The Cranberries

The New Album
To The Faithful Departed

featuring
Salvation

Produced by Bruce Brubaker and The Cranberries

In store April 30

APRIL 12, 1996
GEORGE MICHAEL

"FASTLOVE"

THE NEW SINGLE AND VIDEO FROM THE FORTHCOMING ALBUM OLDER IN STORES MAY 14

Produced by George Michael and Jon Douglas
Engineered by Paul Gomersall
© 1996 Big Geoff Overseas Ltd.
Sam Milkman Joins WXKR As Operations Director
Nick Bull Appointed EMI National Director Alternative Radio Promo
Ken Carr Named Program Director At KUTQ
Albie D. Steps Down As M.D. At WPGC
Atlantic Promotes Lea Pisacane To Vice President Of Rock

Sam Milkman
Nick Bull

- With WZEE's Dana Lundon
  Some Cheesy Moments From Middle America

- Programming To Win: Arbitron's Bob Michaels
  On "The Six Things You Should Do First When
  The New Book Arrives"
- Priority Stack: The Cranberries, Jars Of Clay,
  Joan Osborne, Dishwalla, Garbage
- On The Edge: Nixons
- Alterna-tips

- Keeping Clean With A Friend

- The Sayings Of Chairman Jay
- The Timeline Of An Effective Promotion
- Using Interns Wisely

- Tori Amos Kicks Off “Dew Drop Inn” Tour
- Smashing Pumpkins Tie Michael Jackson For Best Selling
  Double CD
- Foo Fighters Rock For Choice

- Street Beat Top 50, On The Beat, Action Zone, Street Scenes, Vibes
- The Bomb: Busta Rhymes
- Street Beat Buzzzzz: “Mission Impossible” featuring Adam Clayton
  & Larry Mullen
- Mix It Up

SAN DIEGO'S RISING STAR Following a stint as a consultant, Tracey Johnson got back into programming at San Diego's Q106, and did a number on crosstown B100. In fact, he even stole their morning show. Little did he know that two years later, he would inherit the job of rebuilding B100. Johnson rebadged the station as Star 100.7, revamped the staff, and tweaked the music. FMOB's Dave Hoefel spends quality time with Johnson this week, and explores the spark behind San Diego's rising Star 100.7.
What Do I Have To Do?

The explosive single from the #1 Heatseekers album

"WITH-ER BLISTER BURN & PEEL"

On tour now.

12" Modern Rock Monitor
8" Rock Monitor

Z100, WDRE, K-Rock (NYC), KRBE, WPLY, Q99, WPST, WFLZ, KLRZ, WKBQ, WHFS, 99X, Q101, KROQ, WHYT

"Passionate male and female phones. Top 10 call-out overall!"
- Sean Demery, 99X/Atlanta

"The lyrical appeal that females love, and the edgy sound that our core listeners gravitate toward!"
- Paul Bryant, KRBE/Houston

Over 1,500 Hot 100 Spins, Over 11 Million Listeners
**Most Added**

- Jars Of Clay (36)
  "Flood" (Silvertone/Interscope)

- La Bouche (25)
  "Sweet Dreams" (RCA)

- Dishwalla (24)
  "Counting Blue Cars" (A&M)

- Robert Miles (23)
  "Children" (Arista)

- Puff Johnson (21)
  "Forever More" (WORK/CRG)

- Color Me Badd (20)
  "The Earth, The Sun, The Rain" (Giant)

- Hootie & The Blowfish (19)
  "Old Man And Me (When I Get To Heaven)"
  (Atlantic/AG)

- The Cure (18)
  "Thirteen" (Elektra/EEG)

- Dave Matthews Band (17)
  "Too Much" (RCA)

**#1 Most Added**

- Deep Blue
  "Halo"
  (Rainmaker/Interscope)

- Something (59)

**Performance Stars**

- Hootie & The Blowfish
  "Old Man And Me (When I Get To Heaven)"
  (Atlantic/AG)

- Foo Fighters
  "Big Me"
  (Capitol)

- Color Me Badd
  "The Earth, The Sun, The Rain"
  (Giant)

- La Bouche
  "Sweet Dreams"
  (RCA)

**Top Reactors**

- Whitney Houston & CeCe Winans: "Count On Me", Arista... "Getting calls from all demographic females! We expect it to be a smash for us! Running in all dayparts!"
  - Marc Hunter, MD, WAKX/Grand Rapids

- Voice Of The Beehive: "Scary Kisses",
  Discovery... "Solid as a rock! Very palatable for mainstream because there isn't too much of an edge. Instant phones!"
  - Tommy Frank, PD, WAYV/Atlantic City

- Lionel Richie: "Don't Wanna Lose You",
  Mercury... "This is the perfect midday song for K104!"
  - Stew Schantz, PD, WSPK/Poughkeepsie

**Best New Singles**

- George Michael: "Fast Love", DreamWorks/SGK
- The Cranberries: "Salvation", Island
- Billie Ray Martin: "Your Loving Arms", Sire/EEG
- Donna Lewis: "I Love You Always Forever", Atlantic/AG
- Newsboys: "Take Me To Your Leader", Virgin
- Blind Melon: "Three Is A Magic Number", Lava/AG

**CROSSOVER**

- Jodeci: "Get On Up", MCA
- WC & The Mad Circle: "The One", London

**Quarterback Pick**

- Newsboys
  "Take Me To Your Leader"
  (Virgin)
Explosive Sales!!!
* Single #11
* Over 55,000 Singles Sold This Week!
* Over 50,000 LP's Sold This Week!

10* Rhythm Crossover Monitor!
Combined Audience Over 60 Million!

The Following Stations Have Committed To “Lady”:

- HOT97 New York
- WPGC Washington, D.C.
- 92Q Baltimore
- WJMN Boston
- WHHH Indianapolis
- WWKX Providence
- WJJS Roanoke
- WJMH Greensboro
- KLUC Las Vegas
- KJIM Las Vegas
- KUBE Seattle
- KKFR Phoenix
- KMEI San Francisco
- KYLD San Francisco
- KFTU San Antonio
- Z90 San Diego
- KKSS Albuquerque
- KBXJ Houston
- WJBT Jacksonville
- KPBR El Paso
- KCAQ Oxnard
- WOCQ Ocean City
- HOT105 Modesto
- B95 Fresno
- KZFM Corpus Christi
- KWIN Stockton
- KDON Salinas/Monterey
- KWNZ Reno
- KIKI Honolulu
- WNNA
- WSSX
- WMKV
- WQAX
- WQGN
- WYKS
- WYCR
- WNNK
- WKNF
- WKKF
- WKRJ
- WSMX
- WSNX
- KZII
- and more!

Management: Kedar Massenburg for Kedar Entertainment
**Premier Crossovers**

<table>
<thead>
<tr>
<th>Modern Rock</th>
<th>Rock</th>
<th>Dance</th>
<th>Crossover Radio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jars Of Clay</td>
<td>Stabbing Westward</td>
<td>DJ “D” Man/Billy Boy</td>
<td>Color Me Badd</td>
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<tr>
<td>“Flood” (Silvertone/Jive)</td>
<td>“What Do I Have To Do?” (Columbia/CRG)</td>
<td>“Dooky Booty” (Out Of Control)</td>
<td>“The Earth, The Sun, The Rain” (Giant)</td>
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</table>

**Next To Cross**

<table>
<thead>
<tr>
<th>Modern Rock</th>
<th>Rock</th>
<th>Dance</th>
<th>Crossover Radio</th>
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<tbody>
<tr>
<td>Nixons</td>
<td>Dave Matthews</td>
<td>Adam Clayton &amp; Larry Mullen</td>
<td>Xscape</td>
</tr>
<tr>
<td>“Sister” (MCA)</td>
<td>“Too Much” (RCA)</td>
<td>“Mission: Impossible” (Junior’s Hard Mix) (Mother/Island)</td>
<td>“Can’t Hang” (So So Def/Columbia/CRG)</td>
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**STREET BEAT’S BEST VIBES**

<table>
<thead>
<tr>
<th>Premiere</th>
<th>Next</th>
<th>Director</th>
<th>Production</th>
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<tbody>
<tr>
<td>Jars Of Clay</td>
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<tr>
<td>“Flood” (Silvertone/Jive)</td>
<td>“What Do I Have To Do?” (Columbia/CRG)</td>
<td>“Dooky Booty” (Out Of Control)</td>
<td>“The Earth, The Sun, The Rain” (Giant)</td>
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**FMQB**

The #1 Programming Source

Executive Mews
1930 East Marlan Pike
Cherry Hill, NJ 08003
(609)424-7080/Fax: (609)424-3881
EMAIL:FMQBTOPTOP40@aol.com

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i love you always forever
the first single from her forthcoming album now in a minute

Impacting April 15th!

produced by Kevin Killen and Donna Lewis
# TOP 40 TRAX
(Plays Per Week)

<table>
<thead>
<tr>
<th>Position</th>
<th>Artist/Track</th>
<th>Label</th>
<th>TW</th>
<th>Move</th>
<th>LW</th>
<th>2W</th>
<th>3W</th>
<th>Cumu/Adds</th>
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<tbody>
<tr>
<td>1</td>
<td>MARIAH CAREY</td>
<td>ALWAYS</td>
<td>(Columbia/CRG)</td>
<td>9285</td>
<td>664</td>
<td>8621</td>
<td>7826</td>
<td>882</td>
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<tr>
<td>2</td>
<td>CELINE DION</td>
<td>BECAUSE</td>
<td>(550 Music)</td>
<td>9064</td>
<td>1071</td>
<td>7993</td>
<td>6510</td>
<td>5235</td>
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<tr>
<td>3</td>
<td>A.MORISSETTE</td>
<td>IRONIC</td>
<td>(Maverick/Reprise)</td>
<td>8497</td>
<td>-60</td>
<td>6557</td>
<td>8333</td>
<td>7471</td>
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<tr>
<td>4</td>
<td>TONY RICH PROJ.</td>
<td>NOBODY</td>
<td>(LaFace/Arista)</td>
<td>7842</td>
<td>-340</td>
<td>8182</td>
<td>8105</td>
<td>8276</td>
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<tr>
<td>5</td>
<td>GIN BLOSSOMS</td>
<td>FOLLOW</td>
<td>(A&amp;M)</td>
<td>6425</td>
<td>197</td>
<td>6228</td>
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<td>5845</td>
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<tr>
<td>6</td>
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<td>MISSED</td>
<td>(Atlantic/AG)</td>
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<td>BODEANS</td>
<td>CLOSER</td>
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<td>130</td>
<td>5457</td>
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<td>BRANDY</td>
<td>ROOM</td>
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<td>5359</td>
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<td>9</td>
<td>SM/PUMPKINS</td>
<td>1979</td>
<td>(Virgin)</td>
<td>4878</td>
<td>81</td>
<td>4799</td>
<td>4931</td>
<td>4869</td>
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<td>10</td>
<td>N.J.MERCANTH</td>
<td>WONDER</td>
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<td>LOVER</td>
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<td>(Arista)</td>
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<td>CHAINS</td>
<td>(Epic)</td>
<td>3765</td>
<td>467</td>
<td>3298</td>
<td>2786</td>
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<td>HOOTIE/BLOWFISH</td>
<td>MAN</td>
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<td>3951</td>
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<td>Foo Fighters</td>
<td>BIG</td>
<td>(Roswell/Capitol)</td>
<td>3054</td>
<td>652</td>
<td>2362</td>
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<td>M.ETHERIDGE</td>
<td>OVER</td>
<td>(Island)</td>
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<td>MARY J. BLIGE</td>
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<td>FUGGIES</td>
<td>KILLING</td>
<td>(Ruffhouse/Col./CRG)</td>
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<td>468</td>
<td>2147</td>
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<td>ONE</td>
<td>(Blue Gorilla/Mercury)</td>
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<td>WHO</td>
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<td>S.B.HAWKINS</td>
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<td>(Columbia/CRG)</td>
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<td>-591</td>
<td>2888</td>
<td>3514</td>
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<td>NO DOUBT</td>
<td>JUST</td>
<td>(Trauma/Interscope)</td>
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<td>298</td>
<td>1971</td>
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<td>CALIFORNIA</td>
<td>(DeathRow/Interscope)</td>
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<td>EARTH</td>
<td>(Giant)</td>
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<td>W.HOUSTON/WINAM</td>
<td>COUNT</td>
<td>(Arista)</td>
<td>2189</td>
<td>236</td>
<td>1953</td>
<td>1752</td>
<td>1461</td>
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<td>34</td>
<td>LINA SANTIAGO</td>
<td>FEELS</td>
<td>(Groove Nation/Univ.)</td>
<td>2168</td>
<td>-87</td>
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<td>2222</td>
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<td>COOLIO</td>
<td>ONE</td>
<td>(Tommy Boy)</td>
<td>2059</td>
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<td>1708</td>
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<td>LA BOUCHE</td>
<td>SWEET</td>
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<td>544</td>
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<td>37</td>
<td>PRESIDENTS/USA</td>
<td>PEACHES</td>
<td>(Columbia/CRG)</td>
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<td>38</td>
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<td>SEAL</td>
<td>CRY</td>
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<td>1911</td>
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<td>SPACEHOG</td>
<td>MEANTIME</td>
<td>(Sire/EEG)</td>
<td>1875</td>
<td>-19</td>
<td>1894</td>
<td>1773</td>
<td>1674</td>
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**TOP GAINERS**
(Most Increased Plays Per Week)

<table>
<thead>
<tr>
<th>Artist/Track</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>HOOTIE/BLOWFISH</td>
<td>Atlantic/AG</td>
</tr>
<tr>
<td>CELINE DION</td>
<td>(550 Music)</td>
</tr>
<tr>
<td>COLOR/BADD</td>
<td>(Revolution)</td>
</tr>
<tr>
<td>LA BOUCHE</td>
<td>(RCA)</td>
</tr>
<tr>
<td>FOO FIGHTERS</td>
<td>(Roswell/Capitol)</td>
</tr>
<tr>
<td>MARIAH CAREY</td>
<td>(Revolution)</td>
</tr>
<tr>
<td>TRAC. CHAPMAN</td>
<td>(Atlantic/AG)</td>
</tr>
<tr>
<td>GLOR. ESTEFAN</td>
<td>(Epic)</td>
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<tr>
<td>FUGGIES</td>
<td>(Ruffhouse/Col./CRG)</td>
</tr>
<tr>
<td>TINA ARENA</td>
<td>(Epic)</td>
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**MOST REQUESTED**

<table>
<thead>
<tr>
<th>Artist/Track</th>
<th>Label</th>
</tr>
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<tbody>
<tr>
<td>A. MORISSETTE</td>
<td>&quot;Ironic&quot;</td>
</tr>
<tr>
<td>MARIAH CAREY</td>
<td>&quot;Always Be My Baby&quot;</td>
</tr>
<tr>
<td>PRESIDENTS...</td>
<td>&quot;Peaches&quot;</td>
</tr>
<tr>
<td>COOLIO</td>
<td>&quot;1, 2, 3, 4&quot;</td>
</tr>
<tr>
<td>DOG'S EYE VIEW</td>
<td>&quot;Everything Falls...&quot;</td>
</tr>
<tr>
<td>OASIS</td>
<td>&quot;Wonderwall&quot;</td>
</tr>
<tr>
<td>NO DOUBT</td>
<td>&quot;Just A Girl&quot;</td>
</tr>
<tr>
<td>CELINE DION</td>
<td>&quot;Because I Loved...&quot;</td>
</tr>
<tr>
<td>TRACY CHAPMAN</td>
<td>&quot;Give Me One Reason&quot;</td>
</tr>
</tbody>
</table>

Plays TW: Total number of Plays during current airplay week. Move: Increase or decrease in number of Plays from previous airplay week. Plays LW: Total number of Plays during previous airplay week. 2 Week: Total number of plays 2 weeks previous. 3 Week: Total number of plays 3 weeks previous. Cumu: Total number of stations playing. Adds: number of new stations reporting as an add.
LIONEL RICHTIE

LP In Store 4/16 (Shipping Gold!)

Today Show 4/17 (Live Performance)

DON'T WANNA LOSE YOU

SoundScan Single: 46-33* (16,984 units)
Top 10 R&B • Top 10 AC

New This Week:
- WIOQ/Philadelphia
- KTFM/San Antonio
- WAOA/Melbourne
- Z104/Madison
- WNNK/Harrisburg

Being Spun On:
- WJMN/Boston
- WXKS/Boston
- WWKX/Providence
- KHKS/Dallas
- Y100/Miami
- WNCI/Columbus
- KKLQ/San Diego
- WERQ/Baltimore
- FM102/Sacramento

The New Single From The Album

LOUDER THAN WORDS
MILKMAN TO WXRK

Sam Milkman has joined WXRK/New York as Operations Director. He was most recently A.P.D. at cross-river Z100. 92.3 K-Rock VP/GM Tom Chiusano commented, "I was impressed with Sam the minute I met him. He's a terrific addition to the management team of the station." Milkman said, "It's an opportunity of a lifetime to be working with the New 92.3 K-Rock team. I'm excited about helping to build something as compelling after 10am as Howard Stern is in the morning."

Milkman has held the A.P.D. position at Z100 since 1992. Previously, he served in a similar capacity at WEGX(Eagle 106)/Philadelphia.

EMI IS BULLISH

Nick Bull has been appointed National Director of Alternative Radio Promotion for EMI Records, based in L.A. He'll report to Sr. VP/Promotion Peter Napoletillo, who commented, "In today's ever-changing record promotion universe, credibility and relationships are a must. Nick brings both of these assets, as well as excellent communications skills that will further enhance our overall objective of strengthening EMI Records at the Alternative radio format."

Bull was most recently National Director of Alternative and AAA Promotion at RCA Records.

Billie Ray Martin

"Your Loving Arms"

"Definitely a secret weapon record!" - Andy Shane, WKTU/New

"Every bit as big as Everything But The Girl's 'Missing'!" - Erik Bradley,

These Stations Couldn't Wait:

WKTU/New York #2/49 plays
KIIS/Los Angeles #15/31 plays
KUBE/Seattle #16/38 plays
KKFR/Phoenix #31/17 plays
KYLD/San Francisco ADD!
WKSS/Hartford ADD!
KHFI/Austin ADD!
KBFM/McAllen ADD!
WWKX/Providence ADD!
You've done the consulting thing, and returned to radio. What made you come back?

Two things. First, consulting involves a lot of travel. I have the greatest family in the world, and my two kids were getting involved in a lot of activities. I was missing a lot. They played in Little League, and I'd be on the road when they had their games. So part of my decision was personal, and had to do with family life. But secondly, there's nothing that can replace the satisfaction and sense of pride that goes with putting together a great radio station. The electricity and vibe in the halls when a station starts to come together is magical, and you don't get that with consulting. As a consultant, you do get some satisfaction in seeing things happen, but it's not the same as being a part of it, and being the conductor who gets to make it all happen. Consulting was great, and working with Alan Burns was terrific. But I really missed the feeling of being inside the radio station.

Your tenure in San Diego has been interesting, in that you've been involved with two competing stations. In a nutshell, what happened at Q106, and how did you become involved with KFMB?

I was fortunate to be recruited to become the Program Director at Q106 by the best General Manager there is, Bob Bolinger. I'd known Bob since back in the late 80s, when I was speaking with Gary Wall about coming out and programming the station once before. When Kevin Weatherly left to go to KROQ, Bob called me again, and we were able to get together this time. We started re-positioning Q106 to take the station more into the mainstream, and we really enhanced our opportunity in the Spring of '93, when we lured Jeff & Jer away from what was then B100. They're one of the premier morning shows in America, and they helped us legitimize the changes that we had been making with the station. We had tremendous growth that year. We got up to a 7.5 12+, over a 10 share 18-34, and with women 25-34, we had a 14.7. We had a great '93! Late in '93, Par Broadcasting bought the station, and made some changes in personnel, and that started with me. A couple of months later, in February '94, I joined KFMB as Operations Manager, with the immediate mission of trying to revive B100 after Jeff & Jer left. We did some research, and decided to blow the station up in the Summer of '94.

You also have responsibilities at KFMB-AM. How do you divide your time between the stations?

My duties on KFMB-AM, which is Talk, are more strategic in nature. We have a day-to-day Program Director named Dave Sniff, and he runs the show. I'm more of a coach-director-consultant type. I get involved in the big picture of KFMB. I work with Dave on helping him program and position the station. I spend about 70% of my time on the FM, but with two pretty big stations to program, it makes for a full day.

Tracy Johnson's radio roots are traced back to his hometown of Ord, Nebraska, where he first began working on air at age 15. He jocked at several stations in the Lincoln, NE market, before landing his first programming job at KFRX/ Lincoln. From there, he nabbed the A.P.D. post at Power 95/Kansas City, before moving on to program The Big Ape, WAPE/ Jacksonville. Johnson's next move was to the consulting side of the biz, as he joined Alan Burns & Associates. He returned to radio as P.D. of Q106/San Diego in 1992, and segued to his present position as O.M. of KFMB-AM & FM in 1994.
Star 100.7's musical position has taken a decidedly Modern swing over the last few months, and the numbers have trended up impressively, despite lots of Modern competition in the market. Tell us about Star's new direction.

First of all, it's important to understand that Star 100.7 is a Pop music station. All we're really interested in doing is reflecting the Pop music tastes of the market. We don't look at ourselves as being a Modern or Alternative station. Having said that, Pop music has taken on a decidedly Alternative slant. What we used to call Alternative is now the center of the mainstream... at least it is in San Diego. I'll credit 91X's history in the market for having a lot to do with that. A lot of the adult women whom we target grew up listening to 91X. Our listeners grew up with 91X, MTV, and the music that goes along with them, such as Duran Duran, Adam Ant, Men At Work, and Eurythmics. All of that music is compatible with what's coming out now.

At this point, who is your main competitor? What stations are you sharing the most audience with?

We don't really look at anybody as being a main competitor. We look at our station as going out and competing for the attention of listeners. We share the most audience with Q106, mostly because of the large cume that their morning show generates. We share pretty heavily with XHRM, The Flash, and KYXY, the Soft AC. We're starting to share more and more with peripheral formats, such as Country KSON, and Oldies KBZS, K-Best 95. It's interesting that we don't share much with 91X... it's almost an entirely different format.

The electricity and vibe in the halls when a station starts to come together is magical, and you don't get that with consulting.

It seemed to me that you steered Star 100.7 into a position already occupied by the Flash, and successfully took that position from them...

When The Flash first came on, they sounded an awful lot like we do now. It was very Pop and Mainstream, and they played a lot of 80s music. As they evolved, they ended up positioning themselves more against 91X, and they got a little bit harder. In our opinion, it created an opportunity for somebody to come in and take that position, especially as Pop music continued to go more in that direction.

The radio landscape continues to change there. How does WFLZ sound?

They're a great radio station. It's fun to hear a pure CHR that plays all the hits on one station, and it's great that they can do that in Tampa Bay. They sound terrific, and B.J. Harris and his staff are doing a great job. Their morning show is very good, and they're tight, uptempo, and solid all around. I don't think that Jacor would duplicate the station as it is now if they were programming it for San Diego. But I can hear why they're so successful in Tampa. You can see how they make people talk about them. It's been fun listening to them.

In your opinion, are there any holes left in the market?

Yes, even though this is a very crowded market... one of the most competitive that I've ever been involved with. Coming in from the outside, you might think, "Gee, everything's been taken... we need to take on one of these strong competitors head on." But that's not the case. There are at least two - and probably three - format holes that we know about. It wouldn't be easy to draw big shares, but there are at least two or three good opportunities. There are also some holes that people think exist here that really don't, at least according to our research.

There are a lot of strong morning shows in San Diego... with Jeff & Jer, and now, Howard Stern. Tell us about yours.

In addition to the two that you mentioned, Dave, Shelly & Chainsaw on Rock 105.3 is a terrific morning show. Don Imus is also here, and our AM station has Hudson & Bauer, who have been on here for over 20 years. And the KSON morning show gets big shares, too. Our morning show is the Dave Smiley morning show. Along with Dave, we have Kim Morrison, and Producer Matt. Dave and Matt were originally on in the afternoon, and became the cornerstone for the station. The station's personality and stationality was being developed around an afternoon show. Last Fall, we decided to move them to mornings, and January 1st, we added Kim, who had been doing middays. She kind of balances the testosterone level out. It's a dynamic show that's well balanced. They're heavy on the phones, they talk about real life events, and they've been great at learning how to create talk in the market. For example, in December, Smiley was frozen alive for 48 hours to raise money to grant the wish of every child in San Diego County's Make-A-Wish program. He raised over
## Top 50 Airplay

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<th>Track</th>
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<th>TW</th>
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**Plays TW**: Total number of Plays during current airplay week. **Move**: Increase or decrease in number of Plays from previous airplay week. **Plays LW**: Total number of Plays during previous airplay week. **2 Week**: Total number of plays 2 weeks previous. **3 Week**: Total number of plays 3 weeks previous. **Cumes/Adds**: Total number of stations playing. **Adds**: number of new stations reporting as an add.
THE CRANBERRIES “Salvation” (Island)
In the past two years the cranberries have sold over 17.5 million records worldwide, and they've toured endlessly establishing themselves as major international artists with massive appeal in all demos. “Salvation” continues the saga. Slotted at 8* Modern Rock with 2,024 spins, “Salvation” is now ready for mass consumption. Early birds Z100 (31) and WPST (26) lead the way.

JARS OF CLAY “Flood” (Silvertone)
Top 40 detonation ignited with full force as “Flood” touched down as this report’s #2 Most Added track with 36 new including WNNK, WSTR, WWCK, WRFY, WJET, KISR, WRQK, WABB, WMRV, WHOT and KSMB. We log 60 current Top 40 players netting 596 spins. Mod Rock holds steady at #9 with 1,961 plays, with LIVE 105 and WMMS still citing Top 5 phones.

JOAN OSBORNE “Right Hand Man” (Mercury)
Another productive Most Added week for Joan with 16 newcomers paced by WERZ, KDUK, WTIC, WPFM, WEDJ, KQIZ, WDJX and KQIX. Total spinnage blossoms to 53 FMQBers including KCLD (41), KQID (37), KIOC (24), KSLY (23), KLRZ (17), WSPK (16) and WRFY (14), fueling those 531 plays.

DISHWALLA “Counting Blue Cars” (A&M)
Dishwalla debuts in the Most Added column with 40 OTBers featuring Z100, WGTZ, KISR, WDDJ, WAYV, WWCK, WHHY, WRFY, WHOT, KSLY and WNSL. Earliest spinners include WPST (22), WXS (33), WRQK (29), KQIX (24), KIOC (27) and a dozen more, netting 398 spins. Upgrading to 16* Modern Rock with 1,620 spins.

GARBAGE “Only Happy When It Rains” (ALMO/Geffen)
WNDU, WSPK, WERZ, WRQK, KMCK, KISX, WCIL and four more add air this week inflating the Top 40 come to a robust 71. Action includes WPST (38), WSBG (36), Z100 (31), KQID (30), and KLRZ (29). After a powerful run at Modern Rock the track is still holding firm with 1,245 spins.

NIXONS “Sister” (MCA)
Entering higher ground in the Mod Rock universe, Nixons elevate to 18* with 1,540 Modern Rock spins. “Sister” possesses mega mass appealability for Top 40, a strong melodic song with a potent hook. Forward thinking stations include Z100 (23) and WPST (9) where the track has been a Top 5 at 9 item for the past week. Your next!

### TOP ALBUMS

<table>
<thead>
<tr>
<th>Position</th>
<th>Artist</th>
<th>Title (Label)</th>
<th>Total Plays</th>
<th>TW</th>
<th>LW</th>
<th>Move</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>OASIS</td>
<td>...Morning Glory? (Epic)</td>
<td>3834</td>
<td>3773</td>
<td>61</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>STONE TEMPLE PILOTS</td>
<td>Tiny Voices (Atlantic/AG)</td>
<td>3281</td>
<td>3084</td>
<td>197</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>SMASHING PUMPKINS</td>
<td>Melon Cola... (Virgin)</td>
<td>3258</td>
<td>3577</td>
<td>-319</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>FOO FIGHTERS</td>
<td>Foo Fighters (Roswell/Capitol)</td>
<td>2950</td>
<td>3018</td>
<td>-68</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>A.MORISSETTE</td>
<td>Jagged Little Pill (Maverick/Reprise)</td>
<td>2732</td>
<td>2866</td>
<td>-134</td>
<td></td>
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<tr>
<td>6</td>
<td>BUSH</td>
<td>Sixteen Stone (Trauma/Interscope)</td>
<td>2684</td>
<td>2704</td>
<td>-20</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>EVERCLEAR</td>
<td>Sparkle And Fade (Capitol)</td>
<td>2210</td>
<td>2125</td>
<td>85</td>
<td></td>
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<tr>
<td>8</td>
<td>SPACEHOG</td>
<td>Resident Alien (Sire/EEG)</td>
<td>2164</td>
<td>2349</td>
<td>-185</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>LOVE &amp; ROCKETS</td>
<td>Sweet F.A. (American/Beggars Banquet)</td>
<td>2112</td>
<td>1986</td>
<td>126</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>CRANBERRIES</td>
<td>To The Faithful Departed (Island)</td>
<td>2036</td>
<td>1223</td>
<td>813</td>
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<tr>
<td>11</td>
<td>DAVE MATTHEWS</td>
<td>Crash (RCA)</td>
<td>1963</td>
<td>1338</td>
<td>624</td>
<td></td>
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<tr>
<td>12</td>
<td>JARS OF CLAY</td>
<td>Flood (Silvertone)</td>
<td>1961</td>
<td>1957</td>
<td>4</td>
<td></td>
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<tr>
<td>13</td>
<td>CRACKER</td>
<td>The Golden Age (Virgin)</td>
<td>1888</td>
<td>1723</td>
<td>139</td>
<td></td>
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<tr>
<td>14</td>
<td>STABBING WESTWARD</td>
<td>Wither... (Columbia/CRG)</td>
<td>1846</td>
<td>1835</td>
<td>11</td>
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<td>15</td>
<td>DOGS EYE VIEW</td>
<td>Happy Nowhere (Columbia/CRG)</td>
<td>1725</td>
<td>1742</td>
<td>-17</td>
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<tr>
<td>16</td>
<td>VERVE PIPE</td>
<td>Villains (RCA)</td>
<td>1630</td>
<td>1291</td>
<td>339</td>
<td></td>
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<tr>
<td>17</td>
<td>DISHWALLA</td>
<td>Pet Your Friends (A&amp;M)</td>
<td>1520</td>
<td>1420</td>
<td>192</td>
<td></td>
</tr>
<tr>
<td>18</td>
<td>TRACY BONHAM</td>
<td>The Burdens Of Being Upright (Island)</td>
<td>1617</td>
<td>1234</td>
<td>383</td>
<td></td>
</tr>
<tr>
<td>19</td>
<td>NIXONS</td>
<td>Foma (MCA)</td>
<td>1540</td>
<td>1413</td>
<td>127</td>
<td></td>
</tr>
<tr>
<td>20</td>
<td>COWBOY JUNKIES</td>
<td>Lay It Down (Geffen)</td>
<td>1511</td>
<td>1340</td>
<td>171</td>
<td></td>
</tr>
</tbody>
</table>
The Six Things You Should Do First When The New Book Arrives

The Arbitron book sports a new look starting in Winter 1996. Programmers will have more trends for more demographics, multi-book averages in two and four survey markets, and time spent listening estimates printed right in the report.

With so much changed, a brief primer on where you should look when the redesigned report first hits your desk is in order. In six quick steps you'll be able to understand the performance of your station, your competition, radio overall in your market and even that of Arbitron.

**Step 1**

Compare the AQH rating for the market to the last book and to last year's book. (The "TOTALS" line at the bottom of the Target Listener Trend Section.) Is radio listening up, steady, or trending down? Check for Persons 12+ and for your target demo. Know which way the market is headed before you judge your station's performance.

**Step 2**

Look at your station's performance over the last few books. This task is easier than ever with the expanded demographics in the Target Listener Trend section. Check your share trend for Persons 12+ and your target demo, but don't jump to any conclusions until you've also checked AQH Persons and your cume. Also, take a close look at your competitors and at the other stations in the market before you make any conjectures about your performance. A hot station that generates a lot of new radio listening in the market can lower your share even when your average audience and cume audience have held steady.

The new, four book average that is now printed for every station gives an easy-to-use and highly reliable benchmark to judge your current performance against.

**Step 3**

Check your targeting. There are two places in the new report that can show you if your programming strategy is delivering the demo you are targeting: Listener Composition and the new Time Spent Listening section. Is your highest rated cell for AQH and Cume the demo you are chasing? In the Listener Composition pages, you can determine the answer quickly by scanning across the cell-by-cell estimates for your station. To find out who your strongest demographic competitor is, scan down the column of your most important demo.

In the Time Spent Listening section, double check that your target demo has the highest TSL. Remember for many stations, 30% of your cume audience can generate 70% of your quarter hours. Time Spent Listening is where this happens.

**Step 4**

Find out who else has your listeners. Most radio listeners spend their time with two or three stations. Do your listeners switch between you and a direct format competitor or to a complementary format (light AC and news, for example). The Cume Duplication Section will tell you what percent of your cume audience listens to the other stations. Where your audience goes when they are not listening to you is an important piece of information for your programming strategy.

**Step 5**

Where does my audience listen to me? We may call early morning and late afternoon "drive time" but all your listeners are not tooling down the highway with the windows rolled down and the radio turned up. The Listening Locations Section breaks out combined drive, midday, and weekend estimates. Knowing where your audience is can help you determine the importance of traffic reports or office promotions to your audience. The new report design now includes an "at work" column.

**Step 6**

Check Arbitron's performance. You've just spent an hour evaluating your performance. Now would be a good time to see how Arbitron did its part. On page 4, you can see how many diaries were used to tabulate your report, how the diaries are distributed across demos and how many diaries there are in your target demographic. The closer the in-tab sample % is to the population %, the better. Remember, Arbitron uses sample balancing to compensate for the inevitable variations in sample composition, so that small under-deliveries or over-deliveries are put back in balance as the results are tabulated.

We've only scratched the surface of the insights that the Arbitron Local Market Report can offer. For a more detailed look at the new Arbitron book, contact your Arbitron rep (the names are in the back of your Arbitron report.) Ask for a free, autographed copy of the Arbitron Radio Market Report Reference Guide. By the way, if you're in a Spring or Spring/Fall market, you'll be seeing many of these improvements when your Spring survey report mails in July.

Next time in these pages: The secret ratings formulas of successful programmers.

Bob Michaels is Programming Development Leader For The Arbitron Company.
MODERN ROCK

TIPS

Marco Collins & Ian Price
Co-hosts of Loudspeacker (4/6/96)

KND/Seattle

Stereo 1: French Disco • The Breeders: Shocked In Gloomtown • Welcome To Julian: Bob Your Head • The Dambuilders: New Jersey • Madder Rose: Car Song • They Might Be Giants: Spider • Man or Astroman?: The Mystery • Liz Phair: Glory • Frank Zappa: Peaches on Regalia • Catherine Wheel: My Exhibition • Pram: Earthing and Protection • The Apples in Stereo: Glowsworm.

Jason Stevens
Host of Moods For Moderns

WFNX/ Providence

Johnny Bravo: James At 16 • Scheer: Wish You Were Dead • Man or Astroman?: Anaxia • Supreme Dick: Cucumber (Blackbirds Loom) • Uruel Yatsara: Minirin • The Hollowbody: Driver • Iris: Sweet Tooth • Goldfinger: Here In Your Bedroom • Voodoo Glow Skulls: El Coo Coo • The Jesus Lizard: Too Bad About The Fire • Mike Watt: The 15th • Mouth: Teeth • June 2 Day Two • June: Striptease • (Featured Album) Schoolhouse Rock: Hi Standard • Wait For The Sun: For: Beautiful Wreck • Spare Snare: Shine On Now • Shallow: I Love You • The For Carnation: On The Swing • Boyracer: Think Of Aching • The Wrens: Rest Your Head • The Gufs: Last Man Alive • Super 5 Thor: Superstar.

Weasel
Host of The New Song Show

WEJE/ Ft. Wayne

Ben Folds Five: Uncle Walter • Rancid: Olympia • Charm Farm: Stick • No Doubt: Spiderwebs • The Apples: Total Wasteland • Chimp: Sugar Water • For Squirrels: 8:02 PM • Ho Hum: One Out Of Ten • The Bottle Rockets: $1,000 Car • Knapsack: Effortless • Better Than Ezra: Conjunction Junction • Thirty Ought Six: Admantine • Steve Wynn: Why • Everclear: Heartspark Dollsign • Fledgling: See Dick Drown • Dada: I Get High • Girls Against Boys: Super-live.

Sterling Schiessler
Host of Before the Revolution

WAQZ/ Cincinnati

Rage Against The Machine: Bulls On Parade • Guided By Voices: The Official Ironmen Rally Song • Cracker: Nothing To Believe In • Hate Dept.: New Power • Holy Barbarians: Brother Fights • Dada: I Get High • Poi Dog Pondering: The Chain • Nick Cave & The Bad Seeds: Where The Wild Roses Grow • George Clinton & The P-Funk Allstars: If Anybody Gets Funked Up • Bandit Queen: Give It To The Dog.

Breaking & Entering

Programmed by Stephanie Hindley

Hosted by Greenz

WBRU/ Providence


David Sadof
Host of Lunar Rotation

KTUZ/ Houston


Tim Schiavelli
Host of Over The Edge

WXXM/Bangor


Dan The Man
Host of Fear Of Music

KTOZ/ Springfield


Bill Hanson
Host of The Sunday News

WOD/ St. Louis


Jared Aman
Host of Riding The Fringe

KRQ/ Eugene

Fledgling: See Dick Drown • Gigantic: Disenchanted • The Nixons: Sister • The American Gothic • Mr. Entertainment: Hate You • Pomegranate: Down Around Her Ankles • Dada: I Get High • The Cure: The 13th • Blue Mountain: Soul Sister.

The Living Room With Stan and Joel

KISF/ Kansas City

The Meices: Wow • The Indreds: Amelia Earheart • TV Fitty: Better • Johnny Pollosky: Love Lovely Love • Tommy Keane: Turning On Blue • Mary Me Jane: Tw Tyne: Gene: Don't Let Me Down • Stone Temple Pilots: Lady Picture Show • Salt: Honor Me • Bush: Broken TV • Thermodore: Go • The Dandy Warhols: Nothing To Do • Elsyan Fields: Star • Paul Westerberg: Love Untold • Super Deluxe: She Came On • Lotion: Blind For Now • Semisonic: Down In Flames • Bob Mould: Ego Override.
If you could shower with anyone in the record business, who would it be, and why?

Glenn Kalina/ WIOQ: Nancy Levin from Priority Records, because the first was so good!

Justin Case/ KZIO: Bernie Powers, for obvious reasons.

Mr. Ed Lambert/ KHKS: John Fagot, 'cause he has the nicest tush in the business.

Andy Shane/ WKTU: Oh my God... just thinking about the answer to that question excites me. Are you crazy? I can't answer that.


Rich Davis/ Star 104.5: Miss April. I heard that she was thinking about singing somewhere.

Jeff McCartney/ KC101: Shania Twain. Do you have to ask?

Wookie/ WOCQ: Interscope's Pam Grund, for obvious reasons.

Bobby D/ WHTO: Kelly from Interscope, 'cause I'm madly in love with her.

Dave McKay/ WPST: I think I would avoid showering with any of them. I'd rather smell bad.

Bill Thorman/ KHOM: Exactly how many adds are we talking about?

Lee Cagle/ KWIX: I'm gonna plead the Fifth. That's not fair. It can only lead to trouble.

Charlie Maxx/ KZFM: I'd pick three, because I can. Izzy Sanchez, John Strazza, and Bob Burke.

Dale Baird/ KQXY: Mariah Carey, for obvious reasons.

Becky Myers/ WSKS: Lars Linstrum, for obvious reasons.

Charlie Walk, it's a perfect fit. (There you go Charlie, there's your shout out!)
QUESTION OF THE WEEK

April 12, 1996

Leslie Fram/ 99X

Leslie Fram/ 99X: Ever since they made Hoeffel Executive Director, these questions have gotten more and more perverted!

Bob Spencer/ WCIR: Shania Twain, because she's beautiful.

Hitman/ KBFM: Sorry John, but it would be Jo Jo from Upstairs Records. If you saw her, you'd want to too.

Jay Towers/ WAKX: Columbia's Lisa Ellis, because she looks like Idalis from MTV. She is fine!

Jammer/ KQXY: Mariah Carey, because she is the shit.

Kevin Vaughan/ WNSL: Nobody. They're all ugly.

Jeff Hughes/ KNIN: Madonna, for obvious reasons.

Mick Fulgham/ KISX: I'd really rather not answer.

Leo Caro/ KCHX: Mariah Carey, for obvious reasons.

Jack Kahan/ WJMX: Tina Arena, for obvious reasons.

Michael Stuart/ WMXZ: In a strictly platonic way, it would be Lisa Valesquez.

Dino Hernandez/ KIXY: Janet Jackson, for obvious reasons.

Bruce St. James/ Power 106: Under the 5th Amendment Right of the U.S. Constitution, I respectfully decline to answer that question on the grounds I may incriminate myself.

Andrew Zepeda/ WCIL: Mariah Carey, for obvious reasons.

Wally BJ WWXM: Madonna, because it would call for some serious scrubbing in some serious places.

Brad Kelly/ WAEV: Tina Arena, for obvious reasons.

Terri McCormick/ WTWR: No one. I don't want to smell.

Craig Russell/ WKFR: Joan Osborne, to see if she has anything else pierced.

Jackie Johnson/ WIFC: Nobody, because even if I did, then everyone would know about it.

Bill Klaproth/ WDBR: Mariah Carey, for obvious reasons.

Dee Dee McGuire/ WIOQ: All record reps, 'cause they all need to clean up their act.

Burke Allen/ WAEV: I'm a bath guy, but thanks for asking.

Wally B./ WWXM: Madonna, because it would call for some serious scrubbing in some serious places.

Brad Kelly/ WAEV: Tina Arena, for obvious reasons.

Jack Diamond/ X99: Janet Jackson, for obvious reasons.

Jim Hoyle/ WWXM: Madonna, because she would call for some serious scrubbing in some serious places.

Kevin Robbins/ WBNQ: Michael Jackson, so I'd know for sure.

Jeff Nelson/ Z90: Felicia from Arista. She's given me more hits than any other label.

Kevin Collins/ WIFC: Barry Pinlac, to see if the rumors were true.

CJ Steele/ WDDJ: Faith Hill, for obvious reasons.

Maurice DeVoe/ KKBT: I'll take the Fifth.

James Coles/ Hot 194: The Viking Chuck Fields, as I heard some unbelievable stories about him the last time he was in Hawaii and I would not participate but act as a voyeur.

Greg Sims/ Star 100.7: Aggie Baghaei. I'd like to see what else she has pierced besides her nose, ears and her tongue.

Roxy Lennox/ KGOT: Chris Isaak.

Geronimo/ Q99/KZHT: Bruce Reiner and Liz Montalbano. Bruce has to be in there so I can look good.

Geronimo/ Q99/KZHT: Bruce Reiner and Liz Montalbano. Bruce has to be in there so I can look good.

Dr. Dave Michaels/ WKFR: My wife, even though she is not in the industry, she's the safest person I know.

Craig "Mancow" Hubbard/ KKKR: I don't bathe, so it doesn't matter.

Scott Thomas/ WDJB: Madonna, because I want to see if what Dennis Rodman says is true.

Greg Sims/ Star 100.7: Aggie Baghaei. I'd like to see what else she has pierced besides her nose, ears and her tongue.

Roxy Lennox/ KGOT: Chris Isaak.

Bobby Sato/ KPSI: Janet Jackson. It's obvious! She's that ghetto booty.

Next Week's Question:

Do you have a specialty feature that tests (rates) records? What is it called, and when does it run?
ONE TO ONE

TALENT TIPS

"The Sayings Of Chairman Jay"
—by Jay Trachman

Always give them more than they're expecting. It makes you valuable as an employee. More important, it makes you valuable as a friend. The listener expects you to identify the songs, give the weather, do PSAs. When you entertain, you go beyond that. When you help out a caller, or get personally involved in a local cause, or Share your life, or show any sort of commitment that goes beyond the job description, you make friends. And that, after all, is a big part of what you're there for.

Emotions are the name of the game. Entertaining is enabling people to experience their emotions in a safe environment. All your personality raps should be created and delivered with this in mind. If you make someone feel something, you've satisfied them. If you don't, you're just another interchangeable voice.

Making them cry is as good as making them laugh. See above. One emotion is as good as another. Rush Limbaugh makes a good living making people angry. The Academy Awards were a festival of tears. Make your listener say, "Awww" by talking about a tender moment with your kids or your lover, and everyone listening will identify with the feeling. So much of life isn't naturally funny; it's great when you have material that makes the listener laugh - but it's deadly when you're trying to make a joke out of something, and you don't succeed. Identify your own feelings; find a way to invite your listener to Share them. They'll come back for more.

The audience wants to like you. Performers start out with a vast reserve of goodwill. They want you to succeed; if you fail, they've wasted their time. We fail by behaving as phonies, by being mean-spirited, mechanical, self-indulgent (as in "too wordy") or vapid. To succeed, you don't have to be brilliant. You just have to be authentic — and have something to say worth listening to.

Having fun is good for you. You can't be an entertainer by working ten hours and then going home every night to crash in front of the TV. As performers, we have a professional obligation — to ourselves — to experience the things our listeners are experiencing, and to lead "interesting" lives. That's how we get firsthand, emotional knowledge we can Share with people, and affect them.

Live in the listener's world. You hear DJs still doing voice imitations of Henry Kissinger. You hear others saying, "Rain starting tonight," and it's 2pm and you're out in the car and it's pouring. These jocks may be in some world, but it's not the real one. Look out the window once in awhile. Listen to what people are buzzing about today. Carpe diem!

Time matters. You haven't got all day. Most of us work in music-intensive formats. All of us work in 1996. People aren’t sitting by the radio waiting for our pearls of wisdom; they're doing other things, and our hold on their consciousness is tenuous, at best. When you ramble on, your listener often doesn't have the time to pay attention — or more likely, the interest. Luckily, there's very little in life that can't be shared in twenty or thirty seconds, if you construct your raps carefully, in advance. People who talk for longer are frequently labeled as "self-indulgent" — in simple words, a bore. Say that you've got to say, make your emotional impact, and get on with the next event.

Know who you’re talking to. The One to One illusion of radio is: one friend talking to one friend. Ours is the most intimate of media, but it's impossible to sound intimate if you're talking to a crowd or, worse, not talking to anybody in particular. Identify a personal listener. Talk to that one person, all the time.

Everyone who's listening and wants the illusion of companionship will fantasize that that one person you seem to be talking to is him or her.

AMY GRANT

...was born in Augusta, Georgia, the youngest of four daughters, on November 25, 1960. She grew up in Nashville and was introduced to music at an early age. She signed her first recording contract at age fifteen and released her first album a year later.

Married to singer/songwriter Gary Chapman, Amy has three children, Matt, Mille and Sarah. The family currently lives in Franklin, Tennessee.

From her fan club fact sheet:

Hobbies: writing, long walks, manual labor, sitting in barns, riding cairn horses.
Favorite pastimes: gardening and cleaning.
Favorite food: spaghetti.
Favorite ice cream: Baskin-Robbins chocolate chip; Haagen Daz chocolate chocolate chip.
Favorite ethnic foods: crunchy shrimp rolls and bagels with smoked salmon & capers.
6th grade obsession: Cher
7th grade obsession: Carole King.
8th grade obsession: Bette Midler.
Favorite sports to participate in:
Snow skiing, golf.
Favorite professional sport: football.
Favorite team: "I'm fickle, but usually the Bears."
Scariest thing that happened to me: Radial keratotomy eye surgery.
Favorite TV show: "Seinfeld."
Favorite actor: Kevin Costner.

(Source: Blanton Harrell Management.)
**PROMOTIONS**

FROM: SHAREPOINTS
Client newsletter of The BP Consulting Group
Seattle

“The Timeline of an Effective Promotion”
—by Brad Burkhart, Consultant/Programmer

- **90 DAYS PRIOR: BRAINSTORM IDEAS.**
Great promotions begin with creative ideas. A “no holds barred” brainstorming session with GM, PD, sales manager, promotions director and any other creative staffers (the morning team, etc.) over all specifics.

- **75 DAYS PRIOR: WRITE OUTLINE WITH ASSIGNMENTS.**
Agree on a written outline including a timeline checklist covering all of the promotional details.

- **60 DAYS PRIOR: FINALIZE SPONSORSHIP AND/OR PRIZES.**
Complete all detail work at least two months before the start of the promotion’s air date. If details are not finalized, put the promotion on hold until they can be fully worked out.

- **45 DAYS PRIOR: BRIEF AIRSTAFF.**
Meet with your airstaff to brief them on the general framework of the promotional event and obtain their creative input and ideas.

- **30 DAYS PRIOR: BEGIN SCRIPTING AND PROMO PRODUCTION.**
Every effective promotion has tease, education, participation, winning and follow-up phases. Script/produce all in advance. Don’t let sponsor needs or poor preparation force you away from what’s necessary to achieve station’s goals.

- **14 DAYS PRIOR: BEGIN TEASE CAMPAIGN.**
Pre-recorded tease promos can be one-line drop-ins, or more fully-produced 30s that paint a picture without resolving precisely how the listener can enter the picture.

- **7 DAYS PRIOR: BEGIN EDUCATION PHASE.**
Tell listeners what’s going to happen, what will be given away and how they can participate. Keep promos and live liners simple. The greater the listener “buy-in” at this point, the more effective the promotion will be.

- **PROMOTION ACTUALLY BEGINS ON THE AIR.**
Keep it short and FUN! Remember the majority of radio listeners dislike hype and won’t participate, so it must be entertaining (or unobtrusive) enough form them, too.

- **FOLLOWING PROMOTION: REAL PEOPLE VOICES IN POST-PROMO.**
First, run tape of the excited winner. Then, get new tape when they claim the prize. The, freshen the promos again by calling to ask, “What did you do with your prize?”

**EDITORIAL**

“Using Interns Wisely”
—by Bob Lowry, Pres.
R.M. Lowry & Company, Inc.
Scottsdale, AZ

Most radio stations have at one time or another used interns. Whether it’s to help out on a special project or give budding broadcasters the chance to gain real world experience, these often unpaid helpers can be a valuable addition to your staff.

A recent issue of Home Office Computing Magazine had an article by Linda Stern on getting the most from your intern program. Her thoughts are well worth passing on:

- Be prepared to teach. Never forget that the intern is trying to learn something from this experience. Take the time to instruct.
- Let them do more than just junk work. If you just need filing help, hire an office temp. Be sure your intern has the chance to be creative, and to contribute something of value to the organization.
- Design projects that can be completed during a normal semester. In most cases the intern will be earning credit at school. Be sure you accommodate that schedule or the intern will be left hanging.
- Work within the school schedule. Be sensitive to exam periods and vacation breaks.
- Be explicit. Set a firm work schedule and hold the intern to it. Lay out the terms of the job, the work-load, and exactly what is expected. Detail the responsibilities, the order of work, and the projected completion date. Remember, part of your job is to teach good work skills.
- Resolve the pay issue, first. Some employees aren’t comfortable with getting free work. Others see the learning experience and classroom credit as a fair trade for unpaid work. Whatever agreement you reach with the intern, remember that many students are on a tight budget, so some help with transportation or meals would be appreciated.
- Check your liability. Accidents and injuries happen to anyone. Be sure you have adequate insurance. Also, if you do pay the student, be sure to withhold the appropriate taxes and make worker’s compensation payments.
- Make the work space workable. At the very least, give the intern his or her own desk and chair. Productivity is directly linked to creating a workable environment.
- When one intern leaves, ask him or her to find you another. Someone who just finished a stint with you is in the best position to suggest of finding someone else. Ask the intern to help you improve or modify your program.

Interns are god-sends for many radio stations. Ms. Stern’s ideas are excellent building blocks to make the most of the opportunity.
Terry Marshall's DAILY INSIDER

MUSIC NEWS

JOAN OSBORNE: Attention Joan Osborne and songwriter Eric Bazilian: Goldfinger is doing a punkeskacore version of "One Of Us" in their live shows. "What if Jah was one of us?" goes the new version, "Natty Dreadlock one of us, Smoking Ganja on the bus and he lost his way home." Duff McKagan and Matt Sorum of Guns N' Roses and their new band, Neurotic Outsiders, were among those who caught Goldfinger's show at the Troubadour.

HOOTIE & THE BLOWFISH: An enhanced CD single of Hootie & The Blowfish's "Old Man And Me" arrives in stores April 23. For $3.49, fans will get a disc usable on standard audio CD players as well as on multimedia computers. The ECD will contain the video, a non-album bonus track called "Before The Heartache Rolls In," lyrics, bios of band members, album artwork, a scrapbook of all new photos, and three 30-second samples of other songs from Fairweather Johnson.

LIMBLIFTER: Limblifter opened their tour in their hometown of Vancouver by opening for Oasis at the Pacific Coliseum. Limblifter is also getting ready to shoot a video for their new single, "Tin Foil." After the Oasis show, Limblifter plays Seattle and Portland, then heads across Canada until early May. U.S. concerts begin May 7 in Boston. That's when they join the Stanford Prison Experiment and Local H on the 30-city Three By Five tour, which offers three new artists for just $5.

GIPSY KINGS: The Gipsy Kings, who just released their first album of all new material in three years, Tierra Gitana, will be the subject of a PBS Special airing early this summer. They'll also begin a two-month North American tour July 23 with the first of two nights at Radio City Music Hall.

CHICAGO: Chicago is looking forward to returning to the city that started it all for them. They have just been confirmed as the first music booking when Jay Leno takes The Tonight Show on the road again — to Chicago. The band will do "25 Or 6 To 4" on Monday, April 29. Chicago's tour with Crosby, Stills And Nash is now booked through the end of July. But before the second leg starts, Chicago will do a concert on their own at the Hollywood Bowl on July 7.

FOO FIGHTERS: The Foo Fighters headline two Rock For Choice benefit concerts at the Warfield Theater in San Francisco on April 29 and 30. Ween, 7 Year Bitch, Jawbreaker, and the Pansy Division are also on the bill.

IGGY POP: Iggy Pop, Exene Cervenkov, John Doe, Bad Brains, Nofx, and Pennywise are among the bands contributing tracks to a CD to benefit former Amnesty International head Jack Healey's new organization, The Human Rights Action Center.

GLORIA ESTEFAN: The video for Gloria Estefan's new single "Reach," the official theme song of the 1996 Summer Olympics, had its world premiere during halftime of the Chicago Bulls/Orlando Magic game on NBC. The song will be on Estefan's new album, Destiny, due out June 4 and on the Olympics album, Rhythm Of The Games, which Laface Records is releasing in mid-May.

NANCY WILSON: Nancy Wilson opened her second show at McCabe's Guitar Shop in Santa Monica with Peter Gabriel's "In Your Eyes." Her 90-minute set included some Heart songs like "These Dreams," plus new material that she's planning to record on her upcoming solo album. Kristen Barry and Astrid Young, half-sister of Neil Young, sang back-up for the last 45 minutes of Wilson's show.

SIGOURNEY WEAVER INTRODUCES EVERCLEAR AT VAIL SHOW: Bone Shelter from Raleigh, North Carolina won the grand prize of a recording contract at The Ultimate Band And Board Event sponsored by Magnavox, Sam Goody, and Musicland in Vail, Colorado. The Cowboy Junkies, Jesus Lizard, and Everclear each headlined one night of the festival - after 30 pro-snowboarders competed during the day. Actress Sigourney Weaver surprised the crowd when she appeared with the winning snowboarders to introduce Everclear.

TORI AMOS: Tori Amos kicked off her 43-city "Dew Drop Inn" tour in Tampa, Florida. The tour name comes from a line in "Muhammad My Friend," a song from her gold album Boys For Pele. These are Amos' first North American shows in 18 months. They begin less than two weeks after the last date of a month-long European jaunt. The tour is scheduled to end with three nights at the Greek Theater in Los Angeles on June 28, 29, and 30. Heavy ticket demand also has her doing multiple nights in Washington, D.C. and Boston. Amos is playing four nights in Philadelphia.

(Continued on page 30)
One of Rock's most legendary bands, The Who, are set to reunite in late June in London's Hyde Park for a special outdoor charity performance of Quadrophenia. Founding members Pete Townshend, Roger Daltrey and John Entwistle will play together for the first time since 1989's 25th Anniversary tour. Eric Clapton is the special guest. Proceeds will go to The Prince's Trust. In other related news, Pete Townshend will be performing two intimate club gigs on May 3rd & 4th at New York's Supper Club. These shows will feature Townshend solo in an acoustic setting, playing both guitar and piano.

It's finally official! On Tuesday, April 16th, Kiss will hold a press conference in their hometown of New York City on the USS Intrepid battleship. Wearing full make-up and costumes, Kiss will announce tour dates for their "reunion" trek kicking off on June 28th in Detroit, Michigan at Tiger Stadium. Opening for Kiss on this show only are Stone Temple Pilots. STP are such big fans of the band that several years ago they performed a show wearing full Kiss make-up. Meanwhile, fans wanting a taste of the Kiss magic a little early should head out to the 10th Annual New York Kiss Expo held on Sunday, April 21, at the Rothman Center in Hackensack, New Jersey from 11:00 a.m. - 10:00 p.m. A huge dealer's room packed with vendors from around the world offering rare Kiss memorabilia, an all-day video show, and tribute bands Hotter Than Hell and Fractured Mirror are among the exciting festivities planned. Special guests include Kiss road manager/producer/songwriter Sean Delaney and drummer Anton Fig (drummer on Kiss' Dynasty and Unmasked albums). Tickets are available for $15 in advance, $17 at the door. For more information contact 201-387-9019. Lastly, Kiss' postponed Rockline appearance has been rescheduled for April 22nd.

Reunion fever is contagious, just ask The Who, Kiss, and the Sex Pistols. And now Styx, the popular '70s supergroup has reunited in late June in London's Hyde Park for a special outdoor charity performance of Quadrophenia. Founding members Pete Townshend, Roger Daltrey and John Entwistle will play together for the first time since 1989's 25th Anniversary tour. Eric Clapton is the special guest. Proceeds will go to The Prince's Trust. In other related news, Pete Townshend will be performing two intimate club gigs on May 3rd & 4th at New York's Supper Club. These shows will feature Townshend solo in an acoustic setting, playing both guitar and piano.

We're disgusted yet feel strong and more optimistic than ever." Since then, a new rumour surfaced suggesting that Slash of Guns N' Roses is keen to collaborate with the band. Squire, meanwhile, said in his statement: "After lengthy deliberation, it is with great regret that I feel compelled to announce my decision to leave the Stone Roses. I believe all concerned will benefit from a parting of the ways at this point and I see this as the inevitable conclusion to the gradual social and musical separation we have undergone in the last few years. I wish them every success and hope they go on to greater things. My intentions are to continue writing whilst looking for partners in a new band and to begin working again as soon as possible."

The Roses' replacements as Manchester's most-written about band, Oasis, were courting controversy again last week after an interview with Noel Gallagher in which he allegedly discussed his and brother Liam's life of petty crime before the band formed. Police are now investigating claims that the pair burgled houses and stole car stereos as youths. In more musical Oasis news, Cast and Ocean Colour Scene have been confirmed as guests at their April 27/28 stadium shows at Manchester City's Maine Road soccer ground.

Babylon Zoo's "Animal Army," the follow-up to the worldwide smash "Spaceman," is out next week in a new mix featuring elephant, lion and leopard sound effects. A 12-inch version coming on April 22 will include the Kiss and Capital radio mixes of "Spaceman," the song which has now been #1 in 14 coun- (Continued on page 31)
ALL-STAR, SECOND SWEET RELIEF ALBUM SET FOR JUNE 25: The second album to benefit the Sweet Relief Musician’s Fund is scheduled for release on Capitol Records on June 25. R.E.M., Smashing Pumpkins, Soul Asylum, Cracker, Dog’s Eye View, Garbage, Indigo Girls, Sparklehorse, Kristen Hersh, and Mary Margaret O’Hara have all contributed tracks. The album also features some interesting duets: Madonna with Joe Henry and Nanci Griffith with Hootie & The Blowfish. All the songs were written on one track, “God Is Good.” by Vic Chestnutt who duets with Victoria

Henry and Nanci Griffith with Hootie & Cracker, Dog’s Eye View, Garbage, Indigo Girls, Sparklehorse, Kristen Hersh, and Mary Margaret O’Hara have all contributed tracks. The album also features some interesting duets: Madonna with Joe Henry and Nanci Griffith with Hootie & The Blowfish. All the songs were written on one track, “God Is Good.” by Vic Chestnutt who duets with Victoria

Chestnutt will open the East Coast leg of the Cowboy Junkies tour beginning in Philadelphia on April 14. A title for the new Sweet Relief disc hasn’t been finalized yet. The organization provides financial assistance to musicians facing medical crisis and financial hardship.

NEW LIZ PHAIR SONG IS FROM BERTOLUCCI FILM: Liz Phair’s next release will be from the soundtrack to the new Bernardo Bertolucci movie, Stealing Beauty. The soundtrack marks the first time that the renowned filmmaker has used contemporary music in a film. Stealing Beauty will premiere at the Cannes Film Festival on May 16, and it will be released in the U.S. by Fox Searchlight shortly thereafter. Phair’s “Rocket Boy” will be released to radio on May 27, and the soundtrack will be released the next day. Along with Phair, Mazzy Star and the Cocteau Twins have contributed newly recorded songs. The soundtrack also has Portishead, Lori Carson, and Sam Phillips. But it’s not entirely made up of contemporary artists. Nina Simone’s “My Baby Just Cares For Me” and “I’ll Be Seeing You” are also on it.

COURT OF APPEAL RULES IN FAVOR OF TOM WAITS AGAINST ADs: An Appeal Court in California has upheld a lower court’s ruling that Tom Waits’ former music publisher wrongly permitted two of the artist’s songs to be used without his consent in commercials for William’s Gel and Levi’s. Third Story Music must “disgorge” all monies received from Waits’ songs, according to the ruling. However, the Appellate Court reversed the $20,000 the lower court awarded Waits, saying that damages for emotional distress should not be awarded in breach of contract cases. Waits is no stranger to court battles. He also won a $2.5 million victory over Frito-Lay and its advertising agency in the U.S. courts - after the corn chip company used Waits impersonator to mimic his voice in a series of radio commercials in 1988. In the latest case, Waits testified that he had instructed a former manager on numerous occasions before 1977 that he opposed use of his compositions in commercials. Waits claims, “The licensing of a song for a commercial against the wishes of the artist reduces it to a meaningless jingle when it becomes fused with the product and its image.”

BUSH MAKES ROSEANNE’S SATURDAY NIGHT SPECIAL: Bush members had their tongues firmly planted in their cheeks at a recent taping for Roseanne’s upcoming late night show, Saturday Night Special. Before breaking into their new single, “Machinehead,” the band jammed on the Sex Pistols’ “Pretty Vacant” for the studio audience, with chrome-domed guitarist Nigel Pulsford sporting a long, brown hippie wig. Party Of Five star, Scott Wolf, was interrupted in his introduction of Bush when Gavin Rossdale repeatedly ran the neck of his guitar across the actor’s back creating a massive wall of feedback that took audience and crew by surprise. Following the taping, the band celebrated with Courtney Love, Drew Barrymore, Mira Sorvino, and Timothy Hutton. The debut episode of Saturday Night Special featuring Bush airs on April 13.

REO READY TO RELEASE FIRST NEW MUSIC IN FIVE YEARS: Rather than turn the first new Reo Speedwagon record in five years into an Industrial/Rap disc, the bandvacated Kevin Cronin’s home studio when the jackhammers arrived to begin earthquake repairs. REO is now in a Burbank studio to finish the disc by the end of May. The new disc, Building The Bridge, is expected out in early July, just about the same time REO, Foreigner, and Peter Frampton open this summer’s “Can’t Stop Rockin’” tour. The first date is July 3 at Darien Lake, New York. Last summer’s “Can’t Stop Rockin’” tour featured REO, Fleetwood Mac, and Pat Benatar. Cronin attributed the long break between albums to the personnel changes in REO. After a stable line-up for over 10 years and the release of their biggest-selling albums, Alan Gratzer left in 1988 to open a restaurant in Santa Barbara. Gary Richrath soon followed. Although Dave Amato and Brian Hitt played on REO’s last studio album in 1991, Cronin now feels that they rushed into the studio before they were ready to make a record. “It didn’t really feel like a band yet,” he recalls. “I really consider this the first record for this band - because we spent the last five years touring, playing clubs and county fairs, re-introducing ourselves to fans who were kind of wary about what was going to happen with the band.” Greg Ladanyi is producing the new REO album.
Fleetwood Mac's "Don't Stop" at 35.

"Forever Young" arrived at 28, Suggs' "Cecilia" at 33 and Status Quo's version of as those by Cast (16-12) and PJ & Duncan (24-20). Interactive's Europop single "Love" at 18. Several singles reversed their decline and moved back up the chart, such as "On the Run" at 16 while Upside Down scored their second hit with "Every Time I Fall In Love," featuring Dr. Dre, debuted at six and Rage Against The Machine crashed in.

The Mack" continued its steady progress, climbing one to three. 2PAC's "California Behind Bars" sonatas continue to top the Personal charts). Mark Snow held at two and Mark Morrison's everlasting "Return Of The Mack" now been dispelled as the single enjoys its third week at #1 in an unusually stable Top 40.

Any doubts that the Prodigy's "Firestarter" was a fan-base -only chart-topper have now been dispelled as the single enjoys its third week at #1 in an unusually stable Top 40 that featured only six new entries, the lowest total in recent memory (barring sea-

That's not the only single out next week sporting a Smokey Robinson cover. Ash's "Goldfinger," a new song written by the Northern Irish group's Tim Wheeler, is backed by a cover of "Get Ready." Ash's first full-length album 1977 - taking its title from the year of birth of two of the group's three members - will be out in the U.K. on May 13, also including their Top 15 hits "Girl From Mars" and "Angel Interceptor" and another Ash favourite, "Kung Fu."

Mice, the new band featuring former All About Eve frontwoman Julianne Regan, release the single "The Milkman" on April 22. It's the follow-up to last year's "Mat's Prozac" and will feature on Mice's first album The Innocent, which is due for May 13 release on Permanent.

Catatonia, blanco Y negro's Welsh signings who won good reviews for their last single "Sweet Catatonia," follow it with "Lost Cat" on April 22. It's produced by Stephen Street, as is their debut album Way Beyond Blue which is due for summer release. Catatonia are currently touring the U.K.

The ROCK REPORT is provided by Denny Somach Productions, 812 W. Darby Road, avertown, PA 19083 (215-446-7100).

NOTES AROUND THE WORLD

"How Deep Is Your Love" by Take That is the #3 single in England... Sting's Mercury Falling tops the album charts in Italy... Fool's Garden Disch Of The Day is the #2 album in Germany.

BIRTHDAYS THIS WEEK

Ron Wood makes his recording debut with the Rolling Stones on their Black & Blue album.

"Dreams" by Fleetwood Mac is released.


Felix Pappalardi shot to in Chippenham, England.

Yes disbanded.

Elton John fires long-time backup musicians Dee Murray and Nigel Olsson.

"The Air That I Breathe" by The Hollies, released.

The Beatles and the Rolling Stones meet for the first time at the Crawdaddy Club in London's Finsbury Park in June, at which they will introduce three newly-written songs. Suggs says that the group then intend to make a new album in 1997.
OPPORTUNITIES

EAST

WRFY, Reading needs Weekend Air Talent. Rock CHR. Willing to work any shift! T&R to Al Burke, Y102-FM, 1265 Perkiomen Ave., Reading, PA 19602, or call 610-376-6671. EEO.

STAR 105.7 WMRV, Binghamton, NY seeks fulltime daytime announcer. Minimum 3 years exp., well-versed at production, SADiE experience helpful. Good attitude and numerous personal appearances. No "9 to 5" clock watchers please. Send cover letter, T&R to: Bill Sheridan, Director of Programming & Marketing, Enterprise Media, 3301 Country Club Rd., Suite 2218, Endwell, NY 13760. EEO.

WERZ-FM, AM Drive A.T. Jack O'Brien, P.O. Box 1540, Exeter NH 03833. WERZ has immediate opening for an experienced morning person to complete the morning show. If you’re quick witted, hungry, relatable and ready send T&R. 2 years prior exp. minimum. WPGC-FM is looking for a Music Director. We’re looking for a hungry, street fighter who lives and loves music! A person who can find hit music fast! Familiarity with the D.C. music scene a plus! If you can find the “Jams” send resume to: Jay Stevens, Operations Manager, Infinity Broadcasting of Maryland, WPGC-FM Radio, 6301 Ivy Lane, Suite 800, Greenbelt, MD 20770. Last date for consideration: April 25, 1996. No phone calls, please. WPGC is an Equal Opportunity Employer.

KIXY, San Angelo, Heritage CHR with big numbers in rated market needs active PMD/Production Director. Good remotes... digital a plus!! J.J. Morgan, 2824 Sherwood Way, San Angelo, TX 76901.

KLRZ-FM, Air Talent(s). Dan Hoffman, P.O. Drawer 1350, La Rose, LA 70373. WJJS is looking for a 7 to midnight personality, energy appearances and ready to continue a winning tradition. Tape, resume & photo to: Davie Lee Michaels, 1105 Main Street, Madison Heights, VA 24572.


KZZU is looking for a killer night talent. Two years night or morning experience. Tons of appearances. Team player. Females encouraged. EOE. T&R to: KZZU, c/o Ken Hopkins, S. 140 Arthur, Ste. 505, Spokane, WA 99202.


SOUTH

KWX-FM, has an immediate opening for a seven-to-midnight jock. One year exp., ability to give good phone, and production skills required. Tapes and resumes to Tom Martens, Commissioner of the Pacific Ocean, KWX-FM, Box 2636, Waco, TX 76702. EOE.

KIXY, San Angelo, Heritage CHR with big numbers in rated market needs active PMD/Production Director. Good remotes... digital a plus!! J.J. Morgan, 2824 Sherwood Way, San Angelo, TX 76901.

KLZ-FM, Air Talent(s). Dan Hoffman, P.O. Drawer 1350, La Rose, LA 70373. WJJS is looking for a 7 to midnight personality, energy appearances and ready to continue a winning tradition. Tape, resume & photo to: Davie Lee Michaels, 1105 Main Street, Madison Heights, VA 24572.

Star 94/Atlanta needs Morning Show Producer. You must be able to write comedy! (Very important!) Tape and resume to Kevin Peterson, WSTR, 3350 Peachtree Rd. N.E., Atlanta, GA 30326.

KROX-FM, AM Drive A.T. New Rock. Sara Trexler, 505 Barton Spring Road, Austin, TX 78704.

WEST

You’re a jock, I’m a Program Director. Send me your stuff! Morning opening at ALT/CHR KHTQ/Spokane. Ratings history and T&R to: Scott Shannon, KHTQ, 101 Lakeside Ave., Coeur d’Alene, ID, 83814. No calls!

Kwzzu is looking for a killer night talent. Two years night or morning experience. Tons of appearances. Team player. Females encouraged. EOE. T&R to: KZZU, c/o Ken Hopkins, S. 140 Arthur, Ste. 505, Spokane, WA 99202.


102.5 KZIO is on the hunt for P.T.A.T. & possible F.T.A.T. Some commercial broadcast experience preferred. Tape and resume to: Justin Case, P.D., KZIO, 1105 E. Superio, Duluth, MN 55802. Head of the Lakes Broadcasting is an equal opportunity employer.

KCLD, St. Cloud needs Production Director. 8-track and digital facility. Good benefits. T&R to: John Ramsey, P.O. Box 1458, St. Cloud, MN 56302. EOE.


WKZU-FM, On-Air Program Director. Top 40. C/O Dale Van Horn, P.O.Box 180, Peoria, IL 61650. Send T&R , references and reasons why you should get the job.

information provided by:

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

(param: List jobs for free/cover EEO responsibility)
KNUCKLEHEADS!... (L To R): Relativity's Phil Matagaras & Joe Hetch, WPGC's Albie Dee; and, WORK's Johnny Coppola.

BASS IS BASE!... in the studio! (L To R): producer E-Smoove; B.I.B's Ivan; Loose Cuir with President Lisa Cortes; and B.I.B's Chin.

MISTA!... The Atlanta-based group after debut for EEG executives. (L To R) Back row: Mgr. Eric Johnson; EEG's Richar Nash; Merlin Bobb; Steve Klienberg; Alan Voss; Greg Thompson; and, Steve Heidt. (front): Mista group members-Brandon Brown; Darryl Allen; Chairman of Elektra, Sylvia Rhone; Bobby Wilson; Byron Reeder.

MORE KNUCKLEHEADS!... (L To R), Robbins Entertainment's Cary Vance; Roadrunner's Marco Navarra; Ichiban's Randy Sadd; and Dan Watson-(now officially retired)

DIGITAL UNDERGROUND!... surfaces at Critique Records! (L To R) Top: Mgr. Shah; Dwayne Martin; Albie Cullen, Esq.; Critique President Carl Strube; D. U.'s Shock-G; and Critique's Bob Isenberg.

RISING STAR... Epic's NEW National Director of Crossover Promotion, Liz McTabano, gets some love from FMQB's Bob Burke. Liz gets some well deserved props. She has delivered some quality projects--can you say Groove Theory?!
# Top 50 Airplay

<table>
<thead>
<tr>
<th>Position</th>
<th>Artist</th>
<th>Track</th>
<th>Label</th>
<th>TW</th>
<th>Move</th>
<th>LW</th>
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<td>MARIAH CAREY</td>
<td>ALWAYS</td>
<td>(Columbia/CRG)</td>
<td>2225</td>
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<td>2108</td>
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<td>KILLING</td>
<td>(RuffHouse/Col./CRG)</td>
<td>1949</td>
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<td>1704</td>
<td>1506</td>
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<td>(Arista)</td>
<td>1378</td>
<td>-135</td>
<td>1513</td>
<td>1512</td>
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<td>BECAUSE</td>
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<td>DEBORAH COX</td>
<td>WHO</td>
<td>(Arista)</td>
<td>612</td>
<td>-111</td>
<td>723</td>
<td>763</td>
<td>713</td>
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<td>687</td>
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<td>LL COOL J</td>
<td>DOIN</td>
<td>(Del Jam/Island)</td>
<td>594</td>
<td>-4</td>
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<td>SWEET</td>
<td>(RCA)</td>
<td>577</td>
<td>189</td>
<td>408</td>
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<td>324</td>
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<td>-73</td>
<td>648</td>
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<td>555</td>
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<td>684</td>
<td>662</td>
<td>692</td>
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<td>MONICA</td>
<td>BEFORE</td>
<td>(Rowdy/Arista)</td>
<td>532</td>
<td>-72</td>
<td>604</td>
<td>677</td>
<td>866</td>
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<td>W.HOUSTON/WINAN</td>
<td>COUNT</td>
<td>(Arista)</td>
<td>526</td>
<td>91</td>
<td>435</td>
<td>359</td>
<td>254</td>
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<td>LUCKY</td>
<td>(Arista)</td>
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<td>-2</td>
<td>552</td>
<td>589</td>
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<td>(RCA)</td>
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<td>606</td>
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<td>(EMI)</td>
<td>446</td>
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<td>504</td>
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<td>BUSTA RHYMES</td>
<td>CHECK</td>
<td>(Elektra/EGG)</td>
<td>413</td>
<td>103</td>
<td>310</td>
<td>247</td>
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<td>(Hollywood)</td>
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<td>-41</td>
<td>424</td>
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<td>(Mowtown)</td>
<td>356</td>
<td>26</td>
<td>330</td>
<td>221</td>
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<td>SHAI</td>
<td>ALONE</td>
<td>(Gasoline Alley/MCA)</td>
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<td>143</td>
<td>191</td>
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<td>OCLOCK</td>
<td>(MCA)</td>
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<td>118</td>
<td>181</td>
<td>128</td>
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<td>MARIAH CAREY</td>
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<td>(Big Beat/AG)</td>
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<td>(Undeas/Big Beat)</td>
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<td>A.MORISSETTE</td>
<td>IRONIC</td>
<td>(Maverick/Reprise)</td>
<td>227</td>
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<td>44</td>
<td>FAITH</td>
<td>NOBODY</td>
<td>(Bad Boy/Arista)</td>
<td>223</td>
<td>-53</td>
<td>306</td>
<td>336</td>
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<td>(Mercury)</td>
<td>223</td>
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<td>239</td>
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<td>18/2</td>
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<td>HABITS</td>
<td>(Loud/RCA)</td>
<td>219</td>
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<td>71</td>
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<td>9/3</td>
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<td>LOST BOY</td>
<td>RENEE</td>
<td>(Island)</td>
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<td>185</td>
<td>165</td>
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<td>PLAYA</td>
<td>(Rap Top/EMI)</td>
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<td>-3</td>
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<td>49</td>
<td>BUFFY</td>
<td>REASON</td>
<td>(Virgin)</td>
<td>210</td>
<td>-19</td>
<td>229</td>
<td>243</td>
<td>251</td>
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<td>50</td>
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<td>KISSIN</td>
<td>(Bad Boy/Arista)</td>
<td>200</td>
<td>79</td>
<td>121</td>
<td>97</td>
<td>101</td>
<td>10/6</td>
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</table>
shai

"I DON'T WANNA BE ALONE"
FROM THE ALBUM
BLACKFACE

Over 21 Crossover Staions In 3 Weeks!

Debuts At 35* FMQB Street Beat Chart
Debuts At 36* R&R Rhythmic Chart

WWXK 11X   WHHH 19X   WJMN 7X   KBOS 19X
KHTN 30X   KZFM 17X   KDON 37X   KIKI 43X

Also Playing On:
KMEL   KYLD   FM102   KZHT

NONCHALANT

"5 O'Clock"
The First Single From Her Debut Album
until the day

Added At

Billboard Hot 100: 43-29* (Sales “Power Pick”)
Debuts At 37* FMQB Street Beat Chart
40-35* Crossover Monitor
250 BDS Detections

New This Week: WHHH
WWXK 42X   HOT97 31X   WJMH 71X
92Q 28X   WPGC 65X

Also Playing On:
KBXX   KMEL

Huge Sales:
20 -17* SoundScan Single Chart
Selling Over 30,000 Pieces A Week

Produced By Bam, Lonnie and Kapin for B.U.A.K. Productions
http://www.mca.com/mca_records
The Columbia Crew is back at it again with multi-format smash written all over it! A great vocal performance that has Joe Dawson! The WORK team has one Wookie; Z90's Jeff Nelson; and, KIX106's David Lee Michaels; WOCQ's Christine Fox: WHHH's Carl Frye; KWNZ's Bill Shakespeare; and, KIX106's John Dawson! The WORK team has one here! A great vocal performance that has multi-format smash written all over it!

The Columbia Crew is back at it again with some very HOT music! Xscape “Can’t Hang” (So So Def/Columbia/CRG) grabs a nice opening week with out-of-the-box reports at: Z90; WHHH; 92Q; KZHT; KKSS; WOCQ; and, HOT 105! Single is the B-side to “Do You Want To”. Video out next week! On tour now with LL Cool J and K. Kelly... Fu-Gee-Mania still out-of-control! “Fu-Gee-La” (Ruffhouse/Columbia/CRG) is new on: KUBE and B96!... Kris Kross “Live And Die For Hip Hop” (Ruffhouse/Columbia/CRG) is building a strong base with play at: Z90; KBXX; 92Q; KIX 106; and, Z90!... Get ready for: Kino Watson; Kenny Lattimore; and, Ricky Martin.

Relativity’s Joe Hetch and Phil Matagaras have Bone Thugs-N-Harmony “Tha Crossroads” (Ruthless/Relativity) on-a-roll with another solid week of reports. New; KDON; KJK: KPRR; KSFM; KWNZ; KZFM; and, WOCQ! This record is totally for real!

BUSTA RHYMES IS THE BOMB!

EEG’s Greg Thompson has The Bomb this week with Busta Rhymes “Woo-Hah!! Got You All In Check” (Elektra/EEG). New at: KBXX. This record is making some serious noise. 400+ plays! 20+ stations! Great Video!... Billie Ray Martin “Your Loving Arms” (Sire/EEG) is rising from the ashes! New reports: KHF1; KQMQ; KUBE; KWN; and, KIX 106! It seems that the addition of WKTM/New York to our universe has given a whole new market to this song. It was a hit for most people who already played it and have it in recurrents or gold. The EEG staff is on a mission and is committed!

Arista’s Rob Stone has another stellar week with Monica “Why I Love You So Much” (Rowdy/Arista). New: KWIN; WHHH; WJBT; and, HOT 97?!... Total “Kissin You” (Bad Boy/Arista) grabs some great stations: Q105; HOT 105; 92Q; WJBT; KIX 106; and, Z90!... This label keeps on kickin them out!

STREET BEAT BUZZZZZ...

Adam Clayton/Larry Mullen “Theme from Mission: Impossible” (Junior’s Hard Mix) (Mother/Island)... A MAJOR event is about to happen here! Yes, this is the TV show theme. It’s a little different than you might remember, and it’s performed by U2’s Adam Clayton and Larry Mullen. But, more importantly the remix is SLAMM-MIN! Junior Vasquez delivers an out-standing top notch production on “Junior’s Hard Mix Edit.” Island’s Joe Riccettelli and Marthe Reynolds should have fun with this! Programmers are foaming at the mouth for the edit. This is the type of record that Crossovers can really sink their teeth into it early, and gain that little extra energetic vibe that may be to radical for Mainstream. Make no mistake...this record WILL cross to Pop! It’s featured in the upcoming Brian DePalma film, “Mission: Impossible” starring Tom Cruise.

Shout Outs:

Glenn Kalina; Albie Dee; Issy Sanchez; Charlie Maxx; Wookie; Kim Hughes; Liz Pokora; Lucy “Bikini” Barragan; Michael Martin; Kid Stevenz; Johnny Coppola; THE PHILADELPHIA FLYERS!

I'm Out..............C-Ya!

-Bob Burke
(Records receiving significant action this week.)

**ZONE**

GLENN KALINA  
WIOQ/ PHILADELPHIA

Robert Miles  *Children*  
Everything But The Girl  *Wrong*  
Mission Impossible Theme

JEFF NELSON  
Z90/ SAN DIEGO

Total  *Kissin’ You*  
J’son  *Never Stop Loving You*  
Puff Johnson  *Forever More*

BOBBY SATO  
KPSI/ PALM SPRINGS, CA

Color Me Badd  *The Earth, The Sun, The Rain*  
B-Code  *Feel Good*

KID STEVENZ  
KJMZ/ LAS VEGAS, NV

Busta Rhymes  *Woo-Hah!*  
J’son  *Never Stop Loving You*  
Shadowcast  *The Abyss*

CHRISTINE FOX  
WFHN/ NEW BEDFORD, CT

Billy Ray Martin  *Your Loving Arms*  
Angelina  *Release Me*  
Xscape  *Can’t Hang*

WOOKIE  
WOCQ/ OCEAN CITY, MD

Aaliyah  *Are You Ready?*  
DJ Kool  *Let Me Clear My Throat*  
Puff Johnson  *Forever More*

BEAU RICHARDS  
WMGI/ TERRI HAUTE

Kool & The Gang  *Salute To The Ladies*

**VIBES**

PLANET SOUL  “Feel The Music”  
(Strictly Rhythm)  
New Action: Q105 and Wild 107!

LIONEL RICHIE  “Don’t Want To Lose You”  (Mercury)  
New Action: KTFM and WIOQ!

J’SON  “I’ll Never Stop Loving You”  (Hollywood)  
New Action: KBXX, KLUC and KQMQ!

DELINQUENT HABITS  “Yess”  
Delinqüents” (Loud/RCA)  
New Action: KKSS, KLUC and KMEL!

H-TOWN  “A Thin Line Between Love And Hate” (Jac-Mac/WB)  
New Action: KKFR, WMGI, Kix 106 and Hot 97!

RHYTHMCENTRIC  “You Don’t Have To Worry” (Metropolitan)  
New Action: KKFR and WMGI!

ARE ON THE YOU BEAT?  DO U HAVE THE VIBE?

HAVE U BEEN PROFILIN’?

...IT’S THE MUSIC!

Have U been caught in a Scene?
ANDY SHANE
WKTU/ NEW YORK
Mission Impossible Theme
Robert Miles Children
DEE DEE McGuire
WIOQ/ PHILADELPHIA
Puff Johnson Forever More
Angelina Release Me

CHARLIE MAXX
KZFM/ CORPUS CHRISTI, TX
Bone Thugs-N-Harmony Tha Crossroads
Puff Johnson Forever More

BILL SHAKESPEARE
KWNZ/ RENO, NV
Monica Why I Love You So Much
Fugees Killing Me Softly
La Bouche Sweet Dreams

MICHAEL MARTIN
WILD 107/ SAN FRANCISCO
Puff Johnson Forever More
LL Cool J Loungin'
Delinquent Habits Tres Delinquents

ANDY SHANE
WKTU/ NEW YORK
Mission Impossible Theme
Robert Miles Children
DEE DEE McGuire
WIOQ/ PHILADELPHIA
Puff Johnson Forever More
Angelina Release Me

CHARLIE MAXX
KZFM/ CORPUS CHRISTI, TX
Bone Thugs-N-Harmony Tha Crossroads
Puff Johnson Forever More

BILL SHAKESPEARE
KWNZ/ RENO, NV
Monica Why I Love You So Much
Fugees Killing Me Softly
La Bouche Sweet Dreams

MICHAEL MARTIN
WILD 107/ SAN FRANCISCO
Puff Johnson Forever More
LL Cool J Loungin'
Delinquent Habits Tres Delinquents

DAVID LEE MICHAELS
WJJS/ ROANOKE
George Clinton/P Funk All-Stars If
Anybody Gets Funked Up
(It's Gonna Be You)" George Michael Fastlove

ERIK BRADLEY
B96/ CHICAGO
Everything But The Girl Wrong
Culture Beat Crying In The Rain
Robert Miles Children

JACK DIAMOND
X99/ KNOXVILLE
Shaggy Why You Want To Treat Me So Bad
Xscape Can't Hang
Monica Why I Love You So Much
MC Lyte Keep On Keepin' On

ROOSTER RHODES
Q105/ OXNARD
Angelina Release Me
Total Kissin' You

LUCY BARRAGAN
Q105/ OXNARD
Angelina Release Me
Joe All The Things
Mariah Carey Always Be My Baby

BLIST PHILLIPS
KWTX/ WACO
Color Me Badd The Earth, The Sun,
The Rain

MAURICE DeVOE
KKBT/ LOS ANGELES
Puff Johnson Forever More
Immature Please Don't Go
Bone Thugs-N-Harmony Crossroads

JEFF "HITMAN" DeWITT
KBFM/ BROWNSVILLE-McALLEN
Puff Johnson Forever More
Barrio Boyz I Wish

J.J. MORGAN
KIXY/ SAN ANGELO
Fugees Killing Me Softly
Angelina Release Me

DINO HERNANDEZ
KIXY/ SAN ANGELO
Artie The 1 Man Party Esa Nena Linda
Fugees Killing Me Softly
Planet Soul Feel The Music

JAMES COLES
HOT 194/ HONOLULU
Xscape Can't Hang
Color Me Badd The Earth, The Sun,
The Rain
Bone Thugs-N-Harmony Tha Crossroads

Busta Rhymes
“Woo-Hah! Got You All In Check” (Elektra/EEG)
Mix Show DJs!
Fax Your Playlist to FOX (609) 424-3881

Jammin' Johnny Caride, WPOW (Power 96)
Fat Joe: Envy • Adam F: Amy: Zombie • The Originals: I Love You
Greg Lopez, KCHX (Power 106)
Unsociety: Retire • Baby Boy Orchestra: El Loco • Mix Vibe 4
Tony Harris, Philadelphia Spinners Assos.
X-Press: The Sound • Unknown Society: Reach Higher • Kristine W: One More Try
Cannavo/Baxter, Masspool
Ratpack: Captain Of The Ship • Young Girl: Hot Shot • Gloria Estefan: Reach
Kevin Okada, Hawaii Disc Jockey Assocs.
Gloria Estefan: Reach
Starfleet, Ronnie Matthews
AkinYeola/Sadat X: Yevette: Loud Hangover • Free Your Mind: It's Time To Party Now • Rhythmcentric: You Don't Have To Worry
Steve Chavez, KTFM
Catalina: DJ Girl • Joe Zangie: Fine Time • Soul Solution: Can't Stop The Love

Jeff Rice, WIOQ (101.9)
Propeller Heads: Dive • Chemical Brothers: Chemical Beats • Angelina: Release Me
Stan "The Man" Priest, WFIL
Robert Miles: CHILDREN • Project Uno: El Tiburón • Rhythmcentric: You Don't Have To Worry
Hohman & Harris, MetroMix
Busta Rhymes: Whoa-Hah Got You All In • Artie 1/Man Party: Esa Nena Linda • DJ Dado: X Files
P J Augstyn, KDWB
Michael Jackson: They Don't Care • Prince: When Doves Cry (96) • Blackout All Stars: I Like It
Jammin' Down JD, WLUT
Ke: Strange World • JK: My Radio • Lina Santiago: Feels So Good
Michelle Malebranche, WJJS
Selena?: I'm Gettin Used To You
A C. Corrales, WJPZ
Angelina: Release Me • Judy Torres: No Reason To Cry 96 • Dr. Love: Stay Out All Night

Solution: Can't Stop The Love
Catalina: DJ Girl • Joe Zangie: Fine Time • Soul Solution: Can't Stop The Love
The Bacon brothers made the rounds of New York morning radio recently, to promote the performance of their band at The Bottom Line. Kevin performs with his brother in-between movie projects. (l-r): Z100's Elliot Segal, Patty Steele, and Steve Cochrane; Michael and Kevin Bacon.

KISS 106 welcomes the Easter Bunny to Dallas... (l-r): A.P.D./M.D. Mr. Ed Lambert, Mr. and Mrs. Bunny; night jock Valentine; and Production Director Gary D.

Ross Childress and Dean Roland, of Atlantic recording artists Collective Soul visited P.D. Adam Cook (2nd from left) at WXXL/Orlando, along with Atlantic's Rick Brown.

FMQB's Dave Hoeffel (2nd from right) meets up with Universal recording artists Intrigue.

Bacon was also served for breakfast at WPLJ. (l-r): Scott Shannon and Todd Pettengill; Kevin and Michael Bacon; Naomi DiClemente and John "Kato" Machay.

WPBZ/ West Palm Beach morning host Mark Summers spent some quality time with Maverick/Reprise recording artist Alanis Morissette following her performance at The Edge in Ft. Lauderdale.
“A perfect female record with beautiful lyrics and a great hook. ‘Forever More’ will be an across-the-board smash.”
- Michael Martin, KYLD

“A one-listen record! Great for any station.”
- Joey Arbagey, KMEL

produced by: Narada Michael Walden
management: Marie Johnson & Creative Partners

Immediate Adds:
KMEL
KYLD
Z90
KKFR
WWKX
Y100
KBXX
WHHH
KJMJZ
WJJS
B95
KZHT
KSFM
KUBE
"Buzz!" is America's favorite Top 40 song. Over 500+ BDS Spins! Immediate Huge Requests!

On your desk now

Top 40 Listeners Across America Are Responding To "The Buzz!"

Scary Kisses

Now On More Than 60+ Stations Including:

- Y100/Miami
- KHFI/Austin
- KWGT/Anchorage
- WZJM/Cleveland
- WNVZ/Norfolk
- KRQO/Tucson
- WRWV/Nashville
- 610/Charlotte
- WPRO/Providence
- KRBE/Houston
- WFLZ/Tampa
- KJYO/Oklahoma City

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Rene Magallon
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