

MANAGING TRANSITION IN THE POST-MERGER PERIOD

Whether it's one station buying another or the merger of two mega-groups, consultant **Irwin Pollack** has a five-step plan for managing the *people* involved in the change.

Page 18

GETTING THE MOST FROM YOUR MUSIC SCHEDULING

Computerized music scheduling systems make a programmer's job easier — if you use 'em right. **RCS's Kenny Lee** and **A-WARE Software's Joe Knapp** offer some expert insights.

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SELLING ALTERNATIVE TO THE AGENCY BUYERS

Three leading agency buyers sound off on what they think are the Alternative format's biggest sales strengths (and weaknesses).

Page 90

PEOPLE IN THE NEWS

- **Chris Conley** new WBEB/Philly PD
- **Louis Kaplan** now KLLC/SF PD
- **Mike Brophay** named WKLB/Boston PD; **Harry Nelson** becomes WROR/Boston PD
- **Robert Melfi** becomes PAR Radio Seattle GM
- **Jack Evans** appointed to Jacor San Diego Dir./Programming Ops
- **Alan Grunblatt** named Sr. VP at Relativity

Page 3

THIS #1 WEEK

- CHR/POP**
 - **DONNA LEWIS** I Love You Always Forever (Atlantic)
- CHR/RHYTHMIC**
 - **KEITH SWEAT** Twisted (Elektra/EEG)
- URBAN**
 - **SWV** Use Your Heart (RCA)
- URBAN AC**
 - **LUTHER VANDROSS** Your Secret Love (LV/Epic)
- COUNTRY**
 - **BRYAN WHITE** So Much For Pretending (Asylum/EEG)
- NAC**
 - **NORMAN BROWN** Better Days Ahead (MoJazz/Motown)
- HOT AC**
 - **ERIC CLAPTON** Change The World (Reprise)
- AC**
 - **ERIC CLAPTON** Change The World (Reprise)
- ACTIVE ROCK**
 - **SOUNDGARDEN** Burden In My Hand (A&M)
- ROCK**
 - **TOM PETTY & THE HEARTBREAKERS** Walls (Warner Bros.)
- ALTERNATIVE**
 - **311** Down (Capricorn/Mercury)
- ADULT ALTERNATIVE**
 - **JOHN MELLENCAMP** Key West Intermezzo... (Mercury)

NEWSSTAND PRICE \$6.50



Industry Consolidation Means Stronger GMs But Fewer Jobs

BY JEFFREY YORKE
R&R WASHINGTON BUREAU CHIEF

Managing radio stations has always been a matter of "survival of the fittest." But with the consolidation of ownership that began earlier this year, the industry's standards bar has been raised to a new level.

Although it's too early to accurately gauge the number of stations that have begun sharing GMs since the Telecommunications Act was passed in February, according to an NAB spokesperson, it's clear that GMs are facing increased pressure to perform.

And the way some group owners see it, any more than one GM per market is overkill — an unnecessary overhead that, when lopped off, can add a chunk of dough to the bottom line.

"I believe in the general-manager consolidation theory," said **Alfred Liggins**, President of **Radio One**, an eight-station group

that was begun with mother **Cathy Hughes's** purchase of **WOL-AM/Washington** more than a decade and a half ago. **Radio One** now operates three stations in the nation's capital, four in Baltimore, and one in Atlanta, with further expansion planned.

"If you have a great sales manager, the sales manager can run the sales department," **Liggins** stated. "The GM's job is to coordinate the different department heads and make sure they move toward the fulfillment of the corporate goal for the particular station.

"Unfortunately for the general manager, [this may mean] many of his functions can be served by having a strong corporate infrastructure. One GM can coordinate the department heads of many different radio stations and keep them on track."

GMs/See Page 16

"Although there could be fewer jobs in the future, there's an ever-increasing demand for quality people. The top performers will be better compensated and will have greater opportunities than ever before."
— Benjamin Hill

Evergreen, EZ, SFX Engage In Charlotte Super-Swap

■ **EZ, SFX to snare two-thirds of market revenues**

BY HEATHER VAN SLOOTEN
R&R WASHINGTON BUREAU

Last week's Hurricane Fran may have spared Charlotte for the most part, but **Evergreen Media**, **EZ Communications**, and **SFX Broadcasting** didn't do likewise in last week's 10-station

Complete Charlotte ownership breakout: Page 6

Charlotte and also acquires the **John Boy & Billy** network.

In the first deal, **EZ** is swapping **WIOQ-FM & WUSL-FM/Philadelphia** plus \$10 million cash for all six of **Evergreen's** Charlotte properties: **WFNZ-AM, WBAV-AM & FM, WNKS-FM, WPEG-FM & WRFX-FM**. **Evergreen** — which already owns **WFLN-FM, WJZZ-FM & WYXR-FM/Philadelphia** — will reach the five-FM limit in that market.

SWAPS/See Page 32

Boston Programming Legend Sunny Joe White Remembered

BY TONY NOVIA
R&R CHR EDITOR

Joseph W. White III — the cutting-edge, flashy Boston programming legend known as **Sunny Joe White** — was found dead Saturday night (9/7) in his downtown Boston apartment. He was 42.

According to a report in the *Boston Globe*, "[White's mother] **Juanita** had been unable to contact White by phone on Saturday from her home in Charlotte. She then called friends to check up on him." After friends failed to reach White by phone, police went to White's apartment. At 10:13pm, they found him dead on his couch, apparently as a result of heart problems. White's mother said, "He was suffering from an enlarged heart which couldn't pump enough blood."

Sources say White had visited a local Boston hospital two weeks ago after suffering chest pains and was notified by doctors that he had suffered a heart attack earlier that week. After a short stay at the hospital, White was released.

WHITE/See Page 16



Sunny Joe White

For Some, Web Sites Are A Labor Of Love

■ They're making little or no money, but they're having lots of fun

BY RON RODRIGUES
R&R MANAGING EDITOR

"Seventy-seven, W-A-B-C ... movin' and groovin', havin' a ball, with Cousin Bruce ... Yeesss, hi everybody, take my hand, it's grand, we're up to the Top 10 right now, hope everybody's having a wonderful time on the Bruce show ..."
— **Cousin Bruce Morrow**, **WABC**, 1963

Snippets like these motivated a lot of people to get into radio over the years, but with the exception of dedicated aircheck collectors, not a lot of radio pros get to hear those bits of history anymore — until now.

Thanks to Internet technology and the efforts of **Richard Irwin**, that **Bruce Morrow** aircheck and dozens of others are available for your listening pleasure (if you have a RealAudio and 28.8k modem-equipped computer) on Irwin's web site: <http://www.reelradio.com>.

Irwin is among a cadre of radio professionals who have set up sites on the Internet, not necessarily for a profit motive, but instead as a creative outlet for their passion and love for the radio industry.

"I don't want to make any money on this, nor do I want to charge people for listening to the airchecks," said Irwin, a former broadcaster who is now webmaster of an Internet service provider

WEB/See Page 32



R&R Sets Second Talk Seminar

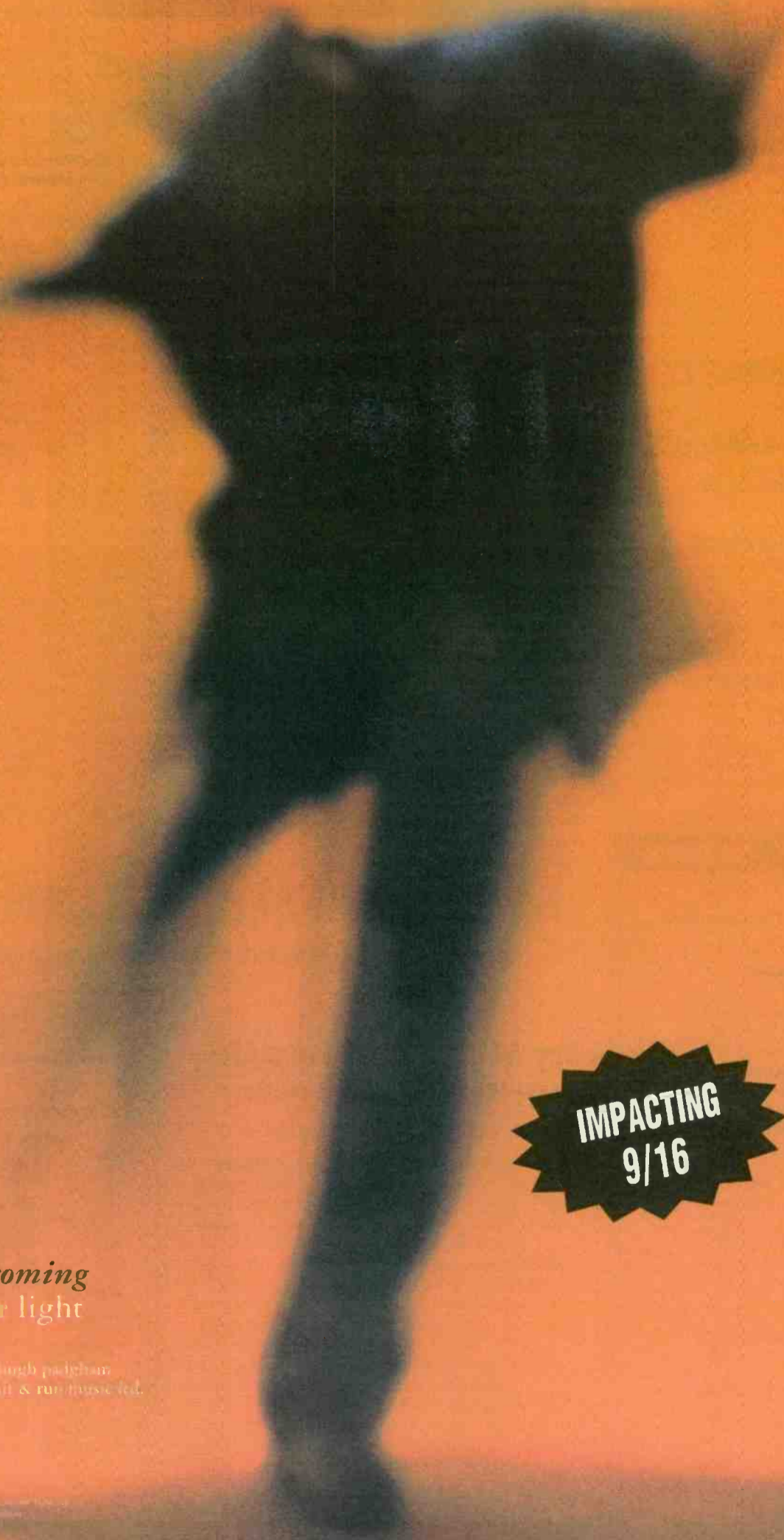
R&R has announced its **Talk Radio Seminar '97** is set for February 27-March 2 at Washington, DC's Grand Hyatt Hotel.

The second annual **R&R Talk Radio Seminar** will once again provide specific learning opportunities for format GMs, PDs, and talk show producers. Addresses by prominent talk and political figures and management experts — as well as concurrent breakout sessions — will be featured.

"The overwhelming success of this year's first annual **R&R Talk Radio Seminar** has set the standard for excellence that all attendees can look forward to receiving," said Publisher/CEO **Erica Farber**. "It's produced by the Talk radio community for the Talk radio community."

Look for additional information on the seminar in forthcoming issues of **R&R**.

phil collins dance into the light



**IMPACTING
9/16**

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album* into the light

*produced by phil collins & lugh padgham
management tony smith/hit & run music ltd.*



AC WBEB/Philly Taps Conley As PD

Seven-month NAC KHIH/Denver PD Chris Conley is set to return to programming a Pennsylvania AC when he joins WBEB/Philadelphia later this month (9/23) as PD. Conley succeeds Jim Ryan, who departed to program WLTW/New York (R&R 8/16).



Conley told R&R, "The NAC audience is smaller, but its listeners are way up there on the passion level. [New KHIH owner] Jacor has a reputation for being aggressive and doing off-the-wall things, but they're really good people. I enjoyed working in NAC and was glad to get an-

CONLEY/See Page 32

National Network Radio Ratings

■ RADAR 53, Spring '96

Network	12+ Persons		
	Radar 52	Radar 53	% Change
ABC Prime	3689	3788	+2.7
ABC Platinum	2120	2167	+2.2
WWI Variety	1806	1946	+7.8
WWI CNN	1866	1915	+2.6
ABC Genesis	1668	1752	+5.0
CBS Spectrum	1647	1727	+4.9
CBS	1477	1440	-2.5
WWI AC	1129	1173	+3.9
WWI Yng Adult	952	1028	+8.0
ABC Excel	1113	969	-12.9
ABC Galaxy	885	930	+5.1
American Urban	897	896	-0.1
WWI Country	774	754	-2.6
WWI Source	716	716	—
ABC Advantage	—	438	—

RADAR/See Page 32

Some Radio Biz Salaries Surge

Radio industry salaries for those individuals who are taking on greater responsibilities as a result of consolidation are on the rise, according to preliminary results of the annual Miller, Kaplan, Arase & Co. radio industry salary survey.

Full details of the survey will be published in the October 11 issue of R&R. Stations that received a salary survey questionnaire are asked to return it to Miller, Kaplan, Arase & Co. by September 20. They will be handled with strict confidentiality.

Towering Down



KLVI-AM/Beaumont, TX recently demolished and replaced three of its four broadcast towers as part of a \$500,000 renovation of its transmitter facilities.

Kaplan Named 'Alice'/SF PD

Four-year WGTZ/Dayton programmer Louis Kaplan will exit the CHR to take over programming duties at Westinghouse/CBS outlet KLLC/San Francisco. He replaces Steve Hoffman, who joined "Alice" in May but left shortly thereafter.

"I couldn't be more excited," Kaplan told R&R. "Westinghouse/CBS is a great company, and [KLLC VP/GM] Steve DiNardo is an excep-



Kaplan

tional man. We have the opportunity to do some fun and interesting things. There's room for a station like Alice in San Francisco and not necessarily at the expense of some other stations. It may enhance the market's radio listening."

Admitting that Alice is a hard station to describe, Kaplan continued, "It's a hybrid of several formats. I guess it could be called anything

KAPLAN/See Page 32

Brophey PD As WBCS & WKLB Unite; Nelson Moves Back To Oldies WROR

The long-rumored merger of Greater Media Boston Country outlet WBCS-FM and soon-to-be-acquired WKLB-FM became reality last week, when the WKLB calls moved over to WBCS's frequency as "Country 96.9, WKLB." WXTU/Philadelphia Asst. PD/MD/afternoon personality Mike Brophey is leaving after 14 years to take the WKLB PD post.

Meanwhile, WKLB's 105.7 frequency has flipped to Oldies with the return of the legendary WROR calls. Previous WBCS & WKLB PD Harry Nelson has moved over to program WROR; he'll continue to oversee WKLB.

BOSTON/See Page 32

PAR To Buy WSCR/Chicago From CBS

■ Co-owned KBLV/Seattle appoints Melfi GM

Personal Achievement Radio (PAR) has agreed to purchase all-Sports WSCR-AM/Chicago from Westinghouse/CBS. The sale completes CBS Radio's requirement to sell two Chicago radio stations to minority broadcasters in order to comply with current FCC ownership regulations; it had sold WYSY-FM to Spanish Broadcasting System last month (R&R 8/30).

Concurrently, PAR has tapped Robert Melfi — most recently WSNE-FM/Providence's Station Manager — as GM of KBLV-AM/Bellevue-Seattle, an Urban AC outlet currently operated by PAR under an LMA. KBLV is set to flip to PAR's Motivational Talk format (originating from KYPA-AM/Los

PAR/See Page 32

SEPTEMBER 13, 1996

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Adult Contemporary	72	Adult Alternative Albums	102

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Evans Is Jacor Dir./SD Programming Ops

KBPI-FM & KRFX-FM/Denver OM Jack Evans has been named to Jacor Communications' newly created Director/San Diego Programming Operations post, effective October 1. Evans will supervise the PDs of all-Sports XTRA-AM, CHR/Rhythmic KHTS-FM, and Alternative XTRA-FM and oversee all format alignments, marketing strategies, and resource utilizations for the stations.

Jacor VP/Programming Tom Owens commented, "In his capacity as OM at KBPI & KRFX, as well



Evans

as prior Jacor programming positions in Nashville and Jacksonville, Jack has consistently demonstrated an impressive ability to reconcile compelling radio with fiscal accountability. He has many creative and interpersonal qualities that we are certain will benefit our San Diego properties."

Evans joked, "Randy [Michaels, Jacor President/Co-COO] and Tom didn't need to promote me. I never intended to show the 'Tijuana video' — [financier] Sam Zell has it anyway."

Relativity Boosts Grunblatt To Sr. VP

Alan Grunblatt has been elevated to Sr. VP of Relativity Records. He formerly was the label's VP/Marketing & Promotion.

"Alan is a key element in this company's growth," TriStar Music Group President Sal Licata told R&R. (TriStar is the Sony umbrella company encompassing Relativity.) "Alan's a people-person. He's very well-liked. He works very well with the artists and our team here. And he's so knowledge-



Grunblatt

able about urban music." Grunblatt added, "I'm proud to be a part of Relativity's executive team and incredibly excited about the future of our company."

Grunblatt began his music career in 1976 at RCA Records, where he rose from junior market research analyst to Director/Marketing Research, VP/Product Management, and eventually VP/Marketing. He joined Relativity in 1991.

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Religious Broadcasters Hold First Policy Conference

□ **Legislators, regulators discuss industry issues**

Family values, media bias, and separation of church and state were a few of the hot topics at last week's **National Religious Broadcasters' Public Policy Conference** in Washington, DC. An estimated 140 broadcasters, mainly from the radio industry, attended, according to the NRB.

Among the notables speaking were **Empower America's Bill Bennett**, Rep. **Billy Tauzin** (R-LA), House majority leader **Dick Armey** (R-TX), Rep. **Robert Dornan** (R-CA), Sen. **Conrad Burns** (R-MT), and **Salem Communications Chairman Stuart Epperson**.

Clashing Roles

Although certainly not the focus of the conference, telecommunications reform and the FCC were addressed. Of particular concern was the clashing roles that the FCC and the Department of Justice seem to be playing in the deregulated radio market. NAB Exec. VP/General Counsel **Henry Bauman** said the Department of Justice "may be the biggest impediment to the FCC consolidation." But the FCC might just be a close second.

Even though Congress loosened the ownership limits, those limits

could conflict with antitrust laws. FCC Commissioner **Susan Ness's** legal advisor, **Anita Wallgren**, pointed out, "When you look carefully at the language with regard to the changes in the ownership rules, and when you look at the specific intent of Congress in the Telecom Act, it's possible the FCC would make findings that do not revolve around the simple numerical caps."

In other words, once a deal passes Justice Department muster, the FCC can still review it, as they have indicated they will do in the case of the **Jacor/Citicasters** deal. In that case, Ness pointed out that the FCC is not bound by Justice's decision. Wallgren said the Commission may consider such things as diversity of voices in a market.

Bauman summed up the state of the broadcasting industry by pointing out

that "competition is now a non-partisan issue." He also said that, with digital radio on the horizon, traditional broadcasters are going to have to "be more local to balance the marketplace." The issue of digital radio drew little more than a yawn from the audience, even though Wallgren stressed Ness sees DARS as possibly being "extremely disruptive to traditional broadcasters."

Also at the conference:

- Rep. Arney challenged Religious Broadcasters: "Will you commit to truth? In your work as you're before a mike, you see hungry faces turning to you ... be devoted to truth that will guide the lives of seekers."

- Former U.N. Ambassador **Alan Keyes** delivered the keynote address.

- In the most well-attended session, panelists and attendees debated separation of church and state.

- Syndicated columnist and former NBC radio and television reporter **Cal Thomas** lashed out against liberal bias in the media, saying it is "so obvious ... so documented it is beyond

Continued on Page 11

BUSINESS BRIEFS

ARS Beefs Up In Baltimore

Who says there are no points for second best? **American Radio Systems'** acquisition of **WOCT-FM & WWMX-FM/Baltimore** earlier this week knocked **Evergreen Media** out of its second-place slot among radio groups ranked by station revenues, according to **BIA Publications**. The **CBS Radio Group** still has a firm hold on first place.

ARS is paying \$60 million for WWMX and a cool \$30 million for WOCT. The pair, purchased from **Capitol Broadcasting Co.**, will join ARS's existing combo, **WBMD-AM & WQSR-FM/Baltimore**. When all of its pending acquisitions are complete, ARS will own 95 stations in 20 markets.

More EEO Fines

WCMS-AM & FM/Norfolk and **WKY-AM, WVEZ-FM & WTFX-FM/Louisville** are the latest stations to get slapped with FCC fines for not adequately recruiting minorities.

In the Norfolk case the Commission said the stations "did not engage in recruitment for 70% of its vacancies and failed to conduct meaningful self-assessment." That translated into a \$14,000 levy. The Louisville stations — which were owned by **Prism Radio Partners** during the license period when the fines were incurred — were fined \$16,000.

As is usually the case with such EEO fines, the stations were not charged with employment discrimination.

Continued on Page 11

Charlotte's Ownership Web

OWNER NAME CALLS	FORMAT	STATION REVENUE*	%SHARE MARKET REVENUE	LOCAL COM SHARE	%OWNER REVENUES IN CHARLOTTE
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American Radio Systems

WFNZ-AM	Sports	200	0.3	0.7	
WBAV-AM	Urban	250	0.4	0.8	
WBAV-FM	Urban/AC	1700	3.0	5.3	
WPEG-FM	Urban	6500	11.3	12.2	
WSOC-FM	Country	9000	15.7	13.0	
WTDR-FM	Country	4600	8.0	7.5	
Total		22,250	38.8%	39.5	6.6%

SFX Broadcasting

WLYT-FM	AC	3200	5.6	6.7	
WNKS-FM	CHR	2200	3.8	6.2	
WRFX-FM	Classic Rock	8700	15.2	10.6	
WSSS-FM	Oldies	3100	5.4	5.6	
Total		17,200	30.0%	29.1	8.6%

Jefferson-Pilot Communications

WBT-AM	Talk	5400	9.4	8.9	
WBT-FM	Talk	5000	9.4	8.9	
WWSN-FM	Hot AC	n/a	0.0	n/a	
Total		10,400	18.2%	15.4	13.5%

Dalton Group

WWMG-FM	Oldies	4000	7.0	6.3	
WEND-FM	Alternative	750	1.3	2.1	
Total		4750	8.3%	8.4	40.4%

GHB Broadcasting

WVMX-FM	Nostalgia	400	0.7	1.5	
WHVN-AM	Religion	250	0.4	0.7	
WAVO-AM	Religion	0	0	0	
Total		650	1.1%	2.2	9.2%

Davis Broadcasting

WCCJ-FM	NAC	200	0.3%	0.5	4.9%
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Willis Family Broadcasting

WGSP-AM	Gospel	300	0.5%	0.7	23.1%
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Pacific Broadcasting Group

WXRC-FM	Adult Alternative	1000	1.7%	2.5	100%
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Monroe Broadcasting Co.

WIXE-AM	Country	200	0.3%	0.3	100%
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Our Three Sons Broadcasting

WRHI-AM	AC	200	0.3%	0.8	100%
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Christ Covenant Church

WVMX-AM	Nostalgia	150	0.3%	0.8	100%
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Note: List does not include 18 stations for which revenue information was not available. None of these 18 stations are owned by any of the groups listed above.

*in thousands

Source: **BIA Publications Inc.**

HELPING RADIO ENTREPRENEURS BUILD THEIR COMPANIES

\$75,000,000

Senior Debt Financing
has been arranged for
Paxson Communications Corporation



\$150,000,000

Senior Credit Facility
has been arranged for
Paxson Communications Corporation



\$24,200,000

Senior Debt Financing
has been arranged for
Mel Wheeler, Inc.



\$11,200,000

Equity Capital
has been arranged for
Shockley Communications Corporation



\$10,000,000

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DEAL OF THE WEEK

- **Evergreen Media-EZ Communications swap \$250 million**
- **WFNZ-AM, WBAV-AM & FM, WNKS-FM, WPEG-FM & WRFX-FM/Charlotte**
- **WIOQ-FM & WUSL-FM/Philadelphia**
- **EZ Communications -SFX swap \$100 million**
- **WNKS-FM, WRFX-FM & WSSS-FM/Charlotte**
- **WTDR-FM/Charlotte**

1996 DEALS TO DATE

- Dollars To Date: \$12,129,214,820**
(Last Year: \$4,360,824,551)
- This Week's Action: \$149,344,050**
(Last Year: \$26,125,810)
- Stations Traded This Year: 1686**
(Last Year: 942)
- Stations Traded This Week: 33**
(Last Year: 21)

TRANSACTIONS AT A GLANCE

- KZBR-FM/Mountain Pine, AR \$130,000
- KAVA-AM/Burney, CA \$35,000
- KLXR-AM/Redding, CA \$100,000
- WKSS-FM/Hartford, CT \$18 million
- WEDD (FM CP)/Englewood, FL \$500,000
- WJAJ-AM & FM/Swainsboro, GA \$84,050
- WSNV-FM/Howland, ME \$350,000
- WOCT-FM & WWMX-FM/Baltimore \$90 million
- KASM-AM & FM/Albany, MN \$1.25 million
- WMXI-FM/Laurel, MS \$75,000
- KFEZ-AM/Kansas City, MO \$1.3 million
- WGRR-FM/Cincinnati \$31 million
- KOMS-FM/Poteau, OK \$520,000
- WJXY-AM & FM/Conway, SC \$1.3 million
- KWTX-AM & FM/Waco, TX \$3.8 million
- KKMO-AM/Tacoma, WA \$900,000

TRANSACTIONS

Series Of Swaps Shakes Charlotte

□ **Evergreen, EZ, SFX trade 10 stations for \$350M**

Deals Of The Week

Evergreen Media-EZ Communications swap
EXCHANGE VALUE: \$250 million
TERMS: Evergreen Media is swapping its six Charlotte stations for EZ Communications' WIOQ-FM & WUSL-FM/Philadelphia plus \$10 million cash.
BROKER: Peter Handy of Star Media Group

WFNZ-AM, WBAV-AM & FM, WNKS-FM, WPEG-FM & WRFX-FM/Charlotte
TRADED TO: EZ, headed by President Alan Box. It is under agreement to be acquired by American Radio Systems.
FREQUENCY: 610 kHz; 1600 kHz; 101.9 MHz; 95.1 MHz; 97.9 MHz; 99.7 MHz
POWER: 5kw day/1kw night; 1kw; 99kw at 988 feet; 100kw at 1542 feet; 95kw at 1611 feet; 84kw at 1056 feet
FORMAT: Sports; Urban/Oldies; Urban AC; CHR; Urban; Classic Rock

WIOQ-FM & WUSL-FM/Philadelphia
TRADED TO: Evergreen, headed by Chairman/CEO Scott Ginsburg. It owns 41 other stations, including WFLN-FM, WJJZ-FM & WYXR-FM/Philadelphia.

FREQUENCY: 102.1 MHz; 98.9 MHz
POWER: 27kw at 669 feet; 18kw at 830 feet
FORMAT: CHR; Urban

EZ Communications-SFX swap
EXCHANGE VALUE: \$100 million
TERMS: EZ Communications is trading WNKS-FM, WRFX-FM & WSSS-FM/Charlotte for SFX Broadcasting's WTDR-FM/Charlotte plus \$64.8 million cash.
BROKER: Ed Dugan of Dugan & Assoc.

WNKS-FM, WRFX-FM & WSSS-FM/Charlotte
TRADED TO: SFX Broadcasting, headed by Chairman Robert Sillerman
FREQUENCY: 95.1 MHz; 99.7 MHz; 104.7 MHz
POWER: 100kw at 1542 feet; 84kw at 1056 feet; 96kw at 1211 feet
FORMAT: CHR; Rock; Oldies

WTDR-FM/Charlotte
TRADED TO: EZ, headed by President Alan Box. It is under agreement to be acquired by American Radio Systems.
FREQUENCY: 96.9 MHz
POWER: 100kw at 1549 feet
FORMAT: Country

Arkansas

KZBR-FM/Mountain Pine
PRICE: \$130,000
TERMS: Asset sale for cash
BUYER: KellCom Inc., headed by President/CEO Jim Kellstrom. Phone: (501) 525-9700
SELLER: Advance Communications Co., headed by Mark Jones. Phone: (318) 449-1999
FREQUENCY: 101.9 MHz
POWER: 60kw at 328 feet
FORMAT: Hot AC
BROKER: Sunbelt Media

California

KAVA-AM/Burney
PRICE: \$35,000
TERMS: Asset sale for \$9350 cash and a \$25,650 promissory note
BUYER: Mark Allen. Phone: (916) 246-8782
SELLER: Essie Collins. Phone: (916) 335-4515
FREQUENCY: 1450 kHz
POWER: 10kw
FORMAT: Country

KLXR-AM/Redding
PRICE: \$100,000
TERMS: Asset sale for cash
BUYER: Alta California Broadcasting Inc., headed by President John Power. Phone: (602) 488-2596
SELLER: Redding Radio Corp.,

headed by President Ann Ridyard. It owns three other stations. Phone: (916) 221-6000
FREQUENCY: 1230 kHz
POWER: 10kw
FORMAT: This station is dark.

Connecticut

WKSS-FM/Hartford
PRICE: \$18 million
TERMS: Cash
BUYER: Multi-Market Radio Inc., headed by President/CEO Michael Ferrel. It owns or operates 12 other stations. Multi-Market is merging into SFX Broadcasting, which also owns WPOP-AM, WHCN-FM & WMRQ-FM/Hartford.
SELLER: Precision Media Corp.
FREQUENCY: 95.7 MHz
POWER: 16.5kw at 879 feet
FORMAT: CHR
BROKER: SCMC & Dick Blackburn of Blackburn & Co.

Florida

WEDD (FM CP)/Englewood
PRICE: \$500,000
TERMS: Asset sale for cash
BUYER: Jacor Communications of Sarasota Inc., headed by Benjamin Homel. It is a subsidiary of Jacor Communications. Phone: (513) 621-1300
SELLER: Sarasota-Charlotte Broadcasting Corp. Phone: (941) 966-6173

FREQUENCY: 105.9 MHz
BROKER: Kozacko Media Services and Jorgenson Broadcast Brokerage

Georgia

WJAT-AM & FM/Swainsboro
PRICE: \$84,050
TERMS: Asset sale for \$21,600 and a five-year, \$62,450 promissory note at 8% interest
BUYER: Box Broadcasting Corp., headed by President Donald Box. Phone: (512) 446-6946
SELLER: Radio Stations WJAT Inc. Phone: (912) 237-2011
FREQUENCY: 800 kHz; 98.1 MHz
POWER: 1kw day/500 watts night; 3kw at 285 feet
FORMAT: Country; Rock

Maine

WSNV-FM/Howland (Bangor)
PRICE: \$350,000
TERMS: Cash
BUYER: Moon Song Communications Inc., headed by Jerry Evans. It owns KQMO-FM/Springfield, MO.
SELLER: Bay Communications Inc., owned by Robert Cole. It owns three other stations.
FREQUENCY: 103.9 MHz
POWER: 54kw at 1509 feet
FORMAT: News/Talk
BROKER: New England Media

Continued on Page 11

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The Orlando Magic's John Cook: "We had been working with another research company when we heard about how quickly and how well Edison Media Research worked. We were so impressed with their performance that we're using them for several more projects. Radio stations are lucky to have a company like Edison concentrating on their field."

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TRANSACTIONS

Continued from Page 8

Maryland

WOCT-FM & WWMX-FM/ Baltimore

PRICE: \$90 million
TERMS: \$60 million for WWMX and \$30 million for WOCT
BUYER: American Radio Systems, headed by Chairman/CEO Steve Dodge. It owns, operates, or has agreed to buy 96 other stations, including WBGR-AM, WBMD-AM & WQSR-FM/Baltimore.
SELLER: Capitol Broadcasting Co.
FREQUENCY: 104.3 MHz; 106.5 MHz
POWER: 50kw at 420 feet; 7.4kw at 1217 feet
FORMAT: Oldies; Hot AC

Minnesota

KASM-AM & FM/Albany

PRICE: \$1.25 million
TERMS: Cash
BUYER: RepCom Inc., headed by President Dennis Carpenter. It owns KXSS-AM & KLZZ-FM/Waite Park, MN. Phone: (612) 253-9600
SELLER: KASM of Minnesota Inc., headed by President Robert Ingstad. He has interests in 26 other stations. Phone: (701) 845-1490
FREQUENCY: 1150 kHz; 105.5 MHz
POWER: 2.1kw day/21 watts night; 6kw at 328 feet
FORMAT: Full Service; Oldies
BROKER: Johnson Communication Properties Inc.

Mississippi

WMXI-FM/Laurel

PRICE: \$75,000
TERMS: Asset sale for cash
BUYER: Rainey Broadcasting Inc., headed by President Kenneth Rainey Sr. He has interests in seven other stations. Phone: (601) 673-9898
SELLER: Radio Laurel Inc., headed by President Wirt Yerger. Phone: (601) 362-3333
FREQUENCY: 98.1 MHz
POWER: 6kw at 328 feet
FORMAT: This station is dark.

Missouri

KFEZ-AM/Kansas City

PRICE: \$1.3 million
TERMS: Asset sale for \$700,000

cash; a seven-year, \$400,000 promissory note at 8% interest; and a six-year, \$200,000 promissory note at 8% interest

BUYER: KCBR-AM L.P. The general partner, Greystone Broadcasting Inc., is headed by President William Johnson. It owns KNHN-AM/Kansas City and KPHN-AM/Pittsburg, KS. Phone: (913) 342-1600
SELLER: Beal Broadcasting Co. Inc. Phone: (913) 642-3800
FREQUENCY: 1190 kHz
POWER: 5kw day/250 watts night
FORMAT: Nostalgia

New York

WZRQ-FM/Ballston Spa (Albany)

PRICE: \$1 million
TERMS: Radio Enterprises Inc. is receiving WZRQ in exchange for 200,000 shares of common stock.
BUYER: Radio Enterprises, headed by President/CEO David Arcara and Chairman James Arcara. It has agreed to buy WQBK-AM & FM & WQBJ-FM/Albany. Phone: (518) 381-1180
SELLER: DJA Media Inc. Phone: (518) 381-1180
FREQUENCY: 102.3 MHz
POWER: 4.1kw at 387 feet
FORMAT: Alternative

Ohio

WGRR-FM/Hamilton (Cincinnati)

PRICE: \$31 million
TERMS: Cash
BUYER: Tsunami Communications Inc., headed by President Tony Galluzzo. It owns KIIH-AM/Fort Collins, CO & KTCL-FM/Denver
SELLER: The Dalton Group Inc., headed by William and Susan Dalton. It also owns WEND-FM & WWMG-FM/Charlotte.
FREQUENCY: 103.5 MHz
POWER: 11kw at 1037 feet
FORMAT: Oldies
BROKER: Charles Giddens of Media Venture Partners

Oklahoma

KOMS-FM/Poteau

PRICE: \$520,000
TERMS: Asset sale for cash
BUYER: Pinnacle Radio Group L.L.C. Phone: (501) 762-2093
SELLER: LeRoy Billy. He owns

KPRV-AM/Poteau and KPVR-FM/Heavener, OK. Phone: (918) 647-3221

FREQUENCY: 107.3 MHz
POWER: 100kw at 1811 feet
FORMAT: Country
BROKER: Media Services Group

South Carolina

WJXY-AM & FM/Conway (Myrtle Beach)

PRICE: \$1.3 million
TERMS: Cash
BUYER: Carolina Broadcasting Inc., headed by President Stan Karas. It owns WCVA-AM & WCUL-FM/Culpeper, VA.
SELLER: Downs Satellite Broadcasting of South Carolina Inc., headed by President Paul Downs
FREQUENCY: 1050 kHz; 93.9 MHz
POWER: 5kw day/473 watts night; 6kw at 328 feet
FORMAT: Nostalgia; Country
BROKER: Tom Snowden of Snowden & Assoc.

Texas

KWTX-AM & FM/Waco

PRICE: \$3.8 million
TERMS: Asset sale for cash
BUYER: Gulfstar Communications Inc., headed by President Steve Hicks. It owns or has agreed to buy 31 other stations. Phone:

(512) 320-7222

SELLER: KWTX Broadcasting Co., headed by President Thomas Pears. Phone: (817) 776-1330
FREQUENCY: 1230 kHz; 97.5 MHz
POWER: 1kw; 97kw at 1568 feet
FORMAT: Oldies; CHR

Washington

KKMO-AM/Tacoma (Seattle-Tacoma)

PRICE: \$900,000

TERMS: Asset sale for \$330,000 cash and a \$570,000 promissory note

BUYER: Douglas Broadcasting Inc., headed by N. John Douglas. It owns eight other stations.
SELLER: KAMT Inc., headed by President/GM James L. Baine
FREQUENCY: 1360 kHz
POWER: 5kw
FORMAT: Ethnic
BROKER: Jerry Dennon of Montcalm

Religious Broadcasters Hold First Policy Conference

Continued from Page 6

argument." He added, "Declining newspaper sales and TV viewership are due to loss of trust."

• Frustrated radio talk host-turned-politician Robert Dornan was scheduled to address a seminar titled "What Should the Government Fund?" but chose instead to use the platform to conduct a "Dole For President" campaign rally. The former Rush Limbaugh-vacation-relief host opened his address with an attack on "King Clinton's personal little war in Iraq," and said criticism is in short supply.

"And I think that it is gutlessness that people won't step forward and analyze just what precisely is wrong with him spending \$50 million — more like \$60 or \$70 — of the taxpayer's money, in air-launch cruise missiles and Tomahawk sea launch cruise missiles without even informing Congress. [Cr] let Congress play its Constitutional role of suggesting whether or not he can do it at all." He then noted that "another moral bridge collapses" with an essay on the sex scandal involving former White House advisor Dick Morris.

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BUSINESS BRIEFS

Continued from Page 6

Cox Moves Into Oklahoma

Cox Broadcasting has agreed to acquire Kravis Co.'s KGTO-AM & KRAV-FM/Tulsa. No one is talking price as of yet, due to Cox's pending initial public offering. The purchase is Cox's first in Oklahoma. Broker for the deal was Peter Handy of Star Media Group.

R&R Restructures DC Bureau

Heather Van Slooten has been upped to Associate Editor in R&R's Washington, DC bureau. Joining the office as Editorial Assistant is Patrice Wittrig. She will be responsible for compiling the weekly "Transactions" column.

The FCC Needs Your Money

Regulatory fees must be received by the FCC between September 12 and 20. Electronic payments must be made by today (9/13) at the latest. The form and filing guide are available at <http://www.fcc.gov/fees>. New application processing fees also went into effect September 12. The FCC is required by Congress to change its fees every two years in proportion to the amount the consumer price index has changed. This year the fees rose about five percent.

KMJZ/Minneapolis Gets Moore As PD

Rob Moore has been named PD at Nationwide Communications NAC KMJZ/Minneapolis. He formerly worked in a similar capacity at cross-town KCFE.



Moore

"We did an exhaustive national search, and the right PD was here in our own backyard!" claimed KMJZ GM Dan Seeman. "Rob is extremely intelligent, and he has knowledge of this market as well as a vast depth of understanding about the NAC format. He has a genuine love for NAC, and he gets to do it in his hometown."

Moore added, "Everything Nationwide has done thus far with the station has been right, and it speaks to their commitment to NAC. The station is quite well-established already, and we have a great opportunity to create a sound, smart, solid

MOORE/See Page 14

Sweating To The Goldies



Elektra celebrated the platinum success of Keith Sweat's new self-titled album with a ceremony featuring (l-r) Exec. VP/Administration Gary Casson, Sr. VP/Promotion Greg Thompson, Exec. VP/GM Alan Voss, Sweat, Chairman Sylvia Rhone, Sweat's manager Marvin McIntyre, Sr. VP/Urban Music Promotion Richard Nash, and Sr. VP/Marketing Steve Kleinberg.

Phillips Joins RCA AA & College Promo

RCA Records has tapped Art Phillips as National Director/Adult Alternative & College Promotion. Formerly VP/Rock Promotion for Hollywood Records, Phillips was most recently NSM for Billboard's Airplay Monitor.

"I have personally admired Art for years," said RCA VP/Rock Promotion Dave Lonca. "His career has been a versatile one. He has worked in so many aspects of the business — from radio to records to print publications — that it's a pleasure to add him to our Rock department staff here at RCA."



Phillips

PHILLIPS/See Page 32

EXECUTIVE ACTION

Logan Heads Programming For South Central

KFRG-FM & KOOJ-FM/Riverside-San Bernardino OM Lee Logan is moving to Nashville to become Group Head/Programming for South Central Communications, which owns WJXA-FM & WRMX-FM/Nashville, WIMZ-AM & FM & WJXB-FM/Knoxville, and WJPS-AM & FM & WIKY-FM/Evansville, IN.

This appointment reunites Logan with SCC President/GM Steve Edwards, who was GM at KNEW-AM & KSAN-FM/San Francisco when Logan was PD there in the late '80s. Logan — who begins his new job September 23 — replaces the exiting Bill Jones.

Logan told R&R, "This is a wonderful opportunity to work with a great group of radio stations. What inspires me most is that each is a solid station with excellent people inside. I look forward to working with them all."

After a career of programming CHR stations, Logan's foray into Country came when he programmed WUSN/Chicago between 1982-87. He left for the PD post at KLAC-AM/Los Angeles in 1987 and, in 1988, was transferred to KSAN as PD by then-owner Malrite. His heart was in San Francisco until late 1994, then he took the KFRG & KOOJ job in January '95.



Logan

Buchanan PD As 'UTQ Flips To 'Real Rock'

KUTQ-FM (Q99)/Salt Lake City dropped its Alternative-leaning CHR/Pop format last Friday (9/6) at noon, becoming "Rock 99 — Utah's Real Rock." Sister KZHT-FM PD Chet Buchanan has added programming duties at the outlet, which will compete directly against longtime Classic Rock leader KRSP-FM. KUTQ will play "90% classic and 10% new tracks" from such format staples as John Mellencamp, Tom Petty, and Rush, Buchanan said.

"Chet got the job because he really impressed us with his work [at KZHT]," Regent Communications/Salt Lake City GM Bill Hurley told R&R. "Dual duties won't be a problem for him; we feel he'll be able to handle it ... Rock 99 fills a hole for real rock in this market. There was heavy [song] duplication between Q99 and KZHT, and this move only strengthens [KZHT] as well."

KUTQ launched an A-Z weekend of format artists following a three-hour loop of the Rolling Stones' "It's Only Rock And Roll," Led Zeppelin's "Rock And Roll," Bad Company's "Rock And Roll Fantasy," and Kiss's "Rock And Roll All Nite." On Monday (9/9) at 6am, Mick & Alan's "Morning Freakshow" officially inaugurated the new format.

Commented Buchanan, "Q99 as a long-term proposition wasn't as attractive as Rock 99 was. It experienced growth in the last trend, but a lot of that was due to having a hot morning show come on the air. The continued success of Q99 would have only been short-term."

Former KUTQ PD Ken Carr will remain midday host, while Woody retains his MD duties "for the time being," Buchanan said. Asst. PD/night talent Shoe segues to KZHT, joining Buchanan and Cameo in morning drive. No other staff changes at KUTQ were expected.

KZHT and KUTQ have operated under an LMA with Regent Communications since August 5, when the group's sale by Bountiful Broadcasting was announced.

'TKS/Orlando Woos Valentine To PD Post

Former WEZB-FM & WRNO-FM/New Orleans Director/Programming Harry Valentine has become PD of Paxson Communications Talker WTKS-FM/Orlando, replacing Jay Clark.

"I'm proud of our company's ability to attract a programmer of Valentine's caliber," said Paxson/Orlando VP/Programming Chris Kampmeier. "This just further underscores Paxson's ongoing commitment to quality."

Valentine — whose other experience includes PD stints at San Francisco outlets KPIX-AM & FM, KFRC-AM, and KNEW-AM — also served as Exec. VP of Sabo Media, WTKS's consultant, two and a half years ago. "We were just beginning to build what would become the Real Radio 104.1 that Central Florida listeners have come to embrace," he recalled. "In three short years, WTKS has come from nowhere to enjoy a prominent place in Central Florida. My plan is to take WTKS to No. 1 and hold the position."



Valentine

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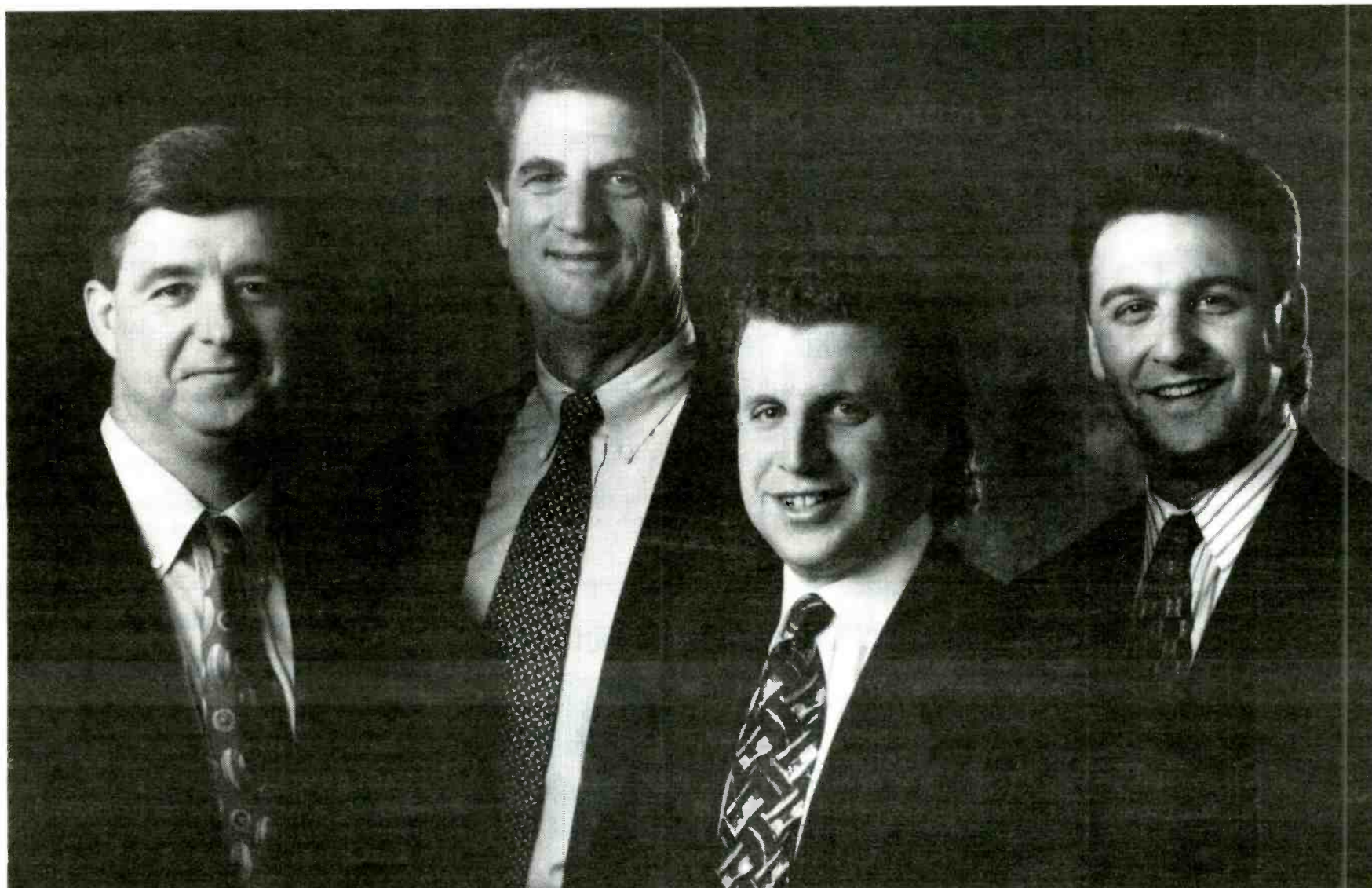
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'BLK/Buffalo Picks Dillard As New PD

Former WMXD/Detroit programmer **Skip Dillard** has been named PD at **American Radio Systems** Urban acquisition **WBLK-FM/ Buffalo**.

Station VP/GM **Jeff Silver** remarked, "I'm happy to have someone of Skip's caliber on the WBLK/ARS team here in Buffalo. Skip's got the background to get WBLK to the next level."

"It's a great heritage station, and the people here have done a fantastic job," Dillard told R&R. "ARS has really put a commitment behind the station, giving us new studios — we're moving downtown and joining the other ARS stations — and a commitment for an aggressive promotional campaign."

What are Dillard's plans for WBLK? "The hits — nothing but the hits and building some strong personalities," he offered. "We really have to compete and sound as good as we possibly can to score well, because we don't have the benefit of a large black population in Buffalo."

Prior to joining WMXD, Dillard programmed **WYLD/New Orleans** and was an air personality at **WJMH/Greensboro** and **WOWI/Norfolk**.

Moore

Continued from Page 12 product. There's plenty of evidence that it can happen, and we're going to do it right."

A veteran of the NAC format, Moore began his career as PD of former pop/jazz **KTWN/Minneapolis**, then spread the burgeoning format programming the **NAC Breeze Network** from 1986 to 1990. He also has programmed **KNOK/New Orleans**.

Trick's In The Trades



Following a performance at New York's *Tramps*, Cheap Trick was presented with plaques commemorating sales of more than 14 million records during their two decades with Epic Records. Surrendering to the moment are (l-r) the band's *Bun E. Carlos*, Legacy Product Manager *Joy Gilbert*, Sony Music VP/Marketing & Product Development *Jeff Jones*, the band's *Robin Zander* and *Rick Nielsen*, Cheap Trick box set executive producer *Bruce Dickinson*, and the band's *Tom Petersson*.

Johnson To Work As WIRK/West Palm's PD

Scott Johnson has been named PD at **WIRK-FM/West Palm Beach**. He formerly was OM/PD at **WKSJ-AM & FM/Mobile**.

Commenting on his move, Johnson said, "It's exciting to be with a group as successful as **American Radio Systems**. It's a company with a lot of great stations growing every single day."

"The people I met in West Palm Beach are very energetic, enthusiastic professionals. Upon meeting them, I couldn't wait to become a part of the WIRK team."

Matthews Adds WVEZ/Louisville PD Slot

Regent Broadcasting has given **C.C. Matthews** the additional responsibility of programming its new LMA partner, **AC WVEZ-FM/Louisville**. Matthews — who already programs **Regent/Louisville CHR WDJX-FM**, '70s **WSFR-FM**, and **NAC WSJW-FM** — succeeds **Bob Bronson**, who left to become PD of **WRSN/Raleigh (R&R 9/6)**.

"The secret to [simultaneously] programming four stations is having good assistants," Matthews told R&R. "WVEZ is in good shape, though, and I don't plan on making any major changes."

Matthews has previously programmed **WVOR/Rochester**, **WWNK/Cincinnati**, **KGLD-AM & KWK-FM/St. Louis**, and **WGCL/Cleveland**.



Matthews

UPDATE

Bergin's Twisted Fate: National VP/Promotion

Mike Bergin has been named National VP/Promotion for **Twisted Records**, the new **MCA Records** dance label formed by **Tribal Records** founders **Rob DiStefano** and **Mark Davenport**.

"We are all very excited to have Mike aboard, especially at this crucial moment in the company's history," DiStefano remarked. "Lately, major radio stations all across the country have been switching over to Dance formats at an unprecedented rate. Now is the perfect time for Twisted to establish a fulltime promotional presence at radio, and Mike is the perfect person for the job."

Bergin comes to Twisted after two years as VP/Regional Promotion for **Caliber Records**.



Bergin

Mariuz Makes Discovery In Nat'l Field Promo

Discovery Records has tapped **Gregg Mariuz** as National Director/Field Promotion. Based at the label's new **Chicago** office, Mariuz most recently worked in **Secondary & Top 40** Promotion at indie promotion company **Jeff McClusky & Associates**.

"Gregg comes to Discovery as a result of his passion for music and ability to work multiple formats of radio," said label VP/Promotion **Jack Ashton**. "The ability to juggle from **NAC** to **Adult Alternative** to **CHR** to **Rock** is what makes a Discovery person. And Gregg is more than up to the task."

Prior to joining McClusky in 1994, Mariuz held posts at **Bill Graham Presents** and **Susan Silver Management**.



Mariuz

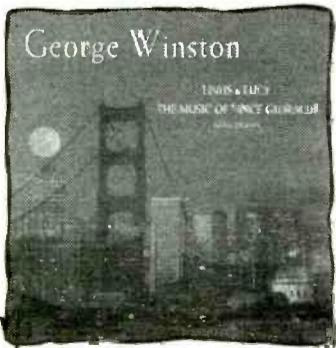
KOWW Moo-ves Into Kansas City Country

KBEQ-AM/Kansas City flipped from **News/Talk** to **Country** as **KOWW-AM** last Friday (9/6), completing the **Country trifecta** for **EZ Communications** (which recently was acquired by **American Radio Systems**). The **KOWW**, which will target **40+ adults** with **ABC Radio's "Real Country"** satellite-delivered format, joins sisters **KBEQ-FM & KFKF-FM**, which are targeted **18-34** and **25-54**, respectively.

KOWW-AM, KBEQ-FM & KFKF-FM VP/GM Dan Wastler commented, "This change allows us to do what we do best. Having the **KOWW** allows us to come full circle and serve those **40+ adults** who still enjoy listening to **AM radio**."

KFKF PD Dale Carter will oversee the **KOWW**, whose primary competitor is **Country WDAF-AM**. **WDAF** is the market's **12+** and **35-64** leader.

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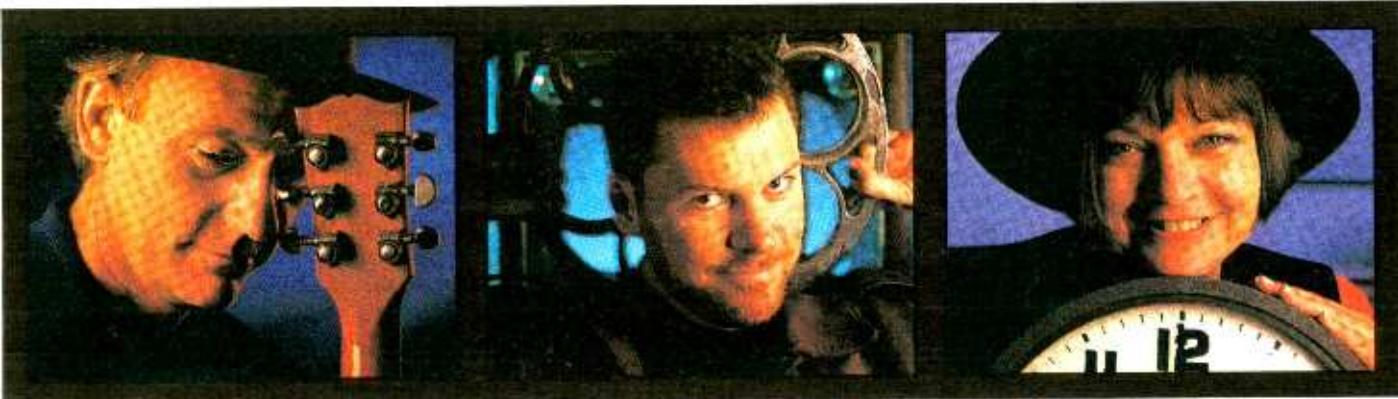
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Managing Transition After A Merger

By Irwin Pollack

Change and rate of change are more dynamic in radio today than ever before. It seems like every day we see one station buying another, then a mega-group merging with another.

The cost of these mergers and acquisitions goes far beyond the financial aspects of doing "the deal." Every day, thousands of lives are altered by these changes. Unfortunately, most managers don't have the experience — neither within their inner selves, nor with their staffs (as each member looks to the boss for advice, sympathy, or just a shoulder to cry on) — to effectively work through these transitions.

Below, we'll provide the specific answers, clear-cut coaching, and state-of-the-art techniques that managers need to make their mergers or consolidations work. After all, the manager needs to learn to minimize the distress and disruption caused by this change, and look at change in a new way — no longer feeling anxious and hopeless — but rather looking at the opportunity presented.

Potential Financial Loss

There's a real risk that if a merger is mismanaged, productivity can suffer. For a more specific calculation of the actual dollar cost to a broadcast group where people are losing productive hours because a merger is being mismanaged, consider the following from Price Pritchett's merger model:

Assume a newly acquired group of radio stations has 300 employees with an average cost per work-hour of \$17.

During the first 90 days, a conservative average of one work-hour per person is lost each day as a result of merger-produced problems, e.g., confusion, gossiping, worrying, waiting for clear-cut directions, inability to get answers, trying to figure out new policies, privately conducting a job search on station telephones, time, etc.

One hour times 300 employees, times \$17 per hour, results in \$5100 per day lost productivity cost to the station group.

In a week, \$25,000 has been spent in compensation that produced no constructive benefit for the station(s).

After just three months — another very conservative estimate for how prolonged merger integration periods tend to be — there's been a \$300,000 loss to the company.

Better yet, if the stations are operating at a 30% profit margin, it'll take an extra \$1 million in sales to offset this figure — at a time when overall sales are more likely to be slipping than gaining.

Step One: When Rumors Begin

Expect problems. To do otherwise is to kid yourself. They will be out there ... somewhere. Be mentally prepared for shockwaves. If you're not aware of any problems, that's a problem in itself. Get in

touch with your stations and their people.

Go looking for trouble. Sniff it out. You need to know what you're up against. The sooner you find out about problems, the more proactive you can be in trying to solve them.

Reward people who identify problems and report breakdowns. Don't shoot messengers, e.g., "What are you talking about? You're wrong. There's nothing happening, and there are no significant problems." This sort of response basically communicates that the messenger is viewed to be dumb, imperceptive, or guilty of blowing things out of proportion. If superiors don't take the words to heart, why should subordinates be expected to keep coming forth?

Here's another example: "You're being a troublemaker. C'mon, stop gossiping and let's get with the program." Too often, managers equate the reporting of problems with being resistive. Then people get the message in a hurry — don't tell the truth, tell the boss what he or she wants to hear.

Fess up to problems. Don't try to downplay or manipulate the reality when it comes to issues, rumors, or problems. If the staff tells you something, take it seriously. They see things you can't see. View them as your eyes and ears to the outside world. Their viewpoint is important to them, and should be to you, too.

Move on growing speculation. Prevention is best, but nipping problems in the bud runs a close second. Show that you've got a spine and move quickly.

Don't give up on communicating. The tendency is for managers to grow more cautious. They become more wary of going out on any kind of limb to pass along information. But — at a time such as this — managers need to communicate more, not less!

Give People Information

There are lots of rationalizations for not communicating. Here are some common ones:

"They don't need to know yet. We'll tell them when the time comes. It'll only upset them now."

For every week of upset that you avoid by hiding the truth, you gain a month of bitterness and mistrust. Besides, the grapevine already has the news, so don't imagine that your information is secret.

"They already know. We announced it." If you told them, it didn't sink in. Threatening information is absorbed slowly. Say it again. And find different ways to say it.

"We don't know all the details ourselves, so there's no point in saying anything until everything

has been decided." In the meantime, people can get more frightened and resentful. It's much better to say what you do know, say that you don't know more, and tell what type of schedule exists for additional information.

Step Two: When The Announcement Is Made

Be prepared to deal with lots of emotions when people first get hit with the news that their group is being acquired and merged. Here's what to do:

Get everything out in the open. Communicate as complete a set of facts as possible about the merger story.

Be realistic and speak the truth. Prepare people for what's to come. Don't promise "blue sky."

Don't be deceived or misled by people's initial calm and lack of emotion. The worst is yet to come.

Be nondefensive. Guard against fighting back when some of the reckless anger happens to be thrown in your direction.

With respect to keeping productivity at its current level, start establishing much shorter time frames for goals and objectives. At this point, people are highly distractible. They need more of a near-term focus.

Step Three: Immediate Restructuring

Upon a takeover, people are likely to feel lost and confused. Here are the steps that need to be executed:

Try to protect people from further changes while they're trying to regain their balance. You won't always succeed, of course. After all, a format competitor may enter the market, or market demand may dictate a change in rates and inventory. But many changes can be headed off or at least delayed.

Next, review policies and procedures to see that they are adequate to deal with the confusing state of the current situation. The "rules" under which you operate were set up to govern station operations when things weren't changing as much as they are now.

Consider a related question: What new roles, reporting relationships, or configurations of the station's organizational chart do you need to develop to get through all of this? Hierarchy often breaks down in transition times. In order to continue operating efficiently, people may have to be given temporary titles or be made acting managers.

Address these issues as you begin to integrate two different cultures into one family:

- How people address each other
- How different station members "play" together
- The way meetings are handled.
- How people talk and act in public
- Standards of dress

DATELINE

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

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

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

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

- Communications patterns in the new setting
- Where people park, eat, and sit.

Step Four: During The First Month

Keep searching for a real understanding of both companies' cultures. Organizational blind spots can wreck mergers, resulting in an acquisition strategy that's doomed for failure from the outset.

Get to know the other company's culture — in a hurry. If you do that, you will understand why they're doing — and not doing — certain things now, and you'll know what you are likely to see them doing in the future.

Determine the most significant conflict points between the two cultures, i.e., where is culture change going to be a problem? It helps to know where trouble is coming.

Think hard about this idea of changing corporate culture right after the acquisition. Do you really want to take on that struggle so soon?

Don't be frightened or annoyed by the emotional display. It's still very natural — and understandable in the scheme of things.

Provide opportunities for people to ventilate. Instead of disallowing employees' feelings, let the feelings spew forth.

Listen to people. Hear them out. That's the only way to discern the insurgents from those people who are simply suffering and who are being overwhelmed by their emotions.

Be supportive, nurturing, and affirming. A little understanding goes a long way after just a month.

Go overboard in trying to provide success experiences for people. They need encouragement and successes under their belts in their new environment.

Motivate to the maximum extent. Put up congratulatory posters. Make successes an event you market throughout the hallways.

Keep people involved. As the tendency is for job commitment to weaken, more participation can help counter this. If they are charged with merger integration responsibilities, they feel less impotent and less like victims.

Be tolerant of mistakes. Spend more time focusing on getting people to make decisions and become action-oriented.

Most important: Begin accountability systems and start requiring more of employees. Now is the time to "raise the bar." Place greater work challenges before employees.

Spend more time with people one-on-one. Make this a top priority with department heads, too.

Maintain more of a managerial presence — a higher profile within the station. Visibility is needed. Be there.

Step Five: When The Dust Starts To Settle ...

For the first six months, many managers still play a critical role in managing the transition and change that the new merger has generated. The key guidelines below help ensure the stations will begin to thrive in their new setting:

Expect some fallout and setbacks, at least with some people. Respect the fact that some people take longer than others to adapt. Don't assume others work at the same speed you do.

Understand what's going on in employees' minds: If the best and brightest co-workers elect to pack up and move on, should we not follow their lead? If we aren't supposed to emulate our old heroes, then who will set the standard and symbolize how one becomes a true success in our new station framework? Which station(s) is being favored? Is any one the stepchild? Are we viewed *unconditionally* as an asset to the organization?

Keep explaining the reasons for the change. Get into the mathematical aspects of the merger if applicable.

Level with people about the pathway to change.

Arrange for participation and involvement.

Give leadership, and provide a clear sense of direction.

Move rapidly in making changes that are obvious.

Provide appropriate training to those who are getting additional responsibilities.

Symbolize the new identity of the new "family" of stations. Do everything possible to make newer additions to the building to feel "at home."

A new radio station or group's success at acquiring and merging is measured in numbers, and rightfully so. It's dollars and cents. But, after the papers are signed, it's ultimately the *people* who'll make or break the deal. If they're the right people, and if they're properly motivated and coached during this transition time, they'll make the merger work.

Irwin Pollack is President of his own radio sales and management firm. He consults and presents "how-to" seminars to radio stations across the U.S. and Canada, and can be reached at (412) 952-0602.

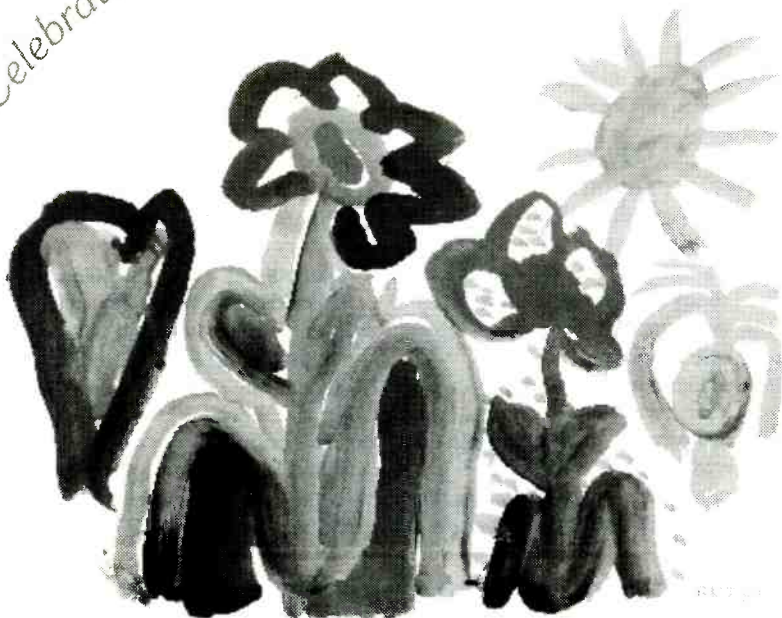
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Technological Change: Embrace, React, Or Resist?

By Gerry Boehme

This is an interesting time for radio sales. Many of our long-time beliefs are being challenged by a combination of new business conditions and different sales approaches. How will we react to these changes?

Ask any group of people how they feel about the word "change" — most will respond that they love and welcome it. Ask those same people to accept real change in their own environment, and most will fight it to the death.

There are three basic approaches to dealing with change. You can embrace it and plan ahead, you can accept it and react as it takes place, or you can fight it and eventually lose.

At first, some changes we face in our industry appear to be a logical extension of our traditional business practices, and we are adjusting. For example, duopoly surely has changed the face of radio sales. But ... we do have a history of selling station combinations, traditionally AM and FM. While the scale of the sale may be larger now, our past experience provides a model for selling complementary audience levels, pricing inventory and audience delivery, and positioning marketplaces rather than individual stations. We're adapting as we go.

Other changes carry us beyond our past experience, however. They force us to deal with fundamental shifts in how we view our role in selling radio.

Technology Issues

One of our biggest challenges may lie in how we deal with new technology.

"Hold on," you say. "Radio salespeople don't sell technology. We program formats, provide marketing ideas, build awareness, and store traffic."

Sales managers like to feel that they control the sales process. Unfortunately, we don't, at least not as much as we used to. Technology is rapidly ascending as a driving force behind the sales engine (See story, upper right).

At first, we may not wish to define our role in technological terms. In

terms of sales impact, though, some current or impending technological changes will deeply affect the way we deal with our clients and customers.

The question for our industry will be this: Do we anticipate these changes and adjust our thinking in advance, or will we be thrown into a reactive mode, forced to deal on-the-fly with changes so fundamental that they'll affect the very core of our business practices?

Test Yourself

Here's an example. We always stress the value of personal contact in sales success. Does that still hold true? With more communications options than ever before, do we need to redefine what we mean by "personal contact"? Look at the following situation and see how you'd react.

When presented with new technology that aids in communication, a sales manager answered, "We will not use that for our sales efforts! We depend on personal contact to make the sale!"

Question: This manager was responding to the introduction of:

- A) Regular mail service from the post office
- B) The telephone
- C) The fax machine
- D) Voice mail
- E) E-mail
- F) Common information shared through PC networks.

Answer: All of the above.

Most people initially reject any business practice that contradicts their traditional business model. After time, when the technology becomes integrated into daily life, some of these same people cannot imagine doing business any other way. They incorporate the new system into their model, using it to their advantage. They adjust how they deal with clients and

improve, rather than lose, their business advantage.

Others just resist, and go out of business.

Just about everyone would admit that the mail system, telephone, and faxing have improved personal communication. Many — but not all — would feel the same way about voice mail. E-mail might generate more mixed reviews. Right now, most salespeople would resist choice F. Will they feel that way two years from now, or even next year? Will a competitor try to replace them in the meantime?

Accessibility Vs. Quality

Let's look at another effect of technology. In the old business model, the quality and depth of our information allowed us to become the sustaining resource to our clients. Today, technology has linked a new concept (access) to the traditional one (quality). While your information may well be better than someone else's, your competitor's delivery system may make it more accessible, and therefore more valuable, to your customer.

Are we ready to give our customers direct access to information we traditionally kept internally? Are we worried about our loss of control? If technology takes that control from us, do we resist, react, or embrace?

Some stations already use the new technology — such as the Internet — to open lines of communication with their listeners and advertisers. Others don't ... yet.

Everything's Connected

Here's one more aspect of technology's impact. Systems that help solve problems in one area can affect others in ways we may not anticipate. Today's environment links areas that we assume to be separate. Here's a case in point:

Radio ad posting has been a hot topic for the past two years. Posting compares the audience ratings delivered by a schedule to the ratings used during the negotiation. Most radio stations and group owners believe that

Who's In Charge?

The sales process depends on three basic components: information, accessibility, and positioning. More and more, successful salespeople depend on the combination of information and the delivery system to get a competitive advantage. It's getting harder to draw lines that separate these three areas.

In the traditional business model, sales drove the engine. Salespeople would develop a product. They would then get "information" people to develop content to support their sales effort. They would then recruit "tech" people to deliver the information in a useable form.

Today, technology often drives the engine, with information content serving as the way to differentiate between competitors. In some cases, the sales application arises only after the technology and content is already established.

The Internet serves as a case in point. Many companies — including radio stations — established web sites on the Internet simply because they felt it was "hot" and they wanted to get on board. Only after the site was live did managers discuss the site's content, and only now are the same managers investigating whether the sites can make money. A technological change (the net) created a need for content. It's now leading to sales applications.

For sales managers used to the traditional model, the perceived loss of control may lead to some bad business decisions. Future revenue opportunities could be ignored in a desire to protect past practices.

Competitors will see opportunity in new technology. We should, too.

audience surveys aren't accurate enough to allow posting in radio. While some agencies have attempted to push the posting issue, most have no set policy at this point.

Meanwhile, the industry is moving on another front toward *Electronic Data Interchange* (EDI) to reduce paperwork and eliminate errors, making radio easier to buy. Everyone seems to agree that allowing agencies, reps, and stations to electronically send and receive information makes sense.

How are the issues related? Many agencies do not post radio because the process is just too difficult. Buys have to be revisited, schedules re-input, delivery re-analyzed, and packages renegotiated. EDI can potentially make this process seamless, with affidavits fed electronically into a system that automatically compares the original buy's ratings to the subsequent delivery.

Stations regard posting as a philosophical issue. Many agencies regard posting as a technical issue. As we continue to pursue EDI, we may

"solve" the technical posting issue. When that happens, will some agencies want to revisit posting?

Technology is changing the sales process. Sales managers will have to devote more time to understanding the ramifications and adjusting procedures when necessary. While we won't have to become "techies," we will have to consider the possible applications of new systems, match them against our business practices, and decide what impact they'll have. We'll have to anticipate new trends and develop policies before they occur.

Most of all, we'll have to face up to change and decide: resist, adapt, or embrace?

Gerry Boehme is Sr. VP/Director of Radio Information Services, Katz Radio Group. He can be reached via phone at (212) 424-6784 and via e-mail at gerry_boehme@katz-media.com

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Five More Problems With Direct Mail

By Paul Gundlach

This provides an addendum to the interesting and useful article (R&R 4/5) citing the "10 Most Common Problems With Direct Mail." Perhaps the article should have been titled "The 15 Most Common Problems With Direct Mail," since I thought of five additional problems worth noting.

1) **Failing to utilize a response mechanism.** When doing direct mail you have a rare opportunity to offer something to your recipients. But the real value isn't in the offer itself — it's in the recipients' responses, which allow you to measure the effectiveness of your campaign and to establish a valuable, proprietary database for future, more targeted mailings. (By the way, don't forget to ensure your offer is relevant to your audience. Offering Henry Mancini CDs to teens probably won't jack up their response rate much!)

2) **Failing to test your list, creative execution, or offer.** One underappreciated attribute of mail is the opportunity to split your mail drop. By sending one creative piece to half your list, and a different one to the other, you can look at your response rates to determine which

piece is more effective. You can likewise test two lists against each other (e.g., male car-owners vs. persons buying 10+ CDs a year) and learn which list works best. You can even test the offer itself to see which pulls the best response.

3) **Failing to understand ingoing objectives.** Nothing is a greater waste of money than throwing dollars into a direct mail campaign without first understanding what you're trying to accomplish and why. That allows you to establish up-front success benchmarks, which help you determine whether it's cost-effective to repeat the effort the next time.

4) **Failing to selectively target.** Unlike newspapers or television, direct mail allows you to pinpoint your prospect base as selectively as you choose. Carefully understanding exactly who you want to reach

and then eliminating all others from your list can greatly multiply your campaign's efficiencies.

5) **Failing to leverage postal information.** It's always worth at least a phone call to your local post office to see what's available to you. For example, depending on your mailing size and configurations, you could be eligible for postage discounts. Zip+4 data is available for any address in America. If you're doing a small, first-class mailing, you could get your address lists "cleaned" at no charge. You'll never know if you don't ask.

Obviously, these considerations will be affected by your particular promotional budget and may not apply to each situation. But they're worth thinking about in every case, so that deciding against doing something is a purposeful decision and not an accidentally missed opportunity.

Paul Gundlach is Vice President/Account Director at Young & Rubicam's New York office.

October Promotional Opportunities

Month-Long Opportunities

- Auto Battery Safety Month
- Children With Cancer Awareness Month
- Computer Learning Month
- Cookbook Month
- Cooking, Crafts & Home Books Month
- Co-op Awareness Month
- Crime Prevention Month
- Fire Prevention Month
- Healthier Babies Month
- National Adopt-A-Dog Month
- National AIDS Awareness Month
- National Car Care Month
- National Clock Month
- National Dental Hygiene Month
- National Dessert Month
- National Dollhouse & Miniatures Month
- National Kitchen & Bath Month
- National Pasta Month
- National Pizza Month
- National Popcorn Month
- National Rollerskating Month
- National Seafood Month

Special Weeks & Days

- October 1** — Federal fiscal year begins
Walt Disney World opened (1971)
- October 2** — Eyebrow Day
Name Your Car Day
- October 3** — "Andy Griffith Show" first broadcast (1960)
Captain Kangaroo's Birthday
- October 6-12** — Get Organized Week
Firefighters Week
Home-Based Business Week
- October 7** — National Flower Day
- October 8** — Dow Jones
Industrial Average first reported (1896)
- October 9** — Mail-Order Business Day
- October 10** — National Dessert Day
- October 11** — Kiss Your Car Day
World's largest pizza baked (1987)
- October 12** — American's Sexy Wives Day

- October 13** — White House Birthday (1792)
- October 13-19** — National Pet Peeve Week
National School Lunch Week
- October 15** — National Grouch Day
- October 16** — National Boss Day
- October 19** — Evaluate Your Life Day
- October 20-27** — National Pharmacy Week
National Shampoo Week
National Magic Week
- October 23** — Stay Up Late Day
- October 27** — Mother-In-Law Day
- October 28-November 4** — National Pornography Awareness Week
National Population Awareness Week
- October 29** — First college fraternity founded (1833)
- October 30** — Bodybuilder's Day
- October 31** — Halloween

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

New On The 'Net

The following stations' World Wide Web pages were recently added to the Passport section of R&R's web site (www.rronline.com). Note: All addresses begin with <http://>.

- KTLS-FM/Ada, OK (AC) www.chickasaw.com/~ktils933
- KQID-FM/Alexandria, LA (CHR) www.linknet.net/q93
- WQCB-FM/Bangor, ME (Country) www.telplus.net/q1065
- KRVE-FM/Baton Rouge (AC) www.intersurf.com/river
- WBLK-FM/Bufalo (Urban) www.wblk.com
- KSUB-AM/Cedar City, UT (Full Service) www.cc.sisna.com/ksub
- WEND-FM/Charlotte (Ad. Alt) www.1065.com
- WCRF-FM/Cleveland (Religious) www.moody.edu:80/MBN/WCRF
- KFMZ-FM/Columbia-Jefferson City, MO (Rock) www.kfmz.com
- WWCU-FM/Cullowhee, NC (CHR) www.caro.net/wwcu
- KLTY-FM/Dallas (Religious) www.klty.com
- WXEG-FM/Dayton (Alt) www.arsdayton.com
- WJER-AM & FM/Dover, OH (AC) users1.ee.net/wjer/wjermain.htm
- WKMO-FM/Elizabethtown, KY (Ctry) www.infi.net/~wkmo1063
- KOZT-FM/Ft. Bragg, CA (Cl. Rock) www.kozt.com
- WJQ-FM/Grand Rapids (Religious) www.wjq.com
- WNNK-FM/Harrisburg (CHR) www.iloveradio.com/wink104
- WFSJ-FM/Jacksonville (NAC) www.wfsj.com
- KCMO-AM/Kansas City (Talk) www.kcmoam.com
- KMBZ-AM/Kansas City (News) www.kmbz.com
- KPRS-FM/Kansas City (Urban) www.kprs.com
- KPRT-AM/Kansas City (Gospel) www.kprt.com
- WNBX-FM/Lebanon-Hanover, NH (Ad. Alt) www.riverfm.com
- WRCN-FM/Long Island (Rock) www.wrcn.com
- WGMT-FM/Lyndonville, VT (AC) www.kingcon.com/wgmt.html
- WHQT-FM/Miami (Urban AC) www.hot105fm.com
- WHYI-FM/Miami-Ft. Lauderdale (CHR) www.whyi.com
- WKKV-FM/Milwaukee (Urban) www.v100.com
- WLZR-FM/Milwaukee (Rock) www.lazer103.com
- WYAV-FM/Myrtle Beach, SC (Cl. Rock) www.carolinacommerce.com/wave104
- WGUF-FM/Naples, FL (NAC) www.bestof.net/naplesjazz
- WCLT-FM/Newark, OH (Ctry) www.wclt.com
- WNLC-AM/New London, CT (Nostalgia) www.wnlc.com
- WTYD-FM/New London, CT (AC) www.wtyd.com
- WJCD-FM/Norfolk (NAC) www.wjcd.com
- WCTY-FM/Norwich, CT (Ctry) www.wcty.com
- WICH-AM/Norwich, CT (Full Service/Talk) www.wich.com
- WBGE-FM/Peoria, IL (Urban) www.mtco.com/~mdoc/wbge.htm
- KKFR-FM/Phoenix (CHR/Rhy) www.power92.com
- KCSJ-AM/Pueblo-Colorado Springs (News/Talk) www.puebloradio.com
- KGHF-AM/Pueblo-Colorado Springs (Nostalgia) www.puebloradio.com
- KYZX-FM/Pueblo-Colorado Springs (Country) www.puebloradio.com
- KUUL-FM/Quad Cities, IA-IL (Oldies) www.qconline.com/kuul/
- WBEE-FM/Rochester, NY (Ctry) www.wbee.com
- KSEG-FM/Sacramento (Cl. Rock) www.eagle969.com
- KBAY-FM/San Jose (AC) www.kbay.com
- CHOZ-FM/St. John's, Newfoundland, Canada (Rock) www.ozfm.newcomm.net

To link your station to R&R's web site, e-mail Jeff Axelrod at jaxelrod@rronline.com.

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SHOW PREP



59.4 million households
Patti Galluzzi,
VP/Music Programming

ADDS
BONE THUGS-N-HARMONY Days Of Our Lives (EastWest/EEG)
TONI BRAXTON Un-Break My Heart (LaFace/Arista)
CAKE The Distance (Capricorn/Mercury)
ALANIS MORISSETTE Head Over Feet (Maverick/Reprise)
NIRVANA Aneurysm (DGC/Geffen)
NO MERCY Where Do You Go (Arista)
RZA I/METHOD MAN ... The Garment ... (Big Beat/Antic)
WHITE ZOMBIE I'm Your Boogie Man (Hollywood/Geffen)
ASH Goldfinger (Reprise)
FUN LOVIN' CRIMINALS Scooby Snacks (EM)

HEAVY
FILTER Jurassitol (Hollywood)
FUGEES Ready Or Not (Ruffhouse/Columbia)
L.L. COOL J Loungin (Def Jam/RAL/Mercury)
JOHN MELLENCAMP Key West Intermezzo ... (Mercury)
METALLICA Hero Of The Day (Elektra/EEG)
NAS If I Ruled The World (Columbia)
RAGE AGAINST THE MACHINE People Of The Sun (Epic)
R.E.M. E-Bow The Letter (Warner Bros.)
SALT-N-PEPA Champagne (MCA)
SOUNOGARDEN Burden In My Hand (A&M)
SUBLIME What I Got (Gasoline Alley/MCA)
311 Down (Capricorn/Mercury)


JAM OF THE WEEK
BLACKSTREET I/DR. ORE No Diggity (Interscope)

STRESS
ALICE IN CHAINS Over Now (Columbia)
BECK Where It's At (DGC/Geffen)
BONE THUGS-N-HARMONY Days Of Our Lives (EastWest/EEG)
TRACY BONHAM The One (Island)
TONI BRAXTON Un-Break My Heart (LaFace/Arista)
CAKE The Distance (Capricorn/Mercury)
ERIC CLAPTON Change The World (Reprise)
CRANBERRIES Free To Decide (Island)
DAVE MATTHEWS BAND So Much To Say (RCA)
EELS Novocaine For The Soul (DreamWorks/Geffen)
GROUP THERAPY East Coast West ... (Aftermath/Erk/Interscope)
MAXWELL Ascension (Don't Ever Wonder) (Columbia)
ALANIS MORISSETTE Head Over Feet (Maverick/Reprise)
NIRVANA Aneurysm (DGC/Geffen)
OASIS Don't Look Back In Anger (Epic)
STABBING WESTWARD Shame (Columbia)
KEITH SWEAT Twisted (Elektra/EEG)
TOM PETTY & THE HEARTBREAKERS Walls (Warner Bros.)
WALLFLOWERS 6th Avenue Heartache (Interscope)

ACTIVE
A TRIBE CALLED QUEST 1nce Again (Jive)
AALIYAH If Your Girl Only Knew (BlackGround/Antic)
TORI AMOS Hey Jupiter (Atlantic)
BETTER THAN EZRA King Of New Orleans (Swell/Elektra/EEG)
BRANDY/TAMIA/KNIGHT/KHAN Missing You (EastWest/EEG)
CRUCIAL CONFLICT Ride The Rodeo (Pallas/Universal)
GEGGY TAH Whoever You Are (Luaka Bop/WB)
GHOSTOWN DJ'S My Boo (So So Def/Columbia)
DONNA LEWIS I Love You Always Forever (Atlantic)
ME'SHELL NDEGECELLO Who Is He And... (Maverick/Reprise)
NO MERCY Where Do You Go (Arista)
OUTKAST Elevators (LaFace/Arista)
REFRESHMENTS Down Together (Mercury)
REPUBLICA Ready To Go (RCA)
RZA I/METHOD MAN ... The Garment ... (Big Beat/Antic)
SOCIAL DISTORTION I Was Wrong (550 Music)
SWV Use Your Heart (RCA)
WHITE ZOMBIE I'm Your Boogie Man (Hollywood/Geffen)

ON
FIONA APPLE Shadowboxer (Work)
ASH Goldfinger (Reprise)
OETFONES Bored (Maverick/WB)
EVERCLEAR You Make Me Feel Like A Whore (Capitol)
FUN LOVIN' CRIMINALS Scooby Snacks (EM)
GRAVITY KILLS Blame (Lava/Antic/TVT)
POE Angry Johnny (Modern/Antic)
SEBAOON Ocean (Sub Pop)

Video airplay from September 16-22.



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

ADDS
ALANIS MORISSETTE Head Over Feet (Maverick/Reprise)
TONI BRAXTON Un-Break My Heart (LaFace/Arista)
SHERYL CROW If It Makes You Happy (A&M)
JEWEL You Were Meant For Me (Atlanta)
FOR REAL Like I Do (Rowdy/Arista)
PUFF JOHNSON Over And Over (Work)

XL
ERIC CLAPTON Change The World (Reprise)
CELINE DION It's All Coming Back To Me Now (550 Music)
JEWEL Who Will Save Your Soul (Atlantic)
JOHN MELLENCAMP Key West Intermezzo ... (Mercury)
ALANIS MORISSETTE Head Over Feet (Maverick/Reprise)

LARGE
BRYAN ADAMS Let's Make A Night To Remember (A&M)
TONI BRAXTON Un-Break My Heart (LaFace/Arista)
TRACY CHAPMAN Give Me One Reason (Elektra/EEG)
CRANBERRIES Free To Decide (Island)
SHERYL CROW If It Makes You Happy (A&M)
MELISSA ETHERIDGE Nowhere To Go (Island)
HOOTIE & THE BLOWFISH Tucker's Town (Atlantic)
DONNA LEWIS I Love You Always Forever (Atlantic)
PRIMITIVE RADIO GODS Standing Outside A... (Ergo/Columbia)
WALLFLOWERS 6th Avenue Heartache (Interscope)

MEDIUM
DISHWALLA Counting Blue Cars (A&M)
GLORIA ESTEFAN You'll Be Mine (Epic)
GARBAGE Stupid Girl (Almo Sounds/Geffen)
ELTON JOHN You Make History (Young Again) (MCA)
AMANDA MARSHALL Birmingham (Epic)
MAXWELL Ascension ... (Columbia)
TOM PETTY & THE HEARTBREAKERS Walls (Warner Bros.)
TINA TURNER Missing You (Virgin)

CUSTOM
FIONA APPLE Shadowboxer (Work)
MERRIL BAINBRIDGE Mouth (Universal)
BLUES TRAVELER But Anyway (A&M)
BRANDY/TAMIA/KNIGHT/KHAN Missing You (EastWest/EEG)
BRAXTONS So Many Ways (Atlantic)
CHER One By One (Reprise)
DAVE MATTHEWS BAND So Much To Say (RCA)
FOR REAL Like I Do (Rowdy/Arista)
WHITNEY HOUSTON Why Does It Hurt So Bad (Arista)
ISLEY BROTHERS Floatin' On Your Love (T-Neck/Island)
JEWEL You Were Meant For Me (Atlanta)
PUFF JOHNSON Over And Over (Work)
R. KELLY I Can't Sleep Baby (If I) (Jive)
KENNY LATTIMORE Never Too Busy (Columbia)
ELEANOR McEVY Precious Little (Columbia)
OASIS Don't Look Back In Anger (Epic)
R.E.M. E-Bow The Letter (Warner Bros.)
LEANN RIMES Blue (Curb)
DUNCAN SHEIK Barely Breathing (Atlantic)
SWV Use Your Heart (RCA)
3T Why (MJJ/550 Music/Epic)

Video airplay from September 16-22.

3AT 36 million households
Lydia Cole,
VP/Music Programming

Video Soul Top 10
KEITH SWEAT Twisted (Elektra/EEG)
NEW EDITION Hit Me Off (MCA)
L.L. COOL J Loungin (Def Jam/RAL/Mercury)
112 Only You (Bad Boy/Arista)
NAS If I Ruled The World (Columbia)
GINA THOMPSON The Things That You Do (Mercury)
O'ANGELO Me And Those Dreamin' Eyes Of Mine (EM)
R. KELLY I Can't Sleep Baby (If I) (Jive)
MISTA Blackberry Molasses (EastWest/EEG)
MAXWELL Ascension ... (Columbia)

(Note: This week's playlist is frozen.)

Rap City Top 10
OUTKAST Elevators (LaFace/Arista)
LOST BOYZ Music Makes Me High (Universal)
WESTSIDE CONNECTION Bow Down (Lench Mob/Priority)
GROUP THERAPY East Coast West Coast ... (Interscope)
L.L. COOL J Loungin (Def Jam/RAL/Mercury)
A TRIBE CALLED QUEST 1nce Again (Jive)
NAS If I Ruled The World (Columbia)
OO OR DIE Po' Pimp (Rap-A-Lot/Noo Tribe)
ROOTS Clones (DGC)
E-40 Rappers' Ball (Sic Wid It/Jive)

(Note: This week's playlist is frozen.)


TELEVISION

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

COMING NEXT WEEK

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

Sunday, 9/15



- ABC's hourlong "Barbara Walters Special" features previously unaired footage of her 1995 interview with Hole's Courtney Love (8pm).

Monday, 9/16

- Barbara Mandrell, "Prime Time Country" (TNN, 9pm ET/6pm PT).
- Suzanne Vega, "David Letterman."


Tuesday, 9/17

- Wallflowers, "Jay Leno."
- Cure, "Late Night With Conan O'Brien."


Wednesday, 9/18

- Hank Williams Jr. performs and Marty Stuart guest-hosts "Hank Williams Sr. Tribute Night" on "Prime Time Country."
- A Tribe Called Quest, "David Letterman."

Thursday, 9/19



- Peabo Bryson is slated to perform live from Atlantic City, NJ on "The 76th Annual Miss America Pageant," a two-and-a-half-hour NBC special (9:30pm ET/6:30pm PT).



- WCZX/Poughkeepsie, NY morning personalities Bob Miller and Arlene serve as extras on ABC's "One Life To Live" (check local listings).
- Gillian Welch & David Rawlings, "Prime Time Country."
- Dolly Parton, "Jay Leno."

FILMS

WEEKEND BOX OFFICE
SEPTEMBER 6-8

1 Bulletproof (Universal)*	\$6.01
2 Tin Cup (WB)	\$4.66
3 First Kid (Buena Vista)	\$4.35
4 A Time To Kill (WB)	\$3.82
5 The Spitfire Grill (Columbia)	\$3.40
6 Jack (Buena Vista)	\$2.85
7 Independence Day (Fox)	\$2.84
8 The Island Of Dr. Moreau (New Line)	\$2.82
9 The Crow: City Of Angels (Miramax)	\$2.72
10 A Very Brady Sequel (Paramount)	\$2.29

All figures in millions
* First week in release
Source: Entertainment Data Inc.

COMING ATTRACTIONS:
Opening in limited release this week is "Feeling Minnesota," starring Keanu Reeves and Cameron Diaz. Look sharp for Hole frontwoman Courtney Love in a supporting role. The film's Atlantic soundtrack sports Los Lobos' "Minnesota Medley," Son Volt's "Looking At The World Through A Windshield," Helmet's "Disagreeable," Jonny Polonsky's "In My Mind," the Replacements' "I Will Dare," Wilco's "Blasting Fonda," Bob Dylan's "Ring Of Fire," the Temptations' "Shakey Ground," Joe Henry's "Safe With Me," Nancy Sinatra's "How Does That Grab You Darlin'?" the Righteous Brothers' "You Can Have Her" and Michael Franti & Spearhead's "Family Affair."
"Grace Of My Heart," starring Illeana Douglas and Matt Dillon, also opens in limited release. The film's MCA soundtrack features the Burt Bach-



THE BOX
MUSIC TELEVISION
YOU CONTROL

21 million households
Les Garland,
Exec. VP/Programming

National Top 20

1 ALFONZO HUNTER Just The Way (EM)	
2 OO OR DIE Do You Wanna Ride (Rap-A-Lot/Noo Tribe)	
3 3T Why (MJJ/550 Music/Epic)	
4 SWV Use Your Heart (MCA)	
5 WHITNEY HOUSTON Why Does It Hurt So Bad (Arista)	
6 R. KELLY I Can't Sleep Baby (If I) (Jive)	
7 RZA I/METHOD MAN ... Wu-Wear (Big Beat/Antic)	
8 BLACKSTREET No Diggity (Interscope)	
9 GINA THOMPSON The Things That You Do (Mercury)	
10 GHOST TOWN DJ'S My Boo (So So Def/Columbia)	
11 AALIYAH If Your Girl Only Knew (BlackGround/Antic)	
12 NO MERCY Where Do You Go (Arista)	
13 AZ YET Last Night (LaFace/Arista)	
14 T-BOZ Touch Myself (Rowdy/Arista)	
15 CHANGING FACES I Got Somebody Else (Atlantic)	
BONE THUGS-N-HARMONY The Crossroads (Ruffhouse/Priority)	
SHADES Tell Me (I'll Be Around) (Motown)	
ABOVE THE LAW City Of Angels (Tommy Boy)	
KEITH SWEAT Twisted (Elektra/EEG)	
BRANDY/TAMIA/KNIGHT/KHAN Missing You (Elektra/EEG)	
A+ All I See (Kedar/Universal)	
QUINONOO Dream About You (Virgin)	

Most requested for week ending September 6.

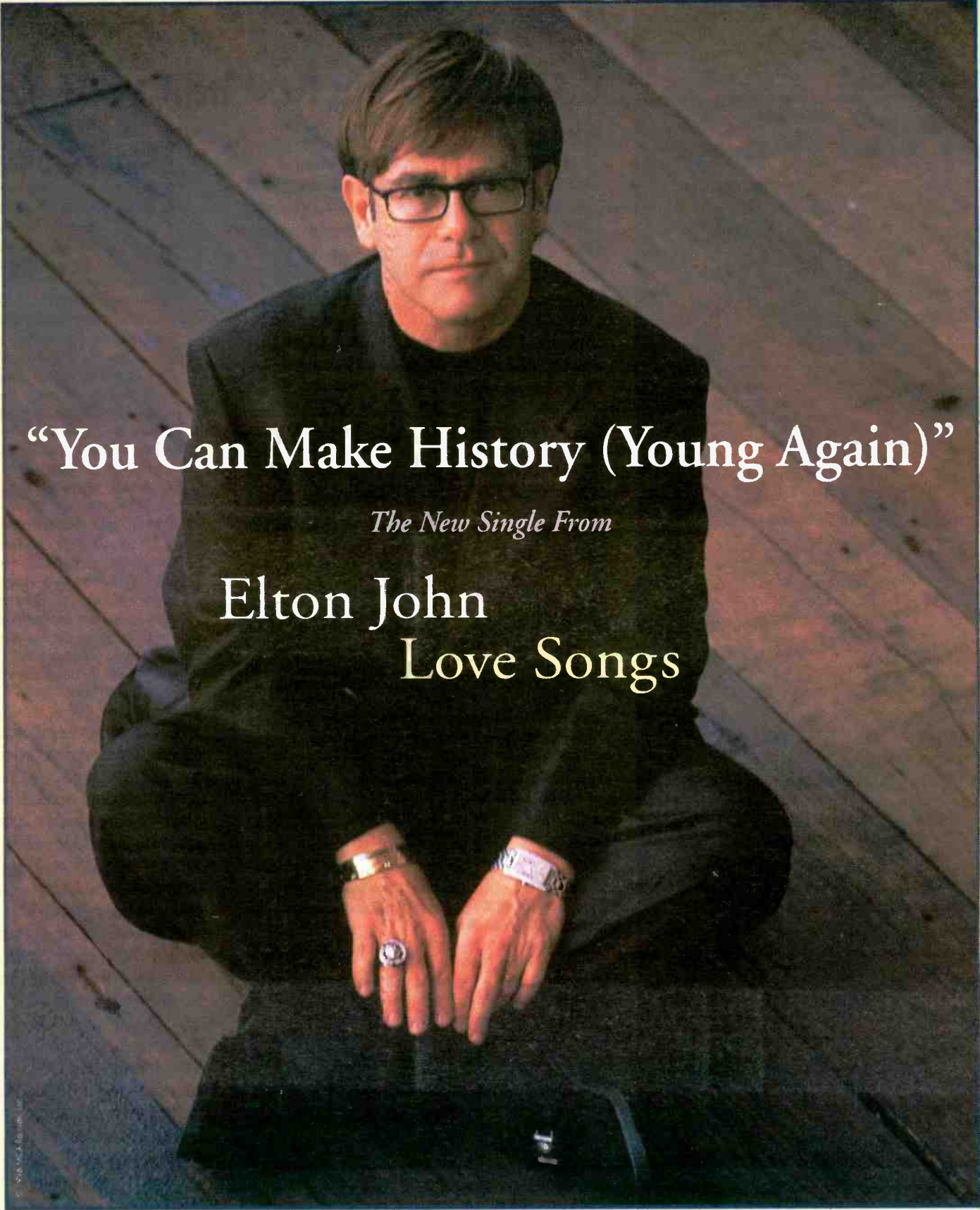
POLLSTAR
CONCERT PULSE

Pos.	Artist	Avg. Gross (in 000s)
1	JIMMY BUFFETT	\$896.5
2	KISS	\$835.3
3	GARTH BROOKS	\$820.7
4	NEIL DIAMOND	\$799.3
5	"LOLLAPALOOZA '96"	\$793.9
6	"H.O.R.D.E. FESTIVAL"	\$507.7
7	HOOTIE & THE BLOWFISH	\$432.1
8	GLORIA ESTEFAN	\$418.8
9	DAVE MATTHEWS BAND	\$376.6
10	ALANIS MORISSETTE	\$369.0
11	STING	\$366.5
12	BOB SEGER	\$356.9
13	STEELY DAN	\$335.2
14	REBA MCBENTIRE	\$315.1
15	JAMES TAYLOR	\$311.6

Among this week's new tours:
BAD RELIGION
BETTER THAN EZRA
ME'SHELL NDEGECELLO
PHISH
PAUL WESTERBERG

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

Elvis Costello collaboration, "God Give Me Strength," along with three tunes by For Real ("I Do," "Born To Love That Boy," and "Unwanted Number") and two each by J Mascis ("Take A Run At The Sun" and "Don't You Think It's Time") and Kristen Vigard ("Man From Mars" and "A Boat On The Sea"). Shawn Colvin's "Between Two Worlds," Jill Sobule's "Truth Is You Lied," Portrait's "In Another World," the Williams Brothers' "Love Doesn't Ever Fail Us," Juned's "Groovin' On You," and Tiffany Anders & Boyd Rice's "Absence Makes The Heart Grow Fonder" — as well as "My Secret Love" by Combustible Edison's Miss Lily Banquette — complete the LP.



“You Can Make History (Young Again)”

The New Single From

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Love Songs

Album In Stores September 24th

New Video On

#1 MOST ADDED AT AC! 80/77
DEBUT **13** **BREAKER!**

Early Believers:
WLIT, KVIL, WLTE, KEZK,
WLIF, WLTF, KOSI, KKCW
WRRM, WWNK, KGBY, WWLI,
KQXT, KSFI, WENS, WTPI,
WLTS, WMGF, WMJQ, WRCH,
and many more!



#1 MOST ADDED AT HOT AC! 29/25
DEBUT **25**!

Early Believers:
WRQX, WBMX, WSNE, KBEE,
WKZL, WJRZ, WMXB, WMYI,
WKDD, KURB, WMXC, KSTZ,
WMXL, WJDX, KOSO, WQSM,
KKMY, KNEV, WKEE, WHUD,
and many more!



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1994 Album of the Year

1994 Producer
of the Year

1995 R&B
Songwriter's Award

1995 Male R&B
Vocal Performance

1995 Producer
of the Year

prepare to FACE
The Day

September 24, 1996



STREET TALK®

Buzzard Picks Neumann For New PD!

Precious nanoseconds prior to presstime, ST heard that **WMMS/Cleveland** tapped crosstown **WNCX & WENZ** PD **Bob Neumann** to be its new PD, replacing **John Gorman**. Such a move only fuels those rumors that ex-**WLUM/Milwaukee** PD **Vince Richards** would cop Neumann's old slot.

WZJM/Cleveland PD **Lisa Rodman** becomes PD at Rhythmic Hot AC **WDRQ/Detroit**. Will **WZJM MD Dave Eubanks** cop Rodman's old PD slot?

Take It To The Bridge

Brown Broadcasting's Classical/NAC combo (**KDFC-FM** and **KKSF-FM**,

Rumors

- Has **Doug Morris** made a \$6.5 billion bid for **EMI Music**?
- Will **MCA Nat'l Dir./AC Promo P.J. Olsen** join **Decca/Nashville** as Dir./West Coast Regional Promo?
- Did **NAC KOAS/Phoenix PD Angie Honda** really show up — hoping she would go unrecognized — at crosstown **NAC** competitor **KYOT's** New Music Night, at which listeners give feedback on the station's music?
- Now that **WPLJ/NY** air talents **Scott Shannon & Todd Pettengill's** syndicated morning show is on the air at **WKLI/Albany** (Pettengill's hometown), is there some interest at Shannon's old Tampa stomping grounds as well?
- Will **KYSR/L.A. MD Angela Perelli** get the chance to replace exiting PD **Dave Beasing** and work with new **KYSR** consultant **Guy Zapoleon** (who also consults crosstown **KRLA**)?
- Are the Prodigy, America Online, CompuServe, and Microsoft Network on-line services locked in a bidding war for exclusive cyber-rights to **Howard Stern**? Does Prodigy have an edge, owing to early advertising support on flagship **WXRK/NY**?
- In response to new **Jacor CHR KHTS** hitting the San Diego airwaves, has **WQHT/NY PD Steve Smith** become crosstown **XHTZ's** new consultant?
- Has **WZGC/Atlanta** changed slogans from "Classic Rock" to "Rock 'N' Roll Classics" and softened its sound?
- Are **WFLZ/Tampa** night squeezer **Bubba The Love Sponge** and his **Bubba Network** about to wring up **WKLS/Atlanta** and **WIOT/Toledo**?
- In the wake of dismissing its morning team, will **WDJB/Ft. Wayne** pick up the syndicated **Bob & Sheri** show?

Latest Arbitrend Results

Here are the highlights from the Phase II Summer Arbitrends: In New York, **WKTU** held steady (6.9-6.9) and remains on top. Talk **WOR** (3.9-3.6) and rival **WABC** (3.3-3.5) are nearly tied. And ... **Howard Stern's** grip on the market's morning crown has loosened somewhat. Stern's show (7.6-6.9) was nipped by all-News **WINS** (6.5-7.0).

In L.A., Urban **KKBT-FM** continues its climb (5.0-5.2) to just a shade behind **CHR/Rhythmic KPWR** (5.5-5.3). Hosted by **John London**, **KKBT-FM's** morning show is second in the market (5.3), but still far behind **Pepe Barreto** on **Hefel** Spanish **KLVE** (8.6). Meanwhile, **Hefel's** other Spanish outlet, **KTNQ-AM**, is likewise on the rise (2.2-2.4), up a full point since the winter, as is suburban Alternative **KLYY-FM** (1.2-1.4).

In Chicago, **WGCI-FM** (5.8-6.2) recaptured first place from **WGN-AM** (5.8-6.0), and **WLS-AM** (4.0-4.1) rebounds from the winter, when it pulled a 3.0. Although new Country entrant **WKXK-FM's** numbers (1.3-1.3) haven't budged since its debut, rival **WUSN** declined again (3.4-2.8). Incidentally, Urban **WEJMF-M's** numbers (2.4-2.4) are a half-share higher than its spring showing. In mornings, **WGN** holds a 2-1 advantage over second-place **WBBM-AM**.

For same-day Arbitrend results from these and other markets, check out **R&R** on the World Wide Web: <http://www.rronline.com>.

respectively) is being sold to **Evergreen Media** for \$110 million, according to *San Francisco Chronicle* reports.

If the deal goes down, the *Chronicle* claims Evergreen's cut of the Bay Area's radio revenues would amount to \$48 million — about 25% of the market. The published report prompted rival Classical **KKHI-FM** to fire off a press release promising to stay Classical should Evergreen want to do something else with **KDFC's** dial position. No one at the Brown stations — nor with Evergreen — could be reached for comment.

Speaking of San Francisco ... ST's loyal readers doubtlessly remember back to May '93, when then-**KSOL-FM** morning manatee **Mancow Muller** caused a massive Bay Bridge traffic jam by getting a haircut in a station van in a vain attempt to parody President **Clinton's** much-criticized trim at L.A. International Airport. While the stunt lasted only a few minutes, the resulting tie-up made commuters as much as two hours late for work.

Continued on Page 28

(advertisement)

McVay Media Winners

McVay Media 1996 Award winners include **Regent Communications**, **Patterson Broadcasting**, **Liggett Broadcasting**, **KSNE/Las Vegas**, **WWLI/Providence**, **WTVR/Richmond**, **WAJI/Ft. Wayne**, and **WQXK/Youngstown**. General Manager of the Year awards to **Tom Sly**, **WWNK/Cincinnati**; **Mike Wheeler**, **WWLI/Providence**; and **Mark Levy**, **WQXK/Youngstown**. Program Director is **Tom Chase**, **KSNE/Las Vegas**; **Tom Holt**, **WWLI/**

Providence; and **Chuck Stevens**, **WQXK/Youngstown, OH**.

The International Broadcaster of the Year award goes to **MORE-FM**, Auckland, New Zealand. Promotion Director of the Year went to **Adam Stubbs**, **WTVR/Richmond**. Special Recognition to **WFDF/Flint** and **WWW/Toledo**.

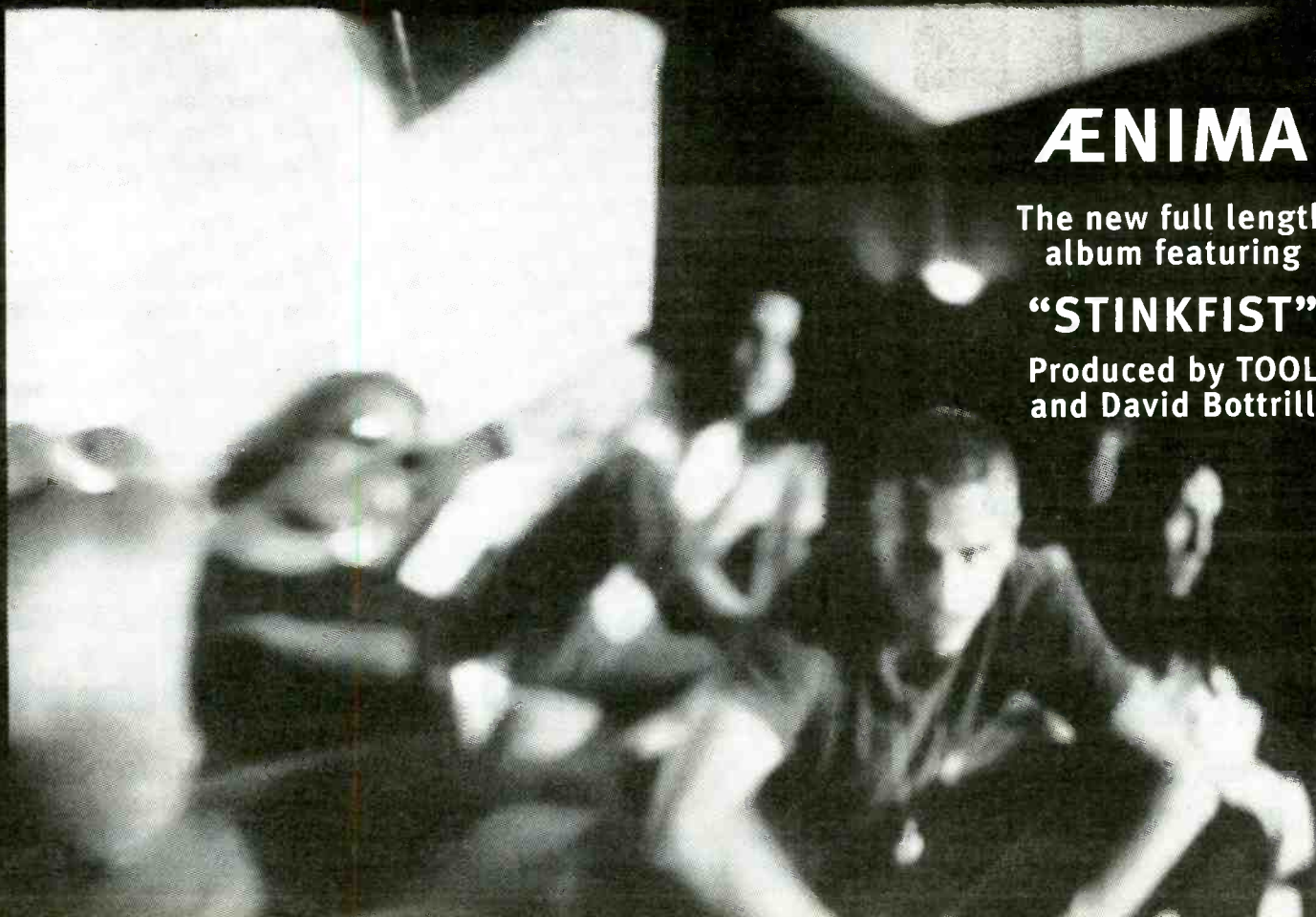
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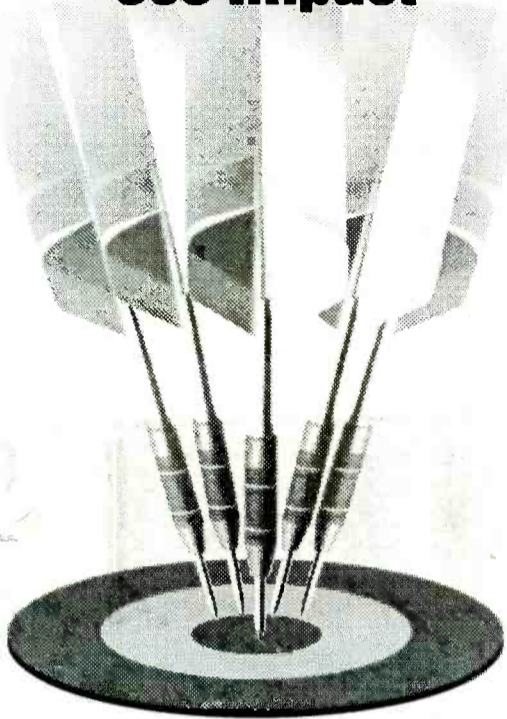
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STREET TALK®



NO PLANE JANE — Here's KIIS/L.A. morning co-host Ellen K. in her featured role as "Miss February" in the 1997 "Tantalizing Takeoffs" calendar, which — as anyone can plainly see — pays homage to key aircraft in U.S. history.

Rumbles, Pt. 1

- New **KKSS/Albuquerque** PD **Jeff Andrews's** first day on the j-o-b will be Monday (9/16).
- After eight years with **WLWI-FM/Montgomery, AL**, PD **Carson James** splits to become head of Radio Operations for Nashville-based consultancy **John Hart Media**.
- Consultant **Rick Peters** adds **WHTZ (Z100)/NY** to his client list.
- **Radio Consultants** Prez **David Martin** adds interim OM duties at **WCCO/Minneapolis**.
- Ex-**WSNX/Grand Rapids** PD **Mark McGill** becomes PD at **WTCTF/Saginaw, MI**, replacing the exiting **Greg Fry**.
- New **South Radio's** **WLIN/Jackson, MS** flips from Soft AC to CHR. Atlanta-based consultant **Jan Jeffries** and co-owner **Clay Holladay** are making the decisions until a PD and staff are named.
- Soft AC **WADB/Monmouth-Ocean, NJ** changes calls to **WRAT** and "The Rat" moniker. The Rat will join the mainstream rock scene, targeting 18-49 adults. Neighboring **WDHA/Morristown** PD **Lenny Bloch** will be leading "the Rat Pack" in the programming department. **Carl Craft** will serve as APD and co-host mornings with **Jen Ursillo**. The rest of the lineup will be **Ben** (middles), **Jimmy Steal** (afternoons), **Freddy Clark** (nights), and **Uncle Leo** (overnights).
- **WWWZ & WMGL/Charleston** name **George Hamilton Cook** PD. Working under the *nom de aire* **George Hamilton**, Cook most recently programmed **WKYS/Washington**.
- **Sheridan Broadcasting**, owner of **WAMO-AM & FM/Pittsburgh**, acquired suburban Classic Rock **WSSZ-FM/Greenburg, PA**. Upon the Saturday (9/7) purchase, Sheridan began simulcasting **WAMO-FM** on the adjacent 107.1 frequency. The station had lost significant listenership when it moved from 105.9 to 106.7MHz earlier this year; the new simulcast will recover lost listeners in the Monogahela Valley.
- Country **WWYC/Lexington, KY** PD **Doug Hamand** is upped to OM of **WWYC** and co-owned HotAC **WMXL**; erstwhile **WMXL** PD **Dale O'Brian** recently split to program CHR **WWZZ & WWVZ/Washington**.

Continued from Page 26

As a result of a class-action lawsuit filed by inconvenienced commuters, former **KSOL-FM** owner **United Broadcasting** agreed to pay \$1.5 million, which includes about three days' worth of tolls (to be awarded next spring) as well as the costs of improved metering systems to increase traffic flow. Although **United Broadcasting** sold its interest in **KSOL** some time back, the company was deemed liable because it owned the station at the time.

Muller himself faced criminal prosecution and pled no contest to creating a public nuisance, receiving a \$500 fine. He was placed on three years' probation and sentenced to perform 100 hours of community service.

Former **EMI** Sr. Dir./Nat'l Promo **Sean Lynch** joins **Priority** as VP/Promo. Lynch's arrival comes on the heels of former **Interscope** promo exec **Marc Benesch** becoming **Priority** Sr. VP/Promo & Mktg.

In the wake of that six-figure market research study that the *Chicago Sun Times* reported was delivered to **Evergreen** this week, will **WLUP-FM (The Loop)/Chicago** be making some musical changes in October?

Next Plateau Music welcomes former **Big Beat** VP/GM **Heidi Jo Spiegel** as Sr. VP.

All That Jazz

Heritage NAC **WJZZ/Detroit** filed for a call letter change to **WCHB-FM**. (The **WCHB** calls

Continued on Page 31

WSTW/Wilmington

KCAL/Riverside

WDJX-WHKW/Louisville, etc.

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KTUX/SHREVEPORT	KEGL/DALLAS
KUPD/PHOENIX	KUFO/PORTLAND
WJRR/ORLANDO	WKLQ/GRAND RAPIDS
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Continued from Page 28

are currently on WJZZ's sister AM.) Along with the call letter change, WJZZ is expected to switch formats to CHR/Rhythmic within two weeks, according to *Detroit Free Press* reports.

The WJZZ calls would be transferred and "parked" on the AM. WJZZ owner **Bell Broadcasting** hopes that **Ragan Henry** would sell crosstown **WDZR** to an African-American broadcaster, who would then buy the WJZZ calls and flip WDZR to some sort of Jazz format.

A majority of Los Angeles radio stations have petitioned **Arbitron** to add some bedroom communities in neighboring Ventura and San Bernardino counties into the L.A. metro. The stations contend that most of the people in these communities work in L.A. and consider themselves L.A.-area residents.

Arbitron says requests like these are routine — it is currently considering four other such requests from other metros — but warns that the ratings service itself (and not its subscribers) remains the final authority on whether to expand the metro.

Look for a final decision by November.

Rumbles, Pt. 2

- **WWQQ/Wilmington, NC** PD Clay McCauley is elevated to GM of the "Q Network," which includes CHR **WQSL** and Classic Rock **WXQR**. Meanwhile, **WWQQ** APD/afternoon delight **Ron Gray** is promoted to PD; he'll retain his airshift.

- **WMAQ/Chicago** Dir./Sports **Lou Canellis** signs a five-year contract with crosstown **WMVP** and will join the latter as the primary anchor for its Bulls broadcasts, effective October 1. He'll continue his field reporter duties at **SportsChannel/Chicago**.

- **WWGR/Ft. Myers** PD **Paul Orr** exits.

- **WZST/Chattanooga** ups MD **Mike Gibson** to APD/MD.

- **KNRX/Oklahoma City** welcomes new morning driver **Mr. Blank**, coming from nights at **WBZZ/Pittsburgh**.

- After seven days on the j-o-b, **WRQK/Canton, OH** morning co-host **Kelley Cannon** exits.

- **KSLY/San Luis Obispo, CA** welcomes night slammer **Freddy B.**, coming from nights at crosstown **KWBR**.

- Longtime **WNCI/Columbus, OH** morning show producer and on-air sidekick **Merlin Branham** exits to pursue other opportunities.

- **KHTQ/Spokane** welcomes **Harrison Wood** for nights, coming from the same shift at **KFFM/Yakima, WA**. Wood replaces **Dooky Taylor**. Meanwhile back at **KFFM**, middayer **Michele Matthews** exits.

- **WJZA/Columbus, OH** welcomes morning man **Eryan Scott**, who formerly did mornings at **WAEG** and **WAEJ/Augusta**.

- Erstwhile **WHTZ/NY** swinger **Tricia Thomas** picks up similar duties at crosstown **WKTU**.

- Former **KLLOL** and **KTRH/Houston** programming assistant **Shana Lowry** segues to similar duties at crosstown **KRBE**.

- **KTHX/Reno MD** **Ken Allen** exits.

- **WNXT-FM/Portsmouth, OH** MD **Chris Hollis** exits; OMPD **Bubba Baxter** assumes the MD duties.

- **AC KGBY/Sacramento** PD **Bob Laurence** adds MD duties as **Vince Garcia** exits.

- In light of **WROE/Appleton, WI**'s move from Hot AC to AC, PD **J. Davis** segues to mornings at Country LMA partner **WNCY**; consultant **Ford Colley** is handling **WROE** programming.

- Lineup changes at **WOAZ/Boston**: Afternoon delight **Steve Williams** takes over for **Ed Cherubino** in mornings, **Cherubino** segues into **Sarah Owens**'s midday slot, and **Owens** moves to afternoons.

- *Leap O' The Week*: **WLWI-FM/Montgomery, AL** aftermooner **John "John Boy" Yuhaus** jumps to nights at **WKKX/St. Louis**.

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RADIO & RECORDS



1

- **Lou Mann** elevated to **Capitol Records** Sr. VP/GM.
- **Sam Cerami** becomes **Polydor/Nashville** VP/Promo.
- **John Gorman** promoted to **WHK-AM, WMJI-FM & WMMS-FM/Cleveland** VP/Ops Dir.

5

- **Donnie Simpson** elevated to **Albimar Communications** VP/Programming.
- **Barbara Prieto** promoted to **WKYS/Washington** PD.

10

- **General Electric** sells **RCA/Ariola** to **BMG**.
- **Nancy Pool** becomes **KXOK/St. Louis** VP/GM.
- **Kevin Metheny** named **KTKS/Dallas** PD.
- **Chuck Morgan** appointed **WRQX/Washington** PD.

15

- **Gene Lothery** elevated to Corporate VP/CBS AM Stations.
- **Brian Moors** promoted to **WHN/NY** VP/GM.
- **Jim de Castro** upped to **WLUP/Chicago** VP/GM.
- **Doug Sorenson** becomes **KQRS/Minneapolis** PD.
- **Carolyn Parks** named **R&R** Country Editor.

20

- **Bob K.** named **WOWO/Ft. Wayne** PD.
- **Charlie Kendall** joins **KZEW/Dallas** as morning man.

Implementation — if approved — would take place next spring.

Song Of D. Loon

WKXX/Chicago morning co-host **Willy D. Loon** was set to fulfill a lifelong ambition — singing the National Anthem before a **Chicago Cubs** game — on Friday (9/13).

WKLS/Atlanta is offering Olympic Centennial Park bombing suspect **Richard Jewell** a job. PD **Michael Hughes** said **Jewell** would initially be hired as a security guard, with the possibility of short-term on-air work and a TV spot.

Jewell's lawyer said his client — who served as a security guard during the Olympics — is considering the offer. Any hiring is contingent on **Jewell** being cleared as a suspect.

Heartfelt congratulations to **Epic Nat'l Dir./R&B** Promo **Maurice Warfield** and wife **Margaret**, who celebrated the birth of their son, **Brandon Parker**, on Monday (9/9).

Thanks to **London/Island** recording artist **Gabrielle**, who wowed the crowd with her Thursday (9/5) performance at the world-famous **Club R&R**.

Sound Affects

KHHT/Denver is giving away a \$3500 cash spending spree as the grand prize in a contest in which listeners call in at the sound of a credit card being denied.



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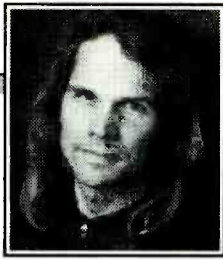
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STEVE WONSIEWICZ

For Those About To Dance...

More exposure for dance music re-ignites debate over real artists vs. one-hit wonders

For dance music, development and growth will be crucial in showing the radio and record industries how formidable a force the genre will become in the future.

Exposure is increasing for the genre as several newly launched rhythmic stations in major markets feature dance prominently in their programming mix. Simultaneously, debut albums from new acts with high-charting songs are about to drop at retail. Inquiring minds want to know if the revival at radio will up the commitment at major labels. Additionally, what role, if any,



Marthe Reynolds

will the mainstream media play? For some expert opinions on what we can expect from dance music, I chatted with four pros who've worked closely with the music for most of their careers.

Artists Need A Face

For Island Sr. Dir./Crossover Promotion **Marthe Reynolds**, it all boils down to artist development. "We have to convince people that these artists can deliver consistently. We have to get them touring, visiting radio, and doing interviews and radio drops. We have to put a face on the artists instead of producing a very hip sound that's going to have a quick burn before it's onto the next 12-inch single. When I was working with (the late) **David Cole** and **Robert Cliviles** people were shocked that they spent \$25,000 on the album cover for the 'Seduction' project. They couldn't believe we'd spend that kind of money. But it helped give them and the project an image."

With the genre showing signs of life again, Reynolds says she isn't surprised radio is still finding its way when it comes to play-

ing new records, since much of that stems from a lack of product coming from the majors. "We were told for so long not to sign these artists and put these kinds



John Coppola

of records out. The focus was still on hip hop or Urban music in the crossover community. Now we have a lot more outlets. And thanks to [CHR/Rhythmic] **WKTU/New York's** success, more stations are playing the music and it's become popular again. Yet at the same time, the developed talent pool is very small."

That's about to change, says Reynolds. "The edict has come down to sign and develop artists and begin selling albums. It's very similar to what happened with rap and hip hop years ago. The record community finally got the picture and started developing rap artists because they saw the huge audience with enough disposable income to buy the albums. We're moving in that direction with dance."

Because the release pipeline only now is beginning to pour out more quality product, Reynolds says it's going to take time before the cash registers begin ringing up respectable numbers. "You have to be willing to give it more than a year from the time you sign an artist to releasing the album. You can't just slap together an album with one good track and hope it works, because if it doesn't sell you're going to have the finance guys breathing down your neck. And then you'll be out of a job because you followed the 'next big thing.' It takes a lot of time to get the album and imaging right. We are so used to immediate gratification that if it doesn't happen right now then it's not going to happen."

Catch-22?

Work Sr. Dir./National Promotion **John Coppola** believes dance is caught in a Catch-22.

"How does dance expect to gain credibility when inside many of the record companies the artists themselves don't have that credibility and nobody wants to put the juice behind them?" Coppola says record companies need to do a better job of "knowing which artists to try and break; to understand what you have and how you are going to go after it. I was in on the ground floor with **C+C Music Factory** and we knew we had something special and made it a priority. The same thing goes with the new dance acts that are being signed.

"In addition, radio doesn't want to break dance artists. They'd rather rely on big recurrent records that came from the clubs and crossed to radio. Why should they take a chance on a brand new act when they know they can pull out an old Donna Summer or a new cover and it's not going to hurt them?"

Coppola calls for more dedication and diversity from radio.



The sales are there if it's packaged, promoted, and marketed correctly and gets the exposure at radio.

—**Frankie Blue**

"Somebody has to take the bull by the horns and say this is something we believe in and we're going to stick with it. They have to be smart enough not to play the throwaway stuff; to be cutting edge without killing themselves. You can never lose by playing credible records.

"Radio is also backing themselves into a corner because they don't want to go outside their format and play other types of dance records. The reason dance became so big was because it came from different places, like Rock, Alternative, and CHR. Dance has to go back to its roots, back to a time when you could play a lot of different styles.

"The **Primitive Radio Gods**



We have to put a face on the artists instead of producing a very hip sound that's going to have a quick burn before it's onto the next 12-inch single.

—**Marthe Reynolds**

should be on a dance station. So should **Poe**. You have to give people a reason to listen to the new station in town and they are not going to if they hear old dance songs all the time."

Labels Need To Commit

WKTU/New York PD Frankie Blue acknowledges that the labels must step up their commitment to the genre. "They need to put more of an effort into setting up a division to deliver the product. They have Urban, CHR, and Rock departments and most of them have a crossover division. They should concentrate on superserving that division and beefing it up."

Blue agrees that things are moving in the right direction when it comes to album sales of dance product. "The sales are there if it's packaged, promoted, and marketed correctly and gets the exposure at radio. The **Quad City DJ's** have a top-selling album in New York City. Look at what happened with **La Bouche**. The label got us on three singles. That tells you they were more than a track act because they delivered three singles for a dance act on our station. And it makes us happy to say we were a part of helping that album go platinum."

As for particular dance styles that could emerge as big airplay and sales winners, Blue notes that "the Euro-pop sound is 'KTU's most popular sound." However, he points out that mainstream CHRs aren't going to be the torchbearers for dance. "That's not what a station like 'KTU is all about. Dance is only a part of what we do. This is not a thump, thump, thump station. The variety is there, but spread across different musical styles."

While it's too soon to see dance records sell on a par with rap, hip hop, alternative, rock, or country, Blue says the market potential is there. "We have a 2.7 million cume. And New York certainly proves there's a dance-oriented lifestyle. Just as there's a passion to mosh, there's the passion to go to a club and bust a move."

Waiting For The Drop

CHR/Rhythmic **WBBM/Chicago MD Erik Bradley** agrees that a clearer sales picture could emerge in the coming months as new albums from dance-oriented artists are dropped at retail. "**No Mercy** has a huge record with its album just came out. And **Amber** and **Jocelyn Enriquez** still

don't have albums out. Those are three of our powers. A big commitment by the labels could make a difference in those sales. I truly believe those artists can have three or four [radio] hits and sell albums. I don't know if some of the [producer-driven] acts can, though. Most of that is a shot in the dark.

"If you have a great lead track on the right label with the proper commitment and it gets the needed exposure, then it will sell. **Alanis Morissette** isn't selling records because of just one single dropped to radio. She had a definite label commitment."

Bradley says it's going to take more than just radio to get the ball rolling. "It's unfair for labels to expect an album to sell if the exposure doesn't extend beyond radio. **Alanis** was everywhere. Dance is only beginning to get mainstream exposure.

"You also have to keep in mind that a lot of these artists don't have videos, or if they do they aren't getting played on MTV. A couple of spins on **The Box** isn't enough. The **Quad City DJ's** are all over MTV, are going to be on **Oprah Winfrey**, just had a big write-up in *USA Today*, and were nominated for an MTV Music Award. That's important stuff.

"People have always liked the music. But having more airplay doesn't guarantee they're going to go out and buy albums. They like it because it makes them feel good and there's a positive attitude about the music. A lot of it does sell, but not on a par with hip hop, urban, or country. Those genres do a lot better because they have a loyal, built-in fan base. Dance music is more fickle, and the current crop of artists are not as loyal as the other styles."

Bradley hedges his bets when it comes to wagering on which dance style will come to the forefront. Being a mainstream station, for example, he's played only the most mass-appeal, pop, Latin house records even though the market leans heavily Latino. "It's all about hits, regardless of the style. The same thing goes for alternative or country."

TALK BACK TO R&R!

Do you have questions, comments, or feedback regarding this column or other issues?
Call me at (615) 244-8677 or
e-mail: swonz@aol.com



Radio doesn't want to break dance artists. They'd rather rely on big recurrent records that came from the clubs and crossed to radio.

—**John Coppola**



RR LAUNCHING PAD

Active Rock Copping Buzz On Nicklebag

"Love Song (All Up In My World)," the debut single from **Nicklebag**, is catching the attention of a handful of Active Rock and Rock programmers and listeners. The



Nicklebag

funky, psychedelic rock track — from the band's indie **Iguana Records** album "12 Hits And A Bump" — is of particular interest because of the band members' track records.

Nicklebag is fronted by respected vocalist **Bernard Fowler** (**Rolling Stones**, **PIL**, **Iggy Pop**) and guitar wiz **Stevie Salas** (**George Clinton**, **Rod Stewart**, **Don Was**). Lending a hand on the album is an impressive group of rock and funk players including **Ron Wood**, **Bernie Worrell**, **Doug Wimbish**, and **Dave Abbruzzese**.

For Active Rock **WJRR/Orlando APD/MD Pat Lynch**, adding "Love Song" was easy. "The beauty of having a record like this is that in this day and age of Active Rock competing with Alternative, this is a record our format can jump on and own. I'm surprised more people aren't supporting it. It's probably sitting in the 'stack' just because it's not on a major label. And that's too bad. They need to give it a spin and give listeners the benefit of the doubt."

Lynch's instincts have proven correct when it comes to grabbing listener attention with the song. "When this came in the name caught my eye, so I put it on and let 'er rip. I didn't even read the bio and other stuff. It turns out it blends in perfectly with everything we're playing. It doesn't reek of old hair bands. It's a straight-ahead rock record and there's not a whole lot of those out there.

"When we put it on it went to No. 1 phones. And one of the most compelling things about the song is that

it's pulling phones from middle and upper demos. Nine times out of 10 the kids drive requests. To have 25-plus guys calling — who wouldn't normally take the time to pick up the phone — tells me they're pretty passionate about the song."

Iguana President/Owner Roger Stein hopes Lynch's enthusiasm and commitment spreads. So far 11 Active Rock outlets are reporting the track, while another handful have been testing it at night.

Stein, who also manages the band, is in discussions with a couple of majors about picking up the act. But he isn't ready to turn the project over immediately because he doesn't want to lose momentum. "We have a story that's building in California and Florida. We want to continue pumping those areas and get the band out there performing, as well as get more people

to test the record. I know most Rock and Alternative stations are not too accepting of independent records, but in order to get major-market stations to play it we need more airplay. Yet once people see the band live and give the record a shot on the air, they're going to see how well people react."

Stein recently had the band performing in California, including a **Virgin Megastore** appearance in Los Angeles that did "amazingly well. We plan to do another West Coast run in October that hopefully will coincide with more adds at a couple of stations we're talking with."

Wild Colonials 'Charm' Alternative

Too many female voices at Alternative to find room to add another? Don't tell that to supporters of "Charms," the new single from **Geffen/DGC** quintet the **Wild Colonials**. Fans of the track — reminiscent of **10,000 Maniacs** and taken from the Colonials' second album, "This Can't Be Life" — are increasing weekly. Currently, 37 stations are reporting the single.

Comments **WBRU/Providence MD Matt Maloney**, whose station has been on "Charms" for well over a month, "The track really breaks up the

sound at the station and gives us a breath of fresh air, especially during a time when a lot of the grunge and groovy funk records are on the air. Even though it's a throwback to the sound of **10,000 Maniacs**, it's a sound that our listeners expect to hear on 'BRU. It's something our core listeners have been around with for a long time; they expect to hear something like this from us. If we don't we end up getting calls complaining we are beginning to sound like everyone else."

Maloney says the single still gets a lot of response and that it pulled Top 10 phones for several weeks during its initial run. "It's a song that me and [PD **Tim Schiavelli**] heard and believed in instantly."

It's that kind of support that **Geffen/DGC** Dir./National Alternative Promotion **Ted Volk** is banking on. "With a record like this, it's all about people liking the record and giving it a shot. Stations like 'BRU, **KTCL/Denver**, and **WEQX/Albany** made a huge difference early on. We think it fits a need and radio seems to agree."

To help fan the sales fire, Volk says the label is aggressively pricing the album at retail. Regional campaigns are being readied in the Northeast, where the band is on a one-month residency tour of Philadelphia, Boston, New York, and Washington — as well as the Northwest, where **KNDD/Seattle** is banging the record.

The campaign is similar to the label's national retail effort for the **Eels**. **Geffen/DGC** is working with retail to get the price down to



Wild Colonials

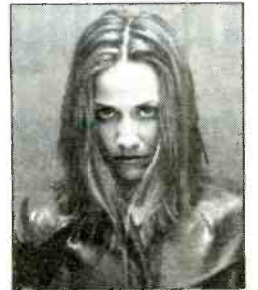
around \$6 for the CD. Time buys also are planned in those markets. "We want to do as much as we can to build familiarity," says Volk. "Radio is one part, but we feel the retail campaign and the time buys can definitely help increase awareness for the band."

MUSIC NEWS & VIEWS

A&M Won't Eat Crow For Wal-Mart

A&M and **Wal-Mart** have squared off over the lyrics to a **Sheryl Crow** song from her self-titled second album, slated for release on September 24.

The powerful discount chain refuses to sell the album because it "strongly objects" to the track "Love Is A Good Thing," which **Wal-Mart** claims suggests it "sells guns to children, allowing them to 'kill each other.'" **Wal-Mart** calls the lyrics "unfair, untrue and totally irresponsible," adding that they are "particularly offensive to our associates who work hard each year helping their communities."



Sheryl Crow

A&M Chairman **Al Cafaro** immediately fired back. Calling **Wal-Mart's** action "de facto censorship," he accused the retail giant of "choosing guns over music." Cafaro said Crow has "my complete and total support," explaining that "Sheryl's responsibility as an artist is to reveal the truth, and it is our responsibility as a record company to defend her ability to do so. **Wal-Mart** has no apparent interest in discussing such things. They choose to pre-empt the dialogue by banning music which may provoke a discussion."

Mercury's Stones Tribute Bows Oct. 15

Mercury has set October 15 as the release date for

"Shared Vision II: The Songs Of The **Rolling Stones**." The 15-song tribute album features contributions from **Johnny Cash** ("No Expectations"), **Tom Jones** ("Satisfaction"), **Social Distortion** ("Back Street Girl"), the **Neville Brothers** ("You Can't Always Get What You Want") and more, including ver-



Rolling Stones

sions of "Honky Tonk Women" by both the **Pogues** and **Joe Cocker**. A portion of the proceeds will be donated to **Lighthouse**, the world's leading resource on vision impairment.

Odds-N-Ends: President **Bill Clinton** has chosen **REO Speedwagon's** "Building A Bridge" as the theme song for his re-election campaign. His last campaign song was **Fleetwood Mac's**

"Don't Stop Thinking About Tomorrow" ... Two-time Grammy winner **Melissa Etheridge** begins the second leg of her U.S. tour on September 27 in Madison, WI ... **Caroline Records** alterna-beatsters the **Chemical Bros.** drop their new single "Setting Sun" to radio in October ... **Zoo Entertainment** has pushed back the release date for **Keanu Reeves's** band **Dogstar** from September 17 until the first quarter of '97 ... **Helmet's** upcoming "Aftertaste" album also gets moved, going to retail in January.



Dogstar

Classic soul fans take note: **MCA** back-catalog imprint **Hip-O Records** is releasing a two-volume set called "Soulful Grooves: R&B Instrumental Classics." Featuring songs from the '60s and '70s, the collection includes contributions from **Booker T. & The MGs**, **James Brown**, **Junior Walker & The All Stars**, **King Curtis**, **Ramsey Lewis**, and others.

Lastly, sad to note the passing of the "Father of Bluegrass," **Bill Monroe**, on September 9, just five days before his 85th birthday. With his band, the **Bluegrass Boys**, Monroe's high voice and innovative mandolin played graced classics such as "Mule Skinner Blues." Inducted into the Country Music Hall of Fame in 1970, Monroe was also instrumental in launching the career of **Lester Flatt & Earl Scruggs**.

Tossing Out The Rule Book

□ Programmers agree a good talk host is an unregulated one

By John Mainelli

A good rule is no rules, as a rule. If the program directors I interviewed for this column are any indication, talk show hosts aren't nearly as restricted in what they can do as DJs are. Or are they?

I had a hard time pinning down News/Talk PDs on their own rules and guidelines. Either they don't have any or they didn't want to admit having any. Or they have a lot and they don't want to let anyone in on their secrets.

'Set In Rubber'

Gabe Hobbs, OM/PD at WFLA/Tampa, says he keeps rules and guidelines to a bare minimum and that the ones he has are "set in rubber." All Hobbs asks, and it's quite a lot, is that his hosts plan seriously for their shows and let their plans be known beforehand. He doesn't like "stream-of-consciousness programming"; i.e., no winging it on the air. He wants to know where the hosts are headed and, most importantly, he wants *them* to know where they're headed. And he doesn't want them to go where other hosts have gone before, thereby causing topic burnout. You can do



Gabe Hobbs

□

Guests get in the way of the host presenting a biased, inherently unfair, opinionated show.

—Gabe Hobbs

a topic that somebody else did, but you'd better do it differently. WFLA Exec. Producer Sue Treccase tracks all the day's topics in her office, and the talkers pay her a visit before their shows.

As for the types of callers WFLA lets on the air, Hobbs says the same thing any sensitive, '90s kind of PD says, "Old callers are OK as long as they don't *sound* old." Which mainly means crusty and predictable, not to mention wordy and wheezy. As every Talk PD knows, the older the callers, the more likely they are to start by stating their

age as if reaching it was an accomplishment. Though it may be, WFLA actually "bleeps callers who give their age as if they've just said the eighth dirty word." Screeners suggest the order of calls on the air, but the hosts are free to pick and choose from the menu.

WFLA callers are restricted to once a week per show unless they're really interesting. If they're not, Hobbs says his hosts had better be ready to carry the show on their own. No call is better than a bad call. Stupid is worse than bad unless, of course, it's



Drew Hayes

"good stupid." Guests, either in-studio or on the phone, are frowned upon (except for the morning news show) and book authors are absolutely, positively, verboten at all times. Hobbs feels they get in the way of the host presenting a "biased, inherently unfair, opinionated show." WFLA's morning news program, of course, isn't like that at all.

Drew Hayes, who recently left Chicago's WLS to be Exec. Producer for the ESPN Radio Network, says WLS had a once-a-

□

You've got four lanes and two shoulders. Just don't go on the shoulders too much.

—Drew Hayes

□

week caller rule "that everybody ignored." But then, Hayes's philosophy is, "You've got four lanes and two shoulders. Just don't go on the shoulders too much." The fewer restrictions on his hosts, the better, according to Hayes, who says PDs who keep a stopwatch on caller length "are idiots." Still, he hates regular callers who "have their own agendas and seldom add anything" to the programs. Hayes says guests in the news are OK as long as they advance the show and don't get scheduled "just to fill time." And speaking of time, Hayes never got upset about hosts not hitting the spot breaks on schedule "just as long as they didn't get bunched up at the end of the hour."

'An Inherent Feeling'

Are any topics off-limits at Hobbs's WFLA? No ... unless

□

No topics had to be banned because everyone 'just knew what you could and couldn't say on WJR.'

—Gary Berkowitz

somebody wants to attack an advertiser or sports franchise carried by the station. But even this rule is meant to be bent, according to Hobbs, who says he once let his hosts discuss a frog that was baked into a McDonald's bun. I congratulated Hobbs on having the kind of demos that gets McDonald's on the air in the first place. Other rules that do not exist at WFLA include smoking (OK), dress code (wear something), booze (within limits) and anything else that smacks of "being anal."

WLS-to-ESPN's Drew Hayes frowns upon PDs who insist that their talkers "punch time clocks." Hayes says "everything in your life is show prep" so, hopefully, you don't have to be forced to do it at the station. He seldom had formal meetings but saw everyone each day one way or another on an individual basis, "often to give them an overview of the libel and slander laws." A pet peeve of Hayes's is talk hosts who say "Are you for it or against it?" and give the phone numbers."

He prefers the Robert Conrad approach: "Go ahead, knock it off." Adds Hayes, "If you don't have a strong enough belief that can stand up to any caller, don't say it unless you admit straight out

□

Continued on Next Page

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KOGO Hits The Campaign Trail

Talk radio was well represented at this year's Republican National Convention in San Diego. Local Talker **KOGO** passed over the "radio row" area and was the only station to purchase a skybox to do its live broadcasts. Below are some photos of the many political movers and shakers who visited with KOGO staffers.



White House Sr. Advisor George Stephanopoulos stops by the KOGO/San Diego box for an interview on the nationally syndicated Peter Weissbach show.



KOGO's Michael Reagan chats and poses with Steve Forbes.



Congresswoman Susan Molinari takes on KOGO host Alan Stock.



KOGO street reporter Ninette Sosa gets the scoop from perennial candidate Pat Paulsen.

Tossing Out The Rule Book

Continued from Page 36

that you don't have a strong opinion."

Gary Berkowitz, who programmed **WJR/Detroit** before returning to program music radio (AC), says rules and regulations were never needed at the "big cuddly giant" of a radio station. Everyone at 'JR, says Berkowitz, had an "inherent feeling and respect for the traditions of the station" and just knew how to handle themselves on the air. In fact, says Berkowitz, if he were to approach the late morning legend **J.P. McCarthy** with a formatic suggestion, he knew he'd get a slowly turned head and a raised eyebrow. So he never did. No topics had to be banned because everyone "just knew what you could and couldn't say on WJR."



Gary Berkowitz

Stricter Approach

Of the four PDs I interviewed for this column, **Brian Jennings** is the least forgiving of formatic violations. Jennings — who most recently programmed Seattle's **KVI** and now consults — likes phone calls kept between one and two minutes, "most of the time even shorter." Few callers, he says, merit more time. Jennings says "open phones showcase a personality" and guests are only permitted if they have "marquee value." After the crash of **TWA Flight 800**, for example, he would allow "the head of **TWA** or the **NTSB**, but not for any great length of time."

Jennings's limits on caller repetition are the strictest of the four PDs: "once per week per the entire schedule for everyone, no exceptions." Screeners keep lists and trade information to make sure this happens. Sometimes the shows



Prep time never ends, because there are always papers to read, TVs to watch, and movies to see.

— **Brian Jennings**



have themes, like "women-only or first-time callers."

Jennings asks that the talk hosts be in the station long before their shows "to have a camaraderie with the staff and share ideas with the PD and each other." He says prep time "never ends, because there are always papers to read, TVs to watch, and movies to see."

What do I think about rules and guidelines? I thought I'd never ask. I think some calls should be long, and others short. I think some shows should have guests some of the time and other shows should have no guests all of the time. I think some callers should be allowed once a week, some once a day, and others as often as Halley's

comet shows up. I think talk show hosts should start prepping for their shows in the maternity ward and continue prepping until the on-air light goes out for the last time.



Brian Jennings

I think authors who write about their own experiences should come on, but authors who write about others' shouldn't. I think no topic should be banned and that talk show hosts should be able to say anything they want if they know what they're talking about and genuinely believe what they're saying. I think old callers can be the best callers of all if they've lived their lives with their eyes and minds open and still keep them that way. And I think you should leave your listeners laughing, even if it hurts.

I would love to hear your tales of rules and regulations. You can reach me at JPMain@aol.com.



John Mainelli was PD of **WABC/New York** from 1988-90 and 1991-95. He has also programmed **KSDO/San Diego** and **KCMO/Kansas City**. He says he's currently thinking about ending his latest sabbatical.

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CHR/POP

TOTAL AVERAGE FAVORABILITY ESTIMATE (1-5)

ARTIST TITLE LABEL(S)	TOTAL AVERAGE FAVORABILITY ESTIMATE (1-5)				TOTAL% FAMILIARITY	TOTAL% BURN
	TW	LW	2W	3W		
NO DOUBT Spiderwebs (<i>Trauma/Interscope</i>)	3.98	3.80	3.95	3.96	47.3%	8.0%
CELINE DION It's All Coming Back To Me Now (<i>550 Music</i>)	3.95	3.71	—	—	60.0%	8.5%
ALANIS MORISSETTE You Learn (<i>Maverick/Reprise</i>)	3.93	3.86	4.06	3.99	96.8%	31.8%
DONNA LEWIS I Love You Always Forever (<i>Atlantic</i>)	3.93	3.86	3.96	3.78	81.3%	18.0%
KEITH SWEAT Twisted (<i>Elektra/EEG</i>)	3.89	—	—	—	40.8%	6.3%
JEWEL Who Will Save Your Soul (<i>Atlantic</i>)	3.73	3.58	3.79	3.68	86.0%	26.3%
R. KELLY I Can't Sleep Baby (If I) (<i>Jive</i>)	3.72	3.87	3.77	3.79	59.8%	10.8%
TONI BRAXTON You're Makin' Me High (<i>LaFace/Arista</i>)	3.67	3.51	3.62	3.57	71.8%	17.0%
QUAD CITY DJ'S C'mon 'N Ride It... (<i>Quadra Sound/Big Beat/Atlantic</i>)	3.65	3.72	3.63	3.47	62.0%	16.8%
PRIMITIVE RADIO GODS Standing Outside... (<i>Ergo/Columbia</i>)	3.63	3.60	3.60	3.61	67.0%	15.5%
LOS DEL RIO/BAYSIDE BOYS MIX Macarena (<i>RCA</i>)	3.62	3.65	3.57	3.61	95.3%	41.5%
BUTTHOLE SURFERS Pepper (<i>Capitol</i>)	3.61	3.74	3.61	3.51	53.3%	10.5%
OASIS Don't Look Back In Anger (<i>Epic</i>)	3.60	—	—	—	52.5%	11.3%
ERIC CLAPTON Change The World (<i>Reprise</i>)	3.59	3.63	3.54	3.78	73.0%	21.3%
GHOST TOWN DJ'S My Boo (<i>So So Def/Columbia</i>)	3.58	3.86	—	—	47.8%	11.5%
DISHWALLA Counting Blue Cars (<i>A&M</i>)	3.55	3.50	3.64	3.48	75.5%	24.3%
CRANBERRIES Free To Decide (<i>Island</i>)	3.51	3.37	3.45	3.42	57.3%	14.3%
NATALIE MERCHANT Jealousy (<i>Elektra/EEG</i>)	3.49	3.44	3.52	3.42	79.0%	26.8%
MARIAH CAREY Forever (<i>Columbia</i>)	3.47	3.44	3.53	3.52	81.3%	27.0%
TONY RICH PROJECT Like A Woman (<i>LaFace/Arista</i>)	3.42	3.46	3.35	3.43	30.8%	7.0%
BLUES TRAVELER But Anyway (<i>A&M</i>)	3.35	3.27	3.17	3.35	44.0%	15.0%
LA BOUCHE Sweet Dreams (<i>RCA</i>)	3.30	3.42	3.41	3.28	88.3%	35.3%
NO MERCY Where Do You Go (<i>Arista</i>)	3.29	3.38	3.40	3.25	65.0%	23.5%
MAXI PRIEST F/SHAGGY That Girl (<i>Virgin</i>)	3.24	3.42	3.35	3.34	62.3%	16.5%
HOOTIE & THE BLOWFISH Tucker's Town (<i>Atlantic</i>)	3.23	3.24	3.14	3.25	81.8%	35.3%
MELISSA ETHERIDGE Nowhere To Go (<i>Island</i>)	3.20	3.22	3.32	3.17	33.5%	9.3%
GARBAGE Stupid Girl (<i>Almo Sounds/Geffen</i>)	3.19	3.21	—	—	50.8%	19.3%
TOM PETTY & THE HEARTBREAKERS Walls (<i>Warner Bros.</i>)	3.18	3.22	3.29	—	44.3%	11.5%
JOHN MELLENCAMP Key West Intermezzo... (<i>Mercury</i>)	3.15	3.00	3.10	—	31.8%	7.3%

Total sample size is 400 respondents with a +/-5 margin of error. Total average favorability estimates are based on a scale of 1-5 (1 = dislike very much, 5 = like very much). Total familiarity represents the percentage of respondents who recognized the song. Total burn represents the number of respondents who said they are tired of hearing the song. Sample composition is based on females aged 12-34, who responded favorably to a CHR/Pop musical montage in the following regions and markets: **EAST:** Boston, Buffalo, Hartford, New York, Philadelphia, Pittsburgh, Providence, Washington. **SOUTH:** Atlanta, Charlotte, Dallas, Houston, Miami, New Orleans, Norfolk, Orlando, Tampa. **MIDWEST:** Cincinnati, Cleveland, Columbus, Indianapolis, Kansas City, Minneapolis, St. Louis. **WEST:** Denver, Los Angeles, Phoenix, Portland, Salt Lake City, San Diego. Songs are removed from Callout America after 20 weeks of testing. © 1996, R&R Inc.

CALLOUT AMERICA® Hot Scores

By TONY NOVIA

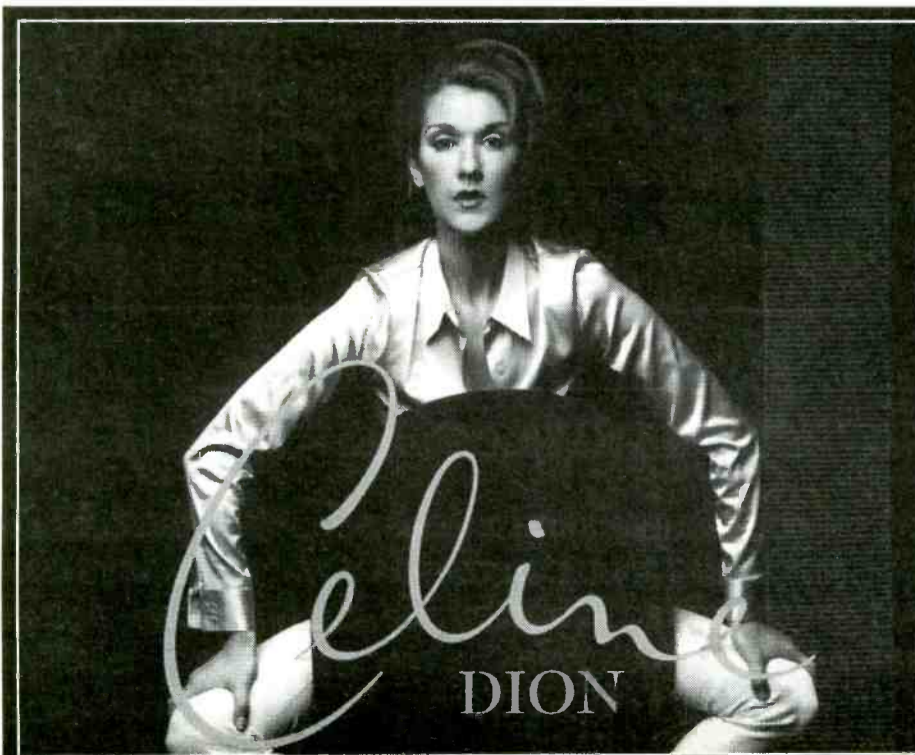
Celine Dion's "It's All Coming Back To Me Now" (*550 Music*) vaults 3.71-3.95 and lands in second place on this week's *Callout America* survey. The follow-up to the multi-format smash "Because You Loved Me" appears to be following in its predecessor's footsteps, landing first among women 18-24 and 25-34 with scores of 4.05 and 3.94, respectively. Top-rated *WNCI/Columbus* is a firm believer, increasing its plays from 17 to 38.

"Spiderwebs" by **No Doubt** (*Trauma/Interscope*) returns to *Callout America*'s top spot, moving 3.80-3.98 in total favorability. "Spiderwebs" is first among women 12-17 (4.24) and fourth among women 18-24 (3.86). Key stations with increasing rotations on "Spiderwebs" include *WXXL/Orlando* (37 plays) and *WPRO/Providence* (30 plays), and the record gains an add at *WRVQ/Richmond*.

"Twisted" by **Keith Sweat** (*Elektra/EEG*) returns to *Callout America* this week with a 3.89 score, good for fifth overall. "Twisted" is hit across all demos, with a 3.95 (fourth) 12-17, 3.93 (fifth) 18-24, and 3.62 (eighth) 25-34. "Twisted" is in hot rotation at *WNVZ/Norfolk* with 62 plays and is getting early CHR/Pop support from market-leading *KKRZ/Portland* and *KHOM/New Orleans*.

"Don't Look Back In Anger" by **Oasis** (*Epic*), the third CHR single from the multi-platinum "(What's The Story) Morning Glory," enters *Callout America* as an extra with a 3.60 total favorability score. The song is seventh in the East region with a 3.69 and ninth in the South with a 3.72 score.

If you'd like more detailed *Callout America* information, please call (310) 788-1695.



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September 4, 1996

Dear Music Industry,

This letter is to inform you about how passionately I feel about Maxwell's "Ascension." Columbia record hype aside, this artist is by far the best musician to hit America this decade.

"Ascension" is already testing with a large segment of my audience from all ethnic backgrounds. It has been top five request since it hit the air one month ago.

You can't say this record is "too sophisticated" for your audience because then you would be labeling your audience as stupid. Also, you can't say it's "too hip" for your audience because then you would be saying that your audience is uncool. Finally, you can't say it's "too urban" because it simply is not. This is a multi cultural record with MASS APPEAL.

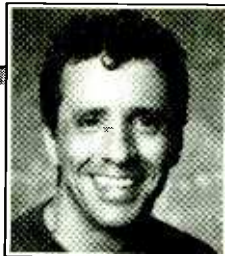
What I can say is that if you can't hear this record you shouldn't be in radio. I'll agree on one issue regarding "Ascension": IT IS NOT FORMULA RADIO MUSIC. It is the most unique and beautiful track I have heard since I starting working in radio five years ago. Educate your audience. Don't deprive them of a real song from a future superstar.

It's your decision--you can either be a leader or a follower. I don't know how you'd rather be known, but I know where I stand.

Don't Ever Wonder,



Joey Arbagey
Music Director



TONY NOVIA

Soothing The Music-Scheduling Headache

□ Part one looks at how to get the most from your system, with minimal fine-tuning

Scheduling music can be a nightmare. Balancing currents, recurrences, and gold; uptempo, mid-tempo, and ballads; sound-coding; and dayparting has driven many a programmer crazy. Computerized scheduling systems ease the burden, but it's vital to know which features to use — and when to use them.

Who better to turn to for advice than the experts who design, maintain, and constantly upgrade the most popular computer scheduling systems currently in use? In part one of two columns,



Kenny Lee

Radio Computing Services (RCS — home of Selector) Technical Support Manager **Kenny Lee** and **A-WARE Software (MusicMaster)** President **Joe Knapp** offer their insights.

The best PDs and MDs can strike an effective balance between art and science when scheduling music. While mastering the computer elements is vital, Lee says you shouldn't underestimate the human element: "While computerized music systems like Selector play a key role, the mind and touch of the human operating the program has the greatest impact on scheduling results.

"Your best bet for success is learning and applying fundamental scheduling concepts, instead of blindly twiddling software settings.

Even though Selector and other systems provide a number of features to tweak its operation and performance, none of these will help if the fundamentals aren't in place."

Basic Training

Lee stresses the fundamentals, such as checking song rotations and dayparts and giving your system some flexibility. One of the most common difficulties he's seen is managing song rotations within a category. "We all know each cate-

gory contains songs that are equally important and should receive roughly equal play. But there's an unavoidable trade-off between scheduling rules and precise rotations of songs within their categories. This is true regardless of whether a computerized or manual system is used.

"A song that's dayparted, for example, is only eligible for play at certain times. We know that song will play less often than non-dayparted songs in the same category. But any song that is 'harder' to schedule because of scheduling rules will rotate less often than the other songs in its category. The more aggressive a category's scheduling rules are, the less evenly its individual songs will play."

Lee points out you can't enforce every scheduling rule and achieve precise rotations. "One of a programmer's most important scheduling tasks is striking a balance between rule restrictions and rotations. A good place to begin is in the high-exposure categories. Apply just a few rules to these categories, then lay in songs from larger categories, progressively using tighter rules."

Sitting at a computer filled with unscheduled positions is time-consuming, painful, and — as Lee says — unnecessary. "Perhaps the greatest roadblock to achieving good schedules is a reluctance to make decisions. Some programmers deem all their Selector scheduling rules unbreakable, then go through the agonizing process of manually filling in the unscheduled positions.

"It's much better to think about your programming goals first, then set the system's priorities accordingly. Yes, your 'must have' rules should be unbreakable. But decide which of your rules are breakable

□

Perhaps the greatest roadblock to achieving good schedules is a reluctance to make decisions. It's much better to think about your programming goals first, then set the system's priorities accordingly.

— Kenny Lee

□

— and decide their relative priorities — so the software can intelligently ignore your breakable rules when it must."

With all of the rules available in most computer music-scheduling systems, which ones should you use? Lee sees this as another crucial decision in the process — and one that programmers often misuse. "Selector provides many different ways to control song rotations and flow. Some programmers make the fatal mistake of using two or more rules to control a single aspect of the scheduling process.

"For example, Selector's Sound Code, Energy, or Tempo rule could be used to control the overall pulse of a station's music. However, each rule operates in a different way. Using all of them to achieve, say, an upbeat music mix would be ineffective at best and disastrous at worst. Take some time to understand the way each rule operates, and apply only the best ones for your competitive situation and scheduling objectives."

Don't Be Afraid To Experiment

Lee points out that a little experimentation can improve your music scheduling immensely. "I'd recommend setting aside a day or two to work offline. Create a copy of your database, and remove all current rules. Then pick only those needed to achieve your most important programming objectives. Artist separation, daypart rotation, tempo, and era flow are common programming goals and great starting points.

"Make careful decisions about each setting and how you set your priorities for these rules. Then implement them and schedule a day or more. Check the results, make any needed adjustments, reschedule and recheck, and keep the experiment going until you're satisfied.

"After you're content with the basics, add another rule. Work with only one at a time, in order of most important to least important. Reschedule and recheck after each addition, and don't move on until you're pleased with the results. This methodical approach will allow you to build elegance and complexity into your scheduling in easily managed steps. It will also force you to examine your goals, rules, and priorities so you can make sound decisions.

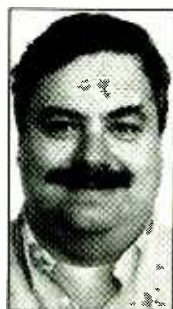
"You may discover the rules or settings you're currently using don't match your programming

goals. There's absolutely no risk in working with an experimental scheduling scheme because it won't be used on the air unless it's superior to what you're already using."

To get you started, RCS offers a 10-page guide called "Getting Started with Selector." Lee says, "It points rookies in the right direction and can even help experienced Selector users through concise explanations of scheduling considerations, and tips for effectively using the program." To obtain a free copy, call Lee at (914) 723-8567. RCS's web site is located <http://www.rcsworks.com>

Go Slow

A-WARE Software (Music-



Joe Knapp

Master) President Joe Knapp agrees with Lee that, with any scheduling software, you hold a system that has more features than you need. "If you tried to use every bell and whistle on the system,

that's a recipe for disaster. However, if you don't know which bells and whistles do what, you short-change yourself by missing something valuable."

To get to know the system, Knapp recommends you "move slowly and deliberately. Don't try to use all the features at once. Get the basic music rotation down first — with all of your most essential parameters — then build on that. Build one piece at a time. If you put in several enhancements at once and it doesn't work right, you won't know what combination of enhancements are giving you problems.

"It all comes down to doing the basic math of getting the music rotation correct. Of course, you still have to pick the right songs to put in. That's where the success really comes in."

A-WARE can be contacted at (414) 521-2890 or <http://www.a-ware.com>

□

If you tried to use every bell and whistle on the system, that's a recipe for disaster. However, if you don't know which bells and whistles do what, you short-change yourself by missing something valuable.

— Joe Knapp

□



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NAB Coming Soon!

The **NAB Radio Show** is coming to the Los Angeles Convention Center October 9-12. It's your opportunity to learn from some of the best in the business. The CHR session is scheduled for October 11 (9-10:15am) and features **WBBM/Chicago PD Todd Cavanah, KIIS/L.A. PD John Cook, KLUC/Las Vegas PD Jerry Dean, and KMEL/San Francisco PD Michelle Santosuosso**. For NAB registration info, call (800) 342-2460.

Next week, **A-WARE Software's Joe Knapp** will continue with music-scheduling tips for CHR, while **Micropower (PowerGold Music Scheduling Software) OM Ken Wall** will offer some time-saving tips.

POP/ALTERNATIVE TOP 20

LW	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS TW	LW	TOTAL STATIONS/ADDS
1	1	PRIMITIVE RADIO GODS Standing... (Ergo/Columbia)	5230	5427	183/2
2	2	ALANIS MORISSETTE You Learn (Maverick/Reprise)	5030	5238	129/0
3	3	DISHWALLA Counting Blue Cars (A&M)	5003	4889	156/1
4	4	JEWEL Who Will Save Your Soul (Atlantic)	4403	4660	123/2
6	5	NO DOUBT Spiderwebs (Trauma/Interscope)	3673	3541	160/7
7	6	CRANBERRIES Free To Decide (Island)	3453	3523	155/2
5	7	GARBAGE Stupid Girl (Almo Sounds/Geffen)	3389	3662	157/2
8	8	BLUES TRAVELER But Anyway (A&M)	3271	3375	138/2
16	9	SHERYL CROW If It Makes You Happy (A&M)	3035	2441	144/9
12	10	WALLFLOWERS 6th Avenue Heartache (Interscope)	2949	2736	155/7
15	11	311 Down (Capricorn/Mercury)	2762	2585	101/3
14	12	R.E.M. E-Bow The Letter (Warner Bros.)	2563	2603	97/2
11	13	DAVE MATTHEWS BAND So Much To Say (RCA)	2538	2750	126/1
9	14	TRACY CHAPMAN Give Me One Reason (Elektra/EEG)	2489	2794	90/0
18	15	SOUNDGARDEN Burden In My Hand (A&M)	2466	2387	79/1
10	16	BUTTHOLE SURFERS Pepper (Capitol)	2390	2754	123/0
13	17	NATALIE MERCHANT Jealousy (Elektra/EEG)	2388	2675	83/1
20	18	BETTER THAN EZRA King Of... (Swell/Elektra/EEG)	2209	2104	93/3
17	19	PEARL JAM Who You Are (Epic)	2184	2438	79/0
-	20	EELS Novocaine For The Soul (DreamWorks/Geffen)	2172	2006	90/2

This chart reflects airplay from September 2-8. Songs ranked by total plays. 129 CHR/Pop reporters and 91 Alternative reporters combine from the custom chart function on R&R ONLINE. Alternative titles are manually extrapolated. For complete reporter lists refer to Pop and Alternative sections. © 1996, R&R Inc.

NEW & ACTIVE

ROBERT MILES One And One (Arista) Total Plays: 584, Total Stations: 49, Adds: 8	DOG'S EYE VIEW Small Wonders (Columbia) Total Plays: 398, Total Stations: 29, Adds: 0
CRUSH Jellyhead (Robbins) Total Plays: 581, Total Stations: 20, Adds: 1	COLOR ME BADD Sexual Capacity (Giant) Total Plays: 301, Total Stations: 35, Adds: 9
L.L. COOL J Loungin' (Def Jam/RAL/Mercury) Total Plays: 561, Total Stations: 38, Adds: 3	ONCE BLUE Save Me (EMI) Total Plays: 274, Total Stations: 22, Adds: 0
GABRIELLE Give Me A Little More Time (Go!Discs/London) Total Plays: 525, Total Stations: 41, Adds: 3	WARREN G What's Love Got To Do With It (Interscope) Total Plays: 232, Total Stations: 12, Adds: 1
FUN FACTORY Don't Go Away (Curb/Edel) Total Plays: 505, Total Stations: 40, Adds: 8	POE Angry Johnny (Modern/Atlantic) Total Plays: 220, Total Stations: 18, Adds: 2
MAXWELL Ascension (Don't Ever Wonder) (Columbia) Total Plays: 468, Total Stations: 44, Adds: 6	REPUBLICA Ready To Go (RCA) Total Plays: 214, Total Stations: 25, Adds: 9
M.T.S. I'll Be Alright (Summit) Total Plays: 454, Total Stations: 15, Adds: 0	TRACY BONHAM The One (Island) Total Plays: 200, Total Stations: 21, Adds: 3
KATALINA DJ Girl (Thump) Total Plays: 428, Total Stations: 21, Adds: 3	INTRIGUE If You've Ever Been In Love (Universal) Total Plays: 194, Total Stations: 16, Adds: 5
BECK Where It's At (DGC/Geffen) Total Plays: 423, Total Stations: 30, Adds: 6	311 Down (Capricorn/Mercury) Total Plays: 190, Total Stations: 16, Adds: 2
GLORIA ESTEFAN You'll Be Mine (Party Time) (Epic) Total Plays: 417, Total Stations: 29, Adds: 3	

Songs ranked by total plays

SELECTED NEW RELEASES

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

ADDS SEPTEMBER 17

Braids	"Bohemian Rhapsody" (Big Beat/Atlantic)
Charm Farm	"Superstar" (Mercury)
Phil Collins	"Into The Light" (Atlantic)
Eels	"Novocaine For The Soul" (DreamWorks/Geffen)
For Real	"Like I Do" (Rowdy/Arista)
China Forbes	"Ordinary Girl" (Columbia)
Love Huskies	"Emotional Stitches" (Ichiban)
Tina Turner	"Missing You" (Virgin)
Wonders	"That Thing You Do!" (Epic)



WINDY CITY MILES — WBBM (B96)/Chicago played host to Robert Miles (second from right) when he stopped by for a visit. Hanging in the halls are (l-r) B96 MD Erik Bradley, Arista rep Denise Lutz, and B96 PD Todd Cavanah.



L.A.'S GOT THE GROOVE — KACD-FM/Santa Monica & KBCD-FM/Newport Beach, CA staffers gathered to announce "Groove Radio"'s on-air lineup. Fighting for attention are (l-r) owner Ken Roberts, morning talent Jim "Poorman" Trenton, and PD Egil "Swedish Eagle" Aahvik.



WILD ABOUT HARRY — Harry Connick Jr. (c) helped make WHYI (Y100)/Miami's 23rd birthday concert a success. Enjoying the moment are (l-r) Columbia rep Richie Tardanico, Y100 PD Rob Roberts and GM Dave Ross, and Columbia's Chuck Walk.

Stations and their ads listed alphabetically by market

Table listing radio stations and their current/frozen playlists across various markets like Albany, Birmingham, Denver, Green Bay, Lancaster, etc.



WALT LOVE

Finding Ways To Impact The Market

WGZB-FM/Louisville focuses on the obvious: entertainment

WGZB-FM/Louisville continues to move in the right direction under the programming guidance of veteran **Blue Chip Communications** VP/Programming **Tony Fields**. Under the Blue Chip banner, Fields also oversees the programming of crosstown Urban AC **WMJM-FM**. WGZB-FM did very well in the Spring '96 **Arbitron**, upping its market ranking by two positions from six to four overall, 12+. To what does Fields attribute this respectable increase? Read on as he lays out his strategy.

"Number one, I attribute our gains to the emphasis on entertainment value the station took this book. We [focused on entertainment] as part of our station's image. Our VP/GM, **Jeffery Goree**, and I sat down and tried to come up with an approach that would make our radio station more than just another station with a music niche. We wanted to present a station that also had entertainment value to our listeners. So we picked some personalities from this marketplace and from around the country who we felt could help us contribute to that particular approach."

Increasing The TSL

"Of course we did the basic music research and things of that sort to make sure we were on target as far as playing the hits," Fields says. "From there, we made sure we had a good and effective promotion on the radio station. We gave away \$10,000 during the Spring '96 book by way of 'The Song Of The Day' -

type contests, and the rest had to come from the jocks on the air." An important note: Fields also does the morning show — something he's become well-known for. He's able to balance a successful morning show gig as well as uphold his duties as PD.

"We strongly feel that once the cume comes to a radio station, it's the jocks who are going to have to hold those people in place when it comes to Time Spent Listening (TSL) with their entertainment value. We had a number of people who had to really dig down deep to make this success happen. One thing we did was have daily, jock aircheck sessions to make sure we were on target with the entertainment approach of each personality. That pretty much sums it up."

Fields says WGZB's target demo is persons 18-34, in which the station ranks fifth — after increasing to almost an eight share, Monday-Sunday, 6am-midnight. Keep in mind, the Louisville market is home to 22 signals, so staying in a solid

top five position is important to any station — regardless of the format.

Minimum Stopsets

And what keeps adults listening? As well as the entertainment focus, Fields says the station has only one stopset per hour. "Our music is almost 50-to-55 minutes per hour depending on what hour we're talking about throughout the day. So that's a pretty long [block] of music."

What does he think about stations that favor four stopsets per hour? "That's cool for some folks. However, our original concept was to go back to the basic requests of what our research was calling for in that target demo. The first one was to play their favorite song. The second was to provide continuous music."

Fields answered what the listeners wanted by developing the one-stopset-per-hour concept. "The station may, as it gains in ratings and as sales continue to pick up, have to go to two or three stopsets. But hopefully not ever four stopsets because that's a lot."

If the jocks are taught to be clear, concise, and entertaining over intros to records, that to Fields is basic radio. "If we ever have to go to two or three stopsets, then they'll know how to get in and out without having to have these [drawn out] breaks in order to sell their point. Instead, they'll be so accustomed to getting in and getting out over intros it'll be second nature to them. Hopefully, we may one day get to that. Our positioning statement is always 'An Hour Of Continuous Jams.'"

Taking WMJM Live

Fields is equally enthusiastic about WMJM-FM, which went from being automated to live at the



WHO HAS THE ATTITUDE? — Looks like it's WGZB-FM/Louisville Asst. PD Paul Strong, who shows his attitude to recording artist MC Lyte. How about those glasses?

end of the spring book. "We just finished a research project with the station and we're very excited about the gains it made in such a short period of time. In persons 12+, it moved from 1.4 to 1.9. We're still affiliated with **ABC Radio Networks**, but we now have a live staff on fulltime, and we're really looking forward to the Summer '96 and the Fall '96 books."

Does Fields see the success of his stations as part of an upward trend for Urban stations? "It's important for us to make sure we understand that we are the mainstream right now. At least, we see it that way because the markets that Blue Chip is involved in, there is only a 10%-12% black population, yet we've noticed that the music is more widespread and widely accepted. I think the future for us is to make sure we are aware of the fact that more people like and enjoy the music of this format."

"For example, one of the things that has contributed to our growth is the fact that we have a 54% black/46% white ratio on WGZB. We understood for 'GZB to grow and for WMJM to pick up some of that black cume and grow, this mixture of audience had to happen."

"It's about having an open mind and realizing there are more people who like this format, and we don't have to adjust it or change it for these people to enjoy and embrace it as

their musical choice. Which means we don't have to program it in a more mainstream form for them to accept it. And that's important."

Black Radio's Community Focus

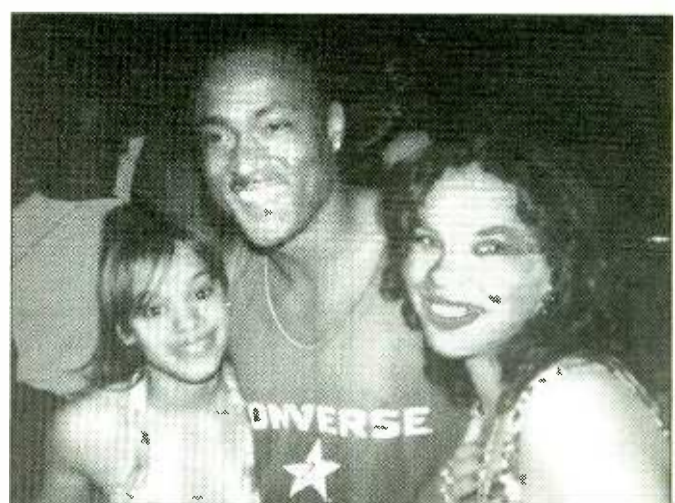
As far as the rapidly changing industry, particularly after the passing of the Telecommunications Act and the buying spree of many major broadcast companies, does Fields feel the role of Black radio will maintain its impact and place in the communities? Fields puts it this way, "As a programmer, I really think these organizations will respect the positioning that Urban stations already have in the community. This is part of what makes our stations successful overall."

He has seen just that in the Louisville market where the community has warmly embraced the stations. He attributes that response to his attempts to make each station a place for information for the community.

"In research studies I've been part of, we are continuing to see where the word 'community' is mentioned more and more when it comes to Urban stations in every market. So if these new owners are looking for and seeing all that important information, they'll take that into consideration."



HOORAY FOR SCHOOL SPIRIT! — Getting the school year off to a fun start is just one way WGZB-FM/Louisville helps the community. On hand to kick off the station's "Most School Spirit" contest are (l-r) WGZB VP/Programming and morning talent Tony Fields, morning show co-host Marc Beasley, GM Jeffery Goree, and morning show producer Darryl Peebles, and (sitting) recording artist L.L. Cool J.



EVERYONE NEEDS TLC — Posing during WGZB-FM/Louisville's recent "B96 Fat Friday" promotion are (l-r) TLC's Left Eye, NFL pro Andre Rison, and WGZB Promotions Director Melanie Reynolds.

LAST WEEK: DEBUT 47
THIS WEEK: BREAKER 39

Now on 67 urban reporters - 82% including:
WEJM, WJLB, WKYS, WEDR, WHTA, KMJM,
WXYV, WAMO, WZAK, WIZF, KPRS, WKKV,
WNOV, WCKX, WOWI, KSJL, WTLC, WPEG,
WQMG, KJMS, WHRK, WQQK
...and many more!

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ALFONZO HUNTER

JUST THE WAY (PLAYAS PLAY)

the debut single and video featuring **erick sermon**

from the forthcoming debut album **BLACKA DA BERRY**
droppin' **october '96** album produced by **erick sermon**

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EMI Records
EMI

Main chart table with columns: 3W, 2W, LW, TW, ARTIST TITLE LABEL(S), TOTAL PLAYS (TW, LW, 2W, 3W), TOTAL STATIONS/ADDS.

BREAKERS

Breakers section listing songs like BONE THUGS-N-HARMONY, ME'SHELL NDEGEOCELLO, MONTELL JORDAN, ALFONZO HUNTER, CHANGING FACES, KEITH SWEAT.

MOST ADDED

Most Added section listing songs like KEITH SWEAT Nobody, NEW EDITION I'm Still In Love With You, TOTAL Do You Think About Us?

MOST INCREASED PLAYS

Most Increased Plays section listing songs like KEITH SWEAT Nobody, BONE THUGS-N-HARMONY Days Of Our..., BLACKSTREET No Diggity.

HOTTEST RECURRENTS

Hottest Recurrents section listing songs like MONICA Why I Love You So Much, TOTAL Kissin' You, NNEKA Say It Again.

Breakers: Songs registering 800 plays or more for the first time. Bullets awarded to songs gaining plays over the previous week.

This chart reflects airplay from September 2-8. Songs ranked by total plays. Highlighted songs indicate Breaker.

NEW & ACTIVE

QUINDON Dream About You (Virgin)
SOLD Blowin' My Mind (Perspective/A&M)
CHARISSE ARRINGTON Down With This (MCA)

ZAKIYA Love Like Mine (DVB/A&M)
YO-YO Same Old Thang (EastWest/EEG)
KENNY LATTIMORE Just What It Takes (Columbia)

Songs ranked by total plays.

Long after great Czech hits number look good.



Los Angeles is sold to Mexico and baseball becomes the pastime and London wins the Super Bowl and Vietnam's hottest band one on the charts, your U.S. Tape & Label bumper stickers will still



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*Mariama Snyder -
MD, KKBT*

Another #1 smash from Case.
Immediate reaction the first time
we played it.

*Nate Bell -
PD, WKKV*

It worked for us when he performed it
live and it will work for us at WKKV.
So you should also give your listeners
"More to Love."



case

more to love

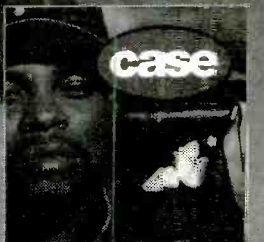
The followup to his
smash platinum
debut single
"Touch Me, Tease Me"

Going for
impact:
Sept. 16th

From his
self-entitled
debut album
Case



©1996 Def Jam Music Group



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

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

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

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

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

V100 MARKET #7 KRBY/Dallas (214) 330-3011 Bacote/Solis

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

WQUE/New Orleans (504) 827-6000 Stevens

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

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

WILD MARKET #10 WILQ/Boston (617) 487-2222 Johnson

WJHM/Orlando (407) 333-0072 Hollywood

WQMG/Greensboro (910) 275-1657 Brown

WHOT/Miami (305) 759-4311 Kidd/Michaels

MIX97.1 MARKET #17 KXOK/St. Louis (314) 991-7797 Love/Scott

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

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

WHRK/Memphis (901) 529-4397 O'Jay

Majik 107 MARKET #20 KMLK/Phoenix (602) 265-2442 Jackson

WTMP/Tampa (813) 620-1300 Eaves

POWER 1510 MARKET #23 KOKO/Denver (303) 291-1225 Walker

Table with columns: PLAYS, SW, LW, TW, ARTIST/TITLE. Lists tracks for 96.1.

Table with columns: PLAYS, SW, LW, TW, ARTIST/TITLE. Lists tracks for WTLC.

Table with columns: PLAYS, SW, LW, TW, ARTIST/TITLE. Lists tracks for RHYTHM.

Table with columns: PLAYS, SW, LW, TW, ARTIST/TITLE. Lists tracks for WDAS.

Table with columns: PLAYS, SW, LW, TW, ARTIST/TITLE. Lists tracks for V100.

Table with columns: PLAYS, SW, LW, TW, ARTIST/TITLE. Lists tracks for WPEG.

Table with columns: PLAYS, SW, LW, TW, ARTIST/TITLE. Lists tracks for WQUE.

Table with columns: PLAYS, SW, LW, TW, ARTIST/TITLE. Lists tracks for WMMJ.

Table with columns: PLAYS, SW, LW, TW, ARTIST/TITLE. Lists tracks for MAJIC102.

Table with columns: PLAYS, SW, LW, TW, ARTIST/TITLE. Lists tracks for WILD.

Table with columns: PLAYS, SW, LW, TW, ARTIST/TITLE. Lists tracks for WJHM.

Table with columns: PLAYS, SW, LW, TW, ARTIST/TITLE. Lists tracks for WQMG.

Table with columns: PLAYS, SW, LW, TW, ARTIST/TITLE. Lists tracks for WHOT.

Table with columns: PLAYS, SW, LW, TW, ARTIST/TITLE. Lists tracks for MIX97.1.

Table with columns: PLAYS, SW, LW, TW, ARTIST/TITLE. Lists tracks for MAJIC 95.9.

Table with columns: PLAYS, SW, LW, TW, ARTIST/TITLE. Lists tracks for KJMS.

Table with columns: PLAYS, SW, LW, TW, ARTIST/TITLE. Lists tracks for WHRK.

Table with columns: PLAYS, SW, LW, TW, ARTIST/TITLE. Lists tracks for Majik 107.

Table with columns: PLAYS, SW, LW, TW, ARTIST/TITLE. Lists tracks for WTMP.

Table with columns: PLAYS, SW, LW, TW, ARTIST/TITLE. Lists tracks for POWER 1510.



URBAN AC TOP 30

SEPTEMBER 13, 1996

3W	2W	LW	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS				TOTAL STATIONS/ADDS
					TW	LW	2W	3W	
4	2	2	1	LUTHER VANDROSS Your Secret Love (LV/Epic) 687 673 664 537 25/0					
1	1	1	2	MAXWELL Ascension (Don't Ever Wonder) (Columbia) 660 682 723 783 25/0					
6	5	3	3	JOHNNY GILL Let's Get The Mood Right (Motown) 584 570 570 466 25/0					
9	6	6	4	WHITNEY HOUSTON Why Does It Hurt So Bad (Arista) 539 517 486 427 23/0					
2	4	4	5	TONI BRAXTON You're Makin' Me High (LaFace/Arista) 509 563 631 692 20/0					
11	7	8	6	SWV Use Your Heart (RCA) 507 467 465 412 21/0					
14	8	7	7	TINA TURNER Something Beautiful Remains (Virgin) 451 482 454 355 23/1					
3	3	5	8	ANN NESBY I'll Do Anything For You (Perspective/A&M) 422 529 654 631 17/0					
26	15	14	9	MINT CONDITION What Kind Of Man Would I Be (Perspective/A&M) 418 372 336 217 19/1					
17	14	13	10	BRANDY, TAMIA, KNIGHT, KHAN Missing You (EastWest/EEG) 408 373 380 312 23/2					
13	10	9	11	GEORGE BENSON Holdin' On (GRP) 384 403 421 388 19/0					
5	12	15	12	R. KELLY I Can't Sleep Baby (If I) (Jive) 345 356 399 502 14/0					
18	17	16	13	JOHNNIE TAYLOR Good Love (Malaco) 323 316 328 304 15/1					
8	9	10	14	NEW EDITION Hit Me Off (MCA) 310 400 432 436 14/0					
20	18	17	15	CECE PENISTON Movin' On (A&M) 300 298 301 292 18/0					
12	13	11	16	ISLEY BROTHERS Floatin' On Your Love (T-Neck/Island) 284 387 385 402 15/1					
10	11	12	17	BRAXTONS So Many Ways (Atlantic) 283 378 403 425 14/0					
BREAKER			18	SOLO Blowin' My Mind (Perspective/A&M) 251 218 146 71 17/0					
30	24	20	19	DRU HILL Tell Me (Island) 240 230 211 181 13/2					
—	28	26	20	GROOVE COLLECTIVE Lift Off (Giant Step/GRP) 225 171 144 39 18/3					
22	20	19	21	MAXI PRIEST I/SHAGGY That Girl (Virgin) 210 258 273 254 12/2					
15	21	22	22	KENNY LATTIMORE Never Too Busy (Columbia) 210 218 267 327 10/1					
—	25	25	23	AALIYAH If Your Girl Only Knew (BlackGround/Atlantic) 208 174 168 140 9/0					
—	—	28	24	DRAMATICS Try Love Again (Bellmark) 203 144 119 81 15/4					
DEBUT			25	AZ YET Last Night (LaFace/Arista) 179 124 105 81 9/1					
—	30	27	26	MESHALL NDEGECELLO Who Is He And What Is... (Maverick/Reprise) 178 154 120 77 13/2					
25	23	24	27	MONICA Why I Love You So Much (Rowdy/Arista) 167 177 232 223 5/0					
DEBUT			28	TEVIN CAMPBELL I Got It Bad (Qwest/WB) 155 114 87 51 13/2					
—	—	29	29	KENNY LATTIMORE Just What It Takes (Columbia) 152 133 74 12 12/0					
DEBUT			30	BLACKSTREET No Diggity (Interscope) 147 120 88 35 6/1					

This chart reflects airplay from September 2-8. Songs ranked by total plays. Highlighted songs indicate Breaker.
27 Urban AC reporters. 23 current playlists. Songs that are down in plays for three consecutive weeks and below No. 15 are moved to recurrent.
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NEW & ACTIVE

ANN NESBY I'm Still Wearing Your Name (Perspective/A&M)
Total Plays: 146, Total Stations: 14, Adds: 9

RANDY CRAWFORD Forget Me Nots (Bluemoon/Atlantic)
Total Plays: 116, Total Stations: 10, Adds: 0

CHANGING FACES I Got Somebody Else (Atlantic)
Total Plays: 115, Total Stations: 8, Adds: 0

JERALD DAEMYON You Make Me Feel Brand New (GRP)
Total Plays: 114, Total Stations: 11, Adds: 2

ISLEY BROTHERS Tears (T-Neck/Island)
Total Plays: 110, Total Stations: 5, Adds: 0

702 Steelo (Biv 10/Motown)
Total Plays: 103, Total Stations: 4, Adds: 0

MONTELL JORDAN Falling (Def Jam/RAL/Mercury)
Total Plays: 103, Total Stations: 6, Adds: 1

BOBBY CALDWELL Your Precious Love (Sin-Drome)
Total Plays: 101, Total Stations: 6, Adds: 1

BARKAYS Everybody Wants That Love (Curb)
Total Plays: 97, Total Stations: 8, Adds: 2

GINA THOMPSON The Things That You Do (Mercury)
Total Plays: 95, Total Stations: 5, Adds: 0

Songs ranked by total plays.

BREAKERS®

SOLO

Blowin' My Mind (Perspective/A&M)

TOTAL PLAYS/INCREASE: 251/33
TOTAL STATIONS/ADDS: 17/0
CHART: 18

MOST ADDED®

ARTIST TITLE LABEL(S)	ADDS
ANN NESBY I'm Still Wearing Your Name (Perspective/A&M)	9
NEW EDITION I'm Still In Love With You (MCA)	6
KEITH SWEAT Nobody (Elektra/EEG)	5
DRAMATICS Try Love Again (Bellmark)	4
GROOVE COLLECTIVE Lift Off (Giant Step/GRP)	3
DOC POWELL You Won't Be Alone (Discovery)	3
GROVER WASHINGTON JR. Can You Stop... (Columbia)	3
BARKAYS Everybody Wants That Love (Curb)	2
BRANDY/TAMIA/KNIGHT/KHAN Missing You (EastWest/EEG)	2
TEVIN CAMPBELL I Got It Bad (Qwest/WB)	2
JERALD DAEMYON You Make Me Feel Brand New (GRP)	2
DRU HILL Tell Me (Island)	2
MESHALL NDEGECELLO Who Is He And... (Maverick/Reprise)	2

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
MONTELL JORDAN Falling (Def Jam/RAL/Mercury)	+66
DRAMATICS Try Love Again (Bellmark)	+59
AZ YET Last Night (LaFace/Arista)	+55
GROOVE COLLECTIVE Lift Off (Giant Step/GRP)	+54
ANN NESBY I'm Still Wearing Your Name (Perspective/A&M)	+48
MINT CONDITION What Kind Of Man... (Perspective/A&M)	+46
TEVIN CAMPBELL I Got It Bad (Qwest/WB)	+41
SWV Use Your Heart (RCA)	+40
WILD ORCHID At Night I Pray (RCA)	+38
SALT-N-PEPA Champagne (MCA)	+37

HOTTEST RECURRENTS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
D'ANGELO Me And Those Dreamin' Eyes Of Mine (EMI)	+66
JODECI Get On Up (Uptown/MCA)	+59
JOE All The Things (Your Man Won't Do) (Island)	+55
LIONEL RICHIE Ordinary Girl (Mercury)	+54
WHITNEY HOUSTON & CECE WINANS Count On Me (Arista)	+48
CASE I/FOXXY BROWN Touch Me... (Def Jam/RAL/Mercury)	+46
MISTA Blackberry Molasses (EastWest/EEG)	+41
DEBORAH COX Where Do We Go From Here (Arista)	+40
ART N' SOUL Ever Since You Went Away (Big Beat/Atlantic)	+38
JESSE POWELL Gloria (Silas/MCA)	+37

Breakers: Songs registering 250 plays or more for the first time. Bullets awarded to songs gaining plays over the previous week. If two songs are tied in number of plays, the song being played on more stations is placed first. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Weighted chart appears on R&R ONLINE.

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A poorly designed, cheap sticker can turn off a lot of listeners. That's why it's important for your station to provide quality stickers and decals. At CG, we work with you to produce the best looking stickers in the business. They're thicker, with better inks. Listeners can feel and see the difference. Best of all, CG stickers get on more cars. So call us today.

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LON HELTON

Kansas City Here We Come

□ What you'll hear when you're there for the CRS

Kansas City boasts almost 24 shares of Country radio listening among its four fulltime stations — three of which rank in the Top 5.

This week's daypart-by-daypart look at the market's top stations also serves as a guide to Country listening for those attending the CRS MidWest in KC next week. Note that KBEQ-FM and KFKF-FM are co-owned; KMZU-FM — licensed to out-of-metro Carrolton, MO but still heard in Kansas City — is profiled in "A New KOWW, A Far-Out Farm," right.

KC Country Overview



Mike Kennedy

Dale Carter



Ted Cramer

• **KBEQ-FM:** PD Mike Kennedy says the station is "personality- and entertainment-driven. Every time the mike goes on, we're trying to have a good time and be entertaining at the same time."

He characterizes the station as "musically aggressive" and says the difference between Q104 and sister KFKF-FM is "the texture. We're uptempo and in-your-face. This is a busy station — the fun and the phones never stop."

• **KFKF-FM:** Country music has been on this frequency for 33 years, starting as KCKN in 1963 (with present WDAF-AM PD Ted Cramer at the helm) and becoming KFKF in 1988.

PD Dale Carter says, "The glue that holds the station together is 'KFKF — It's how Kansas City spells Country.' We're the only Country station that uses its calls."

His directions for the jocks are

simple: Have fun, be topical, and be local. "The last thing I want is a boring, liner-card radio station. No show should be one that could be done any other day."

This time of year, you'll hear a lot about the city's NFL Chiefs. Although KFKF doesn't carry the games, it does become "Chiefs Country 94FM KFKF" during the season.

• **WDAF:** "61 Country" debuted February 14, 1977 and has led the 12+ ratings race the vast majority of the last 19 years. It's long held the mantle as America's highest-rated AM music station. PD Ted Cramer describes 61 Country as a "mainstream Country station with all the services." Its target is 35+. The music mix is 75%-80% current/recurrent, with the library reaching back to '79-'80 for selected cuts.

Mornings

• **KBEQ-FM:** Randy Miller, on the air in KC for eight of the last 12 years, has been with Q104 since its Country debut in 1993. "Randy's as talented as anybody in the country," says Kennedy. "It's a total personality and entertainment morning show with listener-interactive features. Randy draws listeners from every other format. He's very topical and current event-oriented. He's pretty outrageous ... kind of a cross between Gerry House and Howard Stern — leaning toward Howard."

Miller plays up to eight records an hour, depending on the topic and how hot the phones are. He welcomes in-studio guests three or four times per week, plus celebrity phoners on a reg-

ular basis. In addition to country artists, you'll hear visitors as diverse as Tiny Tim, Crystal Bernard, boxer Tex Cobb, and Marie Osmond. Service elements include news and traffic twice an hour.

• **KFKF:** Bobby Quinn and Mary McKenna host the "Morning Country Club." Quinn shifted from nights in June following the departure of 14-year morning man Dan Roberts. McKenna has been there 10 years.

It's a full-service morning show, with news at the top and bottom of the hour, traffic every 15 minutes, and a meteorologist. The "Battle Of The Sexes" is one of the show's few regular features. "The clock's pretty tight once you do all the service elements," says Carter. During football season, you'll hear listeners make their "Pro Picks" to win Chiefs tickets, while Chiefs linebacker Tracy Simien makes regular appearances on Mondays and Fridays.

• **WDAF:** 22-year station vet David Lawrence has spent 20 of those years in mornings. Cramer notes, "He's the only solo act on the air in Kansas City. He's been No. 1 12+ almost the entire time, is usually second or third 25-54, and runs away with the 35+ audience."

Cramer describes Lawrence as a "very personable, friendly, and one-to-one jock. When he's through, you feel like you're totally in touch with the city."

Along with five or six records per hour, you'll hear morning news anchor Charles Gray, described by Cramer as "the longest-tenured news anchor — radio or TV — in Kansas City," and agri-business news with Mark Oppold in the 6-7am hour.

Middays

• **KBEQ-FM:** The centerpiece of Rusty Walker's 10am-1pm show is the "Young Country Cafe" at noon, which features requests during lunch hour. Once a week she hits the road, broadcasting from a local restaurant where lunch is on sale for \$1.04.

A recent addition to the show is the "Acoustic Cafe," during which artists play live, either at the station or the restaurant. While CRS MidWest is in town, Mindy McCready is scheduled for a restaurant appearance on the 17th, while Rhett Akins and Gary Allan will be in-studio on the 19th.

Kennedy, who mans the mike between 1-3pm, says he likes being on the air because he "can get the feel of the station and make sure the elements are right."

• **KFKF:** MD Tony Stevens and Dina Michaels co-host 9am-1pm. Carter says the show is "loaded with personality," yet still plays 14-15 records per hour. After Stevens and

A New KOWW, A Far-Out Farm

On September 6, News/Talk KBEQ-AM flipped to SMN's satellite-delivered "Real Country" as KOWW-AM 1030. Sister to KFKF-FM and KBEQ-FM, KFKF PD Dale Carter says, "It completes the puzzle for us. Q104 targets 18-34, 'KF is mainstream, and we'll go after the 45+ crowd with the KOWW. We just want it to take a few shares away from WDAF, which has made some steady 25-54 gains — mostly 35+ — in the last year. There's a big audience for Country on AM. While WDAF's music is mainstream, we're going to give them music targeted right at the older demo."

Until a few weeks ago, KMZU-FM/Carrollton, MO had simulcast sister WHB-AM/Kansas City. Now KMZU's focus is country music, while the AM spends most of its day doing farm news and talk. Both stations are known as "The Farm." On the Farm, you'll hear music not on many other FMs: Jimmy Rodgers, Bob Wills, Hank Williams Sr., and Hank Snow join Waylon, Willie, Merle, and today's stars.

OM Miles Carter, who joined the stations in 1983, was promoted from Farm Director last month. "KMZU is laid back," he says. "There are no music segues. We're people on the air 'conversationalizing' with our audience. It's not about how many songs you can play an hour." Since the station is actually located about 90 minutes outside Kansas City, Carter adds, the signal doesn't cover the metro very well, although it does well enough in the fringes to appear in the market's Arbitron book. "Our target is rural Missouri, Kansas, and Iowa," says Carter, who handles mornings for WHB & KMZU, simulcasting farm talk and reports between 5:30-7:30am, then playing music until 9am on the FM. The airstaff is comprised of Spencer Nelson in middays, Roxanne doing afternoons, Steve White hosting the music-intensive night show, "Radio Don Sibley" simulcasting music in overnights, and weekender Ken Mallory.



Miles Carter

Michaels began overlapping shifts last year and became a fulltime team in January, middays have gone from fourth to a consistent first or second 12+, according to Carter.

Carter himself hosts "the puny two-hour midday show" from 1-3pm. He's done mornings in a number of other markets and says his goal is the same: "Have fun."

• **WDAF:** APD/MD David Bryan handles 9am-noon. Cramer says, "David has a big voice, is very friendly, and has a lot of fun with a lot of phones." He airs 12-14 records an hour and conducts "Song Wars" at 10:20am before segueing to agri-business reports around noon.

After Paul Harvey's daily broadcast, John Wozniak — aka "the Woz" and "the redneck polack" — takes over from 12:20-3pm. "He has a great sense of humor and also does a lot of phones," says Cramer. Middays feature two traffic reports an hour and a five-minute newscast at the top of each hour.

Afternoons

• **KBEQ-FM:** MD T.J. McEntire is the drive-time talent. Kennedy says, "She's high-energy and high-profile, with a lot of phones and a lot of guests." The "Drive At Five Four-Play" begins at 4:15pm and goes until 6pm, featuring all requests and eight-10 phoners an hour.

• **KFKF:** Mark McKay — formerly with KFRC/San Francisco and WRKO/Boston — is also the station's signature voice. McKay mixes 13-14 records an hour with traffic reports every 15 minutes and news at 4:25pm and 5:25pm.

• **WDAF:** Phil Young, who has been at 61 Country since its debut, has been doing PM drive since 1980. Cramer calls the show "fast-paced," adding that Young is "extremely smooth in handling a lot of service elements." Those includes two newscasts and four traffic reports an hour, along with 10-11 records.

Evenings

• **KBEQ-FM:** Shotgun Jackson has also been with Q104 since its Country debut. "He's the best night jock in the country," says Kennedy. You'll hear the "New Music Shootout" at 8pm, the "Top 4 At 9pm," and "Passion Phones" at 9:20pm. The "Young Country Club," with dance music and uptempo party music, replaces "Passion Phones" on Fridays.

• **KFKF:** Corey Ellis is a transplant from crosstown Urban KPRS. "He's another one of my experiments," laughs Carter. "He's a nut — you never know what he's going to do."

Plenty of phones highlight the feature-laden nights: "Crank It Or Yank It" at 7:40pm; the "KFKF House Party" between 7-10pm; the Top 10 at 10; and the "Live Five Mini-Concert" at 11pm, featuring a fistful of live concert tracks taken from the syndicated show "The Road."

• **WDAF:** Midday traffic reporter Scott Sanders has been moonlighting in nights for four months. There's a lot of listener interaction, cuts from hot new albums, and requests between 8-10pm. He airs 15-16 songs an hour.

Overnights

• **KBEQ-FM:** Brad King hosts the "All-Night Country Club," which features a couple hours of "triple-play

Continued on Page 60

KC By The Numbers

Here's where you'll find Kansas City's Country stations on the dial — and where you'll find 'em in the Spring '96 Arbitron. Shares are followed by rank in parentheses ("†" denotes a tie).

Calls/Frequency	12+	18-34	25-54
KBEQ-FM/104.3	6.3 (5)	10.1 (4)	6.3 (5)
KFKF-FM/94.1	7.7 (3)	7.0 (7)	8.6 (2)
WDAF-AM/610	8.4 (1)	.9 (18)	5.5 (9)
KMZU-FM/100.7	.9 (19†)	— (-)	.4 (23†)

Upcoming NAB Show

The NAB Radio Show is coming to the Los Angeles Convention Center October 9-12. It's your opportunity to meet and learn from some of the best in our industry. The Country session is scheduled for October 10 (9am). For NAB registration info, call (800) 342-2460.

SUMMER DOESN'T END,
the weather just changes

“Long
Tall
Texan”

featuring
Doug Supernaw



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vol. 1

Executive Producer: Mike Love • Produced By: Brian Wilson & Joe Thomas

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Gill&
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Lawrence&
Twain&
McGraw

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JONES SATELLITE NETWORKS®

NASHVILLE THIS WEEK

Starstruck Opens Its New Doors

What if you threw a party and Brooks & Dunn and David Lee Murphy couldn't get in? It's not as though they didn't meet the dress code — or that Reba McEntire was discriminating against them.

It happened last week when McEntire and husband-manager Narvel Blackstock hosted a party to celebrate the grand opening of Starstruck Entertainment's lavish new offices on Music Row. But it's not that Brooks, Dunn, and Murphy weren't welcome; the crowd was just so large that they couldn't squeeze into the building before their appearances that night (9/4) at the first annual "Unauthorized Harlan Howard Birthday Bash."

Arriving In Doves

The 5:30pm open house was scheduled to run for two hours, but the party finally shut down almost four hours later. Attendees were treated to a comprehensive tour of the 27,000-square-foot building before being admitted to an impressive party in the building's subterranean parking garage.

As visitors shuttled off the elevator, McEntire and Blackstock — dressed in "Star Trek" attire — greeted them via a state-of-the-art sound and video system. They later provided personal greetings, with McEntire spending part of the evening handing out equipment for laser tag games.

COUNTRY FLASHBACK

1 YEAR AGO

- No. 1: "I Like It, I Love It" — Tim McGraw (second week)

5 YEARS AGO

- No. 1: "Where Are You Now" — Clint Black

10 YEARS AGO

- No. 1: "Just Another Love" — Tanya Tucker

15 YEARS AGO

- No. 1: "Step By Step" — Eddie Rabbitt

20 YEARS AGO

- No. 1: "I Don't Want To Have To Marry You" — Jim Ed Brown & Helen Cornelius

Terri Clark, Trace Adkins, 4Runner, and Linda Davis were among those who made it in to

tour the complex. How many others were there? "We're 'guesstimating' 1200," says McEntire publicist Jenny Bohler. "It might have been closer to 1400."

By all accounts, the open house was a rousing success. "We did have to make two beer runs," Bohler jokes. "What does that tell you about Music Row?"

The Studios

While the offices were impressive, several music industry insiders who thought they'd seen it all found themselves in awe of the Gallery and the Pond, the complex's two recording studios. Occupying a total of 5000 square feet, the studios were designed by UK-based Harris Grant Associates, which has designed several world-class recording facilities, including New York's Record Plant.

McEntire herself inaugurated the studios with sessions for her upcoming MCA/Nashville album, "What If It's You," set for November 5 release. Word is already spreading about the studios. Barry Manilow recently recorded his new Arista album there, and South Carolina-based act Albert Hill used them for an upcoming Universal/MCA album.

Other major artists have already booked studio time, but Starstruck officials won't divulge any names. "None of that will be announced until after the recording projects are completed," Bohler says. "Part of the whole thing is giving the acts the privacy they need."

Blackstock has declined to reveal the exact cost of the new Starstruck building.

Harlan's Bash

After last year's event, songwriter Harlan Howard asked that he be relieved of the hosting duties for his annual "Birthday Bash" concert to raise money for the Nashville Songwriters Association International. However, that didn't deter the NSAI from keeping the tradition alive with an "unauthorized" event. Of course, Howard was there to enjoy the festivities.

In addition to Brooks & Dunn, the outdoor show featured performances by more than 20 songwriters, including Christopher Cross, Jim Lauderdale, and Michael McDonald. The night also found songwriter-manager Merle Kilgore returning to Howard an old Martin guitar. When Kilgore was without an instrument many years ago, Howard gave him the guitar with the warning, "There ain't no more songs left in it." Howard has used the instrument to write such songs as "Tiger By The Tail," "Heartaches By The Number," and "Pick Me Up On Your Way Down."

— Calvin Gilbert

Kansas City Here We Come

Continued from Page 58

requests" — three songs by one artist by request. Plenty of phones here, too.

- **KFKF:** Brock Jeffries, promoted from parttime four months ago, holds down the slot Carter describes as "a midday show for third-shift workers."

- **WDAF:** Bruce Efron has toiled in overnights for six years. While the show has trucker-oriented news, features, and weather, Cramer notes, "It isn't entirely truck-driven — there's still a lot for the metro listener."

Weekends

- **KBEQ-FM:** All the regulars except Miller pull a weekend shift. Other voices you'll hear belong to Trey Holiday, Nycki Pace, Zeke Montana, Tamara Maynard, Renee Savage, Mike Meyers, Steve Williams, and morning show producer "The Dolphin Boy," who also does a weekend shift.

Every weekend is a "1000-song weekend." Syndicated programming includes Saturday's "Boot Scootin' Party Night with Bo Reynolds," "Country Hitmakers with Hoss Burns" Sunday morning at 8am, and "Country Countdown USA" between 9am-noon. Noon-6pm is "Two-Steppin' Sunday," featuring artist double-plays.

- **KFKF:** None of KFKF's weekday jocks have weekend airshifts.

Carter says, "We ask them to do a lot of things on the weekends, including freebie appearances. Those are more important. And we have enough talented people to handle the weekends." Weekend warriors include Doug Owens, Todd Foxx, Greg Stanton, Chris Hagan, Jeanie Jasper, Amy Allen, and Robyn Evans. Sunday specialty programming includes "American Country Countdown with Bob Kingsley" between 8am-noon, "Country's Cutting Edge with J.D. Spangler" at 9pm, and "The Road" at 10pm.

- **WDAF:** The "Saturday Morning Memories" show kicks off the weekend. Bryan normally does the gig, but Cramer will host the Saturday of CRS MidWest. It's request-driven and strictly oldies. Cramer says, "Outside of the Chiefs, it's the single most popular show in Kansas City." (The Spring '96 Arbitron shows the program with a 19.6 12+; KFKF's 8.1 ranks second.) Mark Martin's local countdown show follows in middays, Jeff Bennett handles the afternoon shift, and Bill St. James hosts the "Saturday Night Request and Dedication Party."

- **Bill Abbott** and Efron host the "Sunday Morning Memories" show, followed by Roger Rafferty. The "Crook & Chase Country Countdown" rounds out the weekend between 8pm-midnight.



The premiere single

"Just When I Needed You Most"

listening for airplay

on September 23rd

from Dolly's new album

"Treasures"



(RTD/C-53041)

In Stores September 24th

Produced by Steve Buckingham



RISING TIDE



BLUE EYE RECORDS

SEPTEMBER 13, 1996

3W	2W	LW	TW	ARTIST TITLE LABEL(S)	TOTAL STATIONS/ADDS	PLAY RANK	TOTAL PLAYS	+/- PLAYS	TOTAL POINTS	+/- POINTS
8	6	3	①	BRYAN WHITE So Much For Pretending (Asylum/EEG)	181/0	1	6517	+326	34710	+2118
9	7	4	②	TY HERNDON Living In A Moment (Epic)	180/0	2	6298	+417	33474	+2425
6	4	2	3	MINDY MCCREADY Guys Do It All The Time (BNA)	173/0	3	5937	-310	31088	-1664
11	9	7	④	MARK WILLS Jacob's Ladder (Mercury)	178/0	4	5904	+216	30801	+1046
13	11	8	⑤	BILLY DEAN That Girl's Been Spyin' On Me (Capitol)	179/0	5	5711	+339	29811	+1910
4	2	1	6	RICK TREVINO Learning As You Go (Columbia)	170/0	6	5487	-1054	29248	-5302
14	12	10	⑦	FAITH HILL You Can't Lose Me (Warner Bros.)	181/0	7	5420	+392	28652	+2278
16	15	11	⑧	TRISHA YEARWOOD Believe Me Baby (I Lied) (MCA)	181/0	9	5223	+538	27583	+2821
21	17	13	⑨	TRACY LAWRENCE Stars Over Texas (Atlantic)	181/3	8	5255	+727	27518	+3914
15	14	12	⑩	VINCE GILL Worlds Apart (MCA)	181/0	10	5133	+492	26917	+2598
22	20	14	⑪	PAUL BRANDT I Do (Reprise)	180/1	11	4849	+517	25830	+2819
18	18	18	⑫	JO DEE MESSINA You're Not In Kansas Anymore (Curb)	180/1	12	4548	+360	23978	+2218
17	16	16	⑬	TOBY KEITH A Woman's Touch (A&M)	179/0	13	4497	+103	23204	+354
19	19	17	⑭	COLLIN RAYE Love Remains (Epic)	179/0	14	4386	+188	23108	+1077
25	22	20	⑮	ALABAMA The Maker Said Take Her (RCA)	175/3	15	4355	+564	22657	+2991
2	1	5	16	JAMES BONAMY I Don't Think I Will (Epic)	139/0	18	4013	-1568	22116	-8364
23	21	19	⑰	SAMMY KERSHAW Vidalia (Mercury)	177/0	17	4174	+232	21782	+1174
27	24	21	⑱	DAVID LEE MURPHY The Road You Leave Behind (MCA)	179/1	19	4012	+406	21142	+2372
46	30	24	⑲	CLINT BLACK Like The Rain (RCA)	178/3	20	3976	+629	21072	+3755
31	25	23	⑳	KENNY CHESNEY Me And You (BNA)	173/5	21	3867	+439	20005	+2416
26	23	22	㉑	JOE DIFFIE Whole Lotta Gone (Epic)	172/1	22	3866	+256	19930	+1278
32	27	26	㉒	TRAVIS TRITT More Than You'll Ever Know (Warner Bros.)	174/4	23	3459	+312	18005	+1664
—	33	30	㉓	JOHN MICHAEL MONTGOMERY Ain't Got Nothin'... (Atlantic)	175/11	25	3318	+668	17353	+3271
36	31	29	㉔	PATTY LOVELESS Lonely Too Long (Epic)	177/11	24	3321	+522	17158	+2808
29	26	27	㉕	JOHN BERRY Change My Mind (Capitol)	171/1	26	3258	+194	17017	+937
—	—	32	㉖	GEORGE STRAIT I Can Still Make Cheyenne (MCA)	166/38	28	3099	+1037	16346	+6021
33	29	28	㉗	SHANIA TWAIN Home Ain't Where His Heart... (Mercury)	165/6	29	3006	+228	15936	+1432
3	3	6	28	GARTH BROOKS It's Midnight Cinderella (Capitol)	114/0	31	2625	-3113	13977	-16140
37	32	31	⑳	RICOCHET Love Is Stronger Than Pride (Columbia)	159/9	32	2615	+281	13405	+1880
39	35	34	㉙	WESTERN FLYER What Will You Do With M-E (SOR)	138/18	35	2204	+394	11677	+2270
—	38	35	㉚	DIAMOND RIO It's All In Your Head (Arista)	148/16	33	2262	+479	11493	+2587
48	39	37	㉛	DEANA CARTER Strawberry Wine (Capitol)	137/26	34	2205	+537	11452	+3095
38	34	33	㉜	TY ENGLAND Irresistible You (RCA)	148/10	36	2196	+216	11085	+1248
41	36	36	㉝	MILA MASON That's Enough Of That (Atlantic)	140/13	38	1966	+230	10242	+1513
—	41	38	㉞	TRACE ADKINS Every Light In The House (Capitol)	134/21	37	1999	+441	9959	+2353
49	43	39	㉟	BREAKER BROOKS & DUNN Mama Don't Get Dressed Up... (Arista)	130/103	39	1850	+1459	9314	+7392
7	8	25	38	DAVID KERSH Goodnight Sweetheart (Curb)	102/15	40	1564	+276	8065	+1522
12	10	15	39	LONESTAR Runnin' Away With My Heart (BNA)	66/0	43	1374	-1646	7716	-9570
50	42	40	㊱	PAM TILLIS It's Lonely Out There (Arista)	69/0	42	1439	-3032	7535	-15396
—	47	43	㊲	LORRIE MORGAN I Just Might Be (BNA)	95/1	45	1245	+67	6215	+380
—	48	42	㊳	MARTINA MCBRIDE Swingin' Doors (RCA)	101/17	46	1217	+261	5911	+1384
—	45	41	㊴	GARY ALLAN Her Man (Decca)	89/12	49	1129	+195	5621	+1043
—	50	45	㊵	SAWYER BROWN She's Gettin' There (Curb)	90/13	50	1121	+163	5583	+883
—	49	46	㊶	WYNONNA My Angel Is Here (Curb/MCA)	90/18	52	1084	+230	5439	+1065
—	—	48	㊷	MARTY STUART Thanks To You (MCA)	94/11	55	977	+80	4726	+469
DEBUT	—	—	㊸	RHETT AKINS Love You Back (Decca)	75/11	56	881	+206	4170	+1002
DEBUT	—	—	㊹	TRACY BYRD Big Love (MCA)	50/49	63	599	+584	2985	+2935
DEBUT	—	—	㊺	BRADY SEALS Another You, Another Me (Reprise)	47/15	65	506	+153	2632	+798
DEBUT	—	—	㊻	SUZY BOGGUSS No Way Out (Capitol)	44/15	66	497	+165	2383	+892
DEBUT	—	—	㊼	LONESTAR When Cowboys Didn't Dance (BNA)	48/37	67	493	+397	2336	+1812

This chart reflects airplay from September 9-15. Songs ranked by total points. Highlighted songs indicate Breaker.

181 Country reporters. 174 current playlists. Songs that are down in points for three consecutive weeks are moved to recurrent. © 1996, R&R Inc.

BREAKERS®

BROOKS & DUNN

Mama Don't Get Dressed Up For Nothing (Arista)
72% of our reporters on it (130 stations)
103 Adds • Moves 50-36

MOST ADDED®

ARTIST TITLE LABEL(S)	ADDS
BROOKS & DUNN Mama Don't Get Dressed Up... (Arista)	103
TRACY BYRD Big Love (MCA)	49
WADE HAYES Where Do I Go To Start... (DKC/Columbia)	40
GEORGE STRAIT I Can Still Make Cheyenne (MCA)	38
LONESTAR When Cowboys Didn't Dance (BNA)	37
DEANA CARTER Strawberry Wine (Capitol)	26
TRACE ADKINS Every Light In The House (Capitol)	21
CLAY WALKER Bury The Shovel (Giant)	19
WESTERN FLYER What Will You Do With M-E (SOR)	18
WYNONNA My Angel Is Here (Curb/MCA)	18

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
BROOKS & DUNN Mama Don't Get Dressed Up... (Arista)	+1459
GEORGE STRAIT I Can Still Make Cheyenne (MCA)	+1037
TRACY LAWRENCE Stars Over Texas (Atlantic)	+727
JOHN MICHAEL MONTGOMERY Ain't Got... (Atlantic)	+668
CLINT BLACK Like The Rain (RCA)	+629
TRACY BYRD Big Love (MCA)	+584
ALABAMA The Maker Said Take Her (RCA)	+564
TRISHA YEARWOOD Believe Me Baby (I Lied) (MCA)	+538
DEANA CARTER Strawberry Wine (Capitol)	+537
PATTY LOVELESS Lonely Too Long (Epic)	+522

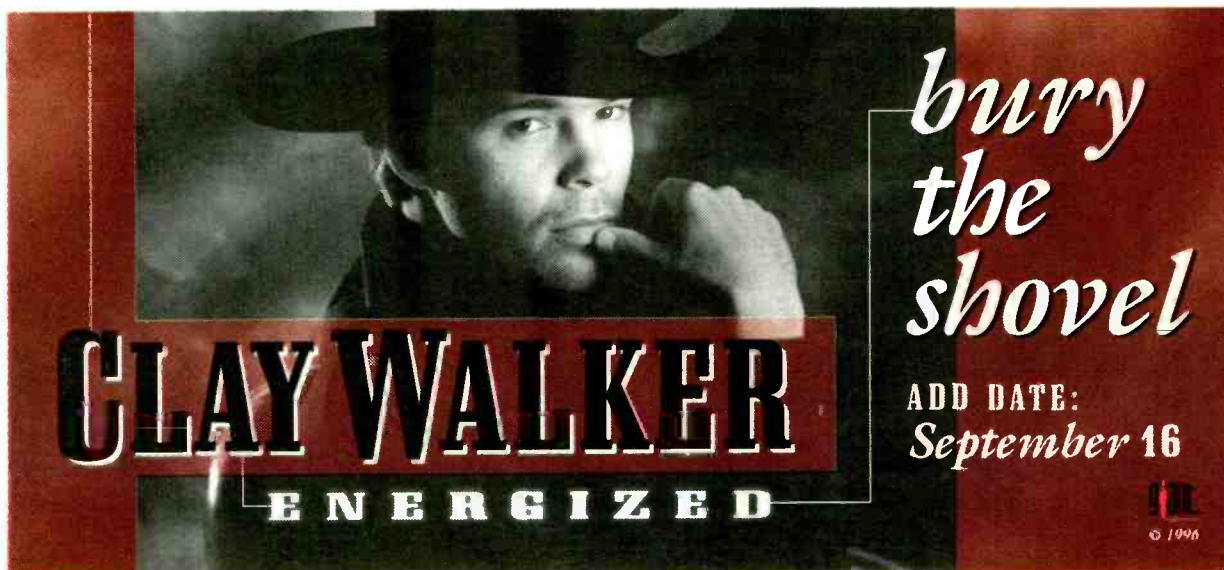
MOST INCREASED POINTS

ARTIST TITLE LABEL(S)	TOTAL POINT INCREASE
BROOKS & DUNN Mama Don't Get Dressed Up... (Arista)	+7392
GEORGE STRAIT I Can Still Make Cheyenne (MCA)	+6021
TRACY LAWRENCE Stars Over Texas (Atlantic)	+3914
CLINT BLACK Like The Rain (RCA)	+3755
JOHN MICHAEL MONTGOMERY Ain't Got... (Atlantic)	+3271
DEANA CARTER Strawberry Wine (Capitol)	+3095
ALABAMA The Maker Said Take Her (RCA)	+2991
TRACY BYRD Big Love (MCA)	+2935
TRISHA YEARWOOD Believe Me Baby (I Lied) (MCA)	+2821
PAUL BRANDT I Do (Reprise)	+2819

HOTTEST RECURRENTS

ARTIST TITLE LABEL(S)
TIM MCGRAW She Never Lets It Go To Her Heart (Curb)
GEORGE STRAIT Carried Away (MCA)
BROOKS & DUNN I Am That Man (Arista)
NEAL MCCOY Then You Can Tell Me Goodbye (Atlantic)
RICOCHET Daddy's Money (Columbia)
DIAMOND RIO That's What I Get For Lovin' You (Arista)
WADE HAYES On A Good Night (DKC/Columbia)
SHANIA TWAIN No One Needs To Know (Mercury)
RHETT AKINS Don't Get Me Started (Decca)
SAWYER BROWN Treat Her Right (Curb)

Breakers: Song has achieved airplay at 60% of our reporters for the first time. Bullets awarded to songs gaining in plays and/or points over the previous week. Total Points: The sum of each station's total play or plays of a song multiplied by the station's individual weight. Most Increased Points lists the songs with the greatest week-to-week increases in total points. Play Rank: Ranks all charted songs by total plays. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays.



ADD DATE:
September 16

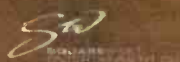
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CARYL MACK PARKER

*"better love next time"
isn't just about love,
it's about life.*

Produced by C. DiNapoli, C. M. Parker, S. Parker, B. D. Willis, A. Martin

A d d s S e p t e m b e r 3 0



NEW & ACTIVE

TONY TOLIVER Bettin' Forever On You (*Curb/Rising Tide*)
Total Stations: 48, Total Points: 1883, Total Adds: 4, Including: WSM 6, KFRG 5, WGH 5, WKNN 5
Plays Include: WWQQ 22 (22), KRRV 17 (15), WFMB 16 (15), KJUG 15 (15), WXTA 15 (15), KNFR 14 (14), WKIS 14 (14), WTCM 14 (14), WRNS 12 (12), WTNT 12 (12), KBUL 11 (11), WKSJ 10 (10), WMTZ 10 (7), WTVY 10 (10), WWYZ 10 (10), WXTU 10 (10), WCOL 9 (9), WGTY 9 (10), WOW 9 (9), KHSL 7 (7), KKIX 7 (7), KWNR 7 (7), WAMZ 7 (7), WEZL 7 (7), WFRG 7 (7), WRBQ 7 (7), WSSL 7 (7)

WADE HAYES Where Do I Go To Start All Over (*DKC/Columbia*)
Total Stations: 44, Total Points: 1883, Total Adds: 40, Including: KBEQ 18, KAYD 15, KJUG 15, KYKR 15, WFMB 14, WXCL 14, WRNS 13, WSIX 13, WWWW 13, WKCN 12, WWZD 12, KAJA 10, WGKX 10, WTVY 10, KNAX 9, KVOO 9, WOW 9, WRKZ 9, WXBW 9, WBOB 8, WGTY 8, KNUE 7, KSKS 7, KSOP 7, KUZZ 7, KXKC 7, WEZL 7, WFRG 7

DERYL DODD Friends Don't Drive Friends... (*Columbia*)
Total Stations: 41, Total Points: 1461, Total Adds: 8, Including: WACO 12, KHAY 9, KRYS 7, WMTZ 7, KAJA 5, KTCS 5, WCKT 5, WSIX 5
Plays Include: WWQQ 22 (22), KRRV 17 (12), KKIX 15 (15), KNFM 15 (15), KVOO 15 (15), WPKX 14 (14), WTCM 13 (13), WKNN 12 (12), WGTY 10 (9), WKSJ 10 (10), WTVY 10 (10), WWYZ 10 (10), WOW 9 (9), KAYD 7 (7), KNFR 7 (7), KSOP 7 (7), WFRG 7 (7), WSSL 7 (7)

GREAT PLAINS Healin' Hands (*Magnatone*)
Total Stations: 35, Total Points: 1352, Total Adds: 2, Including: WWQQ 22, KJUG 15
Plays Include: KRRV 16 (12), WKIX 15 (15), WYKX 13 (13), WKLB 12 (12), WTNT 12 (12), WITL 10 (10), WTVY 10 (5), WWYZ 10 (10), KHAY 9 (9), KVOO 9 (9), WOW 9 (9), WTDN 9 (9), KAYD 7 (7), KKIX 7 (7), WFRG 7 (7), WMTZ 7 (6), WSSL 7 (7), WXTU 7 (6), KFDI 5 (5), KTTS 5 (5), KYGO 5 (5), WCKT 5 (5), WCKT 5 (5), WDEN 5 (5), WIOV 5 (5), WKCN 5 (5), WKSJ 5 (5), WMIL 5 (5), WRKZ 5 (5), WTCR 5 (5), WUSW 5 (5), WXTA 5 (5)

LYLE LOVETT Don't Touch My Hat (*Curb/MCA*)
Total Stations: 22, Total Points: 1319, Total Adds: 4, Including: WFMB 14, KRRV 12, WNOE 10, WMTZ 5
Plays Include: KKIX 25 (15), KASE 21 (21), WWYZ 19 (10), WWYD 16 (10), KVOO 15 (15), WDEN 15 (15), WTCM 14 (14), WFMS 12 (12), WTCR 11 (11), KYNG 10 (20), WKXK 10 (10), WGTY 9 (10), WAMZ 7 (7), WSM 6 (6), KFDI 5 (5), KTTS 5 (5), WKSJ 5 (5), WXTA 5 (5)

CLAY WALKER Bury The Shovel (*Giant*)
Total Stations: 19, Total Points: 1175, Total Adds: 19, Including: WBCT 25, WDAF 20, WQMX 18, WRBQ 18, WLWI 12, KAJA 10, KIKF 10, KILT 10, KHAY 9, WRKZ 9, KFKF 8, WBOB 8, KSOP 7, WEZL 7, WROO 7, WUSY 7, KNKI 6, KFDI 5, WWYZ 5

GEORGE JONES Honky Tonk Song (*MCA*)
Total Stations: 21, Total Points: 1124, Total Adds: 2, Including: WTNT 10, KIKK 5
Plays Include: WXTU 23 (24), WWQQ 22 (22), WKIS 14 (14), WSIX 13 (13), KSSN 10 (7), WDAF 10 (10), WWYZ 10 (10), KHAY 9 (9), KVOO 9 (9), KKIX 7 (7), WAMZ 7 (7), WSM 6 (6), KFDI 5 (5), KTTS 5 (5), WDEN 5 (15), WQYK 5 (5), WSOC 5 (5), WTVY 5 (5), WXTA 5 (5)

BR5-49 Cherokee Boogie (*Arista*)
Total Stations: 14, Total Points: 1003, Total Adds: 8, Including: KJYJ 21, WDAF 20, WRKZ 16, WKDQ 15, WXBQ 15, WKIS 14, WGTY 10, KFDI 5
Plays Include: WKIX 15 (15), KYNG 10 (10), WWYZ 10 (10), WTDN 9 (9), KVOO 5 (5), WUSW 5 (5)

MANDY BARNETT A Simple I Love You (*Asylum/EEG*)
Total Stations: 16, Total Points: 944, Total Adds: 0
Plays Include: KFRG 24 (16), KPLX 15 (20), KRRV 15 (17), WXTA 15 (15), KPLM 14 (14), WTCM 14 (14), KZLA 13 (13), KAJA 10 (10), KILT 10 (10), WTVY 10 (5), KVOO 9 (9), KTTS 5 (5), WKCN 5 (5), WKLB 5 (5), WKSJ 5 (5), WTCR 5 (5)

KEITH STEGALL My Life (*Mercury*)
Total Stations: 20, Total Points: 794, Total Adds: 17, Including: WEZL 16, KJUG 15, WXTA 15, KNFR 14, WXCL 14, KRRV 12, KBEQ 10, KXDD 10, KHAY 9, WMTZ 7, KASH 6, KFDI 5, KTTS 5, KVOO 5, WBCT 5, WDEN 5, WRKZ 5
Plays Include: KSON 14 (14), WTVY 5 (5), WWYZ 5 (5)

SKY KINGS That Just About Says It All (*WB*)
Total Stations: 18, Total Points: 648, Total Adds: 16, Including: WWQQ 22, WXTA 15, KPLM 14, WTVY 10, KATM 9, WAMZ 7, WEZL 7, WIBW 7, WMTZ 7, KNKI 6, KTTS 5, KVOO 5, WDEN 5, WKSJ 5, WRKZ 5, WSOC 5
Plays Include: WWYZ 10 (5), KFDI 5 (5)

LEE ROY PARNELL We All Get Lucky Sometimes (*Career*)
Total Stations: 13, Total Points: 578, Total Adds: 13, Including: KEYE 18, WDEN 15, WTCR 11, WDAF 10, WRKZ 9, WFRG 7, WTHI 6, KASE 5, KFDI 5, KVOO 5, WBCT 5, WBYT 5, WWYZ 5

JAMIE WARREN One Step Back (*River North*)
Total Stations: 11, Total Points: 373, Total Adds: 4, Including: WFMB 14, KRRV 12, KFDI 5, WTVY 5
Plays Include: KGNC 10 (10), WWYZ 10 (10), KJUG 7 (7), KTTS 5 (5), WBEE 5 (5), WDEN 5 (5), WRKZ 5 (5)

Songs Ranked By Total Points

NATIONAL RADIO FORMATS

ABC RADIO NETWORKS

Mark Edwards • (214) 991-9200

Coast-To-Coast

Adds:

GARY ALLAN Her Man
TRACY BYRD Big Love
WADE HAYES Where Do I Go To Start All Over
WYNONNA My Angel Is Here

Hottest:

TRACY LAWRENCE Stars Over Texas
DAVID LEE MURPHY The Road You Leave Behind
GEORGE STRAIT I Can Still Make Cheyenne

Real Country

Dave Nicholson • (602) 966-6236

Adds:

TRACY LAWRENCE Stars Over Texas
MILA MASON That's Enough Of That

Hottest:

MARK WILLS Jacob's Ladder
JO DEE MESSINA You're Not In Kansas Anymore
KENNY CHESNEY Me And You
ALABAMA The Maker Said Take Her
TRAVIS TRITT More Than You'll Ever Know

AFTER MIDNITE ENTERTAINMENT

Craig Scott • (901) 755-9753

Adds:

RHETT AKINS Love You Back

Hottest:

JAMES BONAMY I Don't Think I Will
RICK TREVINO Learning As You Go
BRYAN WHITE So Much For Pretending
TY HERNDON Living In A Moment
MARK WILLS Jacob's Ladder

ALTERNATIVE PROGRAMMING

Steve Knoll • (800) 231-2818

Adds:

CLINT BLACK Like The Rain
TY ENGLAND Irresistible You
MILA MASON That's Enough Of That

Hottest:

JAMES BONAMY I Don't Think I Will
RICK TREVINO Learning As You Go
GARTH BROOKS It's Midnight Cinderella
LONESTAR Runnin' Away With My Heart
MARK WILLS Jacob's Ladder

BROADCAST PROGRAMMING

Walter Powers • (800) 426-9082

Super Country Pure Country

Adds:

BROOKS & DUNN Mama Don't Get Dressed Up ...
TRACY BYRD Big Love
WADE HAYES Where Do I Go To Start All Over

Hottest:

TIM MCGRAW She Never Lets It Go To Her Heart
MINDY MCCREARY Guys Do It All The Time
JAMES BONAMY I Don't Think I Will
RICK TREVINO Learning As You Go
TY HERNDON Living In A Moment

Digital Country — L.J. Smith

Adds:

BROOKS & DUNN Mama Don't Get Dressed Up ...
TRACY BYRD Big Love
WADE HAYES Where Do I Go To Start All Over

Hottest:

TIM MCGRAW She Never Lets It Go To Her Heart
MINDY MCCREARY Guys Do It All The Time
JAMES BONAMY I Don't Think I Will
RICK TREVINO Learning As You Go
TY HERNDON Living In A Moment

BROADCAST PROGRAMMING CONTINUED

Digital New Country — L.J. Smith

Adds:

BROOKS & DUNN Mama Don't Get Dressed Up ...
TRACY BYRD Big Love
WADE HAYES Where Do I Go To Start All Over

Hottest:

TIM MCGRAW She Never Lets It Go To Her Heart
MINDY MCCREARY Guys Do It All The Time
JAMES BONAMY I Don't Think I Will
RICK TREVINO Learning As You Go
TY HERNDON Living In A Moment

GREAT AMERICAN COUNTRY VIDEO NETWORK

(303) 784-8700

Adds:

SUZY BOGGUSS No Way Out
BURNIN' DAYLIGHT Love Worth Fighting For
PAUL JEFFERSON I Might Just Make It
K.T. OSLIN Silver Tongue And Gold-Plated Lies
KEVIN SHARP Nobody Knows
TEXAS TORNADOS Little Bit Is Better Than Nada

Hottest:

TY HERNDON Living In A Moment
TRISHA YEARWOOD Believe Me Baby (I Lied)
MINDY MCCREARY Guys Do It All The Time
FAITH HILL You Can't Lose Me
TRAVIS TRITT More Than You'll Ever Know

JONES SATELLITE NETWORKS

Phil Barry • (303) 784-8700

CD Country — John Hendricks

Adds:

TRACY BYRD Big Love
WADE HAYES Where I Go To Start All Over
FRAZIER RIVER Last Request
AARON TIPPIN How's The Radio Know
CLAY WALKER Bury The Shovel

Hottest:

CLINT BLACK Like The Rain
DEANA CARTER Strawberry Wine
LONESTAR When Cowboys Didn't Dance
DAVID LEE MURPHY The Road You Leave Behind
GEORGE STRAIT I Can Still Make Cheyenne
BRYAN WHITE So Much For Pretending

WESTWOOD ONE RADIO NETWORKS

Bob McNeill • (805) 294-9000

Hot Country — David Felker

Adds:

BROOKS & DUNN Mama Don't Get Dressed Up ...
DEANA CARTER Strawberry Wine
LORRIE MORGAN I Just Might Be

Hottest:

BRYAN WHITE So Much For Pretending
JAMES BONAMY I Don't Think I Will
MINDY MCCREARY Guys Do It All The Time
RICK TREVINO Learning As You Go
TY HERNDON Living In A Moment

Mainstream Country — David Felker

Adds:

DIAMOND RIO It's All In Your Head
TY ENGLAND Irresistible You
GEORGE STRAIT I Can Still Make Cheyenne
WESTERN FLYER What Will You Do With M-E

Hottest:

BRYAN WHITE So Much For Pretending
TIM MCGRAW She Never Lets It Go To Her Heart
MINDY MCCREARY Guys Do It All The Time
JAMES BONAMY I Don't Think I Will
RICK TREVINO Learning As You Go

TNN

THE NASHVILLE NETWORK
60.2 million households
Traci Todd,
Manager/Video Programming

ADDS

SUZY BOGGUSS No Way Out (*Capitol*)
DIAMOND RIO It's All In Your Head (*Arista*)
K.T. OSLIN Silver Tongue And Gold-Plated Lies (*BNA*)

HEAVY

PAUL BRANDT I Do (*Reprise*)
JUNIOR BROWN Venom Wearin' Denim' (*MCG/Curb*)
KENNY CHESNEY Me And You (*BNA*)
BILLY RAY CYRUS Trail Of Tears (*Mercury*)
VINGE GILL Worlds Apart (*MCA*)
TY HERNDON Living In A Moment (*Epic*)
FAITH HILL You Can't Lose Me (*Warner Bros.*)
SAMMY KERSHAW Vidalia (*Mercury*)
TRACY LAWRENCE Stars Over Texas (*Atlantic*)
MINDY MCCREARY Guys Do It All The Time (*BNA*)
DAVID LEE MURPHY The Road You Leave Behind (*MCA*)
WILLIE NELSON She Is Gone (*Island*)
K.T. OSLIN Silver Tongue And Gold-Plated Lies (*BNA*)
RANDY TRAVIS Are We In Trouble Now (*Warner Bros.*)
TRAVIS TRITT More Than You'll Ever Know (*Warner Bros.*)
BRYAN WHITE So Much For Pretending (*Asylum/EEG*)
TRISHA YEARWOOD Believe Me Baby (I Lied) (*MCA*)

Information current as of September 9.

CMT

COUNTRY MUSIC TELEVISION

30.8 million households
Tracy Rogers, Director/Programming
Paul Hastaba, VP/GM

ADDS

BEACH BOYS/DOUG SUPERMAN Long Tall... (*River North*)
MARK CHESNUTT It's A Little Too Late (*Decca*)
PAUL JEFFERSON I Might Just Make It (*Almo Sounds*)
MIDSOUTH Definition Of Love (*Warner Alliance*)
JOHN MICHAEL MONTGOMERY Ain't Got... (*Atlantic*)
JOE NICHOLS Wal-Mart Parking Lot Social... (*Intersound*)

TOP 10

FAITH HILL You Can't Lose Me (*Warner Bros.*)
TRISHA YEARWOOD Believe Me Baby (I Lied) (*MCA*)
RICK TREVINO Learning As You Go (*Columbia*)
BRYAN WHITE So Much For Pretending (*Asylum/EEG*)
MINDY MCCREARY Guys Do It All The Time (*BNA*)
PAUL BRANDT I Do (*Reprise*)
TRACY LAWRENCE Stars Over Texas (*Atlantic*)
VINGE GILL Worlds Apart (*MCA*)
SAMMY KERSHAW Vidalia (*Mercury*)
TY HERNDON Living In A Moment (*Epic*)

HEAVY

JOHN BERRY Change My Mind (*Capitol*)
PAUL BRANDT I Do (*Reprise*)
KENNY CHESNEY Me And You (*BNA*)
VINGE GILL Worlds Apart (*MCA*)
CLEODUS T. JUDD If Shania Was Mine (*Razor & Tie*)
SAMMY KERSHAW Vidalia (*Mercury*)
TRACY LAWRENCE Stars Over Texas (*Atlantic*)
MINDY MCCREARY Guys Do It All The Time (*BNA*)
DAVID LEE MURPHY The Road You Leave Behind (*MCA*)
RICK TREVINO Learning As You Go (*Columbia*)
TRISHA YEARWOOD Believe Me Baby (I Lied) (*MCA*)

HOT SHOTS

RHETT AKINS Love You Back (*Decca*)
BEACH BOYS/DOUG SUPERMAN Long Tall... (*River North*)
SUZY BOGGUSS No Way Out (*Capitol*)
BURNIN' DAYLIGHT Love Worth Fighting For (*Curb*)
TRACY BYRD Big Love (*MCA*)
EMILIO Have I Told You Lately (*Capitol*)
FRAZIER RIVER Last Request (*Decca*)
PAUL JEFFERSON I Might Just Make It (*Almo Sounds*)
K.T. OSLIN Silver Tongue And Gold-Plated Lies (*BNA*)
BRADY SEALS Another You, Another Me (*Reprise*)
KEVIN SHARP Nobody Knows (*Asylum/EEG*)
TEXAS TORNADOS Little Bit Is Better Than Nada (*Reprise*)
PAM TALLIS Betty's Got A Bass Boat (*Arista*)

Heavy rotation songs receive four to five plays per day.
Hot Shots receive three to four plays per day. Pick Hits of the Week receive an extra play above heavy rotation per day. All Top 10 videos also receive heavy rotation.

Information current as of September 11.

"BABY MINE"

from the animated feature *Dumbo*

Adds September 16th

ALISON KRAUSS

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COUNTRY PLAYLISTS

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

Market #22: WGAR/Cleveland. Playlists for stations 98.5 and 99.5. Includes artists like James Bonamy, Billy Dean, and Mandy McCreedy.

Market #23: KYGO/Denver. Playlists for station 98.5. Includes artists like James Bonamy, Rick Trevino, and Joe Diffie.

Market #24: KUPL/Portland, OR. Playlists for station 98.5. Includes artists like Brooks & Dunn, George Strait, and Trisha Yearwood.

Market #24: KWJJ/Portland, OR. Playlists for station 99.5 FM and 106.9 AM. Includes artists like Paul Brandt, Mandy McCreedy, and George Strait.

Market #25: WUBJ/Cincinnati. Playlists for station 105.1. Includes artists like Garth Brooks, Billy Dean, and Mandy McCreedy.

Market #26: KBEQ/Kansas City. Playlists for station 104.1. Includes artists like Steve Azar, Brooks & Dunn, and Joe Diffie.

Market #26: KFKF/Kansas City. Playlists for station 94 FM. Includes artists like Vince Gill, Paul Brandt, and Mandy McCreedy.

Market #26: WDAF-AM 610. Playlists for station 610. Includes artists like Ty Herndon, James Bonamy, and Joe Diffie.

Market #27: FR 95.1 KFRG. Playlists for station 95.1. Includes artists like Joe De Messina, Billy Dean, and George Strait.

Market #28: FM 106. Playlists for station 106. Includes artists like Rick Trevino, Mandy McCreedy, and George Strait.

Market #29: KNCI/Sacramento. Playlists for station 105.1. Includes artists like James Bonamy, Brooks & Dunn, and Mandy McCreedy.

Market #30: 95.3 KRTY. Playlists for station 95.3. Includes artists like Brooks & Dunn, Rick Trevino, and Mandy McCreedy.

Market #31: Cal Country 98.1. Playlists for station 98.1. Includes artists like James Bonamy, Billy Dean, and George Strait.

Market #32: WHOK/Columbus, OH. Playlists for station 95.5. Includes artists like Rick Trevino, Mandy McCreedy, and George Strait.

Market #33: WCNM/Norfolk. Playlists for station 105.1. Includes artists like Ty Herndon, Billy Dean, and Mandy McCreedy.



MIKE KINOSHIAN

Full Service: Still A Peachy Concept

The plethora of major news stories in the past several months underscores the need to revisit how some music-intensive FMs effectively become full-service facilities.

News and information are major morning drive elements on Jacor Soft AC WPCF-FM/Atlanta. "That seems to be a niche that was available here four or five years ago, and we went for it," remarks OM/PD Vance Dillard.

Dillard acknowledges WPCF's ambitious morning drive news and information approach by suggesting, "There's more than one way to be number one in a market or to be the dominant format leader. Some stations depend heavily on personality; some on comedy; and others on contesting. It's a matter of philosophy and a market's demographic makeup."

Combining traffic and weather, Peach bills itself as having, "traffic and weather together every 10 minutes on the :10s." "We believe in the power of time-benchmarking for these very important service elements in our morning show," he comments. "We feel that it's just as important when people get their news as it is to do the news."

The Competitors

While Dillard would like to say Jacor News/Talk sister WGST-AM is his prime morning drive competitor, he acknowledges it's actually Cox Talker WSB-AM. "They really put it all together and had just a phenomenal spring book. They had huge morning-drive numbers and were number one 12+ and 25-54. People who go to the AM dial for news and information probably go to WSB-AM.

"The closest FM station to us for morning news and information is actually our direct competitor, WSB-FM. They also do news at :00 and :30 and have heavy weather and traffic commitments. Their newscasts are usually about four minutes long." After 8:30am, Peach transitions to a no-repeat approach, targeted to in-office listening.

Going For The Gold

Atlanta's Summer Olympics commanded attention, of course, as one of the year's biggest stories. "We covered it as a local spectator would want to hear about it," explains Dillard. "People wanted to know about traffic and how it would affect their morning commute. We knew that work schedules would change, so we began our morning show at 5am and did traffic reports between 5am and 8pm. Through theater-of-the-mind, we tried to capture the spirit and feeling that was starting to unravel."

The euphoria of the games came to a sudden and tragic end with a Friday night pipe bombing in Olympic Park. "I called Kari and told her that it was something we just had to cover," he recalls. "We both got to the station at about 2:30 Saturday morning. By 3am, with the resources of WGST and CBS, we were at 100% coverage of the bombing, and Kari was doing news at the top and

bottom of each hour.

"It's my recollection that it took WSB-AM & FM longer to get into gear. Through luck, fate, or whatever, WGST had a reporter at the park and he was right in the middle when it all happened. He didn't have to leave — everyone else didn't have that kind of advantage."

The station elected to stay with the story until 9am Saturday. Dillard notes, "We thought many people would be waking up with no idea what had happened. We realized that television would then take over. We did CBS updates twice an hour throughout the day."

Talking It Over

After taking a nap, Dillard woke up at 3pm and planned his next move. "While we're not a Talk station, this was the number one thing on people's minds. Something didn't seem right to me.

"I called Kari and newly hired evening personality Rashke to come to the station and do a 7-11pm talk show. We basically let people call in

AC's Female Appeal

Here's how Atlanta and Portland ACs performed in morning drive (6-10am) among three, key, female demos in this spring's Arbitron. Spring-spring fluctuations are noted in parentheses.

	Women 18-34	Women 25-54	Women 35-64
WPCF-FM/Atlanta	No. 8 (-6%)	No. 5 (-10%)	No. 5 (-27%)
WSB-FM/Atlanta	No. 5 (+28%)	No. 4 (+45%)	No. 6 (+40%)
KKCW-FM/Portland	No. 4 (-14%)	No. 1 (+15%)	No. 1 (+28%)

While down 23% from last spring, UC WVEE-FM maintains a comfortable lead over CHR WSTR-FM in Atlanta's female, 18-34 morning drive race. Country WKHX-FM edges out WVEE for 25-54 honors and is also tops among 35-64 women.

Portland CHR KKRZ-FM captures the most 18-34 females in morning drive, but KKCW ("K103") takes control of the older demos. In fact, it's the lone Portland facility posting women 25-54 double-digits for that daypart.

and air out their feelings. I felt that by Sunday, the immediacy of the incident was over, and our role was diminished. We tried serving our audience as best we could. After that, it was important to return to our regular programming."

Not long ago, WGST & WPCF were Atlanta Braves flagship stations. Radio broadcast rights for "America's Team," however, have returned to WSB-AM. "I've got mixed reactions about sports play-by-play on Soft AC and would be very hesitant to do it again," admits Dillard. "We were in an evolutionary stage when we carried the Braves and needed a whole bunch

of people to come and listen to us.

"It was perfect for us at the time, but we're in the age of specialization and can't be too many things to too many people. We've refocused on our target listener and know she's a 35-year-old female."

A weekly countdown, however, is something Dillard sees as a positive for Peach. *Premiere Radio's Leeza Gibbons Show* debuted August 31. "We need to send messages that we're more contemporary than we have been — Leeza sends the perfect message. We've done a great job of being a workplace station and she's just what we need for people to come and sample us on the weekend."

KKCW Tosses The Format Out The Window

There's a definite full-service flavor in morning drive on market dominant KKCW/Portland. "Quite frankly, we throw the format out the window," explains PD Bill Minckler. "Between 5-9am, music is secondary to everything else we do. Behind the scenes, we refer to K103's wakeup format as being *au naturel*."

A cohesive working relationship between morning personality Craig Walker and News Director John Erickson helps make things work. "They balance each other extremely well," notes Minckler.

"John controls the formally structured newscasts and headlines, and listeners are never far away from a formal news fix. We think of ourselves as being a consummate reference point for the target audience — which is just about anyone 25+."

Walker and Erickson spend a lot of time soliciting listener opinions on a wide range of topics. A recent example involved kids going back to school. "The first day of school affects many people," Minckler remarks. "Teachers and parents are our audience, so we play to them, rather than to the kids themselves. We asked people how they felt about the transition and talked about it throughout the morning."

Two, three-minute casts air at the top and bottom of each morning

listen-at-work mode, it does so, Minckler says, "with eyes on the AP news desk and our traffic service. The key is figuring out how much news and information to do and in what form it's presented. It should enhance — rather than detract — from the music."

Hard News

One of this summer's major news stories, unfortunately, was the crash of TWA flight 800. "We did the bulletin and then pretty much laid off the story," recalls Minckler. "Our goal is to promote that people can get more information from [our News/Talk sister] KEX-AM. It's still a competing station, but people use it differently. We don't have the staff to follow something as traumatic as a plane crash, and people don't expect that from us, anyway."

In light of the recent U.S. missile strikes against Iraq, Minckler notes, "Many people will go to CNN, but we suggest that if people want full-time coverage, they should listen to KEX. Otherwise, we'll do the bulletins and go back to music because that's our role."

Crosstown Adult Alternative KINK-FM gets Minckler's praise for its full-service efforts. "It's the one station that stands out from the rest; it's on our level on FM. They have at least three newsmen and use the same traffic service we do. They're committed to information and provide a PBS slant to the news, whereas we're a little more mainstream."

drive hour. "That's when people expect them. There are also four formal traffic reports each hour — two of those are within each newscast. If needed, we'll break in between commercials with listener reports or from our traffic reporters."

Good Sports

Instead of putting it into the news, K103 isolates sports into separate 5:10am- and 6:10am-slotted casts. "The content's pretty much Oregon and Pacific Northwest-based," says Minckler. "High school and small college sports news is just as important here as what's happening in Major League Baseball."

Play-by-play sports, Minckler opines, is totally appropriate for FM ACs. "I'd take a good strong look at carrying the NBA's Portland Trailblazers. It's the only major league franchise we have here. Football would probably be the best sport because games are on Sundays and, from a sales standpoint, it doesn't take that many avails. However, I don't think I'd want to commit the time for baseball."

K103 will usually squeeze five to eight songs an hour into the morning drive mix. Between 8:30-9am as the station begins evolving to its



Bill Minckler



"We knew that if Atlanta listeners wanted something funny, they'd go to [Oldies WFOX's] Randy & Spiff. If they wanted the best-known personality, they go to [CHR WSTR's] Steve McCoy. If they wanted the best all-around morning show, they'd go to [AC rival WSB-FM's] Dale O'Brien & Kari Dean."

Four years later, O'Brien & Dean have resurfaced on "Peach" and, as Dillard notes, "Our ratings have come up from the days of being an also-ran to where we're among the market's Top 5 morning shows. We're not asking them to be funny or come up with great bits every morning."

Information-Intensive Clock

Doing news every 15 minutes between 5:30-8:30am helps differentiate Peach from many other Soft ACs. "There are full five-minute, in-depth newscasts [at :00 and :30]," Dillard points out. "We also have news briefs — not necessarily headlines — at :15 and :45. We've designed a clock of information and service elements that our research says people want in the morning. We've also included what we think is a sufficient amount of music — six to eight songs an hour — to go with it."

Lifestyle features have been slotted every 30 minutes. "They include syndicated parenting information from Dr. James Dobson and, from Atlanta, Dr. Perry Buffington. Dale and Kari do an entertainment feature and Mike Carruthers hosts a syndicated 'something you should know' bit. We feel this is a totally different approach to morning radio."

NAB Is Coming!

Leading AC programmers and consultants will be in Los Angeles Thursday, October 10 at 1pm participating in the NAB Radio Show '96. Make plans to join them!

Valerie Carter

"I Wonder Why"

*adds
sept. 16*

others sing. she soars.

CONTACT:

tom callahan

callahan & associates

1. 800. 797. 7666



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SEPTEMBER 13, 1996

3W	2W	LW	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS				TOTAL STATIONS/ADDS
					TW	LW	2W	3W	
1	1	1	1	ERIC CLAPTON Change The World (Reprise) 2410 2365 2493 2472 98/0					
2	2	2	2	MARIAH CAREY Forever (Columbia) 2307 2231 2328 2297 99/0					
8	5	4	3	CELINE DION It's All Coming Back To Me Now (550 Music) 2051 1830 1751 1439 92/0					
4	3	3	4	WHITNEY HOUSTON Why Does It Hurt So Bad (Arista) 2049 2050 2055 1997 94/0					
11	8	6	5	DONNA LEWIS I Love You Always Forever (Atlantic) 1837 1536 1423 1150 82/6					
3	4	5	6	VANESSA WILLIAMS Where Do We Go From Here (Mercury) 1705 1824 1981 2032 85/0					
10	10	7	7	LIONEL RICHIE Ordinary Girl (Mercury) 1492 1419 1383 1231 84/0					
12	11	11	8	PETER CETERA One Clear Voice (River North) 1313 1291 1237 1117 75/1					
17	13	12	9	BEACH BOYS (KATHY TROCCOLI) I Can Hear Music (River North) 1271 1080 1045 831 70/0					
7	9	10	10	TRACY CHAPMAN Give Me One Reason (Elektra/EEG) 1236 1318 1405 1461 65/1					
6	7	9	11	CELINE DION Because You Loved Me (550 Music) 1203 1332 1454 1545 74/0					
5	6	8	12	MICHAEL ENGLISH Your Love Amazes Me (Curb) 1186 1391 1497 1577 71/0					
BREAKER			13	ELTON JOHN You Can Make History (Young Again) (MCA) 1069 38 — — 80/77					
BREAKER			14	BRYAN ADAMS Let's Make A Night To Remember (A&M) 973 766 669 465 63/8					
	20	19	17	15 HARRY CONNICK JR. Hear Me In The Harmony (Columbia) 710 662 663 640 52/1					
	14	15	15	16 GLORIA ESTEFAN Reach (Epic) 705 865 900 1032 45/0					
	27	24	19	17 TINA TURNER Missing You (Virgin) 683 556 469 351 54/7					
	26	25	21	18 JOHN MELLENCAMP Key West Intermezzo (I Saw You First) (Mercury) 676 506 449 359 41/9					
	9	12	14	19 ALL-4-ONE Someday (Hollywood) 584 870 1071 1322 40/0					
	30	29	24	20 BRANDY, TAMIA, KNIGHT, KHAN Missing You (EastWest/EEG) 476 399 333 279 46/3					
	—	28	25	21 MELISSA ETHERIDGE Nowhere To Go (Island) 417 351 334 277 29/3					
	24	22	20	22 TONY RICH PROJECT Like A Woman (LaFace/Arista) 376 507 508 446 34/0					
	13	17	18	23 JIM BRICKMAN Hero's Dream (Renegade) 368 643 785 1079 30/0					
	22	21	22	24 BETTE MIDLER God Help The Outcasts (Walt Disney) 347 503 516 503 32/0					
	—	—	28	25 DAVE KOZ Don't Look Back (Capitol) 338 205 147 — 36/9					
	29	27	26	26 HOOTIE & THE BLOWFISH Tucker's Town (Atlantic) 330 330 351 321 18/0					
	—	—	27	27 GEORGE BENSON Holdin' On (GRP) 300 247 202 120 37/4					
	—	—	29	28 SORAYA Stay Awhile (Island) 258 197 124 79 28/3					
DEBUT	—	—	29	AARON NEVILLE / ROBBIE ROBERTSON Crazy Love (Reprise) 251 166 109 53 27/8					
—	—	30	30	ALANIS MORISSETTE You Learn (Maverick/Reprise) 191 189 231 192 9/1					

This chart reflects airplay from September 9-15. Songs ranked by total plays. Highlighted songs indicate Breaker. 101 AC reporters. 92 current playlists. Songs that are down or flat in plays for three consecutive weeks and below No. 15 are moved to recurrent. © 1996, R&R Inc.

NEW & ACTIVE

ANNE MURRAY What Would It Take (EMI)
Total Stations: 20, Adds: 0, Plays: 177, WCOD 5 (5), WRCH 14 (14), WWLI 15 (15), WYJB 5 (10), WLIF 9 (8), WAFY 19 (19), WKWK 5 (5), WTVR 5 (5), WEAT 8 (8), WDEF 10 (10), WOOF 8 (8), WAHR 10 (10), KVL 8 (8), KQXT 5 (5), WOOD 6 (5), WGLM 10 (7), WMT 7 (7), WQLR 7 (7), KELO 8 (8), KKLI 13 (13).

TRACY CHAPMAN New Beginning (Elektra/EEG)
Total Stations: 13, Adds: 1, Plays: 148, WMJQ 28 (28), WGSY 10, WSPA 15 (15), WEAT 6 (7), WOOF 8 (8), WAHR 10 (10), WRVR 16 (16), WLAC 19 (21), KMXR 5 (5), KQXT 7 (7), WFMK 10 (10), WGLM 7 (7), KRUZ 7 (7).

GLORIA ESTEFAN You'll Be Mine (Party Time) (Epic)
Total Stations: 12, Adds: 0, Plays: 140, WHYN 10 (10), WXKC 7 (7), WAFY 19 (19), WASH 21 (21), WTCB 7 (7), WAHR 10 (10), KHLA 5 (5), WWNK 7 (5), WMGN 21 (21), WKBN 11 (11), KKCW 15 (14), KRUZ 7 (7).

WILD ORCHID At Night I Pray (RCA)
Total Stations: 18, Adds: 1, Plays: 137, WWLI 10 (10), WLIF 9 (9), WLZW 7 (7), WGSY 10, WTVR 5 (5), WEAT 6 (6), WDEF 5 (5), WAHR 10 (5), KQXT 5 (5), WLQT 7 (7), WIKY 5 (5), WTPi 10 (10), WFMK 10 (10), WGLM 7 (7), WLTE 5 (8), KELO 8 (8), KKLI 13 (13), KWAU 5 (5).

ORLEANS I'm On Your Side (Dinosaur)
Total Stations: 13, Adds: 2, Plays: 108, WRCH 7 (7), WWLI 16 (10), WLZW 10 (10), WKWK 10 (10), WTCB 7 (7), WTVR 5 (5), WDEF 5 (5), WAHR 5, KQXT 5 (5), WLQT 10 (10), WFMK 10 (10), KKLI 13 (13), KWAU 5.

JORDAN HILL How Many Times (143/Atlantic)
Total Stations: 15, Adds: 15, Plays: 103, WEZN 5, WLEV 5, WLIF 8, WAFY 12, WTCB 7, WGSY 10, WEAT 5, WTFM 10, WLTS 5, KMXR 5, KQXT 7, WAJI 5, WGLM 7, WMT 7, WLTE 5.

JAE CIE Reason For Living (Carbide)
Total Stations: 10, Adds: 0, Plays: 97, WCOD 5 (5), WWLI 15 (10), WKWK 30 (30), WTVR 5 (5), KMXR 5 (5), KQXT 5 (5), WFMK 10 (10), WGLM 10 (7), WQLR 7 (7), KWAU 5 (5).

STING I'm So Happy I Can't Stop Crying (A&M)
Total Stations: 11, Adds: 1, Plays: 96, WAFY 12 (12), WMJJ 12 (10), WOOF 8 (15), WAHR 10 (10), KMXR 5 (5), KQXT 7 (7), WLQT 7, WGLM 7 (7), WMT 7 (7), KRNO 14 (5), KRUZ 7 (7).

NATALIE & NAT COLE When I Fall In Love (Elektra/EEG)
Total Stations: 10, Adds: 10, Plays: 84, WRCH 17, WEAT 5, WAHR 5, WDOK 9, WLQT 10, WGLM 7, WMT 7, KJNS 5, KWAU 5, KKCW 14.

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

BREAKERS

ELTON JOHN
You Can Make History (Young Again) (MCA)
TOTAL PLAYS/INCREASE: **1069/1031** TOTAL STATIONS/ADDS: **80/77** CHART: **13**

BRYAN ADAMS
Let's Make A Night To Remember (A&M)
TOTAL PLAYS/INCREASE: **973/207** TOTAL STATIONS/ADDS: **63/8** CHART: **14**

MOST ADDED

ARTIST TITLE LABEL(S) ADDS
ELTON JOHN You Can Make History (Young Again) (MCA) **77**
JORDAN HILL How Many Times (143/Atlantic) **15**
NATALIE COLE w/**NAT "KING" COLE** When I Fall (Elektra/EEG) **10**
DAVE KOZ Don't Look Back (Capitol) **9**
JOHN MELLENCAMP Key West Intermezzo... (Mercury) **9**
A. NEVILLE / **R. ROBERTSON** Crazy Love (Reprise) **8**
BRYAN ADAMS Let's Make A Night To Remember (A&M) **8**
ROBERT MILES One And One (Arista) **8**
TINA TURNER Missing You (Virgin) **7**
DONNA LEWIS I Love You Always Forever (Atlantic) **6**

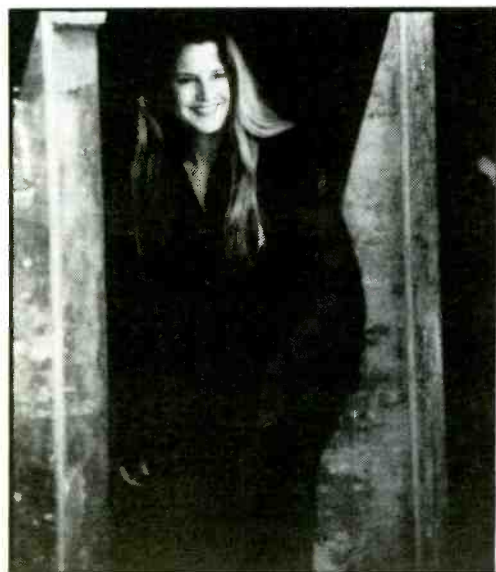
MOST INCREASED PLAYS

ARTIST TITLE LABEL(S) TOTAL PLAY INCREASE
ELTON JOHN You Can Make History (Young Again) (MCA) **+1031**
DONNA LEWIS I Love You Always Forever (Atlantic) **+301**
CELINE DION It's All Coming Back To Me Now (550 Music) **+221**
BRYAN ADAMS Let's Make A Night To Remember (A&M) **+207**
BEACH BOYS (KATHY TROCCOLI) I Can Hear... (River North) **+191**
JOHN MELLENCAMP Key West Intermezzo... (Mercury) **+170**
DAVE KOZ Don't Look Back (Capitol) **+133**
TINA TURNER Missing You (Virgin) **+127**
JORDAN HILL How Many Times (143/Atlantic) **+103**
A. NEVILLE / **R. ROBERTSON** Crazy Love (Reprise) **+85**

HOTTEST RECURRENTS

ARTIST TITLE LABEL(S)
JANN ARDEN Insensitive (A&M)
TONY RICH PROJECT Nobody Knows (LaFace/Arista)
MARIAH CAREY Always Be My Baby (Columbia)
EVERYTHING BUT THE GIRL Missing (Atlantic)
SEAL Don't Cry (ZTT/WB)
ROD STEWART So Far Away (Lava/Atlantic)
CHER One By One (Reprise)
TAKE THAT Back For Good (Arista)
ELTON JOHN Blessed (Rocket/Island)
TONI BRAXTON Let It Flow (Arista)

Breakers: Songs registering 800 plays or more for the first time. Bullets awarded to songs gaining plays over the previous week. If two songs are tied in number of plays, the song being played on more stations is placed first. Most increased plays lists the songs with the greatest week-to-week increases in total plays. Weighted chart appears on R&R ONLINE.



Jae Cie "Reason For Living"

The most flown unknown is **New & Active!!**

Growing Strong & Getting Requested:

- WKWK**
- WQLR**
- KWAV**
- WCOD**
- WWLI**
- WTVR**
- KMXR**
- KQXT**
- WGLM**
- WFMK**



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3W	2W	LW	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS				TOTAL STATIONS/ADDS
					TW	LW	2W	3W	
1	1	1	1	ERIC CLAPTON Change The World (Reprise)	2632	2592	2711	2660	70/0
2	2	2	2	DONNA LEWIS I Love You Always Forever (Atlantic)	2530	2367	2485	2311	69/0
3	3	3	3	ALANIS MORISSETTE You Learn (Maverick/Reprise)	2113	2026	2148	2098	57/1
4	4	4	4	TRACY CHAPMAN Give Me One Reason (Elektra/EEG)	1991	1935	2092	2065	61/0
11	7	6	5	CELINE DION It's All Coming Back To Me Now (550 Music)	1900	1603	1500	1246	67/4
5	5	5	6	NATALIE MERCHANT Jealousy (Elektra/EEG)	1721	1700	1833	1801	60/0
6	6	7	7	JEWEL Who Will Save Your Soul (Atlantic)	1716	1569	1709	1628	57/1
14	10	8	8	JOHN ELLEN CAMP Key West Intermezzo (I Saw You First) (Mercury)	1644	1460	1405	1183	62/2
13	9	10	9	DISHWALLA Counting Blue Cars (A&M)	1534	1411	1414	1237	57/1
10	8	9	10	MELISSA ETHERIDGE Nowhere To Go (Island)	1504	1411	1424	1297	62/1
12	13	11	11	HOOTIE & THE BLOWFISH Tucker's Town (Atlantic)	1256	1229	1253	1238	53/0
8	11	12	12	JANN ARDEN Inesentive (A&M)	1211	1161	1321	1351	44/0
20	18	15	13	BRYAN ADAMS Let's Make A Night To Remember (A&M)	1093	914	895	742	50/4
9	12	13	14	MARIAH CAREY Forever (Columbia)	1012	1111	1280	1313	42/1
15	16	14	15	NATALIE MERCHANT Wonder (Elektra/EEG)	951	939	966	1078	34/0
7	14	16	16	CELINE DION Because You Loved Me (550 Music)	796	913	1141	1460	36/0
28	25	22	17	MERRIL BAINBRIDGE Mouth (Universal)	766	574	478	320	37/9
21	21	19	18	PRIMITIVE RADIO GODS Standing Outside... (Ergo/Columbia)	741	673	672	603	34/6
24	23	21	19	CRANBERRIES Free To Decide (Island)	656	620	598	512	31/2
—	30	25	20	AMANDA MARSHALL Birmingham (Epic)	635	393	292	155	33/10
18	19	18	21	TOM PETTY & THE HEARTBREAKERS Walls (Warner Bros.)	630	839	889	916	32/0
23	20	20	22	LOS DEL RIO/BAYSIDE BOYS MIX Macarena (RCA)	569	649	700	566	24/1
26	26	24	23	HOOTIE & THE BLOWFISH I Go Blind (Reprise)	543	448	474	392	18/2
25	24	23	24	WHITNEY HOUSTON Why Does It Hurt So Bad (Arista)	520	454	494	465	21/0
DEBUT	29	29	26	ELTON JOHN You Can Make History (MCA)	456	66	—	—	29/25
DEBUT	29	29	26	GIN BLOSSOMS As Long As It Matters (A&M)	362	326	341	302	20/1
DEBUT	27	28	27	STING I'm So Happy I Can't Stop Crying (A&M)	324	176	142	90	24/8
27	28	27	28	HARRY CONNICK JR. Hear Me In The Harmony (Columbia)	297	305	345	378	16/0
—	—	28	29	ALANIS MORISSETTE Head Over Feet (Maverick/Reprise)	271	217	158	81	14/5
30	—	29	30	TONI BRAXTON You're Makin' Me High (LaFace/Arista)	239	217	238	238	9/1

This chart reflects airplay from September 9-15. Songs ranked by total plays. Highlighted songs indicate Breaker. 70 Hot AC reporters. 63 current playlists. Songs that are down or flat in plays for three consecutive weeks and below No. 15 are moved to recurrent. © 1996, R&R Inc.

BREAKERS

No Songs Qualified For Breaker Status This Week

MOST ADDED

ARTIST TITLE LABEL(S)	ADDS
ELTON JOHN You Can Make History (Young Again) (MCA)	25
AMANDA MARSHALL Birmingham (Epic)	10
MERRIL BAINBRIDGE Mouth (Universal)	9
STING I'm So Happy I Can't Stop Crying (A&M)	8
PRIMITIVE RADIO GODS Standing Outside... (Ergo/Columbia)	6
ALANIS MORISSETTE Head Over Feet (Maverick/Reprise)	5
BRYAN ADAMS Let's Make A Night To Remember (A&M)	4
CELINE DION It's All Coming Back To Me Now (550 Music)	4
WILD ORCHID At Night I Pray (RCA)	3

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
ELTON JOHN You Can Make History (Young Again) (MCA)	+390
CELINE DION It's All Coming Back To Me Now (550 Music)	+297
AMANDA MARSHALL Birmingham (Epic)	+242
MERRIL BAINBRIDGE Mouth (Universal)	+192
JOHN ELLEN CAMP Key West Intermezzo... (Mercury)	+184
BRYAN ADAMS Let's Make A Night To Remember (A&M)	+179
DONNA LEWIS I Love You Always Forever (Atlantic)	+163
STING I'm So Happy I Can't Stop Crying (A&M)	+148
JEWEL Who Will Save Your Soul (Atlantic)	+147
DISHWALLA Counting Blue Cars (A&M)	+123

NEW & ACTIVE

- LIONEL RICHIE** Ordinary Girl (Mercury)
Total Stations: 10, Adds: 0, Plays: 224 WYAF 42, WHUD 22 (21), WMYI 17 (12), WKYE 14 (14), WXIL 29 (29), WJDX 22 (22), WMLX 20 (14), WROE 26, WHBC 18 (18), KMAJ 14 (9).
- NO MERCY** Where Do You Go (Arista)
Total Stations: 9, Adds: 1, Plays: 189, WBLI 24 (24), WYXR 25 (25), WQSM 7 (7), WMC 12 (5), WMXS 25, KKMY 10 (10), KSII 32 (27), WKDD 16 (16), WKQI 38.
- GLORIA ESTEFAN** You'll Be Mine (Party Time) Epic
Total Stations: 10, Adds: 2, Plays: 187, WDAQ 11, WQSM 34 (33), WMXB 15 (10), WMTX 7 (12), KSII 25 (20), WQAL 15 (14), WAZY 21 (19), WRTI 25 (24), KBEE 10, KSSK 24 (24).
- SHERYL CROW** If It Makes You Happy (A&M)
Total Stations: 10, Adds: 1, Plays: 175, WBXM 10 (10), WRTS 15 (15), WMXV 21 (21), WMXC 7 (7), WMXS 25, WKDD 14 (14), KALC 25 (25), KYSR 27 (20), KMGQ 10 (10), KPLZ 21 (21).
- TRACY CHAPMAN** New Beginning (Elektra/EEG)
Total Stations: 14, Adds: 1, Plays: 166, WDAQ 13 (13), WRTS 15 (15), WQSM 24 (18), WQSM 30 (30), WMTX 5 (5), WMC 2 (6), WMXC 7, KKMY 10 (10), WAZY 15 (10), WNSN 9 (9), KMAJ 14 (14), KALC 7 (7), KOSO 5 (5), KMGQ 10 (10).
- BEACH BOYS /KATHY TROCCOLI** I Can Hear Music (River North)
Total Stations: 10, Adds: 0, Plays: 163, WYAF 21 (21), WHUD 20 (19), WKYE 14 (14), WXIL 29 (29), WMC 8 (5), KKMY 10 (10), WKDD 15 (15), WROE 26, KMAJ 9 (9), KBEE 11 (12).
- WALLFLOWERS** 6th Avenue Heartache (Interscope)
Total Stations: 9, Adds: 2, Plays: 158, WRTS 15 (15), WKEE 24 (18), WBLI 15, WRQX 10 (10), WMXB 10 (10), KKMY 10 (10), KHMX 17, WAZY 23 (21), KYSR 34 (34).
- BLUES TRAVELER** But Anyway (A&M)
Total Stations: 7, Adds: 0, Plays: 152, WRTS 24 (24), WBLI 15 (15), WKDD 16 (16), WLRW 28 (28), KSTZ 30 (31), KALC 25 (25), KFMB 14 (14).

- DAVE MATTHEWS BAND** So Much To Say (RCA)
Total Stations: 9, Adds: 2, Plays: 142, WDAQ 13, WTIC 20 (20), WQSM 25 (24), WMC 5, KKMY 10 (10), WKDD 18 (18), WTMX 10 (10), WAZY 19 (16), KYSR 22 (20).
- TONY RICH PROJECT** Like A Woman (LaFace/Arista)
Total Stations: 9, Adds: 0, Plays: 132, WSNE 14 (14), WYAF 11 (11), WRTS 15 (15), WHUD 6 (4), WYYY 5 (5), WWSN 15 (16), WQSM 15 (15), WMLX 20 (14), KSII 31 (27).
- TINA TURNER** Missing You (Virgin)
Total Stations: 10, Adds: 1, Plays: 124, WYAF 5 (5), WHUD 14 (13), WQSM 10 (10), WMYI 17 (15), WKYE 5 (5), WJDX 22 (21), KKMY 10 (10), WRQX 7, WHBC 20 (18), KMAJ 14 (14).
- ONCE BLUE** Save Me (EMI)
Total Stations: 7, Adds: 0, Plays: 124, WRTS 24 (24), WJRZ 12 (12), KKMY 18 (18), WTMX 21 (22), KMXG 21 (21), KMAJ 9 (9), KFMB 19 (19).
- GARBAGE** Stupid Girl (Almo Sounds/Geffen)
Total Stations: 7, Adds: 1, Plays: 119, WRQX 15 (15), WQSM 10 (10), WTMX 7 (9), KSTZ 7, KALC 7 (7), KYSR 25 (22), KFMB 48 (48).
- WILD ORCHID** At Night I Pray (RCA)
Total Stations: 9, Adds: 3, Plays: 108, WDAQ 13, WYAF 5, WKYE 5 (7), WMC 9 (6), KKMY 10 (10), KSII 15, WAZY 20 (18), WRTI 22 (24), KMAJ 9 (9).
- BRANDY, TAMIA, GLAOKS KNIGHT & CHAKA KHAN** Missing You (EastWest/EEG)
Total Stations: 7, Adds: 1, Plays: 79, WJRZ 14 (14), WHUD 15 (11), WKYE 5 (5), KKMY 10 (10), KSII 23 (21), WROE 7, KIOI 5 (5).
- AARON NEVILLE /ROBBIE ROBERTSON** Crazy Love (Reprise)
Total Stations: 7, Adds: 1, Plays: 72, WHUD 9 (5), WQSM 19, WMYI 17 (13), WKYE 5 (5), WMTX 5 (5), WMXC 7 (7), KKMY 10 (10).
- Songs ranked by total plays. Station call letters followed by number of plays.

HOTTEST RECURRENTS

- TONY RICH PROJECT** Nobody Knows (LaFace/Arista)
- GIN BLOSSOMS** Follow You Down (A&M)
- ALANIS MORISSETTE** Ironic (Maverick/Reprise)
- GOO GOO DOLLS** Name (Metal Blade/WB)
- MARIAH CAREY** Always Be My Baby (Columbia)
- COLLECTIVE SOUL** The World I Know (Atlantic)
- DOG'S EYE VIEW** Everything Falls Apart (Columbia)
- EVERYTHING BUT THE GIRL** Missing (Atlantic)
- BLUES TRAVELER** Run-Around (A&M)
- DEL AMITRI** Roll To Me (A&M)

Breakers: Songs registering 800 plays or more for the first time. Bullets awarded to songs gaining plays over the previous week. If two songs are tied in number of plays, the song being played on more stations is placed first. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Weighted chart appears on R&R ONLINE.

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HOT AC PLAYLISTS

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

MARKET #1
WPLJ/New York
 (212) 613-8900
 Cuddy/Shannon/Preston

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
45	30	42	43	43	DONNA LEWIS/ Love You Always...
27	30	30	42	43	CELINE DION/It's All Coming...
43	45	41	41	41	ERIC CLAPTON/Change The World
31	31	41	41	41	JEWEL/Who Will Save...
42	43	45	40	40	ALANIS MORISSETTE/You Learn
38	41	40	37	37	JANN ARDEN/Insensitive
44	31	33	28	28	GOD GOO DOLLS/Name
23	25	24	26	26	ALANIS MORISSETTE/Head Over Feet
30	32	29	27	27	ROBERT MILES/Children
28	21	24	27	27	TRACY CHAPMAN/Give Me One Reason
12	12	11	27	27	DISHWALLA/Counting Blue Cars
28	25	25	27	27	NATALIE MERCHANT/Jealousy
26	25	25	26	26	JOHN MELLENCAMP/Key West...
15	27	25	25	25	HOOTIE & BLOWFISH/Go Blind
43	23	26	25	25	HOOTIE & BLOWFISH/Tucker's Town
15	15	24	24	24	CRANBERRIES/Free To Decide
15	15	24	24	24	MERRIL BAINBRIDGE/Mouth
30	40	42	42	42	NATALIE MERCHANT/Jealousy
24	24	25	25	25	MELISSA ETHERIDGE/Nowhere To Go
25	25	24	24	24	BRYAN ADAMS/Let's Make A
13	16	14	14	14	MARIAH CAREY/Always Be My Baby
14	16	15	13	13	DEL AMITRI/Roll To Me
30	30	27	27	27	BODEANS/Closer To Free
43	41	37	37	37	GIN BLOSSOMS/Follow You Down
10	10	10	10	10	DAVE MATTHEWS BAND/Arts Marching
10	10	10	10	10	SEAL/Kiss From A Rose
12	14	13	10	10	BLUES TRAVELER/Run-Around
10	10	10	10	10	JOHN MELLENCAMP/Wild Night
10	10	10	10	10	EVERYTHING BUT.../Missing
26	25	27	10	10	CELINE DION/Because You Loved Me

MARKET #2
KYSR/Los Angeles
 (818) 955-7000
 Perelli

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
42	40	40	40	40	TRACY CHAPMAN/Give Me One Reason
42	40	40	40	40	DISHWALLA/Counting Blue Cars
36	34	40	40	40	NATALIE MERCHANT/Jealousy
42	40	40	40	40	DONNA LEWIS/ Love You Always...
35	34	34	36	36	ERIC CLAPTON/Change The World
42	40	35	35	35	ALANIS MORISSETTE/You Learn
34	33	34	35	35	JARS OF CLAY/Flood
35	34	35	35	35	STING/You Still Touch Me
35	34	34	34	34	CRANBERRIES/Free To Decide
34	34	34	34	34	JANN ARDEN/Insensitive
30	34	34	34	34	WALLFLOWERS/6th Avenue Heartache
32	32	34	34	34	HOOTIE & BLOWFISH/Tucker's Town
33	32	32	34	34	PRIMITIVE RADIO GODS/Standing Outside...
31	32	32	30	30	JEWEL/Who Will Save...
31	32	32	30	30	MELISSA ETHERIDGE/Nowhere To Go
15	24	28	29	29	TRACY CHAPMAN/Give Me One Reason
20	20	27	27	27	SHERYL CROW/H I Makes You...
24	24	25	25	25	TOM PETTY & HEAVENLY WALLS
22	24	25	25	25	GARBAGE/Stupid Girl
20	20	20	22	22	DAVE MATTHEWS BAND/So Much To Say
15	13	13	13	13	HOOTIE & BLOWFISH/Go Blind
13	12	13	13	13	RADIOHEAD/Dry
13	12	13	13	13	COLLECTIVE SOUL/The World I Know
13	13	13	13	13	NATALIE MERCHANT/Jealousy
11	10	10	12	12	ALANIS MORISSETTE/Ironic
25	15	15	15	15	OASIS/Champagne Supernova

MARKET #3
WTMX/Chicago
 (312) 946-1019
 James/Kartak

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
38	35	35	38	38	JOHN MELLENCAMP/Key West...
35	36	36	36	36	JEWEL/Who Will Save...
39	32	32	37	37	COLLECTIVE SOUL/The World I Know
38	38	36	36	36	TRACY CHAPMAN/Give Me One Reason
36	36	36	36	36	NATALIE MERCHANT/Jealousy
20	38	35	35	35	DONNA LEWIS/ Love You Always...
38	34	34	35	35	ERIC CLAPTON/Change The World
7	19	19	21	21	CRANBERRIES/Free To Decide
20	22	22	21	21	GIN BLOSSOMS/Follow You Down
7	19	19	21	21	DISHWALLA/Counting Blue Cars
7	16	20	20	20	DNCE BLUE/Save Me
28	22	22	20	20	PRIMITIVE RADIO GODS/Standing Outside...
20	22	22	20	20	MELISSA ETHERIDGE/Nowhere To Go
13	12	14	14	14	FOO FIGHTERS/Big Me
13	12	14	14	14	TDAD THE WET.../Good Intentions
11	14	16	16	16	GOD GOO DOLLS/Name
11	16	16	16	16	BODEANS/Closer To Free
12	13	15	15	15	SEAL/Don't Cry
13	14	15	15	15	EVERYTHING BUT.../Missing
4	8	14	14	14	ALANIS MORISSETTE/Ironic
11	14	14	14	14	COLLECTIVE SOUL/December
6	11	11	11	11	NATALIE MERCHANT/Jealousy
10	10	10	10	10	DAVE MATTHEWS BAND/So Much To Say
7	8	9	9	9	DASIS/Champagne Supernova
10	10	8	8	8	AMANDA MARSHALL/Birmingham
8	9	9	7	7	GARBAGE/Stupid Girl
21	8	8	7	7	TOM PETTY & HEAVENLY WALLS

MARKET #4
KIOI/San Francisco
 (415) 956-5101
 Keating/Nachis

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
42	40	40	38	38	ERIC CLAPTON/Change The World
42	27	27	36	36	TRACY CHAPMAN/Give Me One Reason
32	36	36	36	36	TONY RICH PROJECT/Nobody Knows
36	36	36	36	36	BLUES TRAVELER/Run-Around
18	18	18	28	28	SEAL/Kiss From A Rose
34	29	28	28	28	JANN ARDEN/Insensitive
22	27	27	28	28	DONNA LEWIS/ Love You Always...
32	27	27	28	28	MARIAH CAREY/Always Be My Baby
22	22	22	28	28	CELINE DION/It's All Coming...
18	22	22	21	21	HARRY CONNICK JR./Hear Me In...
18	20	20	20	20	MARIAH CAREY/Forever
15	15	15	20	20	JOHN MELLENCAMP/Key West...
18	18	18	20	20	SOPHIE B. HAWKINS/As I Lay Me Down
18	20	20	19	19	ROBERT MILES/Children
18	18	18	19	19	ELTON JOHN/Blessed
14	15	15	18	18	HOOTIE & BLOWFISH/Tucker's Town
16	16	16	18	18	CELINE DION/Because You Loved Me
32	18	17	17	17	HOUSTON & WINANS/Count On Me
18	18	18	17	17	REMBRANDT/It'll Be There For...
5	5	5	5	5	BRANDY TAMIA.../Missing You
5	5	5	5	5	GEORGE BENSON/Holdin' On

MARKET #6
WKQI/Detroit
 (810) 967-3750
 O'Brien/Thatcher

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
50	50	50	63	63	ALANIS MORISSETTE/You Learn
52	52	52	62	62	LA BOUCHE/Be My Lover
51	51	51	62	62	TRACY CHAPMAN/Give Me One Reason
33	33	33	62	62	DONNA LEWIS/ Love You Always...
12	12	12	59	59	LA BOUCHE/Sweet Dreams
30	30	30	58	58	FUGEEES/Killing Me Softly
49	49	49	39	39	REAL MCCOY/Another Night
33	33	33	39	39	SARAH McLACHLAN/I Will Remember You
20	20	20	39	39	JANN ARDEN/Insensitive
23	23	23	38	38	JEWEL/Who Will Save...
14	14	14	38	38	NO MERCY/Where Do You Go
50	50	50	36	36	ERIC CLAPTON/Change The World
34	34	34	36	36	NATALIE MERCHANT/Jealousy
31	31	31	34	34	TONY RICH PROJECT/Nobody Knows
24	24	24	34	34	COLLECTIVE SOUL/The World I Know
10	10	10	36	36	DISHWALLA/Counting Blue Cars
33	33	33	20	20	ROBERT MILES/Children
32	18	17	20	20	CELINE DION/It's All Coming...
21	21	21	19	19	GIN BLOSSOMS/Follow You Down
31	31	31	18	18	LOS DEL RIO/BAYSIDE/No-arena
18	18	18	18	18	MARIAH CAREY/Forever
18	18	18	18	18	EVERYTHING BUT.../Missing
16	16	16	18	18	PRIMITIVE RADIO GODS/Standing Outside...
20	20	17	17	17	TLC/Waterfalls
16	16	16	16	16	NATALIE MERCHANT/Jealousy
28	28	14	14	14	HOOTIE & BLOWFISH/Tucker's Town
16	16	10	10	10	NO DOUBT/Spiderwebs
16	16	10	10	10	MELISSA ETHERIDGE/Nowhere To Go
16	16	10	10	10	WONDERS/That Thing You Do

MARKET #7
KDMX/Dallas
 (214) 991-1029
 Ashley/Thomas

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
31	36	30	25	25	DONNA LEWIS/ Love You Always...
31	34	31	24	24	ERIC CLAPTON/Change The World
14	19	20	24	24	CELINE DION/It's All Coming...
33	35	30	24	24	GOD GOO DOLLS/Name
28	29	24	23	23	DISHWALLA/Counting Blue Cars
28	27	23	22	22	HOOTIE & BLOWFISH/Go Blind
28	35	26	18	18	ALANIS MORISSETTE/You Learn
17	19	18	18	18	HOOTIE & BLOWFISH/Tucker's Town
25	26	17	17	17	COLLECTIVE SOUL/The World I Know
24	28	18	17	17	GIN BLOSSOMS/Follow You Down
30	27	19	16	16	ALANIS MORISSETTE/Ironic
25	34	32	16	16	JEWEL/Who Will Save...
15	24	20	16	16	STING/You Still Touch Me
31	27	24	15	15	TRACY CHAPMAN/Give Me One Reason
12	16	14	14	14	BRYAN ADAMS/Let's Make A
9	9	10	14	14	ROBERT MILES/Children
10	18	13	13	13	MERRIL BAINBRIDGE/Mouth
12	18	13	13	13	CORRS/Forgiven, Not...
20	21	13	13	13	AMANDA MARSHALL/Birmingham
22	20	23	12	12	MELISSA ETHERIDGE/Nowhere To Go
16	16	12	12	12	STING/I'm So Happy...
9	10	10	7	7	ALANIS MORISSETTE/Head Over Feet
9	9	9	7	7	PRIMITIVE RADIO GODS/Standing Outside...
11	7	7	7	7	GIN BLOSSOMS/As Long As It...
11	7	7	7	7	DEL AMITRI/Roll To Me
24	28	5	5	5	COLLECTIVE SOUL/December
24	28	5	5	5	NATALIE MERCHANT/Jealousy
24	28	5	5	5	MELISSA ETHERIDGE/I Want To Come Over
9	11	8	5	5	BLUES TRAVELER/Run-Around

MARKET #8
MIX 107.3 FM
 Washington's Best Music Mix
WRQX/Washington
 (202) 686-3100
 James/Parker

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
42	42	42	42	42	ALANIS MORISSETTE/You Learn
42	42	42	42	42	ERIC CLAPTON/Change The World
29	42	42	42	42	NATALIE MERCHANT/Jealousy
29	42	42	42	42	JEWEL/Who Will Save...
42	29	29	42	42	PRIMITIVE RADIO GODS/Standing Outside...
42	29	29	42	42	DISHWALLA/Counting Blue Cars
42	29	29	42	42	TRACY CHAPMAN/Give Me One Reason
29	29	29	29	29	HOOTIE & BLOWFISH/Tucker's Town
29	29	29	29	29	COLLECTIVE SOUL/The World I Know
29	29	29	29	29	EVERYTHING BUT.../Missing
29	29	29	29	29	DOG'S EYE VIEW/Everything Falls...
29	29	29	29	29	MELISSA ETHERIDGE/Nowhere To Go
29	15	15	29	29	GOD GOO DOLLS/Name
15	15	15	29	29	JOHN MELLENCAMP/Key West...
42	29	29	29	29	CELINE DION/It's All Coming...
29	15	15	15	15	TONY RICH PROJECT/Nobody Knows
15	15	15	15	15	TOM PETTY & HEAVENLY WALLS
29	15	15	15	15	GARBAGE/Stupid Girl
15	15	15	15	15	CRANBERRIES/Free To Decide
15	15	15	15	15	MERRIL BAINBRIDGE/Mouth
10	10	10	10	10	WALLFLOWERS/6th Avenue Heartache
7	7	7	7	7	ELTON JOHN/You Can Make History
7	7	7	7	7	BRYAN ADAMS/Let's Make A...
5	5	5	5	5	OASIS/Don't Look Back...

MARKET #9
MIX 94.3 FM
 Houston's Best Music Mix
KHMX/Houston
 (713) 790-0965
 Paxton/Anhorn

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
26	35	35	37	37	CELINE DION/It's All Coming...
42	42	42	37	37	DONNA LEWIS/ Love You Always...
41	41	41	37	37	ERIC CLAPTON/Change The World
41	42	42	37	37	TRACY CHAPMAN/Give Me One Reason
41	41	41	37	37	STING/You Still Touch Me
28	33	33	36	36	FUGEEES/Killing Me Softly
25	24	23	33	33	HOOTIE & BLOWFISH/Tucker's Town
26	27	27	27	27	CORRS/Forgiven, Not...
31	29	29	26	26	CHEER/One By One
31	32	32	26	26	DISHWALLA/Counting Blue Cars
34	41	41	26	26	GOD GOO DOLLS/Name
30	29	29	26	26	MELISSA ETHERIDGE/Nowhere To Go
16	16	16	25	25	HOOTIE & BLOWFISH/Go Blind
31	29	29	25	25	DOG'S EYE VIEW/Everything Falls...
18	18	18	24	24	GIN BLOSSOMS/As Long As It...
15	18	18	24	24	PRIMITIVE RADIO GODS/Standing Outside...
29	29	29	23	23	COLLECTIVE SOUL/The World I Know
26	25	25	22	22	MERRIL BAINBRIDGE/Mouth
27					



CAROL ARCHER

Station Voices: A Sonic Thread To Hold The Tapestry Together

□ PDs discuss the role a voice plays in creating a consistent on-air identity

Remember the radio station that made you fall in love with the medium? Odds are you can still hear its "station voice" in your imagination. Nearly all radio stations use such voices because they are crucial in etching a station's identity in the listener's mind. I recently asked two PDs to discuss the impact these voices provide their on-air presentations.



Chris Brodie

KTWV (The Wave)/Los Angeles PD Chris Brodie says it was in listening to legendary Top 40 KFRC/San Francisco — which she heard in Sacramento before beginning her radio career — that she first

became aware of station voices.

"It was the big station that beamed down a mountain from San Francisco into Sacramento," Brodie recalls. "Its IDs were so much the flavor of the radio station. It wasn't just the singing jingles, but a voice that was comfortable and let you know exactly what you were listening to."

Authority, Continuity, Comfort

KTWV's station voice is Production Director Michael Sheehy, who has been honored with numerous national and international awards (including the prestigious Grand Award/Best Of Show from the International New York Festival, beating 13,800 other competitors).



We use the station voice to make sure the call letters get across. One of our primary jobs, regardless of how much we think this is rocket science, is to tell people where they are so we can get credit for it.

— Chris Brodie



"Michael, with all of his other creative talents in production, was already on staff, which was our good fortune. There is a smoothness and a comfort to his voice. Yet it's still big enough to command attention and get the message across authoritatively, whether it's our call letters or something promotional.

"We use the station voice to make sure the call letters get across. One of our primary jobs, regardless of how much we think this is rocket

science, is to tell people where they are so we can get credit for it.

"We use Michael's voice for legal IDs, bumper IDs between songs, and occasionally, on produced promos. His is the voice that greets you on our interactive phone system because that kind of consistency is important. He is *never* a commercial voice. I'm of the 'keep it simple, stupid' philosophy [regarding the content of his work]. You will hear his voice almost always exclusively with the call letters and the 'smooth jazz' moniker."

Brodie says the choice of a station voice "depends on what you're looking for. What is the message? If a PD decides to go deeper — and have virtually every promo, every line, every superlative [vocalized] by the station voice — then you might look for someone who isn't as forefront.

"All the individual air talents who are on in the course of the day must maintain their own personalities for their shows, so it may be possible to overuse a voice [to the detriment of your airstaff]. But for those who want to convey an image for their radio station — top of the hour or a bridge between where your air personalities go — a station voice is a key element."

'Master Of Ceremonies'

KYOT/Phoenix PD Nick Francis chose Geoffrey Holder as his station's voice — or "master of ceremonies," as Francis prefers to characterize it. Holder is perhaps best



TAKE ME TO THE RIVER — GES Records artist Slim Man (l) recently appeared at KRVF/Modesto's Lexus Summer Jazz Concert Series and took time to pose with OMMD Doug Wulff.

known — and highly recognizable — for voicing 7-Up's "Uncola" TV campaign a decade ago.



Nick Francis

"There's been a lot of criticism about how station voices have been used in NAC," Francis explains. "The primary criticism was they were either too serious-sounding or too sterile, without a lot of character. We decided to use someone who projected character and an element of fun.

"We listened to a series of tapes from agencies, and when we came upon Geoffrey Holder, it was 'Bingo! He's the guy.' Since we had a tropical, Caribbean flavor at the time we signed on, he matched what we were trying to do. Now he's one of the benchmarks of our radio station. People really love his voice. They constantly come up to us and [copy his delivery]: 'Ho, ho, ho, the Coyote.' It's a hook for the station.

"Because he's got a deep voice, this great laugh, and all this emotion, he sounds very sexy. That's another thing this format has — an incredible sexiness — and it's rarely presented that way. To have middayer Talaya [Trigueros], Geoffrey Holder, and this great music is a powerful combination."

'Lift Your Ears'

Francis writes the copy for Holder's contributions, then guides him in the recording session. "We've worked together enough now that he really understands what I look for. My suggestions to him are always along the lines of 'feel satisfied, feel relaxed,' and that's just how he sounds. We have him do legal IDs and the middle of sweepers; we have the basic 'Smooth jazz, the Coyote.' We always use environmental sounds indigenous to Phoenix, which are birds and crickets — there are no wave sounds or trickles of water here.

"Sometimes we'll do usage elements such as, 'At home, at work, or in your car, be refreshed with today's smooth jazz.' We've also got some emotional things, where he'll say, 'Smooth jazz ... nice, very nice'

or 'Music that feels soooo good.' In the middle of the day, he'll say, 'It's lunchtime on the Coyote. Smooth jazz ... de-licious!' One of our favorites is geared to the workplace, where he says, 'It's a workday, and you're in the groove with today's smooth jazz ... 95.5 KYOT (deep, sexy laughter here) ... Work, baby, work.' It's fabulous! He has such great emotive qualities, and we like to bring some wit to it, too.

"Voices set the tone for any station. In branding a station, the voice has to match and express the sta-



There's been a lot of criticism about how station voices have been used in NAC ... they were either too serious-sounding or too sterile, without a lot of character. We decided to use someone who projected character and an element of fun.

— Nick Francis



tion's mission statement. 'Smooth jazz' is really the hook; it's what you should be saying every time you hit the mike so everyone knows KYOT equals smooth jazz. The good station voice will enhance that and will lift your ears."

Save The Date

On October 9, between 3:30-4:45pm a panel of notable NAC programmers (hint: Brodie, Cody, Feinstein, McMillan, and Todd) will convene at this year's NAB to explore the format's burning issues. I'll facilitate what promises to be a lively discussion. For NAB registration info, call (800) 342-2460.



THE COUNT COMES TO CALL — Instinct Records artist Peter Legat of Count Basic (second from right), label co-owner Gerald Helm (l), and label manager John Knox White (who looks so young, he should have a note from his mom allowing him into the workforce) are seen here with Carol Archer after Legat's blistering performance in Club R&R.



NAC TOP 30 TRACKS

SEPTEMBER 13, 1996

3W	2W	LW	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS				TOTAL STATIONS/ADDS
					TW	LW	2W	3W	
1	1	1	①	NORMAN BROWN Better Days Ahead (<i>MoJazz/Motown</i>)	710	708	732	765	51/0
5	3	2	②	DAVE KOZ Let Me Count The Ways (<i>Capitol</i>)	695	645	626	567	52/0
6	5	4	③	PETER WHITE Caravan Of Dreams (<i>Columbia</i>)	610	557	552	547	54/0
4	6	3	④	BILL EVANS The Sunday After (<i>Escapade</i>)	600	567	551	599	44/1
18	9	7	⑤	COUNT BASIC On The Move (<i>Instinct</i>)	548	479	427	343	38/0
3	4	6	⑥	RAMSEY LEWIS Les Fleur (<i>GRP</i>)	528	503	593	645	49/0
20	19	10	⑦	AVENUE BLUE Naked City (<i>Mesa/Bluemoon</i>)	469	407	296	313	34/0
—	—	14	⑧	PAUL HARDCASTLE Bird Island (<i>JVC</i>)	460	343	174	—	50/2
9	8	8	9	JEFF LORBER State Of Grace (<i>Verve</i>)	448	452	448	436	40/0
2	2	5	10	BRYAN SAVAGE Cat Food (<i>Elation</i>)	446	521	656	692	46/0
10	11	11	⑪	DOC POWELL Laid Back (<i>Discovery</i>)	428	404	391	409	45/0
BREAKER			⑫	DAVID SANBORN Spooky (<i>Elektra/EEG</i>)	427	221	—	—	50/2
—	28	16	⑬	HERB ALPERT Flamingo (<i>Almo Sounds/Geffen</i>)	410	340	230	210	35/1
8	7	9	14	JOE MCBRIDE Highland Park (<i>Heads Up</i>)	400	411	471	513	41/0
26	18	15	⑮	ART PORTER Lake Shore Drive (<i>Verve Forecast</i>)	382	342	303	251	52/0
—	25	19	⑯	LUTHER VANDROSS Your Secret Love (<i>LV/Epic</i>)	368	319	253	94	44/2
15	12	13	⑰	ERIC CLAPTON Change The World (<i>Reprise</i>)	365	356	358	357	43/0
12	13	12	18	GEORGE BENSON Summer Love (<i>GRP</i>)	351	367	345	376	37/0
BREAKER			⑱	CHUCK LOEB The Music Inside (<i>Shanachie</i>)	341	274	227	193	49/4
13	14	17	20	BRIAN CULBERTSON Close To You (<i>Mesa/Bluemoon</i>)	329	334	340	365	36/0
17	15	18	21	AARON NEVILLE I Can't Imagine (<i>A&M</i>)	328	330	329	347	39/0
BREAKER			⑲	RIPPINGTONS First Time I Saw Her (<i>GRP</i>)	324	274	237	247	39/0
14	16	22	23	VANESSA WILLIAMS Erase (<i>Mercury</i>)	305	308	322	358	40/0
22	20	21	24	CHIELI MINUCCI Anything And Everything (<i>JVC</i>)	303	313	291	286	41/0
BREAKER			⑳	HARVEY MASON It's You (<i>Atlantic</i>)	296	265	227	229	37/0
BREAKER			㉑	GLORIA ESTEFAN I'm Not Giving You Up (<i>Epic</i>)	291	246	228	183	35/0
BREAKER			㉒	RICHARD ELLIOT City Speak (<i>Blue Note</i>)	290	236	226	218	35/1
BREAKER			㉓	LIONEL RICHIE Ordinary Girl (<i>Mercury</i>)	282	265	240	226	32/0
21	21	25	㉔	CHRIS CAMOZZI Ring Of Gold (<i>Higher Octave</i>)	269	266	288	310	38/0
7	10	20	30	JOE SAMPLE Hippies On A Corner (<i>Warner Bros.</i>)	263	314	398	545	30/0

This chart reflects airplay from August 28-September 3. Songs ranked by total plays. Highlighted songs indicate Breaker. 54 NAC reporters. 52 current playlists. © 1996, R&R Inc.

BREAKERS®

DAVID SANBORN Spooky (<i>Elektra/EEG</i>) TOTAL PLAYS/INCREASE 427/206	TOTAL STATIONS/ADDS 50/2	CHART ⑫
CHUCK LOEB The Music Inside (<i>Shanachie</i>) TOTAL PLAYS/INCREASE 341/67	TOTAL STATIONS/ADDS 49/4	CHART ⑱
RIPPINGTONS First Time I Saw Her (<i>GRP</i>) TOTAL PLAYS/INCREASE 324/50	TOTAL STATIONS/ADDS 39/0	CHART ⑲
HARVEY MASON It's You (<i>Atlantic</i>) TOTAL PLAYS/INCREASE 296/31	TOTAL STATIONS/ADDS 37/0	CHART ㉑
GLORIA ESTEFAN I'm Not Giving You Up (<i>Epic</i>) TOTAL PLAYS/INCREASE 291/45	TOTAL STATIONS/ADDS 35/0	CHART ㉑
RICHARD ELLIOT City Speak (<i>Blue Note</i>) TOTAL PLAYS/INCREASE 290/54	TOTAL STATIONS/ADDS 35/1	CHART ㉒
LIONEL RICHIE Ordinary Girl (<i>Mercury</i>) TOTAL PLAYS/INCREASE 282/17	TOTAL STATIONS/ADDS 32/0	CHART ㉓

MOST ADDED®

ARTIST TITLE LABEL(S)	ADDS
GROVER WASHINGTON JR. Can You Stop The Rain (<i>Columbia</i>)	25
NATALIE COLE w/NAT "KING" COLE When I Fall... (<i>Elektra/EEG</i>)	14
GEORGE BENSON Holdin' On (<i>GRP</i>)	13
JEFF LORBER Katherine (<i>Verve</i>)	11
BONEY JAMES Sara Smile (<i>Warner Bros.</i>)	8
DENNY JIOSA Lights Of The City (<i>Blue Orchid</i>)	8
WAYMAN TISDALE Don't Take Your... (<i>MoJazz/Motown</i>)	5
TONY GUERRERO Mysterie (<i>Nu Groove</i>)	4
CHUCK LOEB The Music Inside (<i>Shanachie</i>)	4

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
DAVID SANBORN Spooky (<i>Elektra/EEG</i>)	+206
PAUL HARDCASTLE Bird Island (<i>JVC</i>)	+117
BONEY JAMES Sara Smile (<i>Warner Bros.</i>)	+100
HERB ALPERT Flamingo (<i>Almo Sounds/Geffen</i>)	+70
GROVER WASHINGTON JR. Can You Stop... (<i>Columbia</i>)	+70
COUNT BASIC On The Move (<i>Instinct</i>)	+69
CHUCK LOEB The Music Inside (<i>Shanachie</i>)	+67
SOUNDSCAPE Morning Song (<i>Instinct</i>)	+67
DENNY JIOSA Lights Of The City (<i>Blue Orchid</i>)	+65
AVENUE BLUE Naked City (<i>Mesa/Bluemoon</i>)	+62

Breakers: Songs registering 275 plays or more for the first time. Bullets awarded to songs gaining plays over the previous week. If two songs are tied in number of plays, the song being played on more stations is placed first. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Weighted chart appears on R&R ONLINE.

NEW & ACTIVE

EVERYTHING BUT THE GIRL The Heart Remains A Child (*Atlantic*)

Total Plays: 262, Total Stations: 33, Adds: 0

ANDY SNITZER My Dream Come True (*Warner Bros.*)

Total Plays: 256, Total Stations: 40, Adds: 2

TONI BRAXTON How Could An Angel Break My Heart (*LaFace/Arista*)

Total Plays: 228, Total Stations: 28, Adds: 0

SOUNDSCAPE Morning Song (*Instinct*)

Total Plays: 221, Total Stations: 37, Adds: 3

DAVE CAMP Torrid Rain (*Blue Orchid*)

Total Plays: 196, Total Stations: 29, Adds: 0

GEORGE BENSON That's Right (*GRP*)

Total Plays: 194, Total Stations: 23, Adds: 1

PAUL JACKSON JR. Da Boardwalk (*Blue Note*)

Total Plays: 193, Total Stations: 29, Adds: 0

EARL KLUGH Sunset Island (*Warner Bros.*)

Total Plays: 190, Total Stations: 31, Adds: 2

KIM PENNYL That's The Way Of The World (*Shanachie/Cachet*)

Total Plays: 186, Total Stations: 29, Adds: 0

JEFF LORBER Katherine (*Verve*)

Total Plays: 163, Total Stations: 28, Adds: 11

SPYRO GYRA Heart Of The Night (*GRP*)

Total Plays: 140, Total Stations: 25, Adds: 0

TOM SCOTT Only You (*GRP*)

Total Plays: 134, Total Stations: 22, Adds: 1

PHIL UPCHURCH Bee's Blues (*Gojazz*)

Total Plays: 125, Total Stations: 15, Adds: 1

JOE MCBRIDE After Sunset (*Heads Up*)

Total Plays: 115, Total Stations: 27, Adds: 3

BONEY JAMES Sara Smile (*Warner Bros.*)

Total Plays: 112, Total Stations: 24, Adds: 8

DOC POWELL Sunday Mornin' (*Discovery*)

Total Plays: 110, Total Stations: 19, Adds: 0

PETER WHITE /BASIA Just Another Day (*Columbia*)

Total Plays: 101, Total Stations: 14, Adds: 1

GROVER JR. WASHINGTON Can You Stop The Rain (*Columbia*)

Total Plays: 98, Total Stations: 34, Adds: 25

TINA TURNER Something Beautiful Remains (*Virgin*)

Total Plays: 97, Total Stations: 12, Adds: 2

HEAVY SHIFT L.A. Nights (*Discovery*)

Total Plays: 92, Total Stations: 13, Adds: 1

DARYLE CHINN My Summer Love (*MoJazz/Motown*)

Total Plays: 91, Total Stations: 14, Adds: 0

RONNY JORDAN Closer Than Close (*Island*)

Total Plays: 88, Total Stations: 16, Adds: 0

SHAHIN & SEPEHR Return To Jakarta (*Higher Octave*)

Total Plays: 87, Total Stations: 14, Adds: 1

Songs ranked by total plays

Catch the Mike Wallace **60 Minutes**
Interview with Tina in October!

from the new album **Wildest Dreams**

Produced by Terry Britten
Executive Producers: Tina Turner and Roger Davies

<http://www.virginrecords.com>

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WQCD WJZF
WOAZ WTCB
WJFK WALJ
WJZZ KAJZ
KTNT KYFX
KOAS WJAB
KCLC KQBR
WONB KIFM
KXDC KRZN
KNWB KNIK
KMGQ KVNF

SOMETHING BEAUTIFUL REMAINS TINA TURNER



SEPTEMBER 13, 1996

3W	2W	LW	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS	WEEKLY PLAYS	EMPHASIS TRACKS (PLAYS)
5	4	3	1	PETER WHITE Caravan Of Dreams (Columbia)	813	+86	"Caravan" (610) "Just" (101) "Lights" (27)
1	1	1	2	NORMAN BROWN Better Days Ahead (MoJazz/Motown)	803	+12	"Days" (710) "Time" (43) "After" (22)
9	5	4	3	DAVE KOZ Off The Beaten Path (Capitol)	769	+58	"Count" (695) "Look" (65) "Lullaby" (6)
2	2	2	4	JEFF LORBER State Of Grace (Verve)	760	+4	"State" (448) "Katherine" (163) "Spaces" (63)
6	7	5	5	GEORGE BENSON That's Right (GRP)	716	+21	"Summer" (351) "Right" (194) "Johnnie" (64)
10	10	7	6	BILL EVANS Escape (Escapade)	636	+34	"Sunday" (600) "Escape" (33) "Coravilas" (3)
3	3	6	7	RAMSEY LEWIS Between The Keys (GRP)	624	-4	"Fleur" (528) "Cold" (30) "Goddess" (28)
8	9	8	8	DOC POWELL Laid Back (Discovery)	598	-3	"Laid" (428) "Sunday" (110) "Dance" (37)
7	8	10	9	JOE MCBRIDE Keys To Your Heart (Heads Up)	582	+41	"Highland" (400) "Sunset" (115) "Chit-Chat" (29)
20	13	11	10	COUNT BASIC Movin' In The Right Direction (Instinct)	563	+68	"Move" (548) "Joy" (15)
16	16	14	11	HERB ALPERT Second Wind (Almo Sounds/Geffen)	534	+56	"Flamingo" (410) "Second" (55) "Valentine" (28)
23	21	15	12	AVENUE BLUE Naked City (Mesa/Bluemoon)	515	+61	"Naked" (469) "Conversation" (30) "Baby" (13)
13	12	12	13	CHIELI MINUCCI Renaissance (JVC)	491	+1	"Anything" (303) "Cause" (50) "Come" (46)
4	6	9	14	BRYAN SAVAGE Cat Food (Elation)	481	-70	"Cat" (446) "Enchantment" (22) "Paris" (7)
14	15	16	15	RICHARD ELLIOT City Speak (Blue Note)	466	+44	"City" (290) "Make" (81) "Lights" (35)
—	—	21	16	PAUL HARDCASTLE Hardcastle 2 (JVC)	465	+116	"Island" (460) "Atlantis" (3) "Jokers" (2)
12	11	13	17	BRIAN CULBERTSON After Hours (Mesa/Bluemoon)	456	-28	"Close" (329) "After" (71) "Take" (26)
DEBUT				DAVID SANBORN Songs From The Night Before (Elektra/EEG)	427	+206	"Spooky" (427)
24	17	17	18	SOUNDTRACK Phenomenon (Reprise)	418	+27	"Change" (365) "Dance" (36) "Crazy" (17)
—	28	20	19	ART PORTER Lay Your Hands On Me (Verve)	409	+47	"Lake" (382) "Just" (8) "Chance" (8)
19	20	18	20	RIPPINGTONS Brave New World (GRP)	400	+21	"First" (324) "Hideaway" (58) "Brave" (8)
17	19	19	21	TOM SCOTT Bluestreak (GRP)	396	+23	"Tom" (179) "Only" (134) "Bluestreak" (27)
—	—	29	22	CHUCK LOEB The Music Inside (Shanachie)	392	+68	"Music" (341) "Cruzin'" (18) "Shanghai" (17)
—	—	30	23	LUTHER VANDROSS Your Secret Love (LV/Epic)	368	+49	"Secret" (368)
30	30	22	24	HARVEY MASON Ratamacue (Atlantic)	361	+19	"You" (296) "Take" (44) "Tee" (16)
—	27	25	25	LIONEL RICHIE Louder Than Words (Mercury)	341	+4	"Ordinary" (282) "Piece" (34) "Paradise" (15)
25	23	24	26	SOUNDTRACK Eraser (Mercury)	333	-4	"Erase" (305) "Where" (28)
—	29	—	27	PAUL JACKSON JR. Never Alone-Duets (Blue Note)	332	+27	"Boardwalk" (193) "End" (88) "Reunited" (46)
18	22	28	28	CHRIS CAMOZZI Windows Of My Soul (Higher Octave)	328	+3	"Ring" (269) "Michelle" (13) "Young" (13)
28	26	27	29	SOUNDTRACK The Truth About Cats & Dogs (A&M)	328	-2	"Imagine" (328)

This chart reflects airplay from August 28-September 3. Albums ranked by total plays, with plays from all cuts from an album combined.

54 NAC reporters. 52 current playlists. © 1996, R&R Inc.

NAC NOTES By Carol Archer

The addition of three new reporting stations to the NAC panel brings an increase in bulleted tracks and albums this week, as well as momentum sufficiently strong to create seven Breakers.

Congratulations to Columbia for taking Peter White's "Caravan Of Dreams" to the top position on the album chart, as well as kicking off Grover Washington Jr.'s "Can You Stop The Rain" as this week's Most Added track by far with 25 reports. Washington's among Most Increased, too, with +70 plays.

The instantaneous action on David Sanborn's "Spooky" (Elektra/EEG) should come as no surprise. Bursting onto the chart at 12*/Breaker from New & Active last week, the

track garnered +206 plays for Most Increased. Big gains are already being seen at KOAI/Dallas (up to 18 plays), KLJZ/New Orleans (from 10 to 25 plays) and WNUA/Chicago (14 plays).

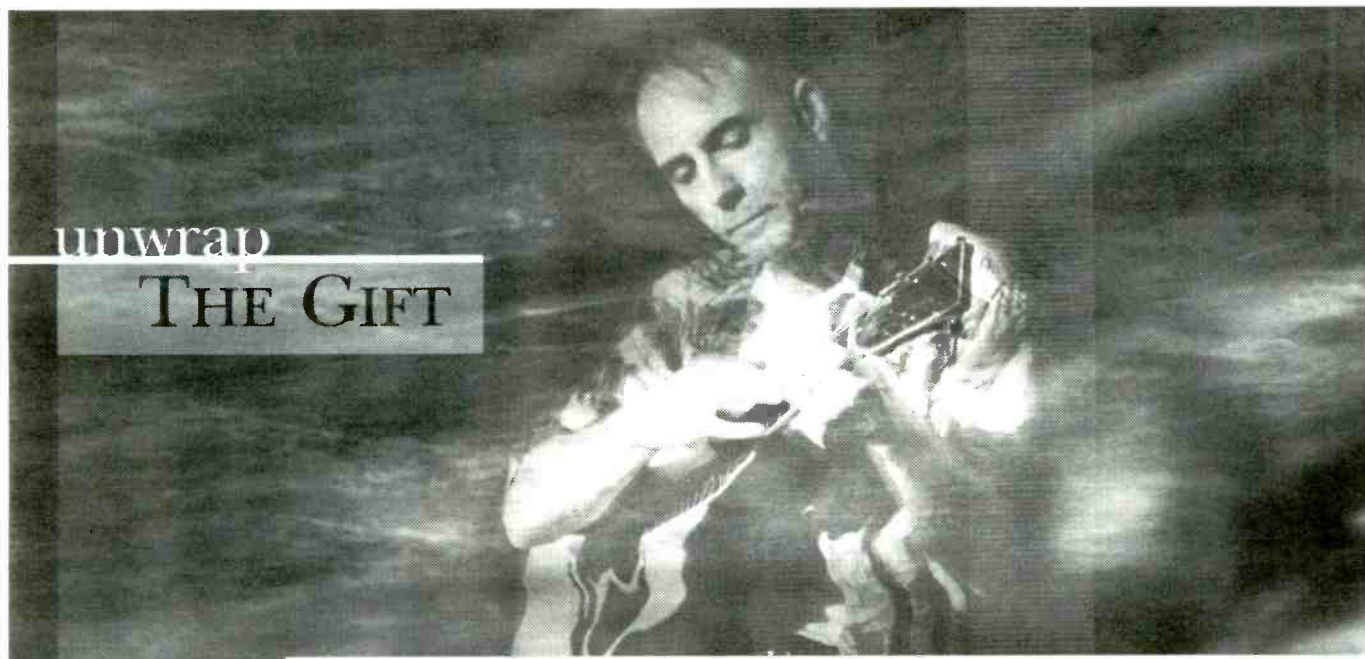
Avenue Blue's "Naked City" (Mesa/Bluemoon) has secured a solid position in our Top 10 at 7* with enthusiastic rotations at WVAE/Cincinnati (28 plays), WSJZ/Buffalo and WJZW/Washington (26 plays apiece), and KHHH/Denver (24 plays).

Since its release, George Benson's "Holdin' On" (GRP) has been embraced by many reporters such as WQCD/New York, KBLX/San Francisco, and KYOT/Phoenix. And a nod from Broadcast Architecture places Benson among

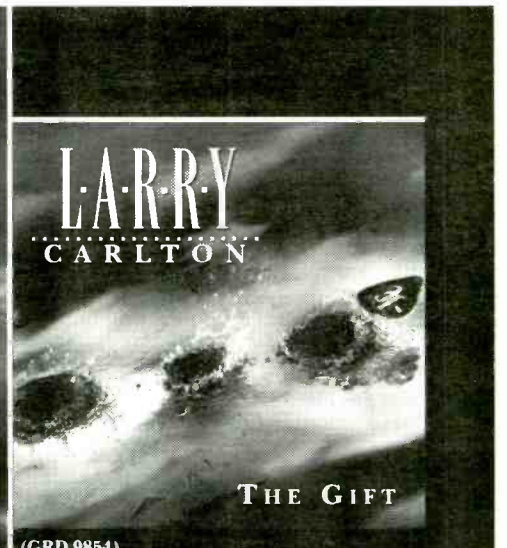
this week's Most Added, picking up play at WSJZ, WSJW/Louisville, WVMV/Detroit, WNWV/Cleveland, and KTWV/Los Angeles.

Adding fuel to Jeff Lorber's "State Of Grace" (Verve), which went to 2* on the album chart, is the emphasis on the track "Katherine," which was added this week at WNWV, WSJZ, WJZW, WLVE/Miami, WVMV, WSJW, KBZN/Salt Lake City, and KEZL/Fresno. KAJZ/Austin's already giving Lorber 17 plays, and KBLX has moved it up to 14.

Don't overlook Natalie & Nat Cole's "When I Fall In Love" (Elektra/EEG): Instant adds on this classic at such trendsetters as KTWV, WNUA, KOAI, and KQBR/Sacramento.



unwrap
THE GIFT




LARRY
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THE GIFT

(GRD-9854)

The latest release from legendary guitarist, LARRY CARLTON

IMPACT DATE: 9-19



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NAC REPORTERS

Stations and their adds by track listed alphabetically by market

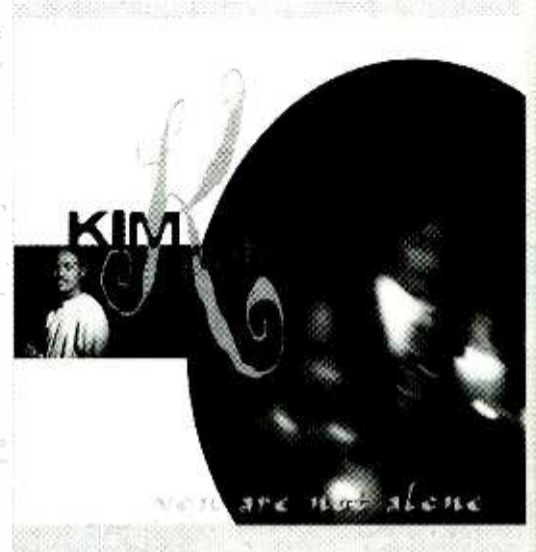
<p>KRZN/Albuquerque, NM PD/MD: Mark McGuire PAUL HARDCASTLE "Island" DAVE KOZ "Look"</p> <p>KNIK/Anchorage, AK PD/MD: Dean Williams No Adds</p> <p>WJZF/Atlanta, GA PD/MD: Mark Edwards CRAIG T. COOPER "Somebody"</p> <p>KAJZ/Austin, TX PD: Doc Burns TINA TURNER "Something" TONY GUERRERO "Mysterie"</p> <p>WAOZ/Boston, MA PD/MD: Bill George SOUNDSCAPE "Morning" DENNY JIOSA "Lights" BONEY JAMES "Sara" GEORGE BENSON "Holdin'"</p> <p>WSJZ/Bufalo, NY PD: Steve Wiersman MD: Chris Wittingham LUTHER VANDROSS "Secret" GEORGE BENSON "Holdin'" JEFF LORBER "Katherine" NATALIE & NAT COLE "Fall" GROVER WASHINGTON... "Stop" RICHARD ELLIOT "City"</p> <p>WNUA/Chicago, IL PD: Lee Hansen APD/MD: Tom Miller No Adds</p> <p>WNWV/Cleveland, OH PD/MD: Bernie Kimble GROVER WASHINGTON... "Stop" NORMAN BROWN "After" JEFF LORBER "Katherine" GEORGE BENSON "Holdin'"</p> <p>WJZK/Charleston, SC PD/MD: Tom Kennedy BOBBY CALDWELL "Love" BONEY JAMES "Sara" JOE MCBRIDE "Sunset"</p> <p>WVAE/Cincinnati, OH PD: Rich McMillan GROVER WASHINGTON... "Stop"</p> <p>WZJZ/Columbus, OH PD: Bill Harman No Adds</p> <p>KOAI/Dallas, TX PD: Michael Fischer MD: Ken Glaser GROVER WASHINGTON... "Stop" NATALIE & NAT COLE "Fall"</p> <p>KHIH/Denver, CO PD: Chris Conley MD: Becky Taylor GROVER WASHINGTON... "Stop"</p>	<p>WJZZ/Detroit, MI PD: O'Neal Stevens MD: Rosetta Hines ART PORTER "Wishful" LOUIE SHELTON "Melrose" DENNY JIOSA "Lights" DENNY JIOSA "Always" LOUIE SHELTON "Silhouette" WAYMAN TISDALE "Summer" DENNY JIOSA "Mercy" ART PORTER "Forever"</p> <p>WVMV/Detroit, MI PD/MD: Tom Sleeker CHUCK LOEB "Music" GEORGE BENSON "Holdin'" JEFF LORBER "Katherine" NATALIE & NAT COLE "Fall" BONEY JAMES "Sara"</p> <p>WGUF/Ft. Myers, FL PD: Michael Bode MD: Greg Hammonds JOE MCBRIDE "Sunset" STEVE REID "Treasures" HEAVY SHIFT "Nights" NATALIE & NAT COLE "Fall" GROVER WASHINGTON... "Stop" BONEY JAMES "Sara" DENNY JIOSA "Lights"</p> <p>KEZL/Fresno, CA PD/MD: Mike Vasquez HERB ALPERT "Flamingo" DAVID SANBORN "Spooky" GROVER WASHINGTON... "Stop" RANDY CRAWFORD "King's" JEFF LORBER "Katherine" GEORGE BENSON "Holdin'" DENNY JIOSA "Lights" BONEY JAMES "Sara"</p> <p>KUCD/Honolulu, HI PD: Mahlon Moore GEORGE BENSON "Holdin'" JEFF LORBER "Katherine" DENNY JIOSA "Lights"</p> <p>WFSJ/Jacksonville, FL PD: Hank Dole MD: Craig Williams No Adds</p> <p>KCIY/Kansas City, MO PD: Bret Michael MD: Michelle Chase BONEY JAMES "Sara" TOM SCOTT "Only" GEORGE BENSON "Holdin'" WHITNEY HOUSTON "Hurt"</p> <p>KTWV/Los Angeles, CA PD: Chris Brodie APD/MD: Ralph Stewart GROVER WASHINGTON... "Stop" GEORGE BENSON "Holdin'" NATALIE & NAT COLE "Fall"</p> <p>WSJW/Louisville, KY PD: C.C. Matthews MD: Brian Conn JEFF LORBER "Katherine" GROVER WASHINGTON... "Stop" GEORGE BENSON "Holdin'" NATALIE & NAT COLE "Fall" CHUCK LOEB "Music"</p> <p>WALJ/Macon, GA OM/MD: Bob Davis No Adds</p> <p>WLVE/Miami, FL PD: Shirley Maldonado MD: Geoff Fischer DENNY JIOSA "Lights" BONEY JAMES "Sara" NATALIE & NAT COLE "Fall" JEFF LORBER "Katherine" GROVER WASHINGTON... "Stop"</p> <p>WJZI/Milwaukee, WI PD: Fred Heller MD: Kathryn Vaughn RANDY CRAWFORD "Not's" LUTHER VANDROSS "Secret" BONEY JAMES "Sara"</p>	<p>KNJZ/Minneapolis, MN NATALIE & NAT COLE "Fall" WAYMAN TISDALE "Take" CARMEN CUESTA "Kiss"</p> <p>KSBR/Mission Viejo, CA PD/MD: Terry Wedel MARILYN SCOTT "Let" TONY GUERRERO "Mysterie" LOUIE SHELTON "Redlight" GROVER WASHINGTON... "Stop" SANDY OWEN "Know"</p> <p>KRVR/Modesto, CA PD: Jim Bryan MD: Doug Wulff EARL KLUGH "Sunset" MAC GOLLEHON "One" MAC GOLLEHON "Park" TONY GUERRERO "Mysterie" TONY GUERRERO "For" SOUNDSCAPE "Morning" GROVER WASHINGTON... "Stop"</p> <p>KXDC/Monterey, CA PD/MD: Scott O'Brien NATALIE & NAT COLE "Fall" GROVER WASHINGTON... "Stop" NORMAN BROWN "After" DAVE KOZ "Look" DAVE KOZ "Lullaby" JEFF LORBER "PCH"</p> <p>KLJZ/New Orleans, LA PD/MD: Michael Grayson CHUCK LOEB "Music"</p> <p>SW/New York, NY BONEY JAMES "Sunshine" GROVER WASHINGTON... "Stop" DENNY JIOSA "Lights"</p> <p>WJCD/Norfolk, VA PD: Maxine Todd MD: Larry Hollowell PAUL HARDCASTLE "Island" HIROSHIMA "Koto" SOUNDSCAPE "Morning" CRAIG T. COOPER "Somebody"</p> <p>KTNT/Oklahoma City, OK MD: Stephanie Stewart GROVER WASHINGTON... "Stop" CHIEMI MINUCCI "Cause" TINA TURNER "Something"</p> <p>WLOQ/Orlando, FL PD: Steve Huntington MD: Bob Church WAYMAN TISDALE "Take" GROVER WASHINGTON... "Stop" WARREN WIEGRAT "Silent" SANDY OWEN "Know" SANDY OWEN "Stone" JASON MILES "Chicken" ROBERT MILLER GROUP "Euphoria" GREENIDGE/UTLEY "Made"</p> <p>WJZJ/Philadelphia, PA PD: Ann Gress MD: Michael Tozzi No Adds</p> <p>KYOT/Phoenix, AZ PD/MD: Nick Francis BILL EVANS "Sunday" GEORGE BENSON "Right" EARL KLUGH "Sunset" GROVER WASHINGTON... "Stop" PETER WHITE F/BASIA "Just"</p> <p>WJZZ/Pittsburgh, PA PD: Carl Anderson GEORGE BENSON "Holdin'" JEFF LORBER "Katherine" NATALIE & NAT COLE "Fall" GROVER WASHINGTON... "Stop"</p> <p>KKJZ/Portland, OR PD: Shaun Yu MD: Hal Murray ANDY SNITZER "Dream" GROVER WASHINGTON... "Stop" JOE MCBRIDE "Sunset"</p>	<p>WTCD/Raleigh, NC PD: Don Brookshire MD: John Horan NORMAN BROWN "After"</p> <p>KQBR/Sacramento, CA PD: Lawrence Tanter GROVER WASHINGTON... "Stop" ART PORTER "Chance" NATALIE & NAT COLE "Fall"</p> <p>KSSJ/Sacramento, CA PD: Don Langford MD: Keli Garrett CHUCK LOEB "Music" NATALIE & NAT COLE "Fall" PHIL UPCHURCH "Blues" GROVER WASHINGTON... "Stop"</p> <p>KCLC/St. Charles, MO PD: Rich Reighard MD: Scott Nenninger JEFF LINSKY "Crossing" WAYMAN TISDALE "Take" JESSE COOK "Gravity"</p> <p>KBZN/Salt Lake City, UT PD: Rob Riesen NATALIE & NAT COLE "Fall" GROVER WASHINGTON... "Stop" JEFF LORBER "Katherine" GEORGE BENSON "Holdin'"</p> <p>KCJZ/San Antonio, TX PD/MD: Norm Miller GROVER WASHINGTON... "Stop" RANDY CRAWFORD "King's" GEORGE BENSON "Holdin'" JEFF LORBER "Katherine" NATALIE & NAT COLE "Fall"</p> <p>KIFM/San Diego, CA APD/MD: Kelly Cole CRAIG T. COOPER "She" DENNY JIOSA "Lights" WAYMAN TISDALE "Take" GROVER WASHINGTON... "Stop" TONY GUERRERO "For" TONY GUERRERO "Mysterie" MAXWELL "Suite"</p> <p>KBLX/San Francisco, CA PD: Kevin Brown MD: Ron Cadet ANDY SNITZER "Dream" TONI BRAXTON "There's" ART PORTER "Forever" WAYMAN TISDALE "Take" WAYMAN TISDALE "Thinking"</p> <p>KKSF/San Francisco, CA PD: Steve Feinstein MD: Blake Lawrence NEVILLE & ROBERTSON "Crazy"</p> <p>KJZY/Santa Rosa, CA PD: Gordon Zlot MD: Rob Singleton FISHBELLY BLACK "Combustion" SHAHIN & SEPEHR "Jakarta" DAVID SANBORN "Spooky"</p> <p>KWJZ/Seattle, WA PD: Dotsero Handley DOTSERO "Essensual" TONY GUERRERO "For"</p> <p>WSJT/Tampa, FL PD/MD: Ross Block GROVER WASHINGTON... "Stop"</p> <p>KOAS/Tulsa, OK PD: Steve Fernandez No Adds</p> <p>WJZW/Washington, DC PD/MD: Steve Kosbau JEFF LORBER "Katherine" GEORGE BENSON "Holdin'"</p>	<p>54 Total Reporters 54 Current Reporters 52 Current Playlists</p> <p>Reported Frozen Playlist (2): WEZV/Lafayette, IN WQCD/New York, NY</p> <p>New Reporters (3): WJZK/Charleston, SC WSJW/Louisville, KY WJZZ/Pittsburgh, PA</p> <p>New Reporters (3): WJZK/Charleston, SC WSJW/Louisville, KY WJZZ/Pittsburgh, PA</p> <p>No Longer A Reporter (1): WEBZ/Panama City, FL</p>
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Kim Waters

The Album

You Are Not Alone

Featuring "Blues For Mickey", "I Apologize",
 "The Story of Love" and "Joyride"



- | | |
|------------------------|-------------------------|
| WJAB/Huntsville, AL | KUCD/Honolulu, HI |
| KAJZ/Austin, TX | WALJ/Macon, GA |
| WJZZ/Detroit, MI | WONB/Ada, OH |
| KKSF/San Francisco, CA | WEZV/West Lafayette, IN |
| WJFK/Washington, DC | KMJZ/Minneapolis, MN |
| WEAA/Baltimore, MD | KUOR/Redlands, CA |
| KQBR/Sacramento, CA | KRVR/Modesto, CA |
| KIFM/San Diego, CA | KNWB/Hilo, HI |
| KYOT/Phoenix, AZ | KNIK/Anchorage, Alaska |
| KUNV/Las Vegas, NV | KVNF/Paonia, CO |
| WTMD/Towson, MD | KCLC/St. Charles, MO |
| WLOQ/Orlando, FL | KTSU/Houston, TX |
| KBLX/Berkeley, CA | WSNC/Winston Salem, NC |
| KYFX/Little Rock, AR | Soundscapes |

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NAC PLAYLISTS

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

MARKET #2
KTWV/Los Angeles
(213) 466-9283
Brodie/Stewart

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
11	11	10	12		COUNT BASIC/On The Move
11	10	12			HERBIE HANCOCK/Thieves In
10	10	11			JOE SAMPLE/Hippies On A Corner
10	11	11			JEFF LORBER/State Of Grace
10	11	11			DAVE KOZ/Let Me Count...
8	8	10			BONEY JAMES/Ain't No Sunshine
9	11	8			RICK BRAUN/Marty's Party
11	10	10			BLUE KNIGHTS/Missing You
9	10	10			GEORGE JINDA/Just My Imagination
11	10	11			BRYAN SAVAGE/Cat Food
10	10	10			TONI BRAXTON/How Could An...
8	6	10			DOC POWELL/Laid Back
4	9	10			LUTHER VANDROSS/Your Secret Love
9	10	10			RICHARD ELLIOT/When The Lights
10	10	12			ERIC CLAPTON/When This Love
9	10	10			HERB ALPERT/My Funny Valentine
8	8	9			RAMSEY LEWIS/Les Fleur
9	11	8			ERIC CLAPTON/Change The World
8	9	9			LIONEL RICHELIE/Ordinary Girl
9	9	9			PETER WHITE/BASIA/Just Another Day
10	8	9			JOHN TESH PROJECT/Fragile
3	8	9			RANDY CRAWFORD/Ain't The King's...
7	7	8			JOE McBRIDE/Highland Park
9	9	9			AARON NEVILLE/Can't Imagine
9	7	6			NORMAN BROWN/Better Days Ahead
8	8	9			VANESSA WILLIAMS/Erase
9	9	8			GEORGE BENSON/Summer Love
8	8	8			CHUCK LOEB/The Music Inside
8	6	8			PAUL JACKSON JR./Da Boardwalk

MARKET #3
WNUA/Chicago
(312) 645-9550
Hansen/Miller

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
9	9	13			DAVID SANBORN/Spooky
9	9	12			RICK BRAUN/Philly Memphis
10	11	11			JOE SAMPLE/Hippies On A Corner
10	9	10			DAVE KOZ/Let Me Count...
11	10	11			BONEY JAMES/Without A Doubt
11	10	11			HEAVY SHIFTLA Nights
11	10	10			PETER WHITE/Caravan Of Dreams
10	10	10			JOSEPH VINCELLI/Friendly Advice
4	10	10			J MICHAEL VERTA/Time Line
4	10	10			ANDY SNITZER/My Dream Come True
9	9	11			TOM SCOTT/In Your Eyes
9	11	9			DOC POWELL/Let's Dance
9	9	10			JEFF LORBER/State Of Grace
10	9	10			PAUL JACKSON JR./Da Boardwalk
10	10	10			PAUL HARDCASTLE/Bird Island
10	10	11			BILL EVANS/The Sunday After
9	10	10			RICHARD ELLIOT/City Speak
11	10	10			COUNT BASIC/On The Move
10	10	10			DAVE CAMP/Torrid Rain
10	10	10			VENUE BLUE/Naked City
3	8	9			LUTHER VANDROSS/Your Secret Love
9	8	9			LIONEL RICHELIE/Ordinary Girl
4	10	9			ART PORTER/Lake Shore Drive
3	10	9			CHELI MINUCCI/Anything And...
10	9	10			CHUCK LOEB/Highland Park
9	10	9			RAMSEY LEWIS/Les Fleur
10	11	11			EARL KLUGH/Sunset Island
8	8	9			EVERYTHING BUT.../The Heart Remains
10	11	8			PETE ESCOVODO/All This Love
8	9	9			ERIC CLAPTON/Change The World

MARKET #4
KBLX/San Francisco
(415) 284-1029
Brown/Gadet

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
10	10	10			JEFF LORBER/Katherine
14	14	14			ERIC CLAPTON/Change The World
14	14	13			DOC POWELL/Laid Back
12	13	13			MAXWELL/Ascension (Don't...)
12	13	13			MARILYN SCOTT/I'm Calling You
9	10	12			LUTHER VANDROSS/Your Secret Love
12	12	12			RICHARD ELLIOT/Unspoken Words
12	12	12			BRIAN CULBERTSON/Close To You
11	11	12			JOE McBRIDE/After Sunset
9	9	9			KIM WATERS/The Story Of Love
11	11	11			BRYAN SAVAGE/Cat Food
11	11	11			PHAREZ WHITTED/Different Kind
10	10	10			JEFF LORBER/PCH (Pacific...)
9	10	10			NORMAN BROWN/Better Days Ahead
10	10	10			RAMSEY LEWIS/Between The Keys
7	7	7			RONNY JORDAN/Ladback
9	9	9			GEORGE BENSON/That's Right
9	10	9			NORMAN BROWN/Your Body's Callin'
8	9	9			SOLAR SYSTEM/Wes 4 Prez
7	8	8			GEORGE BENSON/Holdin' On
4	8	8			GEORGE BENSON/Johnny Lee
8	8	8			RAMSEY LEWIS/Les Fleur
8	8	8			CHELI MINUCCI/Cause We've Ended...
7	8	8			ESQUE/Sky View
7	8	8			CHUCK LOEB/The Music Inside
6	6	6			DAVID SANBORN/Spooky
12	12	12			ANDY SNITZER/My Dream Come True
12	12	12			DOC POWELL/Tropical Love
6	6	6			TOM SCOTT/Maybe It's Over
4	4	4			SOUNDSCAPE/Morning Song

MARKET #4
KKSF/103.7 FM
Smooth Jazz

MARKET #4
KKSF/San Francisco
(415) 975-5555
Fenster/Lawrence

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
8	8	8			PETER WHITE/BASIA/Just Another Day
7	7	7			JEFF LORBER/Katherine
8	8	9			JEFF LORBER/State Of Grace
8	8	9			PHIL UPCHURCH/Bee's Blues
7	7	9			PETER WHITE/City Of Lights
7	7	8			GEORGE BENSON/That's Right
10	8	8			BRIAN CULBERTSON/Take Your Time
7	8	8			GLDRIA ESTEFANI/Not Giving...
7	7	8			BRIAN HUGHES/Soul Fruit
7	7	8			ART PORTER/Lake Shore Drive
7	7	8			DAVID SANBORN/Spooky
7	7	8			SOUNDSCAPE/Morning Song
8	8	8			ERIC CLAPTON/Change The World
8	8	8			PETER WHITE/Caravan Of Dreams
7	7	7			NORMAN BROWN/Better Days Ahead
7	7	7			NORMAN BROWN/This Time Around
7	7	7			RICHARD ELLIOT/When The Lights
7	7	7			BRIAN HUGHES/Pamela
7	7	7			DAVE KOZ/Let Me Count...
7	7	7			DAVE KOZ/Don't Look Back
7	7	7			JOE McBRIDE/Highland Park
7	7	7			CHELI MINUCCI/Cause We've Ended...
7	7	7			BRYAN FERRY/Dance With Love
6	6	7			BRAXTON BROTHERS/When Love Comes
5	7	7			RAY CWEBB/BC
10	10	7			EVERYTHING BUT.../The Heart Remains
6	6	7			EXODUS QUARTET/Trance Jazz
7	7	7			HARVEY MASON/It's You
7	7	7			MISHA/Trough The Rain
7	7	7			BRYAN SAVAGE/Cat Food

MARKET #5
WJZZ/Philadelphia
(610) 667-3939
Gress/Tozzi

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
33	32	31			DAVID SANBORN/Spooky
33	32	31			DAVE KOZ/Let Me Count...
19	30	30			PAUL HARDCASTLE/Bird Island
31	31	31			NORMAN BROWN/After Hours
19	32	34			PETER WHITE/Caravan Of Dreams
4	13	16			RICHARD ELLIOT/City Speak
31	31	31			HERB ALPERT/Hideaway
14	12	13			HERB ALPERT/Flamingo
4	3	12			ART PORTER/Lake Shore Drive
9	9	10			AARON NEVILLE/Can't Imagine
7	8	11			J MICHAEL VERTA/Time Line
13	13	13			CHELI MINUCCI/Anything And...
33	26	12			JOE SAMPLE/Hippies On A Corner
13	11	11			DOC POWELL/Laid Back
4	4	11			TOM SCOTT/Only You
12	12	12			RAMSEY LEWIS/Les Fleur
32	27	11			NORMAN BROWN/Better Days Ahead
5	9	10			LUTHER VANDROSS/Your Secret Love
5	8	10			KIM PENSYL/That's The Way Of...
12	13	10			JEFF LORBER/Wide Open Spaces
-	-	7			GROVER WASHINGTON, JR./Can Stop...
7	11	11			LIONEL RICHELIE/Ordinary Girl
10	10	12			VANESSA WILLIAMS/Erase
7	9	10			GLDRIA ESTEFANI/Not Giving...
7	10	9			TONI BRAXTON/How Could An...
9	8	12			REGINA BELLE/Just Don't Want...
13	12	9			JOE McBRIDE/Highland Park
7	8	6			CHUCK LOEB/The Music Inside
11	10	8			GEORGE BENSON/Summer Love
8	10	11			ERIC CLAPTON/Change The World

MARKET #6
WJZZ/Detroit
(313) 871-0590
Stevens/Hines

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
8	8	7			PETER WHITE/Long Ride Home
7	7	6			GEORGE BENSON/True Blue
7	6	6			GEORGE BENSON/That's Right
8	7	6			NORMAN BROWN/Third World
8	7	6			CHRIS CAMOZZI/Go Wes Young Man
8	7	6			RYO KAWASAKI/Promise
6	6	6			CHUCK LOEB/Cruzin' South
8	7	6			CHUCK LOEB/The Music Inside
6	6	6			CHUCK LOEB/Shanghai
3	4	6			JEFF LORBER/Cat Paws
7	6	6			CHELI MINUCCI/Shine
8	7	6			CHELI MINUCCI/LeAnn
7	6	6			EMMETT NORTH JR./From L.A. ...
6	6	6			STEVE REID/Warm Summer Rain
6	6	6			SOUNDSCAPE/Morning Song
7	6	6			PETER WHITE/Venice Beach
7	6	6			ACQUATIC ALCHEMY/Lazeez
9	6	6			APOSTLES/Super Strut
8	6	6			APOSTLES/Mercy Mercy Me...
6	5	5			WALTER BEASLEY/Love Is So Amazing
8	7	6			GEORGE BENSON/Summer Love
6	7	6			GEORGE BENSON/Marvin Said
6	6	6			GEORGE BENSON/Song For My Brother
7	7	6			TIM BOWMAN/It'll Be There
7	6	6			NORMAN BROWN/Better Days Ahead
7	6	6			NORMAN BROWN/This Time Around
5	4	4			NORMAN BROWN/After The Love Is...
6	6	5			ED CALLEE/And Mrs. Jones
4	4	5			CHRIS CAMOZZI/Ring Of Gold
6	6	5			DAVE CAMP/Torrid Rain

MARKET #6
WJZZ/Detroit
(313) 871-0590
Stevens/Hines

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
24	24	24			BILL EVANS/The Sunday After
13	13	24			HERB ALPERT/Flamingo
12	23	24			DAVE KOZ/Let Me Count...
13	23	24			COUNT BASIC/On The Move
23	24	24			NORMAN BROWN/Better Days Ahead
13	13	23			VENUE BLUE/Naked City
24	23	23			RAMSEY LEWIS/Les Fleur
7	13	13			CHRIS CAMOZZI/Ring Of Gold
7	13	13			KIM PENSYL/That's The Way Of...
8	12	13			HARVEY MASON/It's You
13	12	13			DOC POWELL/Laid Back
12	13	13			JOE McBRIDE/Highland Park
-	8	13			PAUL HARDCASTLE/Bird Island
13	13	13			PETER WHITE/Caravan Of Dreams
7	7	13			RIPPINGTONS/First Time I Saw Her
13	13	13			BRIAN CULBERTSON/Close To You
13	13	13			DAVE CAMP/Torrid Rain
9	8	13			RICHARD ELLIOT/City Speak
9	8	10			LUTHER VANDROSS/Your Secret Love
9	9	9			EVERYTHING BUT.../The Heart Remains
9	8	10			VANESSA WILLIAMS/Erase
9	10	10			TONI BRAXTON/How Could An...
9	9	9			GLDRIA ESTEFANI/Not Giving...
8	7	9			ANDY SNITZER/My Dream Come True
9	9	8			LIONEL RICHELIE/Ordinary Girl
9	10	8			ERIC CLAPTON/Change The World
-	7	7			EARL KLUGH/Sunset Island
-	2	7			DAVID SANBORN/Spooky
7	7	8			CHELI MINUCCI/Anything And...
-	8	7			PAUL JACKSON JR./Da Boardwalk

MARKET #7
KOAI/Dallas
(817) 855-5100
Sleeper

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
14	7	14			JEFF LORBER/State Of Grace
10	16	16			PETER WHITE/Caravan Of Dreams
-	18	18			DAVID SANBORN/Spooky
-	13	18			LUTHER VANDROSS/Your Secret Love
20	15	16			RAMSEY LEWIS/Les Fleur
10	11	14			GEORGE BENSON/Summer Love
11	13	16			CHELI MINUCCI/Anything And...
7	9	10			EVERYTHING BUT.../The Heart Remains
6	8	9			WHITNEY HOUSTON/Why Does It Hurt
6	7	9			VANESSA WILLIAMS/Erase
8	8	9			AARON NEVILLE/Can't Imagine
-	5	8			CHUCK LOEB/The Music Inside
7	8	10			TONI BRAXTON/How Could An...
6	6	5			MARC ANTOINE/Forget-Me-Not
8	8	8			LIONEL RICHELIE/Paradise
7	8	5			MARILYN SCOTT/I'm Calling You
8	7	8			JOE McBRIDE/After Sunset
6	6	7			HARVEY MASON/It's You
6	6	7			TOM SCOTT/Tom Cat
6	8	5			VENUE BLUE/Conversation
6	8	5			J MICHAEL VERTA/Night Of Orion
5	7	6			DOC POWELL/Let's Dance
5	7	6			DOC POWELL/Sunday Mornin'
-	3	7			PAUL HARDCASTLE/Bird Island
-	7	7			GROVER WASHINGTON, JR./Can Stop...
6	9	6			HERB ALPERT/Flamingo
6	8	7			DAVE KOZ/Let Me Count...
5	6	6			ANDY SNITZER/My Dream Come True
6	6	6			COLORS IN MOTION/Foreign Nature
6	6	7			RIPPINGTONS/First Time I Saw Her

MARKET #8
WJZZ/Washington
(703) 683-3000
Kosbau

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
28	29	29			DAVE KOZ/Let Me Count...
12	28	29			COUNT BASIC/On The Move
26	11	28			BILL EVANS/The Sunday After
28	28	28			NORMAN BROWN/Better Days Ahead
10	10	26			HERB ALPERT/Flamingo
10	11	26			VENUE BLUE/Naked City
11	10	12			RICHARD ELLIOT/City Speak
11	13	12			DOC POWELL/Laid Back
-</					

ACTIVE ROCK PLAYLISTS

September 13, 1996 R&R • 83

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MARKET #2 KLOS/Los Angeles (310) 840-4836 Curelop/Wilde

MARKET #3 WRCX/Chicago (312) 861-8100 Richards/Robinson

MARKET #4 WYSP/Philadelphia (610) 668-9460 Sabean/Thompson

MARKET #6 WDRZ/Detroit (810) 589-7900 Bevilacqua

MARKET #8 WRIF/Detroit (810) 547-0101 Podell/Wellington

MARKET #7 KEGL/Dallas (214) 869-9700 Doherty/Scully

MARKET #7 KTXQ/Dallas (214) 528-5500 Lockridge/Redbeard

MARKET #10 WAAF/Boston (617) 236-1073 Douglas/Osterlind

MARKET #11 WZTA/Miami (305) 654-9494 Steele/Hess

MARKET #13 KISW/Seattle (206) 855-7625 Faulkner

MARKET #15 KIDZ/San Diego (619) 560-5464 Stevens/Leder

MARKET #18 WYBY/Baltimore (410) 889-0098 Strauss/Heckman

MARKET #20 KUPD/Phoenix (602) 345-5921 Maranville/Jeffries

MARKET #21 WXTB/Tampa (813) 572-9808 Mull/Medlin

MARKET #23 KBPI/Denver (303) 899-4201 Richards

MARKET #24 KUFO/Portland, OR (503) 222-1011 Numme/Scott

MARKET #26 KQRC/Kansas City (913) 384-9900 Sorenson/Knight

MARKET #28 WLZR/Milwaukee (414) 454-0900 Hastings

MARKET #29 KRXQ/Sacramento (916) 334-7777 Johnson/Martin

MARKET #30 KSJL/San Jose (408) 453-5400 Jang/Free



CYNDEE MAXWELL

Rockstock Marks Red-Letter Occasion

Two Midwest stations create first-time concert alliance in the name of Rock

Over 32,500 Midwestern rock 'n' roll fans became a part of history on September 7. After nine months of seemingly endless planning on behalf of two radio station staffs, "Rockstock" came to fruition. The Rock industry — including record company executives, other radio programmers, and the trades — was also treated to WRCX (Rock 103.5)/Chicago's and WLZR (Lazer 103)/Milwaukee's daylong event.

The significance of the occasion — held at the Alpine Valley Music Theatre in East Troy, WI, a 90-minute drive from Chicago — is precedent-setting: It marked the first time stations from different markets have joined forces to produce an event of this magnitude. By all accounts, Rockstock was a major success.

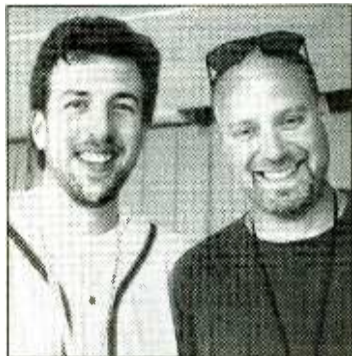
Alpine Valley Director/Promotion **Kate Darling** says the idea for Rockstock came about by "ruminating on the telephone" with WLZR PD **Keith Hastings** and WRCX PD **Dave Richards**. Richards adds it was one of those three-way calls that started out, "What if we ..."

The venue's location between the two markets accommodated attendees from each city, Darling says. "The division is about 50-50 across the state line so it made a lot of sense for us to be part of it." As for the radio listening area, WLZR's and WRCX's signals only overlap outside both stations' respective ADIs, allowing each outlet to promote the event exclusively.

'Win-Win Situation'

Hastings was convinced the concert would be a success. So when he pitched the idea to WLZR GM **Tom Joerres**, Hastings said he "wanted to gamble our fall marketing budget on a rock show, and after he heard the details, he was all for it. It would only require each station to sell 9000 tickets to break even, and I knew we could do at least that much. So this turnout was really spectacular."

Backstage at the event, Joerres was ecstatic. "I was overwhelmed.



Keith Hastings Dave Richards

It was an incredible turnout. There was a little apprehension in the beginning, not knowing what to expect. But it far exceeded our expectations, and I can't wait until next year. There's even more potential that this can have, but the learning curve is there, and we've certainly learned a lot this time."

WRCX was equally enthusiastic, Richards says. "It was a tremendously successful event. There were countless details with a couple hundred people involved, and it came to fruition as an incredible event for over 32,000 people, two radio stations, 16 bands, and all the other people associated with it."

The good relationship between Richards and Hastings was central to the Rockstock victory. "We talk on the phone a lot, just like many other PDs. But the proximity of the two stations, with an appropriate venue being directly between the two markets, gave us an opportunity that other stations in other markets may not have. We took advan-

tage of the opportunity of using the power of two stations in two markets to create a unique event."

WRCX GM **Mike Fowler** also offered up accolades for the event. "It was a win-win situation for everybody involved — all the listeners from both stations were happy, the bands seemed to be very happy, and we certainly were thrilled. This wasn't supposed to be a money-making venture — we just wanted to throw a big concert as an appreciation for our listeners. We want to do it again next year and make it even better."

'Promoter' Directors

While Hastings and Richards bore the responsibility of securing the talent, both stations' marketing and promotion directors shared the task of managing all the infinite details. WRCX Marketing Director **Dave Chesler's** eight years at **Jam Productions** were invaluable in the overall planning of the event, and he was probably the only one who had any idea of what to expect. Additionally, WRCX Promotion Director **Natalie DiPietro** and WLZR Marketing Director **Scott "S.P." Schubert** worked out such logistical matters as the autograph booth, T-shirt sales booths, and station signage (over 100 banners from both stations were displayed side by side throughout the venue).

WRCX APD/MD **Jo Robinson** coordinated the scheduling of station personalities for band introductions, tracked down artists for advance on-air liners and phoners, and helped produce the 14-hour live broadcast. Additionally, Richards entrusted other day-to-day station duties to her care while he finalized the remaining pieces of the Rockstock puzzle.

Hastings says he depended on WRCX's massive personnel resources to cover many Rockstock details due to his already full plate, which includes both PD/MD duties at Lazer as well as his involvement in launching Active Rock sister **KFMG/Des Moines**, which has applied for the **KAZR** calls. Furthermore, both program directors commended their staffs for devoting the entire day and night to working at the event.

The event itself held many unique moments, including the introduction of **Cheap Trick** by WRCX morning personality **Mancow Muller**, but not before he staged his own mini-sideshow. Muller walked onstage clad only in a black T-shirt, which he promptly removed to unveil a bumper sticker on his most "private parts." He

Rockstock All-Star Lineup

Two stages were set up to handle the 16 bands who performed at Rockstock from 11am to midnight on September 7. It was arranged so that no band could start until the previous band had completed its set, with a few minutes allowed for fans to walk between the two stages. Set lengths varied from 30 to 60 minutes.

Most of the artists also spent some time signing autographs in a specially designated booth, signing posters, T-shirts, and guitars for both stations, and doing interviews for both stations at each of their remote sites, for **SW Networks**, and for WRCX morning news host **Irma Blanco's** TV program.

Many of the musicians also took advantage of the lineup to check out each other's sets, hanging out at the venue for nearly the entire show.

Here's the complete Rockstock lineup, in order of appearance:

- Jar (Chicago locals)
- Expanding Man
- Pat DiNizio
- Gufs
- Nixons
- Local H
- Everclear
- Verve Pipe
- Seven Mary Three
- I Mother Earth
- Soul Asylum
- Recharound
- Cheap Trick
- Dishwalla
- Candlebox
- Spacehog
- Type O Negative



HAVE A CIGAR — WLZR/Milwaukee PD Keith Hastings and I share a contemplative moment after an industry dinner the night before Rockstock.

then brought out each member of his Morning Madhouse and a special guest who poured beer into his eye socket and then spewed it out of his mouth into the audience.

Attracting Younger Demos.

Columbia's **Jim Del Balzo** was one of several Rock label execs at Rockstock. He believes the event's success went beyond the local scope. Citing the 200 fans who waited in line for autographs from newcomers **Expanding Man**, Del Balzo said it proves the format can still attract the younger demo.

"These weren't the 35-year-olds that a lot of people think listen to a Rock station," he says. "They're 16-, 17-, 18-year-olds who can just as easily listen to Alternative and who tomorrow will probably be at the store buying records. There's a gap of stars in the industry right now because the kids couldn't connect with the older demo music. It's vital for the bands and the whole music industry for the rock audience to get younger, and that's what's happening now."

Expanding Man guitarist **Dave Wanamaker** was thrilled with the

crowd reaction to the band. "I couldn't believe it; we didn't expect such a great response, especially since the record just came out." Seeing the alternative craze from the inside, he remarks, "I think it's come full circle to where people are realizing that the alternative bands are really just rock bands."



IT'S OVER NOW — Celebrating Rockstock are (l-r) Island's Danny Cooper and John Sigler, Richards, Capitol's Dave Ross, Everclear's Art, and WRCX APD/MD Jo Robinson in front.

Rockin' At NAB

At this year's NAB Radio Show, I'll be moderating the "AOR Format Room" where **WNEW/New York OM Steve Young**, **WRIF/Detroit PD Doug Podell**, **KSHE/St. Louis PD Rick Balis**, and **WLWQ/Columbus, OH PD Greg Ausham** will sit on the panel. Expect to hear a lively discussion on listener vs. industry perceptions, the reinvention of mainstream Rock, and the convergence of formats.

The session will be on Wednesday, October 9, between 3:30-4:45pm at the Los Angeles Convention Center.

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3W	2W	LW	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS				TOTAL STATIONS/ADDS
					TW	LW	2W	3W	
			1	SOUNDGARDEN Burden In My Hand (A&M)	2249	2273	2244	2204	72/0
			2	ALICE IN CHAINS Over Now (Columbia)	1961	1929	1879	1750	72/0
			3	TONIC Open Up Your Eyes (Polydor/A&M)	1938	1885	1744	1652	72/0
			4	RUSH Test For Echo (Atlantic)	1537	1420	1184	138	61/0
			5	STONE TEMPLE PILOTS Trippin' On A Hole In... (Atlantic)	1326	1589	1657	1807	54/0
			6	BETTER THAN EZRA King Of New Orleans (Swell/Elektra/EEG)	1312	1226	1174	1081	61/0
			7	STABBING WESTWARD Shame (Columbia)	1306	1294	1244	1183	67/0
			8	SCREAMING TREES All I Know (Epic)	1287	1301	1339	1324	55/0
			9	311 Down (Capricorn/Mercury)	1091	969	907	866	63/2
			10	PEARL JAM Who You Are (Epic)	1044	1281	1465	1674	44/0
			11	I MOTHER EARTH One More Astronaut (Capitol)	1013	1097	1054	1026	63/0
			12	R.E.M. E-Bow The Letter (Warner Bros.)	959	962	916	540	46/0
			13	SEVEN MARY THREE My My (Mammoth/Antalntic)	932	937	884	832	56/0
			14	SMASHING PUMPKINS Muzzle (Virgin)	867	627	371	141	54/4
			15	METALLICA Until It Sleeps (Elektra/EEG)	857	1063	1251	1324	44/0
			16	METALLICA Ain't My Bitch (Elektra/EEG)	826	1023	1133	1116	44/1
			17	VERVE PIPE Cup Of Tea (RCA)	787	715	649	594	52/1
			18	HUNGER Vanishing Cream (Universal)	784	939	1047	1165	40/0
			19	NEUROTIC OUTSIDERS Jerk (Maverick/WB)	748	682	598	554	59/1
BREAKER			20	SOCIAL DISTORTION I Was Wrong (550 Music)	719	514	67	—	60/7
			21	LOCAL H Bound For The Floor (Island)	705	643	582	496	53/5
BREAKER			22	EXPANDING MAN Download (I Will) (Qdivision/Columbia)	689	572	455	351	51/2
			23	TRACY BONHAM The One (Island)	664	647	574	519	39/0
BREAKER			24	PEARL JAM Hail, Hail (Epic)	611	490	335	80	45/6
			25	SEMISONIC If I Run (MCA)	610	617	565	551	36/0
			26	FILTER Jurassitol (Hollywood)	602	617	594	569	55/1
			27	BUTTHOLE SURFERS Pepper (Capitol)	589	700	773	890	38/1
DEBUT			28	METALLICA Hero Of The Day (Elektra/EEG)	588	287	116	100	57/26
			29	WHITE ZOMBIE I'm Your Boogie Man (Hollywood/Geffen)	576	626	597	532	56/2
			30	TOM PETTY & THE HEARTBREAKERS Walls (Warner Bros.)	566	744	911	1006	29/0
			31	BLACK CROWES Good Friday (American/Reprise)	530	881	1129	1242	32/0
			32	CHALK FARM Lie On Lie (Columbia)	517	382	262	111	37/2
			33	WALLFLOWERS 6th Avenue Heartache (Interscope)	487	535	683	812	27/0
			34	REACHAROUND Big Chair (Trauma/Interscope)	480	686	805	824	34/0
DEBUT			35	ZZ TOP What's Up With That (RCA)	478	207	—	—	35/9
			36	REFRESHMENTS Down Together (Mercury)	476	379	334	301	33/1
			37	PEARL JAM Red Mosquito (Epic)	464	377	197	48	35/2
			38	GARBAGE Stupid Girl (Almo Sounds/Geffen)	452	514	549	547	23/0
			39	POE Angry Johnny (Modern/Antalntic)	445	366	302	249	22/2
DEBUT			40	DISHWALLA Charlie Brown's Parents (A&M)	441	275	183	117	30/3
			41	SMASHING PUMPKINS Tonight, Tonight (Virgin)	420	593	744	1110	30/0
			42	SPONGE Wax Ecstatic (To Sell Angelina) (Columbia)	419	584	890	1174	25/0
			43	DAVE MATTHEWS BAND So Much To Say (RCA)	417	521	575	586	26/1
			44	JOHN MELLENCAMP Key West Intermezzo (I Saw...) (Mercury)	396	406	399	404	20/0
			45	TYPE O NEGATIVE My Girlfriend's Girlfriend (Roadrunner)	382	355	329	273	35/2
			46	SOUNDGARDEN Pretty Noose (A&M)	372	505	538	581	29/0
			47	ERIC JOHNSON Pavilion (Capitol)	367	352	312	271	24/0
DEBUT			48	SUGARPOON Like Shine (MCA)	365	310	272	257	23/0
			49	GOO GOO DOLLS Long Way Down (Metal Blade/WB)	356	361	441	505	23/0
			50	PRIMITIVE RADIO GODS Standing Outside... (Ergo/Columbia)	354	484	582	684	16/0

This chart reflects airplay from September 2-8. Songs ranked by total plays. Highlighted songs indicate Breaker. 74 Active Rock reporters. 71 current playlists. Songs below No. 25 are moved to recurrent after 26 weeks. © 1996, R&R Inc.

NEW & ACTIVE

EELS Novocaine For The Soul (DreamWorks/Geffen)
Total Plays: 353, Total Stations: 26, Adds: 3

SHERYL CROW If It Makes You Happy (A&M)
Total Plays: 346, Total Stations: 22, Adds: 4

LIFTER Headshot (Interscope)
Total Plays: 335, Total Stations: 37, Adds: 4

IMPERIAL DRAG Spyder (Work)
Total Plays: 266, Total Stations: 22, Adds: 0

GRAVITY KILLS Blame (Lava/Antalntic/TVT)
Total Plays: 250, Total Stations: 24, Adds: 0

SUBLIME What I Got (Gasoline Alley/MCA)
Total Plays: 246, Total Stations: 16, Adds: 2

TOOL Stinkfist (Zoo)
Total Plays: 243, Total Stations: 53, Adds: 53

HUNGER Undone (Universal)
Total Plays: 228, Total Stations: 21, Adds: 2

BLACK CROWES Blackberry (American/Reprise)
Total Plays: 223, Total Stations: 30, Adds: 20

SUPER 8 Natural (Hollywood)
Total Plays: 213, Total Stations: 15, Adds: 2

NO DOUBT Spiderwebs (Trauma/Interscope)
Total Plays: 206, Total Stations: 9, Adds: 0

Songs ranked by total plays.

BREAKERS

SOCIAL DISTORTION I Was Wrong (550 Music)	TOTAL PLAYS/INCREASE 719/205	TOTAL STATIONS/ADDS 60/7	CHART 20
EXPANDING MAN Download (I Will) (Qdivision/Columbia)	TOTAL PLAYS/INCREASE 689/117	TOTAL STATIONS/ADDS 51/2	CHART 22
PEARL JAM Hail, Hail (Epic)	TOTAL PLAYS/INCREASE 611/21	TOTAL STATIONS/ADDS 45/6	CHART 24

MOST ADDED

ARTIST TITLE LABEL(S)	ADDS
TOOL Stinkfist (Zoo)	53
METALLICA Hero Of The Day (Elektra/EEG)	26
MARILYN MANSON The Beautiful People (Nothing/Interscope)	23
BLACK CROWES Blackberry (American/Reprise)	20
R.E.M. The Wake-Up Bomb (Warner Bros.)	10
CRACKER Sweet Thistle Pie (Virgin)	9
R.E.M. Bittersweet Me (Warner Bros.)	9
ZZ TOP What's Up With That (RCA)	9
SOCIAL DISTORTION I Was Wrong (550 Music)	7
PEARL JAM Hail, Hail (Epic)	6

THE BLACK CROWES BLACKBERRY



MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
METALLICA Hero Of The Day (Elektra/EEG)	+301
ZZ TOP What's Up With That (RCA)	+271
TOOL Stinkfist (Zoo)	+243
SMASHING PUMPKINS Muzzle (Virgin)	+240
SOCIAL DISTORTION I Was Wrong (550 Music)	+205
DISHWALLA Charlie Brown's Parents (A&M)	+166
CHALK FARM Lie On Lie (Columbia)	+135
311 Down (Capricorn/Mercury)	+122
PEARL JAM Hail, Hail (Epic)	+121
EXPANDING MAN Download (I Will) (Qdivision/Columbia)	+117
RUSH Test For Echo (Atlantic)	+117

HOTTEST RECURRENTS

DISHWALLA Counting Blue Cars (A&M)

ALICE IN CHAINS Again (Columbia)

BUSH Machinehead (Trauma/Interscope)

EVERCLEAR Santa Monica (Watch The World Die) (Capitol)

NIXONS Sister (MCA)

STABBING WESTWARD What Do I Have To Do? (Columbia)

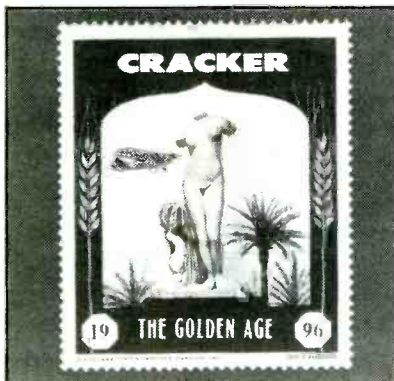
COLLECTIVE SOUL Where The River Flows (Atlantic)

SPACEHOG In The Meantime (HiFi/Sire/EEG)

HAZIES Skin & Bones (EMI)

REFRESHMENTS Banditos (Mercury)

Breakers: Songs registering 600 plays or more for the first time. Bullets awarded to songs gaining plays over the previous week. If two songs are tied in number of plays, the song being played on more stations is placed first. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Weighted chart appears on R&R ONLINE.



CRACKER "SWEET THISTLE PIE"

"We played three different songs from the album and this is the one that REACTED just like 'Low'".
- Paul Peterson - MD/KDKB

"We've been waiting to play this song since the record came out! It's right on the money, reacting bigger and better than anything we've played from this album. A perfect 25-34 male record."
- Gregg Steele - PD/WZTA

20 New stations including these majors:

WXTB, WNEW, WZTA, WLZR, WRIF, WIYY, WYSP, WRCX, KQRC, KDKB - Too many more to fit in this ad!

Stations and their adds listed alphabetically by market

ACTIVE ROCK

Table listing radio stations and their active rock playlists across various markets including Abilene, TX; Colorado Springs, CO; Evansville, IN; Milwaukee, WI; Salt Lake City, UT; Albany, NY; Des Moines, IA; Las Vegas, NV; Oklahoma City, OK; Santa Rosa, CA; Sarasota, FL; Panama City, FL; Peoria, IL; Shreveport, LA; Sioux Falls, SD; South Bend, IN; Springfield, MO; Toledo, OH; Tucson, AZ; Tulsa, OK; Utica, NY; Waterloo, IA; Wheeling, WV; Wichita, KS; Wilkes-Barre, PA; Youngstown, OH.

ROCK

Table listing radio stations and their rock playlists across various markets including Albany, NY; Des Moines, IA; Las Vegas, NV; Oklahoma City, OK; Santa Rosa, CA; Sarasota, FL; Panama City, FL; Peoria, IL; Shreveport, LA; Sioux Falls, SD; South Bend, IN; Springfield, MO; Toledo, OH; Tucson, AZ; Tulsa, OK; Utica, NY; Waterloo, IA; Wheeling, WV; Wichita, KS; Wilkes-Barre, PA; Youngstown, OH.

3W	2W	1W	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS				TOTAL STATIONS/ADDS
					TW	LW	2W	3W	
			1	TOM PETTY & THE HEARTBREAKERS Walks (Warner Bros.)	1822	1839	1869	1791	77/0
2	1	1	2	RUSH Test For Echo (Atlantic)	1725	1592	1410	134	82/1
—	4	3	3	JOHN MELLENCAMP Key West Intermezzo (I Saw...) (Mercury)	1537	1510	1494	1417	73/0
3	3	4	4	SOUNDGARDEN Burden In My Hand (A&M)	1460	1450	1350	1321	74/1
5	5	5	5	BLACK CROWES Good Friday (American/Reprise)	1388	1598	1724	1828	66/0
1	2	2	6	ZZ TOP What's Up With That (RCA)	1358	640	—	—	80/11
—	—	19	7	TONIC Open Up Your Eyes (Polydor/A&M)	1178	1135	1105	1025	76/0
10	10	8	8	ALICE IN CHAINS Over Now (Columbia)	1076	1026	1023	949	69/0
12	11	10	9	PEARL JAM Who You Are (Epic)	1075	1216	1302	1342	62/1
4	6	6	10	WALLFLOWERS 6th Avenue Heartache (Interscope)	1070	1144	1243	1290	67/0
8	7	7	11	R.E.M. E-Bow The Letter (Warner Bros.)	975	958	807	368	65/1
29	17	13	12	DAVE MATTHEWS BAND So Much To Say (RCA)	928	962	1011	1021	59/1
11	12	12	13	BETTER THAN EZRA King Of New Orleans (Swell/Elektra/EEG)	914	910	912	756	71/5
17	13	14	14	METALLICA Until It Sleeps (Elektra/EEG)	871	967	1145	1298	59/2
7	9	11	15	STONE TEMPLE PILOTS Trippin' On A Hole In... (Atlantic)	871	1081	1203	1299	57/2
6	8	9	16	SCREAMING TREES All I Know (Epic)	850	840	811	702	61/2
19	16	15	17	DISHWALLA Counting Blue Cars (A&M)	624	656	765	867	53/0
14	18	18	18	ERIC JOHNSON Pavilion (Capitol)	623	577	501	398	54/2
28	23	21	19	SMASHING PUMPKINS Tonight, Tonight (Virgin)	587	723	895	1165	45/0
9	14	16	20	BLUES TRAVELER But Anyway (A&M)	561	693	855	913	45/0
13	15	17	21	BREAKER CHALK FARM Lie On Lie (Columbia)	556	438	329	73	57/10
15	19	20	22	WHY STORE Lack Of Water (Way Cool Music/MCA)	515	590	735	820	42/0
48	26	22	23	BREAKER SHERYL CROW If It Makes You Happy (A&M)	513	506	404	230	38/4
—	—	—	24	BREAKER STORYVILLE Good Day For The Blues (Code Blue/Atlantic)	506	411	367	305	37/1
26	25	24	25	SEVEN MARY THREE My My (Mammoth/Atlantic)	492	474	439	428	49/2
30	29	27	26	DEEP PURPLE Vavoom: Ted The Mechanic (CMC International)	471	431	365	360	33/1
21	21	25	27	PRIMITIVE RADIO GODS Standing Outside... (Ergo/Columbia)	452	455	547	523	28/0
—	—	47	28	METALLICA Hero Of The Day (Elektra/EEG)	412	227	150	86	53/20
16	20	23	29	HAZIES Skin & Bones (EMI)	366	497	652	788	34/0
46	40	34	30	COREY STEVENS Blue Drops Of Rain (Eureka/Discovery)	345	308	300	239	36/3
43	42	36	31	I MOTHER EARTH One More Astronaut (Capitol)	325	298	268	259	35/1
—	—	46	32	PEARL JAM Red Mosquito (Epic)	316	232	120	26	39/8
32	38	32	33	BUTTHOLE SURFERS Pepper (Capitol)	315	330	323	341	24/1
27	34	37	34	REFRESHMENTS Banditos (Mercury)	311	295	349	413	27/1
35	28	30	35	STABBING WESTWARD Shame (Columbia)	302	349	366	336	38/3
31	30	33	36	METALLICA Ain't My Bitch (Elektra/EEG)	293	315	360	355	34/0
49	45	42	37	VERVE PIPE Cup Of Tea (RCA)	286	262	238	226	32/2
23	24	29	38	HUNGER Vanishing Cream (Universal)	283	397	450	509	21/0
DEBUT	—	—	39	PEARL JAM Hail, Hail (Epic)	282	179	102	28	37/6
50	48	43	40	SEMISONIC If I Run (MCA)	278	261	221	203	30/2
—	—	45	41	EXPANDING MAN Download (I Will) (Qdivision/Columbia)	261	240	182	132	34/3
18	22	31	42	ZAKK WYLDE Between Heaven And Hell (DGC/Geffen)	261	349	515	740	27/0
37	39	40	43	SOUNDGARDEN Pretty Noose (A&M)	222	269	320	324	20/0
DEBUT	—	—	44	DOYLE BRAMHALL II The Reason I Live (Geffen)	220	140	33	—	26/2
DEBUT	—	—	45	GATHERING FIELD Lost In America (Atlantic)	217	206	169	118	21/1
25	36	35	46	SPONGE Wax Ecstatic (To Sell Angelina) (Columbia)	206	305	330	454	18/0
DEBUT	—	—	47	311 Down (Capricorn/Mercury)	195	203	165	155	19/0
DEBUT	—	—	48	WHITE ZOMBIE I'm Your Boogie Man (Hollywood/Geffen)	193	184	135	90	28/3
22	32	41	49	NEIL YOUNG & CRAZY HORSE Big Time (Reprise)	193	268	356	517	19/0
DEBUT	—	—	50	REFRESHMENTS Down Together (Mercury)	192	187	156	107	24/3

This chart reflects airplay from September 2-8. Songs ranked by total plays. Highlighted songs indicate Breaker. 85 Rock reporters. 81 current playlists. Songs below No. 25 are moved to recurrent after 26 weeks. © 1996, R&R Inc.

NEW & ACTIVE

BLACK CROWES Blackberry (American/Reprise)
Total Plays: 185, Total Stations: 38, Adds: 27
NEUROTIC OUTSIDERS Jerk (Maverick/WB)
Total Plays: 178, Total Stations: 23, Adds: 1
HOT WATER Same Day Twice (Sire/EEG)
Total Plays: 172, Total Stations: 22, Adds: 4
JEWEL Who Will Save Your Soul (Atlantic)
Total Plays: 171, Total Stations: 10, Adds: 1
FILTER Jurassitol (Hollywood)
Total Plays: 159, Total Stations: 21, Adds: 0
WHY STORE Father (Way Cool Music/MCA)
Total Plays: 158, Total Stations: 21, Adds: 8

SOCIAL DISTORTION I Was Wrong (550 Music)
Total Plays: 149, Total Stations: 21, Adds: 4
SMASHING PUMPKINS Muzzle (Virgin)
Total Plays: 144, Total Stations: 15, Adds: 6
NADA SURF Popular (Elektra/EEG)
Total Plays: 106, Total Stations: 9, Adds: 0
PEARL JAM Smile (Epic)
Total Plays: 99, Total Stations: 16, Adds: 0

Songs ranked by total plays.

BREAKERS®

CHALK FARM
Lie On Lie (Columbia)

TOTAL PLAYS/INCREASE	TOTAL STATIONS/ADDS	CHART
556/118	57/10	21

STORYVILLE

TOTAL PLAYS/INCREASE	TOTAL STATIONS/ADDS	CHART
506/95	37/1	24

MOST ADDED®

ARTIST TITLE LABEL(S)	ADDS
BLACK CROWES Blackberry (American/Reprise)	27
METALLICA Hero Of The Day (Elektra/EEG)	20
TOOL Stinkfist (Zoo)	20
R.E.M. Bittersweet Me (Warner Bros.)	17
PHISH Free (Elektra/EEG)	11
ZZ TOP What's Up With That (RCA)	11
CHALK FARM Lie On Lie (Columbia)	10
RUSH Half The World (Atlantic)	9
JOHN MELLENCAMP Just Another Day (Mercury)	8
PEARL JAM Red Mosquito (Epic)	8
R.E.M. The Wake-Up Bomb (Warner Bros.)	8
WHY STORE Father (Way Cool Music/MCA)	8

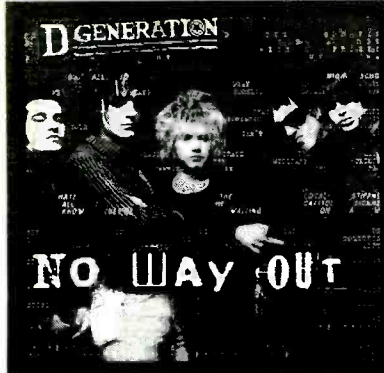
MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
ZZ TOP What's Up With That (RCA)	+718
METALLICA Hero Of The Day (Elektra/EEG)	+185
RUSH Test For Echo (Atlantic)	+133
CHALK FARM Lie On Lie (Columbia)	+118
PEARL JAM Hail, Hail (Epic)	+103
SOCIAL DISTORTION I Was Wrong (550 Music)	+95
STORYVILLE Good Day For The Blues (Code Blue/Atlantic)	+95
BLACK CROWES Blackberry (American/Reprise)	+87
PEARL JAM Red Mosquito (Epic)	+84
DOYLE BRAMHALL II The Reason I Live (Geffen)	+80

HOTTEST RECURRENTS

ARTIST TITLE LABEL(S)
EVERCLEAR Santa Monica (Watch The World Die) (Capitol)
SPACEHOG In The Meantime (HiFi/Sire/EEG)
BUSH Machinehead (Trauma/Interscope)
COLLECTIVE SOUL Where The River Flows (Atlantic)
OASIS Champagne Supernova (Epic)
GOO GOO DOLLS Long Way Down (Metal Blade/WB)
HOOTIE & THE BLOWFISH Tucker's Town (Atlantic)
DAVE MATTHEWS BAND Too Much (RCA)
NIXONS Sister (MCA)
VAN HALEN Humans Being (Warner Sunset/WB)

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



D GENERATION
"NO WAY OUT"

COLUMBIA ON YOUR DESK NOW!

Sept. 6	Lawrence, KS	The Bottleneck
Sept. 7	St. Louis, MO	Mississippi Nights
Sept. 8	Milwaukee, WI	Rave
Sept. 9	Louisville, KY	tba
Sept. 10	Cincinnati, OH	Bogart's
Sept. 12	Memphis, TN	Omni New Daisy
Sept. 13	Nashville, TN	Exit In
Sept. 14	Springfield, MO	Regency Showcase
Sept. 16	Austin, TX	Liberty Lunch
Sept. 17	San Antonio, TX	White Rabbit
Sept. 18	Baton Rouge, LA	Varsity Theatre
Sept. 20	Fl. Lauderdale, FL	The Edge
Sept. 21	Orlando, FL	Embassy
Sept. 22	St. Petersburg, FL	Jannus Landing

ROCK PLAYLISTS

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

102.7 FM WJNEW MARKET #1
WJNEW/New York (212) 489-1027 Young/Winslow

PLAYS

SW	LW	TW	ARTIST/TITLE
28	26	28	BLACK CROWES/Good Friday
17	26	28	JOHN MELLENCAMP/Key West...
25	26	28	TOM PETTY & HB/Walls
28	27	27	RUSH/Test For Echo
27	29	27	PEARL JAM/Who You Are
27	26	19	WALLFLOWERS/6th Avenue Heartache
7	9	15	BLACK CROWES/Blackberry
16	12	14	ALICE IN CHAINS/Over Now
10	15	11	TRAGICALLY HIP/Gift Shop
16	11	14	KENNY WAYNE SHEPHERD/Aberdeen
5	14	14	LEAH ANDREONE/It's Alright...
26	18	12	DAVE MATTHEWS BAND/So Much To Say
9	16	12	SHERYL CROW/It Makes You...
17	16	11	STORYVILLE/Good Day For...
17	16	11	PATTI SMITH/One Again
14	9	12	SCREAMING TREES/All I Know
16	11	12	HAZIES/Skin & Bones
27	14	12	R.E.M./Bow The Letter
10	11	6	TONIC/Open Up Your Eyes
15	9	11	HANK WYLD/Between Heaven...
4	4	11	ZUKK/Who You Are
6	9	11	TOM PETTY & HB/Change The Locks
12	10	10	MELISSA ETHERIDGE/Nowhere To Go
4	10	6	KRISTEN BARRY/Created
6	4	10	CHALK FARM/Lie On Lie
10	11	8	BRAM STETZER ORCH/Rumble In Brighton
9	6	9	I MOTHER EARTH/One More Astronaut
10	12	8	SCORPIONS/You're My Best Friend
3	6	5	SCARLETT JOHNSON/Pavilion
4	3	5	PEARL JAM/Hall, Hall

106rock MARKET #12
WKLS/Atlanta (404) 325-0960 Hughes/Kepple

PLAYS

SW	LW	TW	ARTIST/TITLE
21	21	33	ALICE IN CHAINS/Again
31	35	34	STONE TEMPLE PILOTS/Trippin' On A Hole...
33	30	36	SOUNDGARDEN/Burden In My Hand
34	33	36	METALLICA/Until It Sleeps
17	19	21	TONIC/Open Up Your Eyes
13	17	22	SCREAMING TREES/All I Know
4	14	19	SMASHING PUMPKINS/Tonight, Tonight
9	11	16	HUNGER/Vanishing Cream
8	11	15	METALLICA/King Nothing
13	8	11	RUSH/Test For Echo
11	9	8	ALICE IN CHAINS/Over Now
14	9	10	R.E.M./Bow The Letter
8	6	10	EXPANDING MAN/Download (I Will)
6	6	10	PEARL JAM/Hall, Hall
7	6	9	SPONGE/Wax Ecstatic (To...)
5	10	7	STABBING WESTWARD/Shame
8	4	8	SEVEN MARY THREE/My My
4	9	6	SEVEN MARY THREE/Devil Boy
8	8	8	BLACK CROWES/Blackberry
8	8	7	METALLICA/Hero Of The Day
8	8	7	BUTTHOLE SURFERS/Pepper
6	8	8	PEARL JAM/Red Mosquito
7	4	5	PETER WOLF/Romeo Is Dead
5	2	8	BETTER THAN EZRA/King Of New Orleans
5	2	8	TONIC/Open Up Your Eyes

WBAB MARKET #14
WBAB/Long Island (516) 587-1023 Levine

PLAYS

SW	LW	TW	ARTIST/TITLE
23	23	27	TOM PETTY & HB/Walls
19	22	25	ERIC CLAPTON/Change The World
23	25	24	DISHWALLA/Counting Blue Cars
24	24	23	JOHN MELLENCAMP/Key West...
19	22	23	WALLFLOWERS/6th Avenue Heartache
16	20	20	ZZ TOP/What's Up With That
13	17	17	BLUES TRAVELER/But Anyway
7	15	17	KENNY WAYNE SHEPHERD/Born With A Broken...
18	17	17	RUSH/Test For Echo
12	13	16	ALANIS MORISSETTE/Head Over Feet
16	18	13	WHY STORE/Lack Of Water
15	19	15	BLACK CROWES/Good Friday
19	15	16	NEIL YOUNG...Big Time
17	14	15	STORYVILLE/Good Day For...
8	14	14	HOOTIE & BLOWFISH/Tucker's Town
12	16	14	R.E.M./Bow The Letter
11	13	13	NATALIE MERCHANT/Jealousy
9	13	13	PEARL JAM/Mankind
10	13	11	ALANIS MORISSETTE/You Learn
14	15	11	METALLICA/Until It Sleeps
7	8	8	CHALK FARM/Lie On Lie
5	11	8	MELISSA ETHERIDGE/Nowhere To Go
5	12	8	PETER WOLF/Romeo Is Dead
6	10	8	TOM PETTY & HB/Climb That Hill
5	8	8	TOM PETTY & HB/Hope You Were
5	8	8	JOHN MELLENCAMP/Just Another Day
5	8	8	RUSH/Behind Sweet Me
5	8	8	RUSH/Who's Your Favorite
5	8	8	RUSH/Who's Your Favorite
5	8	8	RUSH/Who's Your Favorite
5	8	8	RUSH/Who's Your Favorite
5	8	8	JOHN MELLENCAMP/Life Is Hard

WRCN MARKET #14
WRCN/Long Island (516) 423-6740 Tortora

PLAYS

SW	LW	TW	ARTIST/TITLE
29	28	30	TOM PETTY & HB/Walls
29	29	30	SOUNDGARDEN/Burden In My Hand
18	21	30	PEARL JAM/Who You Are
26	29	30	ALICE IN CHAINS/Over Now
4	21	26	RUSH/Test For Echo
19	18	18	TONIC/Open Up Your Eyes
22	10	14	BLACK CROWES/Good Friday
22	10	14	STORYVILLE/Good Day For...
21	18	17	ZZ TOP/What's Up With That
21	18	17	BETTER THAN EZRA/King Of New Orleans
17	12	16	DAVE MATTHEWS BAND/So Much To Say
19	11	12	BLUES TRAVELER/But Anyway
16	16	16	HOT WATERS/Same Day Twice
20	16	16	ERIC JOHNSON/Pavilion
16	16	16	CHALK FARM/Lie On Lie
18	17	15	EXPANDING MAN/Download (I Will)
19	17	15	SCREAMING TREES/All I Know
15	15	15	DEEP PURPLE/Vavoom: Ted...
20	16	15	JOHN MELLENCAMP/Key West...
15	14	14	PEARL JAM/Hall, Hall
15	14	14	R.E.M./Bow The Letter
12	10	11	SPACEHOG/Space Is The Place
10	11	11	I MOTHER EARTH/One More Astronaut
10	11	11	METALLICA/Ain't My Bitch
10	11	11	BADLEES/Gwendolyn (Once...)
10	11	11	SEMI-SEMICOM/Run
19	19	15	SMASHING PUMPKINS/Tonight, Tonight
14	13	14	PRESIDENTS/Excite (To...)
20	17	13	WALLFLOWERS/6th Avenue Heartache
11	10	11	SUGARSP/Like Shine

WDVE MARKET #19
WDVE/Pittsburgh (412) 937-1441 Romano/Winter

PLAYS

SW	LW	TW	ARTIST/TITLE
8	13	21	CHALK FARM/Lie On Lie
27	22	23	DISHWALLA/Counting Blue Cars
22	24	23	WHY STORE/Lack Of Water
21	17	23	ZAKK WYLD/Between Heaven...
13	20	7	GOO GOO DOLLS/Flat Top
23	22	23	WALLFLOWERS/6th Avenue Heartache
22	23	21	KENNY WAYNE SHEPHERD/Born With A Broken...
22	17	20	JARS OF CLAY/Flood
21	20	19	BLACK CROWES/Good Friday
20	21	23	CLARKS/Caroline
17	18	19	GOO GOO DOLLS/Long Way Down
19	17	19	TOM PETTY & HB/Climb That Hill
20	17	17	TOM PETTY & HB/Walls
13	14	16	NIXONS/Sister
16	11	11	DAVE MATTHEWS BAND/So Much To Say
11	11	11	STORYVILLE/Good Day For...
11	11	11	RUSH/Test For Echo
13	11	9	JOHN MELLENCAMP/Key West...
11	7	9	ALICE IN CHAINS/Over Now
11	12	7	ZZ TOP/What's Up With That
11	12	7	GATHERING FIELDS/Rapulsion In Blue
7	7	7	ERIC JOHNSON/Pavilion
6	5	7	METALLICA/Until It Sleeps
6	5	7	JOHN MELLENCAMP/Life Is Hard
23	19	6	REFRESHMENTS/Banditos
6	6	6	COLLECTIVE SOUL/The World I Know
5	6	6	BADLEES/Sister
6	6	6	BONEPON/Where The Wires...
6	6	6	BADLEES/Angelina Is...

KDKB MARKET #20
KDKB/Phoenix (602) 897-9300 Maranville/Peterson

PLAYS

SW	LW	TW	ARTIST/TITLE
32	32	31	JOHN MELLENCAMP/Key West...
8	33	33	RUSH/Test For Echo
22	26	33	TOM PETTY & HB/Walls
32	34	32	BLACK CROWES/Good Friday
25	25	32	STORYVILLE/Good Day For...
12	25	26	BADLEES/Angels Of Mercy
27	27	27	ZZ TOP/What's Up With That
8	27	27	PETER GABRIEL/I Have The Touch
8	25	27	SHERYL CROW/It Makes You...
27	26	26	BETTER THAN EZRA/King Of New Orleans
1	21	26	TONIC/Open Up Your Eyes
31	33	28	WALLFLOWERS/6th Avenue Heartache
7	20	17	PRIMITIVE RADIO GODS/Standing Outside...
7	7	10	DISHWALLA/Counting Blue Cars
7	7	7	EVERCLEAR/Santa Monica...
7	7	7	ALANIS MORISSETTE/You Learn
24	33	12	DAVE MATTHEWS BAND/Too Much
5	7	8	JEWEL/Who Will Save...
5	7	8	STING/If Hung My Head
8	6	7	JOAN OSBORNE/One Of Us
7	6	7	REFRESHMENTS/Down Together
7	6	7	COLLECTIVE SOUL/The World I Know
7	6	7	DOG'S EYE VIEW/Everything Falls...
1	8	7	GOO GOO DOLLS/Long Way Down
32	28	7	HAZIES/Skin & Bones
6	6	6	DEEP PURPLE/Vavoom: Ted...
6	6	6	CHALK FARM/Lie On Lie
6	6	6	ERIC JOHNSON/Pavilion
7	6	6	J.J. CALE/Guitar Man

WEBN MARKET #25
WEBN/Cincinnati (513) 621-9326 Hardin/Reinhart

PLAYS

SW	LW	TW	ARTIST/TITLE
17	19	19	SOUNDGARDEN/Pretty Noose
24	23	23	HUNGER/Vanishing Cream
4	23	23	RUSH/Test For Echo
19	14	14	ALICE IN CHAINS/Over Now
24	22	24	ALICE IN CHAINS/Again
22	24	25	REFRESHMENTS/Banditos
23	20	24	METALLICA/Until It Sleeps
9	8	24	BUSH/Testosterone
4	20	20	TONIC/Open Up Your Eyes
23	10	23	PEARL JAM/Hall, Hall
3	13	22	PEARL JAM/Red Mosquito
24	22	22	SCREAMING TREES/All I Know
23	14	21	METALLICA/King Nothing
24	23	20	SPONGE/Wax Ecstatic (To...)
5	5	17	METALLICA/Ain't My Bitch
14	20	18	STONE TEMPLE PILOTS/Trippin' On A Hole...
27	27	14	SOUNDGARDEN/Blow Up...
19	14	14	SEVEN MARY THREE/Devil Boy
15	15	14	SEVEN MARY THREE/My My
38	36	36	SOUNDGARDEN/Burden In My Hand
15	17	12	PEARL JAM/Who You Are
7	8	11	SOCIAL DISTORTION/1 Was Wrong
7	8	10	EXPANDING MAN/Download (I Will)
8	8	8	DAVE MATTHEWS BAND/So Much To Say
9	10	8	I MOTHER EARTH/One More Astronaut
12	7	8	BLACK CROWES/Good Friday
8	8	8	STABBING WESTWARD/Shame
5	6	6	VERVE PIPE/Cup Of Tea
5	6	6	NEUROTIC OUTSIDERS/Jerk

KCAL MARKET #27
KCAL/Riverside (909) 793-3554 Shaw/Matthews

PLAYS

SW	LW	TW	ARTIST/TITLE
8	10	10	ALICE IN CHAINS/Again
10	11	11	SOUNDGARDEN/Burden In My Hand
23	24	20	STONE TEMPLE PILOTS/Trippin' On A Hole...
12	12	19	GARY HOEY/Who's Your Favorite
21	18	19	METALLICA/Until It Sleeps
13	10	18	GREAT WHITE/My World
12	12	14	RUSH/Test For Echo
21	23	23	SOCIAL DISTORTION/1 Was Wrong
20	24	13	AC/DC/Boogie Man
17	13	12	TOM PETTY & HB/Walls
21	21	12	SCORPIONS/Wed Child
7	10	11	WALLFLOWERS/6th Avenue Heartache
13	10	11	SEVEN MARY THREE/My My
9	11	11	BUSH/Machinehead
9	10	10	PEARL JAM/Hall, Hall
8	13	10	SPACEHOG/In The Meantime
8	13	10	EVERCLEAR/Santa Monica...
8	9	10	DISHWALLA/Counting Blue Cars
8	9	10	JOHN MELLENCAMP/Key West...
8	10	9	BETTER THAN EZRA/King Of New Orleans
9	8	9	TONIC/Open Up Your Eyes
5	8	9	CHALK FARM/Lie On Lie
5	8	9	SEVEN MARY THREE/Water's Edge
6	6	9	SOUNDGARDEN/Pretty Noose
6	6	9	GOO GOO DOLLS/Long Way Down
6	6	9	KENNY WAYNE SHEPHERD/Born With A Broken...
3	7	8	FOO FIGHTERS/Big Me
3	7	8	DAVE MATTHEWS BAND/So Much To Say
14	5	7	PEARL JAM/Who You Are

94 WJY MARKET #31
WJY/Providence (401) 438-6110 Weston/Schifino

PLAYS

SW	LW	TW	ARTIST/TITLE
12	28	30	PRIMITIVE RADIO GODS/Standing Outside...
26	30	31	METALLICA/Until It Sleeps
21	25	28	STONE TEMPLE PILOTS/Trippin' On A Hole...
11	27	28	DAVE MATTHEWS BAND/So Much To Say
25	26	26	TOM PETTY & HB/Walls
26	26	26	OASIS/Champagne Supernova
26	19	21	JEWEL/Who Will Save...
10	17	16	MELISSA ETHERIDGE/I Want To Come Over
13	17	19	EVERCLEAR/Santa Monica...
15	17	18	GOO GOO DOLLS/Name
14	18	17	DOG'S EYE VIEW/Everything Falls...
13	16	14	WALLFLOWERS/6th Avenue Heartache
9	17	16	COLLECTIVE SOUL/The World I Know
9	16	15	JOHN MELLENCAMP/Key West...
9	15	14	BRAM STETZER ORCH/Rumble In Brighton
6	8	11	SPACEHOG/In The Meantime
6	8	11	GARBAGE/Stupid Girl
9	16	13	SOUNDGARDEN/Burden In My Hand
7	11	14	DISHWALLA/Counting Blue Cars
15	15	14	RUSH/Behind Sweet Me
15	15	14	BUSH/Who's Your Favorite
7	7	13	BETTER THAN EZRA/King Of New Orleans
15	17	16	ALICE IN CHAINS/Over Now
5	12	15	RUSH/Test For Echo
9	13	12	STONE TEMPLE PILOTS/Interstate Love Song
5	12	12	COLLECTIVE SOUL/December
14	9	11	R.E.M./Bow The Letter
5	7	8	SCREAMING TREES/All I Know
5	10	8	PETER WOLF/Romeo Is Dead
5	10	8	STONE TEMPLE PILOTS/Vaseline

107 WCCC MARKET #41
WCCC/Hartford (860) 233-4426 Karoly/Lich

PLAYS

SW	LW	TW	ARTIST/TITLE
3	37	39	RUSH/Test For Echo
42	46	44	TOM PETTY & HB/Walls
41	47	44	BLACK CROWES/Good Friday
20	46	45	PEARL JAM/Who You Are
20	46	45	JOHN MELLENCAMP/Key West...
5	24	22	WHY STORE/Lack Of Water
41	46	44	WALLFLOWERS/6th Avenue Heartache
22	22	20	SHERYL CROW/It Makes You...
6	26	26	R.E.M./Bow The Letter
16	14	22	TONIC/Open Up Your Eyes
7	24	26	NEIL YOUNG...Big Time
42	26	26	METALLICA/Until It Sleeps
8	9	8	BETTER THAN EZRA/King Of New Orleans
20	26	26	CHALK FARM/Lie On Lie
5	10	16	STORYVILLE/Good Day For...
42	26	18	STONE TEMPLE PILOTS/Trippin' On A Hole...
7	8	14	SOUNDGARDEN/Burden In My Hand
7	11	14	SCREAMING TREES/All I Know
20	26	19	WHY STORE/Lack Of Water
6	8	11	BADLEES/Gwendolyn (Once...)
6	8	11	PRIMITIVE RADIO GODS/Standing Outside...
7	7	10	DEEP PURPLE/Vavoom: Ted...
8	10	10	SEVEN MARY THREE/My My
6	6	7	NEUROTIC OUTSIDERS/Jerk
6	10	8	EXPANDING MAN/Download (I Will)
6	6	7	STABBING WESTWARD/Shame
8	10	19	COREY STEVENS/Blue Drops Of Rain
8	10	19	GARBAGE/Stupid Girl

105.9 HCN MARKET #41
WHCN/Hartford (860) 247-1060 Griffin/Brooks

PLAYS

SW	LW	TW	ARTIST/TITLE
29	31	17	PEARL JAM/Who You Are
29	21		



SKY DANIELS

Selling Alternative To The Buyers

□ How the format is perceived by ad agencies and the like

A long time ago I learned a universal truth in radio — it doesn't matter if you're good, it matters if people are buying. Sure, it counts for something if there is a perceived *quality* to your station's programming effort, but the reality is cost per point too often remains the true arbiter of success.

Alternative radio can have a real advantage if it exercises it. A healthy number of media buyers and ad agency reps recognize the intrinsic value of this format's position. They sense that the format has a hip cache among 18-34s. They also see growth in both number of stations and "numbers" of stations.

Yet when is the last time the Alternative PD ventured into the advertising community with the sales manager and "sold" the buyers? Remember, these are people who interpret ratings successes and recommend to advertisers that they spend money on your station. The buyers can hold the key to the vault. Wanna know what they think of the format?



The format benefits from a certain cultural acceptance by reps themselves. They listen to it, so they tend to favor it in buys.
—Ross Curry

Positive Perception Pays Off

Ross Curry, Media Buyer for Chicago-based **Bozell Media**,



Ross Curry

thinks highly of the format and its potential. He qualifies his sentiment based on Alternative's Windy City history. "You have to remember that **WXRT** has done a lot for the conditional acceptance of Alternative in this market. With their Adult Alternative approach, they paved the way for **WKQX [Q101]** to be properly perceived and understood. Chicago advertisers have always had a high acceptance of rock-based formats, dating back to the early days of 'the Loop' [**WLUP-AM**]. **Q101** is developing an excellent reputation in this market. Buyers perceive them to have a flashy, young, upbeat listenership. One of the advantages that Alternative has over other low-end targeted formats is its fashionability. In advertisers' minds, AOR seemed to be too often connected to motorcycles and black T-shirts. As a format, Alternative has moved in with immediacy in the buyer's consciousness."



Does Curry believe the work is done and the format has captured the full acceptance of the advertising community? "Not by a long shot. In a lot of ways, it hasn't reached its potential. The format benefits from a certain cultural acceptance by reps themselves. They listen to it, so they tend to favor it in buys. Part of the format's appeal is its diversity. You can hear the **Cranberries** or **Alanis Morissette**, which will appeal to adults, and you can hear **Marilyn Manson**. The format has to watch how far it goes to appeal to teens, though. That will always send mixed signals to buyers."

Grey Advertising Broadcast Supervisor Christie Benitez believes agencies are taking notice of the Alternative format. "For the last couple of years, Alternative has supplanted Country as the hottest format in agencies' minds. We have to be careful utilizing the term 'Alternative' though. As big as the format is getting, that term can constitute 'fringe' to the buyer.

"I recognize the power of this format just by seeing how the rest of radio is reacting to it. You only have to look at the fragmentation that's taking place inside the format to see its strength. You've got **"Star"** [**KYSR/L.A.** and **KFMB-FM/San Diego**] and **"Alice"** [**KALC/Denver**] evolving out of the format on the upper-end, and every format is utilizing its music. As the format matures, the notion that it's a quasi-college format is fading."

The "quasi-college" perception of Alternative radio could suggest a stigma that still exists in reticent buyers' minds. Says Benitez, "Alternative has to do a lot more to fully convince buyers of its broad potential. Right now, this remains a quantitative success — not a qualitative one. The format is reaching a lot of the core 18-34 demo. They've gone from the middle of the pack to top 5 status [in that demo] in most markets."

"Now is the time for programmers to represent both their station and the format. Get out on sales calls, articulate the station's position, show buyers that you are professional and aware. Alternative can't rely on qualitative as AC or Adult Alternative can. This is one reason why the 'Alternative ACs' pose a real threat to the format. The ACs' index so high in the qualitative with buyers that if they start to improve their product, they might steal from Alternative's growth potential. Rock is also starting to react strongly... everyone is taking the strength of Alternative — it's the music. It's up to programmers to make it about more than just the music."

Does Benitez think programmers are representing the format to advertisers well? "No. Now it's only the



Alternative has to do a lot more to fully convince buyers of its broad potential. Right now, this remains a quantitative success — not a qualitative one.

—Christie Benitez



sales managers spreading the vision. Sales managers do a good job supplying buyers with airchecks, sales literature, and the like. When [**KLLC (Alice@97.3)**] went on in San Francisco, I received tapes from their sales manager and every other salesperson [in town] as well. The competition went out of its way to try to describe the station in a competitive fashion. If I was a PD, I wouldn't want my competitor's sales manager describing my efforts."

Format's 'Real Buzz'

Media, Period owner **Harvey Rabinowitz** recognizes the daunting task for Alternative programmers when it comes to relating to the advertising community. "Agency media buyers are still asking, 'Where are the demos?' It's very much cost-per-point and reach/frequency to them. Alternative is catching their attention, though. There is a real buzz on the format. One of its potential



Agencies are still steeped in tradition. Do what your predecessors have done and forge relationships with the advertising community. Show them that you're a pro.
—Harvey Rabinowitz



strengths, if it plays its cards right, is it can improve on the potential of CHR. The format falls into a lot of advertising targets now, largely because it's not musically limited and can appeal to a wider range of listeners. Its ironic conflict is that it wasn't designed for, nor should it try to sell itself to, the masses. That defeats its 'hip' cache, its cutting-edge position. That puts a lot of pressure on PDs to enhance the product. They have to appease the discerning audience and still make it palatable for sales.

"As more stations generate numbers, owner inclination will be to expect even bigger numbers. That killed AOR. This format shouldn't strive to be a mass outlet. If numbers become too much of an issue, then this format will have problems. This format is always under-represented when it comes to the book, anyway."

Rabinowitz believes that programmers can assist their sales brethren by improving communication with agencies and buyers. "There are questions whether the

format can hold up under the pressure of market competition turning on it. PDs can go out and demonstrate their personal confidence. Show advertisers that you are in control and you have a plan. Don't let sheer numbers become the only thing advertisers relate to. Alternative doesn't get numbers that match the credit the listenership affords it. There is intense loyalty among the format's listeners. Get out there and show that."

Rabinowitz believes advertisers simply need to know the bottom line on the format. He proclaims, "Alternative is still a really affordable buy now. The general retail market hasn't yet recognized how much they can get for their money in this format. They can own this format at a still-affordable price. Culturally, they aren't aligned with the format. Agencies are still steeped in tradition. They still tend to fall back on known approaches. Do what your predecessors have done and forge relationships with the advertising community. Show them that you're a pro."

Doing Double Duty

One of the problems facing Alternative is the relative inexperience of its programmers. Many are simply young and haven't learned to relate to the sales community yet. Youthful tenderfoots, however, aren't a station's worst sin. A bigger problem is the conflict that arises from having veteran programmers eschew their responsibility to integrate into the advertising and sales realm.

Many of these programmers put style before substance, believing that their "image" would be sullied if they cater to sales efforts. When these programmers learn that their owners can't cash in credibility at the bank, and start to want to truly win — at all levels — then the format can take a dominant position. This doesn't mean that you sell out your dedication to the music or the principles of the format. It means that you're capable of doing double duty — staying true to the music while venturing into the business sector spreading the gospel from time to time.

NAB Almost Here!

At this year's NAB Alternative panel, in which I will serve as moderator, format leaders such as **KROQ/L.A.'s Trip Reeb**, **WKQX/Chicago's Bill Gamble**, **KDGE/Dallas's Joel Folger**, and **Jacobs Media's Tom Calderone**, and others will represent those executives who balance the importance of the art with the demands of business.

TONIC

"OPEN UP YOUR EYES"

KPNT #2 CALLOUT!

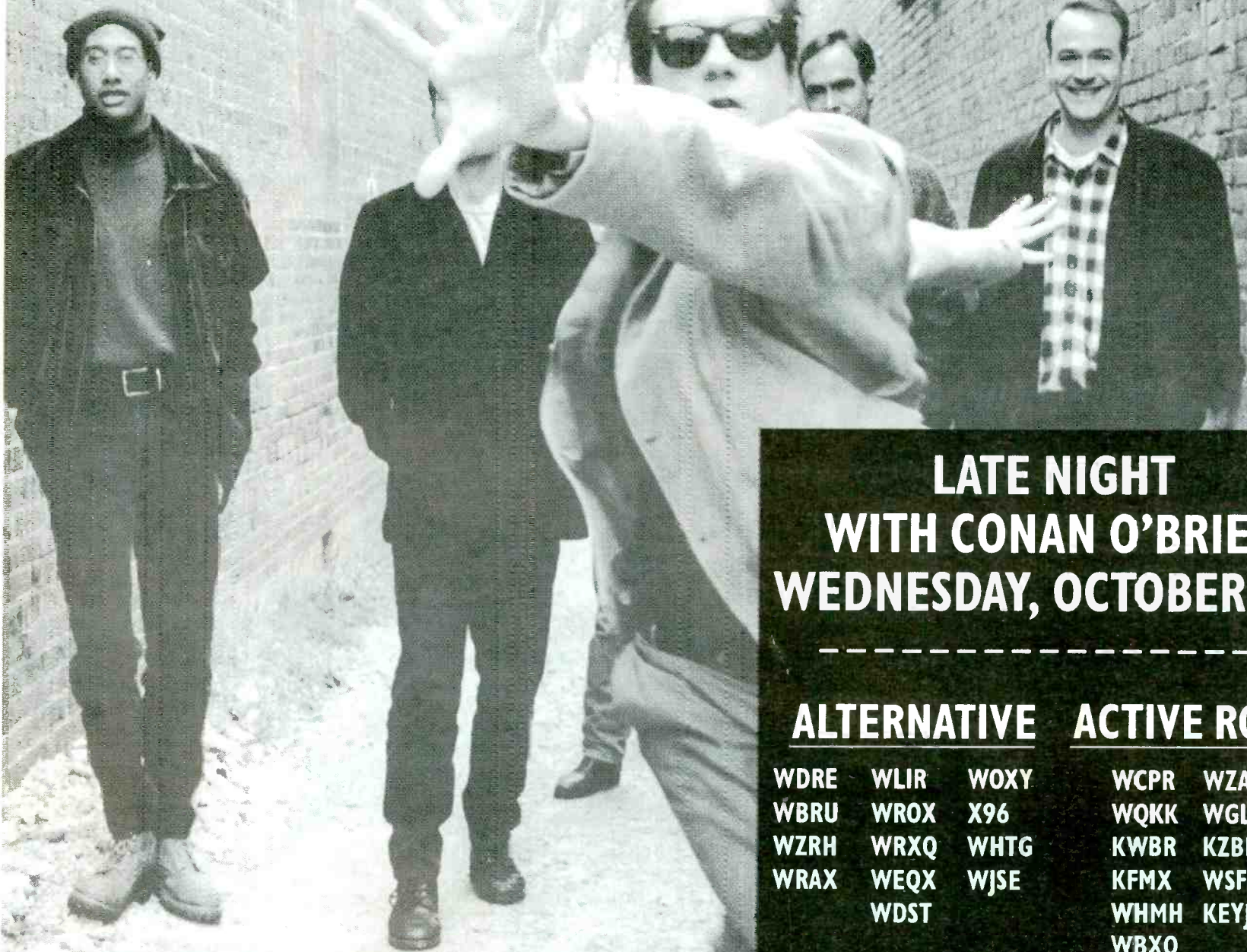
30 Alt's including:

WMMS 42x/#1 KEGE 36x KISF 22x
WENZ 24x WGRD 23x WRZX 14x
KTbz KWOD WMAD WLUM

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ALTERNATIVE

WDRE WLIR WOXY
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WZRH WRXQ WHTG
WRAX WEQX WJSE
WDST

ACTIVE ROCK

WCPR WZAT
WQKK WGLF
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**A MOST ADDED THIS WEEK
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TIM ANCTIL AND RON STONE FOR
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ALTERNATIVE TOP 50

SEPTEMBER 13, 1996

3W	2W	LW	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS				TOTAL STATIONS/ADDS
					TW	LW	2W	3W	
7	2	2	1	311 Down (<i>Capricorn/Mercury</i>)	2572	2432	2409	2250	85/1
6	3	3	2	SOUNDGARDEN Burden In My Hand (<i>A&M</i>)	2437	2362	2353	2289	78/1
17	4	1	3	R.E.M. E-Bow The Letter (<i>Warner Bros.</i>)	2430	2458	2277	1496	88/0
1	1	4	4	PEARL JAM Who You Are (<i>Epic</i>)	2131	2320	2497	2570	76/0
13	10	6	5	EELS Novocaine For The Soul (<i>DreamWorks/Geffen</i>)	2115	1963	1825	1610	87/1
9	9	5	6	BETTER THAN EZRA King Of New Orleans (<i>Swell/Elektra/EEG</i>)	2051	1992	1967	1852	85/1
12	12	11	7	POE Angry Johnny (<i>Modern/Atlantic</i>)	1771	1688	1694	1633	73/0
34	28	19	8	SUBLIME What I Got (<i>Gasoline Alley/MCA</i>)	1669	1297	1133	921	73/5
19	13	13	9	WALLFLOWERS 6th Avenue Heartache (<i>Interscope</i>)	1667	1562	1579	1458	76/2
31	22	15	10	SHERYL CROW If It Makes You Happy (<i>A&M</i>)	1584	1399	1281	965	69/3
21	14	14	11	REPUBLICA Ready To Go (<i>RCA</i>)	1572	1520	1553	1427	78/2
—	—	24	12	SOCIAL DISTORTION I Was Wrong (<i>550 Music</i>)	1570	1198	339	12	84/5
4	6	7	13	BECK Where It's At (<i>DGC/Geffen</i>)	1556	1859	2078	2323	66/0
3	8	10	14	BUTTHOLE SURFERS Pepper (<i>Capitol</i>)	1496	1743	1968	2336	63/0
5	5	8	15	GARBAGE Stupid Girl (<i>Almo Sounds/Geffen</i>)	1473	1805	2092	2307	55/0
8	11	12	16	STONE TEMPLE PILOTS Trippin' On A Hole In... (<i>Atlantic</i>)	1450	1666	1778	2045	57/0
2	7	9	17	PRIMITIVE RADIO GODS Standing Outside... (<i>Ergo/Columbia</i>)	1414	1779	2044	2463	65/0
23	18	16	18	TRACY BONHAM The One (<i>Island</i>)	1382	1390	1364	1234	71/2
27	26	21	19	STABBING WESTWARD Shame (<i>Columbia</i>)	1331	1226	1224	1070	70/0
24	20	17	20	ALICE IN CHAINS Over Now (<i>Columbia</i>)	1261	1382	1333	1208	55/0
20	21	22	21	DAVE MATTHEWS BAND So Much To Say (<i>RCA</i>)	1246	1223	1306	1446	57/0
40	29	26	22	SEBADOH Ocean (<i>Sub Pop</i>)	1210	1052	968	684	68/2
18	16	18	23	BLUES TRAVELER But Anyway (<i>A&M</i>)	1162	1306	1450	1460	52/0
10	17	23	24	NO DOUBT Spiderwebs (<i>Trauma/Interscope</i>)	1153	1202	1422	1741	48/0
37	31	27	25	GEGGY TAH Whoever You Are (<i>Luaka Bop/WB</i>)	1116	1038	909	762	60/4
BREAKER			26	SMASHING PUMPKINS Muzzle (<i>Virgin</i>)	1044	793	644	491	57/10
38	34	30	27	FUN LOVIN' CRIMINALS Scooby Snacks (<i>EMI</i>)	986	941	864	746	57/5
25	27	25	28	REACHAROUND Big Chair (<i>Trauma/Interscope</i>)	945	1101	1184	1164	57/0
11	15	20	29	NADA SURF Popular (<i>Elektra/EEG</i>)	908	1293	1504	1712	48/0
35	35	34	30	SOUL COUGHING Soundtrack To Mary (<i>Slash/WB</i>)	891	871	853	813	48/0
15	19	29	31	CRANBERRIES Free To Decide (<i>Island</i>)	808	974	1354	1564	43/1
DEBUT			32	WEEZER El Scorcho (<i>DGC/Geffen</i>)	771	201	—	—	61/24
43	43	40	33	LOCAL H Bound For The Floor (<i>Island</i>)	763	656	628	604	50/1
28	30	33	34	HOLE Gold Dust Woman (<i>Hollywood</i>)	736	873	953	1054	44/1
45	41	36	35	REFRESHMENTS Down Together (<i>Mercury</i>)	728	750	677	557	45/3
14	23	31	36	SMASHING PUMPKINS Tonight, Tonight (<i>Virgin</i>)	714	899	1275	1599	43/0
16	25	28	37	SCREAMING TREES All I Know (<i>Epic</i>)	695	998	1229	1509	36/0
22	24	32	38	SUPERDRAG Sucked Out (<i>Elektra/EEG</i>)	663	874	1236	1372	36/0
41	39	39	39	SEMISONIC If I Run (<i>MCA</i>)	653	683	726	679	37/0
—	47	44	40	FILTER Jurassitol (<i>Hollywood</i>)	649	607	553	488	59/0
36	37	38	41	ASH Goldfinger (<i>Reprise</i>)	616	707	787	775	38/2
—	—	50	42	BECK Devils Haircut (<i>DGC/Geffen</i>)	614	452	321	246	38/7
DEBUT			43	PEARL JAM Hail, Hail (<i>Epic</i>)	581	432	309	57	40/9
26	33	37	44	OASIS Don't Look Back In Anger (<i>Epic</i>)	565	727	873	1125	27/0
47	48	46	45	GOLDFINGER Mable (<i>Mojo/Universal</i>)	557	537	527	532	43/5
—	—	49	46	CAKE The Distance (<i>Capricorn/Mercury</i>)	545	473	408	334	36/8
44	44	42	47	EVERCLEAR You Make Me Feel Like A Whore (<i>Capitol</i>)	537	620	596	561	39/0
DEBUT			48	ALANIS MORISSETTE Head Over Feet (<i>Maverick/Reprise</i>)	536	435	317	240	23/6
32	36	45	49	WHY STORE Lack Of Water (<i>Way Cool Music/MCA</i>)	528	594	796	957	26/1
33	40	43	50	PORNO FOR PYROS Tahitian Moon (<i>Warner Bros.</i>)	497	613	706	949	26/0

This chart reflects airplay from September 2-8. Songs ranked by total plays. Highlighted songs indicate Breaker.

91 Alternative reporters. 87 current playlists. Songs below No. 25 are moved to recurrent after 26 weeks. © 1996, R&R Inc.

BREAKERS

SMASHING PUMPKINS

Muzzle (*Virgin*)

TOTAL PLAYS/INCREASE 1044/251 TOTAL STATIONS/ADDS 57/10

CHART 26

MOST ADDED

ARTIST TITLE LABEL(S)	ADDS
TOOL Stinkfist (<i>Zoo</i>)	55
MARILYN MANSON The Beautiful People (<i>Nothing/Interscope</i>)	43
WEEZER El Scorcho (<i>DGC/Geffen</i>)	24
R.E.M. Bittersweet Me (<i>Warner Bros.</i>)	13
IGGY POP Lust For Life (<i>Capitol</i>)	12
SUSANNA HOFFS All I Want (<i>London/Island</i>)	10
SMASHING PUMPKINS Muzzle (<i>Virgin</i>)	10
FACE TO FACE I Won't Lie Down (<i>A&M</i>)	9
PEARL JAM Hail, Hail (<i>Epic</i>)	9
URGE Brainless (<i>Immortal/Epic</i>)	9
CAKE The Distance (<i>Capricorn/Mercury</i>)	8

LOCAL H

Bound For The Floor

Alternative 40 - 33

Copasetic With: KROQ, Q101, 99X, WHFS, KOME, WBCN, WXRK, LIVE 105, WENZ, CIMX, WFNX, WBRU, WMMS, WORE, KPNT, KTBZ, XHRM, KISF and more



MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
WEEZER El Scorcho (<i>DGC/Geffen</i>)	+570
SOCIAL DISTORTION I Was Wrong (<i>550 Music</i>)	+372
SUBLIME What I Got (<i>Gasoline Alley/MCA</i>)	+372
MARILYN MANSON The Beautiful People (<i>Nothing/Interscope</i>)	+267
SMASHING PUMPKINS Muzzle (<i>Virgin</i>)	+251
TOOL Stinkfist (<i>Zoo</i>)	+202
SHERYL CROW If It Makes You Happy (<i>A&M</i>)	+185
LEAH ANDREONE It's Alright, It's O.K. (<i>RCA</i>)	+183
BECK Devils Haircut (<i>DGC/Geffen</i>)	+162
SEBADOH Ocean (<i>Sub Pop</i>)	+158

HOTTEST RECURRENTS

ARTIST TITLE LABEL(S)
DISHWALLA Counting Blue Cars (<i>A&M</i>)
BUSH Machinehead (<i>Trauma/Interscope</i>)
JEWEL Who Will Save Your Soul (<i>Atlantic</i>)
REFRESHMENTS Banditos (<i>Mercury</i>)
GOLDFINGER Here In Your Bedroom (<i>Mojo/Universal</i>)
SOUNDGARDEN Pretty Noose (<i>A&M</i>)
ALANIS MORISSETTE You Learn (<i>Maverick/Reprise</i>)
EVERCLEAR Santa Monica (Watch The World Die) (<i>Capitol</i>)
SPACEHOG In The Meantime (<i>HiFi/Sire/EEG</i>)
NO DOUBT Just A Girl (<i>Trauma/Interscope</i>)

Breakers: Songs registering 1000 plays or more for the first time. Bullets awarded to songs gaining plays over the previous week. If two songs are tied in number of plays, the song being played on more stations is placed first. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Weighted chart appears on R&R ONLINE.

PLUTO

WHEN SHE WAS HAPPY



120 Minutes

Already on over 25 stations including:
89X, KBPI, 91X, LIVE 105, WEQX, KTEG

On Tour Now!

from the debut album *Pluto*
Produced by Neill King & Pluto
Mixed by The Butcher Brothers
Direction: Bill Graham Management
<http://www.virginrecords.com>

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ALTERNATIVE REPORTERS

Stations and their adds listed alphabetically by market

WEQX/Albany, NY PD: Ian Harrison APD/MD: Marc Alghini 13 WEezer "Scorch" CAKE "Distance" URGE "Brainless" IGGY POP "Lust"	WQXX/Chicago, IL PD: Bill Gamble APD/MD: Mary Shuminas 13 SMASHING PUMPKINS "Muzzle" TOOL "Stinkfist" SOUNDGARDEN "Blow" WALLFLOWERS "Heartache" NIRVANA "Aneurysm"	CIMX/Detroit, MI Program Mgr: Murray Brookshaw PD/MD: Vince Cannova 20 SPONGE "Blazy" 21 TOOL "Stinkfist" 8 STONE TEMPLE PILOTS "Lady" 7 WEezer "Scorch" 7 IGGY POP "Lust"	WNFX/Knoxville, TN OM/MD: Jonathan Pirkle GEGGY TAH "Whoever" BECK "Devis" ORANGE 9MA "Failure" GUFFS "Smile" SUBLINE "What" SUSANNA HOFFS "Want"	WRLE/Providence, RI PD: John Lash PD: Julie Forman MD: Kevin Kline 2 MARILYN MANSON "People" PEARL JAM "Hail" TOOL "Stinkfist" LEAH ANDREONE "Alright" URGE "Brainless" SUBLINE "What" DUNCAN SHEIK "Barely"	WGDG/Providence, RI PD/MD: Brent Peterson 13 MARILYN MANSON "People" 12 R.E.M. "Wake-Up" 7 R.E.M. "Loser" 3 METALLICA "Day" 3 CARDIGANS "Lovefool" TOOL "Stinkfist"	KJEE/Santa Barbara, CA GM/MD: Eddie Gutierrez MD: Deanne Saffren 15 WEezer "Scorch" 2 TOOL "Stinkfist" FACE TO FACE "Liz"	KNDD/Seattle, WA PD: Rick Lambert MD: Marco Collins 18 MARILYN MANSON "People" 15 IGGY POP "Lust" 13 TOOL "Stinkfist" 9 311 "Moose"	WHMP/Springfield, MA PD: Adam Wright MD: Nick Danjer 4 R.E.M. "Me" 4 MANIC STREET... "Design" TOOL "Stinkfist" MARILYN MANSON "People" MATCHBOX 20 "Long" GOLDINGER "Mable"	WQWB/Cincinnati, OH PD/MD: Matthew Harris APD: Sterling Schlessier 14 WEezer "Scorch" 13 GEGGY TAH "Whoever" 7 SOCIAL DISTORTION "Wrong" WILD COLONIALS "Charm" TOOL "Stinkfist" MARILYN MANSON "People" CAKE "Distance"	WOXY/Cincinnati, OH PD: Dave Tellmann MD: Dorsie Fyfe 10 GODRAYS "Joe" 10 LYLE LOVETT "Fiona" 9 STEVE WYNN "Why" 6 URUSEI YATSURA "Newspaper" 6 COWS "Over" 3 R.E.M. "Underdog" 2 CATHERINE "Clever" 2 MIKE PETERS "Shine" 2 CONNELLS "Any" 1 WEezer "Scorch" 1 PETE DROGE "Have" 1 HOODOO GURUS "Waking" 1 EELS "Hail" 1 SAMPLES "Lizard" SUSANNA HOFFS "Want"	WGRD/Grand Rapids, MI PD: Allan Fee MD: Leann Curtis 2 WHY STORE "Father" CHALK FARM "Liz" MARILYN MANSON "People" TOOL "Stinkfist"	WQXA/Harrisburg, PA PD: John Moschitta MD: Scott McFadden 5 WEezer "Scorch" 2 MARILYN MANSON "People" TOOL "Stinkfist"	WQXX/Atlanta, GA PD: Brian Phillips APD: Leslie Fram MD: Sean Demery 9 SOCIAL DISTORTION "Wrong" TOOL "Stinkfist" TOAD THE WET... "Crazy"	WJSE/Atlantic City, NJ OM/MD: Dave King SUSANNA HOFFS "Want" PORKO FOR PYROS "Ways" MARILYN MANSON "People" TOOL "Stinkfist" ORANGE 9MA "Failure" JEWEL "You"	WENZ/Cleveland, OH PD: Bob Neumann MD: Sean Robertson 14 MARILYN MANSON "People" TOOL "Stinkfist" METALLICA "Day"	WMMS/Cleveland, OH MARILYN MANSON "People" TOOL "Stinkfist" ASH "Goldfinger"	WQCH/Augusta, GA OM/MD: Eric Hall MD: Todd Haller 12 PHISH "Free" FUN LOVIN' CRIMINALS "Scooby" WHY STORE "Father"	KNNC/Austin, TX APD: Kim Seitz MD: Andy Meadors 4 MARILYN MANSON "People" 3 TOOL "Stinkfist" 3 PATTI SMITH "Gone" FACE TO FACE "Liz"	KROX/Austin, TX PD: Sara Trexler APD/MD: Lloyd Hecatt 9 WEezer "Scorch" 5 MARILYN MANSON "People" 3 WHITE ZOMBIE "Boogie"	WRAX/Birmingham, AL PD: Dave Rossi MD: Hurricane Shane LEAH ANDREONE "Alright" PAUL WESTERBERG "Any" TOOL "Stinkfist"	WBCN/Boston, MA VP/Programming: Oedipus MD: Carter Alan APD: Steven Strick 14 TOOL "Stinkfist" 9 MARILYN MANSON "People" 7 IGGY POP "Lust" 7 SAMPLES "Children" BECK "Devis"	WFNX/Boston, MA PD: Bill Glasser MD: Laurie Gail 21 WEezer "Scorch" 14 IGGY POP "Lust" 9 TOOL "Stinkfist" PEARL JAM "Hail" R.E.M. "Me" DRILL "Imuendo"	KOXR/Boise, ID PD: Dan McColly MD: Tim Johnstone SMASHING PUMPKINS "Muzzle" PEARL JAM "Hail" SHERYL CROW "Happy" TOOL "Stinkfist" SUSANNA HOFFS "Want"	WPGU/Champaign, IL PD: Ben Pozzie MD: Jacent Jackson 9 WEezer "Scorch" 2 URGE "Brainless" 2 PHISH "Free" 2 TOOL "Stinkfist" 2 CHALK FARM "Liz"	WEND/Charlotte, NC PD: Jack Daniel MD: Kim Monroe DISHWALLA "Parents" OCEAN COLOUR SCENE "Bar" R.E.M. "Wake-Up" R.E.M. "Underdog" R.E.M. "Me"	WQXX/Chicago, IL PD: Bill Gamble APD/MD: Mary Shuminas 13 SMASHING PUMPKINS "Muzzle" TOOL "Stinkfist" SOUNDGARDEN "Blow" WALLFLOWERS "Heartache" NIRVANA "Aneurysm"	WQWB/Cincinnati, OH PD/MD: Matthew Harris APD: Sterling Schlessier 14 WEezer "Scorch" 13 GEGGY TAH "Whoever" 7 SOCIAL DISTORTION "Wrong" WILD COLONIALS "Charm" TOOL "Stinkfist" MARILYN MANSON "People" CAKE "Distance"	WOXY/Cincinnati, OH PD: Dave Tellmann MD: Dorsie Fyfe 10 GODRAYS "Joe" 10 LYLE LOVETT "Fiona" 9 STEVE WYNN "Why" 6 URUSEI YATSURA "Newspaper" 6 COWS "Over" 3 R.E.M. "Underdog" 2 CATHERINE "Clever" 2 MIKE PETERS "Shine" 2 CONNELLS "Any" 1 WEezer "Scorch" 1 PETE DROGE "Have" 1 HOODOO GURUS "Waking" 1 EELS "Hail" 1 SAMPLES "Lizard" SUSANNA HOFFS "Want"	WGRD/Grand Rapids, MI PD: Allan Fee MD: Leann Curtis 2 WHY STORE "Father" CHALK FARM "Liz" MARILYN MANSON "People" TOOL "Stinkfist"	WQXA/Harrisburg, PA PD: John Moschitta MD: Scott McFadden 5 WEezer "Scorch" 2 MARILYN MANSON "People" TOOL "Stinkfist"	WQXX/Atlanta, GA PD: Brian Phillips APD: Leslie Fram MD: Sean Demery 9 SOCIAL DISTORTION "Wrong" TOOL "Stinkfist" TOAD THE WET... "Crazy"	WJSE/Atlantic City, NJ OM/MD: Dave King SUSANNA HOFFS "Want" PORKO FOR PYROS "Ways" MARILYN MANSON "People" TOOL "Stinkfist" ORANGE 9MA "Failure" JEWEL "You"	WENZ/Cleveland, OH PD: Bob Neumann MD: Sean Robertson 14 MARILYN MANSON "People" TOOL "Stinkfist" METALLICA "Day"	WMMS/Cleveland, OH MARILYN MANSON "People" TOOL "Stinkfist" ASH "Goldfinger"	WQCH/Augusta, GA OM/MD: Eric Hall MD: Todd Haller 12 PHISH "Free" FUN LOVIN' CRIMINALS "Scooby" WHY STORE "Father"	KNNC/Austin, TX APD: Kim Seitz MD: Andy Meadors 4 MARILYN MANSON "People" 3 TOOL "Stinkfist" 3 PATTI SMITH "Gone" FACE TO FACE "Liz"	KROX/Austin, TX PD: Sara Trexler APD/MD: Lloyd Hecatt 9 WEezer "Scorch" 5 MARILYN MANSON "People" 3 WHITE ZOMBIE "Boogie"	WRAX/Birmingham, AL PD: Dave Rossi MD: Hurricane Shane LEAH ANDREONE "Alright" PAUL WESTERBERG "Any" TOOL "Stinkfist"	WBCN/Boston, MA VP/Programming: Oedipus MD: Carter Alan APD: Steven Strick 14 TOOL "Stinkfist" 9 MARILYN MANSON "People" 7 IGGY POP "Lust" 7 SAMPLES "Children" BECK "Devis"	WFNX/Boston, MA PD: Bill Glasser MD: Laurie Gail 21 WEezer "Scorch" 14 IGGY POP "Lust" 9 TOOL "Stinkfist" PEARL JAM "Hail" R.E.M. "Me" DRILL "Imuendo"	KOXR/Boise, ID PD: Dan McColly MD: Tim Johnstone SMASHING PUMPKINS "Muzzle" PEARL JAM "Hail" SHERYL CROW "Happy" TOOL "Stinkfist" SUSANNA HOFFS "Want"	WPGU/Champaign, IL PD: Ben Pozzie MD: Jacent Jackson 9 WEezer "Scorch" 2 URGE "Brainless" 2 PHISH "Free" 2 TOOL "Stinkfist" 2 CHALK FARM "Liz"	WEND/Charlotte, NC PD: Jack Daniel MD: Kim Monroe DISHWALLA "Parents" OCEAN COLOUR SCENE "Bar" R.E.M. "Wake-Up" R.E.M. "Underdog" R.E.M. "Me"
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NEW & ACTIVE

LEAH ANDREONE It's Alright, It's O.K. (RCA) Total Plays: 471, Total Stations: 34, Adds: 6	MARILYN MANSON The Beautiful People (Nothing/Interscope) Total Plays: 291, Total Stations: 50, Adds: 43	MANIC STREET PREACHERS A Design For Life (Epic) Total Plays: 189, Total Stations: 18, Adds: 3
WILD COLONIALS Charm (DGC/Geffen) Total Plays: 462, Total Stations: 37, Adds: 6	JACKPIERCER Trials (A&M) Total Plays: 266, Total Stations: 19, Adds: 0	CARDIGANS Lovefool (Mercury) Total Plays: 180, Total Stations: 12, Adds: 1
TONIC Open Up Your Eyes (Polydor/A&M) Total Plays: 423, Total Stations: 30, Adds: 4	OCEAN COLOUR SCENE You've Got It Bad (MCA) Total Plays: 260, Total Stations: 24, Adds: 3	DUNCAN SHEIK Barely Breathing (Atlantic) Total Plays: 172, Total Stations: 16, Adds: 3
NEUROTIC OUTSIDERS Jerk (Maverick/WB) Total Plays: 390, Total Stations: 35, Adds: 0	SCHLEPROCK Suburbia (Warner Bros.) Total Plays: 209, Total Stations: 18, Adds: 2	IGGY POP Lust For Life (Capitol) Total Plays: 171, Total Stations: 21, Adds: 12
CHALK FARM Lie On Lie (Columbia) Total Plays: 387, Total Stations: 31, Adds: 5	TOOL Stinkfist (Zoo) Total Plays: 202, Total Stations: 55, Adds: 55	CONNELLS Fifth Fret (TVT) Total Plays: 170, Total Stations: 13, Adds: 1
WHITE ZOMBIE I'm Your Boogie Man (Hollywood/Geffen) Total Plays: 366, Total Stations: 34, Adds: 1	NO DOUBT Happy Now? (Trauma/Interscope) Total Plays: 197, Total Stations: 10, Adds: 1	FLEMING & JOHN Love Songs (Universal) Total Plays: 166, Total Stations: 11, Adds: 1
PEARL JAM Smile (Epic) Total Plays: 301, Total Stations: 22, Adds: 2	PLUTO When She Was Happy (Virgin) Total Plays: 191, Total Stations: 13, Adds: 2	

Songs ranked by total plays.



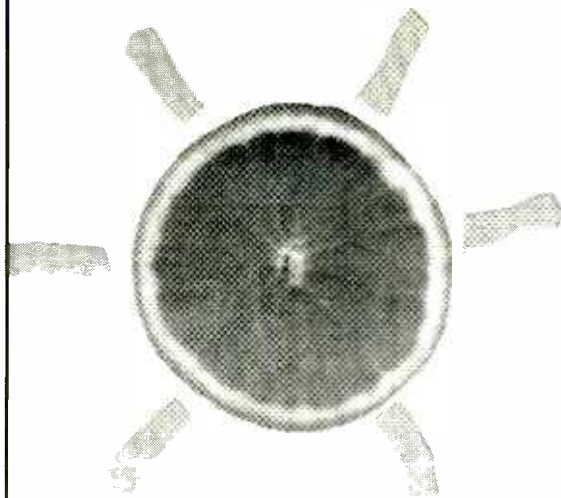
Four Leaf Clover

Contact: Gary Jay, John Perrone Or Zach Lanier At TWT Records
Phone: 212-979-6410 Fax: 212-979-6489
Management By Jaffe 212-869-6912

From The New Album
HOT SAKI AND BEDTIME STORIES

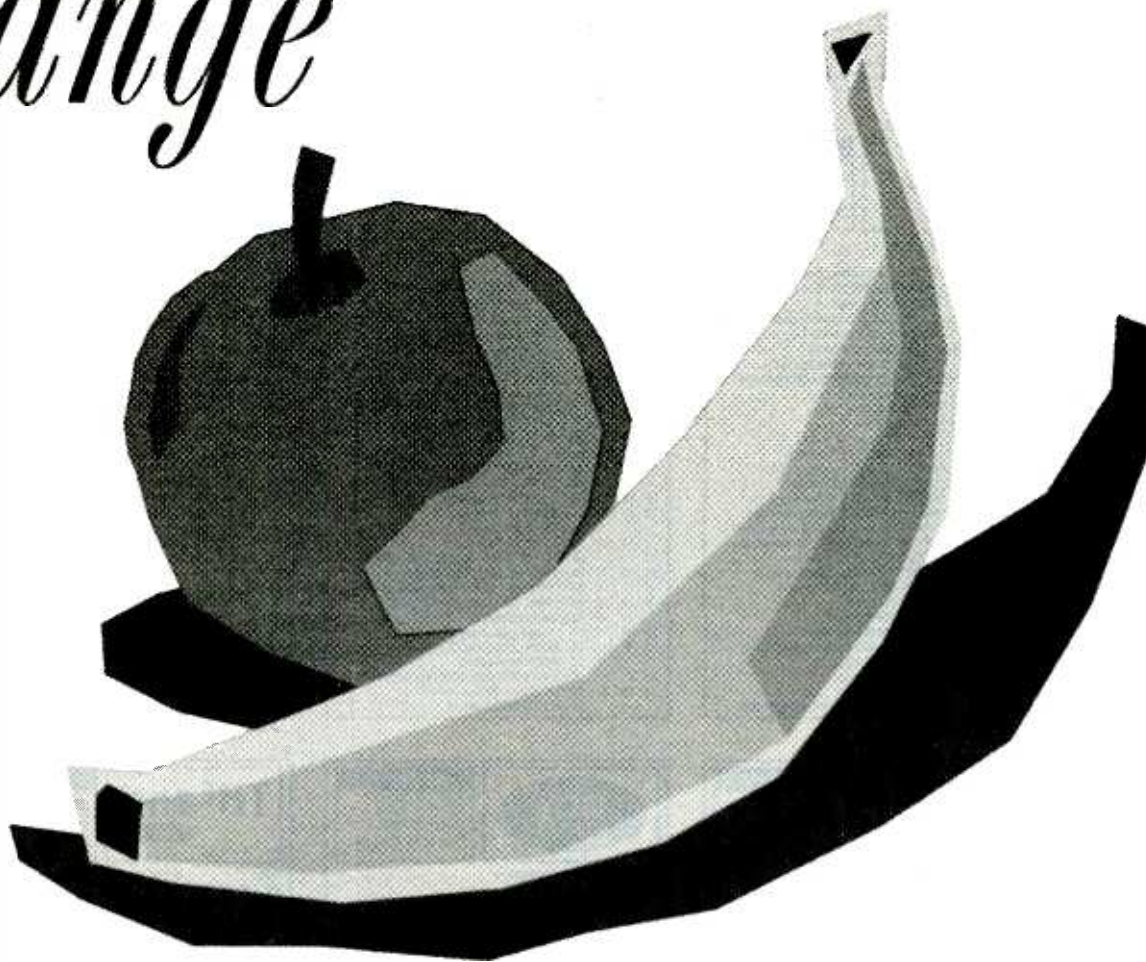
120 Minutes

Early Adds: Q101, WOXY, REV 105, WOWW, WZRH
KDEO



**METAL
MOLLY**

Orange



the very first single
from the debut CD

Surgery For Zebra

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91X KTCL

SPINS AT:

WFNX KNRK XHRM KISF

KXBS WPUP WOWW X96

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SILVERTONE
RECORDS

ALTERNATIVE PLAYLISTS

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

92.3 K-ROCK MARKET #1
WKRK/New York
(212) 750-0550
Milkman/Tobin

PLAYS		ARTIST/TITLE	
SW	LW	SW	LW
32	36	32	PEARL JAM/Who You Are
38	39	32	SOUNDGARDEN/Burden In My Hand
38	38	30	311/Down
31	28	30	STONE TEMPLE PILOTS/Triffin' On A Hole...
37	38	29	GRAVITY KILLS/GUILTY
34	39	28	ALICE IN CHAINS/Agan
23	25	28	EELS/Novocaine For...
29	29	27	SOCIAL DISTORTION/Was Wrong
11	21	27	SUBLINE/What I Got
31	29	27	SMASHING PUMPKINS/Muzzle
30	26	27	METALLICA/Until It Sleeps
27	27	22	BECK/Where It's At
14	16	22	LOCAL H/Bound For The Floor
31	27	21	PORNO FOR PYROS/Tahitian Moon
4	10	10	GARBAGE/Supervixen
10	18	15	FUN LOVIN' CRIMINALS/Scabby Snacks
18	16	15	BUTTHOLE SURFERS/Pepper
7	13	15	DAVE MATTHEWS BAND/So Much To Say
6	20	15	R.E.M./E-Bow The Letter
24	18	14	WALLFLOWERS/6th Avenue Heartache
19	19	14	REPUBLICA/Ready To Go
14	15	14	STABBING WESTWARD/Shame
4	11	11	SEBADOH/Ocean
22	22	13	311/All Mixed Up
28	22	13	SPONGE/Wax Ecstatic (To...)
12	19	13	RAGE AGAINST.../People Of The Sun
9	14	11	BLUES TRAVELER/But Anyway
8	8	11	SHERYL CROW/If It Makes You...
7	8	11	RAGE AGAINST.../People Of The Sun
17	16	9	NADA SURF/Popular

KROQ/Los Angeles MARKET #2
(818) 567-1067
Weatherly/Sandblom/Worden

PLAYS		ARTIST/TITLE			
SW	LW	SW	LW		
25	29	25	37	SUBLINE/What I Got	
26	38	25	35	NO DOUBT/Happy Now?	
21	26	21	35	EELS/Novocaine For...	
36	40	25	34	311/Down	
33	35	25	28	PORNO FOR PYROS/Tahitian Moon	
-	-	12	27	311/All Mixed Up	
-	-	12	27	GARBAGE/Supervixen	
33	36	16	23	POE/Angrly Johnny	
29	24	14	23	BECK/Where It's At	
12	27	16	22	SOCIAL DISTORTION/Was Wrong	
11	6	8	22	LOCAL H/Bound For The Floor	
36	18	22	22	GRAVITY KILLS/GUILTY	
-	-	17	12	21	REPUBLICA/Ready To Go
16	21	18	21	R.E.M./E-Bow The Letter	
19	21	19	21	PEARL JAM/Who You Are	
18	16	10	16	WALLFLOWERS/6th Avenue Heartache	
-	-	14	16	IGGY POP/Lust For Life	
17	11	9	15	GARBAGE/Stupid Girl	
33	39	12	15	SOUNDGARDEN/Burden In My Hand	
20	19	10	15	FUN LOVIN' CRIMINALS/Scabby Snacks	
24	20	11	14	ALANIS MORISSETTE/Head Over Feet	
26	20	9	13	BUTTHOLE SURFERS/Pepper	
25	20	17	13	STONE TEMPLE PILOTS/Triffin' On A Hole...	
5	9	8	12	RAGE AGAINST.../People Of The Sun	
11	9	6	11	FACE TO FACE/Don't Lie Down	
11	9	6	11	STABBING WESTWARD/Shame	
-	-	9	9	BECK/Devils Haircut	
18	22	14	9	PEARL JAM/Smile	
-	-	8	8	SEBADOH/Ocean	
6	12	11	7	HOLE/Gold Dust Woman	

Q101 MARKET #3
WKQX/Chicago
(312) 527-8348
Gamble/Shuminas

PLAYS		ARTIST/TITLE			
SW	LW	SW	LW		
28	27	44	50	SOUNDGARDEN/Burden In My Hand	
18	14	44	47	CRANBERRIES/Free To Decide	
35	39	38	37	PEGGY TAH/Whoever You Are	
30	33	37	35	STABBING WESTWARD/Shame	
28	34	30	33	POE/Angrly Johnny	
31	31	45	32	STONE TEMPLE PILOTS/Triffin' On A Hole...	
23	30	33	31	SUBLINE/What I Got	
45	57	32	31	GRAVITY KILLS/GUILTY	
35	34	30	30	311/Down	
17	30	27	30	ALICE IN CHAINS/Would?	
28	26	27	29	ALANIS MORISSETTE/Head Over Feet	
27	17	30	29	PORNO FOR PYROS/Tahitian Moon	
24	26	27	27	R.E.M./E-Bow The Letter	
26	24	27	27	NADA SURF/Popular	
21	21	23	23	DAVE MATTHEWS BAND/So Much To Say	
23	15	22	22	NO DOUBT/Happy Now?	
20	20	25	22	GOLDFINGER/Mable	
14	12	15	21	OASIS/Morning Glory	
-	-	12	21	PEARL JAM/Hail, Hail	
24	27	24	20	DISHWALLA/Counting Blue Cars	
-	-	12	20	SOCIAL DISTORTION/Was Wrong	
10	16	18	20	BECK/Devils Haircut	
44	33	41	19	PRIMITIVE RADIO GODS/Standing Outside...	
20	19	14	18	GARBAGE/Now	
8	16	18	18	EELS/Novocaine For...	
30	18	17	17	CURE/Stage Attraction	
10	18	17	17	SHERYL CROW/If It Makes You...	
6	8	14	15	REPUBLICA/Ready To Go	
59	59	14	13	BUTTHOLE SURFERS/Pepper	
-	-	-	14	13	FILTER/Jurassitol

LIVE 105 MARKET #4
KITS/San Francisco
(415) 512-1053
Sands/West/Axelson

PLAYS		ARTIST/TITLE			
SW	LW	SW	LW		
14	22	22	32	BECK/Devils Haircut	
31	29	29	30	BUTTHOLE SURFERS/Pepper	
-	-	23	28	PEARL JAM/Hail, Hail	
23	21	21	28	SEBADOH/Ocean	
-	-	-	27	SOCIAL DISTORTION/Was Wrong	
-	-	23	26	CURE/Strange Attraction	
21	29	25	25	R.E.M./E-Bow The Letter	
7	12	25	25	SOUNDGARDEN/Burden In My Hand	
15	17	23	23	CAKE/The Distance	
17	18	20	20	EELS/Novocaine For...	
25	25	25	25	311/Down	
-	-	16	19	CARDIGANS/Lovefool	
9	14	14	18	BETTER THAN EZRA/King Of New Orleans	
12	5	5	18	ASH/Golddinger	
23	19	17	17	SUBLINE/What I Got	
-	-	7	7	7	REACHAROUND/Big Chair
-	-	5	5	7	THROWING MUSES/Ruthie's Knocking
-	-	-	17	17	OMD/Walking On...
13	18	18	16	EVERCLEAR/You Make Me Feel...	
17	17	17	16	PEGGY TAH/Whoever You Are	
-	-	-	16	16	KULA SHAKER/Tariva
28	31	31	31	PRIMITIVE RADIO GODS/Standing Outside...	
24	16	15	15	REPUBLICA/Ready To Go	
28	30	30	30	POE/Angrly Johnny	
12	15	15	15	PORNO FOR PYROS/Tahitian Moon	
-	-	-	13	13	WALLFLOWERS/6th Avenue Heartache
24	17	17	12	SHERYL CROW/If It Makes You...	
16	17	17	12	FUN LOVIN' CRIMINALS/Scabby Snacks	
15	13	13	12	STONE TEMPLE PILOTS/Triffin' On A Hole...	
5	7	7	2	GRAVITY KILLS/Blame	

WDRE MARKET #5
WDRE/Philadelphia
(215) 884-9400
McGuinn

PLAYS		ARTIST/TITLE			
SW	LW	SW	LW		
37	38	41	GARBAGE/Stupid Girl		
30	25	40	WALLFLOWERS/6th Avenue Heartache		
39	38	39	BLUES TRAVELER/But Anyway		
27	25	39	SHERYL CROW/If It Makes You...		
25	35	38	311/Down		
40	36	36	BECK/Where It's At		
39	41	41	SOUNDGARDEN/Burden In My Hand		
34	37	37	R.E.M./E-Bow The Letter		
18	22	27	EELS/Novocaine For...		
17	18	27	ASH/Golddinger		
16	15	26	PEGGY TAH/Whoever You Are		
17	16	25	DAVE MATTHEWS BAND/So Much To Say		
27	28	25	SPONGE/Wax Ecstatic (To...)		
19	29	24	BETTER THAN EZRA/King Of New Orleans		
18	16	24	POE/Angrly Johnny		
25	22	23	STONE TEMPLE PILOTS/Triffin' On A Hole...		
20	22	23	STABBING WESTWARD/Shame		
15	16	23	FUN LOVIN' CRIMINALS/Scabby Snacks		
-	22	21	PEARL JAM/Hail, Hail		
17	16	20	TRACY BONHAM/The One		
-	6	19	SOUL COUGHING/Soundtrack To Mary		
-	19	19	CONNELLS/Fifth Fret		
16	17	17	WHY STORE/Lack Of Water		
-	-	-	17	SEBADOH/Ocean	
-	-	-	-	18	WEEZER/EI Scorcho
-	-	-	-	18	SUBLINE/What I Got
8	17	17	12	REPUBLICA/Ready To Go	
-	-	-	10	10	LOCAL H/Bound For The Floor
12	12	12	18	GOLDFINGER/Mable	
13	16	16	16	SMASHING PUMPKINS/Here Is No Why	

89X MARKET #6
CMX/Detroit
(313) 961-9811
Brookshaw/Cannova

PLAYS		ARTIST/TITLE			
SW	LW	SW	LW		
18	20	34	45	SMASHING PUMPKINS/Muzzle	
46	47	49	45	NO DOUBT/Spiderwebs	
46	48	47	45	311/Down	
47	44	43	42	BUTTHOLE SURFERS/Pepper	
34	39	35	37	SUBLINE/What I Got	
27	32	33	37	GARBAGE/Stupid Girl	
33	38	36	37	DISHWALLA/Counting Blue Cars	
49	42	36	35	BECK/Where It's At	
39	29	35	35	SOUNDGARDEN/Burden In My Hand	
27	33	38	34	PRIMITIVE RADIO GODS/Standing Outside...	
47	46	39	34	PEARL JAM/Who You Are	
8	32	33	33	SHERYL CROW/If It Makes You...	
6	26	25	27	PLUTO/When She Was Happy	
47	42	36	27	STABBING WESTWARD/Shame	
10	9	14	26	REACHAROUND/Big Chair	
24	23	28	25	ALANIS MORISSETTE/Head Over Feet	
32	26	26	25	RAGE AGAINST.../People Of The Sun	
10	10	22	22	EELS/Novocaine For...	
10	20	29	21	R.E.M./E-Bow The Letter	
21	25	27	21	CRANBERRIES/Free To Decide	
-	11	21	21	DOUGHOUSES/Everything And After	
-	20	20	20	MARILYN MANSON/The Beautiful People	
-	20	20	20	SPONGE/Wax Ecstatic (To...)	
23	23	21	20	YUM YUM/Apiary	
-	-	-	-	20	TOO/Slunkfest
7	17	19	19	PEARL JAM/Hail, Hail	
28	21	20	19	SLOAN/The Good In Everyone	
34	28	18	19	SMASHING PUMPKINS/Tonight, Tonight	
20	14	16	17	STARBUCKS/Get Up	
6	10	9	15	FILTER/Jurassitol	

WHYY/Detroit MARKET #6
(313) 871-3030
Michaels/Tear

PLAYS		ARTIST/TITLE		
SW	LW	SW	LW	
44	27	24	45	DISHWALLA/Counting Blue Cars
45	25	25	41	ALANIS MORISSETTE/Head Over Feet
45	42	42	48	NO DOUBT/Spiderwebs
22	28	19	37	GOO GOO DOLLS/Long Way Down
26	24	19	37	DDUNA LEWIS/I Love You Always...
41	44	30	36	REFRESHMENTS/Banditos
32	32	32	32	SUBLINE/What I Got
30	29	20	31	BARENAKED LADIES/The Old Apartment
26	29	19	30	R.E.M./E-Bow The Letter
30	27	22	30	PATTI ROTHBERG/Inside
32	27	19	30	CURE/Mint Car
30	25	19	30	WHY STORE/Lack Of Water
35	36	19	28	NATALIE MERCHANT/Jealousy
19	22	15	28	DOG'S EYE VIEW/Everything Falls...
28	28	17	28	BUTTHOLE SURFERS/Pepper
26	26	19	28	SHERYL CROW/If It Makes You...
22	24	18	27	WALLFLOWERS/6th Avenue Heartache
32	27	17	28	PRIMITIVE RADIO GODS/Standing Outside...
17	22	14	28	BETTER THAN EZRA/King Of New Orleans
26	21	25	25	CRANBERRIES/Free To Decide
32	26	15	25	LENNY KRAVITZ/Can't Get You Off...
41	28	24	24	ALANIS MORISSETTE/You Learn
10	11	9	22	EELS/Novocaine For...
38	24	14	22	JEWEL/Who Will Save...
18	25	18	21	PEARL JAM/Who You Are
37	38	20	21	TRACY CHAPMAN/Give Me One Reason
18	16	20	20	SPERPORAG/Sucked Out
29	21	20	20	GARBAGE/Stupid Girl
18	31	20	20	NIXONS/Sister
30	29	14	18	SMASHING PUMPKINS/Tonight, Tonight

94.5 THE EDGE MARKET #7
KDGE/Dallas
(214) 770-7777
Folger/Smith/Peer

PLAYS		ARTIST/TITLE			
SW	LW	SW	LW		
42	39	43	41	311/Down	
28	41	38	40	PEGGY TAH/Whoever You Are	
37	37	40	39	NO DOUBT/Spiderwebs	
27	32	37	39	EELS/Novocaine For...	
32	26	33	35	SOUNDGARDEN/Burden In My Hand	
39	28	34	34	TOADIES/Tyler	
26	31	34	34	SUBLINE/What I Got	
25	27	32	33	REPUBLICA/Ready To Go	
21	21	29	32	LEAH ANDREONE/It's Alright...	
-	-	25	32	ALANIS MORISSETTE/Head Over Feet	
22	22	30	31	DAVE MATTHEWS BAND/So Much To Say	
17	15	24	28	SHERYL CROW/If It Makes You...	
16	12	21	28	R.E.M./E-Bow The Letter	
25	24	31	26	SMASHING PUMPKINS/Tonight, Tonight	
-	-	15	25	SOCIAL DISTORTION/Was Wrong	
36	27	24	24	OASIS/Don't Look Back...	
12	37	31	21	NADA SURF/Popular	
-	-	3	20	311/Mixed Up	
-	18	13	19	PEARL JAM/Hail, Hail	
16	19	12	18	BETTER THAN EZRA/King Of New Orleans	
11	8	9	18	STABBING WESTWARD/Shame	
16	18	17	17	FUN LOVIN' CRIMINALS/Scabby Snacks	
26	26	23	15	PORNO FOR PYROS/Tahitian Moon	
-	-	11	8	15	WALLFLOWERS/6th Avenue Heartache
17	21	13	13	JACKPIERCE/Trials	
18	31	13	13	BLUES TRAVELER/But Anyway	
-	-	4	13	WEEZER/EI Scorcho	
23	21	17	12	DAVE MATTHEWS BAND/Too Much	
20	18	22	11	CRANBERRIES/Free To Decide	
-	-	-	10	10	R.E.M./Bittersweet Me

WHFS 99.1 MARKET #8
WHFS/Washington
(301) 306-0991
Benjamin/Waugh/Ferise

PLAYS		ARTIST/TITLE				
SW	LW	SW	LW			
35	35	35	35	311/Down		
35	35	35	35	EELS/Novocaine For...		
-	-	-	-	35	35	SOCIAL DISTORTION/Was Wrong
35	35	35	35	STONE TEMPLE PILOTS/Triffin' On A Hole...		
35	35	35	35	SUBLINE/What I Got		

ALTERNATIVE PLAYLISTS

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

MARKET #19 WXOX/Pittsburgh (412) 937-1441 Castellini. The X 105.9

MARKET #20 KEDJ/Phoenix (602) 266-1360 Har/Patyk. The Edge 106.3/100.3 FM

MARKET #20 KZON/Phoenix (602) 258-8181 Ebbott/Smith. 101.5 FM

MARKET #22 WENZ/Cleveland (216) 861-0100 Neumann/Robertson. 107.9 FM

MARKET #22 WMMG/Cleveland (216) 791-9667. WMMG 100.5 FM

MARKET #23 KTCL/Denver (303) 623-9330 Hayes. 98.3 FM

MARKET #24 KNKR/Portland, OR (503) 223-1441 Hamilton/Souther. 94.7 NSB

MARKET #25 WOZY/Cincinnati (513) 621-9326 Harris/Schessler. 97.3 FM

MARKET #25 WOXY/Cincinnati (513) 523-4114 Tellmann/Yffle. 97.3 FM

MARKET #26 KJSS/Kansas City (816) 214-1073 Anthony/Justice. Kiss 107.3 FM

MARKET #26 KLZR/Kansas City (913) 843-1320 Roger The Dodger/Osturn. The Lazer 103.5 FM

MARKET #27 KCXX/Riverside (909) 384-1039 Summers/Arnold. 103.9 FM

MARKET #28 WLUW/Milwaukee (414) 771-1021 Wilde/Butut. New Rock 102.7 FM

MARKET #29 KWOD/Sacramento (916) 448-5000 Cosper. 108.5 FM

MARKET #30 KOMA/San Jose (408) 595-9800 Nenni/Taylor. KOMA 108.5 FM

MARKET #31 WBRU/Providence (401) 272-9550 Schiavelli/Maloney. 95.5 WBRU

MARKET #31 WOGE/Providence (401) 823-3343 Petersen. 99.7 THE EDGE 100.3

MARKET #32 WWCD/Columbus, OH (614) 221-9923 Purcell/Davis. 101 FM

MARKET #33 WRXQ/Norfolk (804) 640-8500 Stone/Mitchell. 96.7 FM

MARKET #35 CKRX/Salt Lake City (801) 421-9696 Summers/Zebarth. 96.7 FM

NEW MUSIC SPECIALTY SHOWS

Catherine's Good Luck Continues

Catherine's "Four Leaf Clover" is turning out to be a lucky charm for the R&R Specialty Show panel, coming in at No. 1 again. D'Arcy's presence will obviously help this one, following the Pumpkins' domination of the MTV awards. Brendan Benson is winning fans at stations such as WDX/Pittsburgh, WHFS/Washington, and KXRK/Salt Lake City, helping him come in at No. 2. Nerf Herder's witty "Van Halen" is fast becoming a buzz record — if you don't have it get it. Phones will definitely light up, as they are at WNNX/Atlanta, XTRA-FM/San Diego, and KPNT/St. Louis.

SIGNIFICANT ACTION

Here is a look at the top artists from R&R's exclusive panel of specialty reporters:

- CATHERINE (TVT)
- BRENDAN BENSON (Virgin)
- NERF HERDER (My)
- PJ HARVEY (Mercury)
- SEBADOH (Sub Pop)
- WEEZER (DGC/Geffen)
- QUEERS (Lookout)
- REVEREND HORTON HEAT (Interscope)
- SUICIDE MACHINES (Hollywood)
- GIRLS AGAINST BOYS (Touch & Go)

GAINING MOMENTUM

- CAKE (Capricorn/Mercury)
Airplay Includes: KTBZ, WNNX, WDX
- JANE JENSEN (Flip/ichiban)
Airplay Includes: KFMA, KROX, WEQX
- CONNELLS (TVT)
Airplay Includes: KPNT, WBCN, WQXA
- BUTTER 08 (Grand Royal)
Airplay Includes: WBRU, WHFS, WMRQ
- PLACEBO (Caroline)
Airplay Includes: KREV, KTBZ, WZRH
- ROBYN HITCHCOCK (Warner Bros.)
Airplay Includes: KPNT, WBCN, WCHZ
- FACE TO FACE (A&M)
Airplay Includes: KXRK, WZRH, XTRA-FM
- SCHLEPROCK (Warner Bros.)
Airplay Includes: KITS, WQXA, XHRM
- WILD COLONIALS (DGC/Geffen)
Airplay Includes: KCXX, WREV/KREV, WBCN
- TUSCADERO (Elektra/EEG)
Airplay Includes: KXRK, WHFS, WZRH

NEW MUSIC SCENE

- Artist: Cake
- Track: "The Distance"
- LP: "Fashion Nugget"
- Producer: Cake
- Label: Capricorn/Mercury



Cake

Essentials: There are a lot of ingredients in this Cake's recipe. Beginning with its spoken-word intro, "The Distance" slowly builds, gradually adding musical facets into the mix — a streetwise keyboard sample here, a trumpet there, the constant big-bottomed heavy baseline underneath — each time you hear it, you hear something new.

The broad mix of elements that comprise "The Distance" comes as no surprise, considering that this Sacramento-based quintet has played live with everyone from the Meat Puppets to Al Green. John McCrea (vocals/guitars/organs), Greg Brown (guitars/organs), Victor Damiani (bass), Vince DiFiore (trumpet), and Todd Roper (drums) elect to reject conven-

tion in its playing, and rely on only the groove as a constant.

Influences: Primus, Parliament/Funkadelic

Artist POV: On what "The Distance" is all about, Brown reflects, "It's the story of a race car driver who insists on circling the track, long after the race is over and he has lost. It's about someone who's deluding himself, substituting his own imagination for what's really going on in his life."

—Sky Daniels

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

WDX/Pittsburgh

Edge Of The X

Sunday, September 1



- MARILYN MANSON The Beautiful People (Nothing/Interscope)
- NO KNIFE Kiss Your Killer (Time Bomb)
- MAZZY STAR Flowers In December (Capitol)
- CHARM FARM Superstar (PRA/Mercury)
- CATHERINE WHEEL Heal2 (Mercury)
- NY LOOSE Spit (Hollywood)
- WEEZER El Scorcho (DGC/Geffen)
- SKOLD Neverland (RCA)
- SOUNDGARDEN Blow Up The Outside World (A&M)
- DUNCAN SHEIK Barely Breathing (Atlantic)
- NIXONS Wire (MCA)
- CAKE The Distance (Capricorn/Mercury)
- MELVINS Bar-X The Rocking M (Mammoth/Atlantic)
- URGE Brainless (Immortal/Epic)

SPECIALTY SHOW REPORTERS

Shows and their Top 5 songs listed alphabetically by market

<p>WEQX/Albany, NY Download Sunday 7-10pm Mark Dark</p> <p>Ditchcroaker "Hebba Ho" Buffalo Daughter "California Blues" Technical Jed "Edith Peach" Rev. Horton Heat "Big Red Rocket Of Love" Nerdy Girl "Ice Man (Murder On The Rue Morgue)"</p>	<p>WBCN/Boston, MA Nocturnal Emissions Sunday 7-10pm Oedipus</p> <p>Weezer "El Scorcho" Mike Peters "Shine On" Marilyn Manson "The Beautiful People" R.E.M. "Tricycle" Catherine "Four Leaf Clover"</p>	<p>WVXX/Lansing, MI Above The Pale Sunday 9-10:30pm Chris Brunt</p> <p>Soul Coughing "Soundtrack To Mary" Leah Andreone "It's Alright, It's OK" Booth And Badalamenti "I Believe" Cardigans "Lovetool" Calliope "It Seems The Day's Just Fine"</p>	<p>WDX/Pittsburgh, PA Edge Of The X Sunday 9-11pm Mazzy Star "Flowers" NY Loose "Spit" Skold "Neverland" P.O.L. "Tattooed Girl" Schleprock "Suburbia"</p>	<p>KCXX/Riverside, CA X103.9 Sunday Night Music Meeting Sunday 10pm-midnight Dwight Arnold</p> <p>Skeletones "Take The Time" Ani DiFranco "Shameless" Skeletones "Razorback" Specials "Pressure Drop" Skeletones "Sorry Sucker Job"</p>	<p>XTRA/San Diego, CA Muckley's Floorboard Wednesday midnight-2am Chris Muckley</p> <p>Nerf Herder "Sorry" Sublime "Santeria" Eels "Susan's House" Urusei Yatsura "Kewpies Like Watermelon" Phines "Ritchie Dagg's Crime"</p>
<p>WNNX/Atlanta, GA Planet Jill Weeknights 11-midnight Jill Melancon</p> <p>Wesley Willis "Alanis Morissette" Sebadoh "Ocean" Squirrel Nut Zippers "Got My Own Thing Now" Gus "Tomorrow Man" Better Than Ezra "Desperately Wanting"</p>	<p>WOXY/Cincinnati, OH Gridlock Sunday 11pm-1am Rob Ervin & Dan Cromer</p> <p>Ween "Pretty Girl" Sebadoh "Willing To Wait" Delta 72 "Rich Girls Like To Steal" Enormous "Sweet Is" Dustdevils "Getting The Hard Hit"</p>	<p>KROQ/Los Angeles, CA Rodney On The Roo Sunday 10pm-1am Rodney Bingenheimer</p> <p>Men's Wear "We Love You" Shana Knight "E.S.P." Heavy Stereo "Mouth In A Hole" Blessed Ethel "Veronica" Charlatans "One To Another"</p>	<p>KNRK/Portland, OR Something Cool Sunday 11pm-midnight Action Slacks "A.C.R.O.N.Y.M." Chimera "Catch Me" Girls Against Boys "Disco 666" Blinker The Star "Bluish Boy" Prolapse "TCR"</p>	<p>KPNT/St. Louis, MO New Music Sunday Sunday 7-9:30pm Les Aaron</p> <p>Nerf Herder "Van Halen" Moby "That's When I Reach For My Revolver" Charlatans "One To Another" Kula Shaker "Hey Dude" Wannabies "Someone"</p>	<p>KITS/San Francisco, CA Transmitter Adjustment Sunday 10pm-midnight Aaron, Rick and Steve</p> <p>Suede "Beautiful Ones" Boo Radleys "What's In The Box?" Ween "Piss Up A Rope" Weezer "El Scorcho" Dora Flood "Fragment G."</p>
<p>WCHZ/Augusta, GA Renegade Radio Sunday 9pm-10:30pm Steve Blingham</p> <p>Placebo "Nancy Boy" Gorillaz "Hunter" Low "Over The Ocean" Ditch Croaker "Second Fiddle" Catherine "Four Leaf Clover"</p>	<p>WMRQ/Hartford, CT Spinning Unrest Sunday 8-9:30pm Steve Picard</p> <p>Sebadoh "Willing To Wait" Butter 08 "Butter Of '69" Land Of The Loops "Multi-Family Garage Sale" Urusei Yatsura "Silver Krest" Suicide Machines "New Girl"</p>	<p>KREV & WREV/Minneapolis, MN Counter Revolution Wednesday 10-11pm Christine Kass</p> <p>Marilyn Manson "The Beautiful People" Soul Coughing "Soft Serve" R.E.M. "So Fast, So Numb" Weezer "El Scorcho" Cake "The Distance"</p>	<p>WDST/Poughkeepsie, NY Indie Flux Thursday 10pm Nic Harcourt</p> <p>Queer For Astroboy "Adored" Queers "Punk Rock Girls" Brenda Kahn "Yellow Sun" Type O Negative "My Girlfriend's Girlfriend" Prolapse "TCR"</p>	<p>KXRK/Salt Lake City, UT Now Hear This Sunday 9-10pm, Tuesday 10-11am Sean Ziebarth</p> <p>Red House Painters "Priest Alley Song" His Name Is Alive "Universal Frequencies" Mazzy Star "Rhymes Of An Hour" Pet "Skin Tie" Nerf Herder "Van Halen"</p>	<p>KFMA/Tucson, AZ Test Department Sunday 5-8pm Suzie Dunn & Chuck Roast</p> <p>Squirrel Nut Zippers "Put A Lid On It" Orbital "The Box" Meat Beat Manifesto "Asbestos Lead Asbestos" Cardigans "Lovetool" Queers "Punk Rock Girls"</p>
<p>KROX/Austin, TX Radio Free Austin Sunday 6-9pm Andy Langer</p> <p>Jane Jensen "More Than I Can Do" Andy Kaufman "Who You Gonna Blame?" Placebo "36 Degrees" Fastball "Make Your Momma Proud" Ugly Americans "Volcan Death Grip"</p>	<p>KTBZ/Houston, TX Lunar Rotation Sunday 7-9:30pm David Sadof</p> <p>Kristen Barry "Nothing's Too Good" PJ Harvey "Naked Cousin" Nerf Herder "Van Halen" Skold "Chaos" Social Distortion "When The Angels Sing"</p>	<p>WZRH/New Orleans, LA Beyond The Charts Sunday 8-11pm Trey Blossman</p> <p>Me "You Got It Half Right" Nerf Herder "Van Halen" Hoodoo Gurus "Waking Up Tired" Beat Angels "The Most Beautiful Losers In Town" Candyskins "Europe & Japan"</p>	<p>WBRU/Providence, RI Breaking & Entering Wednesday Midnight-2am Greenz</p> <p>Butter 08 "Butter Of '69" Six Finger Satellite "Coke And Mirrors" Girls Against Boys "Do It Like Diamonds" Archers Of Loaf "Vocal Shrapnel" Scott Thomas "Wonderful"</p>	<p>XHRM/San Diego, CA The Flash Zone Saturday 9pm-2am Greg Pearson</p> <p>Republica "Drop Dead Gorgeous/Bitch" Suicide Machines "No Face" Meat Beat Manifesto "Asbestos Lead Asbestos" Big Umbrella "Flowerhead" OMD "Walking On The Milky Way"</p>	<p>WHFS/Washington, DC Now Hear This Sunday 8-10:30pm Dave Marsh</p> <p>Corn "Call Me Ishmaic" Brendan Benson "Sittin' Pretty" Jawbox "Iodine" Girls Against Boys "Disco 666" Delta 72 "Rich Girls Like To Steal"</p>



ALTERNATIVE CHART

1

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“it’s alright it’s ok”

— leah andreone

**the first track
from her
debut album
“veiled”**

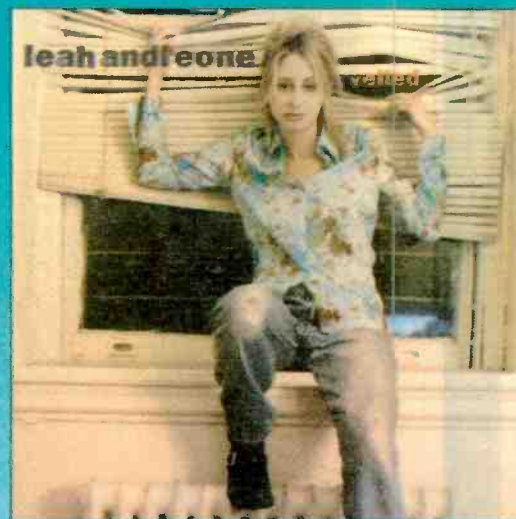
- on over 50 modern rock stations in just 3 weeks!
- over 350 bds spins already!

KEGE	26 spins
KDGE	28 spins
Y107(L.A.)	28 spins
KNRK	23 spins
WAQZ	27 spins
WPLY	20 spins
KCXX	23 spins
91X	17 spins
XHRM	17 spins
KXPK	12 spins
KNNC	16 spins
KROX	11 spins
WLIR	18 spins

new this week:

WXDX
WRLG
KDEO
WRAX
KNRQ
KORB

**record in
stores now!**



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A UNIT OF BMG ENTERTAINMENT

Produced by Rick Neigher

Russell Carter Artist Management

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SEPTEMBER 13, 1996

3W	2W	LW	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS				TOTAL STATIONS/ADDS
					TW	LW	2W	3W	
			1	JOHN MELLENCAMP Key West Intermezzo... (Mercury) 731 750 719 698 35/0					
10	7	6	2	SHERYL CROW If It Makes You Happy (A&M) 656 574 505 391 37/0					
4	2	2	3	TOM PETTY & THE HEARTBREAKERS Walls (Warner Bros.) 635 689 685 674 34/0					
2	3	3	4	DAVE MATTHEWS BAND So Much To Say (RCA) 628 662 663 685 34/0					
5	5	4	5	WALLFLOWERS 6th Avenue Heartache (Interscope) 584 632 626 652 30/0					
7	6	8	6	DUNCAN SHEIK Barely Breathing (Atlantic) 570 528 515 514 35/0					
3	4	5	7	PRIMITIVE RADIO GODS Standing Outside... (Ergo/Columbia) 516 581 635 677 30/0					
13	8	7	8	R.E.M. E-Bow The Letter (Warner Bros.) 501 556 492 302 34/0					
BREAKER			9	SHAWN COLVIN Get Out Of This House (Columbia) 360 211 56 — 31/2					
12	12	10	10	BLACK CROWES Good Friday (American/Reprise) 359 369 372 381 23/0					
17	14	12	11	UGLY AMERICANS Vulcan Death Grip (Capricorn/Mercury) 345 345 335 260 27/0					
6	9	9	12	CRANBERRIES Free To Decide (Island) 342 375 467 532 22/0					
16	15	14	13	JACKOPIERCE Trials (A&M) 324 316 313 264 25/0					
19	18	16	14	TRACY CHAPMAN New Beginning (Elektra/EEG) 313 300 270 250 23/0					
30	23	19	15	CHALK FARM Lie On Lie (Columbia) 312 254 213 142 26/4					
14	17	17	16	MELISSA ETHERIDGE Nowhere To Go (Island) 308 289 281 285 27/1					
8	11	13	17	ERIC CLAPTON Change The World (Reprise) 295 331 375 422 16/0					
9	10	11	18	HOOTIE & THE BLOWFISH Tucker's Town (Atlantic) 293 365 399 410 19/0					
BREAKER			19	ELEANOR MCEVOY Precious Little (Columbia) 284 226 234 190 25/2					
15	16	15	20	PEARL JAM Who You Are (Epic) 272 310 298 280 23/0					
BREAKER			21	MARSHALL CRENSHAW Starless Summer Sky (Razor & Tie) 266 238 219 215 23/0					
11	13	18	22	BLUES TRAVELER But Anyway (A&M) 242 267 354 384 16/1					
—	—	26	23	LEAH ANDREONE It's Alright, It's O.K. (RCA) 221 191 134 125 21/1					
—	28	28	24	SUZANNE VEGA No Cheap Thrill (A&M) 213 178 161 121 21/0					
DEBUT			25	WALLFLOWERS One Headlight (Interscope) 212 128 126 123 19/5					
21	25	24	26	KEB' MO' That's Not Love (Okeh/Epic) 208 203 204 241 22/0					
29	29	30	27	STORYVILLE Good Day For The Blues (Code Blue/Atlantic) 192 164 160 158 20/2					
DEBUT			28	ALANIS MORISSETTE Head Over Feet (Maverick/Reprise) 189 132 125 47 9/1					
DEBUT			29	BRIAN SETZER ORCHESTRA Rumble In Brighton (Interscope) 178 150 141 140 15/2					
27	26	29	30	FINN BROTHERS Only Talking Sense (Discovery) 171 177 185 186 18/0					

This chart reflects airplay from September 2-8. Songs ranked by total plays. Highlighted songs indicate Breaker.
40 Adult Alternative reporters. 40 current playlists. © 1996, R&R Inc.

NEW & ACTIVE

- WHY STORE** Father (Way Cool Music/MCA)
Total Plays: 162, Total Stations: 16, Adds: 3
- FIONA APPLE** Shadowboxer (Work)
Total Plays: 154, Total Stations: 11, Adds: 0
- BETTER THAN EZRA** King Of New Orleans (Swell/Elektra/EEG)
Total Plays: 152, Total Stations: 12, Adds: 0
- SAMPLES** The Lost Children (A Slow...) (MCA)
Total Plays: 139, Total Stations: 15, Adds: 1
- TOM PETTY & THE HEARTBREAKERS** Climb That Hill (Warner Bros.)
Total Plays: 125, Total Stations: 10, Adds: 1
- EELS** Novocaine For The Soul (DreamWorks/Geffen)
Total Plays: 124, Total Stations: 13, Adds: 2

- PETER GABRIEL** I Have The Touch (Reprise)
Total Plays: 115, Total Stations: 10, Adds: 1
- JASON FALKNER** I Live (Elektra/EEG)
Total Plays: 103, Total Stations: 13, Adds: 0
- ZZ TOP** What's Up With That (RCA)
Total Plays: 95, Total Stations: 10, Adds: 2
- GEGGY TAH** Whoever You Are (Luaka Bop/WB)
Total Plays: 93, Total Stations: 13, Adds: 5

Songs ranked by total plays.

BREAKERS®

SHAWN COLVIN
Get Out Of This House (Columbia)

TOTAL PLAYS/INCREASE 360/149 TOTAL STATIONS/ADDS 31/2 CHART 9

ELEANOR MCEVOY

Precious Little (Columbia)

TOTAL PLAYS/INCREASE 284/58 TOTAL STATIONS/ADDS 25/2 CHART 19

MARSHALL CRENSHAW

Starless Summer Sky (Razor & Tie)

TOTAL PLAYS/INCREASE 266/28 TOTAL STATIONS/ADDS 23/0 CHART 21

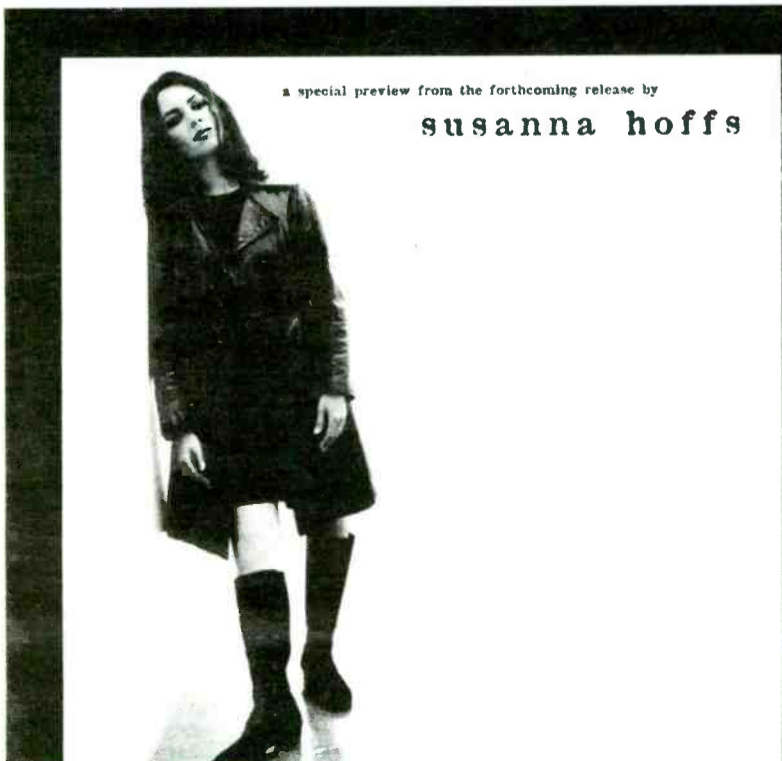
MOST ADDED®

ARTIST TITLE LABEL(S)	ADDS
PHISH Free (Elektra/EEG)	16
R.E.M. Bittersweet Me (Warner Bros.)	15
R.E.M. Electrolyte (Warner Bros.)	15
CRASH TEST DUMMIES He Liked To Feel It (Arista)	14
JOHN MELLENCAMP Just Another Day (Mercury)	14
NIL LARA How Was I To Know (Metro Blue/Capitol)	13
SUSANNA HOFFS All I Want (London/Island)	9
DAVE MATTHEWS BAND Two Step (RCA)	8
R.E.M. New Test Leper (Warner Bros.)	5
GEGGY TAH Whoever You Are (Luaka Bop/WB)	5
WALLFLOWERS One Headlight (Interscope)	5

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
SHAWN COLVIN Get Out Of This House (Columbia)	+149
WALLFLOWERS One Headlight (Interscope)	+84
SHERYL CROW If It Makes You Happy (A&M)	+82
ZZ TOP What's Up With That (RCA)	+74
R.E.M. Bittersweet Me (Warner Bros.)	+71
CHALK FARM Lie On Lie (Columbia)	+58
ELEANOR MCEVOY Precious Little (Columbia)	+58
ALANIS MORISSETTE Head Over Feet (Maverick/Reprise)	+57
PHISH Free (Elektra/EEG)	+54
CRASH TEST DUMMIES He Liked To Feel It (Arista)	+53

Breakers: Songs registering 250 plays or more for the first time. Bullets awarded to songs gaining plays over the previous week. If two songs are tied in number of plays, the song being played on more stations is placed first. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Weighted chart appears on R&R ONLINE.



a special preview from the forthcoming release by
susanna hoffs

SUSANNA HOFFS

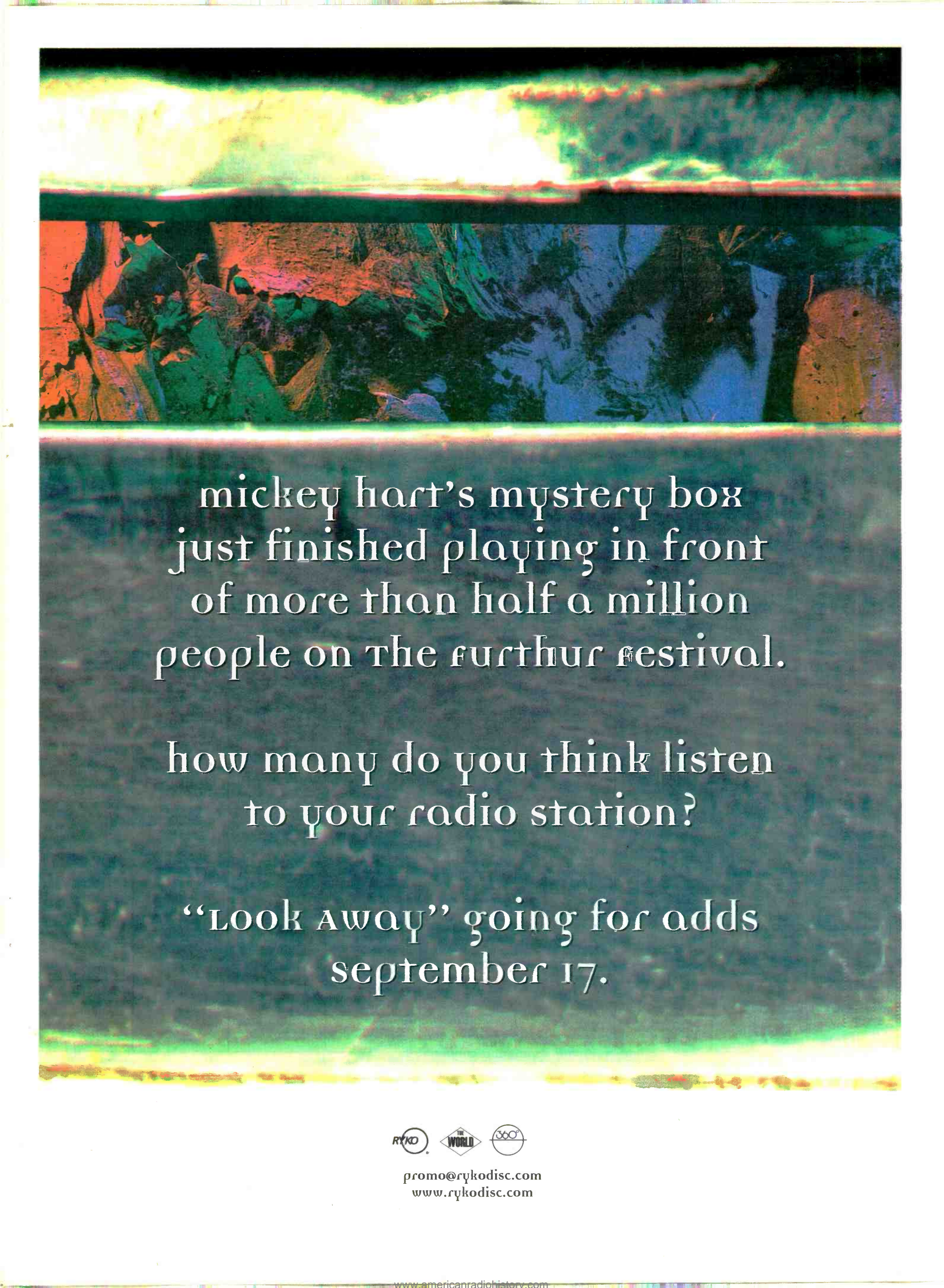
"All I Want"

Most Added at Adult Alternative

NEW AT:

- WXRV WRNX WXPB WXRC
- WRLT KTMN WXKR KFXD
- KXPB KMBY





mickey hart's mystery box
just finished playing in front
of more than half a million
people on the furthur festival.

how many do you think listen
to your radio station?

“LOOK AWAY” going for adds
september 17.



promo@rykodisc.com
www.rykodisc.com

Table with columns: Rank (3W, 2W, LW, TW), Artist, Title, Label(s), Total Stations/Adds, Total Plays, +/- Plays, and Emphasis Tracks (Plays). Lists top 30 adult alternative albums for the week.

This chart reflects airplay from September 9-15. Albums ranked by total plays, with plays from all cuts from an album combined. 40 Adult Alternative reporters. 40 current playlists. © 1996, R&R Inc.

REPORTERS: Stations and their adds by track listed alphabetically by market. Grid of market-specific reporter information including station call letters, PD names, and track lists.

40 Total Reporters
40 Current Reporters
40 Current Playlists

THE FIRST FROM THEIR NEW ALBUM, "RHYTHMEEN" - WEEK 1 AT ADULT ALTERNATIVE #2 MOST ADDED! WXRT, WRLT, KMTT, KXPT, KUMT, WXLE, WTTT, WXKR, WBOS, WMAZ, WMAV, WXPB, WXPW, WXPZ, WYLL, WYZZ, WYZZ-FM, WYZZ-TV, WYZZ-TV2, WYZZ-TV3, WYZZ-TV4, WYZZ-TV5, WYZZ-TV6, WYZZ-TV7, WYZZ-TV8, WYZZ-TV9, WYZZ-TV10, WYZZ-TV11, WYZZ-TV12, WYZZ-TV13, WYZZ-TV14, WYZZ-TV15, WYZZ-TV16, WYZZ-TV17, WYZZ-TV18, WYZZ-TV19, WYZZ-TV20, WYZZ-TV21, WYZZ-TV22, WYZZ-TV23, WYZZ-TV24, WYZZ-TV25, WYZZ-TV26, WYZZ-TV27, WYZZ-TV28, WYZZ-TV29, WYZZ-TV30. "WHAT'S UP WITH THAT" ZZ ON ADULT ROCK... "WHAT'S UP WITH THAT?"

OPPORTUNITIES

OPENINGS

INTERNATIONAL

NRJ FIRST FM RADIO GROUP IN EUROPE \$200 MILLION TURNOVER IN 1996

NRJ is the first FM radio group in Europe. Operator of more than 250 CHR and AC stations in the top markets of Germany, France, Scandinavia, Belgium, and Switzerland. We are looking for European sales managers or sales-oriented general managers. Their mission will consist of recruiting, training, and managing local sales teams or managing radio stations in the main European capitals: Berlin, Paris, Hamburg, Stockholm, Munich, Brussels. We are seeking experienced professionals in major-market local advertising, 30-35 years old with a minimum of five years experience as Sales Director at one of several FM radio stations located in large US cities. Based in different main cities in Europe, the applicants will have to travel very frequently in Europe. Ability to speak a second foreign language (German, French) would be an asset. The remuneration, based on results, will be very stimulating. These opportunities represent real challenges for skilled professionals who are interested in gaining experience in the fast-growing European radio market. Please fax resume, photo and applications letter to:

NRJ
Mrs. Laurence Rigaudie
Assistant to EOE
22, rue Boileau
75203 Paris Cedex 16
FRANCE
Fax: (33) (1) 40 71 41 24

NATIONAL

WE FIND JOBS!

Can't get past the front desk? We deal with those who do the hiring-PDs, GMs, consultants. Talent placed by us truly understand the importance of having someone represent them. SUPERSTARS do, why shouldn't you? Call to have free information sent to you now. We make the presentations for you to stations with openings and where changes are taking place.

STATIONS — ACCESS AIRCHECKS INSTANTLY.

NETWORK
(407) 679 8090

NATIONAL

"EVERYONE NEEDS HELP"

MAKE MY DAY

Today it's hard to find the right radio job. It's not enough just to send out tapes and resumes, or call for a list of jobs, you've done that. Today you need a hired gun, someone who has their foot in the door of the radio stations. National will present you and your tape LIVE to stations that call us looking for radio people, and get immediate reaction. Call for registration information. **MAYBE WE CAN MAKE YOUR DAY.**

NATIONAL BROADCAST TALENT
(205) 608-0294



Job Tip Sheet



We're the largest, most complete job listing service in radio offering over 400 of the hottest jobs weekly for air talent, P.D., M.D., news, talk, sports, production, promo & more, in all markets/all formats. 22 years of on-air experience helps me understand your needs. Whatever level of your experience... we can help. Call now to subscribe. You have the talent... We have the jobs!!

800-231-7940 937 WILD GINGER TRAIL, WEST CHICAGO, IL 60185
(Stations: List jobs for free/cover EEO responsibility)

OPENINGS

Advantage Productions, Inc.

...needs experienced voices for liners, promos and commercials. Send your non-returnable demo cassette to: Voice Demo, 6719 Winkler Rd., Ste. 220, Fort Myers, FL 33919. Please, no calls.

EAST

A/C has rare PD/FT openings. Considering regional applicants. T&R: J. Harris, WCEM-FM, Box 237, Cambridge, MD 21613. EOE (9/13)

MD Eastern shore Country-A/C needs P/T talent. T&R: J. Harris, WCEM-AM&FM, Box 237, Cambridge, MD 21613. EOE (9/13)

HAC seeks morning sidekick. Females and minorities encouraged. T&R: Jim Davis, WKEE, 134 Fourth Ave., Huntington, WV 25701. EOE (9/13)

World class New England Modern Rock seeks AT/promotions. T&R: Ian Harrison, WEQX, Elm and Highland St., Manchester, VT. 05254. EOE (9/13)

D.C. just stole another. WIKZ needs 7-midnite jock for "NightMIX". 2 years fulltime experience minimum, good phones. T&R to: Rick Alexander, P.O. Box 4/9, Chambersburg, PA 17201. No Calls. EOE

Figured out how to make sports reports a lifestyle event? Are you casual yet exciting? Show me! WOR is collecting tapes for possible future sports-caster openings. Send a resume and cassette with more than just scores to: Personnel, WOR Radio, 1440 Broadway, New York, NY 10018. M/F EOE

DAME MEDIA INC.

Fast growing Northeast Group is hiring for current stations and near future acquisitions. Current Openings:

- Production Directors (no airshift required) for small & medium markets. (Production that sizzles!)
- News Directors (AMD anchoring required) for small & medium markets. (Not just politics & crime!)
- AM Drive Show & CHR Air Talent for medium market. (Topical-real, not a "zoo"!)
- '90s Talk Talent for small market news/talk. (Entertain first!)

Join a "win" driven broadcast company. Rush T&R (with salary requirements) to: Tom Benson, Group Program Director, Dame Media Inc., P.O. Box 6477, Harrisburg, PA 17112. No Calls. EOE.

OPENINGS

Top 100 Southeast Market

\$100,000 a year available to spend on morning personality for exciting country music station in dynamic coastal market. If you're that person or team and can begin later this month, send T&R to: Radio & Records, 10100 Santa Monica Bl., #163, 5th Floor, Los Angeles, CA 90067. EOE

PD/Morning Host for Lite 105.9, new soft AC in Syracuse; knowledge of Selector and hard-drive based music systems. Send tape and resume to Michael Schiefer, Pilot Communications, 1064 James Street, Syracuse, NY 13203. EOE M/F.



It's Y100, It's Philly, It's Middays... It's for you... IF...you don't suck, like a big market, enjoy following a great morning team, are a team player, and have the desire to win! IF NOT...move along, there's nothing to see here!!! Send tape and resume to Chuck Tisa, 1003 Baltimore Pike, Philadelphia, PA 19063.



Award-winning WSBA News/York, PA needs award-winning news anchor immediately.

Looking for the perfect person to join the morning drive anchor team. NO BEGINNERS. Major group flagship, great facility, family atmosphere, wonderful benefits and competitive compensation. Women and minorities encouraged to apply. EOE. Send tape and resume overnight delivery to: Cathy Clark, News Director WSBA Radio, 5989 Susquehanna Plaza Dr. York, PA 17406. (717) 764-1155

Great job with BIG potential! Fulltime air talent sought for AC station in the shadow of a Top 10 Northeast market. Looking for an experienced pro with a warm personality who can relate to today's adult audience, and do it without leaning on liners all the time! Music skills and/or MD experience a plus — Air experience a must! Are you the next player on this winning team? T&R to: Radio & Records, 10100 Santa Monica Bl., #147, 5th Floor, Los Angeles, CA 90067. EOE

- Makkay Group Broadcasting on Cape Cod is accepting tapes and resumes for its Rock, Top 40 and Classic Hits stations, WPXC, WRZE and WCIB, respectively. Possible PD opportunities.
- Candidates must possess a strong drive to win. Send T&R to Allison Makkay, 154 Barnstable Road, Hyannis, MA 02601. EOE/Women encouraged.

OPENINGS

JOEL RAAB ASSOCIATES



Country Programming/Marketing

PDS

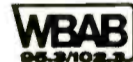
1. **Top 20 Market.** You must be creative, organized, and strong on the air. Growth company.
2. **Small Market Programmer.** Major company seeks aggressive, talented PD/PM driver for upstart Country station. T&Rs ASAP to: Joel Raab Associates, 760 North Woodbourne Road, Suite D, Langhorne, PA 19047 EOE

PROMOTION DIRECTOR for Top-75 market oldies station to create/co-ordinate marketing efforts. Must be creative self-starter with min. one year promotion experience and strong organization/communication skills. Send resume to: Radio & Records, 10100 Santa Monica Bl., #120, 5th Floor, Los Angeles, CA 90067. EOE



Classical 102.5 WCRB/Boston ... one of America's highest-rated classical stations has a rare opening for a fulltime, high-profile announcer.

Work in a wonderful environment with a very fast-growing company that believes strongly in the power of our format. 3-5 years' commercial radio experience a must, plus the desire to entertain our listeners both on-air and at the many outside activities we sponsor. Come grow with us. Tapes and resumes only to: Mario Mazza, WCRB 102.5, 750 South Street, Boston, MA 02254. Charles River Broadcasting is an Equal Opportunity Employer.



Chancellor Broadcasting under its L.I. LMA (Market #14) has rare openings at Long Island's perennial Rock leader.

Prime shift/air personality: Unique, creative talent, able to make a real ratings impact! Entertainers — yes! Typical DJ — no.

Morning producer: Up on pop culture, creative thinker — able to assist on-air with news, fill-in airwork and/or production.

Rush tape and resume to Jeff Levine, Box 1240, Long Island, NY 11704. EOE

WHO'S EVER IN NEW ENGLAND

Excellent opportunity for seasoned on-air personalities, and production directors. Work in a professional environment and enjoy the 4 seasons. Must be good communicators and team players. Send tapes, resumes to: Radio & Records, 10100 Santa Monica Bl., #143, 5th Floor, Los Angeles, CA 90067. EOE

<http://www.rroonline.com>

OPENINGS

SOUTH

94.5/KDGE THE EDGE DALLAS seeks fulltime, 7p-mid. On-Air Talent and parttime weekend On-Air Talent. Please call for application. Mary Young, Director/Human Resources, 214/770-7777. AN EQUAL OPPORTUNITY EMPLOYER.



NIGHTS

Stem in the mornings and YOU at night! Ya gotta be an in-your-face rocker who wants to win nights in this town. Minimum 3 yrs. on-air experience required.

PROGRAM COORDINATOR

No station's on the streets of Memphis more... & we need a fulltime promotions coordinator to keep it that way! Weekend airshift & loads of creative promotional suggestions required! 3 yrs. minimum radio experience. Send T&R to: Jim Fox PD, WMFS, 1632 Sycamore View, Memphis, TN 38134. EOE.



KRMD FM 101.1, Louisiana radio station of the year, has immediate opening for midday/production director. 3 years' on-air experience. T&Rs to: John Swan PD, 3109 Alexander Ave., Shreveport, LA 71104. EOE

PROGRAM DIRECTOR WJHM-FM

102 JAMZ- Orlando's top rated station is looking for a competitive, creative Program Director to take our heritage station to the next level. A proven track record in urban programming a must. If you understand how to drive the competition crazy by creating fun and profit send your resume and tape along with your ideas and philosophy on music, personalities, contests and promotions, news and community involvement to Mike Gonick, 37 Skyline Drive, Suite 4200, Lake Mary, FL 32746. No Phone Calls Please. EOE

Classic Hits/106.9



Creative Production Genius

Saga, one of America's most-envied broadcast companies, seeks versatile Production Director for our Norfolk Classic Hits/Active Rock duopoly to create brilliant imaging promos, sweepers, etc. (This is a programming-driven job.) Digital experience a must (we've got Pro Tools). Character voices helpful. Incentives: excellent salary & benefits, great facilities, and the ocean. Rush T&R to Head Cheese, Tidewater Comm., 870 Greenbrier Cir., Suite 399, Chesapeake, VA 23320. EOE



OPENINGS

Warm weather "fun" Country station with all the tools to do it right. Looking for radio personalities who can do a "show," not a "shift," for middays and evenings. Rush tapes and resumes - no phone calls please - to Darlene Dixon, PD, Cat Country 102, 3485 Norman Bridge Road, Montgomery, AL 36106 - EOE

KBFM, CHR/Latino in McAllen/Harlingen/Brownsville has an immediate opening for an Evening Air Personality. Send tape and resume to Billy Santiago, P.O. 3764, McAllen, TX 78501. EOE

CHR STATION SEEKS STAFF

Y101 is a brand new CHR station in Jackson, MS. Y101 is seeking applicants for all positions. If you want to have fun at a kickin' station, Y101 is the place to be. Please rush T&R to: Jackson CHR, P.O. Box 5797, 3436 Hwy. 45 N., Meridian, MS 39302. EOE

Top-rated, MIX 97.3 in beautiful Savannah, Georgia has a key opening for afternoons and music director. We're looking for a team player who can continue to win and make good appearances. Savannah is gorgeous, fun and very affordable. Rush tapes and resumes to Scotty Snipes, WAEV, 24 West Henry Street, Savannah, GA 31401 EOE

COMPELLING TALK TALENT NEWCITY ORLANDO

Market leading News/Talk WDBO is looking for an afternoon talk talent who can discuss issues in an ENTERTAINING way! If you're smart, passionate, topical, prepared, and have a good sense of humor, rush T&R to: Paul Duckworth, WDBO Radio, 4192 John Young Parkway, Orlando, Florida 32804

OPENINGS

GENERAL AND SALES MANAGER REGIONAL FM NETWORK

Established and expanding regional FM Broadcasting Network serving multiple english speaking markets in the Caribbean seeks sales-oriented GM with successful experience in recruiting, coaching and managing sales teams as well as "network" or "regional" sales to U.S. and European national brands. The successful candidate will require high energy for travel in the Caribbean. The position will be based in south Florida. Salary, bonus and profits interest. Send your qualifications in complete confidence to: Stratford Research, One Buckhead Plaza, Suite 750, 3060 Peachtree Rd., N.W., Atlanta, GA 30305. Attn: Mr. Lew Dickey

Dynamic Afternoon Rock Personality wanted. Let us hear what sets you apart. Experienced talent only! Great production skills required. Radio & Records, 10100 Santa Monica Bl., #145, 5th Floor, Los Angeles, CA 90067. EOE

MIDWEST

News Director for market leader in central Wisconsin. T&R: WYTE, PO Box 956, Stevens Point, WI 54481. (715) 341-8838. EOE (9/13)

Peoria's Hot Country seeks entertaining morning show. T&R: Chris Michael, WFYR, 28 S 4th St, Peoria, IL 61654. EOE (9/13)

AM Drive co-host with snappy writing and winning attitude. T&R: John McKeighan, WQQB, 400 N. Broadway, Urbana, IL 61801. EOE (9/13)

Morning pro or team needed now for successful alternative outlet. Rock background preferred at this major market operation in Market #72. T&R's to Lynn Barstow, The Edge, 1001 Farnam, Omaha, NE 68102. No calls please.

Top Michigan radio group is looking for a creative specialist. If you write and produce award-winning, creative copy, then you are the person we are looking for!

If you have a nose for news, can manage and motivate people, and can hear yourself as a part of our market-leading morning show, then you may be the right person for the position of News Director at this highly rated combo.

We are also looking for a top-notch Afternoon News Anchor/Reporter.

Please send samples of your best writing, resume & tape: Radio & Records, 10100 Santa Monica Bl., #148, 5th Floor, Los Angeles, CA 90067. Women and Minorities are encouraged to apply. EOE

Legendary Midwest station seeking future Morning Show Host ... must have knowledge of Country Music ... good pay ... good benefits ... great company ... digital studios. T&R: Radio & Records, 10100 Santa Monica Bl., #151, 5th Floor, Los Angeles, CA 90067. EOE

OPENINGS

Soft Rock 104.5 KDAT has a rare opening for a co-host to join our established morning show. We're looking for someone warm, friendly, and community-oriented. Great, growing company; great team. Send T&R to: Dick Stadlen, KDAT, 425 2nd Street SE, Ste. 450, Cedar Rapids, IA 52401. EOE

PROGRAM DIRECTOR

Connoisseur Communications, one of America's fastest growing broadcast companies, is looking for a Program Director for a 50,000-watt FM in the Evansville market. If your on-air flair communicates fun, energy, and good phone skills and you have great leadership and coaching skills, understand strategic and music research, are creative innovative, and progressive, we would like to talk to you. Selector and digital systems experience helpful. Send tape and resume to: The Evansville Radio Center, Connoisseur Communications, P.O. Box 78, Evansville, IN 47701

RARE OPENINGS

Newsradio 960, KZIM and hot new country, K103, Flagship stations for the Zimmer Radio Group are seeking professionals for two rare openings.

NEWS ANCHOR/BACK-UP TALK SHOW HOST

Aggressive team player who must be willing to be visible in the community, highly motivated individual who likes to win and have the drive to take on challenges of both news and hosting a great talk show.

PRODUCTION DIRECTOR.

Copywriting skills, multitrack production and digital experience a must. We're looking for creativity and communication skills to work with both sales and programming and lead production effort for five radio stations.

Send tape and resume to Terry Hester, Zimmer Radio Group, P.O. Box 1610, Cape Girardeau, MO, 63702. Zimmer Radio Group is an Equal Opportunity Employer.

Three Eagles Communications is searching for bright, energetic broadcasters for our Lincoln, Nebraska properties. Us: A growing group with 11 stations in the Midwest.

You: An "up" communicator capable of "Knockin' Em Dead" on the air, and IN THE STREETS. Send your very best to: Randy Robbins 1230 "O" Street, Suite 311, Lincoln, NE 68508. T.E.C. is an Equal Opportunity Employer, females and minorities are encouraged to apply. No Calls Please

OPPORTUNITIES

OPENINGS

Northeast Ohio Country outlet looking for PD/AM talent to lead us to Promised Land. If you're established and looking for a move, or in a small market and have what it takes, send T/R to Radio & Records, 10100 Santa Monica Bl., #146, 5th Floor, Los Angeles, CA 90067. EOE

Top-rated arrow station in midwest seeks morning drive talent or team. Energy, creativity, and the ability to relate to an adult audience required. Radio & Records, 10100 Santa Monica Bl., #164, 5th Floor, Los Angeles, CA 90067. EOE



PROGRAM DIRECTOR

Finally your chance to join one of America's great radio companies. Heritage station on the comeback - your chance to be the hero. You'll get all the tools plus quality company support. Rush T&R to WYMG, 1030 Durkin Dr., Springfield, IL 62704. Saga is an EOE.

WEST

FM 101.9 KSCA seeking program assistant. Operate board and assist PD. Send resume to H.R., 6767 Forest Lawn Dr., Los Angeles, 90065. EOE (9/13)

KVNA AM/FM Flagstaff, AZ needs News Director. 2 years experience. FT with benefits. Max: (520) 526-2700. EOE (9/13)

AOR Afternoon Drive/Production, KRXX/Billings, Montana. AT opening. Call (406) 652-8400, Monday - Friday, 10:00am - 1:00pm. EOE (9/13)

Morning show search for Oregon heritage rocker. Outstanding company, lifestyle, facility, market. Call Dan Gittings, KBOY/Medford (541) 779-1550. EOE (9/13)

OPENINGS

PROGRAM DIRECTOR/ MORNING PERSONALITY

Live, work, play in the Rockies at year-round resort in Sun Valley, Idaho. Looking for creative/energetic personality to keep our Rock station head-and-shoulders above the competition. Send T&R to Scott Parker, KECH-95, P.O. Box 2158, Ketchum, ID 83340. EOE



PROGRAM DIRECTOR

Multiyear, Top 20 Mkt. CHR/Hot AC or Modern AC PD experience & creativity a must to lead Q106 back to the top in America's finest city. Promotions, music, imaging & people management skills all essential. Rush resume & tape of your station to KKLQ, Ref.# PD1296, 5745 Kearny Villa Rd., Ste. M, San Diego, CA 92123. No phone calls please! M-F/EOE



Citadel's #1 Country in Salt Lake has a rare midday opening. Possible MD duties. Selector proficient. T&R to Cary Rolfe, PD, 434 Bearcat Drive, Salt Lake City, UT 84115. Females strongly encouraged. EOE

KWAV 97FM/KIDD 630AM Monterey Bay's premier adult contemporary and big band radio stations have immediate opening for afternoon drive (KWAV), production director. Must be on the cutting edge of digital production. Send a tape & resume. P.O. Box 1391, Monterey, CA 93942 Send now. No Calls. EOE

OPENINGS

WE'RE CALIFORNIA'S FUN OLDIES 100.1 Are you topical, fun, relatable? Have passion for '60s music? We have afternoons! Production & Selector skills a plus. T&R to Arthur Morrison, KQOD, 1120 N. San Joaquin St., Stockton, CA 95202. EOE



Buck Owens Production's KUZZ-FM/Bakersfield has immediate opening for on-air/production talent. Applicants from all formats with strong desire to succeed at one of America's legendary Country stations encouraged. Skills should include strong production, phones, personal appearances. Send T&R to: Evan Bridwell, 3223 Silleet Ave., Bakersfield, CA 93308. EOE

CHR/HOT AC DRIVETIME TALENT

Experienced "Real-Person" communicator(s) needed to relate to active, young female listeners in one of Southern California's most desirable coastal markets. If you're up for a truly creative challenge & not afraid of stiff competition, rush tape & resume to: Radio & Records, 10100 Santa Monica Bl., #149, 5th Floor, Los Angeles, CA 90067. EOE

The new KISS 106 is looking for a major market afternoon drive/production director. We're looking for an upbeat personality (no pukers or yucks). You'll also need to be digitally experienced, know Orban, DCS, and RCS. Send tapes and resumes to: John Stewart, KBKS FM, 15375 S.E. 30th Place, Suite 300, Bellevue, WA 98007 EOE

OPENINGS

MORNINGS IN LAS VEGAS!

Regent Broadcasting is searching for future morning show talent in Las Vegas. If you want a future with a great company, terrific management, new studios, and all the support you will need to win in a very competitive environment, show us your ability with a tape and resume to: Personnel Department, Regent Broadcasting, 1130 E. Desert Inn Road, Las Vegas, NV 89109. EOE

MAJOR MARKET RADIO OPPORTUNITY

Los Angeles radio station has two openings for on-call and parttime announcer. Outgoing personality, driven talent needed ASAP. Submit tape and resume to: Radio & Records, 10100 Santa Monica Bl., #165, 5th Floor, Los Angeles, CA 90067. EOE

Channel 933, the new beat of San Diego, is seeking Radio Kamikazes who can eat, live, and breathe fun radio! If you think you can rough it out in one of the most beautiful cities in the world and press some flesh in the streets, we want to talk to you. We are looking for warm bodies for the following:

- Assistant Program Director
- Music Director
- Promotions Director
- Full and parttime air talent

Interested? Send your stuff to Todd Shannon, PD, 8419 Pacific Highway, San Diego, CA 92110. EOE Females and minorities encouraged to apply.

Change the course of music history.

Hearing loss has altered many careers in the music industry. H.E.A.R. can help you save your hearing. A non-profit organization founded by musicians and physicians for musicians, music fans and other music professionals. H.E.A.R. offers information about hearing loss, tinnitus, testing, and hearing protection. For an information packet, send \$10.00 to:



H.E.A.R. P.O. Box 460847
San Francisco, CA 94146
or call the H.E.A.R. 24-hr
hotline at (415) 773-9590.

OPENINGS

PROGRAMMER WANTED

Tired of living in some boring, run-down, garbage pile in nowhere. USA? Looking for a place where you can get married, lose your life savings, get divorced, and buy a hooker all in the same day... legally? If so...we've got the town for you! Program Reno's heritage Classic Rock station and learn the phrase "All you can eat prime rib... Just \$1.99" All kidding aside, if you want to see why the Sierra Nevada lifestyle is one of the most beloved in the country, send your tape, resume, philosophies and other sundries to Tony Schavietello, c/o KOZZ, 2900 Sutro St., Reno, NV 89512.



WANTED: MORNING PERSONALITY

Adult Alternative FM 101.9 (KSCA) in Los Angeles is looking for an experienced, highly talented morning host: someone who's intelligent, personable, quick-witted and able to speak volumes in few words. We need someone who knows how to interact with an on-air partner and can relate to our relatively sophisticated adult audience with interests that mirror their's (i.e. movies, outdoor recreation, music, reading, etc.). The ideal candidate is a team player who can put the interests of the station ahead of their own and masterfully sell our music and special events.

Submit tapes and resumes to:
H.R. 6767 Forest Lawn Drive Suite
318, Los Angeles, CA 90068.
Please, No Phone Calls.
Golden West Broadcasters is an Equal
Opportunity Employer.

The Research Group

Are you a medium or small-market PD/MD looking for your next opportunity? The Research Group, the world's foremost strategic advisor to radio is actively searching for music programmers to recommend for future openings at radio stations across the country. Ideal candidates would possess strong music knowledge and music scheduling experience using Selector. Understanding of strategy and format execution a plus. Send or fax resume and references to: Strategic Marketing Center, 2601 Fourth Avenue, Suite 250, Seattle, WA 98121. Attention: Roger Douglass. FAX: (206) 443-3900. No Calls Please. EOE

OPPORTUNITY KNOCKS

in the pages of R&R every Friday

CALL: 310-553-4330

OPENINGS

OPERATIONS MANGER NEEDED FOR FOUR STATION COMBO

Northern California's Amarturo Group FOX
101.7-KMGG 97.7-KSRO 1350-
FROGGY 92.9

We need a seasoned Ops Manager for our newly acquired Rock, Country, Oldies, and News/Talk stations. We're located 45 minutes north of San Francisco in Sonoma County, California. Please send your resume to: Lawrence Amarturo, P.O. Box 2158, Santa Rosa, CA 95405 Fax: (707) 545-3115

POSITIONS SOUGHT

Morning team with balls AND brains. Available for the right Top-50 Mkt. gig. Track record, great attitude, and neatly trimmed bikini areas. (704) 588-6359

GOING OLDIES?

I have developed a new oldies format that has never been done before. I offer my ideas and services as program director for your station. Contact Curt Roberts (301) 762-2879.

PD/MD/AT 12 years Active Rock, Classic Rock, AC. Major market experience. E-mail BriBed@aol.com. Brian Beddow: (301) 829-1817. (9/13)

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After 10 years away, veteran small market PD/talent seeks return to Florida. Call: Dave (913) 826-9782. (9/13)

Hire Matthew in the Morning and get your station on TV and in the papers immediately. The media magnet. MATTHEW: (408) 356-5230. (9/13)

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MARKETPLACE

AIRCHECKS

AUDIO & VIDEO AIRCHECKS

CURRENT #192, WKQJ/Danny Bonaduce, KIOZ/Todd Kelly, WGO/Rick Party, KRTH/Real Don Steele, KBGM/G. Kelly, CITV/Gordo & Harry, WFLZ/Tom Steele. \$7.50.
CURRENT #196, WPLJ/Rocky Allen, KFMB-FM/Mark Jagger, KJNN/Git, WIOQ/Chio, WNNX/Barnes, Leslie & Jimmy, WPOW/Joey Nasty, WYWW, KALC. \$7.50.
PERSONALITY PLUS #PP-106, KYKY/Phillips & Co., KKLO/Jeff & Jer, WOMC/Dick Puritan, WRIF/Drew & Mike, KQBT/John London. \$7.50.
PERSONALITY PLUS #PP-104, WRGX/Mancow, KLOS/Mark & Brian, WYUU/Cleveland Wheeler, WZGC/GreaseMan, CKFM/Robi Christie. \$7.50.
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ALL AC #AC-30, KPLZ, KBKS, KYXY, WRRM, WNNK. \$7.50.
PROFILE #P-326, CHICAGO1 CHR B96, AC WLT, WPNT, WTMX, ADR WRGX, WCKG, WXRT, WKQX, UC WGOI, WVAZ, City WUSN, WQIX, Gold WJMK. \$7.50.
PROFILE #P-327, KANSAS CITY1 CHR KMDV, AC KLTH, KUOL, UC KPRS, ADR KYYS, KQRC, KISF, KOPX, City WDAF, KQF, KBEQ, Gold KCMO. \$7.50.
PROMO VAULT #PV-28, promo samples - all formats, all market sizes. Cassette, \$10.
SWEETPER VAULT #SV-12, Sweeper & Legal ID samples, all formats. Cassette, \$10.
#C-18 (ALL URBAN), #MR-4 (MODERN ROCK), #F-22 (ALL FEMALE), #CH-22 (CHR NIGHTS), #O-18 (ALL OLDIES), #AOR-13 (ALL AOR), #T-4 (TALK RADIO), #S-325 (DETROIT) at \$7.50 each.
CLASSIC #C-190, KMPC/Gary Owens-1973, WAKR-1966, KF/Jack Armstrong-1980, KIOQ/Don Bishop-1975, KFRC/Joey Conrad-1970 & more. \$11.
VIDEO #V3, BEST OF COUNTRY RADIO Part 1; over 20 of country radio's best personalities; morning-midday-PM drive. 2 HOT hrs. VHS \$25.
VIDEO #V4 Chicago's oldies WJMK/John Landecker, City WUSN/John Howell, St. Louis UC KMJW/Tony Scott & Marc Clarke, Detroit CR WCSX/J.J. & Walking Crew, San Diego ADR KIOZ/Todd Kelly, 2hrs., \$25 VHS.

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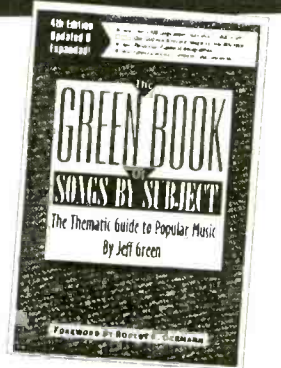
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CHR/POP

Table with 2 columns: LW, TW. Lists 30 songs including Donna Lewis, Eric Clapton, Alanis Morissette, Dishwalla, Jewel, Toni Braxton, etc.

CHR begins on Page 40.

HOT AC

Table with 2 columns: LW, TW. Lists 30 songs including Eric Clapton, Donna Lewis, Alanis Morissette, Tracy Chapman, Celine Dion, etc.

No Songs Qualified For Breaker Status This Week

AC begins on Page 72.

CHR/RHYTHMIC

Table with 2 columns: LW, TW. Lists 30 songs including Keith Sweat, Ghost Town DJ's, Donna Lewis, L.L. Cool J, etc.

CHR begins on Page 40.

AC

Table with 2 columns: LW, TW. Lists 30 songs including Eric Clapton, Mariah Carey, Celine Dion, Whitney Houston, etc.

AC begins on Page 72.

URBAN

Table with 2 columns: LW, TW. Lists 30 songs including SWV, Blackstreet, D'Angelo, etc.

URBAN begins on Page 50.

ACTIVE ROCK

Table with 2 columns: LW, TW. Lists 30 songs including Soundgarden, Alice in Chains, Tonic, etc.

ROCK begins on Page 83.

"Hold on to the bone, and all the dogs will follow." - traditional Irish proverb

traditional Irish proverb

"Animal" & "To The Bone" Two brand new Kinks tracks - mixed by Bob Clearmountain.

KINKS ROCK

WIZM KICA KMOD KRXK

KQCL WROQ WQCM KYYS

KRCH KFBD KGGY WGBF

KZOZ WAPL KJKJ KWBR

Breakers In Blue

URBAN AC

LW	TW	ARTIST	SON	Label
2	1	LUTHER VANDROSS	Your Secret Love (LV/Epic)	
1	2	MAXWELL	Ascension (Don't Ever Wonder) (Columbia)	
3	3	JOHNNY GILL	Let's Get The Mood Right (Motown)	
6	4	WHITNEY HOUSTON	Why Does It Hurt So Bad (Arista)	
4	5	TONI BRAXTON	You're Makin' Me High (LaFace/Arista)	
8	6	SWV	Use Your Heart (RCA)	
7	7	TINA TURNER	Something Beautiful Remains (Virgin)	
5	8	ANN NESBY	I'll Do Anything For You (Perspective/A&M)	
14	9	MINT CONDITION	What Kind Of Man Would I Be (Perspective/A&M)	
13	10	BRANDY, TAMIA, KNIGHT, KHAN	Missing You (EastWest/EEG)	
9	11	GEORGE BENSON	Holdin' On (GRP)	
15	12	R. KELLY	I Can't Sleep Baby (If I) (Jive)	
16	13	JOHNNIE TAYLOR	Good Love (Malaco)	
10	14	NEW EDITION	Hit Me Off (MCA)	
17	15	CECE PENISTON	Movin' On (A&M)	
11	16	ISLEY BROTHERS	Floatin' On Your Love (T-Neck/Island)	
12	17	BRAXTONS	So Many Ways (Atlantic)	
21	18	SOLO	Blowin' My Mind (Perspective/A&M)	
20	19	DRU HILL	Tell Me (Island)	
26	20	GROOVE COLLECTIVE	Lift Off (Giant Step/GRP)	
19	21	MAXI PRIEST I/SHAGGY	That Girl (Virgin)	
22	22	KENNY LATTIMORE	Never Too Busy (Columbia)	
25	23	AALIYAH	If Your Girl Only Knew (Blackground/Atlantic)	
28	24	DRAMATICS	Try Love Again (Bellmark)	
—	25	AZ YET	Last Night (LaFace/Arista)	
27	26	ME'SHELL NDEGEOCELLO	Who Is He And What... (Maverick/Reprise)	
24	27	MONICA	Why I Love You So Much (Rowdy/Arista)	
—	28	TEVIN CAMPBELL	I Got It Bad (Qwest/WB)	
29	29	KENNY LATTIMORE	Just What It Takes (Columbia)	
—	30	BLACKSTREET	No Diggity (Interscope)	

URBAN begins on Page 50.

ROCK

LW	TW	ARTIST	SON	Label
1	1	TOM PETTY & THE HEARTBREAKERS	Walls (Warner Bros.)	
3	2	RUSH	Test For Echo (Atlantic)	
4	3	JOHN ELLEN CAMP	Key West Intermezzo (I Saw...) (Mercury)	
5	4	SOUNDGARDEN	Burden In My Hand (A&M)	
2	5	BLACK CROWES	Good Friday (American/Reprise)	
19	6	ZZ TOP	What's Up With That (RCA)	
8	7	TONIC	Open Up Your Eyes (Polydor/A&M)	
10	8	ALICE IN CHAINS	Over Now (Columbia)	
6	9	PEARL JAM	Who You Are (Epic)	
7	10	WALLFLOWERS	6th Avenue Heartache (Interscope)	
13	11	R.E.M.	E-Bow The Letter (Warner Bros.)	
12	12	DAVE MATTHEWS BAND	So Much To Say (RCA)	
14	13	BETTER THAN EZRA	King Of New Orleans (Swell/Elektra/EEG)	
11	14	METALLICA	Until It Sleeps (Elektra/EEG)	
9	15	STONE TEMPLE PILOTS	Trippin' On A Hole In... (Atlantic)	
15	16	SCREAMING TREES	All I Know (Epic)	
18	17	DISHWALLA	Counting Blue Cars (A&M)	
21	18	ERIC JOHNSON	Pavilion (Capitol)	
16	19	SMASHING PUMPKINS	Tonight, Tonight (Virgin)	
17	20	BLUES TRAVELER	But Anyway (A&M)	
26	21	CHALK FARM	Lie On Lie (Columbia)	
20	22	WHY STORE	Lack Of Water (Way Cool Music/MCA)	
22	23	SHERYL CROW	If It Makes You Happy (A&M)	
28	24	STORYVILLE	Good Day For The Blues (Code Blue/Atlantic)	
24	25	SEVEN MARY THREE	My My (Mammoth/Atlantic)	
27	26	DEEP PURPLE	Vavoom: Ted The Mechanic (CMC International)	
25	27	PRIMITIVE RADIO GODS	Standing Outside... (Ergo/Columbia)	
47	28	METALLICA	Hero Of The Day (Elektra/EEG)	
23	29	HAZIES	Skin & Bones (EMI)	
34	30	COREY STEVENS	Blue Drops Of Rain (Eureka/Discovery)	

ROCK begins on Page 83.

COUNTRY

LW	TW	ARTIST	SON	Label
3	1	BRYAN WHITE	So Much For Pretending (Asylum/EEG)	
4	2	TY HERNDON	Living In A Moment (Epic)	
2	3	MINDY MCCREARY	Guys Do It All The Time (BNA)	
7	4	MARK WILLIS	Jacob's Ladder (Mercury)	
8	5	BILLY DEAN	That Girl's Been Spyn' On Me (Capitol)	
1	6	RICK TREVINO	Learning As You Go (Columbia)	
10	7	FAITH HILL	You Can't Lose Me (Warner Bros.)	
11	8	TRISHA YEARWOOD	Believe Me Baby (I Lied) (MCA)	
13	9	TRACY LAWRENCE	Stars Over Texas (Atlantic)	
12	10	VINCE GILL	Worlds Apart (MCA)	
14	11	PAUL BRANDT	I Do (Reprise)	
18	12	JO DEE MESSINA	You're Not In Kansas Anymore (Curb)	
16	13	TOBY KEITH	A Woman's Touch (A&M)	
17	14	COLLIN RAYE	Love Remains (Epic)	
20	15	ALABAMA	The Maker Said Take Her (RCA)	
5	16	JAMES BONAMY	I Don't Think I Will (Epic)	
19	17	SAMMY KERSHAW	Vidalia (Mercury)	
21	18	DAVID LEE MURPHY	The Road You Leave Behind (MCA)	
24	19	CLINT BLACK	Like The Rain (RCA)	
23	20	KENNY CHESNEY	Me And You (BNA)	
22	21	JOE DIFFIE	Whole Lotta Gone (Epic)	
26	22	TRAVIS TRITT	More Than You'll Ever Know (Warner Bros.)	
30	23	JOHN MICHAEL MONTGOMERY	Ain't Got Nothin' On Us (Atlantic)	
29	24	PATTY LOVELESS	Lonely Too Long (Epic)	
27	25	JOHN BERRY	Change My Mind (Capitol)	
32	26	GEORGE STRAIT	I Can Still Make Cheyenne (MCA)	
28	27	SHANIA TWAIN	Home Ain't Where His Heart... (Mercury)	
6	28	GARTH BROOKS	It's Midnight Cinderella (Capitol)	
31	29	RICOCHE	Love Is Stronger Than Pride (Columbia)	
34	30	WESTERN FLYER	What Will You Do With M-E (SOR)	
50	36	BROOKS & DUNN	Mama Don't Get Dressed Up... (Arista)	

COUNTRY begins on Page 58.

ALTERNATIVE

LW	TW	ARTIST	SON	Label
2	1	311	Down (Capricorn/Mercury)	
3	2	SOUNDGARDEN	Burden In My Hand (A&M)	
1	3	R.E.M.	E-Bow The Letter (Warner Bros.)	
4	4	PEARL JAM	Who You Are (Epic)	
6	5	EELS	Novocaine For The Soul (DreamWorks/Geffen)	
5	6	BETTER THAN EZRA	King Of New Orleans (Swell/Elektra/EEG)	
11	7	POE	Angry Johnny (Modern/Atlantic)	
19	8	SUBLIME	What I Got (Gasoline Alley/MCA)	
13	9	WALLFLOWERS	6th Avenue Heartache (Interscope)	
15	10	SHERYL CROW	If It Makes You Happy (A&M)	
14	11	REPUBLICA	Ready To Go (RCA)	
24	12	SOCIAL DISTORTION	I Was Wrong (550 Music)	
7	13	BECK	Where It's At (DGC/Geffen)	
10	14	BUTTHOLE SURFERS	Pepper (Capitol)	
8	15	GARBAGE	Stupid Girl (Almo Sounds/Geffen)	
12	16	STONE TEMPLE PILOTS	Trippin' On A Hole In... (Atlantic)	
9	17	PRIMITIVE RADIO GODS	Standing Outside... (Ergo/Columbia)	
16	18	TRACY BONHAM	The One (Island)	
21	19	STABBING WESTWARD	Shame (Columbia)	
17	20	ALICE IN CHAINS	Over Now (Columbia)	
22	21	DAVE MATTHEWS BAND	So Much To Say (RCA)	
26	22	SEBADOH	Ocean (Sub Pop)	
18	23	BLUES TRAVELER	But Anyway (A&M)	
23	24	NO DOUBT	Spiderwebs (Trauma/Interscope)	
27	25	GEGGY TAH	Whoever You Are (Luaka Bop/WB)	
35	26	SMASHING PUMPKINS	Muzzle (Virgin)	
30	27	FUN LOVIN' CRIMINALS	Scooby Snacks (EMI)	
25	28	REACHAROUND	Big Chair (Trauma/Interscope)	
20	29	NADA SURF	Popular (Elektra/EEG)	
34	30	SOUL COUGHING	Soundtrack To Mary (Slash/WB)	

ALTERNATIVE begins on Page 90.

NAC

LW	TW	ARTIST	SON	Label
1	1	NORMAN BROWN	Better Days... (MoJazz/Motown)	
2	2	DAVE KOZ	Let Me Count The Ways (Capitol)	
4	3	PETER WHITE	Caravan Of Dreams (Columbia)	
3	4	BILL EVANS	The Sunday After (Escapade)	
7	5	COUNT BASIC	On The Move (Instinct)	
6	6	RAMSEY LEWIS	Les Fleur (GRP)	
10	7	AVENUE BLUE	Naked City (Mesa/Bluemoon)	
14	8	PAUL HARDCASTLE	Bird Island (JVC)	
8	9	JEFF LORBER	State Of Grace (Verve)	
5	10	BRYAN SAVAGE	Cat Food (Elation)	
11	11	DOC POWELL	Laid Back (Discovery)	
—	12	DAVID SANBORN	Spooky (Elektra/EEG)	
16	13	HERB ALPERT	Flamingo (Almo Sounds/Geffen)	
9	14	JOE MCBRIDE	Highland Park (Heads Up)	
15	15	ART PORTER	Lake Shore Drive (Verve Forecast)	
19	16	LUTHER VANDROSS	Your Secret Love (LV/Epic)	
13	17	ERIC CLAPTON	Change The World (Reprise)	
12	18	GEORGE BENSON	Summer Love (GRP)	
23	19	CHUCK LOEB	The Music Inside (Shanachie)	
17	20	BRIAN CULBERTSON	Close To You (Mesa/Bluemoon)	
18	21	AARON NEVILLE	I Can't Imagine (A&M)	
24	22	RIPPING TONS	First Time I Saw Her (GRP)	
22	23	VANESSA WILLIAMS	Erase (Mercury)	
21	24	CHIELI MINUCCI	Anything And Everything (JVC)	
26	25	HARVEY MASNON	It's You (Atlantic)	
29	26	GLORIA ESTEFAN	I'm Not Giving You Up (Epic)	
—	27	RICHARD ELLIOT	City Speak (Blue Note)	
27	28	LIDNEL RICHIE	Ordinary Girl (Mercury)	
25	29	CHRIS CAMOZZI	Ring Of Gold (Higher Octave)	
20	30	JOE SAMPLE	Hippies On A Corner (Warner Bros.)	

NAC begins on Page 78.

ADULT ALTERNATIVE

LW	TW	ARTIST	SON	Label
1	1	JOHN ELLEN CAMP	Key West Intermezzo... (Mercury)	
6	2	SHERYL CROW	If It Makes You Happy (A&M)	
2	3	TOM PETTY & THE HEARTBREAKERS	Walls (Warner Bros.)	
3	4	DAVE MATTHEWS BAND	So Much To Say (RCA)	
4	5	WALLFLOWERS	6th Avenue Heartache (Interscope)	
8	6	DUNCAN SHEIK	Barely Breathing (Atlantic)	
5	7	PRIMITIVE RADIO GODS	Standing Outside... (Ergo/Columbia)	
7	8	R.E.M.	E-Bow The Letter (Warner Bros.)	
22	9	SHAWN COLVIN	Get Out Of This House (Columbia)	
10	10	BLACK CROWES	Good Friday (American/Reprise)	
12	11	UGLY AMERICANS	Vulcan Death Grip (Capricorn/Mercury)	
9	12	CRANBERRIES	Free To Decide (Island)	
14	13	JACKPIERCE	Trials (A&M)	
16	14	TRACY CHAPMAN	New Beginning (Elektra/EEG)	
19	15	CHALK FARM	Lie On Lie (Columbia)	
17	16	MELISSA ETHERIDGE	Nowhere To Go (Island)	
13	17	ERIC CLAPTON	Change The World (Reprise)	
11	18	HOOTIE & THE BLOWFISH	Tucker's Town (Atlantic)	
21	19	ELEANOR MCEVOY	Precious Little (Columbia)	
15	20	PEARL JAM	Who You Are (Epic)	
20	21	MARSHALL CRENSHAW	Starless Summer Sky (Razor & Tie)	
18	22	BLUES TRAVELER	But Anyway (A&M)	
26	23	LEAH ANDREONE	It's Alright, It's O.K. (RCA)	
28	24	SUZANNE VEGA	No Cheap Thrill (A&M)	
—	25	WALLFLOWERS	One Headlight (Interscope)	
24	26	KEB' MO'	That's Not Love (Okeh/Epic)	
30	27	STORYVILLE	Good Day For The Blues (Code Blue/Atlantic)	
—	28	ALANIS MORISSETTE	Head Over Feet (Maverick/Reprise)	
—	29	BRIAN SETZER ORCHESTRA	Rumble In Brighton (Interscope)	
29	30	FINN BROTHERS	Only Talking Sense (Discovery)	

ADULT ALTERNATIVE begins on Page 100.

KINKS ADULT ALTERNATIVE

WXRT	WCDQ	WERU	WRRX	WUIS	KKMY
WRLY	WAPS	KCFE	KUWR	KMTT	WCBE
KFAN	KAFB	KOZT	KSUT	KXGO	KLRQ
KYAO	WEBK	WMWV	KROK	KMYN	



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