic Love Affair "Every Little Chance" Tool "4 And 2" They Might Be Giants "Exquisite Dead Guy" 	<p>KDGE/Dallas, TX The Adventure Club Sunday 7-10pm Josh & Kevin</p> <ul style="list-style-type: none"> Jennyanykind "Revelation In Practice Room 13" Mazzy Star "Flowers In December" Chemical Brothers "Setting Sun" Zumpano "Let's Fight" Lily's "Baby's A Dealer" 	<p>KTBZ/Houston, TX Lunar Rotation Sunday 7-9:30pm David Sadol</p> <ul style="list-style-type: none"> Kula Shaker "Tattva" Sebadoh "Willing To Wait" Social Distortion "Dear Lover" Soul Coughing "4 Out Of 5" Telstar Ponies "Innerhalb Weniger Minuten" 	<p>WDRE/Philadelphia, PA First 120 Minutes Sunday 10pm-midnight Marilyn Russell</p> <ul style="list-style-type: none"> Kula Shaker "Tattva" Chemical Brothers "Setting Sun" Johnny Cash "Rusty Cage" Squirrel Nut Zippers "Put A Lid On It" Soul Coughing "Super Bon Bon" 	<p>XTRA/San Diego, CA Muckley's Floorboard Wednesday midnight-2am Chris Muckley</p> <ul style="list-style-type: none"> Legion Of Green Men "Synaptic Response" Lisa Germano "Small Heads" Hillbilly Hellcats "White Trash" Posies "Ontario" Fluffy "Scream" 	<p>KFMA/Tucson, AZ Test Department Sunday 5-8pm Suzie Dunn & Chuck Hoast</p> <ul style="list-style-type: none"> Chemical Brothers "Setting Sun" Gluey Brothers "Gluey Brothers Creep" Underworld "Born Slippy" Jimmy Eat World "Cal I In The Air" Billy Bragg "Uptield"
<p>WCHZ/Augusta, GA Renegade Radio Sunday 9pm-10:30pm Steve Bingham</p> <ul style="list-style-type: none"> Magnific Fields "Love Goes Home To Paris In The Spring" Lisa Germano "Baby On The Plane" Lily's "A Nanny In Manhattan" Screamfeeder "Dart" Aftershock "Temptation" 	<p>KNRQ/Eugene, OR Riding The Fringe Sunday 10-11pm Jared Aman</p> <ul style="list-style-type: none"> Chemical Brothers "Setting Sun" Kula Shaker "Tattva" Scott Thomas "Wonderful" Fountains Of Wayne "Radiation Vibe" Morcheeba "Trigger Hippie" 	<p>KROQ/Los Angeles, CA Rodney On The R00 Sunday 10pm-1am Rodney Bingenheimer</p> <ul style="list-style-type: none"> Descendents "I'm The One" Suede "Film Star" Humble Gods "No Hero" Monkees "Regional Girl" Heads "Punk Lullada" 	<p>WXDX/Pittsburgh, PA Edge Of The X Sunday 9-11pm</p> <ul style="list-style-type: none"> Wilco "Outtaste (Outta Mind)" If I "David Grow" Gus "Tomorrow Man" Oetones "7 Words" Garbage "Kick My Ass" 	<p>XTRA/San Diego, CA Muckley's Floorboard Wednesday midnight-2am Chris Muckley</p> <ul style="list-style-type: none"> Legion Of Green Men "Synaptic Response" Lisa Germano "Small Heads" Hillbilly Hellcats "White Trash" Posies "Ontario" Fluffy "Scream" 	<p>WHFS/Washington, DC Now Hear This Sunday 8-10:30pm Dave Marsh</p> <ul style="list-style-type: none"> Descendents "Sick-O-Me" Lazy "Cut It" Sebadoh "Willing To Wait" Red Aunts "Palm Tree Swing" New Bomb Turks "Hammerless Nail"



Trees Lounge
by
HAYDEN

The Title Song From The Motion Picture
Marking Acclaimed Actor Steve Buscemi's Directorial Debut
Soundtrack Also Features Songs From:
CRAIG ROSS & SHANE MACGOWAN AND THE POPES

- Airplay At:
- WLIR WEDG
 - WEQX KTBZ
 - KROX KNNX
 - KNRX WROX
 - CIMX and more!



Sketching A National Portrait Of The Format's Audience

□ Latest Scarborough study compares listeners' preferences to overall population

By Cyndee Maxwell

Is your target audience *really* 35-44? Are they more likely to own a Lexus than the average American?

In a format that's always boasted about its qualitative numbers, this data from Scarborough Research may come as a bit of a surprise. The following conclusions were compiled using listeners of R&R reporting stations in the Top 56 Arbitron markets, 18+ adults, 1995. This data, then, is based on 4,472,070 adults who listen to over half of our Adult Alternative panel.

Scarborough Training Specialist **Jennifer Thompson**, who teaches stations how to interpret and best utilize qualitative data, draws a sketch of the format's national audience. She says, "Generally speaking, it's a young, male audience that earns over \$50,000 a year, is college educated, single, and perhaps with one or two children in the household. They're clearly employed full-time and generally in white-collar positions. That's not to say everyone in the audience fits that mold. It's just that you're more likely to find those types of people listening to Adult Alternative stations."

Thompson explains that compared to traditional Top 40 stations whose audiences represent a snapshot of the overall marketplace, niche formats attract certain lifestyles. And that's where qualitative data comes in. "This information quickly points out the lifestyle trends of the audience and helps advertisers reach exactly who they're targeting."

With the presidential election less than two weeks away, how are the format's listeners likely to vote? Thompson relates that "they're about average in voter registration, tend to be either liberal or moderate, and lean toward either the Independent platform or have no party preference." What may be more surprising is that they're even more likely than the Alternative listeners to be liberals.

Vehicles Of Choice

This audience rated highest as owners of foreign cars with Acura (85% more likely to own), Volkswagen (70% more likely), and Saab (53% more likely) leading the pack. However, Saturn had a strong showing with 46% of the audience more likely to own one, which makes those Saturn commercials look like they're hitting home runs.

And what about those foreign luxury cars? Infiniti does well with 27% of the audience more likely to own that model. But Lexus isn't as lucky: The audience is 11% less likely to own one. Jaguar fares even worse as the audience is 62% less likely to own it, while both Mercedes and Oldsmobile are approximately 15% less likely to be owned by Adult Alternative listeners.

Thompson points out that the format's listeners also dabble in Wall Street. "They're approximately 20% more likely to have employer stocks or stock options and mutual funds, 31% more likely to have a 401K plan, 15% more likely to have an investment of any kind, and that much more likely to use a stockbroker."

Home loans are another area in the financial realm where the audience overperforms: 45% are more likely to have a home improvement loan; 18% are more likely to have a home mortgage. But that doesn't necessarily mean their homes are a ball and chain. Look at these astounding statistics:

Activity	More Likely Than Average To Participate
Rock concert	112%
Hiking/Backpacking	101%
Sailboating	98%
Racquetball/Squash	92%
Tennis	75%
Weight training/Nautilus	67%

Power boating	65%
Nightclubs	52%
Belong to a health club	54%

Movie Attendance/ Past 3 Months	More Likely Than Average To Participate
7 to 11 times	44%
5 to 6 times	30%
12 or more times	27%
3 times	26%

Items Personally Purchased	More Likely Than The Average
Compact discs	44%
Hardcover books	28%
Paperback books	26%
Film	22%

Home Improvement

And yet, pride in home ownership remains high as only 14% of the Adult Alternative audience is less likely to not have done any home improvements/repairs in the past year. The largest cell was for installing a pool or spa (43% more likely), landscaping (22% more likely), installing siding (21%), interior paint/wallpaper (19%), and remodeling family room/den (18%) or bathroom (17%).

Although hotel use wasn't broken out by personal or business travel, Adult Alternative listeners are more likely than the average adult to travel in style with stays at the Inter-Continental (80%), Ritz Carlton (74%), Four Seasons (73%), and Hyatt (55%).

Here are a few more national stats to chew on. The composition figure reflects the percentage of members within the format, while the index compares listeners of the format to average adults in the U.S. Thus, using household income as an example: 49% of the Adult Alternative audience earns \$50K or more; 41% of the Adult Alternative audience is more likely than the average adult to be in that bracket.



DARDEN SMITH HEADLINES — He came, he conquered. Darden Smith (c) flanked by yours truly and former R&Rer, now Microsoft Music Man, Ken Barnes.

	Gender	
	Composition	Index
Men	57%	119
Women	43%	82

It's interesting to note the format's similarities to Alternative (59% men/41% women) and Rock (65% men/35% women) in the gender split.

	Age	
	Composition	Index
18-34	57%	160
31-54	40%	105

Very strong in the 18-34 cell!

Household Income		
Less than \$25K	11%	49
\$25K-\$50K	40%	95
\$50K or higher	49%	141

Marital Status		
Married	49%	88
Single	51%	115

Children In Household		
One	19%	112
Two	17%	114
Three or more	8%	91

Employed		
Full/parttime	84%	127
White collar	61%	138
Blue collar	22%	104

Registered To Vote		
Yes	80%	102
No	20%	93

Voted In Last Election		
Presidential	70%	102
Statewide	55%	100
Local	46%	92
Did not vote	26%	94

Political Party		
Democrat	28%	87
Republican	28%	98
Independent	17%	127
Other party	2%	124
No party preference	26%	104

Political Ideology		
Conservative	23%	88
Liberal	19%	164
Moderate	29%	110
No ideology	30%	82



THE BEGINNING — Virgin artist Kristen Barry caught our attention with an acoustic performance, then caught our lensman for this lovely shot. Shown (l-r) are R&R's Lynn Beaudoin, Jeff Gelb, yours truly, and Kristy Reeves, Virgin's Dawn Hood, Barry, and R&R's Skyboy Daniels and Missy Haffley.



CLOSE & PERSONAL FRIENDS — Jim Lauderdale's infectious enthusiasm and humor made our day. You know who we are in this group hug with Mr. Congeniality (c).

OCTOBER 25, 1996

3W	2W	LW	TW	ARTIST TITLE LABEL(S)	TOTAL STATIONS/ADDS	TOTAL PLAYS	WEEKLY PLAYS	EMPHASIS TRACKS (PLAYS)
2	1	1	1	SHERYL CROW Sheryl Crow (A&M)	40/0	950	-35	"Happy" (657) "Everyday" (137) "Change" (70)
3	3	3	2	R.E.M. New Adventures In Hi-Fi (Warner Bros.)	40/0	949	+49	"Me" (658) "Electro" (117) "Letter" (70)
1	2	2	3	JOHN MELLENCAMP Mr. Happy Go Lucky (Mercury)	37/0	821	-119	"Key" (497) "Day" (230) "Full" (29)
4	4	4	4	WALLFLOWERS Bringing Down The Horse (Interscope)	38/1	758	-15	"Headlight" (363) "Heartache" (351) "Difference" (30)
6	5	5	5	DUNCAN SHEIK Duncan Sheik (Atlantic)	37/0	744	+65	"Barely" (739) "Runs" (5)
—	12	10	6	COUNTING CROWS Recovering The Satellites (DGC/Geffen)	36/1	615	+173	"Angels" (237) "Daylight" (154) "December" (109)
7	6	6	7	DAVE MATTHEWS BAND Crash (RCA)	35/1	600	-58	"Two" (316) "Say" (227) "Crash" (44)
8	8	7	8	SHAWN COLVIN A Few Small Repairs (Columbia)	35/1	583	-4	"House" (511) "Sunny" (26) "Suicide" (12)
10	10	9	9	MELISSA ETHERIDGE Your Little Secret (Island)	28/2	455	+6	"Nowhere" (446) "Come" (5) "Shriner's" (4)
5	7	8	10	TOM PETTY & THE HEARTBREAKERS She's The One (Warner Bros.)	30/0	431	-133	"Hill" (241) "Walls" (142) "Angel" (15)
30	18	12	11	CHRIS ISAAK Baja Sessions (Reprise)	28/1	407	+4	"Tomorrow" (359) "Pretty" (10) "Dancin'" (8)
16	16	15	12	SUZANNE VEGA Nine Objects Of Desire (A&M)	32/0	400	+40	"Thrill" (375) "Stockings" (16) "World" (4)
9	9	11	13	TRACY CHAPMAN New Beginning (Elektra/EEG)	26/0	400	-12	"Beginning" (286) "Reason" (100) "Smoke" (12)
11	11	13	14	ALANIS MORISSETTE Jagged Little Pill (Maverick/Reprise)	15/0	392	-5	"Head" (285) "Learn" (66) "Ironic" (35)
15	15	17	15	WHY STORE Why Store (Way Cool Music/MCA)	28/0	355	+17	"Father" (297) "Water" (58)
18	14	14	16	PHISH Billy Breathes (Elektra/EEG)	27/0	355	-7	"Free" (319) "Character" (20) "Waste" (10)
—	30	20	17	PAULA COLE This Fire (Imago/WB)	29/2	342	+35	"Cowboys" (309) "Mississippi" (9) "Hush" (7)
22	21	19	18	CRASH TEST DUMMIES A Worm's Life (Arista)	29/0	336	+27	"Liked" (264) "Outlived" (37) "Enemies" (19)
24	23	18	19	FIONA APPLE Tidal (Work)	25/2	319	+1	"Shadowboxer" (213) "Criminal" (63) "Sleep" (40)
12	13	16	20	CHALK FARM Notwithstanding (Columbia)	24/0	296	-50	"Lie" (296)
13	20	21	21	ELEANOR MCEVOY What's Following Me (Columbia)	23/0	287	-12	"Precious" (276) "Biochem" (11)
19	19	22	22	LEAH ANDREONE Veiled (RCA)	24/0	286	-11	"Alright" (282) "Who" (4)
—	25	23	23	CRANBERRIES To The Faithful Departed (Island)	16/0	257	-8	"Decide" (141) "Gone" (104) "Still" (12)
20	22	28	24	HOOTIE & THE BLOWFISH Fairweather Johnson (Atlantic)	19/0	243	+26	"Sad" (189) "Town" (22) "Be" (18)
—	26	25	25	NIL LARA Nil Lara (Metro Blue/Capitol)	23/1	238	-9	"How" (215) "Baby" (8) "Bleeding" (5)
29	24	24	26	STORYVILLE A Piece Of Your Soul (Code Blue/Atlantic)	22/1	236	-26	"Good" (221) "Blind" (15)
—	—	27	27	ASHLEY MACISAAC Hi How Are You Today (A&M)	21/3	235	+3	"Maggie" (223) "Delight" (12)
14	17	26	28	PEARL JAM No Code (Epic)	16/1	223	-22	"Off" (102) "Who" (59) "Smile" (26)
DEBUT	DEBUT	DEBUT	29	EELS Beautiful Freak (DreamWorks/Geffen)	12/1	220	+9	"Novocaine" (220)
DEBUT	DEBUT	DEBUT	30	LEMONHEADS Car Button Cloth (Tag/Atlantic)	17/1	206	-1	"Could" (206)

This chart reflects airplay from October 14-20. 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	
WXLE/Albany, NY PD: Cliff Nash 1 BODEANS "Hurt" HEADS "Indie" SHERYL CROW "Everyday" SHERYL CROW "Hard"	WXR/VBoston, MA PD: Joanna Doody MD: Mike Mullany 2 ERIC HAMILTON BAND "Sunset" 2 KULA SHAKER "Tatva"	KBXR/Columbia, MO DM: Michael Perry PD/MD: Dave "Keeler" Fulgham MARSHALL CRENSHAW "Dream" DAVE MATTHEWS BAND "Two" BODEANS "Hurt" BEATLES "Helter" BEATLES "She" BEATLES "Baby" BEATLES "Guitar"	WTTT/Indianapolis, IN PD/MD: Rich Anton 1 WALLFLOWERS "Headlight" 1 ASHLEY MACISAAC "Maggie" EELS "Novocaine"
KGSR/Austin, TX PD: Jody Denberg MD: Susan Castle 3 FIONA APPLE "Shadowboxer" BEATLES "Baby" BEATLES "Guitar" SEAL "Fly" ENIGMA "Invisible" FILE "Bayou" KINKS "Friends"	WNCS/Burlington, VT PD: Glenn Roberts MD: Jody Peterson WILCO "Outcaste" CURE "Gone!"	KBKO/Denver, CO PD: Mike D'Conner MD: Scott Arbaugh 5 STING "Happy"	KXPT/Las Vegas, NV PD: Richard Reed MD: J.D. Davis 8 SEAL "Fly" 3 DAVE MATTHEWS BAND "Crash" 2 SHAWN COLVIN "House" COUNTING CROWS "December"
KFXD/Boise, ID PD: Greg Roberts MD: Kevin Welch 8 CRASH TEST DUMMIES "Liked" IRIS DEMENT "Wasteland" JIMMY HALL "Rendezvous" FIONA APPLE "Criminal" DARDEN SMITH "First" BILLY BRAGG "Upbeat" MOTHER HIPPS "Honeydew"	WMVY/Cape Cod, MA PD/MD: Barbara Decay 1 DC TALK "Just" 1 SLOLEAK "Cry" 1 BODEANS "Hurt" 1 MICHELLE SHOCKED "Hard"	KXPX/Denver, CO PD: Doug Clifton MD: Gary Schoenwetter BETTER THAN EZRA "Wanting"	WMMM/Madison, WI PD: Pat Gallagher MD: Tom Teuber BEATLES "Guitar" PAULA COLE "Cowboys" WILCO "Outcaste"
WBOS/Boston, MA PD/MD: Jim Horne SHERYL CROW "Happy" SEAL "Fly" BODEANS "Hurt" KULA SHAKER "Tatva" ROBERT BRADLEY "Time"	WXRC/Charlotte, NC PD: Anthony Michaels ASHLEY MACISAAC "Maggie" MAZZY STAR "December" SEMISONIC "F.N.T." BORROWERS "Struggle"	CIDR/Detroit, MI PD: Ann Deitel MD: Ann Deitel JOHN MELLENCAMP "Day" MOTHER HIPPS "Honeydew" KEB' MO' "Just"	WPLL/Miami, FL PD: Dave Stewart 12 SEAL "Fly" NO DOUBT "Speak" MAXI PRIEST "Watching"
WXRT/Chicago, IL VP/Programming: Norm Winer MD: Patty Martie 5 PHISH "Character" 5 NIL LARA "Money" 4 HEADS "King"	WJBX/Fl. Myers, FL PD: Beccy Patti MD: Chad Chumly No Adds	KTCZ/Minneapolis, MN PD: Laura MacLachlan APD/MD: Jane Fredericksen 9 DAVE MATTHEWS BAND "Crash" 1 PAUL WESTERBERG "Ami T"	WRLT/Nashville, TN PD: Joe Petrasse APD: David Hall BODEANS "Hurt" MARSHALL CRENSHAW "Dream" MOTHER HIPPS "Mother" MIKE HENDERSON "Hip"
WXPX/Philadelphia, PA PD: Kim Alexander MD: Bruce Warren 8 MADELINE PEYROUX "Reckless" 7 MADELINE PEYROUX "Walkin" 7 MADELINE PEYROUX "Sweet" 6 SHERYL CROW "Good" 5 SHAWN COLVIN "Suicide" 5 SHAWN COLVIN "Brave" 3 LYLE LOVETT "Mistake" 3 MADELINE PEYROUX "Sir" STORYVILLE "Good" LUSCIOUS JACKSON "Naked" KULA SHAKER "Tatva"	WXPX/Philadelphia, PA (cont.) BODEANS "Hurt" HEADS "Indie" WILCO COLONIALS "Charm" CURTIS MAYFIELD "Order" MIDNIGHT OIL "Home" MIDNIGHT OIL "Common" MARSHALL CRENSHAW "2541"	WXPX/Philadelphia, PA PD: Bruce Van Dyke MD: David Chaney 7 WILCO "Outcaste" 7 HOLLY PALMER "Languages" 7 AL ANDERSON "Came" 7 JONATHAN WELLS "Monkey" 7 BEATLES "Helter" 4 PAOLO "Mystic"	KMBY/Monterey, CA PD: Rich Berlin 8 R.E.M. "Electro" 7 BECK "Devils" 5 PRESIDENTS OF... "Mach" 4 DC TALK "Just" 3 ASHLEY MACISAAC "Maggie" 3 FOUNTAINS OF WAYNE "Radiation"
WXPX/Philadelphia, PA PD: Bruce Van Dyke MD: David Chaney 7 WILCO "Outcaste" 7 HOLLY PALMER "Languages" 7 AL ANDERSON "Came" 7 JONATHAN WELLS "Monkey" 7 BEATLES "Helter" 4 PAOLO "Mystic"	WXPX/Philadelphia, PA PD: Bruce Van Dyke MD: David Chaney 7 WILCO "Outcaste" 7 HOLLY PALMER "Languages" 7 AL ANDERSON "Came" 7 JONATHAN WELLS "Monkey" 7 BEATLES "Helter" 4 PAOLO "Mystic"	WXPX/Philadelphia, PA PD: Bruce Van Dyke MD: David Chaney 7 WILCO "Outcaste" 7 HOLLY PALMER "Languages" 7 AL ANDERSON "Came" 7 JONATHAN WELLS "Monkey" 7 BEATLES "Helter" 4 PAOLO "Mystic"	WXPX/Philadelphia, PA PD: Bruce Van Dyke MD: David Chaney 7 WILCO "Outcaste" 7 HOLLY PALMER "Languages" 7 AL ANDERSON "Came" 7 JONATHAN WELLS "Monkey" 7 BEATLES "Helter" 4 PAOLO "Mystic"

42 Total Reporters
41 Current Reporters
39 Current Playlists
Reported Frozen Playlist (1):
WMMO/Orlando, FL
Did Not Report, Playlist Frozen (1):
KINK/Portland, OR
Note: Airplay data for KSCA/Los Angeles, CA is not available this week due to special programming

It's a beautiful struggle

when the tracks end here

but the train's gotta run.

New This Week:
KMTT, KUMT, WXRC

Plus:
WXRT, WXPX, WBOS, WXR/V, WRLT, WRNX,
KRSH, WMMM, KTHX, WMVY, KTMN, KBXR

THE BORROWERS



Produced by Jay Joyce
Management: Mark Shimmel
© 1996 GUARDIAN Records

7243 8 37105 2 2
The Borrowers debut album
from GUARDIAN Records

OCTOBER 25, 1996

3W	2W	LW	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS				TOTAL STATIONS/ADDS
					TW	LW	2W	3W	
3	2	2	1	DUNCAN SHEIK Barely Breathing (Atlantic)	739	673	678	688	37/0
14	6	4	2	R.E.M. Bittersweet Me (Warner Bros.)	658	534	438	302	34/0
1	1	1	3	SHERYL CROW If It Makes You Happy (A&M)	657	717	743	747	31/1
5	4	5	4	SHAWN COLVIN Get Out Of This House (Columbia)	511	495	477	483	35/1
2	3	3	5	JOHN MELLENCAMP Key West Intermezzo (I Saw...) (Mercury)	497	613	677	746	29/0
7	7	6	6	MELISSA ETHERIDGE Nowhere To Go (Island)	446	440	414	398	26/1
17	15	11	7	SUZANNE VEGA No Cheap Thrill (A&M)	375	337	304	290	32/0
12	9	13	8	WALLFLOWERS One Headlight (Interscope)	363	328	357	316	29/3
28	14	8	9	CHRIS ISAAK Think Of Tomorrow (Reprise)	359	360	308	203	27/1
4	5	7	10	WALLFLOWERS 6th Avenue Heartache (Interscope)	351	417	476	512	20/0
16	12	9	11	PHISH Free (Elektra/EEG)	319	348	332	293	27/0
19	20	12	12	DAVE MATTHEWS BAND Two Step (RCA)	316	332	279	260	24/1
—	—	20	13	PAULA COLE Where Have All The Cowboys... (Imago/WB)	309	279	172	115	29/2
25	21	18	14	WHY STORE Father (Way Cool Music/MCA)	297	285	242	225	28/0
8	11	10	15	CHALK FARM Lie On Lie (Columbia)	296	346	338	365	24/0
11	10	14	16	TRACY CHAPMAN New Beginning (Elektra/EEG)	286	308	356	327	20/0
20	17	19	17	ALANIS MORISSETTE Head Over Feet (Maverick/Reprise)	285	285	297	257	15/0
18	16	16	18	LEAH ANDREONE It's Alright, It's O.K. (RCA)	282	290	304	267	24/0
9	18	17	19	ELEANOR MCEVOY Precious Little (Columbia)	276	287	294	358	23/0
BREAKER			20	CRASH TEST DUMMIES He Liked To Feel It (Arista)	264	247	240	237	23/1
24	23	22	21	TOM PETTY & THE HEARTBREAKERS Climb That Hill (Warner Bros.)	241	259	233	227	20/0
—	8	15	22	COUNTING CROWS Angels Of The Silences (DGC/Geffen)	237	300	371	149	20/1
—	—	28	23	JOHN MELLENCAMP Just Another Day (Mercury)	230	220	181	178	24/1
10	19	21	24	DAVE MATTHEWS BAND So Much To Say (RCA)	227	269	291	340	18/0
—	27	27	25	ASHLEY MACISAAC Sleepy Maggie (A&M)	223	223	200	159	20/3
26	24	25	26	STORYVILLE Good Day For The Blues (Code Blue/Atlantic)	221	245	227	217	21/1
—	28	29	27	EELS Novocaine For The Soul (DreamWorks/Geffen)	220	211	197	181	12/1
—	25	26	28	NIL LARA How Was I To Know (Metro Blue/Capitol)	215	234	225	159	21/1
—	—	30	29	FIONA APPLE Shadowboxer (Work)	213	207	194	175	19/1
DEBUT			30	LEMONHEADS If I Could Talk I'd Tell You (Tag/Atlantic)	206	207	160	105	17/1

This chart reflects airplay from October 14-20. Songs ranked by total plays. Highlighted songs indicate Breaker.
42 Adult Alternative reporters. 39 current playlists. © 1996, R&R Inc.

NEW & ACTIVE

- GEGGY TAH** Whoever You Are (Luaka Bop/WB)
Total Plays: 205, Total Stations: 13, Adds: 0
- BODEANS** Hurt By Love (Slash/Reprise)
Total Plays: 190, Total Stations: 25, Adds: 7
- HOOTIE & THE BLOWFISH** Sad Caper (Atlantic)
Total Plays: 189, Total Stations: 15, Adds: 0
- DC TALK** Just Between You And Me (Virgin)
Total Plays: 182, Total Stations: 13, Adds: 2
- MICHELLE SHOCKED** The Hard Way (Private)
Total Plays: 165, Total Stations: 17, Adds: 1
- COUNTING CROWS** Daylight Fading (DGC/Geffen)
Total Plays: 154, Total Stations: 14, Adds: 0

- SHERYL CROW** Everyday Is A Winding Road (A&M)
Total Plays: 137, Total Stations: 16, Adds: 1
- STING** I'm So Happy I Can't Stop Crying (A&M)
Total Plays: 132, Total Stations: 11, Adds: 1
- SUBLIME** What I Got (Gasoline Alley/MCA)
Total Plays: 126, Total Stations: 9, Adds: 0
- HOOTIE & THE BLOWFISH** I Go Blind (Reprise)
Total Plays: 120, Total Stations: 6, Adds: 1

Songs ranked by total plays.

BREAKERS®

CRASH TEST DUMMIES He Liked To Feel It (Arista)

TOTAL PLAYS/INCREASE: 264/17
TOTAL STATIONS/ADDS: 23/1
CHART: 20

MOST ADDED®

ARTIST TITLE LABEL(S)	ADDS
BODEANS Hurt By Love (Slash/Reprise)	7
SEAL Fly Like An Eagle (Atlantic)	7
WILCO Outtasite (Outta Mind) (Reprise)	5
COUNTING CROWS A Long December (DGC/Geffen)	4
BEATLES While My Guitar Gently Weeps (Apple/Capitol)	3
BORROWERS Beautiful Struggle (Guardian)	3
KULA SHAKER Tattva (Columbia)	3
ASHLEY MACISAAC Sleepy Maggie (A&M)	3
MOTHER HIPS Honeydew (American)	3
WALLFLOWERS One Headlight (Interscope)	3

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
BODEANS Hurt By Love (Slash/Reprise)	+130
R.E.M. Bittersweet Me (Warner Bros.)	+124
COUNTING CROWS Daylight Fading (DGC/Geffen)	+115
COUNTING CROWS A Long December (DGC/Geffen)	+77
DUNCAN SHEIK Barely Breathing (Atlantic)	+66
MICHELLE SHOCKED The Hard Way (Private)	+55
WILCO Outtasite (Outta Mind) (Reprise)	+47
HEADS Indie Hair (Radioactive/MCA)	+44
UGLY AMERICANS You Tum Me On (Capricorn/Mercury)	+43
SUZANNE VEGA No Cheap Thrill (A&M)	+38

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.

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R&R ALTERNATIVE **34**

ALREADY ON: WBOS, KGSR, KFXD

ACTIVE ROCK **26**

WXRV, KUMT, KBCO

ROCK **16**

WNCS, KTMN, KXPX

WMVY, WXRT, KTHX

WXLE, CIDR, KMBY

WXPX, WMMX, KOTR

WMAX, WXKR, KRSH

WHPT, KBXR, KMTT

WRLT, KTCZ, KAEP

★★★★
ROLLING STONE



ERIC JOHNSON
"S.R.V."

KFOG 19X WMMO 13X KXPT 14X
WRLT KGSR WXRT KFXD
KTHX WTTS KOTR KRSH

101 TOTAL SPINS!

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10/24-WASHINGTON DC

10/25-NEW YORK

10/26-NEW YORK

10/27-BOSTON

10/30-COLUMBUS

10/31-DETROIT

11/1-CHICAGO

11/2-MINNEAPOLIS

11/4-DENVER

OFFICIAL ADDS 10/28

FROM THE ALBUM "VENUS ISLE"



Capitol

Eric Johnson

ADULT ALTERNATIVE PLAYLISTS

FIND COMPLETE PLAYLISTS FOR ALL ADULT ALTERNATIVE REPORTERS ON R&R ONLINE

93.1 RT
RADIO CHICAGO

MARKET #3
WXRT/Chicago
(312) 777-1700
Winer/Martin

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
-	-	21	14	-	BODEANS/Hurt By Love
10	12	10	11	-	ROBYN HITCHCOCK/Airight, Yeah
13	11	6	10	-	WALLFLOWERS/6th Avenue Heartache
7	7	6	10	-	JOHN MELLENCAMP/Circling Around...
10	10	7	10	-	SHERYL CROW/Everyday Is
9	8	7	10	-	PATTI SMITH/One Again
10	9	8	10	-	SHERYL CROW/It Makes You...
9	7	8	10	-	SUZANNE VEGA/No Cheap Thrill
13	11	10	10	-	MELISSA ETHERIDGE/Nowhere To Go
10	9	7	10	-	ALICE IN CHAINS/Sweet Now
6	8	9	10	-	R.E.M./Bittersweet Me
6	8	6	10	-	TOM PETTY & HB/Columbia
6	11	11	10	-	PHISH/Free
8	7	8	10	-	TRAGICALLY HIP/Gift Shop
-	-	7	10	-	COUNTING CROWS/Recovering...
10	8	11	9	-	ZZ TOP/What's Up With That
9	8	6	10	-	PAUL WESTERBERG/Ain't Got Me
-	-	4	10	-	NIL LARA/Baby
8	8	10	10	-	PAUL WESTERBERG/Century
7	11	7	10	-	SHAWN COLVIN/Get Out Of This...
7	10	7	10	-	JOHN MELLENCAMP/Key West...
5	6	8	10	-	SMASHING PUMPKINS/Muzzle
-	-	7	10	-	WALLFLOWERS/One Headlight
-	-	5	10	-	WILCO/Outrage (Outr...)
10	11	9	10	-	LOS LOBOS/Reunion
10	7	10	10	-	MIDNIGHT OIL/Underwater
9	9	9	10	-	PEARL JAM/Off He Goes
7	6	8	10	-	DUNCAN SHEIK/Barely Breathing
5	6	6	10	-	BLUES TRAVELER/But Anyway
6	7	8	10	-	TOM PETTY & HB/Climb That Hill

KFOG
104.5 97.7

MARKET #4
KFOG/San Francisco
(415) 543-1045
Marszalek/Evans

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
-	-	-	20	-	COUNTING CROWS/Daylight Fading
20	18	18	20	-	R.E.M./Bittersweet Me
19	19	19	20	-	SUZANNE VEGA/No Cheap Thrill
19	21	19	19	-	CHRIS ISAAK/Think Of Tomorrow
20	20	19	19	-	ERIC JOHNSON'S R.V.
8	13	19	19	-	FIONA APPLE/Criminal
5	16	19	19	-	KEB' MO'/More Than One Way...
9	7	15	19	-	SAMPLES/What I Got
18	19	18	19	-	SHAWN COLVIN/Get Out Of This...
8	6	18	19	-	ZZ TOP/What's Up With That
5	9	17	19	-	SHERYL CROW/Hard To Make A Stand
20	21	17	19	-	UGLY AMERICANS/Vulcan Death Grip
19	10	15	19	-	JOHN MELLENCAMP/Key West...
-	-	13	19	-	BODEANS/Hurt By Love
4	15	21	19	-	JOHN MELLENCAMP/Just Another Day
-	-	7	19	-	MIDNIGHT OIL/Beat
17	19	18	19	-	TOM PETTY & HB/Walls
7	7	9	19	-	BRIAN SETZER ORCH./Rumble In Brighton
19	17	20	19	-	DUNCAN SHEIK/Barely Breathing
16	21	9	19	-	SHERYL CROW/It Makes You...
5	6	7	19	-	COUNTING CROWS/Angels Of...
5	6	8	19	-	CRASH TEST DUMMIES/He Liked To Feel It
-	-	8	19	-	FINN BROTHERS/Suffer Never
7	7	6	19	-	LYLE LOVETT/Private Conversation
20	11	7	19	-	TRACY CHAPMAN/New Beginning
8	7	6	19	-	BLACK CROWES/Good Friday
8	6	6	19	-	LINDA PERRY/Fill Me Up
-	-	5	19	-	MELISSA ETHERIDGE/Nowhere To Go
6	6	6	19	-	PAUL WESTERBERG/Ain't Got Me
-	-	5	19	-	ROBERT BRADLEY/Belly Bone

WXP
88.5 FM

MARKET #5
WXP/Philadelphia
(215) 898-6677
Alexander/Warren/Raines

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
-	-	-	16	-	MICHELLE SHOCKED/The Hard Way
-	-	-	15	-	BOXING GANDHIS/Promised Land
9	9	10	15	-	DUNCAN SHEIK/Barely Breathing
8	8	10	15	-	NIL LARA/How Was I To Know
7	7	8	15	-	BILLY BRAGG/Uptield
5	5	7	15	-	ASHLEY MACISAAC/Sleepy Maggie
9	9	5	15	-	LEAH ANDREONE/It's Alright...
7	7	3	15	-	CARDIGANS/Lovetool
-	-	-	15	-	KEB' MO'/More Than One Way...
-	-	-	15	-	THEY MIGHT BE GIANTS/S-E-X-Y
8	8	3	15	-	SHAWN COLVIN/Get Out Of This...
8	8	5	15	-	MADELINE PEYROUX/Reckless Blues
8	8	5	15	-	FIONA APPLE/Shadowboxer
7	7	10	15	-	CRASH TEST DUMMIES/He Liked To Feel It
-	-	-	15	-	IRIS DEMENT/Wasteland Of...
16	16	5	15	-	MIDNIGHT OIL/Underwater
-	-	-	15	-	RUSTED ROOT/Sister Contine
4	4	5	15	-	SHERYL CROW/Maybe Angels
5	5	7	15	-	STEVE FORBERT/Moon Man (I'm...)
-	-	-	15	-	PAULA COLE/Where Have All...
6	6	5	15	-	DAVE MATTHEWS BAND/Two Step
6	6	5	15	-	CRASH TEST DUMMIES/He Liked To Feel It
7	7	8	15	-	SUZANNE VEGA/No Cheap Thrill
9	9	6	15	-	ME'SHELL NDEGECELLO/Who Is He And...
-	-	-	15	-	MARSHALL CRENSHAW/What Do You Dream Of
-	-	-	15	-	MADELINE PEYROUX/Walkin' After...
-	-	-	15	-	MADELINE PEYROUX/Hey Sweet Man
6	6	5	15	-	WILD COLONIALS/This Misery
6	6	7	15	-	CHRIS ISAAK/Think Of Tomorrow
4	4	4	15	-	DOYLE BRAHALL/It's Bleeding From...

THE RIVER
93.9 FM

MARKET #6
CIDR/Detroit
(519) 258-8888
Brookshaw/Delisi

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
31	31	31	32	-	SHERYL CROW/It Makes You...
9	16	32	32	-	R.E.M./Bittersweet Me
19	32	31	32	-	JOHN MELLENCAMP/Key West...
15	16	15	32	-	BRIAN SETZER ORCH./Rumble In Brighton
32	33	33	32	-	TOM PETTY & HB/Climb That Hill
25	26	25	32	-	DUNCAN SHEIK/Barely Breathing
8	17	26	32	-	COUNTING CROWS/Angels Of...
31	31	32	32	-	SHAWN COLVIN/Get Out Of This...
15	26	25	32	-	NIL LARA/How Was I To Know
24	24	25	32	-	MIDNIGHT OIL/Underwater
-	-	-	32	-	PAULA COLE/Where Have All...
19	20	23	32	-	DRIVING BLIND/Anything Can Happen
-	-	-	32	-	CHANTAL KREVIKZUK/God Made Me
19	20	23	32	-	CRASH TEST DUMMIES/He Liked To Feel It
18	19	23	32	-	COWBOY JUNKIES/Angel Mine
8	12	17	32	-	ASHLEY MACISAAC/Sleepy Maggie
25	26	19	32	-	BLACK CROWES/Good Friday
19	26	16	32	-	TRAGICALLY HIP/Gift Shop
16	17	16	32	-	ROBERT BRADLEY/California
14	13	15	32	-	WHY STORE/Father
8	8	15	32	-	STORYVILLE/Good Day For...
-	-	-	32	-	DAVE MATTHEWS BAND/Two Step
1	17	25	32	-	CHRIS ISAAK/Think Of Tomorrow
13	12	15	32	-	THE LOST CHILDREN
14	13	17	32	-	SUZANNE VEGA/No Cheap Thrill
9	11	9	32	-	WALLFLOWERS/One Headlight
14	14	13	32	-	FIONA APPLE/Shadowboxer
11	10	13	32	-	ALANIS MORISSETTE/Head Over Feet
14	12	17	32	-	TRACY CHAPMAN/New Beginning
9	9	11	32	-	ALANIS MORISSETTE/You Learn

WBOS
92.9 FM

MARKET #10
WBOS/Boston
(617) 254-9267
Herron

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
24	24	24	33	-	EELS/Novocaine For...
-	-	-	33	-	WONDERS/That Thing You Do!
-	-	-	33	-	R.E.M./Bittersweet Me
33	33	33	33	-	ALANIS MORISSETTE/Head Over Feet
33	33	33	33	-	CRANBERRIES/Free To Decide
8	8	8	24	-	DUNCAN SHEIK/Barely Breathing
8	8	12	24	-	SUBMINE/What I Got
33	33	33	24	-	MELISSA ETHERIDGE/Nowhere To Go
12	12	24	24	-	ELEANOR MCEVOY/Precious Little
33	33	24	24	-	DAVE MATTHEWS BAND/So Much To Say
33	33	24	24	-	JOHN MELLENCAMP/Key West...
24	24	24	24	-	LEMONHEADS/It Could Talk...
-	-	-	24	-	ASHLEY MACISAAC/Sleepy Maggie
-	-	-	24	-	CRANBERRIES/When You're Gone
-	-	-	24	-	JOHN MELLENCAMP/You Is He And...
-	-	-	24	-	HOOTIE & BLOWFISH/Sad Gaper
-	-	-	24	-	PETER WOLF/Break This Chain
-	-	-	24	-	STONE TEMPLE PILOTS/Lady Picture Show
24	24	24	24	-	SOUL COUGHING/Soundtrack To Mary...
-	-	-	24	-	REPUBLICA/Ready To Go
3	3	8	8	-	GGGY TAH/Whoever You Are
8	12	8	8	-	PHISH/Free
8	8	8	8	-	REFRESHMENTS/Down Together
-	-	-	24	-	DC TALK/Just Between You...
-	-	-	24	-	COUNTING CROWS/Recovering...
-	-	-	24	-	DASIS/Don't Look Back...
8	8	3	8	-	PEARL JAM/Who You Are
-	-	-	3	-	FINN BROTHERS/Suffer Never
-	-	-	3	-	PAULA COLE/Where Have All...
-	-	-	3	-	ETHERIDGE & OSBORNE/Bring Me Some Water

RIVER
92.5 FM

MARKET #10
WXR/Boston
(508) 374-4733
Doody/Mullaney

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
20	20	25	30	-	DUNCAN SHEIK/Barely Breathing
-	-	-	24	-	SHAWN COLVIN/Get Out Of This...
12	10	24	30	-	ASHLEY MACISAAC/Sleepy Maggie
22	20	24	30	-	CHRIS ISAAK/Think Of Tomorrow
45	26	19	22	-	PAULA COLE/Where Have All...
8	10	22	22	-	DC TALK/Just Between You...
24	23	25	22	-	PHISH/Free
11	14	12	20	-	WALLFLOWERS/One Headlight
20	21	19	20	-	LEMONHEADS/It Could Talk...
6	9	12	16	-	KINKS/To The Bone
9	15	15	16	-	JOHN MELLENCAMP/Jerry
10	9	8	15	-	CRASH TEST DUMMIES/He Liked To Feel It
11	11	12	15	-	ME'SHELL NDEGECELLO/Who Is He And...
14	13	14	14	-	JOHN MELLENCAMP/Key West...
12	10	14	14	-	MIDNIGHT OIL/Underwater
9	12	9	14	-	GRAHAM PARKER/Get Over It And...
1	8	11	14	-	BILL WHITEACRE/Ain't Got Me
12	13	14	14	-	ZZ TOP/What's Up With That
1	10	11	14	-	BOXING GANDHIS/Promised Land
2	8	10	13	-	LEAH ANDREONE/It's Alright...
2	8	10	13	-	JOHN CALE/Dancing Undercover
-	-	-	13	-	COUNTING CROWS/Daylight Fading
8	12	13	13	-	ERIC JOHNSON/Pavilion
13	10	13	13	-	ELEANOR MCEVOY/Precious Little
11	11	13	13	-	LINDA PERRY/Fill Me Up
18	13	12	13	-	SUZANNE VEGA/No Cheap Thrill
8	8	13	12	-	SPIRITS/Drive
8	9	14	12	-	WILD COLONIALS/Charm
12	13	11	11	-	TOM PETTY & HB/Walls
-	-	-	10	-	SUZANNE VEGA/Stockings

103.5
The Point

MARKET #11
WPLL/Miami
(954) 587-1035
Stewart

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
33	36	35	38	-	DONNA LEWIS/I Love You Always...
40	37	38	38	-	JOHN MELLENCAMP/Key West...
37	36	38	38	-	MEROL BAINBRIDGE/Heard
36	36	38	38	-	DISHWALLA/Counting Blue Cars
39	38	40	39	-	STING/I'm So Happy
26	29	42	38	-	MELISSA ETHERIDGE/Nowhere To Go
39	34	40	37	-	ALANIS MORISSETTE/Head Over Feet
39	35	40	37	-	NATALIE MERCHANT/Jalousy
37	36	41	37	-	HOOTIE & BLOWFISH/God Blind
39	38	41	37	-	ERIC CLAPTON/Change The World
39	37	41	36	-	JARS OF CLAY/Sinking
37	36	39	36	-	CRANBERRIES/Free To Decide
26	24	24	26	-	GARBAGE/Stupid Girl
22	25	25	25	-	DC TALK/Just Between You...
24	25	25	25	-	DUNCAN SHEIK/Barely Breathing
25	23	25	23	-	SMASHING PUMPKINS/Tonight, Tonight
21	19	23	23	-	TRACY CHAPMAN/Give Me One Reason
25	26	25	23	-	DAVE MATTHEWS BAND/So Much To Say
23	25	22	22	-	AMANDA MARSHALL/Birmingham
22	24	23	21	-	FIONA APPLE/Shadowboxer
-	-	-	20	-	NIL LARA/How Was I To Know
19	25	24	20	-	NO DOUBT/Don't Speak
21	23	24	20	-	SHERYL CROW/It Makes You...
18	21	22	19	-	TRACY CHAPMAN/New Beginning
20	18	20	19	-	DASIS/Don't Look Back...
-	-	-	17	-	COUNTING CROWS/Angels Of...
-	-	-	18	-	R.E.M./Bittersweet Me
18	17	18	17	-	ELEANOR MCEVOY/Precious Little
-	-	-	12	-	SEAL/Fly Like An Eagle
-	-	-	-	-	NO DOUBT/Don't Speak

The Mountain
103.7 FM

MARKET #13
KMTT/Seattle
(206) 233-1037
Mays/Carlson

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
19	19	18	19	-	R.E.M./Bow The Letter
10	18	17	19	-	SHERYL CROW/Everyday Is
18	17	19	19	-	JOHN MELLENCAMP/Key West...
18	17	18	19	-	SHAWN COLVIN/Get Out Of This...
10	19	18	18	-	WALLFLOWERS/One Headlight
10	10	18	18	-	PAULA COLE/Where Have All...
9	8	9	16	-	CHRIS ISAAK/Think Of Tomorrow
6	5	8	11	-	CHALK FARM/Lie On Lie
5	6	1			

OPENINGS

OPENINGS

OPENINGS

OPENINGS

NATIONAL



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INTERNATIONAL

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EAST

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Cape Cod AC seeks experienced F/T & P/T AT. T&R: WCOD, Chris Boles, 745 West Main Street, Hyannis, MA, 02601. EOE (10/25)

VICE PRESIDENT PROGRAMMING AND PRODUCTION OPERATIONS

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<http://www.frontline.com>

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Production Director: We give you the tools, you take it from there! Off-air wiz must be creative, think rock and roll, and unafraid to push the boundaries. Minimum 2-3 years experience, preferably on ADX Digital workstation.

T&R to :Glenn Stewart, WHEB, 815 Lafayette Road, Portsmouth, NH 03801. EOE

East Coast station is in need of a morning show or morning personality also looking for midday talent. Females encouraged to apply T&R's to: Radio & Records, 10100 Santa Monica Bl., #183, 5th Floor, Los Angeles, CA 90067. EOE

SOUTH

Top 100 market! PD sought! HAC. Selector & Digital systems capable. T&R: WNST, T.K. O'Grady, 59 Windmere Blvd., Charleston, SC 29407. EOE (10/25)

AC/Raleigh seeking P/T AT. Great company, excellent pay. T&R: WRSN, Bob Bronson, 1000 Park Forty Plaza Ste.120, Durham, NC 27713. EOE (10/25)

Excellent career opportunity! F/T Operations position. Five station group. No calls. T&R: Chris Frazee, 1101 S. Davis, Cleveland, MS 38732. EOE (10/25)

Seeking midday/production wizard. T&R: WKBC-FM, Jon Reilly, Box 938, N. Wilkesboro, NC 28659. EOE (10/25)

Production Director/Airshift - Creative mind and team player for a progressive growing FM in S.W. FL. Heavy work load for the right person. Radio & Records, 10100 Santa Monica Bl., #178, 5th Floor, Los Angeles, CA 90067. EOE

Top 10 market seeks midday talent. 70s/Classic Rock/Arrow/Hot AC experience would give you an edge. Can you communicate to a 35 to 44 year old, play well with others, take direction, have fun and focus on winning? 3-4 years major or medium market experience, professionalism and stability required. RCS Master Control experience helpful. Females and minorities strongly encouraged to apply. EOE. Send tapes and resumes to: Cindy Alford KRRW 4131 N. Central Expressway, Suite 1200, Dept. A, Dallas, TX 75204. No Calls.

PRODUCTION DIRECTOR WLTY-FM

When can you start? WLTY-FM (Oldies format) a Susquehanna Radio Corp. in VA. Beach has an IMMEDIATE OPENING for a qualified Production Director. Minimum of 2+ years prior radio production/DSE experience necessary. Duties include copywriting, commercial production, and administration of department. Fax resume to: Kathy Taylor, (757) 671-1010; or mail T&R to 168 Business Park Drive, Ste. 201 VA. Beach, VA 23462. EOE

Top 25 market seeks morning talent and/or sidekick for CHR. Must be topical and able to relate to adult women. This is a rare opportunity with a great company. Must be willing to do whatever it takes to win. T&R's to: Radio & Records, 10100 Santa Monica Bl., #177, 5th Floor, Los Angeles, CA 90067. EOE

MORNING SHOW PRODUCER

News/Talk WBT-AM&FM seeks strong Morning Show Producer for evolving information-intensive program. Will play key role in conception, execution of show. Candidates must be well informed, curious, creative and tenacious.

WBT also needs a Producer with same traits to handle three daily shows. Resumes to Randall Bloomquist, WBT-AM/FM, One Julian Price Place, Charlotte, NC 28208 Fax: (704) 374-3777

MIDWEST

Seeking morning co-host for Hot Country show. T&R: KTST, Charlie Harrigan, 101 NE 28th, Oklahoma City, OK, 73105. EOE (10/25)

Seeking News Director. PBP and/or sales a plus. T&R: WTHD, Randy Tanner, 206 S. High Street, LaGrange, IN, 46761. EOE (10/25)

Seeking morning show host with great production skills. T&R: WIQU-AM, Allan James, 671 E. 400 South Kokomo, IN, 46904. EOE (10/25)

Sales Manager-WIOT-FM AOR. Recruit, train, lead, budget. Resume: Jacor, Mike Wheeler, 125 S. Superior, Toledo, OH, 43602. EOE (10/25)

Rock station seeks a station voice. T&R: KSEZ, Rich Randall, 901 Steuben St., Sioux City, IA, 51101. EOE (10/25)

Seeking AM drive Country. One-year F/T experience please. T&R: WHZR, Jason Addams, Box 103, Logansport, IN, 46947. EOE (10/25)

KQDS-AOR seeking evening/promotions person. Females encouraged. T&R: KQDS, Paul St. Andrew, 2001 London Rd., Duluth, MN, 55812. EOE (10/25)

ATTENTION MORNING SHOWS:

If you're not kicking ass in your market, don't bother responding to this ad. Major market Rock legend looking to create morning show history. Send tapes and resumes to: Radio & Records, 10100 Santa Monica Bl., #182, 5th Floor, Los Angeles, CA 90067. EOE

Major market powerhouse looking for high profile, creative, comedy minded radio talent. You can't be afraid of heights. Send tape, resume and photo to: Mitch Rosen, 875 N. Michigan, Ave., Ste. 3750, Chicago, IL 0611. Equal Opportunity Employer

PROGRAM DIRECTOR Cincinnati's All Sports 1160 AM THE SCORE

Chancellor Broadcasting Cincinnati has a prime opening for an All Sports Program Director. We're looking for a leader with a true passion for Sports and great radio! A winning track record in sports programming is preferred. Overnight your resume, station tapes and programming philosophy to: John Rohm, General Manager, WKYN-AM "The Score", 625 Eden Park Drive, Suite 1050, Cincinnati, Ohio 45202. Chancellor Broadcasting is an Equal Opportunity Employer.

We need Cronkite & Cossell rolled into one! News & Sports gig available w/multi-station group 2-3 years experience. T&R and writing samples. Radio & Records, 10100 Santa Monica Bl., #181, 5th Floor, Los Angeles, CA 90067. EOE

Help!!! Jacor just hired our top air-talent... can you replace him??? 100.5 THE FOX, the Tri-Cities only CHR, is searching for America's next great afternoon personality. If you're an outgoing, charismatic, personality driven air-talent, who'd like to become our next music director, we'd love to hear from you today!!! We offer a state-of-the-art, 100% digital facility, great working atmosphere, the opportunity to advance within the company and good money. If you're ready to join our top-rated CHR, send a tape and resume today!!! Mark McGill, PD, 3070 Kabobel Drive, Saginaw, MI 48604. EOE



GEN. MGR

Sarkes Tarzian Inc. needs radio GM for WGCL/WITS Bloomington, IN. Successful small mkt. mgmt. desirable. Strong leadership, client development, team-building, problem solving skills needed. Big Ten college mkt. Attractive compensation package. FAX info on background to: Geoff Vargo 812-331-4575 EOE



CREATIVE PRODUCTION GENIUS

One of America's most successful Classic Rock radio stations, Milwaukee's WKLH, has an immediate opportunity for a brilliant Production Director. If voice-over-music-bed-assembly-line-production is your strength, STOP READING. If you have passion, understand "stationality" and create amazing production, let's hear from you now! Digital experience necessary, RUSH your presentation to: Bob Bellini, PD, WKLH, 5407 W. McKinley Ave., Milwaukee, 53208. EOE

OPPORTUNITIES

OPENINGS

Sioux City Radio Group seeking creative and organized person to be our production director... Salary is 25+... No beginners! Send tape and resume to: Mark Hahn, Box 1737, Sioux City, IA 51102. Women & Minorities Encouraged.

WEST

Seeking experienced Country talent for full and part-time positions. T&R: KRKT, Glenn Nobel, 1207 9th Ave. SE, Albany, OR 97321. EOE (10/25)

Seeking Classic Rocker P.D. Morning personality. T&R: Sun Valley Radio, Michael Steele, 810 W 200 N., Logan, UT. 84321. EOE (10/25)

Seeking all shifts at new HAC FM. No beginners please. T&R: KFBC, Larry Proietti, 1806 Capitol Ave., Cheyenne, WY 82001. EOE (10/25)

Classic/AOR seeking AT for future. Two years minimum. T&R: KZGL, Gary Shannon, 2690 E. Huntington, Flagstaff, AZ 86004. EOE (10/25)

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RADIO CONSULTING

Need to fill: Western U.S. client has immediate opening for a morning show host. Great opportunity with a major group. Also need updated T&Rs for midday, afternoon, and night opportunities at other client stations. No phone calls please. EEO employer. 771 S. Kirkman Rd. Ste 108, Orlando, FL 32811

Traffic Reporter/Assistant Van Operator. Must love talking, driving, & helping others 7 days/wk. Highly skilled driver with clean record. \$16/hr. + overtime. Women/People of Color strongly encouraged. Mixx 96fm KXXO, Olympia, Washington 360-943-9937.

K-LOVE Radio, a rapidly growing Contemporary Christian Music Network on the West Coast, has an immediate production opening. This person will produce and voice spots and promos. Experience in digital multitrack recording a must. On-air experience a plus! Send tapes and resumes to: Lloyd Parker, K-LOVE Radio Network, 1425 North Market Blvd., Suite 9, Sacramento, CA 95834. EOE

OPENINGS

Major Market Sports Radio station looking for an aggressive, energetic executive producer to take charge. Must have attention to detail and solid people skills. Deep rolodex, must be creative and tireless worker with team commitment. Is this you? Send resume immediately to Rick Scott & Associates, 2509 152nd N. E., Suite D, Redmond, WA 98052. EOE

ABC RADIO NETWORKS

EDITOR/PRODUCER, ABC RADIO NETWORKS, NY

Requires compiling breaking news stories and current issues that will dominate each days talk radio discussion. Overnight shift weekdays 5+ years talkradio producing or hosting experience, and a total command of current issues and events. No calls. Send resume to ABC Inc., Human Resources Dept., 77W 66th St., 13th Floor, NY, NY 10023, att:SS. EOE

Can you do a laugh-out-loud-funny rock 'n roll classics morning show? Can you entertain without relying on d**k jokes? Cheese-free performers only need apply Send your best stuff to Chris Miller, Earth 105, 888 SW 5th Ave, Suite 790, Portland, OR 97204. Like all Heritage Media Corporation stations, Earth 105/KKRH is an Equal Opportunity Employer.

TOP-RATED STATION IN THE WINE COUNTRY!

F/T position: Airshift (Hot Country)/heavy prod. Remotes! needed now! T&R to: KRPO, 6640 Redwood Drive, Ste 202, Rohnert Park, California 94928. EOE No Calls.

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POSITIONS SOUGHT

Looking for chief engineer position. Lost job of 10 years, due to sale of station. Experienced with computers, DCR, UDS and broadcast equipment. Have great references! Call Robert King at (702) 876-5151

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Mega award Top 10 Production Director seeks Blue Ridge/Appalacia market, all offers. STEVE: (800) 356-3280. (10/25)

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Southern California / 18 year professional. Winner in all markets and formats. Strong news and production background. Will travel. JACK: (818) 359-3215. (10/25)

Action! Soul Gold AT! Free sample show! Complete library on cd, vinyl and 8 track. JERRY: (216) 941-7084. (10/25)

POSITIONS SOUGHT

Satellite killers. Name target, bounty, details. Internet proficient. On vacation. No ad this week. Gone fishing. MANSON & DAHMER: (954) 527-5781. (10/25)

Toledo News Director with extensive management, anchoring and reporting background seeks new market. Credible, professional. DAVE BRANNEN: (419) 893-2227. (10/25)

PD/MD available immediately. Team/AC and CHR experience. Great pipes. Knowledge, seasoned. Small or medium market/ East. STEVE: (305) 460-2233. (10/25)

Native New Yorker. Oldies/Country/ Dance/AC/ Top 40. All shifts. Great appearances/ phones. East/South/West. JIMMY D: (718) 257-3158. (10/25)

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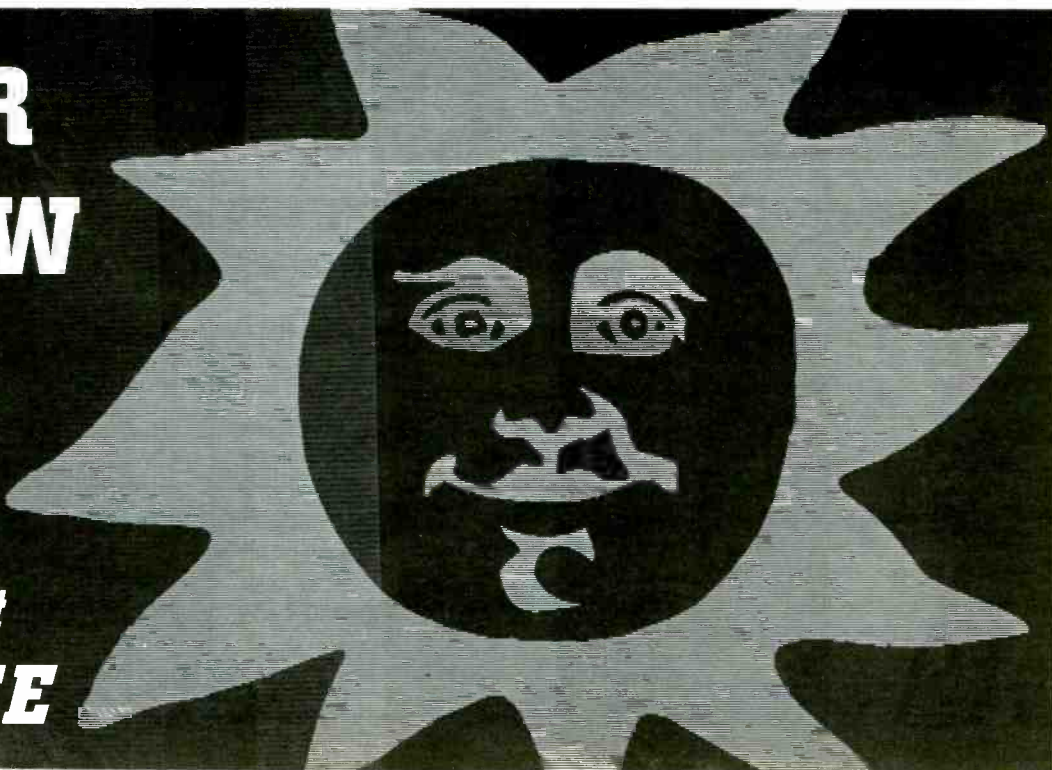
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1x \$100/inch **2x \$75/inch**

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

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

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

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

Deadline

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

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.

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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.

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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.

MARKETPLACE

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ALL AC #AC-31, WPNT, WLIT, K101, KLLC, WNIC, WLIT, \$7.50.
PROFILE #S-328, CINCINNATI CHR WKRC, UC WLFZ, AC WRRM, WNNK, Ctry WUBE, WYGY, Gold WGR, AOR WEBN, WOFX, \$7.50.
PROFILE #S-329, ST LOUISI CHR WKBO, UC KMJM, AC KYKY, KEZK, Gold KLOU, KIHT, AOR KSHE, KPNT, KSD, Ctry WIL, WKOK, \$7.50.
PROMO VAULT #PB-26, promo samples - all formats, all market sizes. Cassette, \$10.
SWEEPER VAULT #SV-12, Sweeper & Legal ID samples, all formats. Cassette, \$10.
#0-18 (ALL OLDIES), #AOR-13 (ALL AOR), #T-4 (TALK RADIO), #S-326 (CHICAGO) at \$7.50 each.
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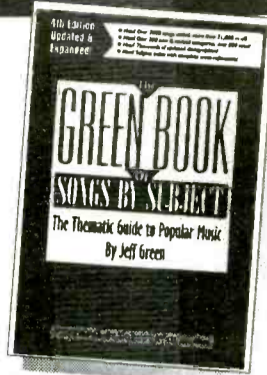
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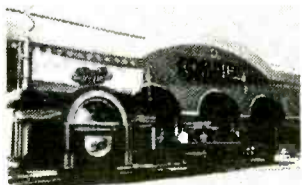
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CHR/POP

LW	TW	Artist	Album
1	1	DONNA LEWIS	I Love You Always Forever (Atlantic)
2	2	CELINE DION	It's All Coming Back To Me Now (550 Music)
3	3	ALANIS MORISSETTE	Head Over Feet (Maverick/Reprise)
4	4	MERRIL BAINBRIDGE	Mouth (Universal)
5	5	NO MERCY	Where Do You Go (Arista)
6	6	KEITH SWEAT	Twisted (Elektra/EEG)
8	7	QUAD CITY DJ'S	C'mon 'N Ride It... (Quadra Sound/Big Beat/Atlantic)
7	8	DISHWALLA	Counting Blue Cars (A&M)
10	9	JOHN MELLENCAMP	Key West Intermezzo (I Saw...) (Mercury)
12	10	JOURNEY	When You Love A Woman (Columbia)
14	11	SHERYL CROW	If It Makes You Happy (A&M)
9	12	ERIC CLAPTON	Change The World (Reprise)
11	13	NO DOUBT	Spiderwebs (Trauma/Interscope)
13	14	TONI BRAXTON	You're Makin' Me High (LaFace/Arista)
19	15	EN VOGUE	Don't Let Go (Love) (EastWest/EEG)
16	16	ALANIS MORISSETTE	You Learn (Maverick/Reprise)
18	17	AMANDA MARSHALL	Birmingham (Epic)
15	18	JEWEL	Who Will Save Your Soul (Atlantic)
22	19	LA BOUCHE	Fallin' In Love (RCA)
21	20	BRYAN ADAMS	Let's Make A Night To Remember (A&M)
17	21	PRIMITIVE RADIO GODS	Standing Outside... (Ergo/Columbia)
23	22	WALLFLOWERS	6th Avenue Heartache (Interscope)
27	23	DC TALK	Just Between You And Me (Virgin)
20	24	R. KELLY	I Can't Sleep Baby (If I) (Jive)
24	25	AMBER	This Is Your Night (Tommy Boy)
29	26	HOOTIE & THE BLOWFISH	Sad Caper (Atlantic)
26	27	GHOST TOWN DJ'S	My Boo (So So Def/Columbia)
25	28	WILD ORCHID	At Night I Pray (RCA)
33	29	WONDERS	That Thing You Do! (Epic)
32	30	NEW EDITION	I'm Still In Love With You (MCA)

CHR begins on Page 38.

HOT AC

LW	TW	Artist	Album
1	1	DONNA LEWIS	I Love You Always Forever (Atlantic)
3	2	CELINE DION	It's All Coming Back To Me Now (550 Music)
2	3	ERIC CLAPTON	Change The World (Reprise)
4	4	JOURNEY	When You Love A Woman (Columbia)
5	5	JOHN MELLENCAMP	Key West Intermezzo (I Saw...) (Mercury)
7	6	DISHWALLA	Counting Blue Cars (A&M)
11	7	BRYAN ADAMS	Let's Make A Night To Remember (A&M)
9	8	MERRIL BAINBRIDGE	Mouth (Universal)
13	9	ALANIS MORISSETTE	Head Over Feet (Maverick/Reprise)
6	10	MELISSA ETHERIDGE	Nowhere To Go (Island)
8	11	ALANIS MORISSETTE	You Learn (Maverick/Reprise)
10	12	TRACY CHAPMAN	Give Me One Reason (Elektra/EEG)
12	13	PHIL COLLINS	Dance Into The Light (Face Value/Atlantic)
14	14	AMANDA MARSHALL	Birmingham (Epic)
18	15	HOOTIE & THE BLOWFISH	I Go Blind (Reprise)
17	16	NATALIE MERCHANT	Jealousy (Elektra/EEG)
23	17	DC TALK	Just Between You And Me (Virgin)
19	18	WONDERS	That Thing You Do! (Epic)
15	19	JEWEL	Who Will Save Your Soul (Atlantic)
24	20	MADONNA	You Must Love Me (Warner Bros.)
21	21	ELTON JOHN	You Can Make History... (MCA)
—	22	SEAL	Fly Like An Eagle (Atlantic)
22	23	NO MERCY	Where Do You Go (Arista)
25	24	SHERYL CROW	If It Makes You Happy (A&M)
20	25	HOOTIE & THE BLOWFISH	Tucker's Town (Atlantic)
27	26	HOOTIE & THE BLOWFISH	Sad Caper (Atlantic)
26	27	STING	I'm So Happy I Can't Stop... (A&M)
30	28	TONI BRAXTON	Un-break My Heart (LaFace/Arista)
29	29	MICHAEL BOLTON	Love Is The Power (Columbia)
28	30	WALLFLOWERS	6th Avenue Heartache (Interscope)

AC begins on Page 66.

CHR/RHYTHMIC

LW	TW	Artist	Album
1	1	KEITH SWEAT	Twisted (Elektra/EEG)
4	2	BLACKSTREET	No Diggity (Interscope)
8	3	KEITH SWEAT	Nobody (Elektra/EEG)
3	4	AZ YET	Last Night (LaFace/Arista)
6	5	AALIYAH	If Your Girl Only Knew (BlackGround/Atlantic)
2	6	DONNA LEWIS	I Love You Always Forever (Atlantic)
10	7	GINUWINE	Pony (550 Music)
5	8	BONE THUGS-N-HARMONY	Days Of Our Livez (EastWest/EEG)
9	9	NEW EDITION	I'm Still In Love With You (MCA)
7	10	GHOST TOWN DJ'S	My Boo (So So Def/Columbia)
14	11	TONI BRAXTON	Un-break My Heart (LaFace/Arista)
12	12	BABYFACE	This Is For The Lover In You (Epic)
16	13	EN VOGUE	Don't Let Go (Love) (EastWest/EEG)
11	14	NO MERCY	Where Do You Go (Arista)
15	15	BRAIDS	Bohemian Rhapsody (Big Beat/Atlantic)
36	16	R. KELLY	I Believe I Can Fly (Taydash/Jive)
17	17	TONI BRAXTON	You're Makin' Me High (LaFace/Arista)
13	18	L.L. COOL J	Loungin (Def Jam/RAL/Mercury)
18	19	QUAD CITY DJ'S	C'mon 'N Ride It... (Quadra Sound/Big Beat/Atlantic)
26	20	MONTELL JORDAN	Falling (Def Jam/RAL/Mercury)
22	21	112	Only You (Bad Boy/Arista)
19	22	CELINE DION	It's All Coming Back To Me Now (550 Music)
21	23	SHADES	Tell Me (I'll Be Around) (Motown)
23	24	DRU HILL	Tell Me (Island)
20	25	R. KELLY	I Can't Sleep Baby (If I) (Jive)
24	26	MAXWELL	Ascension (Don't Ever Wonder) (Columbia)
30	27	MO THUGS FAMILY	Thug Devotion (Mo Thug/Relativity)
25	28	BRANDY, TAMIA, KNIGHT, KHAN	Missing You (EastWest/EEG)
28	29	JOCELYN ENRIQUEZ	Do You Miss Me (Classified)
27	30	AMBER	This Is Your Night (Tommy Boy)

CHR begins on Page 38.

AC

LW	TW	Artist	Album
1	1	CELINE DION	It's All Coming Back To Me... (550 Music)
3	2	ELTON JOHN	You Can Make History... (MCA)
2	3	ERIC CLAPTON	Change The World (Reprise)
4	4	DONNA LEWIS	I Love You Always Forever (Atlantic)
6	5	JOURNEY	When You Love A Woman (Columbia)
7	6	PHIL COLLINS	Dance Into The Light (Face Value/Atlantic)
8	7	BRYAN ADAMS	Let's Make A Night To Remember (A&M)
5	8	MARIAH CAREY	Forever (Columbia)
10	9	MICHAEL BOLTON	Love Is The Power (Columbia)
11	10	TINA TURNER	Missing You (Virgin)
12	11	KENNY G	The Moment (Arista)
14	12	TONI BRAXTON	Un-break My Heart (LaFace/Arista)
9	13	LIONEL RICHIE	Ordinary Girl (Mercury)
13	14	VANESSA WILLIAMS	Where Do We Go From Here (Mercury)
25	15	MADONNA	You Must Love Me (Warner Bros.)
17	16	JOHN MELLENCAMP	Key West Intermezzo (I Saw...) (Mercury)
15	17	WHITNEY HOUSTON	Why Does It Hurt So Bad (Arista)
20	18	DAVE KOZ	Don't Look Back (Capitol)
19	19	PETER CETERA	One Clear Voice (River North)
21	20	A. NEVILLE /R. ROBERTSON	Crazy Love (Reprise)
22	21	JORDAN HILL	How Many Times (143/Atlantic)
23	22	MELISSA ETHERIDGE	Nowhere To Go (Island)
29	23	WONDERS	That Thing You Do! (Epic)
—	24	HUEY LEWIS & THE NEWS	100 Years From Now (Elektra/EEG)
26	25	NATALIE COLE w/NAT "KING" COLE	When I Fall In Love (Elektra/EEG)
27	26	BRIAN MCKNIGHT	Remember The Magic (Walt Disney)
24	27	BEACH BOYS /KATHY TROCCOLI	Can Hear Music (River North)
—	28	MICHAEL ENGLISH	Freedom (Curb)
—	29	HOOTIE & THE BLOWFISH	Sad Caper (Atlantic)
28	30	HOOTIE & THE BLOWFISH	Tucker's Town (Atlantic)

No Songs Qualified For Breaker Status This Week

AC begins on Page 66.

URBAN

LW	TW	Artist	Album
3	1	MINT CONDITION	What Kind Of Man... (Perspective/A&M)
5	2	KEITH SWEAT	Nobody (Elektra/EEG)
1	3	DRU HILL	Tell Me (Island)
7	4	GINUWINE	Pony (550 Music)
2	5	AZ YET	Last Night (LaFace/Arista)
10	6	NEW EDITION	I'm Still In Love With You (MCA)
8	7	BRANDY, TAMIA, KNIGHT, KHAN	Missing You (EastWest/EEG)
4	8	AALIYAH	If Your Girl Only Knew (BlackGround/Atlantic)
6	9	BLACKSTREET	No Diggity (Interscope)
11	10	BABYFACE	This Is For The Lover In You (Epic)
14	11	702	Steele (Biv 10/Motown)
12	12	MONTELL JORDAN	Falling (Def Jam/RAL/Mercury)
13	13	BONE THUGS-N-HARMONY	Days Of Our Livez (EastWest/EEG)
17	14	TONI BRAXTON	Un-break My Heart (LaFace/Arista)
16	15	ALFONZO HUNTER	Just The Way (Playas Play) (EMI)
19	16	DONELL JONES	Knocks Me Off My Feet (Untouchables/LaFace/Arista)
18	17	TEVIN CAMPBELL	I Got It Bad (Qwest/WB)
9	18	LUTHER VANDROSS	Your Secret Love (L/V/Epic)
21	19	ANN NESBY	I'm Still Wearing Your Name (Perspective/A&M)
47	20	R. KELLY	I Believe I Can Fly (Taydash/Jive)
23	21	DO OR DIE	Po' Pimp (Rap-A-Lot/Noo Trybe)
28	22	EN VOGUE	Don't Let Go (Love) (EastWest/EEG)
27	23	TOTAL	Do You Think About Us? (Bad Boy/Arista)
25	24	SALT-N-PEPA	Champagne (MCA)
26	25	MEN OF VIZION	Do Thangz (MJJ/550)
15	26	JOHNNY GILL	Let's Get The Mood Right (Motown)
29	27	K-CI & JOJO	How Could You (MCA)
20	28	SWV	Use Your Heart (RCA)
38	29	KENNY LATTIMORE	Just What It Takes (Columbia)
32	30	ZAKIYA	Love Like Mine (DVB/A&M)

45 **OUTKAST** ATLiens (LaFace/Arista)

URBAN begins on Page 49.

ACTIVE ROCK

LW	TW	Artist	Album
1	1	METALLICA	Hero Of The Day (Elektra/EEG)
3	2	VAN HALEN	Me Wise Magic (Warner Bros.)
4	3	SMASHING PUMPKINS	Muzzle (Virgin)
2	4	TONIC	Open Up Your Eyes (Polydor/A&M)
6	5	COUNTING CROWS	Angels Of The Silences (DGC/Geffen)
9	6	PEARL JAM	Hail, Hail (Epic)
10	7	SOCIAL DISTORTION	I Was Wrong (550 Music)
15	8	SOUNDGARDEN	Blow Up The Outside World (A&M)
13	9	LOCAL H	Bound For The Floor (Island)
7	10	STABBING WESTWARD	Shame (Columbia)
47	11	BUSH	Swallowed (Trauma/Interscope)
24	12	STONE TEMPLE PILOTS	Lady Picture Show (Atlantic)
5	13	RUSH	Test For Echo (Atlantic)
19	14	R.E.M.	Bittersweet Me (Warner Bros.)
14	15	BLACK CROWES	Blackberry (American/Reprise)
16	16	TOOL	Stinkfist (Zoo)
8	17	ALICE IN CHAINS	Over Now (Columbia)
11	18	NIRVANA	Aneurysm (DGC/Geffen)
18	19	DISHWALLA	Charlie Brown's Parents (A&M)
12	20	SOUNDGARDEN	Burden In My Hand (A&M)
23	21	MATCHBOX 20	Long Day (Lava/Atlantic)
20	22	CHALK FARM	Lie On Lie (Columbia)
25	23	SUBLIME	What I Got (Gasoline Alley/MCA)
21	24	EXPANDING MAN	Download (I Will) (Qdivision/Columbia)
17	25	311	Down (Capricorn/Mercury)
28	26	PHISH	Free (Elektra/EEG)
26	27	MARILYN MANSON	The Beautiful People (Nothing/Interscope)
34	28	STIR	Looking For (Capitol)
30	29	TOM PETTY & THE HEARTBREAKERS	Climb That Hill (Warner Bros.)
29	30	EELS	Novocaine For The Soul (DreamWorks/Geffen)

33 **CRACKER** Sweet Thistle Pie (Virgin)
 31 **DARLAHOOD** Grow Your Own (Reprise)
 35 **SPONGE** Have You Seen Mary (Columbia)

ROCK begins on Page 78.

ADULT ALTERNATIVE

- | | | | | |
|------|------|------|------|------|
| KSCA | KMTT | KRSH | WNCS | WMVY |
| WXRT | WMMO | KTHX | KTMN | WXPB |
| WXRV | WRLT | KOTR | KBXR | |



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Breakers In Blue

NATIONAL AIRPLAY OVERVIEW OCTOBER 25, 1996

URBAN AC

LW	TW	ARTIST	SON	Label
1	1	LUTHER VANDROSS	Your Secret Love	(LV/Epic)
2	2	BRANDY, TAMIA, KNIGHT, KHAN	Missing You	(EastWest/EEG)
4	3	MINT CONDITION	What Kind Of Man Would I Be	(Perspective/A&M)
3	4	JOHNNY GILL	Let's Get The Mood Right	(Motown)
6	5	ANN NESBY	I'm Still Wearing Your Name	(Perspective/A&M)
5	6	TINA TURNER	Something Beautiful Remains	(Virgin)
7	7	MAXWELL	Ascension (Don't Ever Wonder)	(Columbia)
8	8	AZ YET	Last Night	(LaFace/Arista)
9	9	TONI BRAXTON	Un-break My Heart	(LaFace/Arista)
10	10	KEITH SWEAT	Nobody	(Elektra/EEG)
11	11	NEW EDITION	I'm Still In Love With You	(MCA)
13	12	DRU HILL	Tell Me	(Island)
14	13	TEVIN CAMPBELL	I Got It Bad	(Qwest/WB)
16	14	ME'SHELL NDEGECELLO	Who Is He And What...	(Maverick/Reprise)
15	15	JOHNNIE TAYLOR	Good Love	(Malaco)
12	16	TONI BRAXTON	You're Makin' Me High	(LaFace/Arista)
18	17	KENNY LATTIMORE	Just What It Takes	(Columbia)
17	18	WHITNEY HOUSTON	Why Does It Hurt So Bad	(Arista)
24	19	BABYFACE	This Is For The Lover In You	(Epic)
19	20	ANN NESBY	I'll Do Anything For You	(Perspective/A&M)
27	21	CURTIS MAYFIELD	New World Order	(Warner Bros.)
—	22	R. KELLY	I Believe I Can Fly	(Tavdash/Urve)
21	23	SWV	Use Your Heart	(RCA)
—	24	BEBE & CECE WINANS	Feels Like Heaven	(EMI)
26	25	MONTELL JORDAN	Falling	(Def Jam/RAL/Mercury)
23	26	BLACKSTREET	No Diggity	(Interscope)
22	27	AALIYAH	If Your Girl Only Knew	(BlackGround/Atlantic)
—	28	EN VOGUE	Don't Let Go (Love)	(EastWest/EEG)
20	29	GROOVE COLLECTIVE	Lift Off	(Giant Step/GRP)
30	30	ISLEY BROTHERS	Floatin' On Your Love	(T-Neck/Island)

URBAN begins on Page 49.

ROCK

LW	TW	ARTIST	SON	Label
1	1	VAN HALEN	Me Wise Magic	(Warner Bros.)
2	2	ZZ TOP	What's Up With That	(RCA)
4	3	TONIC	Open Up Your Eyes	(Polydor/A&M)
3	4	RUSH	Test For Echo	(Atlantic)
7	5	METALLICA	Hero Of The Day	(Elektra/EEG)
10	6	TOM PETTY & THE HEARTBREAKERS	Climb That Hill	(Warner Bros.)
8	7	COUNTING CROWS	Angels Of The Silences	(DGC/Geffen)
5	8	BLACK CROWES	Blackberry	(American/Reprise)
12	9	R.E.M.	Bittersweet Me	(Warner Bros.)
9	10	JOURNEY	Message Of Love	(Columbia)
14	11	CHALK FARM	Lie On Lie	(Columbia)
6	12	JOHN MELLENCAMP	Key West Intermezzo (I Saw...)	(Mercury)
13	13	ALICE IN CHAINS	Over Now	(Columbia)
11	14	SOUNDGARDEN	Burden In My Hand	(A&M)
15	15	PEARL JAM	Hail, Hail	(Epic)
18	16	PHISH	Free	(Elektra/EEG)
24	17	MATCHBOX 20	Long Day	(Lava/Atlantic)
28	18	STONE TEMPLE PILOTS	Lady Picture Show	(Atlantic)
17	19	STORYVILLE	Good Day For The Blues	(Code Blue/Atlantic)
16	20	BETTER THAN EZRA	King Of New Orleans	(Swell/Elektra/EEG)
20	21	STONE TEMPLE PILOTS	Trippin' On A Hole In...	(Atlantic)
21	22	WALLFLOWERS	6th Avenue Heartache	(Interscope)
22	23	NIRVANA	Aneurysm	(DGC/Geffen)
26	24	METALLICA	Until It Sleeps	(Elektra/EEG)
23	25	SHERYL CROW	If It Makes You Happy	(A&M)
35	26	SOUNDGARDEN	Blow Up The Outside World	(A&M)
27	27	SMASHING PUMPKINS	Muzzle	(Virgin)
19	28	TOM PETTY & THE HEARTBREAKERS	Walls	(Warner Bros.)
30	29	WHY STORE	Father	(Way Cool Music/MCA)
31	30	SPONGE	Have You Seen Mary	(Columbia)

ROCK begins on Page 78.

COUNTRY

LW	TW	ARTIST	SON	Label
1	1	CLINT BLACK	Like The Rain	(RCA)
3	2	TRAVIS TRITT	More Than You'll Ever Know	(Warner Bros.)
4	3	KENNY CHESNEY	Me And You	(BNA)
6	4	DAVID LEE MURPHY	The Road You Leave Behind	(MCA)
5	5	PATTY LOVELESS	Lonely Too Long	(Epic)
7	6	GEORGE STRAIT	I Can Still Make Cheyenne	(MCA)
10	7	DEANA CARTER	Strawberry Wine	(Capitol)
12	8	JOHN BERRY	Change My Mind	(Capitol)
11	9	REBA MCENTIRE	The Fear Of Being Alone	(MCA)
2	10	ALABAMA	The Maker Said Take Her	(RCA)
14	11	GARTH BROOKS	That Ol' Wind	(Capitol)
18	12	TRACE ADKINS	Every Light In The House	(Capitol)
15	13	BROOKS & DUNN	Mama Don't Get Dressed Up...	(Arista)
8	14	PAUL BRANDT	I Do	(Reprise)
16	15	RICOCHET	Love Is Stronger Than Pride	(Columbia)
26	16	ALAN JACKSON	Little Bitty	(Arista)
19	17	DIAMOND RIO	It's All In Your Head	(Arista)
22	18	TERRI CLARK	Poor Poor Pitiful Me	(Mercury)
20	19	DAVID KERSH	Goodnight Sweetheart	(Curb)
25	20	TIM MCGRAW	Maybe We Should Just Sleep...	(Curb)
21	21	TY ENGLAND	Irresistible You	(RCA)
24	22	CLAY WALKER	Bury The Shovel	(Giant)
27	23	MILA MASON	That's Enough Of That	(Atlantic)
29	24	TRACY BYRD	Big Love	(MCA)
30	25	MARY CHAPIN CARPENTER	Let Me Into Your Heart	(Columbia)
31	26	GARY ALLAN	Her Man	(Decca)
35	27	LEANN RIMES	One Way Ticket (Because I Can)	(MCG/Curb)
9	28	COLLIN RAYE	Love Remains	(Epic)
13	29	JOHN MICHAEL MONTGOMERY	Ain't Got Nothin' On Us	(Atlantic)
33	30	NEAL MCCOY	Going, Going, Gone	(Atlantic)
40	32	BRYAN WHITE	That's Another Song	(Asylum/EEG)
42	33	FAITH HILL	I Can't Do That Anymore	(Warner Bros.)
50	37	TRACY LAWRENCE	Is That A Tear	(Atlantic)

COUNTRY begins on Page 56.

ALTERNATIVE

LW	TW	ARTIST	SON	Label
1	1	SUBLIME	What I Got	(Gasoline Alley/MCA)
2	2	EELS	Novocaine For The Soul	(DreamWorks/Geffen)
3	3	COUNTING CROWS	Angels Of The Silences	(DGC/Geffen)
4	4	SOCIAL DISTORTION	I Was Wrong	(550 Music)
42	5	BUSH	Swallowed	(Trauma/Interscope)
8	6	R.E.M.	Bittersweet Me	(Warner Bros.)
6	7	SMASHING PUMPKINS	Muzzle	(Virgin)
7	8	SHERYL CROW	If It Makes You Happy	(A&M)
12	9	CAKE	The Distance	(Capricorn/Mercury)
9	10	PEARL JAM	Hail, Hail	(Epic)
18	11	NO DOUBT	Don't Speak	(Trauma/Interscope)
5	12	311	Down	(Capricorn/Mercury)
13	13	NIRVANA	Aneurysm	(DGC/Geffen)
17	14	LEMONHEADS	If I Could Talk I'd Tell You	(Tag/Atlantic)
10	15	REPUBLICA	Ready To Go	(RCA)
19	16	FUN LOVIN' CRIMINALS	Scooby Snacks	(EMI)
16	17	WEEZER	El Scorcho	(DGC/Geffen)
21	18	LOCAL H	Bound For The Floor	(Island)
15	19	GEGGY TAH	Whoever You Are	(Luaka Bop/WB)
25	20	STONE TEMPLE PILOTS	Lady Picture Show	(Atlantic)
11	21	WALLFLOWERS	6th Avenue Heartache	(Interscope)
23	22	BECK	Devils Haircut	(DGC/Geffen)
14	23	BETTER THAN EZRA	King Of New Orleans	(Swell/Elektra/EEG)
29	24	SOUNDGARDEN	Blow Up The Outside World	(A&M)
24	25	TOOL	Stinkfist	(Zoo)
26	26	TONIC	Open Up Your Eyes	(Polydor/A&M)
20	27	SOUNDGARDEN	Burden In My Hand	(A&M)
22	28	STABBING WESTWARD	Shame	(Columbia)
30	29	MARILYN MANSON	The Beautiful People	(Nothing/Interscope)
31	30	ALANIS MORISSETTE	Head Over Feet	(Maverick/Reprise)

ALTERNATIVE begins on Page 84.

NAC

LW	TW	ARTIST	SON	Label
1	1	DAVID SANBORN	Spooky	(Elektra/EEG)
3	2	KENNY G	The Moment	(Arista)
4	3	PETER WHITE	Caravan Of Dreams	(Columbia)
2	4	DAVE KOZ	Let Me Count The Ways	(Capitol)
5	5	PAUL HARDCASTLE	Bird Island	(JVC)
8	6	CHUCK LOEB	The Music Inside	(Shanachie)
6	7	DOC POWELL	Laid Back	(Discovery)
7	8	ART PORTER	Lake Shore Drive	(Verve Forecast)
9	9	GROVER WASHINGTON JR.	Can You Stop The Rain	(Columbia)
10	10	JEFF LORBER	Katherine	(Verve)
11	11	LUTHER VANDROSS	Your Secret Love	(LV/Epic)
12	12	ANDY SNITZER	My Dream Come True	(Warner Bros.)
17	13	SOUNDSCAPE	Morning Song	(Instinct)
16	14	NATALIE COLE w/NAT "KING" COLE	When I Fall In Love	(Elektra/EEG)
14	15	COUNT BASIC	On The Move	(Instinct)
18	16	ERIC CLAPTON	Change The World	(Reprise)
24	17	DENNY JOZA	Lights Of The City	(Blue Orchid)
21	18	RICHARD ELLIOT	City Speak	(Blue Note)
22	19	GLORIA ESTEFAN	I'm Not Giving You Up	(Epic)
15	20	HERB ALPERT	Flamingo	(Almo Sounds/Geffen)
19	21	JOE MCBRIDE	After Sunset	(Heads Up)
26	22	KEIKO MATSUI	Bridge Over The Stars	(Countdown/L.n.t.v.)
20	23	CHIELI MINUCCI	Anything And Everything	(JVC)
23	24	RIPPINGTONS	First Time I Saw Her	(GRP)
28	25	GEORGE BENSON	Holdin' On	(GRP)
25	26	AARON NEVILLE	I Can't Imagine	(A&M)
13	27	NORMAN BROWN	Better Days Ahead	(MoJazz/Motown)
29	28	BONEY JAMES	Sara Smile	(Warner Bros.)
—	29	TONI BRAXTON	Un-break My Heart	(LaFace/Arista)
—	30	RONNY JORDAN	Closer Than Close	(Island)

NAC begins on Page 73.

ADULT ALTERNATIVE

LW	TW	ARTIST	SON	Label
2	1	DUNCAN SHEIK	Barely Breathing	(Atlantic)
4	2	R.E.M.	Bittersweet Me	(Warner Bros.)
1	3	SHERYL CROW	If It Makes You Happy	(A&M)
5	4	SHAWN COLVIN	Get Out Of This House	(Columbia)
3	5	JOHN MELLENCAMP	Key West Intermezzo (I Saw...)	(Mercury)
6	6	MELISSA ETHERIDGE	Nowhere To Go	(Island)
11	7	SUZANNE VEGA	No Cheap Thrill	(A&M)
13	8	WALLFLOWERS	One Headlight	(Interscope)
8	9	CHRIS ISAAK	Think Of Tomorrow	(Reprise)
7	10	WALLFLOWERS	6th Avenue Heartache	(Interscope)
9	11	PHISH	Free	(Elektra/EEG)
12	12	DAVE MATTHEWS BAND	Two Step	(RCA)
20	13	PAULA COLE	Where Have All The Cowboys...	(Imagc/WB)
18	14	WHY STORE	Father	(Way Cool Music/MCA)
10	15	CHALK FARM	Lie On Lie	(Columbia)
14	16	TRACY CHAPMAN	New Beginning	(Elektra/EEG)
19	17	ALANIS MORISSETTE	Head Over Feet	(Maverick/Reprise)
16	18	LEAH ANDREONE	It's Alright, It's O.K.	(RCA)
17	19	ELEANOR MCEVOY	Precious Little	(Columbia)
24	20	CRASH TEST DUMMIES	He Liked To Feel It	(Arista)
22	21	TOM PETTY & THE HEARTBREAKERS	Climb That Hill	(Warner Bros.)
15	22	COUNTING CROWS	Angels Of The Silences	(DGC/Geffen)
28	23	JOHN MELLENCAMP	Just Another Day	(Mercury)
21	24	DAVE MATTHEWS BAND	So Much To Say	(RCA)
27	25	ASHLEY MACISAAC	Sleepy Maggie	(A&M)
25	26	STORYVILLE	Good Day For The Blues	(Code Blue/Atlantic)
29	27	EELS	Novocaine For The Soul	(DreamWorks/Geffen)
26	28	NIL LARA	How Was I To Know	(Metro Blue/Capitol)
30	29	FIONA APPLE	Shadowboxer	(Work)
—	30	LEMONHEADS	If I Could Talk I'd Tell You	(Tag/Atlantic)

ADULT ALTERNATIVE begins on Page 92.

"Hold on to
the bone, and
all the dogs
will follow."

traditional
Irish proverb

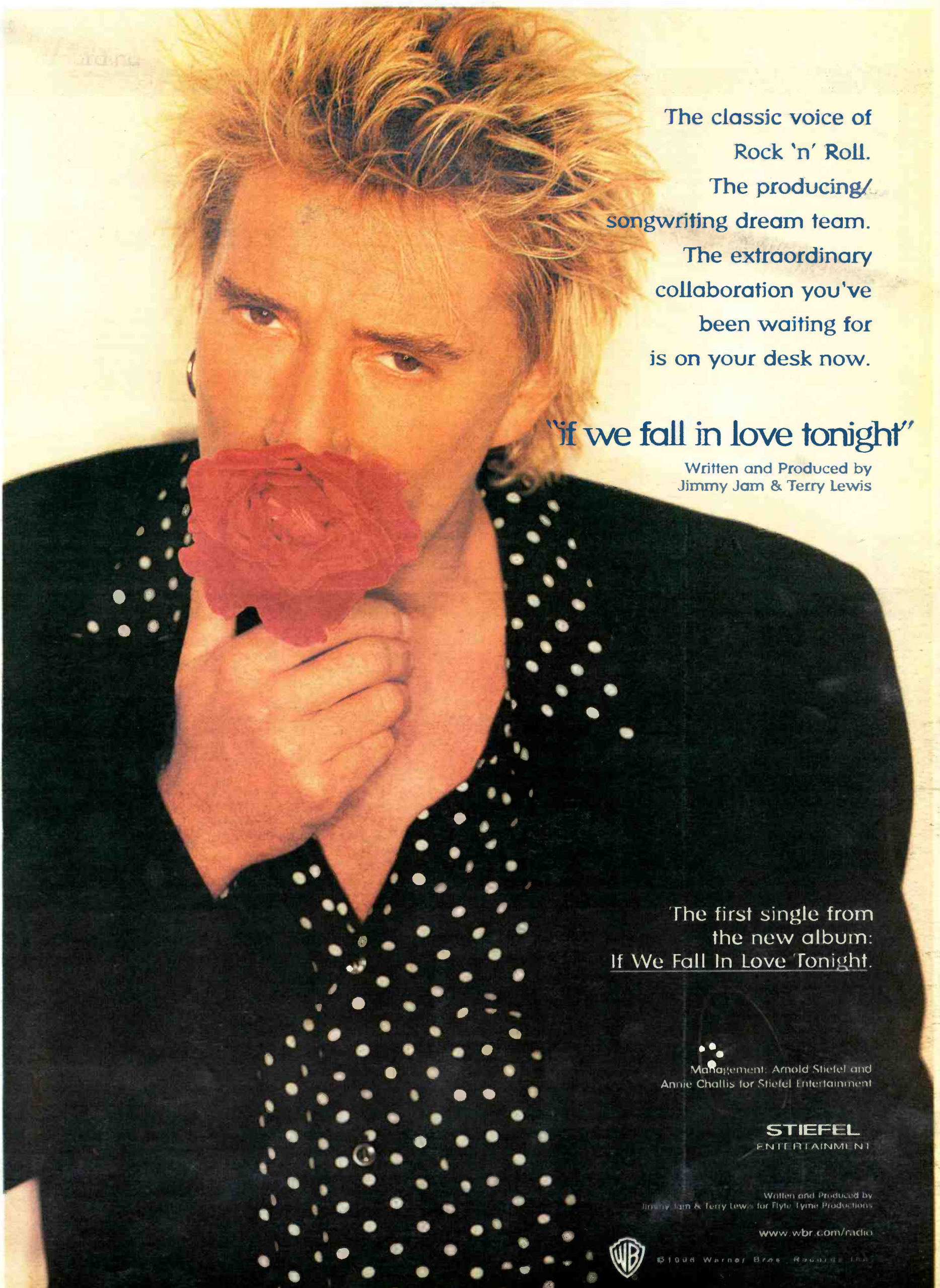
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WPLR WLWQ WZNW WRBR WAPL KRKX WRZZ KTYD
WCIZ KGGY WKLT KKEG KICA KJKJ WGBF WHMH
WKGB WXRC WKLC KYYS WQCM WEZX KQNS WXKE
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