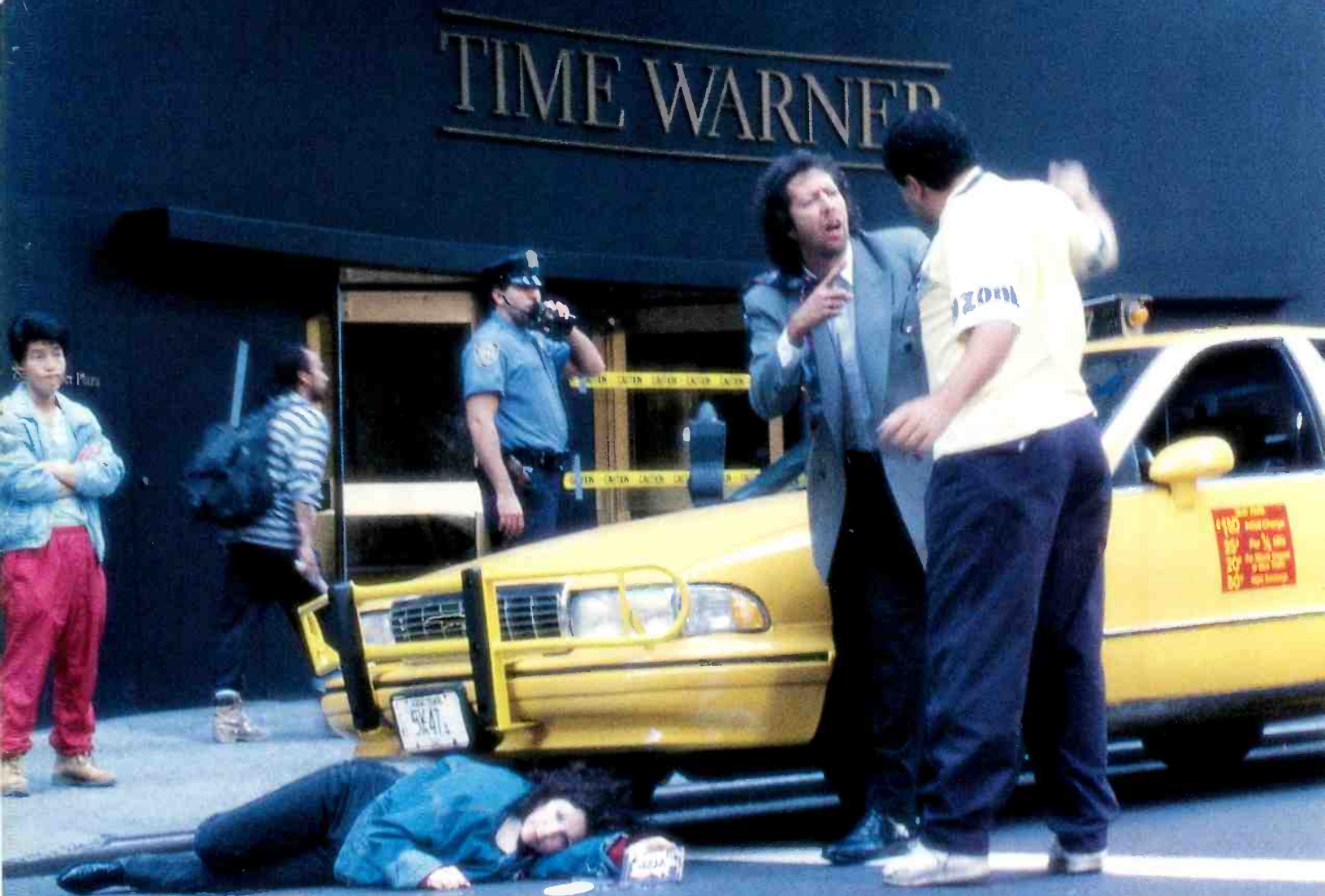


NETWORK ⁴⁰

Issue 232 • September 30, 1994



ANYTHING BEATS A BAD TUESDAY!

Interview:
ANDREA GANIS & DANNY BUCH

Editorial: NETWORK 40 CONVENTION!

PROGRAMMING PHILOSOPHIES

Spotlight On: WKDY Utica



"ABOUT A GIRL"

The First Track, Single and Video From the Album



 **Unplugged In New York**

Main Menu

#1 Most Added ▶



#1 PPW ▶



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CASSERINE
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(WB)

USHER RAYMOND
"Can U Get Wit It"
(LAFACE/ARISTA)

CECE PENISTON
"Hit By Love"
(PERSPECTIVE/A&M)

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DEEP MIC

After witnessing the success of "sex talk" shows on KROQ Los Angeles and Z100 New York, WLUP Chicago GM Larry Wert just hired veteran porn-film star Seka to do a four-hour Saturday night gab-orgy where she'll discuss (duh) "sex and related matters." She'll probably create new radio terminology... like "safe stopsets."

COMING & GOING

Former KRQR San Francisco GM Don Marion replaced the departed Tom Matheson as GM at WBBM "B96" Chicago... David Isreal was named PD at WOMX Orlando... Chris Abate was promoted to Operations Director at WNNJ FM Newton... Angie Martinez nabbed the mid-days slot at Hot 97 New York... KZZU Spokane awarded MD stripes to night-timer Casey Christopher.

DAB, CONT'D.

USA Digital pronounced its recent DAB tests in Cincinnati and Chicago a success with no interference to regular broadcasts. The demonstrations served to fuel interest in DAB exhibits that will be shown at the NAB Radio Show next month. AT&T/Amati will offer tests of its own DAB version there; USA Digital will also have a showcase, although they're tight-lipped about just what they'll do.

THIS & THAT...

U.S. Radio finally closed on KPRR FM El Paso for \$2.6 million to create a duopoly with KHEY AM/FM... The fate of former WMMS Cleveland technician Bill Alford, who pleaded guilty to cutting the lines at Howard Stern's remote on June 10, remains in limbo, after the judge decided to withhold the sentence "pending further investigation" into the case. Alford could get as much as two years' jail time and a \$5,000 fine, but since he pleaded guilty and has cooperated with the D.A., odds are he'll receive a lesser sentence. WMMS and parent company Omni-America have insisted throughout the case that Alford acted on his own.

EMI Names Peter Napoliello VP Promotion

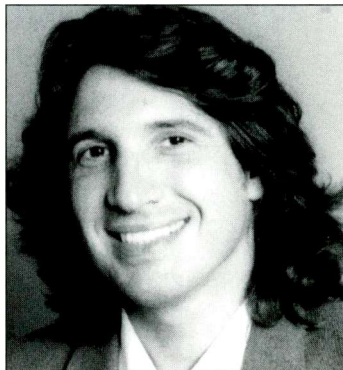
Promo Vet To Be Based In New York

EMI Records appointed Peter Napoliello as VP Promotion. He'll be responsible for devising strategies and campaigns for each of the label's releases, and coordinating with the field staff to ensure continued success in all radio formats.

Napoliello brings a wealth of experience to the New York-based label. He previously held an identical position at Geffen Records, where he helped break acts such as Guns N' Roses, Edie Brickell and New Bohemians, Aerosmith, Peter Gabriel and Don Henley. Before that, he was National Promotion Director at Motown, where he handled product by Stevie Wonder, Lionel Ritchie and Mary Jane Girls.

"We wanted someone in this posi-

tion who was talented, hard-working and enthusiastic, with a great sense of



PETER NAPOLIELLO

the music," states Sr. VP Promotion Ken Lane. "Peter fits the bill perfectly. He's the kind of executive who gives his artists 120 percent - and then sys-

tematically, consistently, gets their music played. I have every confidence he will have a very positive impact on our success in all radio formats."

In a sense, the move is almost like a homecoming for Napoliello, who was National Album Promotion Director for Chrysalis Records in 1983 - before the label became part of EMI. "I saw a great opportunity to be a part of the exciting, musically-driven change at EMI," Napoliello says. "The chance to work with Davitt Sigerson, Ken Lane as well as the diverse artist roster was extremely enticing to me. It feels great to be a part of a winning team and I look forward to playing a role in the success EMI is destined to have."

MTV Reshuffles Its Executive Deck

Eigendorff and Herzog Exec. VPs, Roedy Pres. MTV Int'l.

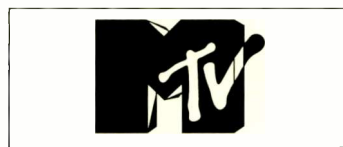
MTV reorganized its new music program department and international operations, naming several people to new positions. Among those getting new business cards are: Rich Eigendorff as Exec. VP, Business Operations; Doug Herzog as Exec. VP, Production and Programming; and William H. Roedy as the new President of MTV Networks International.

Domestically, Eigendorff will be responsible for all financial planning for MTV, while Herzog will oversee the overall production and series development. "With Rich and Doug at the top of our network, I'm confident that we will exceed our business and creative goals, launch some new businesses and have fun doing it," states MTV President Judy McGrath. "Rich has a tremendous understanding of how our thriving financial picture is so clearly linked to our creative successes. Doug Herzog has been an invaluable leader at MTV for the past 10 years. The breadth and creativity of Doug's approach to production and programming has been a hallmark of this network. This promotion is a recognition of his contribution as well as his future potential."

Other domestic MTV appoint-

ments include John Cannelli as Sr. VP Music Program Development; Andy Schuon assumes the new post of Sr. VP Music and Programming; Van Toffler is Sr. VP, Program Enterprises and Business Development; and Abby Terkühle is Sr. VP, Creative Director.

The bottom line is that while Herzog, Schuon and crew will look to develop a new generation of music-oriented programs a la *Unplugged*, the current ratio of block programming-to-videos should stay about the same.



Internationally, MTV Europe chief William H. Roedy was appointed President of the entire international network, which includes MTV Europe, MTV Latino, two Asian networks that will debut at the end of the year and affiliate ventures MTV Japan and MTV Brazil. He'll also oversee the launch of VH-1 in the U.K., beginning today (Sept. 30).

"This is a major move for the company," states MTV Networks CEO Tom Freston. "The greater bulk of MTV's subscribing homes are now out-

side the U.S. and VH-1 begins its international expansion this week. Our international business is large, complex and will be a substantial source of future growth. Bill is a true internationalist and the perfect executive to take our business to the next level. He has all the necessary experience, skills and enthusiasm."

MTV now reaches 250 million homes in 63 countries - one in four TV households. "The success of Europe has been based on two strategic objectives," Roedy states. "First, designing a channel and an entire operation that reflects the audience; and second, aggressively and creatively building a distribution and advertising base. I look to expand this strategy throughout the world."

"Many people doubted we could build a successful pan-European broadcast network, given the differences in technology, regulation, language and culture," he continues. "We never accepted the conventional wisdom. I intend to share the lessons we've learned at MTV Europe with our younger counterparts in other parts of the world. My aim is for MTV and VH-1 to be in every household in the world."

Roedy named Tony Garland as Exec. VP of MTV International.

Island Records Builds At The Top

Four Named To Upper-Level Team

John Barbis, President of the recently restructured Island Records, assembled a new executive team to lead the hugely successful label into the 21st century. Hooman Majd, Sky Daniels, Gerry Kopecky and Matt Stringer will man Sr. VP posts in the now-autonomous company and the labels it distributes - Def Jam, London, Next Plateau and Gee Street.

Hooman Majd was named Island's Sr. Vice President. Coming from a VP/GM post at Polydor Records, Majd will work closely with Barbis and Island co-founder and Chairman Chris Blackwell on overall long-term strategies for its artists and labels, as well as oversee the day-to-day operations of the A&R department. "Hooman's vision and dedication make him an essential part of Island Records' team, not to mention an indispensable guide to the executives and artists with whom he

works," Barbis states. "I'm very pleased that he has come aboard."

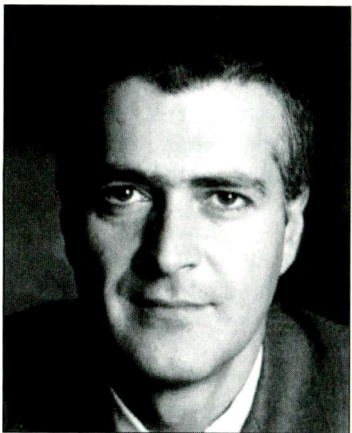
Sky Daniels, formerly VP Promotion at PLG, is now Sr. VP Promotion at Island. Daniels will oversee radio promotion efforts in all formats except Black Music, which will be run by David Linton. (Joe Riccitelli will continue to oversee the Pop Crossover promotion area.) "Sky has been a galvanizing force at this company ever since he came aboard in 1991 and will play an even more important role within our new structure," Barbis comments. "His experience within the industry is unparalleled."

Matt Stringer continues in his post as Sr. VP Marketing as well as to work closely with A&R, production, promotion, sales and publicity. "Matt has been an essential part of the Island team for over five years," Barbis says. "He's talented and visionary and I'm

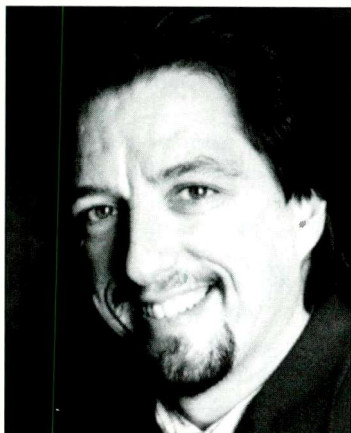
pleased he'll continue to be integral in the success of the label."

Former PLG Sales VP Gerry Kopecky was appointed Sr. VP of Sales and Field Marketing. He'll oversee the label's retail efforts, including determining long-term national sales strategies with Island's distributor PolyGram Group Distribution. "Gerry has been an important part of the PolyGram family for over 20 years. He has a depth of experience which is second-to-none. His knowledge and understanding of PolyGram Group Distribution make him an essential part of our organization."

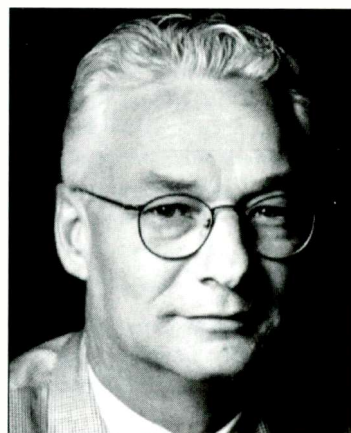
Barbis noted that these wouldn't be the only changes at the label. "Over the next few weeks, we'll be making several additional appointments within the company. The key to all this is music and people and we've got the best of both."



HOOMAN MAJD



SKY DANIELS



GERRY KOPECKY

McGhee And Geffen Make Eleven Records

New Label Is Geffen's First Co-Venture

Eleven Records, a joint venture between Geffen Records and McGhee Entertainment, came to life with the debut release of the New York-based Rock band, God Street Wine, on September 27. The new imprint is Geffen's first label co-venture in its 14-year history.

"If the best record company is a '10,' then we want to be an '11,'" says new label President Doc McGhee, who also heads the management company, McGhee Entertainment. "And with Geffen Records, we can do that. I've al-

ways told people that if I ever have a label, Geffen would be the company I brought it to. Eleven is going to be very innovative and very artist-oriented and that's the strength of Geffen. We may take on established acts, but we're especially looking to break new talent."

"The respect is mutual," adds Geffen Records President Ed Rosenblatt. "McGhee Entertainment has a proven track record in discovering and managing exciting, successful artists. We're pleased to have the opportunity to

work together on a record label."

Eleven will utilize Geffen's Promotion, Sales, Publicity, Marketing and Creative Services departments. McGhee Entertainment will increase its own staffing as necessary as Eleven's roster grows. The total number of releases has yet to be determined.

God Street Wine, the label's first act (who is signed to a multi-album deal) has developed a strong grassroots following through several independent albums and incessant touring.

RECORDS

AMERICAN

American Recordings reached a new long-term international distribution agreement with Bertelsmann Music Group (BMG) International. The pact, which started Sept. 26, will cover upcoming American releases by The Black Crowes, Slayer and Danzig throughout the world except North America.

ATLANTIC

Rob White was promoted to Manager of Market Research. Marilu Windvand-Amoroso was promoted to Sr. Director of Packaging & Pre-Production.

ERG

Susan Geisenheimer was named Sr. VP, Human Resources. Previously, she was VP of Time Inc., Time Warner's publishing division.

BMG

Ed Bunker was promoted to Southwest Sales & Marketing Representative for BMG Distribution.

ERG

Briggs Ferguson was promoted to Sr. Director, Strategic Marketing, for ERG North America.

GEFFEN

Sue Naramore was promoted to Adult Alternative National Director... Tracy Skelly was promoted to Regional Promotion Manager/L.A.... Gabrielle Skolnek was promoted to Adult Contemporary/NAC/Jazz Manager.

SONY

John Murphy was promoted to VP, Sales and Distribution, for Sony Music Distribution.





X To Z?

Is Shamrock ready to flip the format of KZFX Houston as *The Chrome Lizard* has hinted for weeks? The latest rumors have the station changing to a Top 40 format in the very near future, starting by simulcasting John Lander's morning show from Z100 New York. (Since Lander was so big there for so many years, that particular move seems like a natural.) Separating fact from fiction isn't too difficult. It is a fact that Shamrock isn't happy owning the 16th-ranked station in a major market. There will be changes, but don't bet on a Mainstream Top 40. Will Z100 PD Steve Kingston be involved? Call Steve Friday at 4 pm.



Hot on the heels of our feature on morning show producers in last week's issue, Z100 is searching for...a morning show producer. Kingston is looking for a consummate professional who can deal with the complications of a high-profile morning show plus handle syndication implementation. If you aren't experienced, don't apply, but if you're ready to make a giant step, contact Kingston before 4 pm on Friday.

More More More

If you aren't qualified (or don't want) the Z100 gig, there are plenty more available. See if any of the following fit your resumé:



WWST Knoxville PD Jim Richards is looking for a morning show. T&Rs in a hurry.



WDBR Springfield PD Bill Klapproth also has openings to fill.



KGGI Riverside has a vacant APD gig. Kid Stevenz from WLUM Milwaukee might be headed there to do nights.

Tune It In

Is WZJM Cleveland heading more Mainstream? Rumors have PD Jerry Mac considering a couple of other offers.



WZJM isn't the only Churban station with a lean. WLUM Milwaukee and WHYT have already shifted toward

Alternative. WBBO Greenville/Spartanburg, already in the Alternative pool, is moving even further toward the deep end. Now we have WAHC Columbus testing the waters. (PD Pete Dylan needs Alternative service to serve that need.) And this week, KHTY (Y97) Santa Barbara added Green Day, Stone Temple Pilots, R.E.M. and Gin Blossoms, records not ordinarily considered Crossover. Stir all of this into the mix and the format of the '80s (Churban) is finally showing its age. It could even be the subject of next week's Editorial. What's in store for the future? Hey, man, Pearl Jam is kind of Crossover, ain't it?

Mason Dixon Line Defined?

Is WMTX Tampa PD and morning personality Mason Dixon headed for Star 94 Atlanta? There's a lot of talk about the move. Alligator Alley residents (alligators are distant kin to The Chrome Lizard) say the offer has been made and it's Mason's decision whether or not to take it.

KDWB MD PDQ?

A decision has been reached on the open MD position at KDWB Minneapolis. PD Mark Bolke will be making the announcement in a couple of days. We can't say who it is, but we can tell you the move won't be a long one.



One person who won't be named MD at KDWB is Casey Christopher. Casey is the new MD at KZZU Spokane.



Another who won't get that gig is WEDJ Charlotte morning personality Johnny Cage. He's been named MD at The Edge.

'60s... '70s... '80s...

In a move that many think is a prelude of even more to come, Gannett's KCLX San Diego has flipped formats from Classic Rock to All-'70s. What's the big deal? Oh, nothing, unless you consider that the PD is Jack Silver, who did stints as APD at Top 40s KMEL and KIIS. What else? Oh, nothing, unless you consider that Gwen Roberts, ex-KIIS and RKO Top 40 music maven, is also involved. So will the station continue to evolve and move toward a more Mainstream stance? For the time being,

the station is going by the handle of "The Beach 102.9."

It Wasn't Us...

So Atlantic's Andrea Ganis and Danny Buch wanted to get a special picture for our cover to accompany their interview (see page 10.) So they stopped traffic in downtown New York three different times...the last one at noon. So some concerned citizen (in New York? Gid outta heah!) called 911 to report a woman hit by a cab...again. So one of the Big Apple's finest shows up to write them a ticket. You got a problem wit dat? Anyhow, the man in blue promised to expunge the record if he got his picture on Page 6. So, how 'bout it?

Extra...Extra...Read All About It!

The first annual *Network 40* convention is now history. We would like to thank all the little people who made it a huge success. Check out this week's Editorial (page 8) for all the details.



Call-out research for the passive audience has long been a topic of discussion among Top 40 programmers, particularly when the research focuses on ballads like those currently out by Anita Baker and Gerald Levert. The discussion continues with a memo from Mainstream Editor John Kilgo on page 58.

RCA Dog Barking At Billy Brill?

Hey, you tell me. All I can tell you is Billy Brill had a conversation last week

with the new BMG head honcho Strauss Zelnick. Where it goes from there is anyone's guess. However, RCA isn't the only label Billy's been talking with. He'll have a new office before Christmas!

How Much?

You can't beat this deal! The land of radio consultants is beginning to look like the battlefields of the independent record promoter wars in the '80s. Several consultants are offering their services free for the first three months to get their feet in the doors of competitors' stations. Some might say that is about what most consultants are worth, but it wouldn't be me.

Where's My Name?

Those on the list for the PD opening at WPXY Rochester include KIXY San Angelo PD Mike Steele and KRQQ Tucson PD Mark Todd.



And who's going to be "the man" at WRQX Washington, D.C? Some of the names being considered will be a real surprise.

West Coast Galaxy?

Is Star 94 Atlanta's Tony Novia about to shine at Star 101 LA?

Buzz

Brenda Romano...Rusty Walker...Joel Denver...Chris Lopes...Bill Pfordresher...Ben Hamilton...



"Six CDs ain't gonna get ya off this ticket...unless they're cleans!"

MCA GUIDE

Premiere Week Continues!



Sass Jordan



Live 



immature

7:30 7 THE YOUNG AND THE RESTLESS—ACTION 37462

All hell breaks loose when IMMATURE's single "Never Lie" storms 6-3* on the Soundscan Single chart. Rick Stacy stars as a Mainstream radio programmer whose radio station is besieged with requests immediately after airing the song.


(HVY) HE AIN'T MY BROTHER, HE'S HEAVY 479372

Join master Hip-Hop artist extraordinaire HEAVY D. as he shares his recipe for "Black Coffee." Clips from his S.R.O. tour in progress will be shown.

8:00 3 HOME IMPROVEMENT 21892

Cruze, Jeff McCartney, John Ivey, Mike Donovan and Chuck Geiger work together as a national brain-trust of industry leaders who improve their homes by playing SASS JORDAN's "Sun's Gonna Rise" early and understand why it's been one of the most-added singles in the country two straight weeks.

2 PRIME TIME LIVE—COMMENTARY 6735

Sam Donaldson & Barbara Walters interview industry leaders about what separates LIVE from the rest of today's groups. Clips of their new  Buzz Clip "I Alone" will be showcased, and their second Top 5 Modern Rock track will be profiled.

8:30 4 NAB ON MCA 8498

Live coverage of the 1994 National Association of Broadcasters Convention from Los Angeles.

6 AMERICA'S MOST WANTED—DOCUMENTARY 56552

IMMATURE, SASS JORDAN and LIVE are profiled in this documentary featuring three of the hottest records in the street today.

ODD SIMPSONS—COMEDY 11992

In a bizarre twist of fate, Marge divorces Homer and, in a move to avoid changing her credit cards and driver's license, marries O.J. in a private ceremony. Also featuring Lance Ito.

COMING NEXT WEEK:

**BRUCE & MARK'S ONE-PAGE TIPSHEET - FEATURING NEWS, REVIEWS,
AND INTRODUCING THE ONLY CHART THAT MATTERS**



THE NETWORK 40 CONVENTION

Commentary by
Gerry Cagle

W

hat if a trade magazine held a convention and nobody came? It happened last week and nobody is more satisfied than those of us at *Network 40*.

Last week, *Network 40* didn't have our first annual *Network 40* convention and it was a complete success. It would be impossible to thank all of the people who weren't responsible for our first-ever convention so we won't even try. Suffice it to say that if you weren't there, you didn't miss a thing.

Being limited in time and space, I can't write about all of the wonderful things that didn't happen at the first annual *Network 40* convention. I'll just hit the highlights.

The *Network 40* convention was not held this past weekend in San Francisco, Virginia, New Orleans, Las Vegas, Minneapolis, New York and Los Angeles. We chose not to have it in several different locations at the same time because it had never been done before and that really challenged us to blow it off.

The keynote speech for the first annual *Network 40* convention was not given by the President of the United States, Bill Clinton. Mr. Clinton did not respond to our invitation not to speak and his non-appearance would have been the highlight of the convention if so many other spectacular events had not taken place.

After the keynote address (which, by the way, did not stimulate the industry into spontaneous support of another four years of his administration), the rest of the day was not scheduled for a series of panel discussions.

The most anticipated of the afternoon meetings was the Top 40 panel that didn't feature Scott Shannon, Steve Smith and Steve Kingston debating Rick Cummings, Kevin Weatherly and Steve Perun via coast-to-coast satellite. None of the participants were invited to attend and all did not show up, making this panel so exciting. Scott, Steve and Steve did not get to brag about New York being the bigger market and Rick, Kevin and Steve did not point out that the weather was much nicer in Los Angeles. Although it would have been a toss-up as to where you could see the most famous movie stars when dining out, it was not pointed out that Los Angeles, even with a 10-year low in drive-by shootings, still leads the Big Apple by almost a two-to-one margin.

And what about that panel on record company promotion? Rick Stone, Rick Bisceglia, Andrea Ganis, John Fagot, Ron Geslin, Burt Baumgartner, Craig Lambert, Jon Leshay, Ken Lane, Barb Seltzer, Hilary Shaev, Steve Leavitt, Ray Carlton, Brenda Romano, Marc Benesch, Jack Satter, Bruce Tenenbaum, David Leach, Mark Kargol, Joe Riccitelli, Nancy Levin, Butch Waugh, Rich Fitzgerald, Mike Becce, Michael Plen, Stu Cohen, Danny Ostrow and Bill Pfordresher were not invited to participate. It is a tribute to *Network 40* that all complied with our wishes. It is worth noting that had they showed

"Too much of even a good thing is often worse than not enough."

up, they would not have discussed how to promote records in the '90s and how the process has evolved over the years. Their silence was truly deafening.

Significant by their absence at this panel were Lori Anderson, Randy Spendlove, Bruce Schoen, Danny Buch, Phil Costello, Jeffrey Blalock, Bruce Reiner, Justin Fontaine, Jerry Blair, Charlie Walk, Greg Thompson, Valerie DeLong, Bob Garland, Ron Gregory, Michael Steele, Dale Connone, Craig Coburn, Chris Lopes, Sean Lynch, Mark Gorlick, Andy Szulinski, Vicki Leben, Ann Marie Reggie, Skip Bishop and Marc Ratner, none of whom were there to applaud or nod wisely when their bosses made an astute comment.

The evening cocktail party was not hosted by Polly Anthony. It is important to note that not one person drank too much and made comments that would be regretted the following morning.

The midnight concert was not headlined by Elvis and won't be remembered for years to

come. Opening was Sly & The Family Stone who also didn't show, but this time, no one noticed.

The entire staff of *Network 40* wishes to thank everyone in the record and radio industries for not participating in the convention we didn't have. Because of you, it was a complete success!

It is a fact that there are too many conventions, but who's to say there can't be one more? Or two? Or three? Screams and moans are coming from offices of comptrollers about cutbacks and cost-controls, yet every record company seems to be able to scrape together enough spare change to send a contingent to nearly every city that can gather together two or more radio programmers in a single, vast room.

There was a time when radio people went to conventions to seek new jobs. The radio business today is in such a state that there *aren't* many new jobs available. Most of those squeezing a living out of radio can't afford to spend their own cash (has that ever happened?) to attend a gathering where they couldn't at least have the opportunity to pitch for a gig somewhere.

Since many record companies are paying less attention to smaller markets, a programmer who isn't in a large market has no chance of being offered airfare and hotel accommodations from a once-favorite uncle. So we're left with major-market programmers who are generally too busy keeping their station competitive to participate in panel discussions on how to keep competitive.

But because there have been so many changes in the record industry this past year (see Page 6 for more), those in the record business are quick to attend "radio" conventions so they can meet the new record company executives and lobby for a job. The faces and line-of-work have changed, but the pitch is the same.

Like my momma said, "Too much of even a good thing is often worse than not enough."

All of us love getting together with others in a similar line of work. We like to talk and gossip and share stories that will make us more informed, and quite possibly, better at our jobs. But even given the beautiful, intelligent and humble people who make up the majority of our industry, the fact is that bonding once or twice a year is quite enough for our particular species. Any more than that and we tend to get aggravated and begin to eat our young.

Of course, it's easy for us to feel proud and give advice. Last week's *Network 40* convention was such a complete success that it won't be held again next year.

We urge others to do the same. ▀

Love To Hear It.

"TURN THE BEAT AROUND"

gloria

ESTEFAN'S
new single from the
forthcoming album
"The Specialist-Music
From The Motion
Picture" starring
Sylvester Stallone
and Sharon Stone
and featured on
Gloria's upcoming
album "Hold Me,
Thrill Me, Kiss Me."



- HEAVY

HOT A/C: 32*-25*



- ADD

BILLBOARD MONITOR

RHYTHM: 40*-34* MAINSTREAM: DEBUT 39*

BILLBOARD: 94*-54* POWER PICK AIRPLAY

SINGLE SALES: SOUNDSCAN 3,000 FIRST WEEK, 5,000 SECOND WEEK

DANCE: HOT SHOT DEBUT 29*

WXKS
Q102
KKRZ
Z90

WNCI
KMXV
KKFR
B97

WZPL
HOT 97.7
PWR96
WFLZ

KYLD
WIOQ
Q106
KGGI

WFLJ
KTFM
Y160
W.P.R.C

NETWORK D-22* With 3156 Plays Per Week!



Executive Producer: Emilio Estefan, Jr.
Produced by Emilio Estefan, Jr. & Lawrence P. Dermer.
Management: Emilio Estefan, Jr.

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Andrea Ganis / Danny Buch

Atlantic's Dynamic Duo

INTERVIEW BY GERRY CAGLE

As the saying goes, "When you're hot, you're hot..." Lately, you can practically melt an ice cap from the goings-on at Atlantic Records. Its crack promotion staff, led by Sr. VP Andrea Ganis and VP Danny Buch, have been breaking records left and right. They're in the process of turning previously unknown acts such as Collective Soul, Changing Faces and Liz Phair into household words - to join Stone Temple Pilots and All-4-One in the Mainstream.

Ganis (a true success story in herself, having risen from a secretarial position to the executive suite) and Buch have achieved all this by building an aggressive, yet flexible staff that will do anything to break a record. Even if it means donning a sombrero and sandwich board and broadcasting in the Lincoln Tunnel. In fact, they're so in synch that they answered the following questions identically and simultaneously as "D'Andrea" - which is another story and another sordid interview.



Atlantic is enjoying success in many formats with a variety of acts - i.e., Stone Temple Pilots, Collective Soul, Tori Amos, All-4-One, Lemonheads and Changing Faces - that were completely unknown to the Mainstream one or two years ago. How have you broken so many different acts so quickly?

Atlantic is probably more *together* now than at any time in its history. Our genius leader, Doug Morris, has assembled a visionary management staff that hits all angles. We're extremely excited to work with Danny Goldberg, who adds a tremendous new dimension to Atlantic due to his legendary artist experience and his ability to sign new bands because of it. Val Azzoli works with us on a daily basis and keeps us aware of all facets of the company, especially when we're in promo hell.

We'd also like to take a moment to dedicate this year's triumphs to our soul mate, great friend and colleague, Joe Ianello. He is very much a part of our current success and we miss him. Joe has a rare neurological illness acronymed MELAS. We are setting up a foundation to raise money and awareness; we'll let everyone know once it's done.

Obviously, your department is in charge of breaking these different acts on the radio. Are you doing anything different today that the label didn't do in years past?

We are probably doing a better job of isolating what the true hits are and banging them multi-formatally. Our jobs are basically two-fold. Every record must be given a fair shot and get as much airplay on whatever format(s) will accept it. Strategy, pre-release campaigns and

set-up are all vital.

Then comes the most important phase: *reading the records*. No one but the consumer/listener actually knows which songs they like and are willing to buy. It's our job to weed through false signals like "sound of the record," "compatibility with radio station's sound," "call-out," "critics' favorites" and "programmer likability" and isolate the "True Hits" - records that sell with exposure. Period. We then promote to bring them home.

Why is it important to, as you put it, "bang" the true hits multi-formatally?

Radio is probably more fragmented than at any time in its history. Top 40 has Rhythm, Mainstream, Alternative, Rock and A/C hybrids. Alternative has splintered into Heritage-based, Rock-based, Dance-based and Top 40-based idioms. Other promotional avenues

(MTV, VH-1, etc.) have drastically changed the way the consumer perceives music, whereby *categorical* walls are re-arranged or even disintegrate daily. In essence, it's becoming harder and harder to tell which records belong at what stations. Even when programmers claim a song doesn't fit their sound, we're seeing an ongoing evolution as their listeners' tastes are changing dramatically. In other words, what didn't fit the station six months ago might fit it now.

This makes it difficult to know what will work. Who could predict the success of Collective Soul or Tori Amos? Call-out, auditorium tests and perceptual studies didn't; they can't tell us where the consumers are going because most times, people themselves don't know what they're going to end up liking until they hear it repeatedly. Our job is to figure out each record's retail and request story

and spread the word.

How do you deal with programmers who consider you to be too aggressive, trying to shove obtuse, round pegs into their square holes?

The bottom line is that at the end of the day, those same programmers need to play the hits for their audience. It's our job to isolate those hits early enough and get them on those stations. Successful radio stations evolve musically by following their listeners' likes and dislikes through sales and research. People listen to radio stations for hit records, which are very hard to find. So when you know you've got a hit and are aggressive on it early on, programmers will ultimately be thrilled with you and the sound of the song as the life of the record progresses. Our toughest job is proving records can work at a station, especially if the track sounds slightly different than the flow.

Can you cite a specific example of a tough record you had to prove?

Hootie and the Blowfish's "Hold My Hand." This has been an ongoing project since June and we're just turning the corner on it right now. Hootie came to Atlantic with a 40,000-unit sales base due to their hometown Carolinas following. We thought it would parallel Collective Soul's "Shine," but no record really mirrors another even if it seems logical that it should. 99X Atlanta and all the Top 40, AOR and Alternative stations in the Carolinas proved to us that with solid rotation, this record requests and sells - that's when we turned up the jets.

Hootie has since gone to garner #1 on the SoundScan Heatseekers chart for three weeks, hit #4 on the Rock radio charts and turned around at Top 40 in the last two weeks. It also has been bumped to a great rotation on MTV and from light to heavy at VH-1. We are closing our markets multi-formatly, which is really a great way to show the universe of radio that this is a hit.

Then there are stations like KROQ, that are playing three cuts off the Stone Temple Pilots album. How do aggressive programmers affect your single release strategy?

We love aggressive programmers. We welcome (love, adore, grovel for,

etc.) more airplay. Playing additional tracks not only ends up getting the consumer more excited (increasing sales - we love this, too), but in many cases lets us discover hidden hits that we were previously unaware of. The only reason the record community adopts that focused mentality is because it's so difficult to get radio/video to truly familiarize themselves with even one song in today's increasingly fragmented consumer environment.

Doug, Danny and Val!) and we react immediately. Perhaps the biggest mistake we make as an industry is looking to exactly duplicate prior success stories. Every record follows a totally unique path in breaking, so we must always be on the look-out for new ideas and stories that will make each individual project fly. And if you pause and blink (or do the unimaginable - try and take a vacation), you can lose that all-important momentum. Flexibility is

brainstorm that actually works. Kim and Mark did regional promotion for us, which was very paper/reports-oriented and not geared to what they do best - which is working radio. We restructured their positions because we wanted them back in touch with stations full-time. Now they travel every week to get the job done. Lisa Velasquez works the Crossovers by title, but has had such a long, diverse career with radio that she still covers quite a lot of Mainstream stations. Lou Sicurezza runs the field staff, John Weston is our computer brain and Bob Clark has the unique position of instructing our staff in the ways of marketing innovation.

Our local staff is terrific, thanks to the varying amounts of experience on the Atlantic team. We know how to get the job done and certainly have the desire to reach new airplay goals. We also have a tremendous support staff, which we affectionately refer to as "The Pit." They keep us organized and less crazy (especially Andy Karp!). **Assess the results of your low-powered tunnel radio project.**

The initial phase of this experiment was extremely successful. We not only achieved a 20% sales spike on B-Tribe, but also generated a ton of media coverage, including CBS, ABC and NBC-TV, the *New York Times*, many trade publications, etc. This was achieved with sandwich-signing interns and virtually no budget.

If memory serves me correctly, a couple of those interns looked like they were related to you, to say the least. Any other whacked promo projects in the works?

Our biggest idea will hit soon. We're currently working on a new concept that will blow people's minds if we're able to execute it properly. We can't tell you what it is because you'll ask us to advertise it!

Finally, talk a bit about your cover shot. We never knew you had the time to do taxicab safety inspections.

Actually, to get the scene just right, we had to reshoot several times. A cop even ticketed us for, of all things, disrupting traffic (see Page 6). In fact, when Andrea had to lie in the street again for another shot, an elderly woman approached her, saying, "You poor thing! Hit by another cab!" ■

THE LONG AND WINDING ROAD

ANDREA GANIS

NASA	Astrophysicist/Rocket Scientist
Polydor Records, N.Y.	Ast. to the Head of Promotion
Polydor Records	National Secondaries Promotion
Infinity Records	Assoc. Director, Pop Promotion
Atlantic Records	Director, Promotion
Atlantic Records	Sr. Director, Promotion
Atlantic Records	VP, Top 40 Promotion
Atlantic Records	VP, Promotion
Atlantic Records	Sr. Vice President

DANNY BUCH

New York Hospital	Head of Neurosurgery
Atlantic Records, N.Y.	Local Promotion
Atlantic Records	National Album Promotion
Atlantic Records	VP, Promotion

Of course, not everything you've worked instantly turned to Gold or Platinum. Is there still a place in this immediate-financial-gratification world for artist development?

Definitely. The majority of our bands fall into this category. This is how a long-term career is truly broken. Bands like Lemonheads, Intro, Screamin' Cheetah Wheelies, B-Tribe, Juliana Hatfield, Marc Cohn...

How do you prioritize releases on the various labels within your company?

By sales growth and potential sales growth of each record. The consumer sets all of our priorities (along with

paramount. You have to jump on things when they're hot, while at the same time knowing just when to let them go. It's a never-ending job.

So what's on tap for the never-ending priorities?

Lucas, Frente, Page/Plant/Unleaded, Bad Religion, Liz Phair, Victoria Williams and Jamie Walters, to name but a few.

You've got Mark Fritzsche doing National promo out of Coraopolis and Kim Stephens splitting A&R/National Promotion duty out of New Orleans. How did you come up with this unique Top 40 promo structure?

Every once in a while, you get a

GET IT IN WRITING!

What's your programming philosophy? Programmers hear this question often, whether it's coming from a potential employer, an employee or a new GM in the building. Programming philosophies vary with each programmer, but articulating your philosophy to someone else can be a problem. The reason is simple – and it's the same reason that keeps radio exciting and interesting. It's impossible to predict what the next day will bring and the adjustments you'll have to make to your philosophy to stay successful. Even so, is it possible to put your programming philosophy on paper so others can understand why you make the decisions?

JIMMY STEAL

PD, WKRQ Cincinnati

DALE O'BRIAN

OM, WMXL Lexington

JOHN ROBERTS

OM, KHFI Austin

STEVE WEST

PD, KBOZ Bozeman

Network 40: *What would be the central theme of your programming philosophy?*

JIMMY: My programming philosophy is basic to any successful marketing of a product. You identify your target market, ask them what they want and, most importantly, give it to them. The sophistication of modern music research makes targeting your core audience wants and needs easier, so now everyone is at musical parity. What really sets apart station A from station B are the three "P's": personalities, packaging and promotions. These are the three distinguishing features that listeners use to discern you from your competitors. The proliferation of cable TV has really raised everyone's expectations as far as what they perceive to be entertaining. If you are programming a successful radio station, regardless of the format, you have to pay close attention to what your audience is telling you. Everything that you're being fed – whether it's through management, consultants, trades, record

labels, etc. – are all in "industry-speak" and must be filtered to make sure that what you are doing musically, promotionally and presentation-wise fits for your target. There is no sense in being so hip that no one in your core gets your joke! Radio is entertainment; radio is their friend. People share good times with you and bad times. You are the soundtrack to their daily life, which may be a cliché, but nevertheless a lot of responsibility comes with that.



"Compelling information delivered by a true personality

is the most difficult thing for a competitor to duplicate."

*–Jimmy Steal
 PD, WKRQ Cincinnati*

DALE: The central theme of my philosophy as it relates to what the listeners hear is "listener-driven radio." But when a GM or CEO asks questions pertaining to philosophies, they want to know how your individual philosophy relates to management. The central tenet of my philosophy would have to be "teamwork."

JOHN: Every program director has a "philosophy." The real issue is whether you can communicate that philosophy to your managers and staff. I actually have two central themes: 1) Play the hits and make it sound fun. Of course, the particular target audience you're after determines what those "hit" and "fun" parameters are. 2) Put together a team that "gets it." Once you've established your vision and goals for the station, surround yourself with people who are willing to do anything they can to help the station achieve those marks.

STEVE: The philosophy I always was espoused to or grew up around is that if you have five or six radio stations all playing the same genres of music and even though it's been said a thousand times before, it's still what goes on around the music that makes or breaks a radio station. Not just what is said but how it's said. Fortunately, I've worked with some great programmers who allowed me to be a "personality" and I, in turn, let my staff be personalities. The central theme would have to be localization. Each radio station I've worked at, regardless of the size of the market, has taught me that being local is the central theme to work and program around.

Network 40: *If someone asks you to explain your programming philosophy in writing, what do you include in your presentation?*



"The central theme of my philosophy as it relates to

what the listeners hear is 'listener-driven radio.' The central tenet of my philosophy would have to be 'teamwork.'"

*–Dale O'Brian
 PD, WMXL Lexington*



EARLY ADDS AT:

WHYT Detroit 30 Plays
WLUM Milwaukee 46 Plays
WENZ Cleveland 25 Plays
KROQ Los Angeles 19 Plays
99X Atlanta 14 Plays

DINOSAUR JR
"FEEL THE PAIN"

From the new album:

**Without
a
sound**

PROGRAMMER'S CONFERENCE CALL

JIMMY: Just the cognizance of what's going on in the world around me. Even though we are primarily a music-based medium, the folks that represent our heavy listeners are into a lot more than just music. You have to be totally plugged into fashion, style, consumerism, show biz gossip, child rearing and anything



"Every program director has a 'philosophy.'"

The real issue is whether you can communicate that philosophy to your managers and staff."

*—John Roberts
PD, KHFI Austin*

that pertains to the local communities within your total listening audience. You should be spending time thinking about your target. If you're targeting adult females, can you remember the last time you read *Redbook* or *Family Circle*? The audience feels the time they "give" you is valuable! It's our responsibility to make every listening experience worth their while. Compelling information delivered by a true personality is the most difficult thing for a competitor to duplicate.

DALE: I have a one-page philosophy overview as part of my resumé package. I touch on attitude, teamwork, marketing/promotion, hiring and directing staff and the central philosophy of providing listener-driven radio to the target audience.

JOHN: It really depends on what they're looking for. If I went into explicit detail, the package would be extremely thick! I usually include general overviews on research, music, presentation, people, production, promotions, marketing and management.

STEVE: I attempt to explain four main categories. If I have to write them down for a General Manager or Group PD or whomever, I talk about personality first

— the role of personality within the programming of the station. Also, I would present how an air personality should affect a promotion. I include how programming conceptually conceives and plans promotions and, of course, I'd include the role of programmer as it relates to the bottom line...the sales department. This, of course, is usually the toughest part to explain because you are dealing with the bottom line. However, it is necessary and there has to be a coexistence between departments.

Network 40: Programming isn't an exact science. How do you explain your philosophy to cover the unexpected or unpredictable?

JIMMY: Radio is a live medium; it's all pretty unexpected and unpredictable. It's not like we are on a satellite being beamed in from one of the coasts. You have to rely on your gut a lot and that's the most fun thing about live radio. Plane crash, World Series win... whatever the moment, our society expects their favorite radio stations to plug them in. We recently had the Rolling Stones at Riverfront Stadium in Cincinnati. We broadcast live at the stadium from six a.m. until the concert was over. It's an event, something that everyone is talking about. Even if you aren't into Rock 'N Roll, Mick Jagger comes to town and there are Stones sightings. It's exciting and people expect you to know what's up. It's all part of the responsibility of holding a license. Every radio station needs someone who can suss out what the public is into at any given moment and intertwine that into the sound of the radio station. There are still too many stations stuck in an '80s presentation mode. Your station must evolve to extend its successful life cycle. FM began as a radical medium but, unfortunately, in some ways it has turned into its parents (with an AM mentality). It's our job to not let that happen.

DALE: Your root philosophy may remain the same, but just as radio changes, parts of your philosophy will change. The fact that programming is not an exact science will be the reason for those changes. I've altered my philosophical position on which records can be played at specific formats, how many stopsets per hour I can play and so on. I know the core of my philosophy is to be prepared for the unexpected or unpredictable. Listener-driven radio requires it to be

this way. Your listeners' interests and tastes will change over a period of time and you have to adjust to reflect the changes within your listeners and potential listeners. (*Editor's note: Check out Dale's promo ideas in A/C Hot Notes on page 22.*)

JOHN: Whatever philosophical area you're covering, you include an appropriate comment — or disclaimer — that mentions what surprises, changes and unusual circumstances might affect your strategic plans and how you would react if a reaction is necessary.

STEVE: There are no absolutes in the radio business, which makes this business fun. The basics that I was taught to believe in (and were pounded into my head) are that you can react and make allowances as

"I don't think there are any absolutes, but if you understand the basics of programming and have a central focus, you can always find ways to deal with the unexpected — and the unexpected will usually happen."

*—Steve West
PD, KBOZ Bozeman*

long as each individual is his own enemy. Rather than waiting for a competitor to attempt to get you to react to their benefit, you may have to react in a dual offensive/ defensive manner. Again, I don't think there are any absolutes, but if you understand the basics of programming and have a central focus, you can always find ways to deal with the unexpected — and the unexpected will usually happen. (*Editor's Note: Steve called me two hours later to inform me that he and his GM had an unexpected conversation, resulting in irreconcilable "philosophical" differences.*)

— Dwayne Ward

*You, too, can participate in Network 40's
Programmer's Conference Call.
Contact Dwayne Ward at (800) 443-4001.*

ROLLING STONES®

OUT OF TEARS



17 Additional Adds!

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WGLU	KQKQ	KZMG	KSMB	WWXM	KGLI	WGRG
		KQIX	KTRS	WWST	WZYZ	WKDD
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PRODUCED BY DON WAS AND THE GLIMMER TWINS

NETWORK 40 SPOTLIGHT



WKDY 102.5 FM

Kiss 102

Muck Road

Rome, NY 13440

(315) 336-5600

(315) 336-4030

Wally McCarthy.....Program Director

Shannon Steele.....Music Director

Music Calls:MF 9am-5pm

Jack MoranGeneral Manager

Ed Carey.....General Sales Manager

Wally Wilcox 6:00 am - 10:00 am

Diane Chase..... 10:00 am - 3:00 pm

Shannon Steele 3:00 pm - 7:00 pm

Roadrunner 7:00 pm - 12 mid

Nikki Nite 12 mid - 6:00 am

Ownership: . . .Promedia Communications

Consultant:None

UTICA'S NEW TOP 40

Utica, New York only had to go two months without a Top 40 outlet after the demise of heritage WRCK in early July. On August 26th, former WRCK PD Wally McCarthy flipped then-country-formatted WKDY to "Kiss 102." "There was an obvious hole in the market with WRCK having gone Classic Rock. We built a radio station that those listeners could be comfortable with, but one that could also attract new listeners to the format. We're not a 'RCK clone.'" What the station is, is a musically aggressive, Mainstream Top 40 station. "Right now, the music is what matters. We need to build a core of artists to play, so we can develop a core of listeners to this station."

What's the future for Kiss 102? "To have a community-friendly station that musically covers a fair amount of ground. With no Top 40 competition, we can day-part heavily and try to be many things to many people. I think Fly92 Albany is in that type of situation. I hope we're as successful in executing it. So far, we're getting a good response from a wide demographic. In fact, I'm somewhat surprised at the strength of upper-demo male calls we've received. That may have something to do with three of our full-time jocks being female." For the most part though, the station is more typically focused at the "18-to-34-year-old Top 40 audience. Of course, we'll take all the teens and adults over 34 we can get."

McCarthy quotes a recent *Network 40* Editorial that promoted the premise 'It's The Music, Stupid.' "That really hit

home for me. I'm a music junkie and I love to listen to new songs, so I get excited about new artists. If you simply depend on what you read or what you're told over the phone, without simply sitting down and listening, you run the risk of having a station that sounds like every other station. Listeners are attracted to uniqueness on the air, something they feel they can't get just anywhere. The station also spikes a number of Gold titles that McCarthy refers to as "sweet R&B records. Songs like 'We Are Family' and 'It's Raining Men' are good examples of things that people get excited about hearing again. No one else in the market plays these songs, so it's another way of developing a loyal following for Kiss 102."

Less than two months into the station's existence, promotion is more an introduction than anything else. "We're doing some TV and we're in the newspapers daily. We just want people to find us at this point. We've also hooked up with the high school papers and provided them with a column. That exposes us to that segment of the audience very quickly. As for contesting on the air, we're holding it to special weekends that revolve around the music for now-Free Music Weekends and the like. I don't think we're at the point where we need to be giving away big prizes to attract listeners. First, we need to make it clear to them what we're all about and at this point, it's the music. The big prizes will come later."

-Pat Gillen

6 PM SAMPLE HOUR

Collective Soul

Shine

Madonna

Secret

All-4-One

I Swear

Crystal Waters

100% Pure Love

STOPSET

Prince

Letitgo

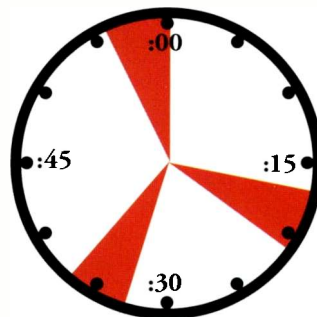
Shai

If I Ever Fall In Love

Luther Vandross &

Mariah Carey

Endless Love



ON AIR SLOGAN

**"Continuous
Hit Music
Kiss 102"**

STOPSET

Rosco Martinez

Neon Moonlight

Spin Doctors

Little Miss Can't Be Wrong

Boyz II Men

I'll Make Love To You

Danielle Brisebois

What If God Fell From

The Sky

Janet Jackson

Anytime, Anyplace

STOPSET



madonna secret

Thank You, Radio, for making
"Secret"
the most added single of this year.

Major Adds:

KKRZ	WXKS	Z100	WPLJ	KIIS
B97	Y100	WIOQ	KRBE	KS104
WKBQ	KISF	STAR 94	POWER 96	KHKS
KKFR	KZHT	KUTQ	WNVZ	WNCI
KMXV	B94	WKSE	UBE	92Q
Q102	WZPL	Q106	POWER 106	WHHH
PRO-FM	WAHC	WEDJ	FM102	Z90

Produced by Madonna and Dallas Austin
From the album **BEDTIME STORIES**



Management: Freddy DeMann/DeMann Entertainment
©1994 Sire Records Company

PROMOTIONS

- Compiled by Jeff Silberman and Kathryn Danyluk

Thumbtack Alert!

Make some space on your promo office wall. Network 40's exclusive November Promo Planner is coming next week.

FOOTBALL WITH BUCKY

KRBE, Houston

Mark Schechterle

Houston Oilers' third-string quarterback Bucky Richardson is apparently the most eligible (and sought-after) bachelor on the team. KRBE is bringing him down to a local club to answer questions from the audience and watch a *Monday Night Football* game (when the Oilers aren't playing in it).

COST: NONE. CLUB WOULD LOVE TO HAVE A PACKED CLUB FULL OF WOMEN, CUZ WHERE THE GIRLS ARE, THE BOYS WILL FOLLOW.

RETURN: EXCELLENT TARGET DEMO EVENT THAT ALSO ATTRACTS SECONDARY (READ: DESPERATE/IN-HEAT MALE) LISTENERS.

"BIG APPLES IN THE BIG APPLE"

Power Pig, Tampa

Devonne Dingley

When a New York judge ruled that it was okay for women to go topless in the subways (since men could do it), mornings Piglets MJ Kelli and BJ Harris asked Tampa Bay women if they'd like to jet to the Big Apple to test the ruling by showing off their (ahem) twin towers. So the station flew the duo and a female "winner" to New York to do just that.

COST: ODDS ARE THE PIGGIES FIGURED OUT A WAY TO TRADE OUT THE TRIPS FOR MENTIONS.

RETURN: GREAT WAY TO KEEP ABREAST OF CURRENT EVENTS.

BACK TO SCHOOL BLOW-OUT

KKBT, Los Angeles

Sharon Klein

The Beat, along with GWK/Def Jam Records and the group South Central Cartel, hosted an invitation-only picnic on Sept. 24. The kids who showed up also participated in the video shoot for S. Central's next single, "No Peace." They could also hang with Treach of Naughty By Nature, Spice One and other artists who make cameos in the video. Listeners were "invited" after they sent in a fax or postcard. Ninety-two kids from third to eighth grades were chosen.

TOPICAL PROMO OF THE WEEK

Ringling Bros., Barnum & O.J.!



The O.J. murder trial continues to spin in its own media orbit. When KIIS FM's Rick Dees brings circus performers to the courthouse - and they're hardly noticed - you kinda wish they'd put the entire place under The Big Top!

• "O.J.'s Jury Selection." Do a "legit" news item about the fact that since it's so difficult to find unbiased jurors

in L.A., they're recruiting out-of-state. And your news guy was able to scrounge up jury duty subpoenas. After choosing callers and having them meet at a client remote where they'll be taken to the airport to fly to L.A. - they'll actually do an unbiased Orange Juice Taste Test.

• Your own "O.J. Media Circus": Call a psychic hotline, saying you're from the LAPD, and ask if they can find the murder weapon, or be Judge Ito and ask if they can "see" if he's guilty. Have an "O.J." Knife Thrower aim at a "Nicole" look-alike tied to a spinning wheel.

• Call 1 (800) 443-4001 for a free copy of "O.J. Jury Duty Test!"

COST: MINIMAL. VIDEO PAID FOR BY LABEL.

RETURN: GET IMAGING AFFAIR WITH AN ADDED SHOW BIZ SIZZLE.

"BEAT BYU" BASH

KSSK, Honolulu

Sunny O'Day

KSSK, along with a local auto parts store, offered sledgehammer bashes on a specially-decorated "Beat BYU Cougars" car. Univ. of Hawaii fans and listeners could go to any one of 23 auto parts stores and if they bought a "BYU Bash" T-shirt, they got two certificates for two bashes. Safety goggles and two different size sledgehammers were offered for listeners' safety. All of the proceeds for the event went to Easter Seals.

COST: EVERYTHING TRADED OUT.

RETURN: VINTAGE HIGH SCHOOL/ COLLEGE STUNT, YET STILL EFFECTIVE. GENERATED MEDIA COVERAGE.

K-HITS UNDERWATER WEDDING

KHTT, Tulsa

Mark Clark

K-Hits Minister "Big" Mark Clark held an underwater wedding at a local water park. A crowd of over 1,000 people surrounded the wave pool on a Sunday afternoon to witness the couple take the plunge, both literally and figurative-

ly. The audience could hear the ceremony with special equipment provided by a local dive center. Following the ceremony, the happy and wet couple was treated to a lavish reception.

COST: EVERYTHING WAS TRADED OUT.

RETURN: GREAT THEATER-OF-THE-MIND EVENT GENERATED TREMENDOUS PR. IT WAS COVERED BY ABC, NBC, CBS AND THE LOCAL PAPER.

ELVIS REMEMBERED

WMJI, Cleveland

Mark "Munch" Bishop

WMJI's morning show wanted to make sure the anniversary of Elvis Presley's death was remembered by people on the North Coast, so they held a jelly donut eating contest at a park across the street from the station. Everyone who showed up put their name in a hopper and three names were drawn. The contestant who ate the most donuts during the entire length of "Love Me Tender" (two-and-a-half minutes) won a camcorder and a "Toilet Seat" trophy. The winner ate eight donuts in the time the song played; runners up won Cleveland Browns' tickets.

COST: NONE; EVERYTHING TRADED OUT.

RETURN: GREAT PUBLICITY EVENT. IT WAS COVERED AND REPLAYED BY THE LOCAL TV NEWS.

"GOOF ON A ROOF"

KZIO, Duluth

Erik Austin

On Sept. 3, KZIO did its part for Jerry Lewis' MDA campaign when nighttimer/Promo whiz Erik Austin set up camp on the roof of a local service station. Armed with just a tent, TV, microwave, lazy boy and his dog, DJ (what, no satellite dish?), Austin asked people to stop by, smell the aromatic fumes and donate to the cause. Promo items such as gas discounts, CDs and cassettes, T-shirts and gift certificates were traded for different donation amounts.

COST: NONE. REMOTE SOLD TO CLIENT. ALL PROMO ITEMS TRADED OUT.

RETURN: GOOD IMAGE FROM GENERATING FUNDS FOR GOOD CAUSE. RECEIVED LOCAL COVERAGE ON LOCAL CUTAWAYS OF TELEVISION - AND AUSTIN DIDN'T HAVE TO DO JERRY LEWIS SCREAMING, "NICE LAYYYYYYYYYYYYYDEEEEEEEEEEE!"

SCHOOL CROSSING GUARD DAY

KGRS, Burlington

Cosmo Leone

To commemorate the first day of school, Cosmo honored those who work in all weather conditions by bringing donuts, coffee, a certificate of thanks and KGRS T-shirts to area schools.

COST: MINIMAL. REFRESHMENTS CHEAP (IF NOT TRADED OUT).

RETURN: NICE MORNING STUNT HITS HOME WITH KIDS' PARENTS.

SKI CONDO PROMOTION

WEMX, Delmar

John Daniels

Two hundred people will qualify on the air for a free party at a local hotel. At the party, the listeners will be treated to three hours of food, fun and dancing. They will also be giving away 14 individual weeks, including lift tickets, to the station's ski condo.

COST: PARTY TRADED OUT; STATION ALREADY OWNS CONDO.

RETURN: EXCELLENT ACTIVE PROMOTION BUILDS STATION LOYALTY.

the cranberries

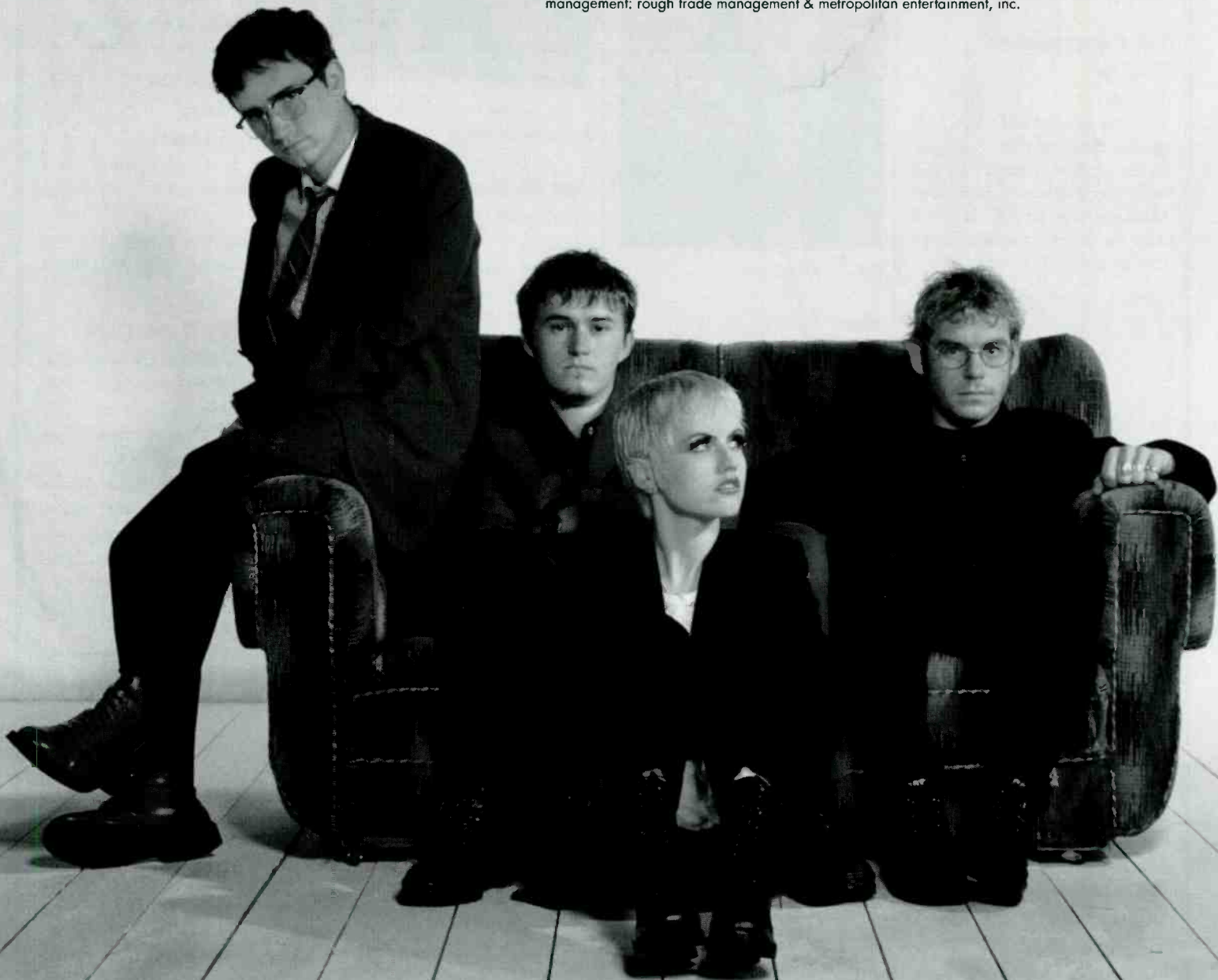
no need to argue

includes
zombie

the new album, following their smash debut,

everybody else is doing it, so why can't we?

management: rough trade management & metropolitan entertainment, inc.



© 1994 island records, inc.

MUSIC MEETING

MAINSTREAM

R.E.M.

"What's The Frequency, Kenneth?"

(WB)

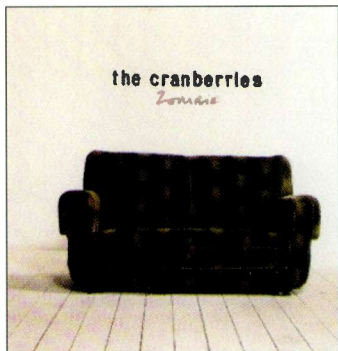
After collecting over 1,000 pre-release Plays Per Week and spins on 68 Top 40 stations, the official release date is finally upon us for this smash. #1 on *Network 40's* X chart, this tribute song to Dan Rather's significant other is quickly picking up steam.

THE CRANBERRIES

"Zombie"

(ISLAND)

Another polished mid-tempo package from these rootsy Gen X performers who've already been well accepted in the Mainstream ring. Easily Most Added last week on *Network 40's* X chart, the accessible number garnered 450 Plays Per Week last week.



THE CRANBERRIES

LIVE

"I Alone"

(RADIOACTIVE)

Excellent track following on the heels of their debut hit, "Selling The Drama." Already Top 5 on *Network 40's* X chart and in MTV buzz clip rotation, Live's second release is poised for Mainstream airplay.

NIRVANA

"About A Girl"

(DGC/GEFFEN)

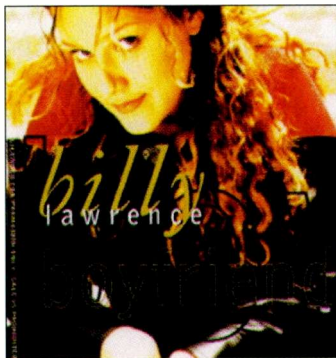
A special *MTV Unplugged* acoustic version of a song that will storm up the charts in no time flat. Like their previous tracks, the phones should explode on every spin.

BILLY LAWRENCE

"Boyfriend"

(EASTWEST)

Programmers are comparing this grand diva's sexy delivery to that of mega-star Toni Braxton. Already picking up airplay at Crossover, this slow, passionate tune shines the spotlight on a budding career for Lawrence.



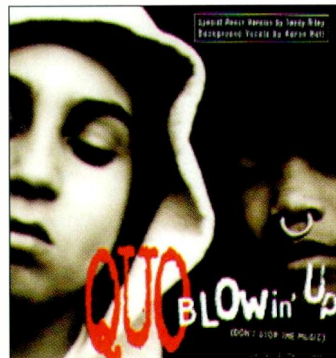
BILLY LAWRENCE

Quo

"Blowin' Up"
(Don't Stop The Music)

(MJJ/EPIC)

An absolute killer jam that works on Top 40, Urban and Crossover Radio. Special remixes by the master Teddy Riley accompanied with background vocals by Aaron Hall add spice to this 1981 Yarbrough and People's smash--the title says it all.



QUO

JOSHUA KADISON

"Picture Postcards From L.A."

(SBK/EMI RECORDS)

Melodic and smooth, the third release from this soloist may prove to

be his best to date. A staple at AC radio, upper demo females will embrace this piano ballad immediately.



JOSHUA KADISON

ACE OF BASE

"Living In Danger"

(ARISTA)

Already stamped as "The Artists of '94," the Swedish quartet strikes again. Showcasing their trademark groove, this number is already spinning at WEDJ Charlotte and will soar to the top of the charts.

3RD MATINEE

"Freedom Road"

(REPRISE)

Adult and spectacularly smooth, A/C radio has been all over this masterpiece for weeks. Great track for mid-days and early afternoons.

JANET JACKSON

"You Want This"

(VIRGIN)

Trademark Janet Jackson. Uptempo and very dancey, the question is not if the track will be number one, but how long it will stay at the top. Officially, the sixth release from the extremely successful *Janet* album.

JULIANA HATFIELD

"Spin The Bottle"

(RCA)

A unique tune that Top 40 radio has been spiking for months. From the *Reality Bites* soundtrack, this reactionary number locks down #1 18-24 female phones at St. Louis' WKBQ.

CASSERINE

"Why Not Take All Of Me"

(WB)

Striking into Mainstream circuit after a healthy buzz at Crossover. A multi-format hit.

USHER RAYMOND

"Can U Get Wit It"

(LAFACE/ARISTA)

A release radio demanded, thanks largely to a huge Crossover base and incredibly strong nationwide sales. Excellent balance tune for your playlist.

CECE PENISTON

"Hit By Love"

(PERSPECTIVE/A&M)

This funky diva pumps out a dancey mover that will score big at Crossover and Top 40 radio. Displaying signature vocals, this song sounds similar to her 1991 debut smash, "Finally."

FORWARD MOTION

STELLAR GEFFEN RELEASES: Geffen presented fourth-quarter releases to an industry crowd last week, including Nirvana's new track "About A Girl," Hole with "Doll Parts," Aerosmith's *Greatest Hits Compilation*, and the Eagles' forthcoming rocker, "Get Over It." In the Eagles track, lyrical content includes a line about "killing lawyers," a hard-driving, politically incorrect statement that will knock your socks off.

A JOB WELL DONE: Congrats are in order for some radio and record personnel. WSSX Charleston PD Rich Bailey rockets to double-digit 25-54 numbers with a great summer book. Also, A&M Records is celebrating news of last week's announcement that artist Sheryl Crow and her album *Tuesday Night Music Club* officially goes Platinum. A bluesy tune that is working on Top 40 and A/C radio is the Eric Clapton release, "Motherless Child" (Reprise). A never-before-recorded release from Clapton's *From The Cradle* album needs only one listen before immediately going on the air.

-John Kilgo

Second Week #3 SoundScan Album Chart

#2 SoundScan R&B Album Chart

Chicago #1	Detroit #1	Washington, D.C. #1	Cleveland #1	Atlanta #1	Baltimore #1
New Orleans #1	Memphis #1	Norfolk #1	Birmingham #1	Richmond #1	New York #2
Los Angeles #2	Philadelphia #2	Dallas #2	Houston #2	Cincinnati #2	Jacksonville #2
Miami #3	St. Louis #3	Charlotte #3	Nashville #3	San Francisco #4	Tampa #4
Pittsburgh #4	Sacramento #4	Milwaukee #4	Raleigh #4		

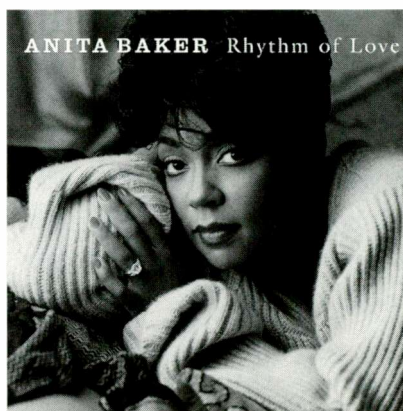
ANITA BAKER



Body & Soul

The premiere single
and video from the new album

Rhythm of Love.

Produced and Arranged by Anita Baker
Executive Producer: Anita Baker



 On Elektra compact discs and  cassettes.

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NETWORK #37 With 2386 Plays Per Week!

#22 SoundScan Singles Chart!

#4* R&R Urban 15-13* R&R A/C

KHKS Add!

<u>Plays</u>	<u>Plays</u>	<u>Plays</u>	<u>Plays</u>	<u>Plays</u>	<u>Plays</u>
WERQ 56	KBXX 53	KKBT 52	WPGC 50	WSTR 23	WIOQ 12
WPOW 14	Y100 27	WWKX 34	WJMH 33	WBZZ 15	WHHH 16
KISF 13	KBOS 12	KMEL 23	KCAQ 26	XHTZ 12	WBMX 11
WAYV 25	WNNK 24				

See Anita 9/30 On The Late Show With David Letterman!



A/C CHART

COMPUTER GENERATED AIRPLAY REPORTS

ARTIST/SONG/LABEL	2W	LW	TW
1 AMY GRANT. Lucky One (A&M)	3536	3672	3711
2 ELTON JOHN. Circle Of Life (Hollywood)	2808	3278	3429
3 LUTHER VANDROSS/MARIAH CAREY. Endless Love (Columbia)	2248	2829	3066
4 JOHN MELLENCAMP. Wild Night (Mercury)	2615	2691	2574
5 JON SECADA. If You Go (SBK/EMI Records)	2553	2553	2485
6 HUEY LEWIS & THE NEWS. But It's Alright (Elektra)	2049	2203	2346
7 SHERYL CROW. All I Wanna Do (A&M)	1342	1813	2265
8 BOYZ II MEN. I'll Make Love To You (Motown)	1339	1773	2252
9 ELTON JOHN. Can You Feel The Love Tonight (Hollywood)	2539	2540	2223
10 MELISSA ETHERIDGE. Come To My Window (Island)	1948	2029	2003
11 BABYFACE. When Can I See You (Epic)	1347	1604	1944
12 LISA LOEB & NINE STORIES. Stay (I Missed You) (RCA)	2119	2083	1881
13 TONI BRAXTON. You Mean The World To Me (LaFace/Arista)	1753	1855	1739
14 LAUREN CHRISTY. The Color Of Night (Mercury)	1513	1659	1725
15 WET WET WET. Love Is All Around (London/Island)	1951	1937	1724
16 RICHARD MARX. The Way She Loves Me (Capitol)	2214	2037	1698
17 EDIE BRICKELL. Good Times (Geffen)	1460	1660	1678
18 BONNIE RAITT. You (Capitol)	2088	1954	1648
19 ANITA BAKER. Body & Soul (Elektra)	1233	1480	1577
20 MARIAH CAREY. Anytime You Need A Friend (Columbia)	1593	1643	1506
21 HARRY CONNICK, JR. (I Could Only) Whisper Your Name (Columbia)	1183	1269	1359
22 JOSHUA KADISON. Beautiful In My Eyes (SBK/EMI Records)	1290	1259	1274
23 ACE OF BASE. Don't Turn Around (Arista)	1343	1247	1246
24 PRETENDERS. I'll Stand By You (Sire/WB)	984	1115	1150
25 GLORIA ESTEFAN. Turn The Beat Around (Epic)	355	658	1124
26 SEAL. Prayer For The Dying (ZTT/Sire/WB)	1259	1156	1060
27 MADONNA. I'll Remember (Maverick/Sire/WB)	1175	1082	957
28 FOUR SEASONS. December '63 (Oh What A Night) (Curb Records)	768	785	865
29 MADONNA. Secret (Maverick/Sire/WB)	—	—	813
30 JON SECADA. Whipped (SBK/EMI Records)	650	814	809
31 ALL-4-ONE. I Swear (Blitz/Atlantic/AG)	934	839	748
32 OLETA ADAMS/BRENDA RUSSELL. We Will Find A Way (RCA)	491	602	716
33 TYLER COLLINS. Thanks To You (Reprise)	585	630	686
34 DAN HILL. Sometimes When We Touch (Spontaneous)	597	642	645
35 SARAH MCLACHLAN. Good Enough (Arista)	486	577	640
36 PHIL COLLINS. Everyday (Atlantic/AG)	734	715	606
37 TRAFFIC. Some Kinda Woman (Virgin)	597	643	581
38 MELISSA ETHERIDGE. I'm The Only One (Island)	362	496	538
39 ACE OF BASE. The Sign (Arista)	593	595	525
40 ROLLING STONES. Out Of Tears (Virgin)	30	336	522

HOT NOTES

WHAT'S UP, DOC? Congratulations to Doc Bailey, who landed the PD gig at KKLI Colorado Springs. Doc has departed from the midday slot at L.A.'s new Adult-Art KLIT. Prior to KLIT, he programmed for The Transstar Radio Network.

RUMOR DU JOUR: Will programming legend Mason Dixon be wishing upon a Star in Atlanta? See Page 6 for more.

PD SHUFFLE: Steve West just left the building at KBOZ Boseman. Taking the programming reins on an interim basis is Cam Maxwell... WOMX Orlando GM Rick Weinkauff named David Israel as the Mix's new PD. "We were looking for someone who had excellent programming skills, but who wouldn't try to fix what wasn't broken," Weinkauff said. Israel starts October 3rd.

DALE MAGAZINE: WMXL "Mix 94.5" Lexington OM Dale O'Brian, who doubles on the morning show, also hosts a weekly, one-hour music magazine that airs Sunday at noon. O'Brian features the week's most popular song, most requested song and interviews with music superstars such as Jon Secada, Robert Palmer and (coming this week) Harry Connick, Jr. And that's not the only side gig Dale is dabbling in. His second comedy album, *Been There, Done That, But Let's Do It Again* is reportedly "selling like wildfire" at area Blockbuster locations... Meanwhile, back at the station, Mix 94.5's "Money Music Calendar" has songs worth \$100 a day and \$1,000 on Thursdays. The "Song Of The Day" is announced at 7:20 am on the Breakfast Club. The next time the song is played, the nth caller wins. (P.S. - Catch Steve and Dale's programming philosophies in Conference Call on page 12.)

K99 - 125 HOURS LATER: KAAK "K99" Great Falls' 12-week "Sizzlin' Summer Boat" promotion had - and *was* - a winner. K99 broadcast around the clock at the Montana State Fair while 12 finalists kept their hands on a boat valued at over \$7,500. The last person with his/her hand on the boat won. The best part of this extremely successful promotion was that it cost the station zip.

You, too, can be a hands-on promotion whiz...it's just a fax away. Send your hip and happening station promotion and personnel news to (818) 846-9870.

If you haven't seen our exclusive monthly Promo Planner, November's batch of ear-catching ideas will be in next week's issue. Weekly promotion ideas are featured on page 18.

COMING YOUR WAY OCTOBER 3RD:

JAMIE WALTERS "Hold On" (ATLANTIC/AG)

The voice behind the hit, "How Do You Talk To An Angel," is back with a solo CD and a role on *Beverly Hills 90210* beginning in October. "Hold On" can't miss at A/C - just like its predecessor.

WET WET WET "Goodnight Girl" (LONDON/ISLAND)

Following right in the footsteps of "Love Is All Around," "Goodnight Girl" is a natural for A/C.

-Kristen Guarino

accelerated airplay

1 MADONNA. Secret (Maverick/Sire/WB)	+813
2 BOYZ II MEN. I'll Make Love To You (Motown)	+479
3 GLORIA ESTEFAN. Turn The Beat Around (Epic)	+466
4 SHERYL CROW. All I Wanna Do (A&M)	+452
5 BABYFACE. When Can I See You (Epic)	+340

most added

1 MADONNA. Secret (Maverick/Sire/WB)	60
2 KATHY TROCOLLI. If I'm Not In Love (Reunion/RCA)	43
3 JOSHUA KADISON. Picture Post Cards From L.A. (SBK/EMI Records)	30
4 ERIC CLAPTON. Motherless Child (Reprise)	15
5 GLORIA ESTEFAN. Turn The Beat Around (Epic)	11

Joshua Kadison



Picture Postcards From L.A.

the new single from his GOLD debut album!

STREETCHART

COMPUTER GENERATED AIRPLAY REPORTS

ARTIST/SONG/LABEL	2W	LW	TW
1 BOYZ II MEN. I'll Make Love To You (Motown)	3399	3373	3383
2 CHANGING FACES. Stroke You Up (Big Beat/Atlantic/AG)	2127	2175	2084
3 BABYFACE. When Can I See You (Epic)	2269	2203	2054
4 LUTHER VANDROSS/MARIAH CAREY. Endless Love (Columbia)	1615	1840	1900
5 AALIYAH. At Your Best (You Are Love) (Blackground/Jive)	1350	1591	1836
6 IMMATURE. Never Lie (MCA)	997	1186	1384
7 REAL MccOY. Another Night (Arista)	1067	1192	1367
8 CRYSTAL WATERS. 100% Pure Love (Mercury)	1280	1309	1283
9 LISA LOEB & NINE STORIES. Stay (I Missed You) (RCA)	1610	1535	1282
10 WARREN G. This DJ (Violator/ral/Island)	1326	1278	1246
11 COOLIO. Fantastic Voyage (Tommy Boy)	1564	1411	1199
12 AARON HALL. I Miss You (Silas/MCA)	1409	1226	1030
13 SHERYL CROW. All I Wanna Do (A&M)	758	931	1008
14 ICE CUBE. Bop Gun (One Nation) (Priority)	917	998	994
15 PRINCE. Letitgo (WB)	1154	1122	968
16 4 P.M. Sukiyaki (Next Plateau/Island)	725	839	913
17 DA BRAT. Funkdafied (So So Def/Chaos)	1193	1013	824
18 HEAVY D & THE BOYZ. Nuttin' But Love (Uptown/MCA)	787	771	755
19 TERROR FABULOUS. Action (EastWest)	670	617	733
20 ACE OF BASE. Don't Turn Around (Arista)	953	839	703
21 TEVIN CAMPBELL. Always In My Heart (Qwest/WB)	1149	985	688
22 ANITA BAKER. Body & Soul (Elektra)	646	721	685
22 C + C MUSIC FACTORY. Do You Wanna Get Funky (Columbia)	763	787	685
24 SALT-N-PEPA. None Of Your Business (Next Plateau/London/Island)	591	591	672
25 JADE. 5-4-3-2 (Yo! Time Is Up) (Giant)	576	698	671
26 FOR REAL. You Don't Know Nothin' (A&M)	454	557	650
27 AALIYAH. Back & Forth (Blackground/Jive)	948	707	603
28 KARYN WHITE. Hungah (WB)	408	518	584
29 INI KAMOZE. Here Comes The Hot Stepper (Columbia)	185	308	579
30 JANET JACKSON. Any Time, Any Place (Virgin)	847	681	544
31 RAPPIN' 4-TAY. Playaz Club (EMI Records)	311	423	543
32 R. KELLY. Your Body's Callin' (Jive)	589	585	541
33 JOHN MELLENCAMP. Wild Night (Mercury)	599	547	532
34 GLORIA ESTEFAN. Turn The Beat Around (Epic)	151	437	529
35 COLLECTIVE SOUL. Shine (Atlantic/AG)	597	600	525
36 GERALD LEVERT. I'd Give Anything (EastWest)	656	642	513
37 CRAIG MACK. Flava In Ya Ear (Bad Boy/Arista)	303	398	507
38 ELTON JOHN. Can You Feel The Love Tonight (Hollywood)	541	483	465
39 ALL-4-ONE. Breathless (Blitz/Atlantic/AG))	413	474	462
40 20 FINGERS. Short Short Man (DJ World/id)	336	377	460

RHYTHMNATION

WHAT THE HELL HAVE I GOT MYSELF INTO? This office certainly has a lot of character, after housing Wendi Cermak for two years. I am grateful to her for leaving me the following: one Raggedy Ann Piñata... one nearly dead palm tree... a couple of well-used ashtrays... and a whole lot of Push Pins. Anyone interested in starting their own Wendi Cermak Museum may write to me and choose from the above list or catch her next week in her new digs at Uptown in New York. Good luck, Lady C. I hope the town can keep up with you.

"SO TELL US ABOUT YOURSELF!" I got here off the Ventura Freeway about an hour and a half north of *Network 40*. They say **Johnny Carson** drove to Burbank from Zuma Beach every day for 20 years. Hell, if I had his car, I'd do that, too... which is why I'm moving. I spent the last 13 years in Santa Barbara, the last three at Y97. To all of you who knew me there, hello again. To all of you who don't know me, hello, period. To anyone who'd like to see their name in print, call me. If anyone wants a good rate at the Santa Barbara Biltmore, we may be able to work something out - midweek please.

"AND I WOULD LIKE TO THANK THE ACADEMY..." Since I asked practically everyone in the biz with any juice at all to put a call into Gerry and Gary, I don't have enough room to thank the legions of you. Let it be known that I appreciate any and all efforts responsible for getting me here. If you had nothing at all to do with influencing the powers-that-are, lie to me and say you did. It's the best way to ensure your station/record will make it to print.

A QUICK PLEA FOR TOLERANCE: Most of my time in the first weeks of my employ will be spent learning the ways of the magazine and avoiding the wrath of the legends who run the place. Radio people should expect to get at least one call from here each week. Mixers, DJs, record pools - how can we better serve you, too? These and many other questions will be answered in the coming weeks.

THE NAMES REMAIN THE SAME, NO ONE IS INNOCENT: Rooster Rhodes - there are a lot of radios in Santa Barbara tuned to 104.7 recently and I'll bet you know why. I guess it's okay to like you now... **Carly Ferrari** - How many people know Ferrari; how many people know about the eighth-note tattoo?... **Bobby Sato** - are you still driving your death machine?... **Cat Thomas** - think you can handle Eastern Michigan this year?... **Steve Smith** - when does Van Halen tour again?... **Trevor Carey** - four words: Tavern On The Green.

THE BUSINESS AT HAND: Swedish Eagle and Groove Radio are celebrating their 100th show with a tribute to the Underground and the world's greatest DJs, featuring **Sven Varh** and **Paul Oakenfold**. Eagle will soon debut a new show marketed toward the Mainstream and Rhythm formats called "House Groove." If you'd like to make him a hero by becoming one of the very first affiliates, call (310) 947-7708. My very first party invite is for the Immortal/Epic bash, "Basketball's Best Kept Secret," squeeze-and-cheese with the pride of the NBA and Hip-Hop's finest producers. **Cedric Ceballos** and **Warren G.** **Shaquille O' Neal** and **Ill Al Skratz**. Look for 11 slam-dunk tracks in the second week of November.

THE BUSINESS, PART II: The ink is almost dry on the contract sending **Kid Stevencz** from WLUM to nights at KGGI Riverside (see Page 6). They can afford to move him. Hell, they send listeners to Cancun. Speaking of WLUM, the shift to a more Alternative mix is becoming more pronounced as the weeks go by... Almost objective opinion: Y-97 Santa Barbara is sounding rather Mainstream upon last listen - and sounding rather good. "Thousand-dollar Thursdays" ought to help build the cume. Can I win now? Or have I already cashed in my chips?

THE REST OF THE STORY: This gig looks like a great deal. Being on the inside of such a highly respected magazine affords one a great deal of opportunity. I get to speak with a lot of lovely people on the phone every day, I finally understand Wendi's reference to Fishing Tackle and best of all are the outtakes of the Page 6 photos. Be seeing you.

- Stephen Meade

most added

1 MADONNA. Secret (Maverick/Sire/WB)	31
2 INI KAMOZE. Here Comes The Hot Stepper (Columbia)	13
3 ZHANÉ. Vibe (Illtown/Motown)	7
4 BRANDY. I Wanna Be Down (Atlantic/AG)	6
5 JANET JACKSON. You Want This (Virgin)	5

WHO'S THAT MAKIN' THAT FUNKY NOISE?

ON THE HEELS OF

THE PLATINUM "FUNKDAFIED,"

DA BRAT IS BUSTIN' OUT

FA ALL Y'ALL

(SINGLE IN STORES NOW)

MAJOR AIRPLAY:

WJMN 40X	KBXX 40X
WJMH 30X	92Q 25X
KMEL 21X	WHHH 20X
Z90 20X	KIX106 18X
B96 15X	WIOQ 15X

ALSO BREAKING AT:

WPGC, POWER PIG, WILD
107, KPRR, KISF, KLUC,
POWER 96, KGGI,
AND MORE!!

BLOWIN' UP ON



HER NEW SINGLE... BE DOWN.

IT'S LIKE THAT... **IT'S DA BRAT.**



SO SO Def
RECORDS INC.

CROSSOVER

SPEARHEAD

"People In Tha Middle"

(CAPITOL)

Sly Stone meets Arrested Development. This hypnotic track from the lead singer of the Disposable Heroes of Hiphop-rasy will make some noise.



MEN AT LARGE

MEN AT LARGE

"Let's Talk About It"

(EASTWEST)

A slow jam written and produced by Gerald Levert and Edwin "Tony" Nicholas will put this group in front of a lot of people. Airplay on this is expected early and often.



RAJA-NEÉ

RAJA-NEÉ

"Turn It Up"

(PERSPECTIVE/A&M)

"Hip Hop Hooray," part two. While we still have what looks like summer, this record will sound great on the radio. Written with the help of the Isley Brothers; it contains a sample of "Say it Again Girl."

COOLIO

"I Remember"

(TOMMY BOY)

Early airplay at Power 106. Old School sample for that summertime feel.

LIGHTER SHADE OF BROWN

"Dip Into My Ride"

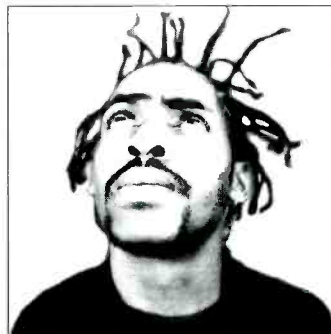
(FADER/MERCURY)

The boys from the inland empire bust another track. In the same vein as previous releases, a strong contender to break beyond West Coast airplay.

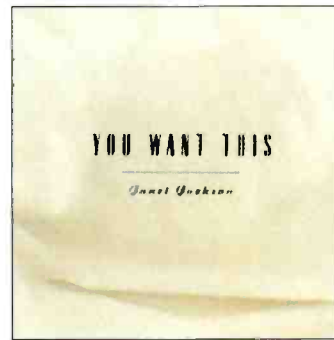
OFF THE BEAT

NOT ON THE SECOND

FLOOR: The Lucas record, "Lucas (Lucas With The Lid Off)" (Big Beat/Atlantic/AG), has been getting quite a bit of interest in the Crossover world. Don't be afraid that nothing on your radio station sounds like it;



COOLIO



JANET JACKSON

nothing will... Tom Jones has arrived again. Crossover and Alternative people should keep an ear out on the incredible buzz beginning on "If I Only Knew" (Interscope)... Check out the new Janet Jackson mixes of the single, "You Want This" (Virgin), which contain the slamming '70s Love Groove. Perfect slow-jam material... Madonna's "Secret" (WB) has been getting a few nods from the usually unimpressed, including Michael Newman at KDON. This and the new Prince has got Greg Lee reaching for the blow dryer.

— Stephen Meade

TODAY'S BEST NEW MUSIC

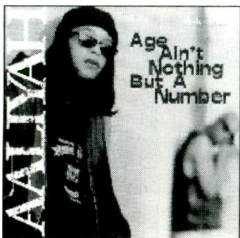
CD

coming soon!

#73

**WXKS
PRO-FM
KISF
KIIS-FM
KS-104
KKFR
WZJM
KDWB
KHKS
WAHC
Q-106
WNVZ
G-105
WXKB
WZYP
WRHT
KOKZ
WPXR
KJYO
KKMG
KMCK**

*** These Top 40 / Mainstream Stations Are Now Playing The 8th Most Popular Song In The Country. Shouldn't You?**



AALIYAH

“At Your Best (You Are Love)”



Active
Rotation

CHART

COMPUTER GENERATED AIRPLAY REPORTS

ARTIST/SONG/LABEL	2W	LW	TW
1 R.E.M. What's The Frequency, Kenneth? (WB)	1090	1409	1474
2 STONE TEMPLE PILOTS. Interstate Love Song (Atlantic/AG)	1195	1242	1271
3 LIVE. I Alone (Radioactive)	1052	1044	1062
4 OFFSPRING. Self Esteem (Epitaph)	1061	1101	1045
5 THE CRANBERRIES. Zombie (Island)	—	450	1028
6 DINOSAUR JR. Feel The Pain (Sire/Reprise)	910	992	979
7 JESUS & MARY CHAIN. Sometimes Always (American/WB)	1119	1048	940
8 TOAD THE WET SPROCKET. Something's Always Wrong (Columbia)	810	865	917
9 MAZZY STAR. Fade Into You (Capitol)	992	980	867
10 LOVE SPIT LOVE. Am I Wrong (Imago)	1114	1024	807
11 GREEN DAY. Basket Case (Reprise)	1092	972	800
12 LIZ PHAIR. Super Nova (Matador/Atlantic/AG)	535	671	785
13 SHERYL CROW. All I Wanna Do (A&M)	997	874	764
14 SUGAR. Your Favorite Thing (Rykodisc)	699	728	761
15 GRANT LEE BUFFALO. Mockingbirds (Slash/Reprise)	553	689	751
16 VERUCA SALT. Seether (Minty Fresh)	533	664	725
17 SOUNDGARDEN. Fell On Black Days (A&M)	750	811	681
18 WEEZER. Undone - The Sweater Song (DGC)	971	808	666
19 THEY MIGHT BE GIANTS. Snail Shell (Elektra)	650	657	640
20 COUNTING CROWS. Einstein On The Beach (DGC)	1012	811	630
21 MAGNAPOP. Slowly, Slowly (Priority)	531	574	578
22 SARAH McLACHLAN. Good Enough (Arista)	459	520	541
23 CRACKER. Euro-Trash Girl (Virgin)	556	599	533
24 CANDLEBOX. Far Behind (Maverick/Sire/WB)	674	596	495
25 dada. All I Am (IRS)	342	452	478
26 OASIS. Supersonic (Epic)	227	378	476
27 LIGHTNING SEEDS. Lucky You (Trauma)	369	381	440
28 SONIC YOUTH. Superstar (A&M)	362	419	435
29 FREEDY JOHNSTON. Bad Reputation (Elektra)	307	367	395
30 LUCAS. Lucas With The Lid Off (Atlantic/AG)	72	261	394
31 RANCID. Salvation (Epitaph)	331	360	389
32 BAD RELIGION. Stranger Than Fiction (Atlantic/AG)	447	455	386
33 COWBOY JUNKIES. Sweet Jane (Nothing/Interscope)	91	192	373
34 GREEN DAY. Welcome To Paradise (Reprise)	240	315	370
35 THE CULT. "Coming Down (Drug Tongue)" (Sire/Reprise)	36	173	369
36 LUSCIOUS JACKSON. City Song (Grand Royal/Capitol)	280	319	349
37 HOLE. Doll Parts (DGC)	39	152	346
38 VELVET CRUSH. Hold Me Up (Creation/550 Music)	306	331	331
39 HOODOO GURUS. The Right Time (Praxis/Zoo)	258	301	317
40 REVEREND HORTON HEAT. One Time For Me (Sub Pop/Interscope/AG)	329	345	312



MOM, THEY'RE COPYING ME! WBMX's duopoly station, WCGY, has been testing the waters regarding a new format. The Boston station's most logical choice at this point is to fall in a more Alternative direction within the next couple of weeks... Also, on Friday, September 23rd, the Greensboro, NC Country station WNEU flipped full-fledged (say *that* fast three times!) into the Alternative loop. The 100,000-watt station will now be known as WXRA, "The New Rock Alternative"... As noted last week, WLUM Milwaukee is a playlist to watch with the station shedding its Channel X/Top 40 spots and opting for a more Alternative coat. MD Tommy Wilde will be getting more acquainted with meeting the National Alternative record geeks in the coming weeks. His music hours are Monday and Thursdays 2-5 pm Eastern time. He can be reached at (414) 771-1021.

WELCOME TO THE CLUB, CONT'D: WHYT Detroit's playlist also will begin contributing to the chart along with The Back Page chart of *Network 40*.. WDRE's hot little mixer Tommy Nappi will be moonlighting as Priority Records' Northeast Regional Promotion Manager. And RCA's Lisa Worden gets the well-deserved bump up to National Alternative Director. Congratulations to both!

— Karen Holmes

X's To Bear

LOVE SPIT LOVE "Am I Wrong" (IMAGO)

Ex-Psychedelic Furs frontman Richard Butler leads this #1 Alternative chart-topping band into the Top 20 most-added at Mainstream Top 40.

HOLE "Doll Parts" (DGC)

A four-star record, "Doll Parts" has a personal appeal most can relate to. I'm in good company with the critics who recognize this album as one of the best of the year.

JESUS AND MARY CHAIN "Sometimes Always" (AMERICAN/WB)

Typically atmospheric, moody and always intriguing, Jesus And Mary Chain team up with this year's biggest shooting star, Hope Sandoval of Mazzy Star, for a Most Added at Top 40. The video also sells the song.

CRANBERRIES "Zombie" (ISLAND)

No, this single isn't tailor-made for Top 40, but being the #1 Most Added (closing out the panel, no less) in just its first week at Alternative should make any programmer take note.

XCLAIMING ATTENTION AT ALTERNATIVE

SOUL ASYLUM "Can't Even Tell" (COLUMBIA)

From the upcoming soundtrack to the movie, *The Clerks*, Soul Asylum teases with this single, leaving us begging for an album. The single rocks with Dave Pirner's vocals winding around a whiny hook.

FATIMA MANSIONS "The Loyaliser" (RADIOACTIVE)

Originally spawned from the early '80s group Microdisney, the European lads came together in 1990. This new track features high-energy, supersonic sound with orchestrated instrumentation. Cathal Coughlan's sexy growl only intensifies the effect.

BAD RELIGION "21st Century Digital Boy" (ATLANTIC/AG)

A personal favorite from Bad Religion's umpteenth release, *Stranger Than Fiction*, "21st Century" displays new accessibility, yet it's still best when performed live.

SPONGE "Plowed" (CHAOS)

Probably the most underrated band of this year, Sponge is a major contender by offering something new from the "Stone Temple Pearl In Chains" band we all know and love.

DAVID BYRNE "Back In The Box" (LUAKA BOP/SIRE/WB)

K's CHOICE "Me Happy" (550 MUSIC/EPIC)

most added

1 COWBOY JUNKIES. Sweet Jane (Nothing/Interscope)	13
2 URGE OVERKILL. Girl, You'll Be A Woman Soon (MCA)	10
2 HOLE. Doll Parts (DGC)	10
3 THE CULT. "Coming Down (Drug Tongue)" (Sire/Reprise)	9
3 SOUNDGARDEN. My Wave (A&M)	9



WOOL

Box Set



Their full length debut featuring
"Kill the Crow"

© 1994 London Records USA



RETAIL CHART

NATIONWIDE PIECE COUNT SALES

ZW	LW	TW	ARTIST/LP	LABEL
—	1	1	ERIC CLAPTON. From The Cradle	Duck/Reprise
—	3	2	ANITA BAKER. Rhythm Of Love	Elektra
1	2	3	BOYZ II MEN. II	Motown
9	5	4	SHERYL CROW. Tuesday Night Music Club	A&M
7	6	5	OFFSPRING. Smash	Epitaph
◆ DEBUT		6	LUTHER VANDROSS. Songs	LV Records/Epic
2	4	7	GREEN DAY. Dookie	Reprise
3	7	8	FORREST GUMP. Soundtrack	Epic Soundtrax
6	8	9	STONE TEMPLE PILOTS. Purple	Atlantic/AG
10	10	10	NATURAL BORN KILLERS. Soundtrack	Nothing/Interscope/AG
24	15	11	B.O.N.E. THUGS-N-HARMONY. Creepin' On Ah Come Up	Ruthless/Relativity
8	11	12	CANDLEBOX. Candlebox	Maverick/Sire/WB
—	14	13	PETER GABRIEL. Secret World Live	Geffen
4	9	14	CARRERAS/DOMINGO/PAVAROTTI. Three Tenors In Concert 1994	Atlantic/AG
◆ DEBUT		15	LIZ PHAIR. Whip-Smart	Matador/Atlantic/AG
11	13	16	COUNTING CROWS. August And Everything After	DGC
21	17	17	GERALD LEVERT. Groove On	EastWest/AG
5	12	18	THE LION KING. Soundtrack	Walt Disney Records
17	18	19	SOUNDGARDEN. Superunknown	A&M
20	20	20	NINE INCH NAILS. The Downward Spiral	Nothing/TVT/Interscope/AG
—	25	21	NOTORIOUS B.I.G. Ready To Die	Bad Boy/Arista
16	21	22	MELISSA ETHERIDGE. Yes I Am	Island
13	16	23	WARREN G. Regulate...G Funk Era	ral/Violator/Island
—	26	24	SINEAD O'CONNOR. Universal Mother	Ensign/Chrysalis/EMI
19	19	25	CHANGING FACES. Changing Faces	Big Beat/Atlantic/AG
15	22	26	JERKY BOYS. Jerky Boys 2	Select/Atlantic/AG
23	24	27	ROLLING STONES. Voodoo Lounge	Virgin
26	27	28	AALIYAH. Age Ain't Nothing But A Number	Background/Jive
28	29	29	MAZZY STAR. So Tonight That I Might See	Capitol
◆ DEBUT		30	CRAIG MACK. Funk Da World	Bad Boy/Arista
14	23	31	NEIL YOUNG & CRAZY HORSE. Sleeps With Angels	Reprise
25	30	32	ACE OF BASE. The Sign	Arista
18	31	33	AMY GRANT. House Of Love	A&M
—	34	34	SUGAR. File Under: Easy Listening	Rykodisc
30	33	35	DINOSAUR JR. Without A Sound	Sire/Reprise
12	28	36	PUBLIC ENEMY. Muse Sick-N-Hour Mess Age	Def Jam/Island
35	36	37	BEASTIE BOYS. Ill Communication	Grand Royal/Capitol
◆ DEBUT		38	IF I WERE A CARPENTER. Various	A&M
31	37	39	YANNI. Live At The Acropolis	Private Music
◆ DEBUT		40	BLUES TRAVELER. four	A&M

BIN BURNERS

RECORDS WITH THE BIGGEST SALES INCREASES OVER THE PAST WEEK

1 ERIC CLAPTON

From The Cradle
Duck/Reprise

Regional Sales Breakout: Huge across the country. Number-one sales throughout California, New England, Oregon, New York City and state, Maryland, Georgia, Missouri, Indiana/Ohio, Minneapolis, Nebraska.

Primary Media Exposure: Radio play, positive word-of-mouth and in-store play equally influential.



2 ANITA BAKER

Rhythm Of Love
Elektra

Regional Sales Breakout: Midwest strongest, but potent across the country. Top-3 sales in New York City, California, Philadelphia, Maryland, Michigan, Atlanta, Nashville, Phoenix, Las Vegas, Florida.

Primary Media Exposure: In-store play especially effective, but radio and longtime fans still pass the word.



3 LUTHER VANDROSS

Songs
LV Records/Epic

Regional Sales Breakout: Midwest and West strongest. Top-5 sales in New York City, New England, Maryland, Ohio/Indiana, Florida, northern California, Arizona/Vegas.

Primary Media Exposure: Huge Top 40/Urban play and longtime fan excitement create initial sales.



4 LIZ PHAIR

Whip-Smart
Matador/Atlantic/AG

Regional Sales Breakout: Consistent sales across country. Number-one sales in New York City, Chicago, Atlanta and southern California. Top-5 in Missouri, Pacific Northwest and New England.

Primary Media Exposure: *Rolling Stone* cover story leads a huge press buzz; radio and in-store play also generating a buzz.

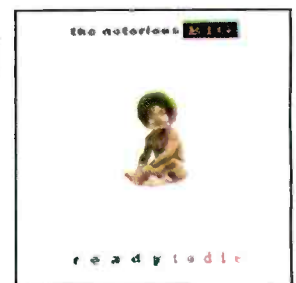


5 NOTORIOUS B.I.G.

Ready To Die
Bad Boy/Arista

Regional Sales Breakout: Strongest in the East and South. Top-10 sales in New York City and state, Philadelphia, Ohio, Pittsburgh, Atlanta, Arizona/Las Vegas, Nebraska, Carolinas and Illinois.

Primary Media Exposure: Urban/Crossover radio and word-of-mouth equally influential.



One Of The
Most Added!

- Star 94
- WAEB
- WGLU
- WGTZ
- WHOT
- KHTT
- WJET
- KJYO
- WKCI
- WVIC
- WYHY
- WENZ

Plus 22 More!

gin

blossoms

the new song from

New Miserable Experience

“ALLISON ROAD”

Produced by John Hampton and Gin Blossoms

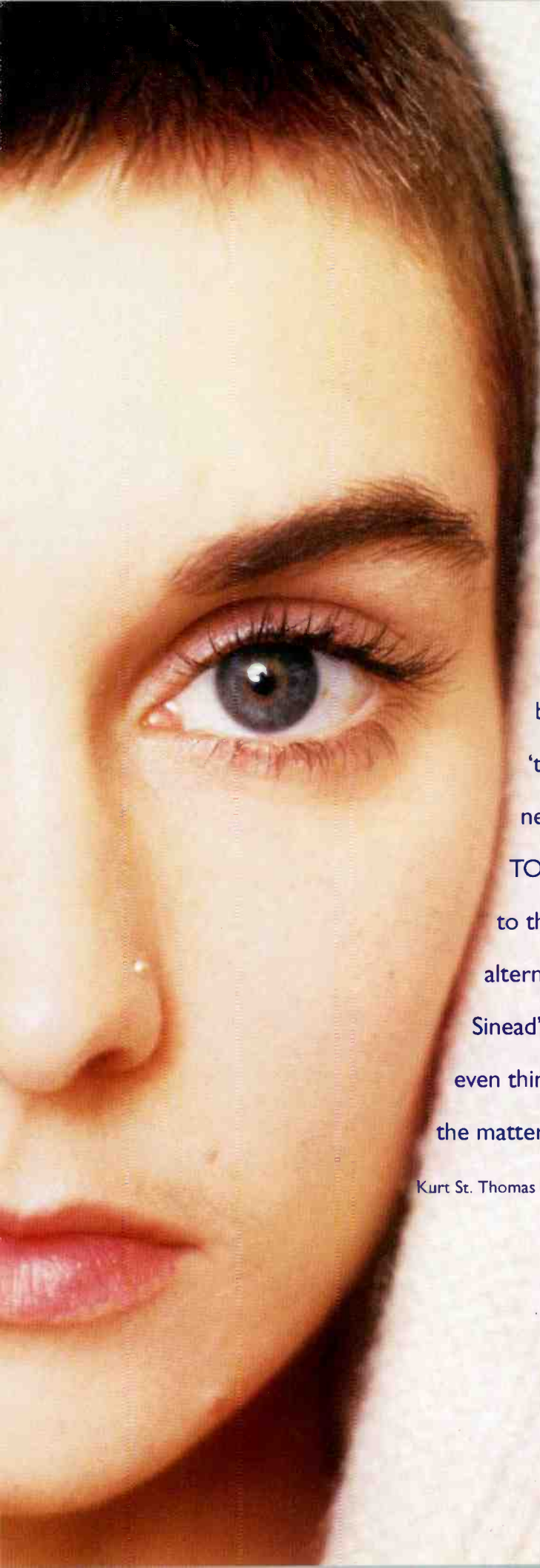
Direction: Bill Graham Management

NETWORK Already Over 1800
Plays Per Week!

- | | |
|---------------|---------------|
| KLYV 50 Plays | WPST 39 Plays |
| WEDJ 36 Plays | WEZB 35 Plays |
| WSPK 30 Plays | WBZZ 27 Plays |
| KKFR 27 Plays | WFLY 24 Plays |
| WPLY 22 Plays | WAHC 21 Plays |
| WKSE 21 Plays | WYHY 21 Plays |
| WLUM 17 Plays | KQKQ 17 Plays |
| WNTQ 14 Plays | WERZ 13 Plays |
| | WPXY 11 Plays |



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“Is it true that there are actually alternative radio stations in this country that still have to be talked into playing music by a true alternative artist because they’re worried about their image? Is it true that these same stations believe that alternative means ‘to hesitate, to wait for your neighboring AOR dinosaur at TOP-40 wanna-be to beat you to the punch?’ Get back to your alternative roots, NOW! Play Sinead’s new record without even thinking about it! What’s the matter with you people?!???”

Kurt St. Thomas –Boy Troy WFNX-FM/Boston

IT'S ABOUT THE MUSIC.

RADIO

"Incredibly recognizable voice, a bench-mark artist of the 90's" -John Hayes - KTCL/Ft. Collins

"One of the biggest reaction records we have ever had!" -Mike Halloran - 9IX/San Diego

"I'm in the music business not politics! It's about the music, not the pope!

I love "Fire On Babylon", it's a great song!" -J.D. - KXPT/Las Vegas

"This is an unbelievable album. It's a soulful, spiritual quest." -Chris Douridas - KCRW/Los Angeles

PRESS

"Ms. O'Connor's singing voice has that rare capacity to make the listener want to hear each song twice - once to digest the lyrics, and once to float on the range of her singing." -New York Times

"Universal Mother is chillingly beautiful." -Spin Magazine

"Universal Mother is a trove of impassioned musical treasures." -Interview

RETAIL

Tower-N.Y. D-1*	Orpheum-Seattle D-1*
Tower-San Francisco D-2*	Virgin Megastore-L.A. D-3*
Tower-Berkeley D-3*	Repeat The Beat D-4*
Tower-Sunset Blvd. D-4*	Strawberries D-20*
Tower-Westwood D-4*	Wherehouse D-37*
Tower-Chicago D-5*	Blockbuster D-47*
Tower-Atlanta D-5*	

THEY'VE HEARD THE MUSIC. HAVE YOU?

Sinead 
O'Connor
Universal mother



SERVING THE MUSIC

SHOWprep

PLAY IT! SAY IT!

BON JOVI (MERCURY)

- Jon Bon Jovi, lead vocals.
- Richie Sambora, lead guitar.
- Alec John Such, bass.
- Tico Torres, drums.
- David Bryan, keyboards.
- The New Jersey natives got together in March, 1983.

Jon played in several local bands in high school, including an all-originals band called the Rest. He opened for bands such as Southside Johnny, Hall & Oates and Willie Nile.

• When the band came together and released their first album in January of '84, two of the singles hit the Top 40: "Runaway" and "She Don't Know Me."



• The major breakthrough came with the next album, *Slippery When Wet*. It featured "Livin' On A Prayer," "Dead Or Alive" and "You Give Love A Bad Name." Since then, Bon Jovi has sold about 45 million albums worldwide.

• The original cover for *Slippery When Wet* was scrapped because conservative retailers thought it was too lurid.

• The band is celebrating its 10th anniversary and they are set to release *Cross Road*, a greatest hits album which includes two new tracks, including their new single, "Always."

TONI BRAXTON (ARISTA)

• Born in Severn, MD as the daughter of a minister, Toni started singing at an early age in the church choir with her four younger sisters.

• Her earliest inspirations to be a singer came after watching Janet Jackson sing on the TV sitcom, *Good Times*. Other early influences include Quincy Jones, Stevie Wonder and Chaka Khan.



• She also began writing songs and singing at local talent shows. In 1989, producer/songwriter Bill Petteway caught one of her competitions and introduced her to Ernesto Phillips of the group Starpoint.

• After hearing Toni and auditioning her sisters, Phillips signed them all as a group to his production company, which led to a deal with Arista Records. The 1990 release, "The Good Life," garnered some chart action, but also brought them to the attention of superstar

producers L.A. Reid and Babyface.

• When the two heard Toni sing and play piano, they signed her as a solo act to their LaFace Records in 1991. Before they started working on her debut album, she landed a chance to do a song on the soundtrack album to *Boomerang*. The song, "Love Shoulda Brought You Home," established Braxton as a new presence on the scene.

• Her current single (the fifth off her debut album) is "How Many Ways."

R.E.M. (WB)

- Peter Buck, guitar.
- Bill Berry, drums.
- Mike Mills, bass.
- Michael Stipe, lead vocals.

• The band (its name stands for Rapid Eye Movement, which occurs in deep sleep) hails from Athens, GA. Buck worked in a record store, where he met Mills and Berry.

• They brought Stipe into the group and started playing out of an abandoned church for friends.

• They put out an indie single, "Radio Free Europe," in '82. It created a grassroots buzz that led to their signing with the fledgling new Alternative label, I.R.S.

• They always believed in a do-it-yourself ethic to touring and recording. They toured cheaply in a small van, playing at hundreds of small clubs throughout the country.

• Slowly and surely, they built an impressive grassroots following, until they became the most popular and influential Alternative band in the country. In 1987, they entered the mainstream with "The One I Love."

• When their I.R.S. deal ended, after considerable thought they finally decided to go with a major label. Some of their best-known hits include "Shiny Happy People," "Losing My Religion," and "Everybody Hurts."

• One of the major keys to their longevity: To keep egos in check, all songs are credited equally to the four members. They continue to refuse to abide by the rules of Pop/Rock convention, putting out two albums and consciously deciding against touring. Even so, the albums went multi-Platinum.

• Their latest album, *Monster*, features their first single, "What's The Frequency, Kenneth?" They will be touring for this album, which will generate a huge buzz.



The Next Disaster To Hit L.A. Will be:

■ The Plague.

■ Locusts.

■ The Chicago Bears coming to town in those 'throwback' jerseys.

RIMSHOTS

By Dwayne & Jeff

Tommy Lee of Motley Crue, apparently upset that former slam, Heather Locklear, got engaged to Bon Jovi guitarist Richie Sambora, was tossed from Hollywood's House Of Blues last week after a near-riot broke out.

We hear he's going back to work on his drumming technique. Rumor has it that ever since Heather split, he's been one beat off.

◆◆◆

Meanwhile, Heather continues to grace the cover of fine magazines or be interviewed in them. In this month's *Playboy*, Heather discusses Tommy Lee, *Melrose Place* and – especially important – bikini waxing: "The pleasure is that it's smooth and beautiful and perfectly manicured."

This just in: Tommy Lee is now *several* beats off.

◆◆◆

Average speed of vehicular traffic in Manhattan: 6.5 miles per hour. Average speed of pedestrian: 3.3 mph.

Average number of times being accosted by bums and/or muggers: 237 per block.

And that's on *weekends*.

◆◆◆

Percentage of White House tapes made by President Richard Nixon that have been made public: 2.

Percentage of White House come-ons by President Bill Clinton that have been made public: 1.5.

◆◆◆

T-shirt spotted during the Gay-Lesbian Pride Parade in Chicago last summer: "I'm A Vagitarian."

(The T-shirt is open for licensing opportunities. They come in S,M,L and XL. Colors? They only come in frequently.)

◆◆◆

The FCC recently unveiled a \$100,000 supercar filled with computerized equipment that can supposedly track down pirate radio stations simply by driving around town.

One problem: It only goes in reverse.

◆◆◆

Disney has nixed Donald Duck's Rap record. The guy who does Donald's voice, Tony Anselmo, took exception to the concept.

Donald has been replaced by Elmer Fudd, courtesy of Warner Bros. He's been dying to do a wap wewcod fow weers.

◆◆◆

Flash! Kato Kaelin has just hit his 14th minute of fame.

Kato's timekeeper: Joey Buttafuoco.

◆◆◆

Beauty pageants we'd like to see: The Miss Tourette Syndrome Pageant.

Naturally, there would be a special "Miss Hostility" award.

◆◆◆

Daily *Rimshot Hell* Coming sometime this century. Call 1-800-443-4001 for details.



SPIN THE BOTTLE

JULIANA HATFIELD

wanna play "spin the bottle" Juliana Hatfield

FROM THE RCA RECORDS LABEL ORIGINAL MOTION PICTURE
SOUNDTRACK "REALITY BITES" 66364-2/4

23 Immediate Believers!

WBBO
WGTZ
WDDJ
WQWV
KZII
KLRZ

KKFR
PRO FM
KBIU
WYCR
WDDJ

WFHN
KHTT
WKCI
KQCR
KFAV

WTIC
WAYV
WKSI
WXHR
WGRD
WTWR

WAHC WKCI WFLZ
KJYO KKFR WLUM
KUTQ WXKS

Red Hot Request Already:
WKBQ WPST



SO JUDITHAIC EXECUTIVE PRODUCER: RAY JAYNE
SO JUDITHAIC EXECUTIVE PRODUCER: LARIN RACHTMAN, BEN STILLER & STACEY SHER
MUSIC SUPERVISOR: KAVAR RACHTMAN
EXECUTIVE IN CHARGE OF MUSIC FOR UNIVERSAL PICTURES: PUERT BERMAN



MOST REQUESTED



WHTZ NEW YORK, CHLO THE HIT MAN

1. Green Day, Basket Case
2. Stone Temple Pilots, Interstate
3. R.E.M., What's The Frequency
4. Offspring, Self Esteem
5. Madonna, Secret



WQHT NEW YORK, BALTAZAR

1. Immature, Never Lie
2. Da Brat, The "B" Side
3. Brandy, I Wanna Be Down
4. Notorious Big, Unbeileveable
5. Black Moon, Buck 'Em Down



KKRZ PORTLAND, SCOTT LANDERS

1. Boyz II Men, I'll Make Love
2. Sheryl Crow, All I Wanna Do
3. Coolio, Fantastic Voyage
4. Aaron Hall, I Miss You
5. Crystal Waters, 100% Pure Love



KRQQ TUCSON, RYMO

1. Boyz II Men, I'll Make Love
2. Sheryl Crow, All I Wanna Do
3. Coolio, Fantastic Voyage
4. Changing Faces, Stroke You
5. Real McCoy, Another Night
6. Ace Of Base, Living In Danger
7. Aaliyah, At Your Best
8. Green Day, Basket Case

MOST REQUESTED USA

1. Boyz II Men, I'll Make Love To You
2. Green Day, Basket Case
3. Sheryl Crow, All I Wanna Do
4. Real McCoy, Another Night
5. Luther Vandross/Mariah Carey, Endless Love
6. Deadeye Dick, New Age Girl
7. Candlebox, Far Behind
8. Nine Inch Nails, Closer
9. Offspring, Come Out And Play
10. Crystal Waters, 100% Pure Love



WJMN BOSTON, RALPHIE MARINO

1. Ini Kamoze, Here Comes The
2. Boyz II Men, I'll Make Love
3. Craig Mack, Flava In Ya Ear
4. Queen Latifah, Weekend Love
5. Fugees, Nappy Heads



WKRQ CINCINNATI, RACE TAYLOR

1. Boyz II Men, I'll Make Love
2. Melissa Etheridge, Come To My
3. Babyface, When Can I See You
4. John Mellencamp, Wild Night
5. Elton John, Circle Of Life



WRQX WASHINGTON, GEORGE MASON

1. Ace Of Base, Don't Turn Around
2. John Mellencamp, Wild Night
3. Elton John, Can You Feel
4. Ace Of Base, The Sign
5. Amy Grant, Lucky One



WERQ BALTIMORE, MARC YOUNG

1. 20 Fingers, Short Short Man
2. Babyface, When Can I See You
3. Anita Baker, Body & Soul
4. Craig Mack, Flava In Ya Ear
5. Bone Thugs-N-Harmony, Thuggish



KHFI AUSTIN, BO NASTY

1. Boyz II Men, I'll Make Love
2. Korrell, Paradise
3. Babyface, When Can I See You
4. Hope, Tree Frog
5. Miranda, Round & Round



KQKS DENVER, J.B. GOODE

1. Changing Faces, Stroke You Up
2. Luther Vandross, Endless Love
3. Real McCoy, Another Night
4. Boyz II Men, I'll Make Love
5. Warren G., This DJ



WAHC COLUMBUS, MIKE DURAN

1. Deadeye Dick, New Age Girl
2. Boyz II Men, I'll Make Love
3. Mazzy Star, Fade Into You
4. Green Day, Basket Case
5. R.E.M., What's The Frequency

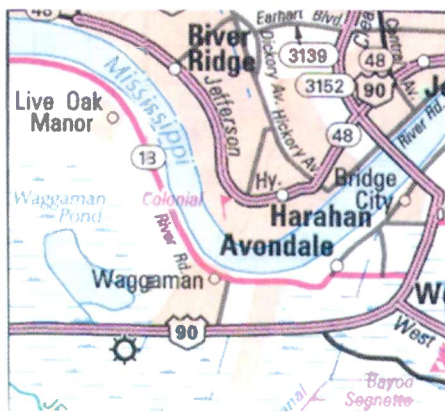


KMEL S.F., ROSEMARY HART

1. Immature, Never Lie
2. Bone Thugs-N-Harmony, Thuggish
3. Boyz II Men, I'll Make Love
4. Craig Mack, Flava In Ya Ear
5. Aaliyah, At Your Best
6. Brandy, I Wanna Be Down
7. Rappin' 4-Tay, Playaz Club
8. Mc Eih, All For The Money
9. Luther Vandross, Endless Love

Whisper Your Name

Harry Connick, Jr.



Over 500 Hot 100 Spins

Reaching over 5.5 Million Listeners in:

- | | | |
|-----------|------------|-----------|
| NYC | St. Louis | Norfolk |
| Boston | Tampa | Columbus |
| Chicago | Cincinnati | Charlotte |
| Detroit | Portland | Rochester |
| San Diego | Milwaukee | Memphis |



"After our first week of call-out, even though it's still 37% unfamiliar with women 18-44, it's our 2nd best testing with a 3.91 on a 5-point scale. I've never seen a record which is so new come back so strong. It's really unprecedented!"

– Smokey Rivers, KYKY St.Louis

"This artist & record are totally hip. No matter whether it's next to Melissa Etheridge or Ace Of Base, it completes the mix. Audience reaction in both requests and sales proves you can't go wrong with Harry."

– Tom Gjerdrum, Star 100.7 San Diego

**1st Week Top 40 Radio
Support 25+ New Stations**

Produced by Tracey Freeman.
Management: Wilkins Management, Inc.

COLUMBIA
"Columbia" Reg. U.S. Pat. & Tm. Off. Marca Registrada. © 1994 Sony Music Entertainment Inc.

MOST REQUESTED



WVNZ NORFOLK, JUSTIN STONE

1. Boyz II Men, I'll Make Love
2. Nine Inch Nails, Closer
3. Sheryl Crow, All I Wanna Do
4. Weezer, Undone-The Sweater Song
5. Green Day, Basket Case



WPXY RICHMOND, ARTIE THE ONE MAN PARTY

1. Boyz II Men, I'll Make Love
2. DJ Miko, What's Up
3. Luther Vandross, Endless Love
4. Warren G. & Nate Dogg, Regulate
5. Green Day, Basket Case



WVKS TOLEDO, BILL MICHAELS

1. Green Day, Basket Case
2. Boyz II Men, I'll Make Love
3. Luther Vandross, Endless Love
4. Coolio, Fantastic Voyage
5. Changing Faces, Stroke You Up



WXLK ROANOKE, AIR JORDAN

1. Boyz II Men, I'll Make Love
2. Green Day, Basket Case
3. Babyface, When Can I See You
4. Offspring, Come Out And Play
5. Coolio, Fantastic Voyage



KWIN STOCKTON, MARK MADINA

1. Immature, Never Lie
2. Rappin' 4-Tay, Playaz Club
3. Boyz II Men, I'll Make Love
4. Ice Cube, Bop Gun (One Nation)
5. Aaliyah, At Your Best

NIGHT PERSON

OF THE WEEK

Bobby Rock KYYY Bismarck

1. Deadeye Dick, New Age Girl
2. Green Day, Basket Case
3. Weezer, Undone-The Sweater Song
4. All-4-One, Breathless
5. Stone Temple Pilots, Interstate Love Song



WSPK POUGHKEEPSIE, SCOTTY MAC

1. Green Day, Basket Case
2. Offspring, Come Out And Play
3. Boyz II Men, I'll Make Love
4. Soundgarden, Black Hole Sun
5. Luther Vandross, Endless Love



WRVQ RICHMOND, BILLY SURF

1. Boyz II Men, I'll Make Love
2. Green Day, Basket Case
3. Babyface, When Can I See You
4. Nine Inch Nails, Closer
5. 20 Fingers, Short Short Man



Today's Best Music!

K10K TRI-CITIES, MICHAEL DEAN

1. Green Day, Basket Case
2. Boyz II Men, I'll Make Love
3. Candlebox, Far Behind
4. Pretenders, I'll Stand By You
5. Offspring, Come Out And Play



WVIC LANSING, GERONIMO

1. Deadeye Dick, New Age Girl
2. Sheryl Crow, All I Wanna Do
3. Boyz II Men, I'll Make Love
4. Candlebox, Far Behind
5. Offspring, Come Out And Play



WQGN NEW LONDON, ROB HAYES

1. Changing Faces, Stroke You
2. Green Day, Basket Case
3. Boyz II Men, I'll Make Love
4. Prince, Letitgo
5. Immature, Never Lie



KWTX WACO, JOHN MICHAELS

1. Boyz II Men, I'll Make Love
2. Coolio, Fantastic Voyage
3. Offspring, Come Out And Play
4. Changing Faces, Stroke You
5. Deadeye Dick, New Age Girl



KJYO OKLAHOMA CITY, DYLAN

1. Boyz II Men, I'll Make Love
2. Coolio, Fantastic Voyage
3. Crystal Waters, 100% Pure Love
4. Aaron Hall, I Miss You
5. Green Day, Basket Case
6. Soundgarden, Black Hole Sun
7. Babyface, When Can I See You
8. Sheryl Crow, All I Wanna Do



95.3 KCPI-FM

KCPI ALBERT LEA, STEPH HELLEKSEN

1. Deadeye Dick, New Age Girl
2. Green Day, Basket Case
3. Nine Inch Nails, Closer
4. Collage, I'll Be Loving You
5. Offspring, Come Out And Play
6. Warren G. & Nate Dogg, Regulate
7. Smashing Pumpkins, Today
8. Weezer, Undone-The Sweater Song



WZYP HUNTSVILLE, WALLY B.

1. Boyz II Men, I'll Make Love
2. Real McCoy, Another Night
3. Any Grant, Lucky One
4. Luther Vandross, Endless Love
5. Four Seasons, December '63
6. Green Day, Basket Case
7. Crystal Waters, 100% Pure Love
8. Bon Jovi, Always



KLUC LAS VEGAS, DANNY CRUZ

1. Boyz II Men, I'll Make Love
2. 4 P.M., Sukiyaki
3. 69 Boyz, Tootsee Roll
4. Immature, Never Lie
5. Da Brat, Funkdafied
6. Warren G., This DJ
7. 20 Fingers, Short Short Man

Monitor™

TOP 40 AIRPLAY

GROWTH

Columbia

TOP 40/MAINSTREAM

THIS WEEK	LAST WEEK	TITLE/ARTIST	DETECTIONS THIS WEEK
24	26	RIGHT BESIDE YOU SOPHIE B. HAWKINS	1415
★★★RESEARCHED ROTATIONS★★★			
STATION	CITY	SPINS	
Y100	Miami	42x	
XL106.7	Orlando	52x	
WZPL	Indianapolis	46x	
STAR94	Atlanta	27x	
POWERPIG	Tampa	26x	
KDWB	Minneapolis	30x	
KQKQ	Omaha	32x	
KKFR	Phoenix	36x	
Q106	San Diego	28x	
WOVV	West Palm Beach	44x	
WZJM	Cleveland	24x	
WHHH	Indianapolis	24x	
PRO FM	Providence	29x	
WKTI	Milwaukee	24x	
B97	New Orleans	12x	
★★★VIDEO★★★ MTV VH-1			

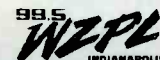
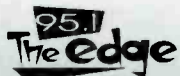
TOP 40/RHYTHM-CROSSOVER

THIS WEEK	LAST WEEK	TITLE/ARTIST	DETECTIONS THIS WEEK
24	34	HERE COMES THE HOTSTEPPER INI KAMOZE	644
Audience 14 Million ★★★STREETSEEKERS★★★/AIRPOWER			
STATION	CITY	SPINS	
HOT97	New York - #3 Most Played	49x	
KBXX	Houston - #1 Most Played	62x	
WJMN	Boston	52x	
WIOQ	Philadelphia - #2 Most Played	61x	
Z90	San Diego - #1 Most Played	50x	
WWKX	Providence	40x	
92Q	Baltimore	25x	
CHANNEL X	Greensboro	36x	
FM102	Sacramento	28x	
WPGC	Washington, DC	17x	
PWR96	Miami	10x	
WHHH	Indianapolis	37x	
KTFM	San Antonio	17x	
★25,000 SINGLES SOLD ★ NATIONAL SINGLES CHART 52-29★			
New York	#3	5,698	
Houston	#1	1,073	
Boston	#12	564	
★NEW AIRPLAY AT P106, WILD 107, KKFR, WKSS AND Z100★			

Toad the Wet Sprocket

"Something's Always Wrong"

1400 HOT 100 Spins Audience Over 11 Million



COLUMBIA

Fall Tour Begins October 13



MOST REQUESTED



WFLY ALBANY, ELLEN ROCKWELL

1. Changing Faces, Stroke You
2. Boyz II Men, I'll Make Love
3. Green Day, Basket Case
4. Luther Vandross, Endless Love
5. Aaliyah, At Your Best
6. Candlebox, Far Behind
7. Real McCoy, Another Night
8. Black Men Unite, You Will Know
9. Nine Inch Nails, Closer
10. Immature, Never Lie



WZEE MADISON, CATFISH COOPER

1. Boyz II Men, I'll Make Love
2. Sheryl Crow, All I Wanna Do
3. Erasure, Always
4. Coolio, Fantastic Voyage
5. Green Day, Basket Case
6. Real McCoy, Another Night
7. Soundgarden, Black Hole Sun
8. Crystal Waters, 100% Pure Love



KDUK EUGENE, BRIAN BECK

1. Boyz II Men, I'll Make Love
2. Prince, Letitgo
3. Crystal Waters, 100% Pure Love
4. Changing Faces, Stroke You
5. Sheryl Crow, All I Wanna Do

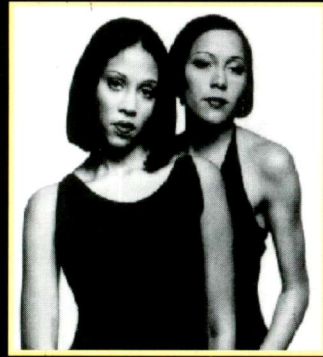


WSBG STROUDSBURG, TIM ALLEN

1. Green Day, Basket Case
2. Boyz II Men, I'll Make Love
3. Sheryl Crow, All I Wanna Do
4. Offspring, Come Out And Play
5. Melissa Etheridge, I'm The Only

BREAK OUT

ARTIST OF THE WEEK



CHANGING FACES

"Stroke You Up"

KQKS	Denver	#1
WFLY	Albany	#1
KDUK	Eugene	#4
KWTX	Waco	#4
WVKS	Toledo	#5

92MOOSE Today's Best Music

WVME AUGUSTA, ARTY THE ONE MAN PARTY

1. Green Day, Basket Case
2. Boyz II Men, I'll Make Love
3. Deadeye Dick, New Age Girl
4. Four Seasons, December '63
5. Candlebox, Far Behind



KZMG BOISE, C.B.

1. Green Day, Basket Case
2. Nine Inch Nails, Closer
3. Boyz II Men, I'll Make Love
4. Soundgarden, Black Hole Sun
5. Real McCoy, Another Night



WPRR ALTOONA, J.B. SAVAGE

1. Melissa Etheridge, I'm The Only
2. Sheryl Crow, All I Wanna Do
3. Amy Grant, Lucky One
4. Hootie & The Blowfish, Hold My
5. Bon Jovi, Always



WAZY LAFAYETTE, STEVE CLARK

1. Boyz II Men, I'll Make Love
2. Sheryl Crow, All I Wanna Do
3. Green Day, Basket Case
4. Crystal Waters, 100% Pure Love
5. Luther Vandross, Endless Love



KQCR CEDAR RAPIDS, MICHELLE STELLE

1. Boyz II Men, I'll Make Love
2. Nine Inch Nails, Closer
3. Green Day, Basket Case
4. Sheryl Crow, All I Wanna Do
5. Four Seasons, December '63



WDJX LOUISVILLE, MIKE SHANNON

1. Boyz II Men, I'll Make Love
2. Luther Vandross, Endless Love
3. Green Day, Basket Case
4. Candlebox, Far Behind
5. Real McCoy, Another Night



WRHT MOORHEAD CITY, MR. ED

1. Boyz II Men, I'll Make Love
2. Luther Vandross, Endless Love
3. Green Day, Basket Case
4. Real McCoy, Another Night
5. Crystal Waters, 100% Pure Love
6. Prince, Letitgo
7. Deadeye Dick, New Age Girl
8. Coolio, Fantastic Voyage
9. Candlebox, Far Behind



KZJU FM SPOKANE, CASEY CHRISTOPHER

1. Real McCoy, Another Night
2. Candlebox, Far Behind
3. Sheryl Crow, All I Wanna Do
4. Youssou N'Dour, 7 Seconds
5. Boyz II Men, I'll Make Love
6. Melissa Etheridge, I'm The Only



WE PLAY THE HITS!

WNTQ SYRACUSE, RAGMAN

1. Green Day, Basket Case
2. Sheryl Crow, All I Wanna Do
3. Four Seasons, December '63
4. Boyz II Men, I'll Make Love
5. Collage, I'll Be Loving You
6. Offspring, Come Out And Play
7. Candlebox, Far Behind
8. Pretenders, I'll Stand By You



WIXX GREEN BAY, STEVE LOUZOS

1. Boyz II Men, I'll Make Love
2. Warren G., This DJ
3. Candlebox, Far Behind
4. Pretenders, I'll Stand By You
5. Green Day, Basket Case

HOOTIE & THE BLOWFISH

"Hold My Hand"

10 New Adds Including:
KISF WLUM WKSE

**NETWORK Approaching 2000
Plays Per Week!**

WEDJ 8 Plays WGRD 38 Plays WRFY 35 Plays
WPXR 29 Plays WFIC 28 Plays WAAJ 27 Plays
WDDJ 26 Plays WYKS 26 Plays WYYS 26 Plays
WMTX 22 Plays WVIC 21 Plays WWCK 21 Plays
WAHC 20 Plays WDCG 16 Plays WSTR 14 Plays
WNNK 12 Plays WEZB 7 Plays

THE
ATLANTIC
GROUP

LUCAS

*"Lucas
(With The Lid Off)"*

19 New Adds Including:

KUBE WFLY WJMH WKRZ
WKSE WOVV WRVQ WNNX

Reacting At These Stations:

WIOQ 61 Plays KKSS 44 Plays KSFM 41 Plays
KIXY 37 Plays WPST 27 Plays KZIO 25 Plays
WBHT 26 Plays KWNZ 25 Plays KYYY 24 Plays
KQKQ 22 Plays KUBE 21 Plays WJMH 21 Plays
Z100 20 Plays WZFL 20 Plays WHJX 20 Plays
WNNX 15 Plays WYKS 15 Plays KXXX -3 Plays
KRBE 13 Plays KFFM 10 Plays Hot 97.7 9 Plays
WKSE 6 Plays KRQQ 5 Plays

**Most Requested At Z100, WNTQ,
KWNZ And More!**

THE
ATLANTIC
GROUP



STONE TEMPLE PILOTS

"Interstate Love Song"

**NETWORK D-39* With 2358
Plays Per Week!**

10 New Adds Including:

WZFL WAEB KWNZ WXXL WYHY

On Over 140 Top 40 Stations!

WLUM 45 Plays KROQ 40 Plays WHYT 39 Plays
WZJM 39 Plays WAHC 37 Plays WHJX 31 Plays
WPRC 25 Plays WENZ 23 Plays 99X 23 Plays
WPLY 22 Plays Z100 20 Plays WEDJ 16 Plays
B97 16 Plays WKSE 15 Plays WOVV 15 Plays
KQKQ 15 Plays WNVZ 14 Plays KUBE 14 Plays
KRBE 10 Plays KISF 8 Plays C99.6 Plays

**Most Requested At WAHC, Z100,
WNVZ And More!**

THE
ATLANTIC
GROUP



CHANGING FACES

"Stroke You Up"

NETWORK Moves 26-24* With 3027 Plays Per Week!

9 New Adds Including:

KKRZ WPRO WDJX WHOT WJET

On Over 100 Top 40 Stations!

Hot 97.7 80 Plays WWKX 79 Plays Power 106.7 47 Plays
Wild 107.7 C Plays WJMN 64 Plays KSFM 64 Plays
KBXX 61 Plays WHHH 57 Plays 92.9 54 Plays
KZHT 54 Plays KKBT 52 Plays Power 136.4 7 Plays
Hot 97.44 Plays KGGI 42 Plays WZJM 42 Plays
KLUC 36 Plays KS104 34 Plays WIOQ 32 Plays
KMEL 30 Plays KIIS 28 Plays KKFR 26 Plays
WKSS 23 Plays WZPL 21 Plays 99.4 17 Plays
Power 96.1 7 Plays KISF 15 Plays KUBE 15 Plays
Z90 14 Plays WPGC 13 Plays B96 12 Plays
KTFF -2 Plays KMXX 12 Plays C106.7 Plays
Q99.7 Plays WXXS 7 Plays KKRZ 5 Plays
WXXB 5 Plays

Most Requested At WBZZ, KKRZ, KMEL, KS104 And More!

THE
ATLANTIC
GROUP



MOST REQUESTED



KMGZ LAWTON, THE JAY MAN

1. Boyz II Men, I'll Make Love
2. Changing Faces, Stroke You
3. Blackstreet, Booti Call
4. Luther Vandross, Endless Love
5. Sheryl Crow, All I Wanna Do
6. Immature, Never Lie
7. Aaron Hall, I Miss You
8. Candlebox, Far Behind



WLAN LANCASTER, DANA DANA

1. Boyz II Men, I'll Make Love
2. Deadeye Dick, New Age Girl
3. Green Day, Basket Case
4. Sheryl Crow, All I Wanna Do
5. Weezer, Undone-The Sweater Song



WBHT WILKES-BARRE, BILLY HAMMOND

1. Ice Cube, Bop Gun (One Nation)
2. Nine Inch Nails, Closer
3. Green Day, Basket Case
4. R.E.M., What's The Frequency
5. Lucas, Lucas (With The Lid Off)



KMVR LAS CRUCES, BOBBY CORONA

1. K7, Move It Like This
2. Sweet Sable, Tonight
3. Boyz II Men, I'll Make Love
4. Ace Of Base, Young And Proud
5. Brown Stone, Pass The Lovin'
6. Korrel, I Wanna Love You Girl
7. Keith Sweat, Get Up On It
8. Real McCoy, Another Night

BUZZ RECORDS

1. R.E.M., What's The Frequency, Kenneth?
2. Madonna, Secret
3. Bon Jovi, Always
4. Immature, Never Lie
5. Pretenders, I'll Stand By You



KFFM YAKIMA, JERRY KELLY

1. Sheryl Crow, All I Wanna Do
2. Changing Faces, Stroke You
3. Black Men Unite, You Will Know
4. Real McCoy, Another Night
5. Immature, Never Lie



KFTZ IDAHO FALLS, TODD SWAN

1. Crystal Waters, 100% Pure Love
2. Real McCoy, Another Night
3. Bon Jovi, Always
4. Boyz II Men, I'll Make Love
5. Cause & Effect, It's Over Now



WAOA MELBOURNE, DANNY WRIGHT

1. Nine Inch Nails, Closer
2. Boyz II Men, I'll Make Love
3. For Real, You Don't Know Nothin'
4. Green Day, Basket Case
5. Toad The Wet Sprocket, Something's



WAYV ATLANTIC CITY, GREG SAUNDERS

1. Boyz II Men, I'll Make Love
2. Sheryl Crow, All I Wanna Do
3. Madonna, Secret
4. Luther Vandross, Endless Love
5. Four Seasons, December '63



KCGQ CAPE GIRARDEAU, ? MYSTERY JOCK ?

1. Boyz II Men, I'll Make Love
2. Four Seasons, December '63
3. Candlebox, Far Behind
4. Stone Temple Pilots, Interstate
5. Mazzy Star, Fade Into You



WGRG BINGHAMTON, WESTY

1. Sheryl Crow, All I Wanna Do
2. Aaron Hall, I Miss You
3. Crystal Waters, 100% Pure Love
4. Deadeye Dick, New Age Girl
5. Bon Jovi, Always



KMXZ SALINAS, RUDY ALFARO

1. Rappin' 4-Tay, Playaz Club
2. Heavy D & The Boyz, Nuttin'
3. Immature, Never Lie
4. Jaki Graham, Ain't Nobody
5. Ice Cube, Bop Gun (One Nation)
6. Luther Vandross, Endless Love



WYYS ITHACA, CHRIS SHADOW

1. Sheryl Crow, All I Wanna Do
2. Boyz II Men, I'll Make Love
3. Aaron Hall, I Miss You
4. Lauren Christy, The Color Of
5. Luther Vandross, Endless Love
6. Crystal Waters, 100% Pure Love
7. Joshua Kadison, Picture Post Cards
8. Aaliyah, At Your Best



KJYK TUCSON, GARY THE SAND MAN

1. Bone Thugs-N-Harmony, Thuggish
2. Boyz II Men, I'll Make Love
3. Aaliyah, At Your Best
4. Warren G. & Nate Dogg, Regulate
5. Rappin' 4-Tay, Playaz Club
6. 69 Boyz, Tootsee Roll
7. 20 Fingers, Short Short Man



KKXL GRAND FORKS, TREVOR DEE

1. Offspring, Come Out And Play
2. Deadeye Dick, New Age Girl
3. Boyz II Men, I'll Make Love
4. Green Day, Basket Case
5. Four Seasons, December '63

TERROR FABULOUS

FEATURING NADINE SUTHERLAND

“ACTION”

JUST ADDED AT KKSS, WJMH AND KWIN!

 **ACTIVE!**

RHYTHM/CROSSOVER BDS #11!
OVER 27 MILLION LISTENERS!
ONE OF THE MOST INCREASED IN PLAY!

FABULOUS SPINS!

WIOQ 56 PLAYS	WJMN 64 PLAYS
WHJX 35 PLAYS	WWKX 68 PLAYS
HOT 97 24 PLAYS	KMEL 39 PLAYS
KMXZ 32 PLAYS	Z90 17 PLAYS
POWER 106 30 PLAYS	POWER 96 40 PLAYS
92Q 21 PLAYS	POWER PIG 22 PLAYS
WXKS 8 PLAYS	KCAQ 27 PLAYS
WPGC 7 PLAYS	KKXX 6 PLAYS
KBXX 7 PLAYS	

SALES EXPLODE!

SOUNSCAN SINGLE POP #50*/R&B #33*
OVER 165,000 SINGLES SOLD!
LP SALES APPROACHING 127,000!



RAP CITY



YO! MTV RAPS!



STRONG REQUESTS!





▲ **FULL CIRCLE**

Members of Atlantic group Inner Circle stopped by KIKI Hawaii to say aloha and check the shocks.



▲ **NICE & SMOOTH**

WPGC Washington, D.C. PD Jay Stevens (center) smiles while hearing dress-down fashion tips from Smooth B (left) and Greg Nice (right).



▲ **MAKING SPECTACLES OF THEMSELVES**

RCA artist Lisa Loeb hung with company execs and taught them the finer points of bi-focal sex. (l-r): RCA VP Promo Skip Bishop, RCA Administrator Nat. Promo Angela Hamlin, Lisa Loeb, consultant Diane Bishop and *Reality Bites* Exec. Prod. Ron Fair.



▲ **JUST CLOSE, IMPERSONAL FRIENDS**

WOVV West Palm Beach jock/Promo Dir. Marc Elliot is caught here performing his best rendition of "Oklahoma" for *Melrose Place* star Josie Bissett at an L.A. bash.



▲ **QUEEN BEE**

KMEL San Francisco Morning Zoo Hostess Renel (right) and Motown recording artist Queen Latifah do the do at the KMEL Summer Jam.

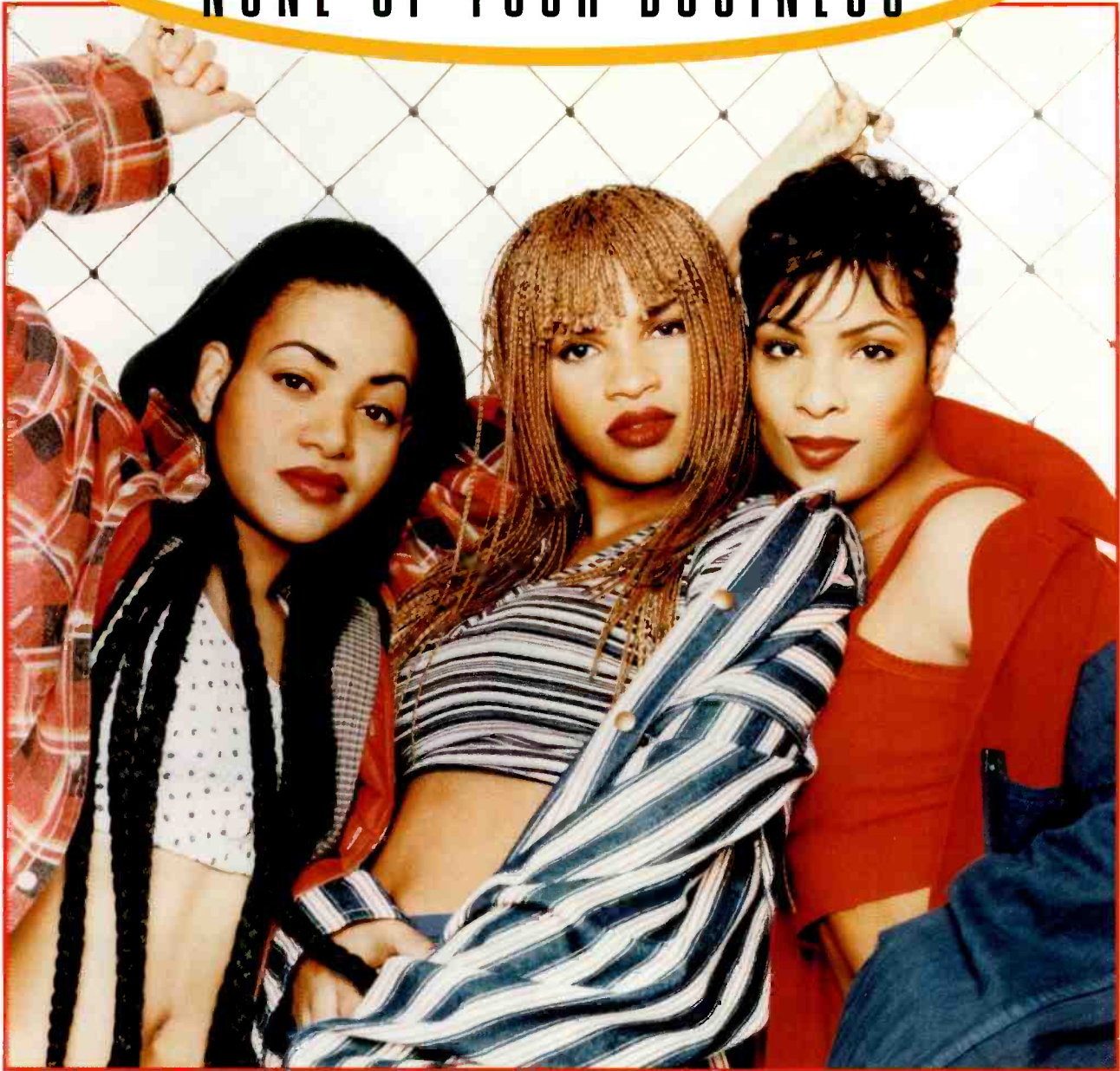


▲ **PULL HARDER**

Feebly trying to make Elektra artist Lady Keir from Deee-Lite taller are KRBE Houston overnight DJ John Leach and afternoon DJ Ryan Chase.

salt-n-pepa

NONE OF YOUR BUSINESS



NETWORK Almost 850 Plays Per Week!

Monitor R/C #26*

SoundScan Single Moves 20-19*

BOX #10!

SoundScan LP #59*

Sales Over 2.6 Million

WNVZ Add
KMEL 34 Plays
Wild 107 19 Plays
Power Pic 12 Plays
92Q 5 Plays

KLUC Add
WHHH 33 Plays
KISF 17 Plays
B96 9 Plays
Hot 97.7 5 Plays

WPXR Add
WHJX 33 Plays
WXKS 16 Plays
KLUC 8 Plays
WIOQ 5 Plays

WJMN 61 Plays
KZHT 23 Plays
Z90 16 Plays
Power 96 7 Plays

WWKX 35 Plays
WKSE 22 Plays
WPGC 14 Plays
G105 6 Plays

Most Requested At KMEL, KQKS, WZJM, KIKI, WKSE, WNTQ And More!



Heavy!



the PICTURE™ page too



▲ SHOULDERS ACROSS ORLANDO?

Epic artist Danielle Brisebois made the rounds at WXXL Orlando to promote her new single, "What If God Fell From The Sky." (l-r): WXXL's Adam Cook, Epic Records Ana Armington, Danielle Brisebois, WXXL's Larry D and Epic's Dale Connone.



▲ BEHIND HER 100%

Warner Bros. artist Joan Jett is comforted to know that her label is behind her all the way. (l-r): WB National Alternative Promo Dir. Jim Dickson, Nat. Promo Dir. Dave Lombardi, Sr. VP Promo Stu Cohen and VP Promo Kenny Puvogel.



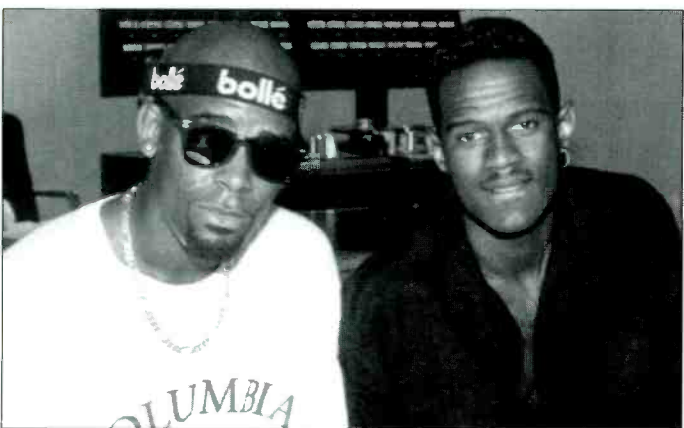
▲ DOWN ON THE BAYOU

Columbia recording artist Harry Connick, Jr. greets friends and family at a reception following a performance. (l-r): Columbia VP Adult Contemp. Promo Jerry Lembo, Sr. VP Promo Burt Baumgartner, VP West Coast Mktg. Diarmuid Quinn, Connick's wife Jill Goodacre, Connick, Sr. Dir. Jazz Promo/Mktg. Kevin Gore, Sony Music Sr. VP Creative Services Arnold Levine and Columbia Sr. VP/Exec. Prod. Jazz/Progressive A&R Dr. George Butler.



▲ BRIDE MARRIES STIFF

WPXY Rochester morning man Scott Spezzano attended a mannequin wedding that "wood" have put anyone near tears. (Editor's note: Hey, don't blame us; we're not the dummy who sent in the picture!)



▲ U SHOULD SEE

Mercury recording artist/producer Brian McKnight (right) and artist R. Kelly collaborate on the single, "U Will Know," the first release off the *Jason's Lyric* soundtrack.



▲ JAMMIN' THE HOUSE

Motown Records artist Shanice hangs with KKBT Los Angeles at their Summer Jam. (l-r): KKBT House Party air personality Ben Kelly, KKBT NightBeat air personality Lisa Canning, KKBT MD Harold Austin, Shanice and KKBT VP Programming Keith Naftaly.

• You, too, can get your mug on these pages. Send your PR pix to Network 40, 120 N. Victory Blvd., Burbank, CA 91502 •



**GUERRILLA
FUNK**

EARLY AIRPLAY!

KMEL

HOT97

WILD107

KMXZ

Z90

PRIORITY
R E C O R D S®

**SCARFACE
PRODUCTIONS**



▲ MONEY IN THE BANK

Eddie Money honored WBLI Long Island afternoon personality Kelly Nash's first day on the air with a live acoustic performance. (l-r): Nash, Money and WBLI PD Stefan Rybak.



▲ DO YOU WANT FRIES WITH THAT?

Paying off his debt to society and his morning team sidekick M.G. by working at McDonald's for an entire morning is KDON Salinas morning jock Mike Chase. Judging by the greeting he's getting from the Mac's owner (right), maybe he should change deodorants. Or even use one.



▲ NO STRIKE HERE

Former baseball reliever Tug McGraw lent a helping hand to WXXL Orlando recently when they collected school supplies for needy families. (l-r): WXXL weekend jock "The College Boy," Tug McGraw and WXXL morning hosts Doc Holliday and Johnny Magic.



▲ LOEB TIME, NO SEE?

RCA artist Lisa Loeb pauses for a picture with WZJM Cleveland staffers before a recent performance. (l-r): WZJM air personality Tony Tony, WZJM Promo Dir. Marie Griffin, WZJM MD Big Dave Eubanks, Lisa Loeb, WZJM APD Geronimo and WZJM morning personality LeeAnne Sommers.



▲ STATION OF BIG SHOULDERS

Columbia artist Steve Perry worked on his "Chorus Line" moves with (l-r): Columbia VP Adult Contemporary Promo Jerry Lembo, WPLJ New York's Todd Pettengill, Steve Perry, WPLJ's Scott Shannon and Columbia NY Promo Mgr. Kevin Kertes.



▲ ALL IN THE FAMILY

Jimmy Ienner, Jr. recently held a one-man show of his photographs that featured black-and-white and color prints shot in between assignments for Sony Music. (l-r): Jimmy Ienner, Jimmy Ienner, Jr. and Don Ienner.

• You, too, can get your mug on these pages. Send your PR pix to Network 40, 120 N. Victory Blvd., Burbank, CA 91502 •

“MOTHERLESS CHILD” ERIC CLAPTON

THE DEBUT SINGLE FROM THE ALBUM FROM THE CRADLE.

- **2nd Most Added**
- **#2 SoundScan Album Chart**
- **Weekly SoundScan Sales 138, 856**
- **Over 1.5 Million Ordered**
- **Video World Premiere  Friday October 7th**



Now PLAYING

MAJOR MARKETS

SELECTED MAJOR MARKET PPW REPORTS



WHITZ, New York (212) 239-2300 Steve Kingston, Program Director Andy Shane, Assistant MD

RANK	LAST WEEK	TW	ARTIST	TITLE
1	45	60	R.E.M.	"What's The Freq"
2	57	58	John Mellencamp	"Wild Night"
3	56	58	Aerosmith	"Crazy"
4	54	58	Smashing Pumpkins	"Today"
5	59	55	Lisa Loeb & Nin	"Stay (I Missed)"
6	55	55	Candlebox	"Far Behind"
7	41	50	U2	"All I Want Is Y"
8	54	43	Collective Soul	"Shine"
9	44	41	Stone Temple Pil	"Big Empty"
10	39	40	Green Day	"Longview"
11	19	37	Sheryl Crow	"All I Wanna Do"
12	33	35	Offspring	"Come Out And Pl"
13	35	33	Melissa Etherid	"Come To My Wind"
14	34	32	Four Seasons	"December '63 (O"
15	30	32	Soundgarden	"Black Hole Sun"
16	28	32	Green Day	"Basket Case"
17	19	30	Pearl Jam	"Yellow Ledbetter"
18	0	26	Madonna	"Secret"
19	32	24	Counting Crow	"Round Here"
20	14	22	Gin Blossoms	"Hey Jealousy"
21	20	20	Stone Temple Pi	"Interstate Love"
22	17	20	Lucas	"Lucas (With The"
23	11	19	Bon Jovi	"Always"
24	30	18	DJ Miko	"What's Up"
25	15	18	Veruca Salt	"Seeher"
26	20	17	Stone Temple Pi	"Valentine"
27	18	16	Nine Inch Nails	"Closer"
28	18	16	Boyz II Men	"I'll Make Love"
29	10	15	Love Spit Love	"Am I Wrong"
30	9	15	Melissa Etherid	"I'm The Only On"
31	5	15	Pretenders	"I'll Stand By Y"
32	17	11	Mazzy Star	"Fade Into You"
33	11	11	Weezer	"Undone - The Swea"
34	0	11	Smashing Pumpki	"Landslide"
35	6	10	L. Vandross/M.	"Endless Love"
36	11	6	Des'ree	"You Gotta Be"
37	5	6	Youssou N'Dour	"7 Seconds"
38	0	6	Offspring	"Self Esteem"
39	0	5	Nirvana	"About A Girl"
40	0	5	Real McCoy	"Another Night"



WXKS, Boston (617) 396-1430 Steve Rivers, VP Operations Tad Bonnie, Music Director

RANK	LAST WEEK	TW	ARTIST	TITLE
1	59	58	Boyz II Men	"I'll Make Love"
2	58	58	John Mellencamp	"Wild Night"
3	43	55	Lisa Loeb & Nin	"Stay (I Missed)"
4	47	51	Joshua Kadison	"Beautiful In My"
5	24	39	Jaki Graham	"Ain't Nobody"
6	40	35	Mariah Carey	"Anytime You See"
7	36	35	Gin Blossoms	"Found Out About"
8	23	34	Counting Crows	"Round Here"
9	16	31	Sheryl Crow	"All I Wanna Do"
10	25	29	Toni Braxton	"You Mean The Wo"
11	19	28	Gerald Levert	"I'd Give Anythi"
12	23	28	Elton John	"Can You Feel Th"
13	27	27	Real McCoy	"Another Night"
14	39	27	Ace Of Base	"Don't Turn Arou"
15	18	24	L. Vandross/M.	"Endless Love"
16	20	23	Ace Of Base	"Living In Dange"
17	19	22	Phil Collins	"Everyday"
18	40	22	Collective Soul	"Shine"
19	16	21	Gloria Estefan	"Turn The Bear A"
20	20	20	Boyz 2 Men	"Water Runs Dry"
21	23	20	Jon Secada	"If You Go"
22	0	20	Madonna	"Secret"
23	31	18	U2	"All I Want Is Y"
24	14	18	Bon Jovi	"Always"
25	16	17	Aaliyah	"At Your Best (Y"
26	6	17	Melissa Etherid	"Come To My Wind"
27	0	17	Youssou N'Dour	"7 Seconds"
28	19	17	Babyface	"When Can I See"
29	14	16	Salt-N-Pepa	"None Of Your Bu"
30	31	16	Counting Crows	"Mr. Jones"
31	19	14	Enigma	"Return To Innoc"
32	14	13	Rolling Stones	"Out Of Tears"
33	8	13	Inner Circle	"Games People Pl"
34	13	13	The Devlins	"Someone To Talk"
35	8	11	Green Day	"Basket Case"
36	0	10	Pretenders	"I'll Stand By Y"
37	14	10	Immature	"Never Lie"
38	7	7	Des'ree	"You Gotta Be"
39	8	7	Terror Fabulous	"Action"
40	6	7	Amy Grant	"Lucky One"



WQHT, New York (212) 840-0097 Steve Smith, Program Director Tracy Clohery, Music Director

RANK	LAST WEEK	TW	ARTIST	TITLE
1	55	55	Patra	"Romantic Call"
2	43	55	Da Youngstas	"Hip Hop Ride"
3	54	54	Craig Mack	"Flava In Ya Ear"
4	55	53	Boyz II Men	"I'll Make Love"
5	54	52	Notorious B.I.G.	"Juicy"
6	37	44	Ini Kamozé	"Here Comes The"
7	48	44	Changing Faces	"Stroke You Up"
8	36	44	Immature	"Never Lie"
9	35	43	Aaliyah	"At Your Best (Y"
10	27	38	Brandy	"I Wanna Be Down"
11	39	37	C + C Music Fac	"Do You Wanna Ge"
12	30	37	Brand Nubian	"Word Is Bond"
13	28	36	Da Brat	"Da B Side"
14	0	34	Mary J. Blige	"Be Happy"
15	35	33	Fugees	"Nappy Heads"
16	28	32	Ill Al Skratch	"I'll Take Her"
17	40	29	Warren G	"This DJ"
18	27	29	Mad Lion	"Take It Easy"
19	25	28	Horace Brown	"Taste Your Love"
20	14	25	Ice Cube	"Bop Gun (One Na"
21	22	25	Black Moon	"Buck 'Em Down"
22	33	25	Terror Fabulous	"Action"
23	19	24	Notorious Big	"Unbeilevable"
24	25	23	Miss Jones	"Don't Front (Stepsun)"
25	0	22	Slick Rick	"Behind Bars"
26	39	21	Jade	"5-4-3-2 (Yo! Ti"
27	16	19	Smif-N-Wessun	"Let's Get It On"
28	19	18	Genius	"I Gotcha' Back"
29	17	14	PMD	"I Saw It Cummin"
30	0	14	Boyz 2 Men	"On Bended Knee"



WJMN, Boston (617) 290-0009 Cadillac Jack, Program Director Cat Collins, Music Director

RANK	LAST WEEK	TW	ARTIST	TITLE
1	64	64	Changing Faces	"Stroke You Up"
2	63	63	Boyz II Men	"I'll Make Love"
3	61	63	Terror Fabulous	"Action"
4	62	62	Heavy D & The B	"Nuttin' But Lov"
5	62	61	Salt-N-Pepa	"None Of Your Bu"
6	62	58	C + C Music Fac	"Do You Wanna Ge"
7	43	58	Da Brat	"Funkdafied"
8	57	44	Aaron Hall	"I Miss You"
9	34	44	Ini Kamozé	"Here Comes The"
10	41	43	Boyz 2 Men	"Water Runs Dry"
11	36	42	Babyface	"When Can I See"
12	42	40	Da Brat	"Fa All Y'all"
13	39	39	Fugees	"Nappy Heads"
14	34	39	Shai	"The Place Where"
15	37	38	Tevin Campbell	"Always In My He"
16	26	38	Ice Cube	"Bop Gun (One Na"
17	37	37	Coolio	"Fantastic Voyage"
18	33	37	Warren G	"This DJ"
19	37	36	Da Youngstas	"Hip Hop Ride"
20	30	34	Black Men Unite	"U Will Know"
21	9	32	Y'N-Vee	"Chocolate"
22	18	30	Aaliyah	"At Your Best (Y"
23	33	22	Immature	"Never Lie"
24	0	21	Rayvon	"No Guns, No Mur"
25	12	14	Craig Mack	"Flava In Ya Ear"
26	17	11	Notorious B.I.G.	"Juicy"
27	0	8	Brandy	"I Wanna Be Down"
28	5	6	Shanice	"Turn Down The L"
29	29	5	Whitehead Bros.	"Your Love Is A."
30	5	5	Gerald Levert	"I'd Give Anythi"
31	5	5	L. Vandross/M.	"Endless Love"



WPLJ, New York (212) 613-8900 Scott Shannon, Operations Manager Mike Preston, Assistant PD

RANK	LAST WEEK	TW	ARTIST	TITLE
1	38	42	John Mellencamp	"Wild Night"
2	40	41	Counting Crows	"Mr. Jones"
3	41	41	Melissa Etherid	"Come To My Wind"
4	29	41	Ace Of Base	"Don't Turn Arou"
5	33	40	Sheryl Crow	"All I Wanna Do"
6	39	40	Elton John	"Can You Feel Th"
7	42	40	Four Seasons	"December '63 (O"
8	28	29	Lisa Loeb & Nin	"Stay (I Missed)"
9	37	28	Jon Secada	"If You Go"
10	27	27	Joshua Kadison	"Beautiful In My"
11	28	27	Melissa Etherid	"I'm The Only On"
12	23	26	Huey Lewis & Th	"But It's Alrigh"
13	25	26	Gin Blossoms	"Found Out About"
14	26	26	Billy Joel	"All About Soul"
15	36	25	Wer Wer Wer	"Love Is All Aro"
16	25	24	Elton John	"Circle Of Life"
17	0	22	Madonna	"Secret"
18	26	21	L. Vandross/M.	"Endless Love"
19	25	20	Seal	"Prayer For The"
20	26	19	Pretenders	"I'll Stand By Y"
21	21	19	Phil Collins	"Everyday"
22	19	17	Gin Blossoms	"Until I Fall Aw"
23	12	16	Mr. Big	"Wild World"
24	15	15	Gloria Estefan	"Turn The Bear A"
25	19	15	Rolling Stones	"Out Of Tears"
26	11	14	Big Mountain	"Baby I Love You"
27	12	14	Billy Joel	"The River Of D"
28	0	13	Soul Asylum	"Runaway Train"
29	14	13	Rod Stewart	"Having A Parry"
30	11	12	10,000 Maniacs	"Because The Nig"
31	13	12	Jimmy Cliff	"I Can See Clear"
32	17	12	Madonna	"I'll Remember"
33	17	11	Ace Of Base	"The Sign"
34	11	11	Bruce Springste	"Streets Of Phil"
35	11	10	Celine Dion	"The Power Of Lo"



WERQ, Baltimore (410) 332-8200 Russ Allen, Program Director

RANK	LAST WEEK	TW	ARTIST	TITLE
1	59	61	Boyz II Men	"I'll Make Love"
2	59	58	Babyface	"When Can I See"
3	55	56	Anita Baker	"Body & Soul"
4	57	54	Changing Faces	"Stroke You Up"
5	35	52	Aaliyah	"Ar Your Best (Y"
6	55	50	Gerald Levert	"I'd Give Anythi"
7	44	48	Tanya Blount	"Through the Rai"
8	33	46	Boyz 2 Men	"On Bended Knee"
9	34	45	Craig Mack	"Flava In Ya Ear"
10	44	43	Immature	"Never Lie"
11	47	43	Heavy D & The B	"Nuttin' But Lov"
12	0	35	Aaliyah	"Young Nation"
13	0	32	Black Men Unite	"U Will Know"
14	34	30	L. Vandross/M.	"Endless Love"
15	28	27	C + C Music Fac	"Do You Wanna Ge"
16	28	27	Ini Kamozé	"Here Comes The"
17	5	27	Tony Terry	"When A Man Crie"
18	34	26	Heavy D & The B	"Black Coffee"
19	23	25	CeCe Peniston	"Hit By Love"
20	25	25	Terror Fabulous	"Action"
21	0	25	Digable Planets	"9th Wonder"
22	30	25	El DeBarge/Baby	"Where Is My Lov"
23	21	24	Da Brat	"Fa All Y'all"
24	21	24	Coolio	"Fantastic Voyage"
25	24	23	Zhané	"Vibe"
26	20	21	Da Brat	"Funkdafied"
27	29	21	BeBe & CeCe Win	"If Anything Eve"
28	6	21	Ill Al Skratch	"I'll Take Her"
29	16	20	Sounds Of Black	"I Believe"
30	18	20	Parti LaBelle	"The Right Kinda"
31	54	20	Tevin Campbell	"Always In My He"
32	22	20	Patra	"Romantic Call"
33	25	20	Notorious B.I.G.	"Juicy"
34	20	19	Warren G	"This DJ"
35	12	19	Bone Thugs-N-Ha	"Thuggish Ruggis"
36	22	19	Ms. Toni	"What's Up"
37	17	18	69 Boyz	"Tootsee Roll"
38	10	18	Shanice	"Turn Down The L"
39	0	18	Toni Braxton	"How Many Ways"
40	17	18	For Real	"You Don't Know"

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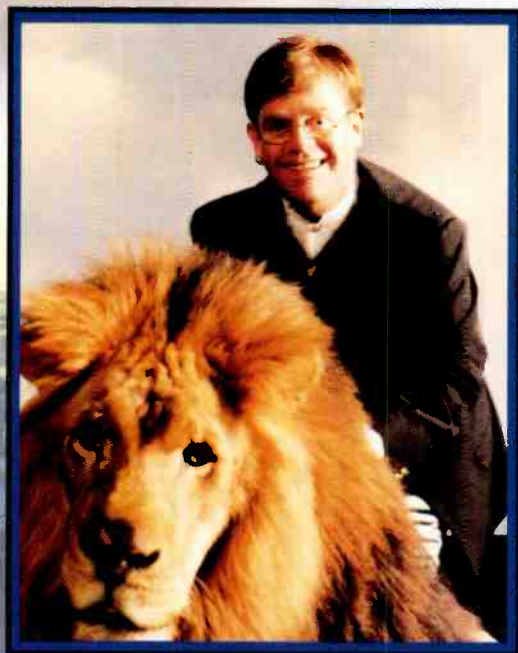
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SELECTED LARGE MARKET PPW REPORTS



WPRO, Providence (401) 433-4200 David Simpson, Program Director Tony Mascaro, Music Director

RANK	LAST WEEK	TW	ARTIST	TITLE
1	48	50	Lisa Loeb & Niu	"Stay (I Missed)"
2	53	49	Boyz II Men	"I'll Make Love"
3	56	48	John Mellencamp	"Wild Night"
4	44	48	Collective Soul	"Shine"
5	45	46	Ace Of Base	"Don't Turn Arou"
6	51	46	Four Seasons	"December '63 (O)"
7	39	43	Real McCoy	"Another Night"
8	39	42	Jon Secada	"If You Go"
9	38	42	Sheryl Crow	"All I Wanna Do"
10	53	41	Babyface	"When Can I See"
11	41	41	Collage	"I'll Be Loving"
12	44	40	Jaki Graham	"Ain't Nobody"
13	36	38	Elton John	"Can You Feel Th"
14	28	37	Bon Jovi	"Always"
15	37	35	L. Vandross/M.	"Endless Love"
16	29	30	Crystal Waters	"100% Pure Love"
17	28	29	Sophie B. Hawki	"Right Beside Yo"
18	28	28	Melissa Etherid	"I'm The Only On"
19	26	26	Candlebox	"Far Behind"
20	26	26	Aaliyah	"At Your Best (Y)"
21	23	25	Stone Temple Pi	"Interstate Love"
22	26	25	Mazzy Star	"Fade Into You"
23	19	24	Green Day	"Basket Case"
24	26	22	Offspring	"Come Out And Pl"
25	26	20	Green Jelly	"Slave Boy"
26	18	16	Deadeye Dick	"New Age Girl"
27	14	16	Huey Lewis & Th	"But It's Alright"
28	12	14	Elton John	"Circle Of Life"
29	12	12	Rolling Stones	"Out Of Tears"
30	5	6	Jon Secada	"Whipped"
31	5	5	Des'ree	"You Gotta Be"



WWXX, Providence (508) 222-1321 Scotty Snipes, Program Director

RANK	LAST WEEK	TW	ARTIST	TITLE
1	85	79	Changing Faces	"Stroke You Up"
2	85	79	Aaliyah	"At Your Best (Y)"
3	37	78	Terror Fabulous	"Action"
4	85	77	Craig Mack	"Flava In Ya Ear"
5	85	77	Boyz II Men	"I'll Make Love"
6	37	37	Jade	"5-4-3-2 (Yo! Ti)"
7	37	36	Karyn White	"Hungah"
8	37	36	Mad Lion	"Take It Easy"
9	37	36	Norouz B.I.G.	"Juicy"
10	36	36	Babyface	"When Can I See"
11	37	36	Immature	"Never Lie"
12	37	36	C + C Music Fac	"Do You Wanna Ge"
13	13	35	Salt-N-Pepa	"None Of Your Bu"
14	38	35	Ini Kamozé	"Here Comes The"
15	85	35	Fugees	"Nappy Heads"
16	37	35	Ice Cube	"Bop Gun (One Na)"
17	37	34	Anita Baker	"Body & Soul"
18	18	33	CeCe Peniston	"Hit By Love"
19	38	32	Zhaan	"Vibe"
20	19	18	Patru	"Romantic Call"
21	6	18	L. Vandross/M.	"Endless Love"
22	0	15	Toni Braxton	"How Many Ways"
23	17	15	Y'N-Vee	"Chocolate"
24	16	15	Keith Sweat	"How Do You Like"
25	17	15	Collage	"I'll Be Loving"
26	16	15	A Lighter Shade	"Hey DJ"
27	19	15	Blackgirl	"90's Girl"
28	0	14	Real McCoy	"Another Night"
29	0	14	Real 2 Real	"Go On Move '94"
30	0	14	Men At Large	"Let's Talk About"
31	0	14	Raja-Nee	"Turn It Up"
32	0	14	Brandy	"I Wanna Be Down"
33	14	14	Rayvon	"No Guns, No Mur"
34	13	14	Aaron Hall	"I Miss You"
35	14	13	R. Kelly	"Your Body's Cal"
36	0	12	Bone Thugs-N-Ha	"Thuggish Ruggis"
37	19	12	Black Men Unite	"U Will Know"
38	13	12	Da Youngstas	"Hip Hop Ride"
39	37	12	Ahmad	"Back In The Day"
40	12	12	Aaliyah	"Back & Forth"



WKRQ, Cincinnati (513) 763-5686 Jimmy Seal, Program Director Brian Douglas, Assistant PD

RANK	LAST WEEK	TW	ARTIST	TITLE
1	43	53	Elton John	"Can You Feel Th"
2	43	50	Mariah Carey	"Anytime You Nee"
3	36	50	Ace Of Base	"Don't Turn Arou"
4	36	50	Lisa Loeb & Nin	"Stay (I Missed)"
5	44	50	Toni Braxton	"You Mean The Wo"
6	30	49	Amy Grant	"Lucky One"
7	43	49	John Mellencamp	"Wild Night"
8	45	44	Boyz II Men	"I'll Make Love"
9	22	40	Sheryl Crow	"All I Wanna Do"
10	38	40	Jon Secada	"If You Go"
11	32	39	Four Seasons	"December '63 (O)"
12	23	39	Garth Brooks &	"Hard Luck Woman"
13	29	37	Steve Perry	"You Better Wait"
14	30	34	Melissa Etherid	"Come To My Wind"
15	28	31	Joshua Kadison	"Beautiful In My"
16	24	31	Collective Soul	"Shine"
17	38	30	Counting Crows	"Mr. Jones"
18	22	29	Huey Lewis & Th	"But It's Alright"
19	0	29	Blessed Union S	"I Believe"
20	24	29	Ace Of Base	"The Sign"
21	22	28	Madonna	"I'll Remember"
22	24	27	L. Vandross/M	"Endless Love"
23	21	27	Janet Jackson	"Where Are You N"
24	29	26	Richard Marx	"The Way She Lov"
25	22	24	Giin Blossoms	"Found Out About"
26	23	23	Aerosmith	"Crazy"
27	19	22	Joshua Kadison	"Jessie"
28	17	21	Babyface	"When Can I See"
29	7	21	Gerald Levert	"I'd Give Anythi"
30	16	18	Counting Crows	"Round Here"
31	20	18	Little Texas	"What Might Have"
32	21	18	Rolling Stones	"Out Of Tears"
33	26	16	Elton John	"Circle Of Life"
34	0	15	Melissa Etherid	"I'm The Only On"



KTFM, San Antonio (210) 599-5500 Jamie Hyatt, Program Director Robin Flores, Music Director

RANK	LAST WEEK	TW	ARTIST	TITLE
1	69	83	Boyz II Men	"I'll Make Love"
2	65	79	Lisa Loeb & Nin	"Stay (I Missed)"
3	43	67	Immature	"Never Lie"
4	71	56	All-4-One	"I Swear"
5	45	55	Elton John	"Can You Feel Th"
6	49	50	Crystal Waters	"100% Pure Love"
7	46	49	L. Vandross/M.	"Endless Love"
8	40	41	Ace Of Base	"Don't Turn Arou"
9	46	38	4 PM	"Sukiyaki"
10	44	37	Martha Sanchez	"Desesperada"
11	26	31	Real McCoy	"Another Night"
12	58	30	Aaron Hall	"I Miss You"
13	52	25	Ace Of Base	"The Sign"
14	24	25	Aaliyah	"At Your Best (Y)"
15	0	23	Big Mountain	"Tengo Ganas"
16	0	22	Rebecca Valade	"Treat Her Like A Lady"
17	19	22	Gloria Estefan	"Tun The Bear A"
18	14	22	The Puppies	"Funky Y-2-C"
19	41	21	R Tribe	"You Won't See M"
20	12	20	69 Boyz	"Tootsee Koll"
21	25	19	Julio Iglesias	"Crazy"
22	16	19	Jocelyn Enrique	"Make This Last"
23	23	18	Coolio	"Fantastic Voyag"
24	22	13	Warren G. & Nat	"Regulate"
25	13	12	Changing Faces	"Stroke You Up"
26	12	12	Ace Of Base	"Waiting For Magic"
27	11	11	Boyz II Men	"Yesterday"
28	9	11	20 Fingers	"Short Short Man"
29	0	10	Ini Kamozé	"Here Comes The"
30	14	9	Warren G.	"This DJ"
31	0	8	Spanish Fly	"Treasure Of My"
32	19	7	Sheryl Crow	"All I Wanna Do"



KUTQ, Salt Lake (801) 264-8250 Gary Waldron, Program Director Gary Michaels, Music Director

RANK	LAST WEEK	TW	ARTIST	TITLE
1	52	58	Soundgarden	"Black Hole Sun"
2	29	57	Sheryl Crow	"All I Wanna Do"
3	26	57	John Mellencamp	"Wild Night"
4	43	55	Lisa Loeb & Nin	"Stay (I Missed)"
5	64	44	Boyz II Men	"I'll Make Love"
6	0	42	R.E.M.	"What's The Freq"
7	26	38	Nine Inch Nails	"Closer"
8	0	37	Four Seasons	"December '63 (O)"
9	0	35	Madonna	"Secret"
10	0	35	Green Day	"Basket Case"
11	40	32	Prince	"Letitgo"
12	59	32	Collective Soul	"Shine"
13	36	31	Ace Of Base	"Don't Turn Arou"
14	18	31	Karyn White	"Hungah"
15	13	30	Erasure	"Always"
16	13	30	Sophie B. Hawki	"Right Beside Yo"
17	24	29	Counting Crows	"Round Here"
18	27	29	Inner Circle	"Games People Pl"
19	23	28	Yousou N'Dour	"7 Seconds"
20	0	27	4 PM	"Sukiyaki"
21	23	26	Candlebox	"Far Behind"
22	10	25	Des'ree	"You Gotta Be"
23	20	25	Babyface	"When Can I See"
24	19	24	Wet Wet Wet	"Love Is All Aro"
25	0	24	Bon Jovi	"Always"
26	0	24	Deadeye Dick	"New Age Girl"
27	12	22	Elton John	"Can You Feel Th"
28	0	20	Weezer	"Undone-The Swea"
29	0	18	Smicereens	"Time Won't Let"
30	26	15	Steve Perry	"You Better Wait"
31	7	14	Melissa Etherid	"I'm The Only On"
32	16	13	Warren G	"This DJ"
33	18	10	Real McCoy	"Another Night"
34	26	10	Pretenders	"I'll Stand By Y"
35	0	9	Offspring	"Come Out And Pl"
36	0	7	Changing Faces	"Stroke You Up"
37	0	6	Stone Temple Pi	"Interstate Love"
38	0	5	Joan Jetz	"As I Am"



KZHT, Salt Lake City (801) 322-3311 Gary Waldron, Interim PD

RANK	LAST WEEK	TW	ARTIST	TITLE
1	49	59	Boyz II Men	"I'll Make Love"
2	49	57	Warren G	"This DJ"
3	22	54	Changing Faces	"Stroke You Up"
4	50	53	Crystal Waters	"100% Pure Love"
5	48	52	Prince	"Letitgo"
6	0	44	Heavy D & The B	"Nuttin' But Lov"
7	41	38	Blackstreet	"Boori Call"
8	37	35	Keith Sweat	"How Do You Like"
9	0	34	Black Men Unite	"U Will Know"
10	31	33	All-4-One	"Breathless"
11	16	31	Ace Of Base	"Don't Turn Arou"
12	29	30	Warren G. & Nat	"Regulate"
13	30	30	Coolio	"Fantastic Voyag"
14	0	30	Aaliyah	"At Your Best (Y)"
15	11	30	Ahmad	"Back In The Day"
16	0	29	Ill Al Skratz	"I'll Take Her"
17	18	29	Lighter Shade/B	"If You Wanna Gr"
18	11	28	Karyn White	"Hungah"
19	0	28	Rappin' 4-Tay	"Playaz Club"
20	27	26	Inner Circle	"Games People Pl"
21	19	24	Janet Jackson	"Where Are You N"
22	19	24	Ice Cube	"Pop Gun (One Na)"
23	0	24	Sis Mix-A-Lot	"Ride"
24	18	24	Da Brat	"Funkdafied"
25	25	23	R. Kelly	"Your Body's Cal"
26	13	23	Salt-N-Pepa	"None Of Your Bu"
27	20	22	4 PM	"Sukiyaki"
28	24	22	Aaron Hall	"I Miss You"
29	0	20	Far Real	"You Don't Know"
30	16	19	Yousou N'Dour	"7 Seconds"
31	11	18	Xscape	"Who's That Man"
32	0	16	Madonna	"Secret"
33	0	15	Shanice	"Turn Down The L"
34	39	14	Babyface	"When Can I See"
35	18	12	Tevin Campbell	"Always In My He"
36	17	11	Public Enemy	"Give It Up"

Get ready for
the ride of your life

**Stations Catching The
"Hip Hop Ride"**

KZHT Salt Lake City Add!

WIOQ Add! Power 106 Add!

Hot 97 55 Plays	WJMN 36 Plays	KWIN 30 Plays
WIOQ 25 Plays	WJMH 24 Plays	KMXZ 16 Plays
92Q 15 Plays	WWKX 12 Plays	KHTN 11 Plays
KSFM 10 Plays	WKPK 10 Plays	WHHH 9 Plays
WHJX 7 Plays	KKSS 7 Plays	Z90 6 Plays
Hot 97.7 5 Plays	WZJM 5 Plays	

Debut #40-29* R/C Chart!

gonna take you on a "hip
hop
ride"

the first cut from their new album
No Mercy

Early Sales:

NYC #38	Philadelphia #51
Providence #45	Boston #36
Detroit #50	Richmond #37

Urban: 218 Spins!

Video:  Strong Requests!

 YO! MTV RAPS 

LP Sales 80,000!

"One Of The Most Increased In Play!"

Produced by Marley Marl for House of Hitz, Inc.
Management: Popular Artist Management

4 P.M. "SUKIYAKI"

NETWORK Over 1500 Plays Per Week!

Monitor R/C Moves 20-16*

KKLQ Add	WAPE Add	KBFM Add	KDUK Add
KKRD Add	WKSI Add	WBIZ Add	WNSL Add
KZII Add	KFTZ Add	KISR Add	
Hot 97.7 79 Plays	KPRR 74 Plays	KHTN 55 Plays	
KIKI 49 Plays	WZPL 47 Plays	KLUC 44 Plays	
KLRZ 44 Plays	KKFR 43 Plays	KIIS 40 Plays	
WHHH 38 Plays	KTFM 38 Plays	KKSS 38 Plays	
KIXY 36 Plays	KBOS 35 Plays	KZFM 34 Plays	
KYYY 33 Plays	KCAQ 32 Plays	KQKS 31 Plays	
KHTY 31 Plays	KFFM 30 Plays	WMRV 30 Plays	
KWNZ 28 Plays	Q99 27 Plays	KQHT 27 Plays	
Z90 25 Plays	G105 24 Plays	KKXX 24 Plays	
KPSI 23 Plays	KLYV 23 Plays	WJJS 23 Plays	
KGGI 22 Plays	KQMQ 22 Plays	WBWB 22 Plays	
KZHT 22 Plays	KGOT 21 Plays	WWCK 20 Plays	
WKQI 20 Plays	KHKS 19 Plays	Power Pig 17 Plays	
WRKY 16 Plays	WDJB 15 Plays	92Q 14 Plays	
WAPE 14 Plays	WAYV 13 Plays	KJYO 12 Plays	
KDON 11 Plays	WTWR 9 Plays	KKLQ 5 Plays	
	KKRZ 5 Plays		

Sales:

Abbey Road #11	Wherehouse #19	Virgin Megastore Costa Mesa #1
Tower Records Sherman Oaks #14-#9	Tower Records Sunset #14-#11	Tower Records Topanga #6-#6
Tower Records Mesa #23-#11	Tower Records Tempe #20-#16	Tower Records Westwood #6-#4

Most Requested At:

KHKS KQKS KLUC KWNZ KIXY And Many More!

Now PLAYING

SMALL MARKETS

SELECTED SMALL MARKET PPW REPORTS

YES-FM

WYYS • 99.9FM / 100.3FM

WYYS, Ithaca (607) 756-2828 Dave Ashton, Operations Manager Sharon Steele, Music Director

RANK	EW	TW	ARTIST	TITLE
1	26	37	Des'ree	"You Gotta Be"
2	37	37	Melissa Etherid	"I'm The Only On"
3	37	37	Elton John	"Circle Of Life"
4	36	37	Prince	"Letigo"
5	35	37	Amy Grant	"Lucky One"
6	24	37	Huey Lewis & Th	"But It's Alrigh"
7	27	37	Karyn White	"Hungah"
8	36	36	Boyz II Men	"I'll Make Love"
9	35	36	Sheryl Crow	"All I Wanna Do"
10	35	36	Sophie B. Hawki	"Right Beside Yo"
11	26	35	L. Vandross/M	"Endless Love"
12	35	35	Pretenders	"I'll Stand By Y"
13	26	28	Erasure	"Run To The Sun"
14	19	28	Lauren Christy	"The Color Of Ni"
15	26	28	Tyler Collins	"Thanks To You"
16	20	28	Sarah McLachlan	"Good Enough"
17	15	27	Toad The Wet Sp	"Something's Alw"
18	36	27	Steve Perry	"You Better Wait"
19	26	27	Anita Baker	"Body & Soul"
20	35	27	Aaron Hall	"I Miss You"
21	35	27	Jimmy Bufferr	"Fruitcakes"
22	25	26	Jon Secada	"Whipped"
23	24	26	Hootie & The Bl	"I Hold My Hand"
24	25	26	Rolling Stones	"Out Of Tears"
25	24	26	All-4-One	"Breathless"
26	25	25	Gerald Levert	"I'd Give Anythi"
27	0	24	Ben Jovi	"Always"
28	0	23	Joshua Kadison	"Picture Post Ca"
29	25	23	Black Men Unite	"U Will Know"
30	20	22	Lisa Stansfield	"Make It Right"
31	0	22	Toni Braxton	"How Many Ways"
32	0	21	Gloria Estefan	"Turn The Beat A"
33	0	21	Jesus And Mary	"Sometime's Alway"
34	18	20	Love Spil Love	"Am I Wrong"
35	19	20	For Real	"You Don't Know"
36	0	20	Gin Blossoms	"Allison Road"
37	19	14	Mazzy Star	"Fade Into You"
38	0	13	Collective Soul	"Breathe"
39	19	13	Eric Brickell	"Good Times"
40	0	13	R.E.M.	"What's The Freq"

I-95

95.3 KPFI-FM

KPFI, Albert Lea (507) 373-2338 Dave Edwards, Program Director Darrel Admondson, Music Director

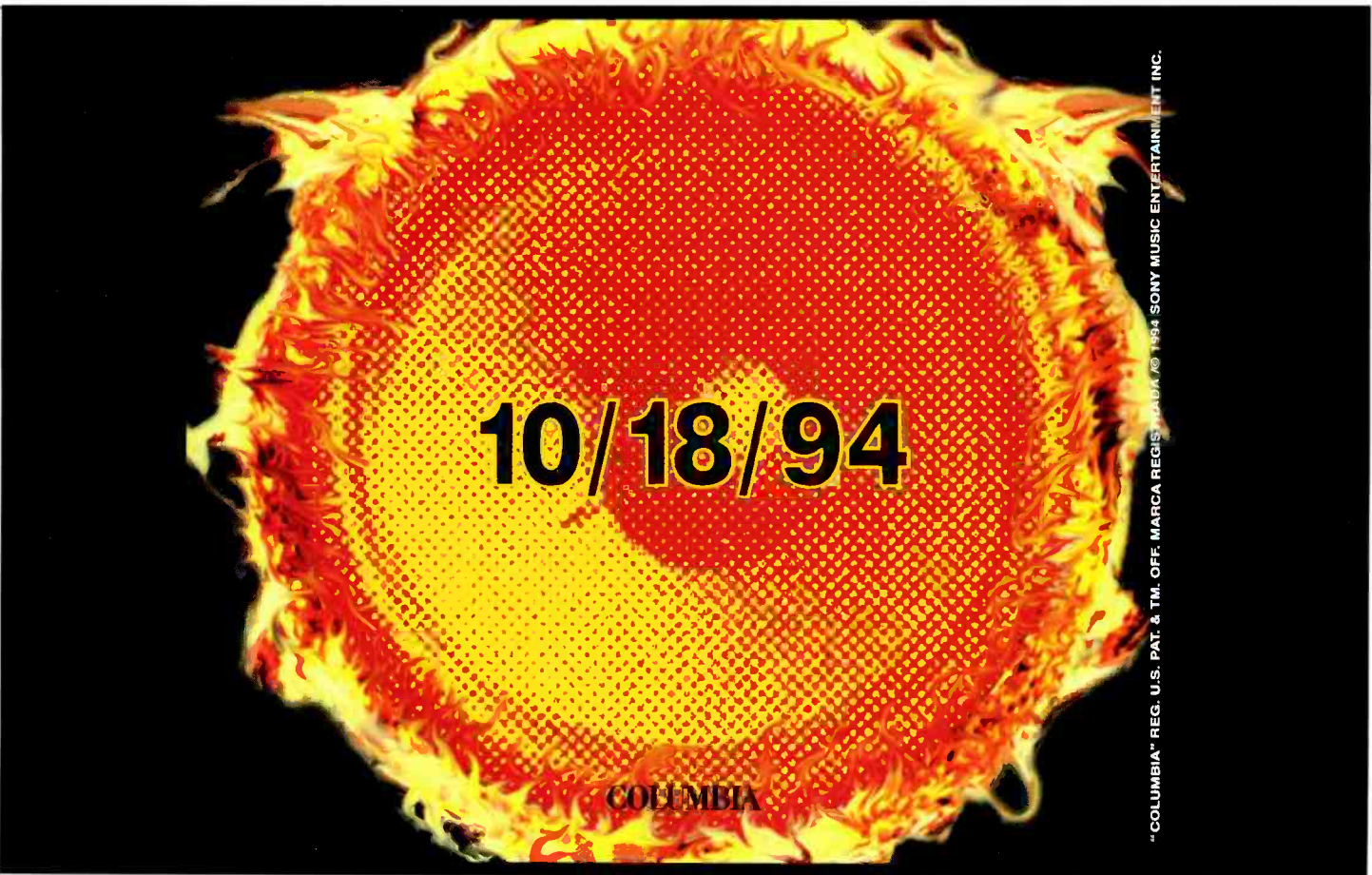
RANK	EW	TW	ARTIST	TITLE
1	57	57	Four Seasons	"December '63 (O"
2	58	56	Crystal Waters	"100% Pure Love"
3	57	55	Pretenders	"I'll Stand By Y"
4	57	55	Boyz II Men	"I'll Make Love"
5	52	53	Sheryl Crow	"All I Wanna Do"
6	56	52	L. Vandross/M.	"Endless Love"
7	42	45	Prince	"Letigo"
8	43	45	Collage	"I'll Be Loving"
9	44	45	Real McCoy	"Another Night"
10	40	43	Sophie B. Hawki	"Right Beside Yo"
11	39	42	Melissa Etherid	"I'm The Only On"
12	31	41	Deadeye Dick	"New Age Girl"
13	35	40	Jon Secada	"Whipped"
14	41	39	John Mellencamp	"Wild Night"
15	42	34	Lisa Loeb & Nin	"Stay (I Missed)"
16	0	31	Toad The Wet Sp	"Something's Alw"
17	27	31	Des'ree	"You Gotta Be"
18	0	29	Gloria Estefan	"Turn The Beat A"
19	25	28	Elton John	"Circle Of Life"
20	25	27	Candlebox	"Far Behind"
21	0	27	Huey Lewis & Th	"But It's Alrigh"
22	0	27	Rolling Stones	"Love Is Strong"
23	33	27	Whylicific	"Heaven"
24	48	27	Collective Soul	"Shine"
25	27	25	Anita Baker	"Body & Soul"
26	28	25	Amy Grant	"Lucky One"
27	28	24	4 PM	"Sukiyaki"
28	16	20	Smashing Pumpki	"Today"
29	20	19	Green Day	"Basket Case"
30	20	19	Offspring	"Come Out And Pl"
31	19	18	Mazzy Star	"Fade Into You"
32	19	18	Stone Temple Pi	"Interstate Love"
33	18	17	Gin Blossoms	"Allison Road"
34	17	14	Lisa Stansfield	"Make It Right"
35	12	12	Soundgarden	"Black Hole Sun"
36	12	11	Salt-N-Pepa	"None Of Your Bu"
37	11	11	Warren G. & Nat	"Regulate"
38	12	11	Nine Inch Nails	"Closer"
39	12	10	Weezer	"Undone-The Swea"

HITS 106

KQKY FM 106.9

KQKY, Kearney (308) 237-2131 Mitch Cooley, Program Director Mark Reid, Music Director

RANK	EW	TW	ARTIST	TITLE
1	25	41	Deadeye Dick	"New Age Girl"
2	33	37	Steve Perry	"You Better Wait"
3	38	37	Hootie & The Bl	"Hold My Hand"
4	33	36	Sheryl Crow	"All I Wanna Do"
5	34	34	Melissa Etherid	"I'm The Only On"
6	34	34	Pretenders	"I'll Stand By Y"
7	34	34	Sophie B. Hawki	"Right Beside Yo"
8	33	33	Huey Lewis & Th	"But It's Alrigh"
9	28	33	Amy Grant	"Lucky One"
10	27	32	Boyz II Men	"I'll Make Love"
11	22	27	All-4-One	"Breathless"
12	26	26	Smithereens	"Time Won't Let"
13	21	25	Gin Blossoms	"Allison Road"
14	28	24	Danielle Briseb	"What If God Fel"
15	18	23	Offspring	"Come Out And Pl"
16	0	23	Collective Soul	"Breathe"
17	0	23	Babyface	"When Can I See"
18	20	22	Stone Temple Pi	"Interstate Love"
19	0	22	Nine Inch Nails	"Closer"
20	22	22	Jon Secada	"Whipped"
21	19	21	Prince	"Letigo"
22	0	20	R.E.M.	"What's The Freq"
23	0	20	Counting Crows	"Rain King"
24	16	19	Toad The Wet Sp	"Something's Alw"
25	22	19	Crash Test Dumim	"Afternoons & Co"
26	20	19	Lucas	"Lucas (With The"
27	0	17	Four Seasons	"December '63 (O"
28	13	17	Weezer	"Undone-The Swea"
29	18	17	Candlebox	"Far Behind"
30	19	16	Rolling Stones	"Our Of Tears"
31	0	16	Cause & Effect	"Alone"
32	19	16	Elton John	"Circle Of Life"
33	19	15	Coolio	"Fantastic Voyag"
34	0	15	L. Vandross/M.	"Endless Love"
35	13	14	Green Day	"Basket Case"
36	13	13	3rd Matinee	"Freedom Road"
37	12	11	Green Jelly	"Slave Boy"
38	0	11	Eric Clapton	"Motherless Chil"
39	0	7	Mazzy Star	"Fade Into You"



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COLUMBIA

KARYN WHITE

"hungah"

More Than 800 Top 40 BDS Spins!
More Than 6 Million Listeners!
More Than 2400 Total BDS Spins!
More Than 24 Million Total Listeners!

Monitor Rhythm/Crossover Moves 32-30*

WPXR Add!	KZFM Add!	Z90 45 Plays	WWKX 36 Plays	WHHH 34 Plays	KIXY 33 Plays
KKRZ 32 Plays	KRQQ 32 Plays	Q99 31 Plays	WWCK 31 Plays	KWIN 30 Plays	KZHT 28 Plays
KLUC 27 Plays	WKSE 25 Plays	KKXX 24 Plays	WFLY 21 Plays	92Q 16 Plays	Q106 14 Plays
KSFM 14 Plays	KMEL 13 Plays	Power Pig 5 Plays	KKBT 5 Plays		

And Many More!



What's New! Top A/C Everywhere!

PRETENDERS

"i'll stand by you"

NETWORK Moves 12-9* With 5078 PPW! Monitor Mainstream Moves 15-13*

More Than 1900 Top 40 BDS Spins! More Than 14 Million Listeners! More Than 2400 Total BDS Spins! More Than 20 Million Listeners!

WHYI Add! WKRQ Add! KKRZ Add! WPEO Add! KRQQ Add!

Great Call-out At: WEDJ KDWB Star 94 WMVZ WKSE WXXL WPLY B97

Major Rotations Include:

WEDJ 68 Plays	WKSE 42 Plays	KDWB 38 Plays	WEZB 38 Plays	WZJM 38 Plays	WJHC 37 Plays	WPLY 37 Plays
WSTR 36 Plays	WXXL 35 Plays	WLUM 33 Plays	KKLQ 29 Plays	WZPL 24 Plays	WTIC 23 Plays	WNVZ 19 Plays
WPLJ 19 Plays	WHTZ 15 Plays	WJPE 15 Plays	WNCI 12 Plays	KUTQ 13 Plays	WJKS 10 Plays	



JESUS & MARY CHAIN

"sometimes always"

15 More Adds Including:

WKBQ WNVZ Q99 WKSE KWNZ

Active!



In Rotation!

WLUM 44 Plays	KZII 26 Plays	B97 23 Plays	WENZ 23 Plays	KQIX 23 Plays	KDUK 21 Plays
WYYS 21 Plays	KCHX 18 Plays	WKSE 17 Plays	KROQ 16 Plays	99X 14 Plays	
WZAT 13 Plays	WLAN 8 Plays	WBBO 6 Plays	WZYP 5 Plays		



JOAN JETT AND THE BLACKHEARTS

"as i am"

KIOC 24 Plays	WRFY 23 Play	KTMT 23 Plays	WHOB 22 Plays	KYYY 22 Plays
KGLI 20 Plays	WXLC 20 Plays	WFLY 19 Plays	WAAL 15 Plays	WNNK 13 Plays
KLRZ 10 Plays	WIFC 9 Plays	KQID 8 Plays	WQGN 7 Plays	WHTO 7 Plays
KZIO 7 Plays	WZAT 7 Plays	KUTQ 5 Plays	WBBO 5 Plays	WXLK 5 Plays

WJMX 7 Plays!

BLACKHEART RECORDS



MEMORANDUM

NETWORK⁴⁰

M-E-M-O-R-A-N-D-U-M

TO: All PDs and MDs
FR: John Kilgo
RE: Call-Out Research
DT: 9/30/94

Every programmer in the country is constantly trying to come up with the "one thing" that will set their radio station apart from all the rest. It is a never-ending search. We spend countless thousands of dollars in research to determine exactly what records to play and how many times to play them.

Most radio stations rely on three basics: sales, requests and call-out research. It is easy to spot a record that has instant, active appeal. Requests on active records happen quickly and often. It is gratifying to add a record and see the requests impact immediately. It validates our instincts. You increase the rotations and wait for the sales to kick in. If sales don't follow after a few weeks, you drop the record. No harm is done. The active audience liked it when you played it.

But what about those records that appeal most to the passive audience? Those are the tough ones. Since we all know that because the passive listeners (who never call the request lines and are slow to react at retail) comprise the largest portion of your listeners, they are proportionally more important than the active audience...and much harder to research. It's easy to stick with a record that rings the request lines off the hook. It's more difficult to continue with a record that sounds like it appeals to your passive (mostly female) audience, but you're not sure.

If you initially like a record, add it and play it, at what point do you determine whether or not to increase the rotation...with no sales or requests? If the record appeals to your passive audience, requests are unlikely. If the record is brand new, sales won't come for a while. What do you do?

You have to carefully evaluate your call-out research. *Careful* is the key word here, because if the record is a ballad, it is likely that you aren't rotating the song a lot. So your call-out may not show a positive recognition factor. Is it not testing because your passive audience doesn't like it or is it because they haven't heard it enough to make a positive judgment?

Two records that recently fell into that category are Anita Baker's "Body & Soul" and Gerald Levert's "I'd Give Anything." Both records sounded like hits and radio responded well. The records went on a lot of stations out-of-the-box. Because both were ballads and were played in light rotations, initial requests were low. Call-out testing didn't show positive familiarity...mainly because there wasn't enough airplay. Because the records weren't out at retail, there were no sales.

Some programmers began to get nervous. With no sales, few requests and no positive call-out research, many wondered if the records were hits. Some cut back on even the minimum amount of airplay the records were given. Others, however, trusted their original instincts and increased the rotations. And then a funny thing happened: both records began selling. Gerald Levert moved to #19 on the Soundscan LP Pop Chart, #4 R&B. Anita Baker showed Top-5 sales in virtually every market in the country. And the call-outs began picking up.

These records are primary examples to prove that programmers must *evaluate* their call-out research and *trust* their instinct. Otherwise, you run the danger of missing more hits like those of Anita Baker and Gerald Levert.

120 North Victory Blvd., Suite #102, Burbank, Ca. 91502 • (818) 955-4040

Something on your mind?
Mail your opinion to Network 40

WHEN YOU PLAY IT, THEY WILL LISTEN.

Gerald Levert's *"I'd Give Anything"*

What Makes A Hit?

Great Callout!

Buddy Scott, B94

*"#3 overall. 18 to 24 female #6. 25 to 34 #3. Great female callout! 100% pure smash!
I mean, why else would I play a record 60 times a week!"*

WXKS Boston

*Power rotation 10AM through 6PM. #6 out of 40 with 29 to 32 females.
#14 out of 40 with 21 to 31 females.*

WPGC Washington, D.C.

*White females 18 to 24, 100% positive/familiar. Black females 18 to 24,
100% positive/familiar, 60% favorite.*

+ Great Sales!

New York #44	Los Angeles #49	Chicago #21	Philadelphia #21
San Francisco #25	Boston #31	Detroit #15	Washington, D.C. #12
Houston #19	Atlanta #11	Baltimore #10	Richmond #11

New Adds: WBBO, WNSL, WKFR, WSSH

THE AUDIENCE IS LISTENING.



eastwest records america

SPINCYCLE

TW	ARTIST NAME	SONG TITLE	INDEX	W/P	TOTAL STNS.	ADDS	DROPS	REQ. RANK	AVG. PPW
1	Boyz II Men	I'll Make Love To You			11855	241	2	1	49.1
2	Sheryl Crow	All I Wanna Do			10026	233	2	0	43.2
3	Luther Vandross/Mariah Carey	Endless Love			8119	238	0	1	34.1
4	Babyface	When Can I See You			8083	202	6	12	40.6
5	John Mellencamp	Wild Night			7535	190	0	11	39.6
6	Lisa Loeb & Nine Stories	Stay (I Missed You)			6843	176	1	24	38.8
7	Amy Grant	Lucky One			5997	182	0	8	32.9
8	Melissa Etheridge	I'm The Only One			5960	189	4	1	34
9	Pretenders	I'll Stand By You	Page 57		5078	177	5	2	16
10	Four Seasons	December '63 (Oh What A Night)			4974	152	13	3	15
11	Crystal Waters	100% Pure Love			4819	149	7	7	10
12	Real McCoy	Another Night			4692	169	11	4	4
13	Prince	Letitgo			4652	169	0	9	5
14	Collective Soul	Shine			4585	142	1	12	82
15	Elton John	Circle Of Life	Page 51		4199	181	4	3	52
16	Ace Of Base	Don't Turn Around			4130	131	0	21	52
17	Sophie B. Hawkins	Right Beside You	Page 39		3976	151	4	3	47
18	Elton John	Can You Feel The Love Tonight			3715	126	0	27	77
19	Jon Secada	Whipped			3620	158	2	4	67
20	Steve Perry	You Better Wait			3507	111	0	27	88
21	Seal	Prayer For The Dying			3283	114	0	24	90
22	Gloria Estefan	Turn The Beat Around	Page 9		3156	158	14	2	52
23	Counting Crows	Round Here			3080	109	0	26	91
24	Changing Faces	Stroke You Up	Page 41		3027	103	9	4	11
25	Soundgarden	Black Hole Sun			2922	131	0	22	16
26	Jon Secada	If You Go			2899	100	0	20	92
27	Bon Jovi	Always			2895	171	36	0	21
28	Green Day	Basket Case			2745	147	5	4	2
29	Candlebox	Far Behind			2645	129	1	4	7
30	Des'ree	You Gotta Be			2639	123	3	2	52
31	Richard Marx	The Way She Loves Me			2545	92	0	21	89
32	Huey Lewis & The News	But It's Alright			2544	102	1	9	74
33	Aaliyah	At Your Best (You Are Love)	Page 27		2507	98	17	2	19
34	Gin Blossoms	Until I Fall Away			2497	87	0	20	88
35	Mazzy Star	Fade Into You			2459	112	13	0	28
36	Melissa Etheridge	Come To My Window			2440	87	3	14	95
37	Anita Baker	Body & Soul	Page 21		2386	135	4	13	86
38	Toad The Wet Sprocket	Something's Always Wrong	Page 39		2373	143	27	2	67
39	Stone Temple Pilots	Interstate Love Song	Page 41		2358	137	10	3	19
40	Deadeye Dick	New Age Girl			2253	110	13	3	6

SPIN@CYCLE

TW	ARTIST NAME	SONG TITLE	INDEX		TOTAL STNS.	ADDS	DROPS	REQ. RANK	AVG. PPW	
41	Madonna	Secret	Page 17		2193	202	196	0	37	19.0
42	Aerosmith	Crazy			2043	79	0	26	78	25.8
43	Coolio	Fantastic Voyage			1993	76	0	15	13	26.2
44	Hootie & The Blowfish	Hold My Hand	Page 41		1989	90	10	2	31	24.2
45	Toni Braxton	You Mean The World To Me			1942	68	1	23	88	28.5
46	Mariah Carey	Anytime You Need A Friend			1873	66	0	21	93	28.3
47	Aaron Hall	I Miss You			1849	74	0	18	66	24.9
48	Gin Blossoms	Allison Road	Page 31		1843	115	33	1	56	21.1
49	Wet Wet Wet	Love Is All Around			1796	70	0	10	73	25.6
50	Gerald Levert	I'd Give Anything	Page 59		1747	89	1	16	85	19.8
51	Immature	Never Lie	Page 7		1741	76	7	1	11	25.2
52	Karyn White	Hungah	Page 57		1683	83	3	1	76	21.0
53	R.E.M.	What's The Frequency, Kenneth?	Page 63		1656	97	27	1	24	21.2
54	Warren G.	This DJ			1517	57	0	6	22	26.6
55	4 P.M.	Sukiyaki	Page 55		1516	61	11	2	37	29.1
56	Rolling Stones	Out Of Tears	Page 15		1484	103	17	0	72	16.6
57	Janet Jackson	Any Time, Any Place			1476	56	0	22	84	26.3
58	Edie Brickell	Good Times			1447	71	0	34	77	20.3
59	Erasure	Always			1413	58	1	18	45	24.3
60	Aaliyah	Back & Forth			1336	45	0	17	89	29.6
61	All-4-One	I Swear			1335	64	0	20	75	20.8
62	All-4-One	Breathless			1291	62	0	5	37	20.8
63	Collage	I'll Be Loving You			1247	39	0	10	72	31.9
64	Weezer	Undone-The Sweater Song			1245	89	7	1	23	14.8
65	Garth Brooks & KISS	Hard Luck Woman			1156	41	0	12	88	28.2
66	Nine Inch Nails	Closer			1131	67	3	5	8	17.1
67	Offspring	Come Out And Play			1102	65	2	10	8	17.2
68	Sarah McLachlan	Good Enough			1101	76	6	4	77	15.2
69	For Real	You Don't Know Nothin'			1087	59	3	2	42	19.4
70	Ace Of Base	The Sign			1082	56	0	8	91	19.3
71	Toni Braxton	How Many Ways			1078	81	27	0	86	18.9
72	Madonna	I'll Remember			1061	51	0	7	74	20.8
73	Ice Cube	Bop Gun (One Nation)			1035	37	2	1	34	27.9
74	Youssou N'Dour	7 Seconds			1029	63	7	3	52	17.1
75	Lauren Christy	The Color Of Night			1004	63	0	8	47	15.9
76	Tevin Campbell	Always In My Heart			980	34	0	14	91	28.8
76	Counting Crows	Mr. Jones			980	50	0	16	94	19.6
78	Inner Circle	Games People Play			931	40	1	27	87	23.8
79	Da Brat	Funkdafied			872	36	0	7	63	24.2
80	Salt-N-Pepa	None Of Your Business	Page 45		848	50	4	2	28	17.6

C#CRUNCH

MOST ADDED

ARTIST/SONG/LABEL (STATIONS LISTED SHOW LARGEST INCREASES)	TOTAL/ADDS
1 MADONNA. Secret (Maverick/Sire/WB) WHTZ WPLJ WSPK KCAQ KHTY KIIS KXXX KPSI WBSS WIOQ	202/196
2 ERIC CLAPTON. Motherless Child (Reprise) WSPK WHOB KISX KNIN KIOC WRQK WBIZ WMTX KFFM WVAQ	47/44
3 BON JOVI. Always (Mercury) WSPK KHTY KHMV WKDD WZJM KDWB KROC KUBE KIMN WZYQ	171/36
4 GIN BLOSSOMS. Allison Road (A&M) KHTY KNIN KIMN WKCI WQGN WYHY WSNX WVIC WJET KYJO	115/33
5 R.E.M. What's The Frequency, Kenneth? (WB) KHTY WAYV WKDD KZIO WAOA KTMT WKSE WHJX KMCK WTCF	97/27
5 TONI BRAXTON. How Many Ways (LaFace/Arista) KPSI KMEL WXKS KISX WHYI WKCI WAOA KZHT WPRO WLAN	81/27
5 TOAD THE WET SPROCKET. Something's Always Wrong (Columbia) WSPK WAYV KRBE KKFR KWNZ WZPL KISF WYHY WJET WNNK	143/27
8 JULIANA HATFIELD. Spin The Bottle (RCA) WXKS WFLZ KKFR WKCI WLUM WAHC WBBO WGRD KYJO KUTQ	25/23
9 LUCAS. Lucas (With The Lid Off) (Big Beat/Atlantic/AG) WNNX KUBE WBBO WKSE KMGZ WYCR WOVV WFLY WKRZ KMCK	41/19
10 CAUSE & EFFECT. Alone (Zoo) KDUK KTMT WBBO WKSI WHTO KIOK WWKZ KQID KSMB KFTZ	29/18
10 SASS JORDAN. Sun's Gonna Rise (Impact/MCA) WAOA WFHN WLAN WKRZ WKMV WWCK KSKG WYYS WPXR WNDU	58/18
12 AALIYAH. At Your Best (You Are Love) (Blackground/Jive) KHKS KDWB KKLQ WDCG WAHC KYJO WNVZ WLAN WXSX KMCK	98/17
12 ROLLING STONES. Out Of Tears (Virgin) KHMV WKDD WZYQ WEZB KUTQ WABB WNKI KQKQ WXXM WGLU	103/17
14 HARRY CONNICK, JR. (I Could Only) Whisper Your Name. (Columbia) WXKS KIOC WQGN KISN WXSX KMCK KHTT WERZ WJMX WXXM	38/16
14 JACKSON BROWNE. Sky Blue And Black (Elektra) KIOC WMTX KTMT WKRQ WEZB WGTZ WHTO WAAL WYYS WDDJ	25/16
16 JESUS & MARY CHAIN. Sometimes Always (American/WB) KIOC WKBQ KWNZ WKSE KUTQ WNVZ KHTT WTRW WBNQ WDDJ	30/15
17 COLLECTIVE SOUL. Breathe (Atlantic/AG) WYCR WHHY WHTO WSTW WTRW WAAL WPXR KSMB KKBK KLRZ	39/14
17 GLORIA ESTEFAN. Turn The Beat Around (Epic) KMXZ WZYQ WPRO WABB WKDY WNTQ WNKI WZYP KLUC KWTX	158/14
17 INI KAMOZE. Here Comes The Hot Stepper (Columbia) KCAQ KPWR KHQT KYLD WPGC WPOW KKFR KHTN KSFM KTFM	31/14
20 DEADEYE DICK. New Age Girl (Ichiban) KHTY WQGN WBWB WFHN WVSR WHTO WILN WTRW WNTQ WXLK	110/13

ACCELERATED AIRPLAY

ARTIST/SONG/LABEL (STATIONS LISTED SHOW LARGEST INCREASES)	TOTAL/ADDS
1 BON JOVI. Always (Mercury) WAYV WHOB KNIN KISX WRQK WSTR WBIZ KDWB KZIO WMTX	+2232
2 MADONNA. Secret (Maverick/Sire/WB) WHTZ WPLJ WSPK KXXX WIOQ WPST WAYV WBSS WXKS KNIN	+2193
3 GLORIA ESTEFAN. Turn The Beat Around (Epic) WSPK KGGI KPSI KHTY KXXX KNIN KHMV WBIZ KIMN WQGN	+1073
4 GIN BLOSSOMS. Allison Road (A&M) WSPK WPST WAYV KNIN KISX KZIO WBZZ WBWB KTMT WLUM	+941
5 TOAD THE WET SPROCKET. Something's Always Wrong (Columbia) WPST KNIN KISX KRBE KZIO KROC KKLQ WAOA WXXL WAZY	+815
6 SHERYL CROW. All I Wanna Do (A&M) WHTZ WSPK KHTY WBSS WPST WXKS KHKS KRBE WFLZ KFFM	+777
7 TONI BRAXTON. How Many Ways (LaFace/Arista) WSPK KCAQ KHTY KNIN WBIZ KROC KFFM WHYI WVAQ KHTN	+765
8 LUTHER VANDROSS/MARIAH CAREY. Endless Love (Columbia) KHTY KNIN WMTX WVAQ KQKS WZYQ WKCI WYHY KMGZ WXXK	+729
9 MELISSA ETHERIDGE. I'm The Only One (Island) WSPK KHTY WKDD WZJM KUBE KWNZ WZYQ WKRQ WYHY WBBO	+683
10 ROLLING STONES. Out Of Tears (Virgin) KNIN WRQX KZIO KISN WHHY WKMX WXSX KMCK KHTT WKDY	+624
11 R.E.M. What's The Frequency, Kenneth? (WB) WSPK WHTZ WZJM KROC KUBE WXXL KISF WAHC WGRD KUTQ	+621
12 REAL MCGOY. Another Night (Arista) KHTY KGGI WIOQ KNIN KISX KKFR WHHH WAZY WZPL KISF	+592
13 FOUR SEASONS. December '63 (Oh What A Night) (Curb Records) KHTY KISX KNIN WZJM WSTR KROC WMTX KFFM WZYQ WXXL	+579
14 SASS JORDAN. Sun's Gonna Rise (Impact/MCA) KIOC KROC KZIO KWNZ WQGN KTMT WEDJ KSKG WAAL WERZ	+456
15 IMMATURE. Never Lie (MCA) WSPK KPWR KMEL KKFR KWLN KTMT KMGZ KTFM WFHN KKSS	+382
16 LUCAS. Lucas (With The Lid Off) (Big Beat/Atlantic/AG) WIOQ WPST WNNX KZIO KUBE KKSS KQKQ WAFX KLRZ KIXY	+381
17 CRYSTAL WATERS. 100% Pure Love (Mercury) WSPK KMXZ KRBE KZIO KKFR WZYQ WBWB KISF WYHY KYJO	+375
18 GREEN DAY. Basket Case (Reprise) KROQ KWNZ KUTQ WNVZ WKMX WTCF WXLK WPXR KKMV KCDD	+373
19 AALIYAH. At Your Best (You Are Love) (Blackground/Jive) WSPK KGGI KPWR WJMN KDWB KKFR WERQ WHHH KZHT KKSS	+363
20 ELTON JOHN. Circle Of Life (Hollywood) KHTY WBZZ KKRZ WKTI WEDJ KMGZ WQXA WSTW WXSX WNKI	+358

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The Chart Page Page 64

WHAT'S THE FREQUENCY
 KENNETH?

R.E.M.

They Couldn't Wait!

WHTZ 65 Plays
 WZPL 29 Plays
 WPLY 22 Plays
 WHYT 53 Plays

WLUM 54 Plays
 WQKQ 29 Plays
 KRBE 18 Plays
 WKBQ 16 Plays

KUTQ 42 Plays
 WENZ 28 Plays
 WEZB 16 Plays
 WNVZ 12 Plays

KROQ 41 Plays
 WZJM 26 Plays
 KISF 16 Plays
 KWTX 12 Plays

WAHC 40 Plays
 WNNX 24 Plays
 KUBE 15 Plays
 WKSE 8 Plays

Appearing On Saturday Night Live November 12th!  Exclusive! 31 Plays!



"What's The Frequency, Kenneth" the premiere single from **MONSTER**

Produced by Scott Litt and R.E.M.
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NETWORK ⁴⁰

PLAYS PER WEEK

COMPUTER GENERATED AIRPLAY REPORTS

ARTIST/SONG/LABEL	2W	LW	TW
1 BOYZ II MEN. I'll Make Love To You (Motown)	11334	11648	11855
2 SHERYL CROW. All I Wanna Do (A&M)	8074	9249	10026
3 LUTHER VANDROSS/MARIAH CAREY. Endless Love (Columbia)	6100	7390	8119
4 BABYFACE. When Can I See You (Epic)	8322	8312	8083
5 JOHN MELLENCAMP. Wild Night (Mercury)	8362	8062	7535
6 LISA LOEB & NINE STORIES. Stay 'I Missed You (RCA)	8176	7647	6843
7 AMY GRANT. Lucky One (A&M)	5445	5830	5997
8 MELISSA ETHERIDGE. I'm The Only One (Island)	4618	5277	5960
9 PRETENDERS. I'll Stand By You (Sire/WB)	4269	4725	5078
10 FOUR SEASONS. December '63 (Oh 'What A Night) (Curb Records)	3954	4395	4974
11 CRYSTAL WATERS. 100% Pure Love (Mercury)	3873	4444	4819
12 REAL McCOY. Another Night (Arista)	3433	4100	4692
13 PRINCE. Letitgo (WB)	4539	4734	4652
14 COLLECTIVE SOUL. Shine (Atlantic/AG)	5560	5157	4585
15 ELTON JOHN. Circle Of Life (Hollywood)	3385	3841	4199
16 ACE OF BASE. Don't Turn Around (Arista)	5339	4730	4130
17 SOPHIE B. HAWKINS. Right Beside You (Columbia)	3499	3660	3976
18 ELTON JOHN. Can You Feel The Love Tonight (Hollywood)	5223	4540	3715
19 JON SECADA. Whipped (SBK/EMI Records)	3055	3398	3620
20 STEVE PERRY. You Better Wait (Columbia)	5155	4501	3507
21 SEAL. Prayer For The Dying (ZTT/Sire/WB)	4374	3944	3283
22 GLORIA ESTEFAN. Turn The Beat Around (Epic)	541	2083	3156
23 COUNTING CROWS. Round Here (DGC)	4511	3855	3080
24 CHANGING FACES. Stroke You Up (Big Beat/Atlantic/AG)	2772	2972	3027
25 SOUNDGARDEN. Black Hole Sun (A&M)	3638	3469	2922
26 JON SECADA. If You Go (SBK/EMI Records)	3840	3395	2899
27 BON JOVI. Always (Mercury)	—	663	2895
28 GREEN DAY. Basket Case (Reprise)	2228	2372	2745
29 CANDLEBOX. Far Behind (Maverick/Sire/WB)	2566	2604	2645
30 DES'REE. You Gotta Be (550 Music)	2223	2380	2639
31 RICHARD MARX. The Way She Loves Me (Capitol)	3688	3200	2545
32 HUEY LEWIS & THE NEWS. But It's A Right (Elektra)	2234	2576	2544
33 AALIYAH. At Your Best (You Are Love) (Blackground/Jive)	1739	2144	2507
34 GIN BLOSSOMS. Until I Fall Away (A&M)	3112	2796	2497
35 MAZZY STAR. Fade Into You (Capitol)	1617	2155	2459
36 MELISSA ETHERIDGE. Come To My Window (Island)	2688	2660	2440
37 ANITA BAKER. Body & Soul (Elektra)	2235	2393	2386
38 TOAD THE WET SPROCKET. Something's Always Wrong (Columbia)	505	1558	2373
39 STONE TEMPLE PILOTS. Interstate Love Song (Atlantic/AG)	1718	2038	2358
40 DEADEYE DICK. New Age Girl (Ichiban)	1826	2075	2253

ARTIST/SONG/LABEL	2W	LW	TW
41 MADONNA. Secret (Maverick/Sire/WB)	—	—	2193
42 AEROSMITH. Crazy (Geffen)	3164	2652	2043
43 COOLIO. Fantastic Voyage (Tommy Boy)	2570	2370	1993
44 HOOTIE & THE BLOWFISH. Hold My Hand (Atlantic/AG)	1507	1737	1989
45 TONI BRAXTON. You Mean The World To Me (LaFace/Arista)	2516	2392	1942
46 MARIAH CAREY. Anytime You Need A Friend (Columbia)	2906	2295	1873
47 AARON HALL. I Miss You (Silas/MCA)	2792	2382	1849
48 GIN BLOSSOMS. Allison Road (A&M)	364	902	1843
49 WET WET WET. Love Is All Around (London/Island)	2052	2029	1796
50 GERALD LEVERT. I'd Give Anything (EastWest)	2308	2143	1747
51 IMMATURE. Never Lie (MCA)	1111	1359	1741
52 KARYN WHITE. Hungah (WB)	1230	1455	1683
53 R.E.M. What's The Frequency, Kenneth? (WB)	331	1035	1656
54 WARREN G. This DJ (Violator/ral/Island)	1605	1540	1517
55 4 P.M. Sukiyaki (Next Plateau/Island)	1150	1326	1516
56 ROLLING STONES. Out Of Tears (Virgin)	61	860	1484
57 JANET JACKSON. Any Time, Any Place (Virgin)	2579	2039	1476
58 EDIE BRICKELL. Good Times (Geffen)	2665	2066	1447
59 ERASURE. Always (Mute/Elektra)	2408	1785	1413
60 AALIYAH. Back & Forth (Blackground/Jive)	1998	1547	1336
61 ALL-4-ONE. I Swear (Blitz/Atlantic/AG)	1907	1645	1335
62 ALL-4-ONE. Breathless (Blitz/Atlantic/AG)	1164	1307	1291
63 COLLAGE. I'll Be Loving You (Metropolitan)	1442	1352	1247
64 WEEZER. Undone-The Sweater Song (DGC)	691	978	1245
65 GARTH BROOKS & KISS. Hard Luck Woman (Mercury)	1815	1557	1156
66 NINE INCH NAILS. Closer (Nothing/TVT/Interscope/AG)	1105	1113	1131
67 OFFSPRING. Come Out And Play (Epitaph)	1386	1290	1102
68 SARAH McLACHLAN. Good Enough (Arista)	482	884	1101
69 FOR REAL. You Don't Know Nothin' (A&M)	782	909	1087
70 ACE OF BASE. The Sign (Arista)	1108	1083	1082
71 TONI BRAXTON. How Many Ways (LaFace/Arista)	47	313	1078
72 MADONNA. I'll Remember (Maverick/Sire/WB)	1369	1099	1061
73 ICE CUBE. Bop Gun (One Nation) (Priority)	952	1038	1035
74 YOUSOU N'DOUR. 7 Seconds (Chaos)	722	837	1029
75 LAUREN CHRISTY. The Color Of Night (Mercury)	790	919	1004
76 COUNTING CROWS. Mr. Jones (DGC)	1308	1107	980
76 TEVIN CAMPBELL. Always In My Heart (Qwest/WB)	1726	1493	980
78 INNER CIRCLE. Games People Play (Big Beat/Atlantic/AG)	1944	1580	931
79 DA BRAT. Funkdafied (So So Def/Chaos)	1267	1077	872
80 SALT-N-PEPA. None Of Your Business (Next Plateau/London/Island)	728	740	848