Gannett Names Laughlin KIIS/L.A. President/GM; Perun To Nat’l PD

KIIS-AM & FM/Los Angeles has promoted VP/Station Manager Roy Laughlin to President/GM and PD Steve Perun to Gannett Radio National PD. Perun will maintain his KIIS PD duties.

"Roy has done a tremendous job as KIIS-AM & FM Station Manager," Gannett Radio President Gerry DeFrancesco said of Laughlin’s promotion. "Under his leadership, the stations have demonstrated solid improvement in all areas. We’re confident Laughlin will continue to expand our success in Los Angeles and throughout Southern California by further strengthening our stations’ appeal to their respective target audiences."
CHR MOST ADDED
INCLUDING:
WHTZ WKSE KHTT WFMF WIFC KFRX WWKZ
WPRO WTC WNNK KISX KGOX WWXM KQIZ

MAJOR PLAY INCLUDES
WXKS WKBQ WNCI WYHY WKRZ WSNX KQKQ
WHY! KBZT WKSS WGTZ WBHT WNTQ WYKS

...AND MANY MORE!

Appearing at the Rock & Roll Hall of Fame September 2nd,
The MTV Video Music Awards September 7th
and the Tonight Show with Jay Leno September 29th.
Arista Appoints Naftaly VP/A&R

Keith Naftaly has been named VP/A&R at Arista Records. Naftaly was most recently VP/Programming for both KBBT/Los Angeles and KMEL/San Francisco. Arista President Cliff Davis commented, "Whether it's Top 40, Rhythm & Blues, Pop, or whatever defines today's genre of MTV or VH1 art, I'm confident Keith will help us find the stars of tomorrow."

"I feel incredibly honored that I've been given the fortune to be a part of such a successful label," said Naftaly. "It's the ultimate dream come true for me."

Naftaly, who arrived at Arista's New York headquarters, began his career in 1980 as Music Coordinator for KFRC/San Francisco. He then moved to KMEL as MD and was subsequently promoted to PD.

Avalanche Of Data Clouds: EIA's DAB Test Results

Three labs protest in-band test methods

For all of the bluster preceding their release, the results of EIA's DAB lab tests contain little useful information, according to DAB engineers. Nevertheless, the outcome set off a maelstrom of complaints from companies whose products were tested.

The data — released during a Monday (8/28) press conference in New York — was derived from two large volumes of information presented to engineers, scientists, and technicians at a Monterey, CA workshop August 24-25. Five systems vying to become the U.S. standard for DAB were analyzed.

"In a room of 90 scientists, they could not come up with concrete conclusions as to which form is best," said NAB Director/Technical Conferences John Marino. "There were no winners or losers. There was so much data collected, it's impossible to tell right now how the systems performed."

Meyer Recruited As GM Of Benchmark Norfolk Trombo

Former WBZZ-FM & WZFT-FM/Pittsburgh Sr. VP/GM Tex Meyer has joined WTAR-AM, WKOC-FM & WLTY-FM/Norfolk as GM. He succeeds Mark Kanak, who left the Benchmark Communications News/Talk-Alternative Oldies trombo.

Meyer told R&R, "It's a change of pace for me in a different city. I've never worked with News/Talk, and I'm really looking forward to it. WTAR carries syndicated shows; it's wonderful how syndication has brought AMs back to life. We have three [market-exclusive formats], and I'm looking for growth from all three stations. There's great potential for all three."

Prior to the 11 years he spent in Pittsburgh, Meyer was VP/GM at WWKX/Nashville (now WGFY), Entercom's WXRB/Pittsburgh Goes For The Alternative

As R&R went to press Tuesday (8/29), Entercom's WXRB/Pittsburgh became the third station in the last two weeks to flip from Country to Alternative. Formerly known as "The Rebel," WXRB now calls itself "The Revolution 104.7." Tommy Nyce remains on-board as PD.

"Pittsburgh was one of the last radio markets not to have a New Rock station," noted VPGM Joseph Armaci. "It was an obvious hole that we filled."

Page Three  SEPTEMBER 1, 1995 ISSUE NUMBER 1110
Lawmakers Belly Up To A Heapin' Helpin' Of Radio Issues

Congress will have a full plate when it reconvenes on September 6, and many of the choicest morsels concern radio. First and foremost is pending telecommunications legislation that would eliminate radio ownership limits.

Shortly after Congress returns from its August break, the lawmakers will choose members for a House-Senate conference committee that must hammer out the differences between the telecom measures passed by the two chambers earlier this summer.

Veteran Capitol Hill watchers expect a final version of the bill to hit President Clinton's desk sometime in early November. The President has promised to veto any telecommunications measure that fails to address his concerns about excessive concentration of media ownership, broadcast sex and violence, and deregulation of cable television rates. However, that threat may be moot since both houses of Congress passed their respective telecom bills by safely veto-proof margins.

While there's no sure thing when it comes to the Washington game, insiders are betting the radio ownership rules will be headed for the history books by Thanksgiving.

Tax Cut?

Also high on radio's radar: possible cuts and modifications of the capital gains tax. One proposal would cut the tax from the current 28% to about 20%.

Another pending change would allow sellers to value their original investment in a station in current dollars for purposes of calculating their taxable capital gain. Such a change could result in enormous tax savings, thus motivating some owners to sell radio properties while they get to keep more of current high sale prices.

The House Judiciary Committee is also set to consider a bill (H.R. 1506) that would place a performance royalty fee on sound recordings transmitted digitally. Radio stations would be exempt from such fees. A similar bill (S. 227) has already been approved by the Senate.

The bill would impose the royalty fee on "interactive radio stations." But while the definition of "interactive station" is unresolved, it will probably exclude Internet "radio stations" planned by easyCommunications and ABC Radio Networks. Satellite DAB broadcasts will also be exempt unless the service charges a subscription fee.

FCC Extends Safe Harbor

The FCC, acting on the instruction of a federal appeals court, has extended by two hours its safe harbor from indecent programming.

Instructions to the FCC came from the United States Court of Appeals for the District of Columbia Circuit in the case of Action for Children's TV vs. FCC. Although the court generally upheld the FCC's prohibition on indecent programming, it instructed the FCC to extend the safe harbor period from 9pm to 10pm. The prior period of time was 9pm to 10pm. The change will not take effect until notification is published in the Federal Register. There is no definitive date for publication, but the notification is expected in the next month.

Next Generation Radio: Banding Together To Sell The Joys Of Youth

Normally, finding competing radio stations working together would be about as likely as catching Rush Limbaugh and Hillary Rodham Clinton out on a date. But battered by declining ad revenue, 43 youth-targeted stations in the top 25 markets — many of them direct competitors — have created a marketing organization to bring new business to the category, regardless of which stations get a buy.

Next Generation Radio, which calls itself "the teen and young adult network," has not only brought together competing stations, but also two major radio rep firms, Katz and Intercept. Since its May, 1994 debut, the group has scored nearly $5 million in sales, all from products that were previously advertising exclusively on TV or print media, including Clairol, Keebler, Cliff Notes, Kellogg's Pop Tarts, Britsoloymers, and Nintendo.

Continued on Page 10
KEZK-FM, St. Louis:
#1 25–54 with a 9.2!*

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* Spring 1995 Arbitron. AQH Share, M-S, 6A-12M.
Pioneering Media Broker Richard ‘Crick’ Crisler Dead at 87

Radio mourns the loss of veteran media broker Richard "Crick" Crisler, who died at his home of natural causes August 28 at the age of 87. Crisler had been bedridden since suffering a stroke a year ago.

Although he didn’t enter the business until he was in his mid-40s, Crisler managed to broker an estimated 300 and 400 stations. The Yale graduate began his career on Wall Street at Guaranty Trust Co., just months before the crash of 1929.

In 1933 he became an investment banker, joining Field Richards, a Cincinnati- and Cleveland-based firm. His brokerage career was interrupted by World War II. Crisler served as a Captain in the Air Transport Command of the Army Air Corps.

He returned to found Transit Radio with childhood friend Hubert Taft Jr., who was also founder of Taft Broadcasting. The company installed FM radio on buses in 22 cities.

The veteran media broker had been bedridden out of his partners and renamed the firm R.C. Crisler & Co. He played a key role in building Taft Broadcasting. Storer Communications, RKO General Broadcasting, Metromedia, and many others.

Crisler also helped launch the careers of many of today’s brokers, including Ted Hepburn of Hepburn & Co., Frank Kalli of Kalli & Co., and Edward Richter of Richter-O'Grady & Co.

Continued on Page 9

One-On-One Signs JSN's Team

Last week Chicago-based One-On-One Sports Inc. acquired Jones Satellite Network's 23-station Team Sports Radio Network. Terms of the deal were not disclosed.

The team web featured programming that originated on Colfax Communications' struggling all-sports WTEM (The Team)/Washington, According to One-On-One President Carolyn Phillips, all 23 Team affiliates have agreed to convert to One-On-One and should begin airing the network's sports talk programming this week. WTEM will carry One-On-One's material on weekdays and overnights.

This deal comes on the heels of One-On-One's acquisition of the Las Vegas-based SportsRadio Network. As a result of the two acquisitions, the company now claims a total of 330 affiliates. Phillips told R&R that no further purchases are pending.

TRANSACTIONS

Citcasters Adds OmniAmerica's Twelve Stations In Merger

Gannett's Multimedia deal includes $5 million WMAZ & WAYS/Macon, GA buy

Deal Of The Week

OmniAmerica Communications

PRICE: $200 million

TERMS: Merger agreement for stock and cash
BUYER: Citcasters Inc., headed by Chairman/CEO John Zanotti. It owns 15 radio stations and two television stations.
SELLER: OmniAmerica Communications, headed by CEO Carl Hirsch
BROKER: Crisler Capital Co. and Star Media Group

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• KSTL St. Louis to Crawford
• WCEO Birmingham to Crawford
• WBZK Charlotte to Jefferson Pilot

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RADIO BUSINESS

WAPE-FM & WFVY-FM
Jacksonville
Frequency: 95.1 MHz; 104.5 MHz
Power: 100 kW at 984 feet, 100 kW at 1014 feet
Format: CHR, Rock

WEAT-AM & FM & WOLL-FM
West Palm Beach
Frequency: 850 kHz; 104.3 MHz; 94.3 MHz
Power: 5kw day/1kw night; 56kw at 1250 feet; 1.39kw at 480 feet
Format: News/Talk; AC; Gold

WHK-AM, WMJJ-FM & WMMS-FM/Cleveland
Frequency: 1420 kHz; 105.7 MHz; 105.7 MHz;
Continued on Page 9

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KMLE - Phoenix
KRAK - Sacramento
K95 - Columbus
WMAG - Greensboro
WRLX - W. Palm Beach
B106 - Columbia
K97 - Edmonton
WYNY - New York
K101 - San Francisco
KFOG - San Francisco
WXTU - Philadelphia
KISS - Boston
KBXX - Houston
KZOK - Seattle
Q106 - San Diego
WIL FM - St. Louis
B94 - Pittsburgh
KWJF - Portland
KSSJ - Sacramento
WSOC - Charlotte
WSM FM - Nashville
WJNO - W. Palm Beach
KZST - Santa Rosa
CKRM - Regina
KABC - Los Angeles
KNBR - San Francisco
KYLD - San Francisco
WMZQ - Washington
WJMN - Boston
KYHS - Houston
KUBE - Seattle
KIOZ - San Diego
KIHT - St. Louis
WZPT - Pittsburgh
KNCI - Sacramento
KHTK - Sacramento
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KRST - Albuquerque
CFOX - Vancouver
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TRANSACTIONS
Continued from Page 6

100.7 MHz

POWER: 5kw; 16kw at 1126 feet; 34kw at 600 feet
FORMAT: Sports/Talk; Gold; Alternative

WLOM-AW, WHOK-FM & WLLD-FM/Columbus, OH
FREQUENCY: 1300 kHz; 95.5 kHz; 98.9 kHz
POWER: 1kw; 50kw at 492 feet; 563 watts at 754 feet
FORMAT: AC; Country; Country

Group Deal

Mega Media Ltd.
PRICE: $1.035 million
TERMS: Dupont deal; asset sale for $925,000 cash and a seven-year, $125,000 promissory note at 8% interest
BUYER: Ingstad Northern Iowa Broadcasting Inc., owned by James Ingstad. He owns 27 other stations. Phone: (701) 257-3775
SELLER: Mega Media Ltd., headed by President Jim Hebel. Phone: (515) 228-1000

KCHA-AM & FM/Charles City, IA
FREQUENCY: 1600 kHz; 95.9 MHz
POWER: 50kw day/10kw night; 3kw at 100 feet
FORMAT: AC; AC

KZQZ-FM/Cresco, IA
FREQUENCY: 102.3 MHz
POWER: 3kw at 325 feet
FORMAT: AC

KCEO-FM/New Hampton, IA
FREQUENCY: 95.1 MHz
POWER: 5.5kw at 328 feet
FORMAT: AC

KCZY-FM/Osage, IA
FREQUENCY: 103.7 MHz
POWER: 6kw at 154 feet
FORMAT: AC

COLORADO

WDLJ-AM/Huntsville
PRICE: $300,000
TERMS: Stock sale for $50,000 cash and a 15-year, $25,000 promissory note at 8% interest
BUYER: Delco Productions Inc., owned by R. William Jones. Phone: (803) 881-8830
SELLER: Gent Broadcasting Corporation, headed by General Partner Rob Parker Griffith. He has an interest in three other stations. Phone: (205) 859-6106
FREQUENCY: 1000 kHz
POWER: 1kw
FORMAT: Urban

WMXAM-AM & FM/Winfield
PRICE: No cash consideration
TERMS: Stock sale for assumption of liabilities
BUYER: Ad Media Management Corp., owned by Jack Mainord. Phone: (205) 467-3261
SELLER: Harper-Mainord Broadcasting, headed by General Partner Maxine Harper. Phone: (205) 921-7736
FREQUENCY: 1300 kHz; 105.9 MHz
POWER: 5kw; 3kw at 433 feet
FORMAT: Gold; Gold

ILLINOIS

WBBM-AM & FM/Pittsburgh
PRICE: $190,000
TERMS: Asset sale for cash
BUYER: Larry Brown. Phone: (618) 498-2185
SELLER: Illinois Community Broadcasting Company, headed by President Walter Richardsa. Phone: (713) 626-5232
FREQUENCY: 102.7 MHz
POWER: 1kw at 17 meters

WXTL-AM/Jacksonville Beach
PRICE: $665,000
TERMS: Asset sale for cash
BUYER: The Hurricane Media Group Inc., headed by President/CEO Anthony Galluzzo. He also owns KIIX-Welington, CO and KTCL-FM/Portland, OR. Phone: (513) 234-4019
SELLER: Sudbrink Broadcasting Company of Jacksonvile, headed by General Partners Robert and Marion Sudbrink. Phone: (407) 684-7486
FREQUENCY: 1010 kHz
POWER: 10kw day/143 watts night
FORMAT: Religious

Mega Media Ltd.
PRICE: $500,000
FORMAT: Nostalgia

KINA-AM/Salina
PRICE: $235,000
TERMS: Asset sale for cash
BUYER: Eagle Communications Inc., headed by President/Executive Chairman Dr. Charles C. Brown. It owns 10 other radio stations, has an interest in an additional seven stations, and owns several cable television systems. Phone: (316) 625-4000
SELLER: Smoky Hill Broadcasting Co. Inc., headed by President Larry Justus. Phone: (913) 825-0266
FREQUENCY: 910 kHz
POWER: 50kw

KINGFM-AM/Peoria
PRICE: $125,000
TERMS: Asset sale for cash
BUYER: PI Broadcasting Co. Inc., headed by President/General Manager Ron Showalter. Phone: (309) 782-8331
SELLER: Regional Broadcasting Co. Inc., headed by President Gerald Hunt. Phone: (815) 925-4981
FREQUENCY: 1480 kHz
POWER: 1kw day/24 watts night
FORMAT: Urban

KTRC-AM/San Antonio
PRICE: $100,000
TERMS: Asset sale for cash
BUYER: W. Russell Withers Jr. He owns eight other radio stations, has an application pending to buy KZZA-San Antonio, and owns five television stations. Phone: (512) 242-3500

KWWK-AM/Macon
PRICE: $2 million
TERMS: Cash
BUYER: Taylor Communications Inc., headed by President/General Manager Steve Taylor. He also owns WKS-FM/Greensville and WGBZ-FM/Macon, GA.
SELLER: New East Communications, headed by President Stephen Treece. FREQUENCY: 103.3 MHz
POWER: 100kw at 594 feet
FORMAT: AC
BROKER: Berger & Co.

KVT-AM/Greensville
PRICE: $5 million
TERMS: Cash
BUYER: Canton SabreCom Inc., headed by President Paul Rothfuss
SELLER: Canton/Akron Media Co. Inc., headed by President James Embrescia
FREQUENCY: 1520 kHz; 106.9 MHz
POWER: 1kw; 27.5kw at 340 feet
FORMAT: Nostalgia; Rock
BROKER: American Radio Brokers

WVTU-AM/Xenia
PRICE: $140,000
TERMS: Asset sale for assumption of promissory note
BUYER: Town and Country Broadcasting Inc., headed by President William Joseph Mullins. Phone: (513) 746-7072

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September 1, 1995 R & R • 9
**TERMS: Asset sale for cash**

**BUYER:** $550,000 promissory note **TERMS: $100,000**

**FORMAT: Country**

**SELLER: Vernon Baldwin, (513) 829-7700**

**KXLS-FM/Alva**

**PRICE: $650,000**

**TERMS: Asset sale for cash**

**BUYER: Northwest Broadcast Representatives, Inc., headed by President/Founder Robert Barron. It owns KBBO-AM & KRSE-FM/Yakima, WA.**

**Phone: (208) 733-7512**

**SELLER: Prosser-Grandview Broadcasters, Inc., headed by President/Founder Robert Barron. It owns KKSN-AM & KSEZ-AM/Yakima, WA.**

**Phone: (509) 796-1210**

**TERMS: Cash**

**BUYER:** $150,000 for 50% **PRICE: $150,000 for 50%**

**SELLER: Lamco Communications Inc., owned by Marshall Noecker. It owns six television stations.**

**FREQUENCY: 1310 kHz; 100.9 MHz**

**POWER: 5 kw/day; 66 watts night; 6 kw at minus 92 feet**

**FORMAT: Country; Country**

**WCNZ-AM/Sheboygan**

**PRICE: $150,000**

**TERMS: Asset sale for $150,000 cash and a two-year, $135,000 promissory note at 10% interest**

**BUYER: Sheboygan Broadcasting Corp., headed by President Julian Jeter. It also owns WXER-FM/Plymouth, WI.**

**Phone: (414) 467-0200**

**SELLER: Lakeside Broadcasting Inc., headed by President Don Jones.**

**Phone: (414) 923-6335**

**FREQUENCY: 950 kHz**

**POWER: 500w**

**FORMAT: News/Talk**

**KXGY-AM/Kamloops**

**PRICE: $850,000**

**TERMS: Stock sale for $850,000**

**BUYER: S-R Broadcasting Co., Inc., headed by President/Chairman Bob Goodwin.**

**Phone: (206) 353-1380**

**SELLER: KRXI-AM/Everett**

**PHONE: (503) 235-9942**

**terested in being a radio personality.**

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**Phone: (414) 923-6335**

**FREQUENCY: 950 kHz**

**POWER: 500w**

**FORMAT: News/Talk**
Coleman Research announces the first scientific study of music tastes in America. A groundbreaking analysis of listener preferences from the acknowledged leader in industry-wide research studies.

A seminal scientific study on American music tastes, exclusively from Coleman Research, one of the nation's top two radio research companies...The Music Clustering of America.

The Music Clustering of America answers the question that has stumped station managers and programmers for years: "What's happening with my format?"

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The Music Clustering of America tracks listener preferences from the 1950s to the latest hits in CHR and Alternative Music. Music from every major format will be examined.

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**Groundbreaking Analysis from a Research Leader**

The Music Clustering of America is exactly the kind of exhaustive analysis you've come to expect from Coleman Research. The company that brought you such groundbreaking works as the MTV Research in 1983, The Truth about the ARB Diary Keeper study in 1987, and the 7Os Format study last year.

For more information, please call Coleman Research Vice President Chris Ackerman at (919) 571-0000, fax (919) 571-9999.
Moore Steps In As PD For ’70s WOCT

WWMX/Nashville programmer David Moore has been named PD at Capitol Broadcasting “70s Oldies” WOCT-FM (The Colt)/Baltimore, effective September 18. Crostown Capital sister Hot AC WWMX-FM PD David Wood had been doing double-duty WWMX PD; he’ll continue to program WWMX.

“This won’t be a turnaround situation,” Moore told R&R. “There’s a huge hole in Baltimore for [the ’70s format]. Plus, I plan to take full advantage of the station’s season ticket—MOORE/See Page 26

For The Record

Bob Cummings served as PD at WHPT/Tampa prior to the appointment of Chuck Beck. Cummings was inadvertently misidentified in last week’s issue (R&R 9/25).

ABC Sets Progressive Rock Net

ABC Radio Networks said it will add another Rock format to its Adult format repertoire early next year. This version will target 25-54-year-olds with a Progressive Rock sound. An official name for ABC’s version of the format hasn’t been announced.

ABC Radio Managing Director/Rock Formats Lee Abrams said research for the format is still being conducted, but noted the sound will depend on depth material from established artists — cuts not typically heard on Classic Rock stations.

That material will be supplemented with current music along the lines of the Dave Matthews Band and the Cranberries, “non-traditional” rock artists including Bob Marley and R&B King, and other ’80s artists such as R.E.M. and Sting.

ABC already has two Rock-based formats: Classic Rock and the youth-leaning Z Rock.

It’s Valentine’s Day At EZ/New Orleans

Subo Media VP Harry Valentine has been named Director/Programming for EZ Communications/New Orleans, effective September 5. He’ll oversee not only Adult Standards WWYU-AFM and ’70s Gold WRNO-FM, but also WEZB-FM, which currently is evolving from CHR to Talk.

“There are very few people who know how to do FM personality radio,” commented EZ VP/National Program Director Doug McGuire. “Harry is the best, and that’s why we hired him.”

Said EZ/New Orleans VP GM Marc Leunissen, “One of the major considerations for me was finding someone with experience in FM Talk. Harry’s also had experience programming other formats.”

VALENTINE/See Page 26

EXECUTIVE ACTION

Barnes Becomes Elektra Top 40 Promo Dir.

Clarence Barnes has been appointed National Director/Top 40 Promotion at the Elektra Entertainment Group. He most recently was Midwest Regional Promotion Director at MCA Records.

“He/She’s position will be an immeasurable asset to our department,” said Sr. VP/Promotion Greg Thompson. “His/Her innovative approach to all facets of promotion will make him a key player in Elektra’s game plan for the future.”


Anthony Appointed Zoo Adult Promo Dir.

Zoo Entertainment has hired Ken Anthony as National Director/Adult Promotion. He most recently served as PD at KLKS/Los Angeles.

“Hiring Ken was easy,” said VP/Rock Promotion Ray Gmeiner. “His vast radio experience and passion for music make him a great ally for adult radio stations and Zoo’s promotion staff. Now, can he get adds and play CDs?”

Anthony also has programmed KSJO/San Jose, KLOK/Houston, KLOS/Los Angeles, and St. Louis outlets KPNT and WFBX (now WRVR).

Metro Networks Taps Dorf, Casseri

Metro Networks has tapped Ted Dorf as VP/Industry Relations and Kenneth Casseri as GM/Buffalo-Rochester. Dorf formerly served as Metro’s VP/Affiliate Relations; Casseri was GSM at WGR/Buffalo.

“His years of experience in the industry and his complete understanding of Metro and our products will be very instrumental in his dedicated focus on our industry relations. Ken’s diverse background and experiences will be important in our expansion and service to both affiliates and clients in the Buffalo and Rochester markets.”

Prior to joining Metro in 1992, Dorf spent 38 years with Greater Media, including a stint as WURC-AM & WGAY-FM/Washington VP/GM. A 16-year radio and advertising veteran, Casseri has held the GSM post at WGR sisters WWWS-AM, WGRF-FM & WUFX-FM and was VP/Sales & Marketing at crosstown WWKB-AM & WKSE-FM.
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Perry Takes On Nat'l PD Duties At El Dorado

Bob Perry has been appointed National PD for El Dorado Communications Inc. Previously PD at KQRT/San Jose, Perry now will oversee the Peds at El Dorado's five Spanish-language stations: KMQB/ Los Angeles, and KEYH-AM & FM, KQOK-FM & KXTJ-FM/ Houston.

Perry told R&R the shift to Hispanic programming has been a smooth one, and he isn't planning any major changes. "Good programming is good programming. It's simply a matter of applying good research and marketing rules."

Gorman To Private VP/Promotion Post

Tom Gorman has been named VP/Promotion at Private Music. He held a similar post at Imago Records for three years.

"The appointment of Tom Gorman further signals our change in direction and commitment to produce and market mainstream artists," said label President/CEO Ron Goldstein. "Tom brings a wealth of experience and a 'AAA' rating from his friends at radio and within the music business community."

Prior to joining Imago, Gorman served as Sr. VP/Promotion at Chrysalis Records and VP/Promotion at Capitol Records.

Cooke, Phillips Join McVay Consultancy

McVay Media has recruited two programmers into its consultancy. Former WTOP/ Washington PD Holland Cooke will work with News/Talk stations, while ex-KEYY/Oklahoma City PD Jay Phillips will assist McVay VP/Country Charlie Cook with Country stations.

Cooke also co-founded USA Today's now-defunct Sky Radio service, which provided news and sports to airline passengers. He's already consulting several N/T stations, including WPRO-AM/Providence.

Phillips is currently consulting Country stations. Before joining KXXY, he worked at stations in Chicago and Nashville. He'll work with stations in mostly medium and smaller markets.

Lipshutz Becomes Harris & Assoc. VP

Harris & Associates consultant Rob Lipshutz has been promoted to VP/Programming. "Rob is one of the best programmers in the business," CEO George Harris commented. "He knows how to win in the ratings, maintain the franchise, and motivate staff. This spring, every one of our client stations ranked first in their target demos; many were No. 1 across the board. This promotion acknowledges all he's done for our company and clients."

Prior to joining the company in 1990, Lipshutz was Director/Programming at the Pollack Media Group. He currently works as interim PD at Harris & Associates client station WEZX/Wilkes Barre-Scranton.

XXL-AM PD Dirkx Rises To Combo OM

XXL-AM/Portland PD Mike Dirkx has been elevated to OM for both the News/Talk outlet and "70s sister KXXL-AM. In a related development, Chuck Tyler exits, following the elimination of KXXL-AM's PD position.

Station Manager Tim McNamara told R&R, "Chuck did a great job, but we're hoping Mike will take us in a new direction and make the station bigger. We really like what Mike's been doing with the AM, and — in this world of merger mania — it seems leaner is better. Managers have to make tough calls, but we have to move on."

Dirkx previously programmed WCKG/Chicago, Seattle's KJJI and KJTX, and KEX/Portland.

UPDATE

Hauenstein Adds VP Duties At Jones

Jones Satellite Networks VP/GM Eric Hauenstein has added VP-duties at Jones International Networks, the umbrella company for international radio ventures and other special projects.

With a radio career spanning nearly three decades, Hauenstein has owned stations in Phoenix, Nashville, Kansas City, and Salt Lake City, in addition to small-market stations in Arizona and California.

In 1978, he became the first President of Sandusky Newspapers' radio division and oversaw operations for its eight stations. Prior to joining JSN, Hauenstein served as GM of WSVS-AM, WCHK-FM & WKKF-FM/ Richmond.

Jones To South Central As Corporate PD

Bill Jones has been appointed Corporate PD at South Central Communications, effective September 11. He has served as Country, WGKX/Memphis's PD for seven years.

South Central President/GM Steve Edwards told R&R, "Bill is extremely tenacious, very strategic, has been in warfare his entire career, and is very stable. Our GMs and I agree he's a man of quality who understands our mission. It was important to hire someone who thinks and acts like we do."

"We're not a publicly traded company, and we're not in it for the short haul. We've doubled up every other, nine times... where, will triple up where opportunities allow, and may eventually look at other markets."

Though South Central is Nashville-based and Jones has a Country background, Edwards stressed, "We're not sending a message that our stations will be changing formats to Country — that's not in our plans."

Kamerer Upped To Magnatone VP/Sales

Magnatone Records Manager/West Coast Promotion Don Kamerer has been elevated to VP/Sales.

"I am delighted to welcome Don to Magnatone's senior management team," said Magnatone Entertainment Group COO Colin Stewart. "His extensive experience in all areas of sales and promotion will serve to optimize Magnatone's presence in the retail marketplace, while further strengthening the label's direct relationships with key accounts."

Kamerer's 25-year music industry career includes stints at MTM Records National Sales Director, ABC/Univision Branch Manager, Sony Music Regional Promotion Manager, and Billboard Country Chart Manager.


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The Host -- Dick Bartley, regarded as the preeminent authority on oldies music, is the owner of the finest 70's compact disc library in America! The Advantages -- Music, fun, contests, interviews - all the elements of a highly entertaining radio program...all yours at the touch of a button! The Specifics -- "Yesterday Live! with Dick Bartley" airs every Sunday from 6-10prr (ET). (ReFed 10pm -2am ET).

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**NEWSBREAKERS.**

**WIKI/Richmond Switches To Alternative WBZU ‘The Buzz’**

**J.J. Quest now PD/MD; Bill Gamble consults**

Country WIKI/Richmond created a buzz in the market by flipping to Alternative as WBZU “The Buzz.” Former WZJN/Cleveland PD J.J. Quest — mostly recently fill-in at WMMS/Cleveland — joins as PDMR, replacing Carl Becker. Currently running jockless, the Buzz has hired WQXK/Chicago PD Bill Gamble as consultant.

ABS Communications President Ken Brown told R&R, “We own [crosstown] Country WKHK, and we tried to position a second Country station as a defensive move, but WKHK holds the image. We tried to be more offensive by marketing the station, but no one cared. We went back to the drawing board and discovered there was no pure New Rock station in Richmond. Without format purity, you’re dead.”

Quest worked for Brown as Station Manager at WRQN/Toledo. “J.J. has great work ethics, a good database of people he can talk to, and a real understanding of the format,” noted Brown. “His heart and soul is in it. I’ll take somebody who’s willing to kill over a person with a ton of experience any day.”

**Habbeshaw To Hollywood Natl. Dir./Promotion**

Joel Habbeshaw has been appointed National Director/Promotion at Hollywood Records. Habbeshaw, who will work out of the Burbank Burbank, uses his breakers, most recently was an independent record promoter.

“Joel is one of a kind,” said Sr. VP/Promotion John Fagot. “His drive and determination are unparalleled, and I’m glad to have him aboard.”

Habbeshaw has worked at Maverick Records and at two Las Vegas radio stations: Alternative KEDG and college outlet KUNV.

**Radio Response Sought By Music License Committee**

The Radio Music License Committee is seeking help regarding negotiations with ASCAP over the next licensing cycle, which begins in 1996.

Current licenses expire at the end of this year, and ASCAP has sent out “interim license agreement letters” to stations. Among the options stations have in dealing with the situation: **I** Authorize the RMLC to represent them in negotiations with ASCAP. **II** Sign the ASCAP interim license (which binds the station to the licenses ultimately negotiated for). **II** Negotiate separately with ASCAP. The Committee believes it will gain strength at the negotiating table if it can represent as many stations as possible, so it’s asking stations to choose the first option listed above. Stations that want the RMLC to represent them can obtain the appropriate form by faxing a request to (310) 866-6268.

**Pall To Program ’70s WSRR/Memphis**

Veteran programmer Cary Pall has been appointed PD at Barnstable Broadcasting’s ’70s Gold WSRR (Starr 98)/Memphis.

“I knew Cary will bring tremendous success to us,” remarked Barnstable President/COO David Gindgold, “and also be a real contributor to our overall programming group.”

According to Star 98’s President Tony Yoken, “Cary’s the complete broadcast architect. He’s built the station from the ground up and is No. 1 in my book when it comes to rock ’n roll musicology.”

Pall added, “Any station that lets me drive my rod ’77 Cadillac to remote and calls it Elvis’s last car is all right by me. Look for me on 1-55, southbound.”

Pall most recently was a Bolton Research Program Consultant. He has also served as PD at WMMO/Orlando, WTAQ/Pittsburgh, WXZ/Toldeo, and WMJ/Greenville, SC. He was APD at WKXL/Rochester, NY, and an on-air talent at WCSS/Detroit.

**Stern Now PD At New Dayton ‘Edge’**

Mike Stern, who’s spent the past two and a half years as a Jacobs Media consultant, has been named PD at the Edge’s latest sign-on, WRVF/Dayton, effective September 16. Acting PD Jeff Stevens remains MD.

WRVF owner/GM Alan Gray said, “Mike has learned ‘at the knee of the master’ while working with Jacobs and has a deep knowledge of the music and formats that will be vital to our growth.”

“My goal has always been to get to programming,” Stern told R&R. " Jacobs was a stepping stone to get there. It was the perfect way to get a lot of programming experience without getting through 17 small markets ... I think of it as [earning] a Master’s in radio.”

Prior to joining Jacobs, Stern was Promotion Director/night personality at KBFX/Anchorace and PD at Michigan State University’s WDBM/Lansing.

**CMA Station, Personality Winners**

The winners of the 1995 CMA Broadcast Awards were announced Friday (8/25) by the Country Music Association.

**Station Of The Year**

- Major: WGAR-FM/Cleveland
- Large: WSIX-FM/Nashville
- Medium: WUSY-FM/Chattanooga
- Small: WQFX-FM/Gainesville, FL

**Broadcast Personality Of The Year**

- Major: KJOL-DT/Minneapolis
- Large: WSIX-FM/Nashville
- Medium: KPLO-FM/Beaumont
- Small: KXOL-FM/Pony, MT

**The Market Category was added this year after the CMA restructured the awards process. The four categories are now based on market size established by Arbitron rankings: Major Market (1-25), Large Market (26-50), and Medium Market (51-100). The Small Market category includes all other markets. The winners will be recognized in October during the 29th annual CMA Awards.**

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Scott Shannon - Program Director of WPLJ-FM, New York City

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New Orleans, LA
Speaking In Public: Make It Outstanding

When you're asked to speak on a program with several other people, it's vital-ly important to make sure your speech stands out.

To achieve that goal, Executive's Portfolio Of Model Speeches author Dianna Booher claims the most important thing you can do is to tail-or your speech to your listeners by asking yourself the following 14 questions:

What are their problems? What do they fear? What are their goals? What are their desires? What are their taboos?

Is this a humorous or a solemn occasion? Do they feel they're in competi-tion with you — or each other? Are they resistant to your ideas? Are they afraid they can't do what you're asking?

Do they feel challenged by your ideas? Are they eager to try out the in-formation you present?

Casual Daze

The larger the company, the more likely to have a casual-dress policy. According to a recent survey of the Norwalk, CT-based Exec-U-Net organization, 69% of the responding firms with annual sales greater than $10 million have policies on casual dress. Only 38% of responding firms with annual sales of less than $10 million have casual dress policies.

Younger executives are more likely to approve of allowing employees to dress down on casual days when clients are visiting. More than a third (35%) of execs between the ages of 30 and 40 say this is acceptable workplace behavior, and 31% of execs in the 40-50 age bracket agree. Execs in the 50-60 age range are mark-edly less tolerant — only 17% find such a policy acceptable.

Interestingly, 93% of the exec-utives surveyed believe that em-ployees feel more comfortable dressing casually, and 50% think that people work harder and more effectively when dressed casual-ly. Nevertheless, only 39% of these execs say they dress down on casual day.

Who Knows Where The Time Goes?

How much of the working week do your staffers spend faxing, copying, and printing documents? According to a recent survey conducted by Impulse Research, if your firm employs 50 or fewer people, the average amount of time spent fax-ing each week is 10 hours.

The average amount of time spent printing? Eight hours per week. The average amount of time spent printing? Seven hours per week.

Test Your Business Ethics

What is — and isn't — ethical business behavior? To get a clear-cut answer, Dallas-based Texas instruments suggests employ-ees ask themselves these six questions:

Is it legal? If it’s not, don’t do it.

Is it consistent with your company’s stated values? Most firms have a clearly stated set of corporate values. Actions that don’t fit with them shouldn’t be taken.

If you do it, will you feel bad? If so, there’s probably something wrong.

How would it look in the newspapers? If having the public find out about something would be embarrassing, there’s a problem.

Do you think it’s wrong? If so, don’t do it.

What do other people in the company think? Employees shouldn’t feel they have to make a decision about ethics alone. Get some help by asking others what they think. (And if you don’t get a solid answer, keep asking people — the boss, the company’s lawyers, human resources personnel — until you do.)

Office Organization Myths

You hear a lot of talk about how getting your office organized will make you a more productive manager, but how much of this theory translates into reality? Dallas-based business con-sultant Lisa Kanarek claims there are five basic myths about office or-ganization.

"Handle Paper Once." If this isn't close to impossible, it's living right next door to unrealistic. Instead of handling each piece of paper only once, get in the habit of doing some-thing with every document that moves it forward.

"Only Use A Daily To-Do List." This one-size-fits-all approach sim-ply isn't suitable for everyone's needs. Plan by the day — or the week, but plan.

"Keep Papers Stored Out Of Sight At All Times." Some people work better when surrounded by stacks of paper; these folks equate a clean desk with a blank mind. Still more people suffer from the "out of sight, out of mind" syndrome. If you're one of the latter, keep the papers you use often in nearby files or stacking bins — they'll be every bit as accessible, but won't clutter your desk.

"Schedule Your Day; Hour By Hour." This only works when your day goes exactly as planned, and in our fast-paced, high-tech world that day was ... when? You're better off making one simple list, divided between "calls to make" and "things to do."

"Everyone Should Be Organized To The Same Degree." People are individ-uals, not everyone works the same way as everyone else. Develop an organization level with which you feel comfort-able, then make whatever changes you need to maintain that level.

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R&R OVERVIEW

Dateline

- September 6-9 — NAB Radio Show, New Orleans Convention Center.
- September 6-9 — RTNDA 50th International Conference & Ex-hibition, New Orleans Convention Center.
- September 7 — MTV Video Music Awards, Radio City Music Hall, New York.
- September 21 - December 13 — Fall Arbitron.
- October 4 — CMA Awards, Grand Ole Opry, Nashville.
- October 4 — Yom Kippur.
- October 14-17 — RAB Board Meeting, Boca Raton Resort & Club, Florida.
- October 21 — First game of the World Series.
- November 8-12 — NBPC Convention, New Orleans.

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What’s the Frequency, Karen?

Karen Ritchie speaks at the 1995 NAB. Hosted by Jacobs Media.

At this year’s NAB, the company that set off the explosion of the Alternative format invites you to learn how to reach the Alternative audience. Jacobs Media, the industry’s premier consultants for Alternative radio and the creators of The Edge present Karen Ritchie, the author of Marketing to Generation X. Her insight into understanding this elusive and vital audience is an absolute must for broadcasters involved in or considering the Alternative format.

Jacobs Media works for legendary Alternative stations and newcomers to the format that are already pulling down legendary numbers. We recognize the importance of both ratings and revenues. Now we’re offering you an opportunity to gain a better understanding of the marketing potential of the Alternative audience.

Join us for coffee and beignets at the Intercontinental Hotel on Saturday, September 9th at 8:00 a.m. Seating is limited, so RSVP ASAP at 1-800-928-EDGE.
MCA Mainman = Junior Songwriter!

New MCA mogul Edgar Bronfman Jr. has co-written three ballads that'll appear on Bruce Roberts' "Intima- cy" album, due next month. Working under the nom de plume "Junior Miles," he also penned the lyrics to "To Love You More," set to appear on Celine Dion's next LP (Time).

Doctor, Doctor

Lise Marie Presley is convinced she's pregnant; doctors will perform an ultrasound test when she returns from Switzerland (Star).

Don Henley's new bride is six weeks pregnant, but her multiple sclerosis has flared up and she's gained 40 pounds; doctors say this isn't serious (National Enquirer).

To fulfill her dreams of motherhood, Madonna, 37, plans to donate an egg — but her partner Leonardo Caron will provide the sperm — and the fertilized result will be planted in a surrogate mother (Globe).

Ex-Motley Crue frontman Vince Neil cries his five months of marriage (and subsequent 40 pounds; doctors say this isn't serious) as deathless quote from Neil: "I'm a different person now" — WB VP of Artist Development Carolyn Baker, on the artist Formerly Known As Poison, cover star subject of a six-page feature in the Esquire Gentleman special.

Holly Daze

A new Buddy Holly biography alleges he lost his virginity at a gang-bang, had a secret (pre-fame) child with a Texas schoolgirl, slept with his manager Norman Petty's wife, and took in an origina with Little Richard (Star).

Fly Guy

Former Iron Butterfly bassist-turnum-computer engineer Phil Kramer went to the L.A. airport and has been missing since February 12. Given Kramer's potential knowledge of MX missile secrets, his local Congressman is calling for an FBI investigation (Globe).

Tell It Like It Was

"In the '80s, I couldn't look at Paula Abdul and Kylie Minogue and say, 'I can do better than that.' I didn't give a fuck" — interview cover star David Bowie looks back in love, not anger.

Q's 1995 Overrated List" includes Bjork, Melissa Etheridge, the "genius" of Brian Wilson, Hootie & the Blowfish, "righteousness about TicketMaster," and "heavily choreographed concerts at which the featured performer wears a headset microphone and is backed by thirty-five dancers."

Films

**WEEKEND BOX OFFICE AUGUST 25-27**

1. Mortal Kombat ($10.30

2. Desperado ($7.91

3. Dangerous Minds ($7.77

4. Blow (Fox) ($6.48

5. Lord Of Illusions ($4.80

6. Something To Talk About ($3.91

7. Tube Tops ($3.69

8. Waterworld ($3.54

9. Apollo 13 ($2.15

10. The Net ($2.41

All figures in millions

* First week in release

Source: Entertainment Data Inc.

**COMING NEXT WEEK**

**NEW THIS WEEK**

**FREDDIE THE FROG**

Ben Kingsley and James Earl Jones are in your voices for this straight-to-video, animated feature film, which spotlights original songs by Patti Austin & George Benson (Keep Your Dreams Alive) and Grace Jones ("EVILMAINYA") in a movie with new cuts by Boy George and Asia.

Alice In Chains, the Allman Brothers, Chuck Berry, Jon Bon Jovi & Richie Sambora, Booker T & The MG's, James Brown, Jackson Browne, Eric Burdon, Johnny Cash, George Clinton, Sheryl Crow, Dr. Dre & Snoop Doggy Dogg, Melissa Etheridge, John Fugerty, Aretha Franklin, Al Green, the Killjoys, Carole King, Jerry Lee Lewis, Little Richard, Martha & The Vandellas, John Mellencamp, Natalie Merchant, the Pretenders, Robbie Robertson, Soul Asylum, and Bruce Springsteen — on stage with the E Street Band for the first time in eight years — are slated to perform live from Cleveland's Municipal Stadium when HBO presents "The Concert For The Rock And Roll Hall Of Fame," a six-hour special that also will feature artist interviews and the museum's dedication and ribbon-cutting ceremonies (Saturday, 9/2, 7:30pm). Westwood One Entertainment is set to carry the radio simulcast.

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45-59s Are Going To More Concerts

However, the only age group to post an increase in concert-going was the 45-59 demo, up four percentage points from 1980's figures. Interestingly, 17% of Americans who live in the West say they've been to a concert within the past month — an increase of 3 percentage points — compared with 11% of those living in the Northeast or Midwest (no change) and 8% of those living in the South (up one percentage point).

More Liberals Than Conservatives Attend

Other groups more likely to attend a concert in a typical month are singles under age 45 (19%), off one percentage point; people earning $50,000 or more per year (18%, up three points); and those who identify themselves politically as "liberals" (28%, up three points). Incidentally, liberals are twice as likely to have attended a concert than those who describe themselves as "conservatives" (10%, down one percentage point).

To Be Or Not To Be?

Four out of five U.S. parents have spanked their children, according to a recent survey by the NYC-based Lou Harris & Associates firm. The Harris poll also found that the vast majority (86%) of U.S. adults — 90% of men and 83% of women — were spanked as children. Nevertheless, 33% of adults who were spanked as children believe there were times when their parents were wrong to spank them. While 31% of parents age 18-24 and 24% of parents age 25-29 say they've never spanked their children, only 12% of adults say it's never appropriate for a parent to spank a child. Although 15% of people who were spanked as children say their punishment was sometimes carried out with too much violence, the remaining 85% say this wasn't the case. (Keep in mind, however, that 15% represents some 27 million people.)
Arbitron is going qualitative in 38 markets

Introducing RetailDirect, the new, local market qualitative service for radio stations from Arbitron

RetailDirect delivers more than just ratings; it gives you a detailed profile of the consumers who are reached by your station and by all the other advertising media in your market. That’s valuable information you can use to pitch and win new local retail business.

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The local consumer profiles we deliver
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Get ready for RetailDirect
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NAB Radio Show
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New Orleans Convention Center
**Merger**

Continued from Page 1

apy: “When you build a train, you start with the first two cars. We have cars three, four, and five figured out. Those cars, Hirsch said, would be the cities where his group has room to grow, including Atlanta, Kansas City, Portland, Phoenix, and Sacramento. The new group becomes a powerhouse in Columbus, where Citicasters’ WTVN-AM & WLQV-FM join America’s WLOB-AM, WHKQ-AM & WLLI-FM. It gains regional power in southern Florida, where OmniAmerica’s WXLL-Orlando and WEAF-AM & WM & WQXK-FM join with Citicasters’ WFTB-AM & WXTB-FM/Tampa-St. Petersburg.


Included in the purchase were two TV stations, WKTV-Cincinnati and WTSF-Tampa/St. Petersburg. It’s certain — though it’s likely — those properties will be sold off, a source said. Estimated cash flow for the TV stations is $25-$30 million.

**KISI**

Continued from Page 1
dent will continue this trend.”

Commenting on Perun’s new duties, DeFranco said, “Steve’s performance at KISI is superb. He’s already been working with several of our (other) stations. This title acknowledges Steve’s contributions to the overall strength of the station.”

Laughlin told R&R, “It’s an honor to receive this promotion. The support and guidance from Gannett has given us the KISI team opportunity to return to its rightful position as the clear market leader.”

“I’m pleased to work for a company that provides the opportunity to be part of the product,” Perun told R&R. “I’m happy to be working with a guy like Gerry DeFranco, who’s been a friend and a great boss.”

Prior to joining KISI in 1991, Laughlin was LSM and GSM at Gannett’s KSDK-AM & FM/St. Louis, KFRC-AM/San Francisco, and LSM & KTRH-AM/Rockoust, and GSM of Baton Rouge Magazine.

KISI’s extensive programming and consulting career includes KHKS/Dallas as well as PD stops at WZOU/Boston, WBSB/Baltimore, WHY-8/Atlanta, KDKA/Radio Pittsburgh, and WLS-AM/Chicago.

**Perry**

Continued from Page 14

According to Perry, El Dorado is interested in purchasing several stations in major markets in the near future. He predicts the company will soon be a “big player” in the radio market.

While Perry has never programmed a Hispanic station, he has served as PD at six stations with largely Hispanic audiences.

**UPDATE**

**Gershon To Veritas For VP/A&R Duties**

S

eony Tree Publishing Sr. Director/Talent Acquisition Tracy Gershon has been named VP/A&R for New Nashville-based Veritas Records.

"Tracy was our first and only choice for A&R," label Chairman Roy Wunsch commented. "Over the past decade, she’s enjoyed a unique and broad array of musical experiences and has repeatedly earned the respect and support of Nashville’s industry decision makers."

Veritas President Bud Schaetzle said, "Tracy’s singular tastes and intuitive grasp of the creative process will be important assets for our artists. She’s passionate, savvy, and knows how to have fun with music."

Los Angeles native Gershon moved to Nashville in 1980 to become Director/Corporate Services for EMI. She joined Sony Tree in 1990.

**Talbot Takes MJJ Broadcasting COO Post**

C

ile Talbot has been elevated to the newly created COO post at MJJ Broadcasting. The 13-year company veteran formerly was Exec. VP.

"Julie’s contribution to the growth and success of MJJ has been tremendous," noted Chairman/Ceo Joshua Feinbergbaum. "Expanding her responsibilities at this time positions the organization well to pursue business expansion strategies and continued momentum in core areas."

Talbot began her career at BBDO in New York.

**WXR**

In an effort to shift people over to a cross-town Country sister WDSY (Y-108), WXR began running Y-108’s liners on Monday. Operating without jocks, here’s a look at the Revolution 104.7 began at 4pm ET:

**RUSTED ROOT/ Send Me On My Way**

**CURE/Just Like Heaven**

**SOUL ASYLUM/Just Like Anyone**

**NEW Year’s Day**

**BETTER THAN EZRA/ The Blood**

**PEARL JAM/ Corduroy**

**DEPECHE MODE/ Blaupunkt Knights**

**STONE TEMPLE PILOTS/ Vaporline**

**SMOKING POpes/ Need You Around**

**BECK/Looser**

**NIRVANA/Comes As You Are**

**ALANIS MORRISSETTE/ You Oughta Know**

**LIVE/Lightning Crashes**

**SIMPLE MINDS/ Don’t Forget About Me**

**DAB**

Continued from Page 3

As expected from the beginning, the Eurkea 147 system fared best in lab testing because it’s an in-band on-channel (IBOC) system that must share spectrum with an analog signal. The US has accepted Eurkea 147 as its standard and it’s the leading candidate for the European standard. Eurkea presents problems in the U.S., however, as it would need its own virgin spectrum to operate. The spectrum most countries are considering, the U.S. band, is reserved in the U.S. for the military.

**Test Results Opposed**

The IBOC systems favored by broadcasters fared less well in the EIA testing, but the manufacturers of at least three of these devices have entered into a multipath interference test method since it was first proposed.

"It was expected there would be some test results and this was how it turned out," said Mariano. "It was expensive, and when all of the lab’s data doesn’t match the [DAB providers’] they want to know if the lab’s data is incorrect or the way around DAB does work — or how well just depends on the conditions."

The lab will run its first test field tests begin this October. Field testing, set to take place in San Francisco, will use DAB performance in real-world simulations — such as how well a car outfitted with a mobile DAB receiver pulls in a signal in the hilly terrain of Northern California.

"How it performs while driving around in San Francisco is how it performs, not a technical lab result," said US Digital Radio Project Manager Jeff Andrew commented. "The mobile test will be the one. Driving around Northern California is the way the lab test will be tested — there isn’t much you can do to that test." Field test results are expected at year’s end.

**Valentine**

Continued from Page 12 and that certainty is a plus.”

When asked if WEBZ will be removing all music — including the nighttime promotional show — Valentine told R&R, “The company has committed to doing FM talk. Obviously, the less we mud the water with other things, the better the station can be. WRNO will remain "79 — the challenge there is maintaining and growing the number of listeners in a current position of strength.”

Valentine has been consulting and programming for more than 15 years. He started in the radio business at Dan Fras- cico’s KFRC and KPIX and Alli- ance Broadcasting/Detroit. Sabo Media’s Walter Sabo also joins EZ2 New Orleans as consultant.

**EDC**

Continued from Page 22

"Stereo was already being done," noted Anovick. "But it was being done with more programming in mind. Now, with a full CVR, it’s very clear that the audience is responding. Moreover, the listener is walking into a completely different experience with an alternative to AM radio."
Is Talk Radio Choking On Politics?

Experts say format would benefit by tapping other interesting subjects

Hard to believe, but the political high season is once again upon us. This fall, several states will have off-year elections. After that, the 1996 presidential race starts to heat up.

With that wave about to break, consultant Bill McMahon has come to a disconcerting conclusion: Talk radio is overly obsessed with politics. And if stations don't expand their programming horizons, the format will never realize its awesome potential.

"In the next few years, spoken word could account for 50% of the radio audience," says McMahon. "I'm just concerned that in this highly imitative business, people think the success of political shows means that's all that can succeed. I'm afraid the format is going to o.d. and choke to death on political shows."

POLITICAL OBSESSION

Moreover, the obsession with politics is leading to what he considers some bizarre hiring decisions. Among them: CBS Radio's decision to hire the politically-connected but-less-than-captivating Mary Matalin to host an afternoon drive show. The fixation on politics, McMahon notes, flies in the face of evidence that other types of talk can be very successful.

"If you look at the big numbers in morning radio, they are coming from talk-oriented shows," — Bill McMahon

whether it's a development in their own lives (Howard Stern makes a nice living carping about his career and home life) or something torn from the day's headlines, or even, yes, a political story.

McMahon observes that Talk's obsession with politics has earned it the nickname "the last town meeting." What it should strive to be is the "last bastion of humanity" — a place where people isolated by the rise of dehumanizing technology can talk with another human being about all sorts of things that touch their lives.

McMahon is not alone in his thinking. WTIC/Hartford PD Paul Douglass says his station has worked hard during its four years in the format to avoid being pegged as a political talk station — a tag that makes it difficult to lure younger listeners.

"Politics isn't the only thing people want to talk about," says Douglass. "Our only purely political show is Rush Limbaugh. And I think even Rush realizes you can't do politics all the time. The other day he was talking about the O.J. trial."

ELEVATOR TALK

As evidence that politics isn't the be all and end all, he notes that Dr. Laura Schlessinger's advice program currently outperforms the politics-driven Limbaugh on WTIC. Douglas says that while "TIC obviously addresses political issues when they are front and center, the objective is to be talking about whatever Hartford is buzzing about."

"We try to talk about what people are talking about [on the street]," he explains. "We have a staffer who is ride the elevators in our 30-story building everyday and listen to what people are talking about."

The station also strives for diversity and connection in its promotions. While it does news-related events — such as a cheap-gas promotion linked to the state's soaring gasoline prices — it also tries in such events as recent concerts by Hootie & The Blowfish, Elton John, and Reba McEntire.

POLITICS OKAY IN PERSPECTIVE

Other programmers insist there's no such thing as too much politics — so long as the host is captivating and the topic is well-chosen and presented. "I don't want to hear a host discuss the machinations of how some bill has passed the subcommittee and is now headed for a committee vote," says WBAJ/Dallas OM Tyler Cox. "If they are doing it that way, they're doing it wrong."

Instead, he suggests, hosts need to focus on the broad themes of the issue, i.e., how it's going to affect people and how they feel about the issue. Besides, Cox adds, the best politically oriented talk hosts understand that politics isn't everything. "It's an unfair rap to say Rush only talks about politics," says Cox. "He gets into all sorts of things."

WABC/New York PD Phil Boyce thinks the real problem lies in excessive mimicry. Call it "The Next Rush" syndrome. "I'm not really worried there's too much political talk," says Boyce. "In fact, I'm a little concerned that we don't have an election in New York this fall to heat things up. But I think there's a real danger when [all political shows] start to sound alike, with everybody doing the same thing."

(One good example: The Oliver North Show, which borrows heavily from the Limbaugh stylebook, right down to its bumper music and "caller shreddings.")

Boyce believes that Talk stations with strong hosts and programmers who are in touch with the audience won't have any problem keeping politics in perspective. By way of example, he notes that his station — which thrives on political controversy — devoted the morning following Jerry Garcia's death to a discussion of whether society should mourn the drug-addicted musician's passing. According to Boyce, the show generated a record number of calls.

"As long as you have intelligent, entertaining hosts — and you are focusing on the hot issue of the day, whatever it might be — you'll be okay," says Boyce.
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FCC's Easiest Decision Unveiled!

Some cases the FCC hears are difficult to decide, and others are, well... According to an FCC filing, it wasn’t bad enough that Praise Media (operator of once-bankrupt KARW-AM/Longview, TX, a station requesting license renewal) had changed hands without FCC permission — twice.

And it wasn’t bad enough that one renewal application for the station was filed in the name of an owner who’d been dead for several months.

And it wasn’t even bad enough that the station went dark once because of vandalism, and a second time because the electric company shut it off over non-payment.

But when Praise Media President Eugene Washington was called before the FCC to explain the irregularities, Praise Media Treasurer Janet Washington told the Commission that Mr. Washington couldn’t make the hearing. According to the filing, he was incarcerated on drug charges...

Former Katz Media employee Judy Pasch is suing Katz for being unfairily demoted. Pasch claims she was discriminated against when the man she lived with, Katz VP Mark Braunstein, was terminated. A federal judge in Manhattan has refused to dismiss the case against Katz, based on a state Appellate Division rule that says employers cannot interfere with employees “recreational activity.”

On February 24, 1993 — two days after Braunstein was fired — Pasch was demoted to the entry-level position she held 11 years earlier. She resigned in June, 1993.

Pasch’s attorney claims Katz originally told Pasch she was being demoted due to “restructuring.” However, Katz reportedly ran an ad in the New York Times three months after Pasch’s demotion, advertising the same job title and description. (Katz later said the demotion was necessary to bar Pasch from confidential information, which she might leak to Braunstein.)

Katz employees told ST they were instructed not to comment on the case.

Arista VP/Alt. Rock Promo Steve Schnur will segue to Arista/Nashville and the newly created VP/Artist Development position. Look for him to be in place by early October.

Thanks to TAG recording artists the Inbreds for performing at the world-famous Club R&R last Friday (8/25).

The T.J. Martell Foundation’s roast for KROQ/L.A. PD Kevin Weatherly has changed locales. The event — scheduled for September 13 — has moved from Sony Studios to the Roseland Ballroom, 239 W, 22nd St., between 8th Ave. and Broadway.

Kudos "n' superlatives to Garth Brooks and Capitol/Nashville for setting several R&R Country records this week. First, the 213 stations on "She's Every Woman" are the most-ever out of the box on a single. The 210 adds are likewise a record (three stations added the disc last week in anticipation of its arrival). And — at No. 13 — it's the highest-debuting record in the history of the R&R Country chart.

So what happened at WVK/Knoxville — the only station list "frozen" yesterday? OM Les Acree was attending meetings in Colorado last week when he had to have emergency surgery to remove a kidney stone. Not wanting to fly too soon after the operation, he waited until Monday (8/28) to head back. Between the pain and the Percocet, reporting slipped his mind, but — like the other 2500 Country stations in America — WVK is playing Brooks's chartbuster.

If you're registered for next week's NAB Radio Show in New Orleans, you'll doubtlessly...
DAVID BOWIE

THE HEARTS FILTHY LESSON

On tour with Nine Inch Nails

BEFORE THE BOX!

KROQ KLOS KNDD WWDX
Q101 KSCA KFOG 91X
99X WNEW WMMS WHFS
WXRQ KTCL KNRX

from the new album OUTSIDE
produced by David Bowie and Brian Eno

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Continued from Page 30
run into one of 16 R&R format editors and other top brass from the L.A., Nashville, and DC offices who'll be in attendance.

And... don't miss 'An Evening of New Orleans Funk Music' — starring Columbia's Harry Connick Jr. — which kicks off at 6pm

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**Rumbles**

- Former *KROQ/LA* right star and "Love Line" host, "Moonbounce" Trent Tresure races in nights on crosstown Power 106.
- Jacob's WJB & WAZ/Jacksonville PD Nate Bell adds PD duties at his sister-station GXL WJB & WAZ MD KJ, adds WH-MX duties as well. Former "KUX PD Mickey Johnson stays on as Promotion Dir.
- *WGStl/Atlanta* PD Nancy Zintak resigns to spend more time with her family. She'll do some freelance producing for the NewsTalk outlet. No word on a successor.
- Former longtime WZPL/Pky PD Gary Hoffman becomes GM for Keymarket CHR WRKZ, Country WGVY, and Classic WMX/WKBI/Atlanta PD.
- Mike Mason upped to WCBS-FMNY VP/GM.
- Michael Hughes upped to WKLW/Hattiesburg VP/GM.
- David George becomes WVEE/Cleveland PD.

- Monica Lynch promoted to Tommy Boy Records President.
- Thom Ferro elevated to Westwood One VP/GM.
- Bill Richards named WNGC/Columbus PD.
- Les Acree appointed WTQR/Greensboro-Winston Salem PD.
- Jed The Fish re-hooked with KROQL.A. for late-nights.

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**9/9/95**

-WFRX/Quad Cities, IL, relaunches to CHR format with a new slogan ("All Hits '95") and new call letters (WHTS). Look for PC Doug O'Brien's station to run jocks until the beginning of the Fall book.
- Look for KQCV/Cedar Rapids, IA, to flip to CHR Country next Tuesday (9/5). PD Rich Swain does morning co-host duties as Gale Lewis exit. MD Jim Swain will handle afternoons. Night slammer Michelle Brownie Slamae moves to middays.
- *KFXD-FM/Boise*, ID, flips from HolAC to Progress-

e as the "Music Difference KFIS" under ex-KF MU/ Staanmont Springs, CO., former co-host of KFXD's "Great Scot" Harding Roberts, who brings in former morning partner Greg Bell to do wake-ups as well. Meanwhile, KMFU titls its PD vacancy with KZON/Phoenix overnight sensation Dennis Kettner.
- Country KZLA/L.A. welcomes former crosstown CHR KBS-FM evening personality Chris "Lear Jet" Leary, who does nights under his new nom de vit.
- Rock *WAXX/Fargo* night slammer Candy Martin exit.
- After 120 hours on the job, Mike Schafer exits Network 40.

"The best consultants focus as much on the marketing and advertising as the on-air. Bob Dunphy got to the top of the programming field because he is a strategic, marketing-oriented thinker, with a global view of the industry."

-Jon Coleman, Coleman Research

---

**RBF**

People listening to WHFS/Washington-Baltimore over the Labor Day weekend may be protected from mosquito bites.

Silly as it sounds, WHFS morning star Kathryn Lauren discovered a solar-powered mosquito-repelling device that mimics the sound of a male mosquito. This high-frequency tone — inaudible to human ears — will be broadcast under WHFS's music during the holiday weekend at a frequency that'll be masked by the station's regular programming. Great buzz or just a sting?
"ANIMAL"
CATCH THEM LIVE with
DAVID BOWIE
and Special Guest
nine inch nails

9/14 HARTFORD
9/16 BOSTON
9/20 TORONTO
9/22 PHILADELPHIA
9/23 PITTSBURGH
9/27 NEW YORK
9/30 CLEVELAND
10/1 CHICAGO
10/3 DETROIT
10/6 WASHINGTON DC
10/7 RALEIGH
10/9 ATLANTA
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FROM THE MAILBAG
The Mid-'90s State Of The Format

One of the most rewarding aspects of my job is receiving reader responses to my columns. One of my goals for this column is to stimulate thought and provide a forum for you to share information and ideas with your peers, as well as with R&R's readers all over the world.

One of the attributes that all great leaders strive for is teamwork. Coupled with hard work and persistence, we can bring this vision to fruition. In this week's column, WKQB (Q104)/St. Louis PD Michael St. John did just that.

Here is his passion for winning and some of his intuitive thoughts on the state of the format: "Returning to the daily wars of radio after a three-year stint of viewing the Top 40 landscape from the outside has brought about some interesting observations as the format sits on the brink of change and we await the birth of a new century."

"In the few months since my return to programming, I've listened to and read what several of our industry's best have concluded about the Top 40 format. The naysayers and prognosticators of imminent doom are greatly exaggerated and propelled by many trying to hype their own philosophies for monetary gain. Many are saying we're losing the birth of a new century."

"In sociological terms, it's too easy to finger changing population distribution, demographics, and social moths as the culprit for the failure of a popular culture, or in this case, Top 40 radio. I can recall Dr. Pete Peterson, a Vanderbilt sociologist and explorer of Pop Culture in the '70s, saying, 'If you want to know what people think, ask them; but if you want to know what people want—DON'T ASK.'"

"In a way, this paradox characterizes much of what's on the radio today, and much of what the scribes are saying in broadcasting publications. We as an industry, driven by creative endeavors, have fallen prey to 'reasoning principal' expounded by the scientific study of an art form. And radio programming, when successfully created and executed, is an art form! Over the past decade, most of this art form has been lost, or replaced by 'audience research.'"

Too Much Information

"The maxims 'What does the listener want?' and 'What does the listener like or dislike?' can't be answered successfully unless you know why the listener tunes in. We've allowed this avalanche of data and rhetoric to consume every area of our daily programming. Even our product is plagiarized by various data services and sold to anyone from record labels to broadcast competitors."

"We know minute, trivial details about our audience, including what and when they eat, what they buy, and where they buy it. We have a so-called working knowledge of our consumers without regard to over-researched burnout, lying to pollsters, and toleration levels of research probing."

The naysayers and prognosticators of imminent doom are greatly exaggerated and propelled by many trying to hype their own philosophies for monetary gain.

"Perhaps we unknowingly bought the premise that video killed the radio stars. Most stations present a face-less person not unlike the digital readout of a car radio. In some markets, Urban stations are today's most successful Top 40s, touching their audience's feelings and emotions. We've also allowed other forms of media to do a better job of exciting the radio listener. Today, MTV and VH1 set the trends and show us how to do radio well. Perhaps the best Top 40 stations in America is MTV or VH1, or maybe even 'CNN Headline News.' We haven't lost the magic to videos, we've lost generation the art form, but in that transition, many of the premises that make Top 40 radio work have been lost. The best and most successful stations in the country are at best, mere shadows of their legendary predecessors. Who are those who can do this format?"

"Many are consultants selling off hybrids of Top 40 under new monikers to owners and operators frantic for a quick fix. Top 40 needs the programmers who've flourished to return to their roots, those who programmed with creativity, respected the basics, and executed without the safety net of research. We need programmers who know how to capture the imagination and hips of today's youth, without turning off the hip adult who grew up with Top 40 music."

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The naysayers and prognosticators of imminent doom are greatly exaggerated and propelled by many trying to hype their own philosophies for monetary gain.
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<td>Real McCoy Come And Get Your Love</td>
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<td>J.B. &amp; Babyface Someone To Love</td>
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<td>Monica Don't Take It Personal...</td>
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<td>Dave Matthews Band Ants Marching</td>
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<td>Swell/Elektra/EGG</td>
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<td>Touch You...There? (Columbia)</td>
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<td>Pm Dawn</td>
<td>Downtown Venus (Geek Street)</td>
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<td>Believe (EMI)</td>
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This chart reflects airplay from August 21-27. Songs ranked by total plays. Highlighted songs indicate Breaker. 126 CHR/Pop reporters. 125 current playlists. © 1995, R&R Inc.
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<td>ALANIS MORISSETTE</td>
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<td>Kiss From A Rose</td>
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<td>Ants Marching (RCA)</td>
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<td>LIVE All Over You (Radioactive)</td>
<td>(Capitol)</td>
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<td>390</td>
<td>WEEZER</td>
<td>Say It Ain't So (DG/Griffin)</td>
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<td>COLLECTIVE SOUL</td>
<td>December (Atlantic)</td>
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<td>Foo Fighters</td>
<td>This Is A Call (Capitol)</td>
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<td>Breakfast At Tiffany's (Rainmaker/Interscope)</td>
<td>(Interscope)</td>
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<td>Roll To Me (A&amp;M)</td>
<td>(A&amp;M)</td>
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<td>274</td>
<td>Goo Goo Dolls</td>
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This chart reflects airplay from August 21-27. Songs ranked by total plays. 8 CHR/Pop stations that lean Alternative and 8 Alternative stations that lean Pop combine from the Custom Chart function on R&R ONLINE. Pop Contributors by market size: WHXZ/New York, WPLY/Philadelphia, KBBE/Houston, KUTO/Scott Lake City, WEDU/Charlotte, WRJK/Canton, OH., WPST/Trenton, NJ., KHTY/Santa Barbara, CA. Alternative Contributors by market size: KDGE/Dallas, XHRM/San Diego, KSFR/Kansas City, KCKX/Portland, ME., KEDG/Las Vegas, WGRD/Grand Rapids, MI., KXNB/Lincoln, NE., WPFW/Champaign, IL., WPLM/Panama City, FL. © 1995, R&R Inc.

**THE KING REMEMBERED** — KLYV/Dubuque, IA marked the anniversary of Elvis Presley's death by reenacting his final moments at intersections around town. Playing older Elvis is morning talent O.P. while an intern (standing) plays the younger King.

**HANGING WITH A LEGEND** — WFLL/Tampa mix master Stan Priest got a chance to rub shoulders with Diana Ross at a recent listening party.
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<td>Boston, MA</td>
<td>Adult Contemporary</td>
<td>WBZ-FM</td>
<td>Boston, MA</td>
<td>Sean Scanlon</td>
<td>John J. P大家一起听音乐,一起去旅行。</td>
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<td>WDQX-FM</td>
<td>Wilmington, PA</td>
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<td>KEZI-FM</td>
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<td>New York, NY</td>
<td>Oldies</td>
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<td>WINS-FM</td>
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**CHR/POP PLAYLISTS**

**40 • R&B September 1, 1995**

**CONTINUED**

**www.americanradiohistory.com**
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<tr>
<th>Week</th>
<th>Artist Title</th>
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<tr>
<td>1</td>
<td>Michael Jackson - You Are Not Alone</td>
<td>35/1</td>
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<tr>
<td>2</td>
<td>Momensthe - His Mind (Out Burst/RAL/Island)</td>
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<td>Coolio - Gangsta's Paradise (MCA)</td>
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<td>TLC - Waterfalls (LaFace/Arista)</td>
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<td>Seal - Kiss From A Rose (ZTT/Sire/WR)</td>
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<td>Janet Jackson - Runaway (A&amp;M)</td>
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<td>7</td>
<td>Seleno - I Could Fall In Love (EMI Latin)</td>
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<td>Monica - Don't Take It Personal... (Rowdy/Arista)</td>
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<td>9</td>
<td>4L - One Love Can I Love You Like That (Blitz/Atlantic)</td>
<td>26/1</td>
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<td>Bone Thugs-N-Harmony - Tha... (Ruthless/Relative)</td>
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<td>Afk - (Eye) Hate U (NPG/WB)</td>
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<td>Shaggy - Boomastic (Virgin)</td>
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<td>Dion - Little Girl (Yab Yum/S5O Music)</td>
<td>24/0</td>
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<td>Montell Jordan - Somethin' 4 Da Honey (PMP/RAL/Island)</td>
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<tr>
<td>15</td>
<td>Notorious B.I.G. - One More Chance (Bad Boy/Arista)</td>
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<td>Skee-lo - I Wish (Sunshine/Scotti Bros.)</td>
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<td>Mariah Carey - Fantasy (Columbia)</td>
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<td>Nicole - Real For Every Little Thing I Do (Uptown/MCA)</td>
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<td>Groove Theory - Tell Me (Epic)</td>
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<td>SADO - Someone... (Yab Yum/S5O Music)</td>
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<td>Luni - I Got 5 On It (Neo Tokyo)</td>
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<td>Jodeci - Freek'n You (Uptown/MCA)</td>
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<td>Bla -与Wanyya Morris - Brokenhearted (Atlantic)</td>
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<td>Immature - Feel The Funk (MCA)</td>
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<td>25</td>
<td>After 7 - If You Do Me Right (Virgin)</td>
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<td>Up to Bayside Boys Mix - Macarena (RCA)</td>
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<td>Junior M.A.F.I.A. - Player's Anthem (Big Beat/Atlantic)</td>
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<td>Montell Jordan - This Is How We Do It (PMP/RAL/Island)</td>
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<td>Boyz II Men - Water Runnin' Dry (Motown)</td>
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<td>D'Angelo - Brown Sugar (EMI)</td>
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<td>Tyrese - Why Are You Here (Motown)</td>
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<td>Faith Evans - You Used To Love Me (Arista)</td>
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<td>Seelen - Dream Of You (EMI Latin)</td>
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<td>B. King - Girl (Work)</td>
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<td>35</td>
<td>Adina Howard - Freak Like Me (EastWest/EG)</td>
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<td>36</td>
<td>Brandy - Best Friend (Atlantic)</td>
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<td>Max-A-Million - Take Your Time (Do It Right) (S.O.B./Zoo)</td>
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<td>Deborah Cox - Sentimental (Arista)</td>
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<td>Tariq Thompson - I Wanna Love Like That (Giants)</td>
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<td>Naught By Nature - Feel Me Flow (Tommy Boy)</td>
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<td>Michael Bolton - Can I Touch You... (Columbia)</td>
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<td>Buckhead's - The Bomb (Sounds... (Big Beat/Atlantic)</td>
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<td>Madonna - Human Nature (Maverick/Sire/WB)</td>
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<td>Real McCoy - Come And Get Your Love (Arista)</td>
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<td>S.C.O.P. - Scatman John Scatman (RCA)</td>
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<td>46</td>
<td>Az - Sugar Hill (EMI)</td>
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<td>Vanessa Williams - Colors Of The Wind (Hollywood)</td>
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<td>Total F - Notorious B.I.G. Can You See Them (Tommy Boy)</td>
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<td>49</td>
<td>Brandy - Have You Ever Really Loved A Woman? (A&amp;M)</td>
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<td>50</td>
<td>Dope Shakk - Summer Time In The LBC (DefJam/RAL/Island)</td>
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This chart reflects airplay from August 21-27. Songs ranked by total plays. Highlighted songs indicate Breaker. 37 CHR/Rhythmical reports. 37 current playlists. ©1995, R&R Inc.
**CH/RHYTHMIC**

**September 1, 1995 R&R • 43**

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**HIP HOP TOP 20**

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<tr>
<td>1</td>
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<td>COOLIO 'Paradise'</td>
<td>Gangsta's Paradise (MCA)</td>
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<td>2555</td>
<td>SHAGGY Boombastic</td>
<td>Virgin</td>
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<td>2149</td>
<td>BONE THUGS-HARMONY 'Ruthless/Relativity'</td>
<td>86/2</td>
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<td>4</td>
<td>2023</td>
<td>NOTORIOUS B.I.G. 'One More Chance (Rowdy/Artista)</td>
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<td>1721</td>
<td>SKEE LO 'Wisdom/Scotti Bros.'</td>
<td>86/6</td>
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<td>6</td>
<td>1715</td>
<td>LUMIZ '5 On It (Noo Trybe'</td>
<td>73/2</td>
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<td>7</td>
<td>1541</td>
<td>AZ 'Sugar Hill (EMI)</td>
<td>82/6</td>
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<td>8</td>
<td>1529</td>
<td>JUNIOR M.A.F.A. 'Players'</td>
<td>71/1</td>
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<td>9</td>
<td>1532</td>
<td>DOVE SHACK 'Summerwine'</td>
<td>Def Jam/RAL Island</td>
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<td>10</td>
<td>1520</td>
<td>REDMAN &amp; METHOD MAN 'Killuminati'</td>
<td>Def Jam/RAL Island</td>
<td>54/5</td>
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<td>11</td>
<td>1522</td>
<td>TWIZZ Round &amp; Round</td>
<td>Def Jam/RAL Island</td>
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<td>NAUGHTY BY NATURE 'Feel Me Flow'</td>
<td>Tommy Boy</td>
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<td>13</td>
<td>1427</td>
<td>HODGE 'Head nod (Mercury)</td>
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<td>MASTA ACE, INC. 'Stittin' On Chrome'</td>
<td>Capitol</td>
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<td>SMOOTH Blowin' Up My Page (Jive)</td>
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<td>SUPERCAT 'Girlfriend'</td>
<td>Columbia</td>
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<td>PLAYA PONCHO 'What Up, What Up'</td>
<td>Columbia</td>
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<td>18</td>
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<td>MILKbone 'Give Party All'</td>
<td>Capitol</td>
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<td>1316</td>
<td>LORDS OF THE UNDERGROUND 'Faith (Pendulum)'</td>
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This chart reflects airplay from August 21-27. Songs ranked by total plays. 37 CH/Rhythmic reporters and 82 Urban reporters combine from the Custom Chart function on R&R ONLINE. Hits titles are manually extrapolated. For complete reporter lists refer to Rhythmic and Urban sections. © 1995, R&R Inc.

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**NEW & ACTIVE**

MARY J. BLIGE (You Make...) Natural Woman (Urban/MCA)

MARY J. BLIGE (You Make...) Natural Woman (Urban/MCA)

MARY J. BLIGE (You Make...) Natural Woman (Urban/MCA)

C & C MUSIC FACTORY Baby Face (Columbia)

SOLO Heaven (Perspective/RAD)

PAULA ABDUL Crazy Cos (Capitol/VA)

PATRIA Put Up To The Banner (SMC/SMC)

EVERYTHING BUT THE GIRL Missing (Atlantic)

REDMAN/METHOD MAN 'Killuminati' (Def Jam/RAL Island)

WSAP/LA Lido Boom Boom Room (Atlantic)

MCINTOSH 'I'm Down Low (Mercury)'

DJ QUIK Summer Breeze (Priority)

LE CLEAR Tonight Is The Night (Island)

MONICA Before You Walk Out Of My Life ( Rowdy/EMI)

TWIZZ Round & Round (Def Jam/RAL Island)

MONICA Like This And Like That (Rowdy/EMI)

ULTIMATE KIDS Some Girls (Motown)

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**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.

**ADS SEPTEMBER 5**

Dox EFX

"Real Hip Hop" (EastWest/EGG)

**ADS SEPTEMBER 12**

Jon B.

"Pretty Girl" (Yab Yum/550 Music)

Boyz II Men

"Vibin" (Motown)

Immortals

"Mortal Kombat" (Virgin)

Gerald & Eddie Levert

"I Am Missing You" (EastWest/EGG)

Diana Ross

"Take Me Higher" (Motown)

Shai

"Come With Me" (Gasoline Alley/MCA)

"Anything" (MJJ /550 Music)

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**CHR/RHYTHMIC REPORTERS**

Stations and their adds listed alphabetically by market

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www.americanradiohistory.com
| Artist/Titre | Rate | Chart | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 34 | 35 | 36 | 37 | 38 | 39 | 40 | 41 | 42 | 43 | 44 | 45 | 46 | 47 | 48 | 49 | 50 | 51 | 52 | 53 | 54 | 55 | 56 | 57 | 58 | 59 | 60 | 61 | 62 | 63 | 64 | 65 | 66 | 67 | 68 | 69 | 70 | 71 | 72 | 73 | 74 | 75 | 76 | 77 | 78 | 79 | 80 | 81 | 82 | 83 | 84 | 85 | 86 | 87 | 88 | 89 | 90 | 91 | 92 | 93 | 94 | 95 | 96 | 97 | 98 | 99 | 100 |
New Hybrids ‘Reinvent The Format’

WYXR’s Rhythmic AC approach positioned as ‘The New Sound of Philadelphia’

Fear not — format fragmentation is still alive and well. In addition to having Soft, Lite, Mainstream, Bright, and Hot factions, our format also has Rhythmic and Rock representatives. Here’s an update on two such hybrids.

For the past several years, Pyramid’s WYXR/Philadelphia had been a definitive Hot AC. Last summer, however, management began exploring ways to separate itself from the competition. “Along with some ‘Mix’ stations, WYXR broke into industry rules by playing some very aggressive music for AC,” recalls PD Chuck Knight, who arrived approximately 13 months ago from WENS/Indianapolis. ‘ACs weren’t supposed to play Bruce Springsteen’s ‘Born To Run.’ It was out of the norm, but it became successful. Stations like ours created what became Hot AC.”

No Difference

Other ACs, he claims, began experimenting with this new format. Consequently, some Hot ACs — including WYXR — began losing their point of differentiation. “That’s when it’s time to reinvent the product. Anyone knowing anything about Philadelphia is aware it’s driven by rhythmic music. It wasn’t surprising there was a gigantic opportunity to get back to the roots of what’s driven our musical scene. We came up with our current musical equation from that thought process.”

Last December, WYXR launched the “New Sound Of Philadelphia.” Core artists include Whitney Houston, Toni Braxton, Luther Vandross, Janet Jackson, and Mariah Carey. “I thought we’d be able to crack upper-fours or fives (12+). But (considering) the competition, it’s probably not realistic to believe that can happen in competitive Top 10 markets. Our 25-34, 35-49, 25-54 success has definitely been driven by females.”

A heavy marketing campaign was put in place for the spring book. “We used television, boards, and transit and committed substantial dollars to expose our new product. We were competitive, but didn’t ‘own’ the market. (Our on-air presentation) is very high-profile; the station is much more energetic, energetic, and professionally driven than the typical AC.”

Guy Zapoloni-consulted WYXR’s musical formula is more concerned with type than decades. Knight explains, “There’s nothing in a relationship between Toni Braxton and the Temptations than between Braxton and John Mellencamp. It’s our station one thinks of under the Rhythmic AC umbrella. ‘WBMX has become more of a pop-driven station. We both use Motown and disco-era music for spice. Beyond that, the similarities stop there. There’s a lot of tempo on WYXR. We’d play Diana King’s ‘Shy Guy’; they wouldn’t. They’d play Melissa Etheridge and Hootie & The Blowfish; we won’t.”

Same Formula

AC mainstreams like Billy Joel, Elton John, and Michael Bolton create playlists inclusions problems for Knight. “Diet Coke doesn’t vary its formula from bottle to bottle, and we don’t vary ours from hour to hour. Bolton’s a blue-eyed soul performer, and we struggle with him every week. We never say ‘never,’ but at this time we’re not yet comfortable playing his music.”

Many Philadelphia stations are serving their own special niche. “It’s great from a listener’s perspective. There’s a story to be told underneath every station’s 25-54 numbers. In the future, every station will hang out four-to-five share numbers and have to explain to advertisers and agencies what drives those numbers.”

Knight contrasts WYXR from No. 1-ranked UC WDAS-FM: “We’re musician-driven, and R&B-driven. Our music is very familiar and mass appeal. WDAS pulls 97% of its core and quarter-hours from ethnic listeners. That’s hasn’t shown great success with non-ethnic audiences. “It’s been our goal to represent and mirror the music coming very close. We’ve been successful with this format, but it probably won’t work in every market.”

WYXR Sample Hour

Philadelphia listeners recently heard this 5PM hour on Star 104.5.

WNSPS/Rock Steady

MICHAEL JACKSON/You Are Not Alone

DAZZ BAND/It’s Whip

MARIAN CAREY/Somewhere

TIMMY T/One More Try

TLC/What About

JEFFREY OSBORN/Stay With Me Tonight

MADONNA/Don’t Stop

FOUR TOPS/Baby You Need Your Love

BOYZ II MEN/Water Runs Dry

C+C MUSIC FACTORY/Gonna Make You Sweat

JAMES INGRAM/Don’t Have The Heart

WYXR’s River Runs Rock AC

Recent columns have highlighted past ratings success of Rock ACs WMMQ/Orlando (No. 22-54 and WYRV (The River)/Harrisburg (No. 18-34 and 25-54, No. 32-64). Based on this spring’s Arbitron, WYRV (The River)/Albany deserves to be included on that exclusive list.

Albany’s “River,” a Dame Media sister of Harlem’s “River,” debuted March 4, 1994, and was positioned between Rockers WPXJ and WPBQ and ACs WKLI and WYJV. “There was a clear market hole here, and we took like a rock,” observes OM/MD morning host Hank Nevins. “Other than [CHR] WFLL, there was nothing to bridge the gap between Rock and AC for adults. By going down the middle, we thought we’d draw from everybody.”

The ‘Un-Radio’ Station

WYRV became Top Three 25-54 within its first year. “We did it without out, games, contests, and on-air promotions. We’re the ‘un-radio’ station; station programming is mostly in the 40s [who] grew up with and ‘lived’ this music.”

‘There’s a limited spot load — nine singles a week.” Selling from ratings is easy, but [not] when clients ask about value-added (elements) like remotes. “We’ll miss out on some local buy because we don’t do remotes, but our national business is going through the roof.”

Nevins compares WYRV to WMMQ. “Musically, we’re very close, but their programming is much more low-key.” On his station’s broad musical variety, Nevins jokes, “The typical radio person sees it on paper and knows it won’t work. But sometimes we get into our own little universe and forget the listener. They don’t care that Carly Simon is next to the Grateful Dead. “We’re AC with an edge or rock ‘n roll without the hard edge. We’re clearly steeped in classic rock, but we don’t pigeonhole ourselves as a ‘70s station because we spice things up with currents. Our AC aspect makes us very appealing to 25-34.”

While it was believed the format would have a strong male appeal, the format would have a strong male appeal, Nevins says, “The split is almost 50/50. It’s wonderful a position because we thought it would be 60% male. Our competitors were surprised with how well we did with women.”

Nevins is pleased with the demos. “A few years ago, some AC programmers realized that, when people reach 35, they don’t automatically want to listen to Neil Diamond and Barbara Streisand. [Rock AC] is very listenable, and people can’t get it on Lite AC and don’t want to trade through hard rock for ‘90s AC. [Rock AC] is very listenable, and people can’t get it on Lite AC and don’t want to trade through hard rock for ‘90s AC. We were strong 18-34. But Alternative stations are getting a lot of core, and we’re starting to drive more into the 25-34 arena.”

WYRV has been challenging its AC counterparts in off-office listeners. “It’s one thing to be one on in gyms, health clubs, and minions, but I’m trained when I hear in doctors and lawyers offices. People are getting tired of being force-fed Lite FM pablum.”

www.americanradiohistory.com
AC Top 30
September 1, 1995

Country: JANET JACKSON Runaway (7), KUDL 26 (27).

Stations:

1. KELO 8
2. KELO 8
3. KMZQ 10
4. KESZ 11, KQXT
5. WTVR 8, KELO 8
6. WQRT 5, WQRT 5
7. WQRT 5, WQRT 5
8. WQRT 5, WQRT 5
9. WQRT 5, WQRT 5
10. WQRT 5, WQRT 5

Additions:

1. JANET JACKSON Runaway (7), KUDL 26 (27).
2. MICHAEL JACKSON You Are Not Alone (EMI) 14
3. AARON NEVILLE Use Me (A&M)
4. ROD STEWART This (WB) 9

Most Added

Artist Title Label

MARIAN CAREY Fantasy (Columbia) +355
MICHAEL BOLTON Can I Touch You...? (Columbia) +272
SELENA I Could Fall In Love (Emi Latin) +206
JIMMY BUFFETT Mexico (Margaritaville/MCA) +180
MICHAEL JACKSON You Are Not Alone (EMI) +179
P. CETERA w/C. BERNARD Forever Tonight (River North) +162
SEAL Kiss From A Rose (TTZ/Sire/WB) +143
ANNIE LENNOX Whiter Shade Of Pale (Arista) +136
SOPHIE B. HAWKINS As I Lay Me Down (Columbia) +131

Most Increased Plays

Artist Title Label

MARIAN CAREY Fantasy (Columbia) +355
MICHAEL BOLTON Can I Touch You...? (Columbia) +272
SELENA I Could Fall In Love (Emi Latin) +206
JIMMY BUFFETT Mexico (Margaritaville/MCA) +180
MICHAEL JACKSON You Are Not Alone (EMI) +179
P. CETERA w/C. BERNARD Forever Tonight (River North) +162
SEAL Kiss From A Rose (TTZ/Sire/WB) +143
ANNIE LENNOX Whiter Shade Of Pale (Arista) +136
SOPHIE B. HAWKINS As I Lay Me Down (Columbia) +131

Hottest Recurrents

Ranked By Total Plays

Artist Title Label

*MARIAN CAREY Fantasy (Columbia) +355
MICHAEL BOLTON Can I Touch You...? (Columbia) +272
SELENA I Could Fall In Love (Emi Latin) +206
JIMMY BUFFETT Mexico (Margaritaville/MCA) +180
MICHAEL JACKSON You Are Not Alone (EMI) +179
P. CETERA w/C. BERNARD Forever Tonight (River North) +162
SEAL Kiss From A Rose (TTZ/Sire/WB) +143
ANNIE LENNOX Whiter Shade Of Pale (Arista) +136
SOPHIE B. HAWKINS As I Lay Me Down (Columbia) +131

Breakers: Songs registering 80 plays or more for the first time. Singles awarded in 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.

"Let Me Be The One"

AC Debut

**A Most Added, Including:**

**HAC**

**This Week's Adds Include:**

*Emi Records*
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**Easy 97.5**

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**KSTP**

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**NEW & ACTIVE**

**PETER CETERA w/CRYSTAL BERNARD** Forever Tonight (River North)
Total Stations: 13, Adds: 0, Plays: 218, WDAQ 15, WJRZ 17 (17), WYTW 17 (17), WSSX 16 (14), WMXK 15 (14), WMAC 13 (12), WMXK 15 (14), WMAC 13 (12), WMXK 15 (14), KATZ 15 (15), KVIE 15 (14), KISN 5 (5).

**BAD COMPANY** You're The Only Reason (EastWest/EGG)
Total Stations: 10, Adds: 0, Plays: 189, WZLZ 5 (5), WQAD 6 (7), WJRZ 17 (17), WYTW 7 (7), WSSX 16 (12), WGSM 10 (10), WSSL 15 (7), WMTX 10 (11), WMXK 21 (21), WUSB 14 (14), WMQX 21 (21), KISN 10 (10), KM1J 5 (5).

**PAULA ALDEN** Crazy Cool (Caprice/Virgin)
Total Stations: 7, Adds: 1, Plays: 97, WBKB 12 (12), WDXS 16 (14), KMKY 8 (8), KRLB 7 (7), KXRD 15 (15), KHTX 24 (24), KIDR 15 (15).

**ANNIE LENNOX** A Whiter Shade Of Pale (Arista)
Total Stations: 6, Adds: 1, Plays: 81, WBKB 8 (8), WELD 5 (5), WYTW 17 (17), WACM 7 (8), WTMX 34 (32).

---

**BREAKERS**

**DELMITRI** Roll To Me (A&M)
Total Plays: 815, Total Stations: 15, Chart: 10.

**MOST ADDED**

**MARIAN CARR** Fantasy (Columbia) +545
**JANET JACKSON** Runaway (A&M) +238
**DELMITRI** Roll To Me (A&M) +151
**MICHAEL JACKSON** You Can't Help That (EMI Latin) +128
**JIMMY BUFFETT** Mexico (Margaritaville/MCA) +112
**NATALIE MERCANT** Carnival (Elektra/EGG) +88
**SELENA** I Could Fall In Love (EMI Latin) +81
**ROD STEWART** This (WB) +79

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**HOTTEST RECURRENTS**

**MARTIN PAGE** In The House Of Stone And Light (Mercury) +545
**Hootie & The Blowfish** Hold My Hand (Atlantic) +130
**BON JOVI** This Ain't A Love Song (Mercury) +112
**JIMMY BUFFETT** Mexico (Margaritaville/MCA) +88
**JIMMY BUFFETT** Help Me (EMI Latin) +81
**NATALIE MERCANT** Carnival (Elektra/EGG) +79
**SELENA** I Could Fall In Love (EMI Latin) +71

---

**HOT AC CHART**

**Hot AC Chart**

- **Most Added Again!**
  - WMWV
  - WXYT
  - WRMX
  - WMTX
  - WMTZ
  - WZKL
  - WZQ
  - WMC
  - WJRZ

**ALL RADIO STATIONS ARE UNANIUSMUS FAMALE, FEMALE, FEMALES!!

---

**AC Chart BREAKER**

**Now On 68 AC Reporters!**

Including:

- WBBB
- KESZ
- WNNK
- WGBY
- WUSA
- KUDL
- WSSW
- WLF
- WDK
- KQXT
- WLF

---

**www.americanradiohistory.com**
WKQI/Akron, OH
PD: Mike Sweeney MD: Ramon Alvarez
KQIX/Kansas City, MO
PD: John Scroggins MD: Charles Brown
KMTV/Beaumont, TX
GM/PD: Robert S. Brown MD: Gary Cole
9 PD: Mike Elrod M: Jay Carey
18 WBBM/Chicago, IL
PD: Gary Peters M: Bruce Lewis
15 15 Michael Jackson "Thriller"
11 11 Michael Jackson "Thriller"
19 KWBZ/Boston, MA
PD: Greg Strudwick MD: Mary Carey
WKQI/Tampa, FL
PD: Greg Sweeney MD: Mike Elrod
WEZ/Fort Lauderdale, FL
PD: Steve Wein MD: Sabrina Silver
15 15 Michael Jackson "Thriller"
19 19 Michael Jackson "Thriller"
WKQI/Washington, D.C
PD: Gary McCarthy MD: Robert Stet
9 PD: Steve Wein M: Michael Knight
12 PD: Mike Sweeney M: Mike Knight
WEZK/Lexington, KY
PD: Ron Arroll MD: Steve Stone
15 15 Michael Jackson "Thriller"
19 19 Michael Jackson "Thriller"
WQXI/Atlanta, GA
PD: Paul Slomski MD: Harry Topf
15 15 Michael Jackson "Thriller"
19 19 Michael Jackson "Thriller"
WQXI/Charlotte, NC
PD: Tom Jackson MD: Mark Belden
15 15 Michael Jackson "Thriller"
19 19 Michael Jackson "Thriller"
WMWH/Charlotte, NC
PD: Dave Miller MD: Mike Womack
15 15 Michael Jackson "Thriller"
19 19 Michael Jackson "Thriller"
WQXL/Cleveland, OH
PD: Mary Ellen Karchinski MD: Dave Della
32 32 Betty "Betty" "Betty"
KWUX/Clovis, CA
PD: Steve Bauman MD: Jennifer Knight
36 PD: Mike White M: John White
WFXC/Fresno, CA
PD: Joe Jackson MD: Mike Alexander
24 24 Michael Jackson "Thriller"
WOLK/Green Bay, WI
PD: Michael T MD: Kenny D
12 12 Michael Jackson "Thriller"
WQXI/Greensboro, NC
PD: Jeff McIntyre MD: Mark McIntyre
10 10 Michael Jackson "Thriller"
17 17 Michael Jackson "Thriller"
WKQI/Greensboro, NC
PD: Bill Truitt MD: Ryan Carrington
15 15 Michael Jackson "Thriller"
19 19 Michael Jackson "Thriller"
WQXR/Greensboro, NC
PD: Paul Cassady MD: Joe Lawrence
25 25 Michael Jackson "Thriller"
WQYK/KCMX/Seattle, WA
PD: Pat Donaldson MD: Burke Allen
WQXK/Atlanta, GA
PD: Greg Sweeney MD: Mary Carey
WQXK/Kansas City, MO
PD: Mike Sweeney MD: Mike Sweeney
KQIC/Kansas City, MO
PD: Don Paige MD: Larry Seidman
10 10 Michael Jackson "Thriller"
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<td>September 1, 1995 R&amp;R • 51</td>
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**HOT AC PLAYLISTS**

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

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**WEBER/Chicago**

**WEBER/New York**

**WEBER/Los Angeles**

**WEBER/GC**

**WEBER/Cleveland**

**WEBER/Atlanta**

**WEBER/San Francisco**

**WEBER/Philadelphia**

**WEBER/Minneapolis**

**WEBER/BSN**

**WEBER/Minneapolis**

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**WEBER/Minneapolis**

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<td>JOHN HOOTIE</td>
<td>EVERYTHING BUT.</td>
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<td>VANESSA WILLIAMS</td>
<td>ELTON</td>
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<td>AMITRI</td>
<td>BLUES TRAVELER/Run-Around</td>
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<td>AMITRI</td>
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Market Rank And Money: Bigger Isn’t Always Better

National billing revenues don’t necessarily follow a market’s population ranking. In fact, it’s rare if they do. And a market’s billing doesn’t necessarily increase when counties are added to improve the market rank.

Those are the findings of a recent Katz Radio Group comparison of national billing performance versus Arbitron population rank for the Top 100 markets. (Note: 94 markets were used, but six were dropped from the analysis due to a lack of individual market revenue information.) The study was originally undertaken to determine whether a station’s national billing could be bolstered through an expansion of Arbitron Metro survey area (MSA) geography, which has improved market ranks. The results make for interesting reading as you compare a market’s size with its ability to attract revenue.

Who’s No. 1?

For instance, what’s the No. 1 billing market in the U.S.? It’s Los Angeles — the No. 2 radio MSA. In fact, L.A. outbills New York by 48%, according to “Radio Expenditure Reports” (RER). Conversely, Detroit, the No. 6 radio MSA, ranks No. 11 in national billing.

Here are several overall observations from KRG, which compared ‘94 Arbitron MSA rank, ‘94 Arbitron DMA (formerly ADI) rank, and ‘94 national billing estimates according to RER.

- Only 48% of the 94 markets show Arbitron MSA and RER ranks within five places of each other.
- Only 49% of the 94 markets show Arbitron DMA and RER ranks within five places of each other.
- Only eight markets have the same MSA and billing rank.
- Only seven markets have the same DMA and billing rank.

Over/Underrachers

KRG lists 22 cities that “attain significantly higher billing rank than their current MSA rank.” Interestingly, 18 of them have a history of strong Country radio outlets. (I’m not suggesting there’s a connection. I’m just saying it’s interesting.) Those 18 boast a Country station that ranked either first or second in 12 of the spring ‘95 Arbitron. They are (again with MSA rank first, followed by billing rank): Atlanta, 12/10; Phoenix, 21/17; Denver, 25/15; Sacramento, 29/18; Columbus, OH, 34/28; Indianapolis 37/27; Charlotte, 38/30; Orlando, 41/23; Nashville, 46/34; Omaha, 72/65; Harrisburg, 74/59; Little Rock, 83/76; Charleston, 84/77; Bakersfield, 86/64; Columbia, SC, 91/71; Ft. Wayne, 93/80; Spokane 95/63; and Roanoke, 99/86.

Five of the 10 markets ranked 41-50 in Arbitron MSA population finish below the Top 50 in billing rank (population rank followed by billing rank): Greensboro, NC, 4/57; Roanoke, VA, 5/59; North Vancouver, BC; Ft. Harrison, 67/50; and Raleigh, 45/58; Austin, 55/58; Baltimore, 54/43; Austin, 55/40; Albany, 57/48; Las Vegas, 58/50; Fresno, 66/41; and Grand Rapids, 60/41.

As one might expect, a market’s proximity to another larger market hurts billing potential. L.A. neighbor Riverside-San Bernardino (population rank 27) is No. 27 in population, but No. 61 in billing. Akron, which is close to Cleveland, ranks No. 68 in population but No. 94 in national billing.

More People, Same Money

In addition to the interesting population/billing comparisons, the Katz report notes that Arbitron radio MSA population ranks have little effect on national billing performance. The report cites Cincinnati as a recent example. In summer ‘93, it ranked No. 30 in population and No. 29 in billing. After expansion brought it to No. 25 in population, it remained No. 29 in billing. Thus, expansion had little effect on the market’s national billing.

This example and others cause the report to conclude: “While increases in population rank may not hurt national billing, radio stations should carefully consider possible effects in the competitive marketplace — especially in the case of the same percentage who named rap as their top choice. Leading the poll were modern rock and R&B, which were both preferred by 20% of the group.”

How About A :15 Break?

This note regarding the story about KMP3/Seattle’s format change with a single, 10-unit stopset per hour was written by consultant Dan O’Day.

A couple of months ago, I spent a few days in the country of Colombia, conducting a commercial copywriting seminar for the salespeople of a very large, very successful radio group there. Many of the radio stations in Colombia have, as a rule, 15-minute stopsets. All 30s, by the way — which means 30 commercials at a time.

To our way of thinking, it sounds quite odd. On the other hand, radio gets a larger share of the advertising pie in Colombia than do the newspapers.
"When you put talent with sibling harmonies... You have a star...and The Hutchens will be stars."
Kevin O'Neal
WXTU Philadelphia

"If, after hearing Knock, Knock, your toe is not tapping...you'd better check your pulse and call Dr. Jack."
Kevin Scollin
WWWW Detroit

The debut single from the forthcoming album. "KNOCK, KNock." #2057

Produced by James Stroud

Add: September 11th
Clay Walker

“Who Needs You Baby”

The DEBUT single from the new album Hypnotize The Moon

Produced by James Stroud

Who Needs You, Baby... We Do!

Giant... The BIGGEST Little Label In Nashville
Roger Miller and former Country Music Association Exec. Director Jo Walker-Meador are this year’s inductees into the Country Music Hall of Fame. The plaques will be unveiled October 4 during the 29th annual CMA Awards show on CBS.

Miller brought country music to the mainstream during the mid-‘60s with hits such as “Dang Me,” “King of the Road,” and “England Swings.” The Erick, OK native wrote his first song at the age of five and later played guitar in the bands of Minnie Pearl, Ray Price, Patsy Cline, Johnny Cash, and others. Signed to a $25 a week deal with Tree Publishing, Miller’s early songs were recorded by Ernest Tubb and Jim Reeves.

At the height of his career with Smash Records, Miller won 11 Grammys and hosted a primetime television show, which aired 1966-67 on NBC. In 1985, his musical, “Big River,” opened on Broadway, winning him a Tony Award. The production won six other Tonys, including Best Musical.

Miller continued to write hit songs, including “Walkin’ Talkin’ Cryin’” Barely Beating Broken Heart” for Highway 101 and “It Only Hurts When I Cry,” a hit for


Over 1100 ear catching tracks that make cutting promos a snap. Electrifying LIVE performances! Contest beds, traffic sounders, special occasion holiday music and long length morning mixes. Use them in production or live on the-air.

The Country House Band. Once you hear it - You’ll Get it.

TM CENTURY
For Market Exclusivity, call or fax TM Century TODAY.
TM Century, 2002 Academy, Dallas, Texas 75234 (214)406-6800 fax (214)406-6890
<table>
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<th>Chart Position</th>
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<td>231/26</td>
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This chart reflects airplay from August 28-September 3. Songs ranked by total points. Highlighted songs indicate Breaker. 214 Country reporters. 213 current playlists. © 1995, R&R Inc.
Congratulations

Alison Krauss

on 4 Country Music Award Nominations

Single of the Year
"When You Say Nothing At All"
from Keith Whitley: A Tribute Album
(on BNA Records, Produced by Randy Scruggs)

Female Vocalist of the Year

Horizon Award

Vocal Event of the Year
with Shenandoah
"Somewhere In The Vicinity Of The Heart"
(on Capitol/Liberty)
JAMES HOUSE Anything For Love (Epic)  
Total Stations: 50, Total Adds: 25, Total Points: 2640, Ads: WKKX 5, WYGB 35, WRTX 10, WYJY 13, WYFX 18, WZEL 16, WJCN 10, WSSV 6, WDDT 5, WRNS 18, WMWW 6, WMBH 18, WJRF 12, KXKU 15, KBAT 7, WCTJ 11, WKSX 5, WTXT 23, WFXC 10, KRIK 10, KXKU 5, WKMZ 10, KDXL 10, KDFI 5, KASH 6, KUZZ 7, KQWJ 11, KHRK 7, KDEJ 5, KYDJ 5  
Plays include: WICS 15 (10), WFTG 11 (11), WADD 16 (18), XKCQ 18 (9), KEAN 17 (13), KMLE 13 (13), WXKX 24 (19), KJZT 10 (6)

WESLEY DENNIS Who's Counting (Mercury)  
Total Stations: 40, Total Adds: 20, Total Points: 1778, Ads: WRKQ 5, WXXV 7, WFTG 11, WDMX 5, WQFX 6, WMWW 9, WJXK 9, WXXV 16, WRTX 5, WMDJ 5, WKKB 6, KFZ 5, KEAN 17, WZCD 10, KJZT 11, KDRK 10  
Plays include: WXXV 13 (13), WATQ 15 (10), WMBK 10 (10), KEAN 15 (12), WXXV 12 (13), KQWJ 25 (25), XOLK 10 (10), KDEJ 17 (17), KHRK 10 (10)

PHILIP CLAYPOOL Feel Like Makin' Love (Curb)  
Total Stations: 26, Total Adds: 4, Total Points: 1574, Ads: WTVY 5, WTHF 6, WSKS 5, KJDI 5  

DOLLY PARTON & VANCE GILL I'll Always Love You (Columbia)  
Total Stations: 18, Total Adds: 18, Total Points: 1458, Ads: WOBE 10, WBRS 18, WDRB 6, WJAB 10, WSKS 5, WQFX 8, WYYG 10, WJAB 10, WBBK 23, WJAB 10, WUDE 18, WSKS 15, WBBK 15, WQFX 22, WQFX 30, WM FM 18, KAJA 5, KRTY 19

ALTERNATIVE PROGRAMMING  
Steve Knell * (214) 252-1426  
BLACKHAWK/Strange Enough to Say No SACRAMENTO/Your Tattoo  
Hottest: ALABAMA/She Ain't Your Ordinary Girl  
PAM TILLIS/Dreams at Dusk  
COCINA BLACK/One Emotion  
GEORGE STRAIN/Lead On  
JEFF CARSON/Not On Your Love  
Real Country  
Dave Nicholson * (602) 966-6236  
WINDY GLASS/Feel High On That Mountain  
JOHN MICHAEL MONTGOMERY/No Man's Land  
TRESA YEARWOOD/Wanna Go For Far  
Hottest: RHETT AINSWORTH/That Ain't My Truck  
PATTI WHEELER/Hayway Down  
WADE HAYES/Don't Say  
SAYVON BROWN/The Thing Called Love...  
TRACY LAWRENCE/The World Had A Front Porch

BROADCAST PROGRAMMING  
Wallier Powers * (800) 426-9882  
Super Country/Pure Country — Ken Moutrie  
VANCE GILDON/Feel High On That Mountain  
JOHN MICHAELS/MONTGOMERY/No Man's Land  
DAVID LEWIS/MYERS/Chasin' The Bottle  
Hottest: GEORGE STRAIN/Lead On  
COLLIN RAMSEY/One Boy, One Girl  
ALABAMA/She Ain't Your Ordinary Girl  
TIM McGRAW/Let It Be  
BRYAN WHITE/Someone Else's Star

BROADCAST PROGRAMMING CONTINUED  
Digital Country — L.J. Smith  
TRACY BYRD/It's Not Love  
CONFEDERATE RAILROAD/You're A Liar...  
LEE ROY PARNELL/Where A Woman Loves A Man  
Hottest: GEORGE STRAIN/Lead On  
ALABAMA/She Ain't Your Ordinary Girl  
TIM McGRAW/Let It Be  
BRYAN WHITE/Someone Else's Star  
COLLIN RAMSEY/One Boy, One Girl

Digital Country — Ken Moutrie  
DAVID BALL/One Boy, One Girl  
TRACY BYRD/It's Not Love  
CONFEDERATE RAILROAD/You're A Liar...  
LEE ROY PARNELL/Where A Woman Loves A Man  
Hottest: GEORGE STRAIN/Lead On  
ALABAMA/She Ain't Your Ordinary Girl  
TIM McGRAW/Let It Be  
BRYAN WHITE/Someone Else's Star

JONES SATELLITE NETWORKS  
Phil Barry * (800) 766-2251  
CB Country — John Hendricks  
CARL ELDORD/Somebody Loves Me  
WINDY GLASS/Feel High On That Mountain  
JAMES HOUSE/Anything For Love  
BILLY RAY CYRUS/The Fastest Horse...  
Hottest: BLACKHAWK/I'm Not Strong Enough To Say No  
JAMES HOUSE/Anything For Love  
PAM TILLIS/Dreams at Dusk  
COCINA BLACK/One Emotion  
WINDY GLASS/Feel High On That Mountain  
JUNIOR BROWN/Hwy Patrol (Curb)  
MURPHY'S LAW/You're A Liar...  
Hottest: GEORGE DUCAS/Kissin' Don't Lie  
CARL ELDORD/Somebody Loves Me  
COCINA BLACK/One Emotion  
JUNIOR BROWN/Hwy Patrol (Curb)  
MURPHY'S LAW/You're A Liar...  
Hottest: ROBERTO BORDWIN/Just A Dream  
BRYAN WHITE/Someone Else's Star  
RHETT AINSWORTH/That Ain't My Truck

Hot Country — Steve Penny  
WENDY BRIDGES/Daddy's Little Girl  
LITTLE TEXAS/Love Song  
WINDY GLASS/Feel High On That Mountain  
ROBERT WOLFE/Think About It All The Time  
Hottest: TIM McGRAW/Let It Be  
COLLIN RAMSEY/One Boy, One Girl  
RUSSELL HUNTER/That Ain't My Truck  
JUNIOR BROWN/Hwy Patrol (Curb)  
MURPHY'S LAW/You're A Liar...  
Hottest: ROBERTO BORDWIN/Just A Dream  
BRYAN WHITE/Someone Else's Star  
RHETT AINSWORTH/That Ain't My Truck

JAMES HUNTER/Country Music (Giant)  
TOTAL ADDS: 23, TOTAL POINTS: 744, ADD: WFXC 10  
Hottest: TIM McGRAW/Let It Be  
COLLIN RAMSEY/One Boy, One Girl  
RUSSELL HUNTER/That Ain't My Truck  
JUNIOR BROWN/Hwy Patrol (Curb)  
MURPHY'S LAW/You're A Liar...  
Hottest: ROBERTO BORDWIN/Just A Dream  
BRYAN WHITE/Someone Else's Star  
RHETT AINSWORTH/That Ain't My Truck
In Recognition Of
JOHN BERRY's
CMA Nominations
For Best Male Vocalist
And The Horizon Award

I Would Like To Personally Thank All Of The People
Who Helped Make These Nominations Possible:

MUSICIANS:
KENNY ARONOFF
J.T. CORENFLOS
CONNIE ELLISOR
JOHN JARVIS
TERRY MCMILLAN
BRENT ROWEN
BIFF WATSON
LONNIE WILSON

EDDIE BAYERS
BILL CUOMO
TONY HARRELL
CHUCK JONES
STEVE NATHAN
BILLY JOE WALKER, JR.
WILLIE WEEKS
GLENN WORF

JOHN CATCHINGS
DAN DUGMORE
JOHN HOBBS
KERRY MARX
MICHAEL RHODES
PETE WASNER
JOHN WILLIS
REGGIE YOUNG

SINGERS:
GREG BARNHILL
J.D. MARTIN
BILLY THOMAS
CURTIS YOUNG

MICHAEL BLACK
PAM ROSE
NEIL THRASHER

MARY ANN KENNEDY
DARRELL SCOTT
DENNIS WILSON

SONGWRITERS:
MATRACA BERG
KYE FLEMING
JOHN GREENBAUM
GARY HEYDE
CHUCK JONES
J.D. MARTIN
DON ROBERTSON
TROY SEALS
GREG SWINT

HAL BLAIR
KEITH FOLLESE
RONNIE GUILBEAU
AMANDA HUNT
KOSTAS
THOM MCHUGH
J.B. RUDY
EDDIE SETZER
GEORGE TEREN

GARY BURR
VINCE GILL
STEWARD HARRIS
JOHN JARRARD
BOY LIVSEY
LISA PALAS
DON SCHLITZ
ALLEN SHAMBLIN
CHRIS WATERS

ENGINEERS:
DEREK BASON
PATRICK KELLY
RUSS MARTIN
PAULA MONTANDO
JEFF WATKINS

BARRY HALL
JOHN KELTON
DAVE MATTHEWS
DENNIS RITCHIE
CRAIG WHITE

MEL JONES
GRAHAM R. LEWIS
GLEN MEADOWS
BOB CAMPBELL-SMITH

STUDIOS:
EMERALD
OMNI

JAVELINA
SOUND STAGE

MASTERFONICS
QUAD

Chuck Howard
Diamond Struck Productions
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*designates stations reporting album cuts.
| ARTIST/TITLE | WEEKS AT #1 | WEEKS AT #2 | WEEKS AT #3 | WEEKS AT #4 | WEEKS AT #5 | WEEKS AT #6 | WEEKS AT #7 | WEEKS AT #8 | WEEKS AT #9 | WEEKS AT #10 | WEEKS AT #11 | WEEKS AT #12 | WEEKS AT #13 | WEEKS AT #14 | WEEKS AT #15 | WEEKS AT #16 | WEEKS AT #17 | WEEKS AT #18 | WEEKS AT #19 | WEEKS AT #20 |
|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| BRYAN WHITE/Someone Else's Star | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | | | | | | | | | | | | |
| JON BIVENS/In The Truck | 14 | 13 | 12 | 11 | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | | | | | | | | |
| GARTH BROOKS/Every Woman | 13 | 12 | 11 | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | | | | | | | | |
| BLACKHAWK/I'm Not Strong Enough | 17 | 16 | 15 | 14 | 13 | 12 | 11 | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | | | | |
| BLACKHAWK/That's Just What I Need | 15 | 14 | 13 | 12 | 11 | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | | | | | | |
| JOHNNY RAWLES/Wanna Go To Far | 14 | 13 | 12 | 11 | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | | | | | | | |
| BLACKHAWK/When I Go To Sleep | 14 | 13 | 12 | 11 | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | | | | | | | |
| JAMES HOUSE/Ins | 14 | 13 | 12 | 11 | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | | | | | | | |
| BLACKHAWK/I'm Not Strong Enough | 16 | 15 | 14 | 13 | 12 | 11 | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | | | | |
| BLACKHAWK/That's Just What I Need | 15 | 14 | 13 | 12 | 11 | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | | | | | |
| JOHNNY RAWLES/Wanna Go To Far | 14 | 13 | 12 | 11 | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | | | | | | | |
| BLACKHAWK/When I Go To Sleep | 14 | 13 | 12 | 11 | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | | | | | | | |
| JAMES HOUSE/Ins | 14 | 13 | 12 | 11 | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | | | | | | | |
| BLACKHAWK/I'm Not Strong Enough | 16 | 15 | 14 | 13 | 12 | 11 | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | | | | |
| BLACKHAWK/That's Just What I Need | 15 | 14 | 13 | 12 | 11 | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | | | | | |
| JOHNNY RAWLES/Wanna Go To Far | 14 | 13 | 12 | 11 | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | | | | | | | |
| BLACKHAWK/When I Go To Sleep | 14 | 13 | 12 | 11 | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | | | | | | | |
| JAMES HOUSE/Ins | 14 | 13 | 12 | 11 | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | | | | | | | |
| BLACKHAWK/I'm Not Strong Enough | 16 | 15 | 14 | 13 | 12 | 11 | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | | | | |
| BLACKHAWK/That's Just What I Need | 15 | 14 | 13 | 12 | 11 | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | | | | | |
| JOHNNY RAWLES/Wanna Go To Far | 14 | 13 | 12 | 11 | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | | | | | | | |
| BLACKHAWK/When I Go To Sleep | 14 | 13 | 12 | 11 | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | | | | | | | |
KIIZ Goes Through Roof With Double-Digit Spring Ratings

It appears that a number of stations are posting wonderful results in the Spring '95 Arbitron. UC and UAC outlets are holding their banners high. And I extend my sincere congratulations to all.

One of these success stories is KIIZ, a UC station operating in the small market of Killeen-Temple, TX (No. 163), which has a population of 206,000 people (18% of whom are black, 9% Latino). In the latest ratings, the station jumped 15.7-23.2 to land the market's 12+ crown. Among KIIZ's other spring ratings feats, according to first-time PD Mychal Maguire:

KIIZ Stats
- Target audience: 18-34 females
- Management: VP/GM Dale Hendry
- Lineup: Mornings: J. Conner-Hardage, Julia Conner-Hardage
  Middays: Terri Steele
  Afternoons: "The Babysitter" (also Promo. Dir./Asst. PD)
  Evenings: Rico Star
- Oversight: Tony Santana
- Station Mixer: Kenny "Superman" Smoov
- Mornings with Julia Conner-Hardage are a six-year vet of the industry and the market. I asked him for his take on the station's stellar performance.
  "I know this market. And I've basically felt we've never given the listeners exactly the product they were looking for. In the last two years listeners didn't just leave us — we drove them away."
  In giving the audience what they wanted, Maguire was careful about correct placement of the music. "We lost a lot of a work and night listening. This station primarily had been programmed with rap all day. I instituted a heavy dayparting policy, and it seems to work. We also added a lot of crossover material because our primary competition is a CHR, with which we share 30% of our audience."

In the last two years listeners didn't just leave us — we drove them away.

They really want and expect from us. My staff helps me check the record stores and all the record bins. I also check all of the SoundScan data. All this information is brought back, and we have brainstorming sessions every Saturday. It really seems to work."

Hitting The Streets
Maguire did not enlist the services of a research company to help formulate these changes. "I think in markets this size — with little to no research or marketing dollars — you're basically flying by the seat of your pants. It's all gut and good sense. And to make up for not having any sophisticated research systems, you've just got to hit the streets and stay aware of what's happening — people's habits, likes, and dislikes. Without a billboard or television campaign, that's the only way we can sell the station, and what we do.

"When I say hit the streets, I mean I have my people go out every single day and ask people questions — even when they're not working; when they're at home or at a party. I want them to ask people what it is they like or dislike about our radio station, to find out what songs are their current favorites. I want to know everything we can that will help us give people what they really want and expect from us."

Shoestring Promotions
Since KIIZ has no promotion budget to speak of, I wondered what, if anything, KIIZ did to create that extra push during the ratings period. "The only thing we did was a high/low $1000 jackpot," recalls Maguire. "With anything we did on the air, we tried to think of the most creative, interesting way to do it rather than the easiest way, like taking whatever number caller."

"For example, we had some Boyz II Men concert tickets. So we did "The Boyz II Men Trilogy," which consisted of various things for which we had to do to win the tickets. One was the "Philly Steak-Eating Contest on Bended Knee." It went over very well; we wound up getting around 250 people to participate."

PD: Political Dexterity
The main thing Maguire says he learned during his first year as PD is dealing with "politics! I really was na"ive enough to think you could come in, do the job, and that would speak for itself. Instead, I found out very quickly that you have to be able to talk to and deal with people. And you must understand that everyone has their own agenda, which might not coincide with yours."

"I've tried to program this station for the people of Killeen so they'll be happy with us and make us winners. That's what's supposed to happen. The problem is that radio people can be biased against small markets. "Some in our industry tend to take the position that those who work in smaller markets don't do a good job. They take us for granted sometimes. I have a great on-air staff that works very hard. We have a lot of positive teamwork; that's why we're doing as well as we are."

KIIZ/Killeen, TX starters (l-r) Smoov, Rico, Terri Steele, Babysitter, and PD Mychal Maguire show off the station's new digs.

We don't say, 'We're the only Urban station in town.' We say, 'We're the only station in town.'

Want to share an opinion or a hot tip? Call R&R's NewsTips line. (310) 788-1699 or e-mail us at RNRLA@aol.com
### Breakers: Songs ranked by total plays.

<table>
<thead>
<tr>
<th>Artist/Title/Labels</th>
<th>Chart Position</th>
<th>Total Plays</th>
</tr>
</thead>
<tbody>
<tr>
<td>Michael Jackson You Are Not Alone (EPIC)</td>
<td>1705/914</td>
<td>80/9</td>
</tr>
<tr>
<td>Janet Jackson Runaway (A&amp;M)</td>
<td>1308/906</td>
<td>77/12</td>
</tr>
<tr>
<td>Coolio Gangsta's Paradise (MCA)</td>
<td>1190/407</td>
<td>59/11</td>
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<tr>
<td>Regina Belle Love T.K.O. (Columbia)</td>
<td>897/131</td>
<td>63/7</td>
</tr>
<tr>
<td>Vanessa Williams You Can't Run (Mercury)</td>
<td>843/58</td>
<td>53/2</td>
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### Most Added: New Artists & Labels

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<tr>
<td>Arubah Carey Fantasy (StreetLife)</td>
<td>404</td>
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<tr>
<td>Tame Moore I Can Do It (StreetLife)</td>
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<tr>
<td>Shai Come With Me (Gasoline Alley)</td>
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<tr>
<td>Subway This Is Not A Goodbye (8V/Motown)</td>
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<tr>
<td>M.C. Hammer Suck Foot (EPIC)</td>
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<tr>
<td>Shaggy In The Summertime (Virgin)</td>
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<tr>
<td>Society Of Soul Pushin' (Lafe/Atlantic)</td>
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<tr>
<td>J Quest &amp;IPudge Anything (Mercury)</td>
<td>230</td>
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<tr>
<td>Stephilng Hangin' Around (Sticks...WB)</td>
<td>220</td>
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<tr>
<td>KRS-One MC's Act Like They Don't Know (Jive)</td>
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### Top 5 Breakers: Songs ranked by total plays.

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<td>3</td>
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<td>4</td>
<td>1210</td>
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<tr>
<td>5</td>
<td>1215</td>
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</table>

### New & Active

- **TWIIZ Round & Round (DefJam/Radio/Island):** Total Plays: 100, Total Stations: 51, Added: 4
- **REDMAN/METHOD MAN How High (DefJam/Radio/Island):** Total Plays: 472, Total Stations: 44, Added: 2
- **Hood Heat (Mercury):** Total Plays: 872, Total Stations: 77, Added: 4, Added: 2
- **TeddY Tell Me What You Want (Rio Trejo):** Total Plays: 446, Total Stations: 45, Added: 8
- **INCREDIBLE Spellbound And Speechless (Verve Forecast):** Total Plays: 446, Total Stations: 45, Added: 5
- **SMOOTH Brown's Up My Page (Jive):** Total Plays: 344, Total Stations: 45, Added: 8
- **Gary Toliver Morning Rain (Jive):** Total Plays: 341, Total Stations: 45, Added: 2
- **Skillz Just For My Man (Raging Bull/KIDZ):** Total Plays: 310, Total Stations: 45, Added: 8

### Soul II Soul

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<tr>
<th>Chart Position</th>
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<tr>
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### URBAN

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<tr>
<td>Urban AC</td>
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### Hottest Recurrents

- **AFKAP** (Eye Hate U (NPG/WB) | 1705/914 |
- **Afrojack** Runaway (A&M) | 1308/906 |
- **Coolio** Gangsta's Paradise (MCA) | 1190/407 |
- **Regina Belle** Love T.K.O. (Columbia) | 897/131 |
- **Vanessa Williams** You Can't Run (Mercury) | 843/58 |

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**TINA MOORE**

### "ALL I CAN DO"

#### URBAN & URBAN AC MOST ADDED!

- **WNV**
- **WQUE**
- **WVKN**
- **KJMS**
- **KQRS**
- **WHKD**
- **WOWI**
- **WQQK**
- **WCKX**
- **WROU**
- **KJSL**
- **KVSP**

... and many more!
### URBAN

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<td>WJZ</td>
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<tr>
<td>WQEX, Washington, DC</td>
<td>John R. Williams</td>
<td>WQEX</td>
<td>Washington</td>
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<td>WTOP, Washington, DC</td>
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<td>WTOP, Washington, DC</td>
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### URBAN AC

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<td>Charleston</td>
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<td>WSSW, Raleigh-Durham</td>
<td>Paul St. George</td>
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<td>Raleigh</td>
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<td>WTOP, Washington, DC</td>
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<td>Lee Abrams</td>
<td>WTOP</td>
<td>Washington</td>
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</tbody>
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*Note: This is a partial list of URBAN and URBAN AC stations and their primary reporters as of September 1, 1995. The full list can be found on www.americanradiohistory.com.*
**Vanessa Williams**

**You Can’t Run**

---

**Urban AC Chart**

**Urban Reporters: 83%**

- WBLS
- WYAZ
- WDAS
- KMJQ
- WWYN
- WYLD
- KJLH
- KSOL
- WMMJ
- KXXK
- KMJQ

**...and many more!**

**Urban Chart**

**Urban Reporters: 65%**

- WGGI
- WEDR
- WAMO
- WNOV
- KPRS

**...and many more!**

**Produced by Babyface**
Current Music Good For 30+

The 18-34 cell has been serviced and saturated; it's now the upper demons’ time,“ says Sinton, Barnes & Associates consultant Tom Barnes. “Everybody’s figured out the young end. And if you haven’t moved on it by now, it’s too late.”

The viability of 30+ rock is now playing in such places as Milwaukee’s WSSP, WYMS/New York, WMMS/Philadelphia, and WKLS/Atlanta. “It’s a clear indication in my mind that the collision we discussed last year has occurred,” says Barnes. “Many Progressive stations have migrated significantly toward a 30+ Rock position, such as KZON/Phoenix, KTCZ/Minneapolis, KNMT/Seattle, and WBOS/Boston. They have become mainstream with a better focus on new music and picking the bones off the carcasses of classic rock. “As they become more familiar and tighter — and as time goes by, which is critical — the need to pick at that classic rock carcass becomes less significant. That’s because the Alternative stations are burning in the new titles for them.”

Meeting Of The Minds?

On the other hand, many mainstream Rock stations are moving toward the Progressives in sound, texture, and with new music. Says Barnes, “Progressive and mainstream Rock are both heading toward each other like a freight train on the verge of a collision, if it hasn’t happened already.” As the two move toward each other, a definite sound will emerge that listeners will find stylistically similar.

But one critical factor we in radio tend to forget is that with the simple passing of time, people don’t stop liking their favorite music. Listeners in the 30-40-year-old range possess the influence that spawned alternative but also have another foot square in the mainstream. Stations want stability; they want to get a format, pick the records, and play them forever. But unfortunately people age, and the passing of time songs that once were alternative become mainstream. Similarly, songs that were once classic become relevant only for a demo that’s too old to be compatible with your target. Ultimately, the Progressives in a good position because they’ve been building equity into the new adult records, in which will be a better part of their future gold base.”

Can Progressive and Rock programmers come to a meeting of the minds? “They should,” says Barnes. “However, the Progressives don’t want to admit they need to become more mainstream and the Rock doesn’t want to admit they have roots. Rock must become more credible and relevant with modern aesthetics applied to their marketing, music, and personalities. Progressives have a really good marketing template in terms of selling with integrity.

“However, Progressives have suffered hourly from having high profile personalities, especially in mornings, which is how mainstream Rock can crush them competitively. Many of the Progressive PDs who have been moving the card-reading mentality of past years now have an opportunity to make a name for themselves with good, strong air talent. The audience demand for real personalities is going to be intense again.”

Management Ally

The general manager often turns out to be an ally of upper-demo new music. Barnes notes, “The truth is GMs are much more comfortable with it and want to know how they can play more Hootie & The Blowfish, Sheryl Crow, Dave Matthews Band, etc. This is the new mainstream. Compare it to the explosion of new rock bands two years ago. It’s the same thing in a parallel inference except it’s happening with the upper-demo adult music. Those stations that didn’t jump all over the Green Days of the world now have a style of music they can claim with credibility.”

Another element in the mix comes from Alternative ACs, such as KALC/Denver and KYSR/Los Angeles. These stations, along with Progressive stations which strip Progressives of their female listeners by being "excru-ciatingly tight and very hit-driven, with a broader sound texturally. Mainstream Rock will be able to shear off the male side of Progressives with a little more crunch, threatening to lose the demo with nothing. In the future, the two viable positions will be Alternative AC and 30+ Mainstream Rock, which I believe are in the process of transitioning right now.

‘The race will be won by whoever has the personalities. The PDs who continue to say ‘the music is the star’ are making a fatal mistake — especially with the upper demos. Gong for the 30-49-year-old is the most expensive demo to win and takes longer to get because they’re bombarded with so much information. But it’s worth it — they’re not called ‘the money demo’ for nothing.”

‘Audience Was Ready’

WKLS/Atlanta PD Michael Hughes says the station has done well by playing more new music by upper-demo artists. “As with anything, the audience dictates where your station goes. They were ready for this music but not necessarily because they were burned on classic tunes. We still see high test scores on the classics. But there’s a lot of good music out now that appeals and matters to the adults, and it plays well on the station.”

“We’re still relatively conservative with new music. But when we go on the air, we play it at a good, familiar quickly, then get a very good read on how the audience likes it.”

WKLS comes off as hip radio that relates to adults. According to Hughes, “Fortunately, our production has always been among the best. One reason is we communicate well and we’re real with the audience, which is also why we have such talented air talent. We’re not doing Mr. Big Announcer voice or Mr. Jock; our DJs are all approachable.”

“Many stations today are taking themselves way too seriously — we’re more likely to parody that. Our jocks get excited about good new music and find ways to excite listeners, which showcases it better. Anytime you put a new song in an interesting and different light, that will qualify it the first time it’s on the radio — especially when well-known and well-liked personalities put their stamp on a song.”

It’s same for promotions. Our audience won’t buy ‘A What You Do For Front-Row Blues Traveller Tickets?’ But they would definitely enjoy the opportunity to learn harmonica from [the band’s John] Paul Jones in a backstage lesson before the show.”

‘Feels Right’

Reaction to the new adult rock music has quite been noticeable, concludes Hughes. “In callout there’s a quicker acceptance with more new titles testing stronger sooner. We made a concerted effort to understand the adult audience, stay in touch with them, talk about the things they want to hear, and play their music. And it feels right, too.”

Rock Assl. Editor Greg Bert contributed to this column.
**Active Rock Top 50**

**September 1, 1995**

**NEW & ACTIVE**

<table>
<thead>
<tr>
<th>ARTIST TITLE (LABEL)</th>
<th>TOTAL PLAYS</th>
<th>NEW</th>
<th>CHART</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SILVERCHAIR</strong> Tomorrow (Epic)</td>
<td>2082</td>
<td>2</td>
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<tr>
<td><strong>BROTHER CANE</strong> And Fools Shine On (Virgin)</td>
<td>1962</td>
<td>2</td>
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<tr>
<td><strong>THE MOLLIES</strong> You Oughta Know (Maverick/Reprise)</td>
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<td><strong>BUSH</strong> Comedown (Trauma/Interscope)</td>
<td>1536</td>
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<tr>
<td><strong>LENNY KRAVITZ</strong> Rock And Roll Is Dead (Virgin)</td>
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<td><strong>BETTER THAN EZRA</strong> In The Blood (Swell/Elektra/EEG)</td>
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<td><strong>FOO FIGHTERS</strong> This Is A Call (Capitol)</td>
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<td><strong>GIN BLOOMS</strong> Til I Hear It From You (A&amp;M)</td>
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<td><strong>COLLECTIVE SOUL</strong> Young Man (Atlantic)</td>
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<td><strong>GREEN DAY</strong> J.A.R. (Reprise)</td>
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<td><strong>LIVE</strong> White, Discussion (Radioactive)</td>
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<td><strong>TOADSDAM</strong> Possum Kingdom (Interscope)</td>
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<td><strong>R.E.M.</strong> Crush With Eyeliner (WB)</td>
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<td><strong>SOUL ASYLUM</strong> Just Like Anyone (Columbia)</td>
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<td>15</td>
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<tr>
<td><strong>LIVE</strong> 12 Over You (Radioactive)</td>
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**Breaker**

**RED HOT CHILI PEPPERS** Warped (WB) | 1028 | 16 |

**TOP INCREASED PLAYS**

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<tr>
<th>ARTIST TITLE (LABEL)</th>
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<td><strong>CANDLEBOX</strong> Simple Lessons (Maverick/WB)</td>
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<td><strong>SOUL ASYLUM</strong> Just Like Anyone (Columbia)</td>
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<td><strong>BUSH</strong> Comedown (Trauma/Interscope)</td>
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<tr>
<td><strong>PRESIDENTS OF THE UNITED...</strong> Lump (Columbia)</td>
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<td><strong>ALANIS MORISSETTE</strong> You Oughta... (Maverick/Reprise)</td>
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<td><strong>LENNY KRAVITZ</strong> Peace And Love (Reprise)</td>
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<td><strong>GOO GOO DOLLS</strong> Name (Metal Blade/WB)</td>
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www.americanradiohistory.com
### ACTIVE ROCK

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<td>Doug Taylor</td>
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<td>WZLX</td>
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<td>Top 40</td>
<td>Boston</td>
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<td>KROQ</td>
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<td>Los Angeles</td>
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### ROCK

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85 Total Reporters
85 Current Reporters
85 Current Playlists

Did Not Report, Playlist Frozen (2):
WORC3
WGBB
WQQO/Ann Arbor, MI

WRCOFL Myers, FL changes calls to WUST

www.americanradiohistory.com
ALL-DAY STRONG, ALL-DAY LONG
Stations Stage Summer Music Fests

The hottest summer promotion for most Alternative stations is unquestionably the day-long music festival. While no station has yet to top the massive "HFStival" staged annually by WHFS/Washington — which attracts a throng of 50,000-plus fans to RFK Stadium — many stations are staging smaller-scale events with a great deal of success.

Although a sponsored event can be quite a chore to pull off, there are benefits for all parties involved — some stations have even gotten a spike in their ratings, too. Here’s a look at some highlights from this summer.

HAPPY FOURTH, 88X! — At CIMX (88X) Detroit’s Fourth Birthday Bash, approximately 10,000 listeners were treated to a free, all-day, outdoor concert featuring Silverchair, Catherine Wheel, Rusty Ham, Love Battery, Hardship Post, Paul K & The Weathermen, Big Block, Suicide Machines, free-form ensemble Carolyn Siro & The Detroit Energy Asylum, and — believe it or not — Pat Smith, whose daughter is a big fan of the station (it was the first time Smith had performed “Because The Night” since 1979). Taking a breath backstage are (+) Silverchair’s Chris Janowy, 89X Promotion Director Rae Cline, Epic’s Joe Carroll, former 89X partner Jeremy Price (now CKY/Buffalo MD), Silverchair’s Ben Gillies, Epic’s Stu Bergen, and 88X Program Manager Murray Brookshaw and parttime Darren Novell.

BIG FRIGGIN’ DEAL — KITS (Live 105)/San Francisco held the second annual BFD (Big Friggin’ Deal) at the Shoreline Amphitheater for a capacity crowd of 20,000. The festival’s main-stage lineup included Duran Duran, Bush, Chris Isaac, General Public, Ned’s Atomic Dustbin, Elastica, Catherine Wheel, Belly, Better Than Ezra, and Matthew Sweet. Mike Watt, Sublime, Phunk Junkee, Wax, and No Use For A Name played the second stage, dubbed “The Punk Playground.” Concert proceeds will benefit the Wilderness Society. Shmoozing it up backstage are (+) Elastica’s Justine Frischmann, Annie Holland, and Donna Matthews, Live 105 MD/nighttimer Steve Masters, and Elastica’s Justin Weech.

WANNA SEE SOME NAKED PICTURES?!

SAL’S BIRDLAND
NUDE PHOTOS INSIDE

“LOVE IS GROOVY”
Add Date Monday, Sept. 18

Contact Gregg Bell 1-800-577-9620 x213

Create Your Own R&R Custom Charts

I you haven’t heard yet, there’s a new and exciting feature on R&R ONLINE that allows you to create custom charts based on any combination of radio stations in any format.

For example, the following chart comprises the Top 10 chartings Alternative stations in America (KROQ/Los Angeles, WKQX/Chicago, KITS/San Francisco, WNYW/Kiis/Washington, KWRX/Austin, WHFS/Washington, KEGE/Minneapolis, and KNDD/Seattle):

Custom Chart

Most played songs — airplay week of August 14-20

1. SILVERCHAIR/Tomorrow (Epic)
2. GREEN DAY/D.A.R.E. (Reprise)
3. ALANIS MORISSETTE/You Oughta Know (Reprise)
4. BUSH/Comedown (Trauma/Interscope)
5. GIN BLOSSOMS/Til I Hear It From You (A&M)
6. PRESIDENTS OF THE UNITED STATES...Lump (Col./mbia)
7. FOO FIGHTERS/This Is A Call (Capitol)
8. ELASTICA/Summer (TVC/Geffen)
9. NATALIE MERCHANT/Carnival (Elektra/EEG)
10. BETTER THAN EZRA/In The Blood (Swell/Elektro/EEG)
11. BLIND MELON/Alaska (Capitol)
12. GOG GOD DOLL/Nine (WB)
13. RANCID/Time Bomb (Epilaph)
14. ALANIS MORISSETTE/Hand In My Pocket (Maverick/Reprise)
15. DANDIELJON/Word-Out (Ruffhouse/Columbia)
16. RED HOT CHILI PEPPERS/Warped (WB)
17. TRIPPING DIASY/Got A Girl (Island)
18. LIVE/White, Discussion (Radioactive)
19. EDWIN COLLUMS/One Like You (Bam/None/A&M)
20. BLUES TRAVELER/Run-Around (A&M)

Do you want to track your favorite radio stations or what’s happening with other stations in your market? It’s just a click away. If you’re an R&R reporter and aren’t hooked up yet, call (212) 553-4300 today and get R&R ONLINE for free. This offer is too good to pass up!

UNIVERSAL ‘EDGEFEST’ — Six weeks after flipping Alternative, WEQD/Philadelphia staged “Edgefest” on the shores of Lake Erie. The event — featuring 15,000 Matracks (trends) — performed with new lead singer, Mary Rattigan. Dick Doucette, Honey, plus eight bands on local stage — drew 10,000 fans and raised $60,000 to be split between two local children’s charities. In front of the Edge van are (back row, l-r) independent promoter Bruce Moser, WEQD’s overnight Ryan Patrick, Edge Lounge Lizard, parttime Kristen Breenssel, middayer Rob Walt, PO Vince Richards, nighttimer Jason Ginty, afternoomer Rod Flynn, and parttime Kell Ewen, and Fred’s Doug Domokowski, (front row, l-r) WEQD Promotion Director Amy LaPenna, Universal Honey’s Lauren Sargent and John Sindel, WEQD morning man Ted Storek, and UI’s Leslie Starnwych and Bill Majesz.

RAMONES ON THE EDGE — Neither rain nor snow nor traffic jams could stop a solid crowd of 25,000 from packing the Apple River Amphitheater in Wisconsin for KEGE (The Edge)/Milwaukee’s Edgefest II. The Ramones and Collective Soul headlined the show, which also included performances by Rush, Spinal Tap, Faith No More, Letters To Cleo, Was, Face To Face, Monster Magnet, Our Lady Peace, Phunk Junkee, and local favorites Pottery and Flip. Concert proceeds benefitting more than $100,000 will be donated to local charities. Pictured backstage are (l-r) Joey Ramone, KEGE PO John Lessman, MCA’s Tim Sill, Johnny Ramone, Marky Ramone, CJ Ramone, and Jeff McClusky & Associates’ Suzanne Pearl.

www.americanradiohistory.com
**ALTERNATIVE TOP 50**

**SEPTEMBER 1, 1995**

**BRAKERS**

- **LENNY KRAVITZ** Rock And Roll Is Dead (Virgin)
- **ALANIS MORISSETTE** Hand In My Pocket (Maverick/Reprise)
- **RANCID** Time Bomb (Epitaph)
- **CATHERINE WHEEL** Judy Staring At The Sun (Fontana/Mercury)
- **EDWYN COLLINS** A Girl Like You (A&M/Bare/None)

**MOST ADDED**

- **CANDLEBOX** Simple Lessons (Maverick/Reprise)
- **LISA LOEB & NINE STORIES** Do You Sleep? (Geffen)
- **ELECTROFUNK** Never (Silk/EGG)
- **GARBAGE** Queer (New Sounds/Geffen)
- **SEAWED** Start With (Hollywood)
- **DAVID BOWIE** The Heart’s Filthy Lesson (Virgin)
- **KORN** Blind (Epic)
- **EDWYN COLLINS** A Girl Like You (A&M/Bare/None)
- **PM DAWN** Downtown Venus (Geese/Street Island)

**MOST INCREASED PLAYS**

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<th>ARTIST TITLE LABEL</th>
<th>TOTAL PLAY INCREASE</th>
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<tr>
<td>RED HOT CHILI PEPPERS Warped (WB)</td>
<td>+652</td>
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<tr>
<td>Lenny Kravitz Rock And Roll Is Dead (Virgin)</td>
<td>+577</td>
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<tr>
<td>CANDLEBOX Simple Lessons (Maverick/Reprise)</td>
<td>+390</td>
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<tr>
<td>Lisa Loeb &amp; Nine Stories Do You Sleep? (Geffen)</td>
<td>+363</td>
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<tr>
<td>ALANIS MORISSETTE Hand In My Pocket (Maverick/Reprise)</td>
<td>+258</td>
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<tr>
<td>GARBAGE Queer (Almo Sounds/Geffen)</td>
<td>+215</td>
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<tr>
<td>Presidents Of The United... Lump (Fontana/Mercury)</td>
<td>+194</td>
</tr>
<tr>
<td>PM DAWN Downtown Venus (Geese/Street Island)</td>
<td>+189</td>
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</table>

Breakers: Songs recipient by week or more for the first time. Specials awarded to songs gaining more place over the previous week. Two or more songs are listed in number of places, the song being played on more stations is placed first. Most Increased Plays take the songs with the greatest week-to-week Increases in total plays. Weighted chart appears on R&R ONLINE.

This chart reflects playair from August 21-27. Songs ranked by total plays. Highlighted songs indicate Breaker. 78 Alternative reportes. 77 current playlisters. © 1995, R&R inc.

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SHA'S LOST CONTROL Girls Against Boys

**ALREADY ON:**
- WFNX
- KQXR
- KRQZ

---

A MEANS TO AN END The Music Of Joy Division featuring Girls Against Boys "She's Lost Control"

with contributions by Honeycombs, Stills, Nicks, Widmark, Sheehan, Stanton, Marshall, Sheehan, Stevie Smith, Various, Dream Team, and others.


© 1995 Viva! Music and America Inc.
The new single from LUCY

THE FOLLOW-UP TO THEIR 3-1/2 MILLION-SELLING DEBUT

#1 MOST ADDED ALTERNATIVE!
55 STATIONS

#1 MOST ADDED ACTIVE ROCK!
68 STATIONS

#1 MOST ADDED ROCK!
49 STATIONS

A CANDLEBOX FIRST - #1 MOST ADDED OUT OF THE BOX!

NATIONAL HEADLINE TOUR WITH SPECIAL GUESTS SPONGE, THE TOADIES & CATHERINE WHEEL STARTING IN OCTOBER.

PRODUCED BY KELLY GRAY AND CANDLEBOX • Management: Lindy Goetz for LGM
ALTERNATIVE REPORTERS

Stations and their adds listed alphabetically by market

NEW & ACTIVE

CANDLEBOX Simple Lessons (Maya's/WB)
Total Plays: 359, Total Stations: 24, Arts: 13
GARAGE Dyke (Almo Sounds/Geffen)
Total Plays: 274, Total Stations: 36, Arts: 10
LISA LOEB & NINE STORIES Do You Sleep? (Geffen)
Total Plays: 393, Total Stations: 44, Arts: 1
TRICKY Black Steel (Island)
Total Plays: 265, Total Stations: 26, Arts: 1
SUPERSUCKERS Born With A Tail (Sub Pop)
Total Plays: 305, Total Stations: 29, Arts: 2
SEAMED Deft With (Hollywood)
Total Plays: 342, Total Stations: 37, Arts: 13
JACK 3 Cumberbatch (Mammouth/Atlantic)
Total Plays: 399, Total Stations: 24, Arts: 1
PRETTY & TWISTED Ride (V2)
Total Plays: 325, Total Stations: 17, Arts: 0
JOAN OSBORNE One Of Us (Mercury)
Total Plays: 242, Total Stations: 28, Arts: 2
SWEET WATER Superstar (Eastwest/EGG)
Total Plays: 235, Total Stations: 27, Arts: 4
JILL SOURL Supermodel (Lava/Atlantic)
Total Plays: 101, Total Stations: 24, Arts: 1
CHICK Malou (Epic)
Total Plays: 199, Total Stations: 25, Arts: 1
KORN Blind (Epic)
Total Plays: 223, Total Stations: 35, Arts: 9
GREEN APPLE QUICK STEP Dozy (Medicine)
Total Plays: 207, Total Stations: 14, Arts: 9
SURFING BIRDS Everything's Fine (RAS)
Total Plays: 164, Total Stations: 13, Arts: 1
BLUES TRAVELER Hook (A&M)
Total Plays: 160, Total Stations: 12, Arts: 2
FILTER Down (Reprise)
Total Plays: 156, Total Stations: 19, Arts: 6
SARAH MCLACHLAN I'll Remember You (Arista)
Total Plays: 154, Total Stations: 18, Arts: 3
ASH Jack Names The Planet (Reprise)
Total Plays: 150, Total Stations: 13, Arts: 1
SUPERGRASS Caught By The Fuzz (Capitol)
Total Plays: 118, Total Stations: 12, Arts: 3
EDWIN MCCAIN Solitude (Lava/Atlantic)
Total Plays: 112, Total Stations: 10, Arts: 0
SMILE Staring At The Sun (Atlantic)
Total Plays: 105, Total Stations: 10, Arts: 0
RADOJEVIC Just (Capitol)
Total Plays: 102, Total Stations: 12, Arts: 5

78 Total Reporters
78 Current Reporters
77 Current Playlists
Did Not Report, Playlist Frozen (1): WWDD/Lansing, MI

GET READY. GET SET. HERE WE GO

ROADRUNNER
### ALTERNATIVE PLAYLISTS

**September 1, 1995**

#### KROQ (106.7 FM) Los Angeles, CA

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<th>Time</th>
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<th>Title</th>
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<td>ALANIS MORISSETTE</td>
<td>You Ought To Know</td>
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<tr>
<td>12:00</td>
<td>BLIND MELON</td>
<td>Galaxie</td>
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<tr>
<td>12:30</td>
<td>RUSTY</td>
<td>Wake Me</td>
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<td>BRIGHTER THAN EZRA</td>
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<td>SILVERCHAIR</td>
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<td>PM DAWN</td>
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<td>EDWYN COLLINS</td>
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#### Q101 (101.5 FM) Fort Wayne, IN

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#### WDRE (94.1 FM) Charlottesville, VA

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#### WDRE (105.3 FM) Laurel, MD

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#### WBCH (92.1 FM) Providence, RI

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#### WSHE (99X) Cleveland, OH

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<td>12:00</td>
<td>BLIND MELON</td>
<td>Galaxie</td>
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<td>12:30</td>
<td>RUSTY</td>
<td>Wake Me</td>
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<tr>
<td>13:00</td>
<td>BRIGHTER THAN EZRA</td>
<td>In The Blood</td>
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<tr>
<td>13:30</td>
<td>COLLECTIVE SOUL</td>
<td>The World</td>
</tr>
<tr>
<td>14:00</td>
<td>SILVERCHAIR</td>
<td>Tomorrow</td>
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<tr>
<td>14:30</td>
<td>PM DAWN</td>
<td>Name</td>
</tr>
<tr>
<td>15:00</td>
<td>EDWYN COLLINS</td>
<td>A Girl Like You</td>
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<tr>
<td>15:30</td>
<td>THE RAMONES</td>
<td>I Don't Want You</td>
</tr>
<tr>
<td>16:00</td>
<td>Red Hot Chili Peppers</td>
<td>Don't Forget About Me</td>
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<tr>
<td>16:30</td>
<td>Collective Soul</td>
<td>The World</td>
</tr>
<tr>
<td>17:00</td>
<td>DOLLS</td>
<td>Name</td>
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<td>17:30</td>
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<td>The World</td>
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<tr>
<td>18:00</td>
<td>Collective Soul</td>
<td>The World</td>
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</table>

### Continued on Page 82
# New & Active

<table>
<thead>
<tr>
<th>ARTIST TITLE</th>
<th>LABEL(S)</th>
<th>TOTAL STATIONS/GOO</th>
<th>TOTAL PLAYS</th>
<th>EMPHASIS TRACKS (PLAYS)</th>
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<tbody>
<tr>
<td>BODEANS</td>
<td>Joe Dirt Car (Slash/Reprise)</td>
<td>17/0 172 -16</td>
<td>&quot;Good&quot; (73)</td>
<td>&quot;Idaho&quot; (45)</td>
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<tr>
<td>SEAL</td>
<td>Seal (ZTT/Sire/WB)</td>
<td>14/1 172 +13</td>
<td>&quot;Kiss&quot; (167)</td>
<td>&quot;Prayer&quot; (5)</td>
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<tr>
<td>HEATHER NOVA</td>
<td>Oyster (Big Cat/WORK)</td>
<td>18/1 164 +27</td>
<td>&quot;Walk&quot; (164)</td>
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<tr>
<td>VARIOUS ARTISTS</td>
<td>Brothers McMullen Soundtrack (Arista)</td>
<td>25/0 160 +49</td>
<td>&quot;Will&quot; (160)</td>
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<tr>
<td>BONEPONY</td>
<td>Stomp Revival (Capitol)</td>
<td>13/0 141 +11</td>
<td>&quot;Water's (103)</td>
<td>&quot;Blue&quot; (26)</td>
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<tr>
<td>INNOCENCE MISSION</td>
<td>Glow (A&amp;M)</td>
<td>14/1 135 -9</td>
<td>&quot;Yellow&quot; (88)</td>
<td>&quot;Different&quot; (15)</td>
</tr>
<tr>
<td>BEN HARPER</td>
<td>Fight For Your Mind (Virgin)</td>
<td>15/1 131 +7</td>
<td>&quot;Ground&quot; (99)</td>
<td>&quot;Pleas&quot; (8)</td>
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<tr>
<td>PAUL BRADY</td>
<td>Spirits Colliding (Fontana/Mercury)</td>
<td>15/2 123 -4</td>
<td>&quot;World&quot; (66)</td>
<td>&quot;Want&quot; (29)</td>
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<tr>
<td>DEEP BLUE SOMETHING</td>
<td>Home (Rainmaker/Interscope)</td>
<td>15/1 122 +7</td>
<td>&quot;Breakfast&quot; (122)</td>
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<td>GOD GOO DOLLS</td>
<td>A Boy Named Goo (Metal Blade/WB)</td>
<td>18/5 114 +18</td>
<td>&quot;Name&quot; (114)</td>
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<td>SOUTHERN CULTURE ON THE SKIDS</td>
<td>Dirt Track Date (DGC/Geffen)</td>
<td>14/1 106 +17</td>
<td>&quot;Cadilllas&quot; (77)</td>
<td>&quot;Firefly&quot; (13)</td>
</tr>
<tr>
<td>JONATHA BRODGE &amp; THE STOMB Plumb (Blue Thumb)</td>
<td>12/1 99 +18</td>
<td>&quot;Sacred&quot; (55)</td>
<td>&quot;Point&quot; (21)</td>
<td>&quot;War&quot; (11)</td>
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</tbody>
</table>

# Stations ranked by track listed alphabetically by market

<table>
<thead>
<tr>
<th>REPORTERS</th>
<th>NEW &amp; ACTIVE</th>
<th>ON TOUR WITH PJ HARVEY</th>
</tr>
</thead>
<tbody>
<tr>
<td>WXL/Albany, NY</td>
<td>DM/DMD: Zeb Norris</td>
<td>WBOS 9/26 Seattle 10/7 Chicago</td>
</tr>
<tr>
<td>WBOS/Baltimore, MD</td>
<td>DM/DMD: Susan Castle</td>
<td>WBOS 9/28 San Francisco 10/8 Detroit</td>
</tr>
<tr>
<td>WRNR/Baltimore, MD</td>
<td>DM/DMD: Susan Castle</td>
<td>WBOS 10/2 Los Angeles 10/10 Boston</td>
</tr>
<tr>
<td>WCLJ/Chicago, IL</td>
<td>DM/DMD: Susan Castle</td>
<td>WBOS 10/5 Boulder 10/11 New York City</td>
</tr>
<tr>
<td>WRLT/Detroit, MI</td>
<td>DM/DMD: Susan Castle</td>
<td>WBOS 9/26 Seattle 10/7 Chicago</td>
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<tr>
<td>KSAC/Atlanta, GA</td>
<td>DM/DMD: Susan Castle</td>
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</tr>
<tr>
<td>KISS/Santa Rosa, CA</td>
<td>DM/DMD: Susan Castle</td>
<td>WBOS 10/2 Los Angeles 10/10 Boston</td>
</tr>
<tr>
<td>WXRT/Detroit, MI</td>
<td>DM/DMD: Susan Castle</td>
<td>WBOS 10/5 Boulder 10/11 New York City</td>
</tr>
</tbody>
</table>

# Ben Harper "Ground on Down" the first track and video from Fight For Your Mind

**NEW & ACTIVE**
- WBOS CIDR
- WNCX KTXH
- WMYV KLRF
- WRNR KSCA
- WXPX KFOG
- WRLO KRSH
- KGSR KMTT
- WXRT

**On Tour With PJ Harvey**
- 9/26 Seattle 10/7 Chicago
- 9/28 San Francisco 10/8 Detroit
- 10/2 Los Angeles 10/10 Boston
- 10/5 Boulder 10/11 New York City

**Produced by Ben Harper and JP Plunkett © 1995 Virgin Records America, Inc.**

**www.americanradiohistory.com**
### Progressive Top 30 Albums - September 1, 1995

**Most Added Tracks**

<table>
<thead>
<tr>
<th>Artist Title Label</th>
<th>Artist Title Label</th>
<th>Total Plays</th>
<th>Increase</th>
</tr>
</thead>
</table>
| **Jude Cole Bold Of Life (Island)** | **Lisa Loeb & Nine Stories** | **Too Hot Pimento (A&M)** | **Dire Straits** | **Jude Cole** | **Toad The Wet Sprocket** | **Chris Isaak** | **Lenny Kravitz** | **Rob Laifer** | **Wild。</p>
Jonatha Brooke & The Story

“PLUMB”

NEW & ACTIVE

Already On:
WBOS WRNX KUMT
WNCS WXPN KINK
WMVY WRLT KRSH
WCLZ KGSR KMTT

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From Early Innovation to Success – And Beyond

Consultant George Burns examines a format's life cycle, implications on NAC

From genesis, through maturity, and on to inevitable demise, all radio formats evolve in a similar way.

That’s the view of Burns Media Consultants President and former architect of today’s radio landscape as a consultant and theoretician with nearly 40 years experience. The former station owner, veteran programmer, and longtime consultant (he put the first wave of FM Top 40s, including the legendary WQWQ/Philadelphia, on the air) conducted the feasibility studies in New York City that resulted in the creation of WQCD (CD101.9).

Burns says that as much as he loves to program, in recent years his interest has grown, encompassing the realm of search and “the Big Picture.” Here, he traces what he identifies as the predictable stages of a format’s life cycle and examines some implications for NAC.

Experimentation

“The first stage, which I call ‘condition of start,’ is pure experimentation,” Burns explains. “Someone is generally in the position where they can’t make anything out of what they’re doing. They get a creative bug and try something weird. Most [of those attempts] die.”

“At this point in a format’s development, people have no idea what they’re doing — they are making it up as they go along, because there is no definition yet. But there’s a general feeling that there’s something — a hole — out there. This is actually a recognition of a need and it’s a very intuitive process. And,” he adds with a laugh, “those intuitive people are not often hampered by the same kinds of things as discipline.

“No one knows the outer limits of a format during its experimental phase. To impose outer limits is dangerous because you may abort the baby. That hasn’t happened with NAC. Its strength is a testimony to its hold.”

Circumstance

“In the second phase, circumstance, things present themselves that are outside of your control. Circumstances can be technical advantages (like FM stereo was), promotional opportunities, or they can encompass restrictions. Things come from out of nowhere and feed into the experimental process [driving it forward or hindering it].

“One of NAC’s current circumstances — a restriction — is the growing untenable sound of pop music. At present, there are no new ideas happening in mainstream pop and it’s dying of its own volition. Artists like Anita Baker and Vanessa Williams are the exception in the mainstream. [There] are the kinds of artists who are feeding the mainstream via NAC, rather than the other way around. The success of NAC will be based not on the degree to which it sounds like another format, but on the degree to which it’s accepting of another format. There’s a big difference. If the Anita and Vanessa [reflect this] acceptance — fine. What you’re looking for in the evolution of any format is listeners’ disinclination with previously established formats. Any new formats grow when they are fed by what’s pissing people off with other formats. Just look at how boring AC is today — it’s so disgusting someone should take it out and shoot it — or how angry Top 40 is making listeners. There’s Gold, there’s newer Gold, and then there’s still newer Gold. The newest Gold format is AC, although no one wants to admit it. The bankruptcy of [the music AC plays] is a circumstance that feeds NAC.”

Technique & Fulfillment

“The third phase is technique, which involves the judgments that are made on the short history of the format by people of good judgment. It’s the next kind of person you need from the wild experimenter, who takes what’s good from the wild experimenter and makes critical long-term choices. That is the beginning of maturity. Technique is very human, as opposed to circumstance, which isn’t because it is ‘outside.’ It’s judgment that determines the future course of the format and whether it has legs. NAC is in that stage right now.”

“The final stage is fulfillment, in which a format is fully developed and is making an incredibly rich contribution to the radio scene. These are the high days of summer. It goes on for a certain period of time and then it, inevitably, declines.”

That core to the total exclusion of the occasional listener, we wind up alienating a lot of the natural energies that feed into a format. You lose the new things. You’d better get a TSL kick if you want to go up for a long time. But over a period of time you slowly—but-surely siphon out ever more interesting thing.

“The big question is, over a period of time, do you find your format drawing in narrower and narrower? Most people are unable to determine that unless they look at the results of what they’ve done over two years. When you look at how much you play that’s new, you must also look at what you no longer play. New music is the vital sign of a format. When you can’t play new music any longer, you’re finished. And, lastly, another warning sign is increasing fragmentation, where you have five signals in the market doing the same thing.

Can a format’s inevitable decline be delayed? What is at the heart of the reinvention process? “You have to liken a format to life itself. We all know we’re going to die, but what disciplines do we need to prolong a meaningful life? There are some things as diet and exercise. The core...
<table>
<thead>
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<th>WEEK</th>
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<th>TOTAL STATION ADDS</th>
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<td>478</td>
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**NEW & ACTIVE**

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<th>TITLE</th>
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<th>TOTAL STATION ADDS</th>
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<tbody>
<tr>
<td>STANLEY CLARKE</td>
<td>Deja's Theme (Epic)</td>
<td></td>
<td></td>
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<tr>
<td>J MICHAEL VERTA</td>
<td>Online (Brainchild)</td>
<td>JVC</td>
<td></td>
<td></td>
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<tr>
<td>MARION MEADOWS</td>
<td>South (RCA)</td>
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<td></td>
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<tr>
<td>RICK BRAUN</td>
<td>Club Harlem (Mesa/Bluemoon)</td>
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<td>WALTER BEASLEY</td>
<td>Private Time (Mercury)</td>
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<tr>
<td>LIONEL HAMPTON</td>
<td>Jazz Me (MoJazz/Motown)</td>
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**MARC ANTOINE**

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<th>LABEL</th>
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<tr>
<td>Latin Quarter (NVC)</td>
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<td></td>
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<tr>
<td>Tower Of Power</td>
<td>Keep Comin' Back (Epic)</td>
<td>RCA</td>
<td></td>
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<tr>
<td>ROY AVES</td>
<td>Treasure (RCA)</td>
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<tr>
<td>GEORGE BISHOP</td>
<td>Midnight In Berlin (DJ Music)</td>
<td>Verve</td>
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<td>STEVE ALEE</td>
<td>The Magic Hour (Norteworthy)</td>
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**BREACKERS**

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<tr>
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<td>The Closer I Get To You (WB)</td>
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<tr>
<td>GRANT GEISSMAN</td>
<td>Chase The Dragon (Positive)</td>
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<tr>
<td>GREGG KARUKAS</td>
<td>Welcome Home (Fahrenheit)</td>
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<td>FOURPLAY</td>
<td>Why Can't It Wait Til Morning? (WB)</td>
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<td>FOURPLAY</td>
<td>Dream Come True (WB)</td>
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<td>STANLEY CLARKE</td>
<td>Deja's Theme (Epic)</td>
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<td>MICHAEL BOLTON</td>
<td>Can I Touch You? (Columbia)</td>
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<td>FOURPLAY</td>
<td>License (WB)</td>
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<tr>
<td>GREGG KARUKAS</td>
<td>You'll Know It's Me (Fahrenheit)</td>
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**MOST INCREASED PLAYS**

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<td>MARC ANTOINE</td>
<td>Sand Castle (NVC)</td>
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<td>KEIKO MATSUMI</td>
<td>Sad (White Cat/MCA)</td>
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<tr>
<td>INCOGNITO</td>
<td>After The Fall (Forecast)</td>
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<td>FOURPLAY</td>
<td>Play Lady Play (WB)</td>
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<tr>
<td>FOURPLAY</td>
<td>The Closer I Get To You (WB)</td>
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<td>+38</td>
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<tr>
<td>MARC ANTOINE</td>
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<tr>
<td>TORCUATO MARIANO</td>
<td>Last Look (Windham Hill)</td>
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<td>+31</td>
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<tr>
<td>ALL-4-ONE</td>
<td>Can I Love You Like That (Blizz/Atlantic)</td>
<td></td>
<td>+29</td>
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Breakers: Songs have achieved airplay at 65% of our reporters for the first time. Butters awarded to songs whose plays peaked 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 taken the songs with the greatest week-to-week increases in total plays.
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<th>SW</th>
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<th>UN</th>
<th>TM</th>
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<td>1</td>
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<td>“Cadillac” (265)</td>
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<td>JAZZMASTERS Jazzmasters II (JVC)</td>
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<td>INCOGNITO 100 Degrees And Rising (Verve Forecast)</td>
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<td>PAUL TAYLOR On The Horn (Countdown/Unity)</td>
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<td>“Freedom” (494)</td>
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<td>KEVIN TONEY Pastel Mood (Ichiban)</td>
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<td>URBAN KNIGHTS Urban Knights (GRP)</td>
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<td>“Slomotion” (18)</td>
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<td>3RD FORCE Force Of Nature (Higher Octave)</td>
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<td>“Fall” (416)</td>
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<td>TORCUATO MARIANO Last Look (Windham Hill)</td>
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<td>“Wrong” (23)</td>
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<td>9</td>
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<td>HEAVY SHIFT Unchain Your Mind (Discovery)</td>
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<td>“Exotica” (419)</td>
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<td>NELSON RANGELL Destiny (GRP)</td>
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<td>“Meet” (42)</td>
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<td>JOE TAYLOR Spellbound (RCA Victor)</td>
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<td>“Free” (19)</td>
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<td>KIRK WHALUM In This Life (Columbia)</td>
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<td>“Celebration” (536)</td>
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<td>KEN NAVARRO Brighter Days (Positive)</td>
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<td>“Years” (56)</td>
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<td>KEIKO MATSUI Sapphire (White Cat/Unity)</td>
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<td>J MICHAEL VERTA The Phoenix (Brainchild)</td>
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<td>“Heart” (201)</td>
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<td>JIM BRICKMAN By Heart (Windham Hill)</td>
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<td>“Gift” (103)</td>
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<td>JON B. Bonaﬁde (Vab Yum/550 Music)</td>
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<td>“Someone” (339)</td>
</tr>
<tr>
<td>18</td>
<td>18</td>
<td>18</td>
<td>18</td>
<td>LEE RITENOUR &amp; LARRY CARLTON Larry &amp; Lee (GRP)</td>
<td>307</td>
<td>-51</td>
<td>“Closed” (90)</td>
</tr>
<tr>
<td>19</td>
<td>19</td>
<td>19</td>
<td>19</td>
<td>AARON NEVILLE The Tattooed Heart (A&amp;M)</td>
<td>303</td>
<td>-48</td>
<td>“Rain” (65)</td>
</tr>
<tr>
<td>20</td>
<td>20</td>
<td>20</td>
<td>20</td>
<td>VARIOUS ARTISTS Forget Paris ST (Elektra/EEG)</td>
<td>298</td>
<td>-11</td>
<td>“Use” (89)</td>
</tr>
<tr>
<td>21</td>
<td>21</td>
<td>21</td>
<td>21</td>
<td>EVAN MARKS Long Way Home (Verve Forecast)</td>
<td>291</td>
<td>-55</td>
<td>“Someonee” (298)</td>
</tr>
<tr>
<td>22</td>
<td>22</td>
<td>22</td>
<td>22</td>
<td>MARION MEADOWS Body Rhythm (RCA)</td>
<td>289</td>
<td>+17</td>
<td>“Seaview” (181)</td>
</tr>
<tr>
<td>23</td>
<td>23</td>
<td>23</td>
<td>23</td>
<td>SLIM MAN End Of The Rainbow (GES)</td>
<td>277</td>
<td>-54</td>
<td>“Long” (44)</td>
</tr>
<tr>
<td>24</td>
<td>24</td>
<td>24</td>
<td>24</td>
<td>GREG VAIL E-Motion (Brainchild)</td>
<td>275</td>
<td>+106</td>
<td>“South” (119)</td>
</tr>
<tr>
<td>25</td>
<td>25</td>
<td>25</td>
<td>25</td>
<td>VARIOUS ARTISTS Pochonants ST (Hollywood)</td>
<td>274</td>
<td>-31</td>
<td>“My” (78)</td>
</tr>
<tr>
<td>26</td>
<td>26</td>
<td>26</td>
<td>26</td>
<td>ISAAC HAYES Raw &amp; Refined (Point Blank/Virgin)</td>
<td>267</td>
<td>-8</td>
<td>“Kool” (21)</td>
</tr>
<tr>
<td>27</td>
<td>27</td>
<td>27</td>
<td>27</td>
<td>CHIELI MINUCCI Jewels (JVC)</td>
<td>221</td>
<td>-66</td>
<td>“Just” (137)</td>
</tr>
<tr>
<td>28</td>
<td>28</td>
<td>28</td>
<td>28</td>
<td>RAY OBIEDO Zulaya (Windham Hill)</td>
<td>215</td>
<td>-15</td>
<td>“Gif” (103)</td>
</tr>
</tbody>
</table>

This chart reflects airplay from August 17-23. Albums ranked by total plays, with plays from all cuts from an album combined.

47 NAC reporters. 46 current playlists. © 1995, R&R Inc.

---

**NAC TOP 30 ALBUMS**

**SEPTEMBER 1, 1995**

---

**PHILIPPE SAISSE**

**"Masques"**

**PHILLIPPE SAISSE**

**HOT...OUT OF THE BOX!**

---

**STILL RISING!**

**INCOGNITO**

**"100° and Rising"**

**NAC Album 6 – 3**

**"After The Fall"**

**NAC Track 4 – 3**

© 1995 PolyGram Records, Inc.
A Company is Judged by Comparison to its Competitors

Here is our case: Music Express Limousine Service was created in 1974. We have offices in Los Angeles and New York. We employ over 200 people. We are totally independent of any other limousine company. We are fully and completely computerized. We employ our own factory-trained mechanics. We own over 150 vehicles. Our fleet of limousines, town cars, vans and busses are constantly updated. No vehicle is over 24 months old. Our dispatchers, reservationists, office personnel and chauffeurs are all experienced, hand-picked, bonded and most qualified. They have to. Our client list is America's "Who's Who" in all government, corporate, financial and entertainment fields. Our Los Angeles and New York offices are headquarters of an independent worldwide affiliation of the finest limousine companies on the globe. We have been consistently honored and awarded by all national limousine organizations. We accept major credit cards. Our rates are always competitive.

Case Closed.

Los Angeles: 1-800-255-4444
New York: 1-800-421-9494

World Wide Affiliates: 50 states throughout the U.S., Canada, Mexico, England and Australia.

English-speaking chauffeurs in Western and Eastern Europe, Hong Kong and Japan.

Call for our free video tape.
 Nobody does better what we do best.

© 1995 Music Express, Inc.
**FEMALES-FEMALES-FEMALES!**

We just can't seem to fill the constant job orders we receive from radio stations for female talent. NATIONAL, the acknowledged leader in radio personnel placement since 1981, receives an average of three calls per day just for female talent...new...announcers...production. Are you looking for complete registration information, if you are seriously interested? Call and have free information sent to you today.

**NATIONAL BROADCAST TALENT**

(205) 608-0294

---

**TALENT NEEDER!**

Record number of stations are calling us for their personal needs - finding top talent out there AND WE THANK YOU! But to continue filling all the positions we're working, we need FEMALES, male or female - who want to know more about our many open positions. Call and have free information sent to you today.

**CONFIDENTIAL NETWORK**

(407) 679 8909

---

**Wanted:**

**Radio Personality**

Show us a success record in Talk and/or music format. Send T&R demonstrating caller interaction, ability to paint word pictures, and a winner's personality to: Darrell Ankarlo at SW Networks, 1370 Ave. Of The Americas, New York, NY 10019. Knowing the language and the 'language industry' is a plus. EOE NO CALLS.

---

**Oldies 94.5 KLDE**

**TOP 10 MARKET OLDIES PD**

KLDE Houston is one of the country's premiere Oldies stations. We have a unique opportunity for a strategic program manager to maintain and build our strong ratings and revenue position. Requires extensive proven track record in any format in large/medium markets. The ideal candidate excels in team leadership, talent development, bigger than life promotions, creativity, and superior organizational skills. Attractive compensation + benefits package. Owned by Entercom, a growing and financially secure group owner. Send your T&R with references and salary history to General Manager, KLDE, 5333 W. Alabama, Suite 430, Houston, TX 77056. No phone calls. EOE

---

**MJ Broadcasting**

Articulate, energetic, creative person sought for affiliate sales position with major New York/Los Angeles-based program supplier. Must have a love of radio (experience in radio a plus) and some sales experience. Must be a team player! Ability to travel required. Send resume, cover letter and salary history to: P.O. Box 5473, Rockefeller Center, New York, NY 10118 EOE

---

**RadiO Announcer**

Washington DC's EASY 99.5/WGAY needs a full-time announcer. If you love what you do and sound live like it on the air, do killer production and want to win, program Director: EASY 99.5, World Building, 821 Georgia Ave., Silver Spring, MD 20910. Min. two years' major market experience required. EOE/Photo required. Must be committed to diversity and encourages minorities and women to apply.

---

**Eagle 93.7 WRKE**

**DOT**

3 years' major market/morning show experience? Then maybe you're the right person for the Early Morning Show on TODAY'S COUNTRY, 92 WXTU, PHILADELPHIA.

**Tape and resume to:** Kevin O'Neal, Program Director: WXTU, 555 City Ave. Bala Cynwyd, PA 19004 No Calls. EOE

---

**FM 99 WNRN**

**Topical**

50,000-watt WWKB. Buffalo is looking for a provocative, interesting and entertaining morning show. Singles and teams send your T&R to: Ken Casey, WWKB Radio, P.O. Box 98, Buffalo, New York 14213. No replies! WWKB is an Equal Opportunity Employer.

---

**Ready for a challenge? As WGAY's production director, you'll set up this new management position in the program dept. Order tools/toys you want and manage the production dept. Min. 3 years' experience in Top 30 market. Bolt to Program Director: WGAY Radio, 8121 Georgia Ave., Silver Spring, MD 20910. We are committed to diversity and encourage minorities and women to apply.

---

**Hits of the 70's WFTK**

**WOODSTOCK**

We still haven't found what we're looking for!!

**WNOR MORNING CO-Host**

Does the idea of co-hosting mornings at one of the top Rock stations appeal to you? Do you excel in topical, creative writing and production...understand the importance of show prep...know how to do voices and create compelling characters? Are you "real" and relatable? And are you willing to work your butt off to keep us on top? Then Saga's 25-year heritage rocker wants to hear from you. We offer a competitive salary, excellent benefits, and a chance to live in beautiful Virginia Beach. RUSH your T&R to Harvey Kojan/PD, WNOR, 870 Greenbrier Circle, Suite 399, Chesapeake, VA 23320. EOE
WFAX FANTASTIC PROGRAMMING OPPORTUNITY

Saga Communications' Classic Hits 106.9, WFXF-FM has a rare Program Director opening. WFXF-FM is Norfolk's dominant Classic Hits radio station. Norfolk-Hampton Roads is the 32nd largest market in the country and is a great place to live. Our previous Program Director has just accepted a position in a top 5 market. We are looking for candidates with strong leadership abilities, excellent people skills, who are proven talent developers, and have unlimited drive and energy. In return, this candidate will be provided with the support and resources needed to win. Excellent pay and benefits. Please send tape/resume to Jeff Scarchelli, V.P./G.M., TideWaters Communications Inc; WFXF-FM 870 Greenbrier Circle, Suite 309, Chesapeake, VA 23320. EOE

Country Program Director & Morning Personality

Atlantic Broadcasting, one of SC's largest radio broadcasting companies, is searching for a Country Program Director and Morning Personality. (Includes involvement with all stations. Must be experienced, and should demonstrate prior results. Requirements include computer aptitude, strong work ethic, creativity and professionalism. Atlantic Broadcasting offers an attractive, state-of-the-art work environment, excellent benefits, and opportunity to grow. Send Tape and resume immediately to: Dave Baker, Corporate Program Director, Atlantic Broadcasting, 1241 18th St. N.E., Evans St., Suite 311BT, Florence, SC 29506. Or fax resume to (803) 673-7990. Atlantic Broadcasting is an Equal Opportunity Employer.

928 ROCK! THE nation's premier Rock Station is seeking an AM Drive Co-Host/Kamikaze Pilot to drive our numbers up into the former over-25 layer. The candidate of choice must be able to reel in and reach a new/fresh audience. This is not a cushy job. Get a tan on your vacation, come to Florida to Rock the bay (sideways) and join the party of the millennium, and take home credit for the Bush's going to the playoffs for the first time since we were born. If you are prepared to join the brightest ensemble in the biz, send me your best tape and factual resume. I'll know immediately if you're the sadistic character we're looking for. Absolutely no calls!!! Rush your STUPH to: WTXB, 13537 Feather Sound Dr., STE 550, Clearwater, FL 34522. Like all CumcuStations, 98ROCK is an Equal Opportunity Employer.

NOW accepting applications for on-air talent. Send tape and resume to: Todd Cavanna, 650 N. McClurg Court, Chicago, Illinois 60611. EOE

TWO OPENINGS

WZR-FM has an immediate opening for a mid-day announcer. This is not an entry-level position. Experience a must. WZR-FM/WMMW-WMMX-WMIC-AM has an immediate opening for a Creative Services Director. We're not looking for a copywriter. You provide the talent and we'll provide the tools. Send tapes and resumes to Kerry Lambert. Program Director, WZR-FM 235 Goodwin Crest Drive, Birmingham, Alabama 35209. EOE

Announcers/PD's/Talk Show Hosts also needed for group operator in NC. Formats include Country, Oldies and News/Talk. Send resume and tape, including salary history, to Personnel, Coastal Media Group, 3102 Highwoods Blvd., Raleigh, NC 27604. EOE

WMMX/Myrtle Beach, SC GATOR 107.9 ATLANTIC BROADCASTING SEEKS Sales Manager for large radio group. Professional, must have prior experience, strong sales background, motivated, computer literate, great benefits, 42 resort in America. Fax Resume immediately to: Theresa Miller, (603) 673-7390

SUNNY SOUTHWEST FLORIDA, accepting applications for tragedy. Great opportunity in all areas: on-air, sales, production, promotions. Send T&R to: HR. 112-20th Ave Circle, Ft. Myers Beach, FL 33931. EOE Women and Minorities encouraged.

MYRTLE BEACH, SC GATOR 107.9 ATLANTIC BROADCASTING SEEKS Sales Manager for large radio group. Professional, must have prior experience, strong sales background, motivated, computer literate, great benefits, 42 resort in America. Fax Resume immediately to: Theresa Miller, (603) 673-7390

MIDWEST

WKBW 97.3 FM MORNING SHOW HOST OPENING

WOKV-AM 690 is seeking an entertaining personality to host our morning show. Owned by Prism Radio Partners, L.P. WOKV-AM 690 is Jacksonville's PREMIER News/Talk/Sports station, and the flagship station for NFLJacksonville Jaguars. Candidates must understand how to build ratings through entertainment and information, assisted by creative audience interaction and production. Rush resumes to: Mike Dorwart, WOKV-AM 690, 6969 Lenox Avenue, Jacksonville, FL 32205. Prism Radio Partners is an EOE.

WKBC 1973 AM MORNING OVERNIGHTS & PART-TIME IN WESTERN NC

WKBC-FM is seeking a motivated, experienced, energetic communications team. Full time overnight position available. Send resume to: Mike Winters, 1110 E. Chicago Ave., Winfield, WY 82086.

MORNING SHOW HOST OPENING

WOKV-AM 690 is seeking an entertaining personality to host our morning show. Owned by Prism Radio Partners, L.P. WOKV-AM 690 is Jacksonville's PREMIER News/Talk/Sports station, and the flagship station for NFLJacksonville Jaguars. Candidates must understand how to build ratings through entertainment and information, assisted by creative audience interaction and production. Rush resumes to: Mike Dorwart, WOKV-AM 690, 6969 Lenox Avenue, Jacksonville, FL 32205. Prism Radio Partners is an EOE.

Two Openings

WZRM-FM/WDGK-FM/WXWJ-WMIC-AM has an immediate opening for a Creative Services Director. We’re not looking for a copywriter. You provide the talent and we’ll provide the tools. Send tapes and resumes to Kerry Lambert. Program Director, WZRM-FM 235 Goodwin Crest Drive, Birmingham, Alabama 35209. EOE

Announcers/PD’s/Talk Show Hosts also needed for group operator in NC. Formats include Country, Oldies and News/Talk. Send resume and tape, including salary history, to Personnel, Coastal Media Group, 3102 Highwoods Blvd., Raleigh, NC 27604. EOE

Myrtle Beach, SC Gator 107.9 Atlantic Broadcasting Seeks Sales Manager for large radio group. Professional, must have prior experience, strong sales background,motivated, computer literate, great benefits, 42 resort in America. Fax Resume immediately to: Theresa Miller, (603) 673-7390

Sunny Southwest Florida, seeking applicants for tragedy. Great opportunity in all areas: on-air, sales, production, promotions. Send T&R to: HR. 112-20th Ave Circle, FT. Myers Beach, FL 33931. EOE Women and Minorities encouraged.
Opportunities for Professionals in Broadcasting

GM WGUC-FM
Public radio station seeks lead to take Classical music format into the new millennium. Send resume to: WGUC, 1223 Central Pkwy., Cincinnati, OH 45214-2889 by 10/30/95 EOE

Customer-focused stations seek a progressive-thinking, results-oriented LSM. We require an individual who will take our system and staff and generate new revenue. Must thrive on change, motivate staff and have a "can do" attitude. Will work with GSM daily and be responsible for own revenue production. Strong experience in Michigan's growth area. Fax resume to: GSM, 8390 NKRW/FSN 616-739-9037 Goodrich Marketing EOE.

Midwest Hot Country needs 7-end entertainer. Personality, lots of phones, appears on a must! Females encouraged. Send tape, resume and photo to: Radio & Records, Inc., 10100 Santa Monica Bl., #739, 5th Floor, Los Angeles, CA 90067 EOE.

Indiana Program Director
Come grow with us!!! Program Operations Director at AM-FM, located in town of 30,000. Mid-America Radio Group, Box 1970, Martinsville, IN 46151. Fax: 317-342-3569 EOE.

success...by Public radio station tape and staff and generate fulltime for Radio & Records, Inc., 10100 Santa Monica Bl., #740, 5th Floor, Los Angeles, CA 90067 EOE.

Top 75 market Classic Hits station has an immediate opening, six to midnight. You've got to know and love classic rock from the '60s, '70s and '80s, and be great on the air and out in public. Knowledge of multi-track production also a must. You'll be working with one of the best companies on the planet! Send resume, air check tape, production samples, and salary history to: Radio & Records, Inc., 10100 Santa Monica Bl., #744, 5th Floor, Los Angeles, CA 90067. EOE.

Production Opening - If you're creative, hard-working and motivated...We want you! Experience, solid production skills, great voice and quality on-air presentation required. Digital experience a plus. Come to work for America's third largest private radio company, Chancellor Broadcasting Company. Send tape and resume to: Tim Cloward, WUBE/FM/WWGY-FM, 225 E. 6th Street, Cincinnati, OH 45202. EOE.

Successful Midwest medium-market Rock station seeking an enthusiastic Program Director. We're looking for a candidate with proven track record. You must have bright, articulate, organized, sales-friendly, and have a way of effectively motivating a talented group of professionals. You must be willing to go the extra mile to win. Send T&R: Radio & Records, Inc., 10100 Santa Monica Bl., #740, 5th Floor, Los Angeles, CA 90067 EOE.

Country 101 has an immediate opening for a fun, energetic morning show. Solo or teams. Must be fun and fantastic without being offensive. Tapes and resumes overnighted to J.L. Fisk, WCUZ-FM, 140 Monroe Ctr., Grand Rapids, Michigan 49503. No calls. EOE.

News director position available in Colorado. We emphasize local news gathering. Send resume to: RWAT, Russ Belzner, Box 1779, Laramie, WY 82073. EOE(6/1).

Classical Rock on the cool plains of Northern Arizona. T&R: KNMO, Rick Moss, 650 N. Main, St. Flagstaff, AZ 86004. EOE

Intimacy of Country hits and the market edge! Time: KKSZ, Jerry Fennell, Box 1596, Twin Falls, ID 83301. EOE(6/1).

CHRI seeks relatable, mid-day personality, production skills required. T&R: KXTM, Michael Jack Kirby, 215 North 6th, Yakima, WA 98901. EOE(6/1).

Central California Adult Contemporary looking for top-flight on-air Program Director. Join a strong team and win with us. Promotion skills a must. Radio & Records, Inc., 10100 Santa Monica Bl. #742, 5th Floor, Los Angeles, CA 90067 EOE.

Opportunities for Promotions

Compelling Major-Market Radio Talent: Need a true personality who doesn't sacrifice the basics of good radio. Top talent gets in and gets out. This is the job that will define your career. T&R: to Radio & Records, 10100 Santa Monica Bl. #746, 5th Floor, Los Angeles, CA 90067 EOE.

Medium market radio station in Southern California is searching for a morning show. Must be a team player, family oriented, dedicated, fun and willing to give a 100% commitment. Radio & Records, 10100 Santa Monica Bl. #743, 5th Floor, Los Angeles, CA 90067 EOE.

Wanted: Promotions Ninja. Willing to work 24/7 to own the streets and win the hearts of our listeners. No suits allowed. Promote yourself.

KFSM/KULI Secret Communications, L.P., 1750 Howe Avenue, Suite 500, Sacramento, CA 95825 EOE

KFSM 102.5

29FM

Independent Rock

PD and/or MD needed at this NW WA Adult Rocker. Live in the world's most beautiful place & program a very cool radio station heard from Seattle to Vancouver. B.C. Must be a rock musician. You keep us #1 25-54 Soft AC needs your special touch, creative flair, attention to detail. Resume, work samples to KSNF, 1064 E. Sahara Ave., Las Vegas, NV 89104 EOE.

KIDSTAR

Interactive Media

We're a fast growing media company for kids. Our portfolio includes Kidstar Radio, Kidstar Magazine, the Kidstar PhoneZone (interactive telephone playground) and Kidstar Online. We're headquartered in Seattle, and we're about to launch nationwide. We're looking for talented on-air hosts, a news reporter/anchor, and a production assistant to join our growing family. For details, call our line at 206-382-1250, extension 256, and select "Radio positions."

Once you have the details, send us your resume and audio tape to: Kidstar Interactive Media, 1334 First Avenue, Suite 150, Seattle, WA 98101. EXPRESS YOUR KID SELF AT KIDSTAR!

KOLA-FM. EOE.

95825

Holiday season has an opening for a Christmas music format. This is a fulltime position, with room for growth.

Opportunities for Program Directors

Central Washington's AOR/Classic Rock 94.5 KATS and Central Washington's New Country KICKS 93 is looking for fulltime air talents for all shifts. Creative production and personal appearances a must. Send tape and resume to Rich McClary at: KIT/KATS/KXXX, P.O. Box 1280, Yakima, WA 98907 EOE.

Come do your thing in beautiful Colorado Springs. Bill Richard's consults a major group of Colorado Springs' top morning personal shows that can relate to Adults 25-54 on CHR. We're an aggressive, on-the-move company. Tear sheet Stevers/Cheney/KMG, 411 Lakebend Circle, P.H., Colorado Springs, CO 80910. EOE.

To Apply: Please, no phone calls. Send resume, tape, history and salary requirements to: KOLA-FM, 1940 Orange Tree Lane #101, Redlands, CA 92374.

The Inland Empire's #1 olides station needs someone to make an immediate impact in mornings. If you don't want to spend the day making appearances and making yourself the most visible person in the market, you don't want this job. T&R yesterday. Prefer southwest inquiries. We are an EOE, KOLA-FM. 1940 Orange Tree Lane #101, Redlands, CA 92374.

The station has a major opening for an opportunity to do what you love, plus a lot more. We have an eye on the future and we're looking for someone who can help us get there. There is an excellent opportunity serving our listeners and meeting the needs of our advertising partners.

KOLA-FM is an Equal Opportunity Employer.

Opportunities for Sales Executives

28 FM

Independent Rock

The station has an opening for a Sales Executive to manage a fulltime account. Experience is required.

Opportunities for Production Assistants

KFSM 102.5

The station has an opening for a Production Assistant. This is a fulltime position.

Opportunities for Program Directors

KOLA-FM is a Top 25 Market Afternoon Driver. Can you relate to 35-44 yr old women? Topical humorous, friendly, a bit twisted and more. Did I describe you? Send Tape and Resume and be creative about it! Radio & Records, Inc., 10100 Santa Monica Bl. #737, 5th Floor, Los Angeles, CA 90067 EOE.

KOLA-FM 1940 Orange Tree Lane #101, Redlands, CA 92374.
**OPPORTUNITIES**

**Positions Sought**

Alan Coislo demo. KISS 106/Boston programming department, KISS-FM/London, WXXX-FM/VA/AT for the rest. ALAN: (617) 325-7518. (9/1)

Challenger Creative, hard-worker seeks more than just playing music and collecting a check. Seeking AM/DJ/Prod. spa: DAVE: (613) 255-8212. (9/1)

---

**Opportunity Knock**

in the pages of R&R every Friday.

**Tips:**

- Digital production wiz with 5 years experience seeks AD/VP/OL/Disc Gold based A.C. Would make great MD/production director. ERIC: (203) 575-2512. (9/1)
- Talk show host with 3 years’ market experience, seeks to win for you. PETER THELE: (612) 468-8335. (9/1)
- Given an infinite number of monkeys, one will design a great marketing strategy. Hire a trained monkey. 8 years’ promotions. MATT: (209) 576-8870. (9/1)

**R&R Opportunities Free Advertising**

- Radio & Records provides free (20 words or 3 lines) listings to radio stations and record companies on A SPACE AVAILABLE BASIS in Opportunities. Free listings of the same length are also available to individuals seeking work in the industry under Positions Sought.

---

**Deadline**

To appear in the following week’s issue, your ad must be received by Thursday noon (PDT), eight days prior to issue date. Free Opportunities listings should be typewritten or printed on 8 1/2” x 11” company stationery and are accepted only by mail or fax: 310-203-4727. Address all 20-word ads to R&R Free Opportunities, 10100 Santa Monica Blvd., Fifth Floor, Los Angeles, CA 90067.

---

**R&R Opportunities Advertising**

1x $100/inch 2x $75/inch

Rates are per week (maximum $35 word per inch including heading). Includes generic border. If logo, custom border or larger heading are required, add 1/2 inch ($50 for 1x, $35 for 2x).

**Blind Box: add $50**

The R&R address and your box number adds 12 words to your ad. Regular Opportunities rates apply to Blind Box ads, but a $50 service charge is added for shipping and handling.

---

**Positions Sought: $50/inch**

Individuals seeking employment may run ads in the Positions Sought section at the special rate of $50/inch.

---

**Payable In Advance**

Opportunities Advertising orders must be typewritten on company stationery and accompanied by advance payment. Ads must be submitted by mail, except for credit card orders, which are also accepted by fax 310-203-4727. Visa, MC, American Express accepted. Include card number, name as it appears on credit card, expiration date and phone number. Blind box responses are sent to advertisers every Friday by first-class mail.

---

**Deadline**

To appear in the following week’s issue, your ad must be received by Thursday noon (PDT) eight days prior to issue date. Address all ads to R&R Opportunities, 10100 Santa Monica Blvd., Fifth Floor, Los Angeles, CA 90067.

---

**MARKETPLACE**

**COMEDY**

**Earl Pitts**

To check availability in your market, call Steve Harper today at 619-528-3376.

**챘 1985**

**Philly, Morin**

Wayne Phor your Phrequency BreakPhist

**Upham Kun**

To check availability in your market, call Steve Harper at 619-528-3376.

**淑女**

**Sister**

One Monte Trial

**Burbank's Creations**

513-528-3375

**Celebrity Imitations**


FULL SERVICE COMEDY & More

Custom Tailored Parodies, Spot Breakers, IDs, Promos, "Guaranteed to sound like The Real Thing" (Test personas you ever heard?), & More.

FREE SAMPLE 1-813-258-1998

---

**FOR SALE**

**Sally's Sellin' Studio Stuff by the Seashore... Such a Steal!**

Digital Audio Equipment for Sale. Allen Heath GSV mixing board, Allen's ADAR & BRC w/RMK, Panasonic SV-3700 DAT, Neumann Mic, Technics SP1300 Pro CD Player, Chari & Revue Reel to Reels, ADL1000 tube Compressors, Diglig/Aphex/Volley FX processors, Digital Phone Interfaces, Audio/Video Sync interface, Sound and Music Libraries, Cases of new supplies... so much great stuff it boggles the mind! Call for a complete list and prices. (601) 486-0464

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**ID'S, SWEEPERS, JINGLES**

**THE I-MAN KNOWS!**

That's why “Imus in the Morning” demands the person who knows audio production.

Available now for station PROMO'S, LINERS & SWEEPERS!!!

Now you can achieve the sound behind the #1 billboard station in America, and the #1 biller in New York!

Call Joey for the "Promo/Liner Demo" from IMAGE AUDIO (201) 405-1404

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**SMALL SPACE WORKS**

You just read this Marketplace 310-553-4330
Find songs to fit any subject... instantly!

New! 4th Edition Green Book of Songs By Subject is the world's only thematic guide to popular music!

If you've ever needed songs to fit a particular topic, the all-new 4th Edition Green Book Of Songs By Subject is the book you've been waiting for! Jeff Green has created the "ultimate music reference" for Program Directors, Music Directors, Production Directors, Morning Show and Talk Show Producers, and air personalities in all formats!

- Over 800 subject categories
- 744 jam-packed pages
- Nearly 1000 record labels
- All genres and eras of music
- More than 7000 artists
- New subject index
- Now hardcover or paperback!

Satisfaction Guaranteed! Only $49.95

For fastest service charge by phone at (210) 788-1622

CASH CUBE

“MONEY MACHINE” gives your station instant impact...

800-747-1144

Attention GM’s
100% Cotton Tees $2.90
Never a screen or setup charge.
(800) 524-8159 Joe Blumenstein
Broadcast Representative

MARKETPLACE ADVERTISING

Payable in advance. Orders must be typewritten and accompanied by payment. Visa/MC accepted. One-inch minimum. Additional space up to six inches available in increments of one inch. Rates for R&R Marketplace (per inch):

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<thead>
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<th>Insertion Size</th>
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<tr>
<td>1 inch</td>
<td>$90.00</td>
</tr>
<tr>
<td>6 insertions</td>
<td>$85.00</td>
</tr>
<tr>
<td>13 insertions</td>
<td>$80.00</td>
</tr>
<tr>
<td>20 insertions</td>
<td>$70.00</td>
</tr>
<tr>
<td>51 insertions</td>
<td>$65.00</td>
</tr>
</tbody>
</table>

Will include camera-ready logo or line art if provided. Deadline for Marketplace ads is two weeks prior to publication date. Marketplace ads are non-cancelable. Submit to:

Marketplace
RADIO & RECORDS, 10100 Santa Monica Blvd,
Fifth Floor, Los Angeles, CA 90067
310-553-4530 Fax: 310-203-8727