MARCH 4, 1994 • Spotlight On WSNX Grand Rapids • Interview With Jimmy Stoll • Gary Gersh
Combined BDS Over 500 Spins!

**On Impact Week:**
- #1 Most Added At Commercial Alternative!
- #4 Most Added At AOR!
- #11 Most Added At Top 40!

**Over 100,000 LP’s Sold!**
On Tour Now! Every Show Sold Out!

**Adds:**
- 99X ATLANTA
- WPXR QUAD-CITIES
- WKHQ CHARLEVOIX
- KSKG SALINA
- KFTZ IDAHO FALLS 30-24'
- KJIO BEAUMONT 36-30'
- WAIA MELBOURNE
- WWCK FLINT
- KQIZ AMARILLO
- WWKZ TUPELO
- WENZ CLEVELAND #29'
- KWTO SPRINGFIELD D-32'
- WLAN LANCASTER
- WX10X FLORENCE
- WHOB MANCHESTER
- KIOC BEAUMONT 30-24'
- WA1A MELBOURNE
- WWCK FLINT
- KQIZ AMARILLO
- WWKZ TUPELO
- WENZ CLEVELAND #29'
- KWTO SPRINGFIELD D-32'
- WLAN LANCASTER
- WX10X FLORENCE
- WHOB MANCHESTER

**On Over 40 AOR Stations!**
**On Over 16 New Rock Stations!**
**Great Majors!**
- KDGE DALLAS
- WDRE LONG ISLAND
- WKOC VIRGINIA BEACH
- WXRT CHICAGO
- WBRU PROVIDENCE
- CIMX BIRMINGHAM
- WX10X BOSTON
- WWCD COLUMBUS

the song you've waited 25 years for
from the new album
BIG RED LETTER DAY

Look For Buffalo Tom On MTV
Appearing On The Jon Stewart Show!

Buffalo tom I'm Allowed.

PRODUCED BY THE ROBB BROTHERS WITH BUFFALO TOM
DIRECTION: TOM JOHNSTON MANAGEMENT
### MAINTREEM

**Combined Airplay, Sales, and Requests**

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<th>ZW</th>
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<td>MARIAH CAREY, Without You</td>
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<td>ACE OF BASE, The Sign</td>
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<td>JANET JACKSON, Because Of Love</td>
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<td>RICHARD MARX, Now And Forever</td>
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<td>ALL-4-ONE, So Much In Love</td>
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<td>ETERNAL, Stay</td>
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<td>NEAT LOAF, Rock And Roll Dreams Come Through</td>
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<td>BRUCE SPRINGSTEEN, Streets Of Philadelphia</td>
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<td>COLOR ME BADO, Choose</td>
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<td>COUNTING CROWS, Mr. Jones</td>
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<td>BRYAN ADAMS/STING/ROD STEWART, All For Love</td>
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<td>CECE PENSON, I'm In The Mood</td>
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<td>BIG MOUNTAIN, Baby I Love Your Way</td>
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<td>GIN BLOSSOMS, Found Out About You</td>
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<td>TONI BRAXTON, Breathe Again</td>
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<td>JOEY JEOLED, Cry For You</td>
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<td>TONY TONI TONE, (Lay Your Head On My Pillow</td>
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<td>BABYFACE, And Our Feelings</td>
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<td>BRYAN ADAMS, (Lay Your Head On My Pillow</td>
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<td>THE BREEDERS, Cannonball</td>
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<td>MR. BIG, Ain't Seen Love Like That</td>
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<td>HEART, Will You Be There (In The Morning)</td>
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<td>10,000 MANIACS, Because The Night (from MTV Unplugged)</td>
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<td>ROD STEWART, Having A Party</td>
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<td>MELISSA ETHERIDGE, Come To My Window</td>
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<td>MARIAH CAREY, Hero</td>
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<td>BRYAN ADAMS, Please Forgive Me</td>
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<td>SALT-N-PEPA, Spook</td>
<td>Nest Plateau/London/PLG</td>
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<td>37</td>
<td>SNOOP DOGGY DOGG, Gin And Juice</td>
<td>Death Row/Interscope/AG</td>
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<td>38</td>
<td>TEVIN CAMPBELL, I'm Ready</td>
<td>Qwest/WB</td>
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### MOST ADDED

1. Bonnie Raitt, Love Sneakin' Up On You | Capitol
2. Michael Bolton, Completely | Columbia
4. The Cranberries, Dreams | Island/PLG
5. Big Mountain, Baby I Love Your Way | RCA
6. The Brand New Heavies, Dream On Dreamer | Delicious Vinyl/EastWest
7. Juliet Roberts, I Want You | Reprise
8. Tevin Campbell, I'm Ready | Qwest/WB
9. Beck, Loser | Bong Load/DGC
10. Enigma, Return To Innocence | Charisma/Virgin

### TOTAL REPORTS RECEIVED

**DID NOT REPORT**

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**The Network Forty**

www.americanradiohistory.com
**TONYA IN THE MOURNING?**

Despite the overwhelming disapproval of its audience, the KKRZ "Z100" Morning Zoo offered a morning show co-host job on the air to Olympic skater Tonya Harding. The gig, okayed by station management, is for a (shem) "trial" period of 30 days; Harding would be paid $10,000. She has yet to respond to their offer.

**COMING & GOING**

Tom Jackson left his PD gig at WKBZ Greensboro to become PD at WBT-FM Charlotte... Larry Martino, former KGGI Riverside OM, was named PD at the new Jersey Clifton station in Las Vegas. KXFX... Michael Knight was moved up from late night to afternoon drive at KDWB Minneapoli- lis... Congratulations go out to KZZU Spokane PD Ken Hopkins and his wife, Trish, on the birth of their second child, Michael John, on Feb. 22... At KIOT Tri-Cities, PD/mornings Paul Walker and afternoons Tim Taylor flipped shifts; Promotions Director/weekends/fill-in Bob Bishop moved to middays and night guy Michael Dean was named MD; Steve Ryan was named Acct. Exec. at KZMG Boise... KFBQ Cleverne MD/afternoon driver Barry MacGuitte accepted the gig at KDKU Eugene... Con- dences go out to the friends and family of WRRQ Richmond mid-day/Director of Community Relations Roger St. John, who died from an apparent heart attack on February 24. He was 47 years old.

**INDY MEDIA MOGULS**

WHHH/WXUL Indianapolis owner Bill Shirk has pooled his resources with Mays Chemical Company President Bill Mays. Mays is set to purchase 49% interest in Shirk's radio stations. What's more, the TV station, co-owned Hoosier TV-53, will be transferred to the Shirk/Mays joint venture LBL LLC.; that venture is about to LMA Country station WGGR-FM. When the lawyers and accountants are finished, the duo will own three radio stations and one TV station in Indianapolis.

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**GRAMMY AWARDS**

*It Was The Best of Times*

And the winner is... Whitney Houston.

The "Whitney Express" that ran through the American Music Awards last month made a quick stop last night at the Grammy Awards in New York City. Whiti- ney, who won a stack of AMA tro- phies for her smash "I Will Always Love You," was the MVP of the Grammys. She won three awards: Album of the Year, Record of the Year and Female Pop Vocalist.

The Grammy Awards Ceremo- ny, telecast live on CBS, opened with Houston singing "I Will Always Love You." It turned out to be a premonition of things to come. At times, the telecast could have been confused with a Whitney Houston special, so often was she featured. The first award was pre- sented right after her performance. Dolly Parton, who wrote "I Will Always Love You" twenty-two years ago, and David Foster, who won four non-performance awards for his work with Houston and pro- duced her version of Parton's song, announced the winner in the Fe- male Pop Vocalist Category. Whiti- ney was off and running.

In between Whitney's accep-
tance speeches, other stars were acknowled- ged for performances that ran the gauntlet between oblique and sublime. Multiple winners in- cluded Toni Braxton for Best Performance By A Female, R&B Category and Best New Artist and Sring for Best Male Pop Vocal and Long-Form Video.

Other winners in the Pop field were Peabo Bryson and Regina Belle for Best Pop Performance By A Duo or Group with their perform- ance of "A Whole New World (Aladdin's Theme)" and the Bruce Hornsby and Branford Marsalis duo of "Barcelona Mona" for Best Pop Instrumental.

Meat Loaf won the Best Rock Vocal for "I'd Do Anything For Love (But I Won't Do That)," U2's "Zooopa" was named Best Alternative Album, Aerosmith picked up the Grammy for Best Rock Performance By A Group and Stone Temple Pilots earned the top spot in the Best Hard Rock Performance with "Plush."

The biggest upset was recorded by Tony Bennett, who beat out Barbara Streisand in the Traditional Pop Vocal category. Another surprise winner was Ray Charles who picked up the Best Male Performance R&B.

Sade won Best R&B Performance By A Group and Best R&B Song went to Janet Jackson's "That's The Way Love Goes."

Rapping up the top awards, Dr. Dre won Best Rap Solo Performance for "Let Me Ride" and Di- gable Planets took Best Rap Performance By A Group for "Rebirth of Slick (Cool Like Dat)."

The showstopper of the broad- cast was the tribute to Curtis May- field. An All Star band led by Bruce Springsteen featuring Bonnie Raitt, B. B. King, Steve Winwood and other luminaries had the audience on their feet singing along with Mayfield's classics. And Aretha Franklin's version of "A Natural Woman" brought the house down.

Some memorable lines did rise above an otherwise boring and uneven broadcast. Awards that could have been given included: Best Use Of An Expletive While Receiving A Grammy: U2's Bono who said, "I'd like to give a message to the young people of America; that is, we'll continue to abuse our position and fuck up the mainstream;" Best Fashion Comment: "It takes a lot of money to make myself look this tacky," from Steven Tyler of Aero- smith; Outstanding Award For So- cial Commentary: "We'd like for everybody to think about the peo-
Grammys cont.

people right outside this door who're homeless as you sit in these $900 seats," by Digable Planets' Butterfly and Best Performance By Female Rock Vocalists (an award that was dropped this year): "Grammy nomination boys wear their tiaras, there's more to rock and roll than Mariah and Whitney," performed by women protesters outside Radio City Music Hall.

Bono also delivered a stirring introduction to Frank Sinatra. Dressed in black, smoking a cheroot, reading from a hand-written tribute, U2's lead singer set the stage with his prose about "The Chairman of the Bad." Sinatra was reduced to tears as Bono described him as "a singer who makes others poets" and finished with, "But you know Sinatra is out there more nights than most punk bands, telling his story through songs, private thoughts on a public address system, boxer and painter, actor and singer, band man and loner, trouble-shooter and troublemaker, the champ who would rather show you his scars than his medals." THE WORST OF TIMES

The Grammy telecast is plagued by the problems that face all awards shows. It's tough to keep the event flowing smoothly through the different performances by artists that span the musical scale. The choice of hosts for the past four years has been Gary Shandling, who is fun to watch on his cable show, but less than adept at bridging the gaps between presenters. Although he had

Tracy Gets KIISed
KIIS-FM Names Tracy Austin As Music Director

(Los Angeles) After an extensive search, 102.7 KIIS-FM has named Tracy Austin as Music Director of the Top 40 station. Tracy joins KIIS-FM from KHFI in Austin, Texas where she served 8 years as Assistant Program Director and Afternoon Personality.

Tracy's achievements have been recognized by winning the 1993 Gavin Award for Assistant Program Director/Music Director of the Year in the medium market category and she won first place in the Mainstream A.I.R. Competition.

KIIS-FM Program Director Jeff Wyatt told The Network Forty
No Vacancies

It could have been the hottest MD opening in history, but now it's done. After extensive interviews and more than one temp, KJJS PD Jeff Wyatt has filled the slot with Tracy Austin. Tracy heads West from KHFI in Austin where she was APD. (See News Section for details.)

Jammin' 92 Cleveland also makes official some "acting" jobs. Jerry Mac is now important with SRP and National folks as he's the new PD. And Johnny D will be taking calls from the locals since he's been named MD. Both had been with the station, Jerry Mid-days and Johnny afternoons.

The new PD at Clifton consulted KXTZ. Las Vegas is former KGGI OM Larry Martinez. Will the station move to a more aggressive stance or will it continue its Urban AC slant?

In a surprise move, WKZL PD Tom Jackson lands the WBT-FM Charlotte opening.

And Hurricane Shane has been appointed MD at KBBM Brownsville/McAllen.

What's In A Name?

Looking for that perfect nickname for your newest jock? Don't read The Network Forty's "Oh Wow" column on page 52 as we print the most disgusting jock names known. (Editor's note: we apologize if one of them is yours)

VH 1-2-3

John Sykes has been named President of VH1. Could this be the first of many changes? Will the video channel begin leaning toward a more current base to attract more viewers? And could the changes include bringing in someone from radio to tweak the programming. Like Z100's Steve Kingston?

Grammy Grumblings

As is getting more and more common, the parties surrounding the Grammys are much more entertaining than the events themselves. This year's freeze in New York didn't stop the labels from pulling out all the stops. Best party? Pick any of them.

Gary Shandling! Ugh! Little known fact: Shandling and KWOD Sacramento owner Edward Stots roamed together briefly in college. Stots is funnier.

Page 6 suggestions for next year's host: MCA's Bruce Tenenbaum. He sat next to Shandling on the plane to New York. It's too bad Bruce didn't give him some material.

Best commercial: Pepsi featuring the kids watching the anniversary of Woodstock. Especially the line where one kid watching the overwight, balding, conservative-looking Bono says, "Is this the recreation of a historic event?" And another kid answers, "Yeah, Watergate."

Biggest screw-up besides Gary Shandling: CBS pulling the plug on Old Blue Eyes. Check the Page 6 cartoon for Sinatra's response.

Is Bono a rebel genius or what? His tribute to Frank was mind-blowing. PLG should send it out on a special CD.

Did anyone tape the All Star band's medley of Curtis Mayfield's music? It should be on the air somewhere. And that goes double for Billy Joel's live version of "River of Dreams."

So Bono said "fuck." Big deal. They're lucky one of the other bands that were nominated didn't win. It could have been a lot worse. Besides, he was just quoting The Network Forty motto. We fuck with the mainstream weekly!

Thank God for stars like Whitney Houston and Billy Joel who allow us to feel happy and warm and comfortable with our place in life... and a star like Bono who makes us uncomfortable with our status and challenges us to do more.

Who were the two wives of the music executives that got into a screaming match in the ladies room at Radio City Music Hall?

What Sr VP Promotions stilled the programmer for promised tickets to the label's party by leaving a message at the programmer's hotel? The payoff will be a bitch.

Morning Sickness

If you think John Wayne Bobbitt's latest radio tour has stirred up controversy, wait until the Hollywood madam Heidi Fleiss hits the circuit. The Chrome Lizard hears she has an agent checking the waters, starting with Howard Stern.

And does the Z100 Portland offer of $10,000 to Tonya Harding for 30 days of morning show co-hosting include special "perks" that couldn't be mentioned in the press release?

Was Kiss 108 PD Steve Rivers having dinner with Nancy Kerrigan's representative last week at Legal Seafood in downtown Boston?

Trendage

More Now/DeeJay Airburns have landed. Chicago: WBDM 4.7 to 5.4; Philadelphia: WIOQ 5.2 to 5.3; WPLY 2.3 to 2.2; Detroit: WHYT 5.5 to 5.9; Boston: WXXS 6.5 to 6.6; WJMN 5.3 to 5.0; San Francisco: KMEL 4.3 to 4.5; KZOL 4.3 to 4.5; Kansas City: WHM 5.7 to 6.1; West Coast: WPLX 4.2 to 4.6; WAXQ 4.9 to 5.0; Pittsburgh: WBZZ 5.9 to 6.4; Cleveland: WZJN 4.3 to 4.5; WENZ 2.6 to 2.8; Hartford: WKSX 6.4 to 6.3; WTIC-FM 5.1 to 5.2; San Jose: KHQT 5.5 to 5.2; Baltimore: WERQ 4.5 to 5.7; Minneapolis: KDWB 6.9 to 6.9; Dallas: KHKS 5.9 to 5.7; Atlanta: WSTR 7.2 to 6.5; WNNX 4.0 to 3.9; Phoenix: KFRR 6.7 to 6.3; Houston: KHGX 4.7 to 5.0; KRBE 4.9 to 4.7; Miami: WPOL 5.3 to 5.3; WHYI 5.0 to 4.9; New Orleans: WEZB 6.7 to 6.8; Buffalo: WSE 6.5 to 6.6; Tampa: WFLZ 6.1 to 6.0; WMTX 5.7 to 5.7; St: Louis: WKQ 4.6 to 4.5; Denver: KQKS 4.2 to 4.8; Kansas City: KISE: 2.8 to 3.1; Cincinnati: WQKJ 6.9 to 6.5; Providence: WPRO-FM 8.7 to 9.5; WXXW 4.6 to 4.6; Seattle: KUBE 5.9 to 5.3; KPIL 2.6 to 3.0; Portland: KKRZ 7.0 to 7.5; WNCI 5.8 to 5.7; WACK 4.9 to 4.6; Indianapolis: WZPL 6.1 to 7.0; WHHI 4.3 to 4.3; Milwaukee: WLLM 5.3 to 4.8, San Antonio: KTFM 9.3 to 9.2 and Louisville: WDDJ 7.0 to 7.3.

Rumors

Christopher Lance, who as PD at KMXZ guided the station to huge ratings in the last book, is being considered for two open programming slots, both in larger markets. One is in California, the other out-of-state.

Has Epic narrowed their choices for their West Coast opening down to three names? Are two of them Epic LA local Patricia Boch and Zoo's Ric Lippencott?

Will MCA fill their San Francisco opening with someone in radio?

Is another station in Johnson City flipping to Top 40?

Is former Big WAYS puker Jimmy Madison pondering a move back into radio?

Buzz

Jim Guerinot... Steve Barts... Shannon Anderson... Frankie Blue... Phil Quarrararo... Mark Gorlick...
Congratulations

1994 BEST ROCK PERFORMANCE GRAMMY

4.1 Million Selling Album/11 Million Worldwide
Still In The Top 15 After 6 Months! 60,000 This Week!
"Rock And Roll Dreams Come Through" Billboard Hot 100 13* R&R 9*

BDS Over 2500! Including:

| KKFR 42 (+9) | WZPL 53 (+52) | WABB 52 (+16) | Q102 Add! | Z100 35 |
| WPXY 35 (+10) | I95 42 | WYCR 51 | WFHN 46 | Y107 42 |
| WVSR 42 | WVKS 49 (+10) | WHOT 56 (+22) | WAKS 45 | WSNX 43 (+19) |
| | | | 93Q 40 |

Letterman & Grammy Appearances In One Night!
Sold Out Tour.
Unprecendented Summer Tour To Be Announced Soon!
And It's Just The Beginning!

SOUNDSCAN #5 SELLING ALBUM THIS YEAR!

58,000 Albums/18,000 Singles
Sold This Week!
R&R 23* Billboard Hot 100 21*
BDS Over 1400 (+200)

From Their 2nd Straight Double Platinum Album

"cry for you"
Commentary by Gerry Cagle

At this year's Gavin convention, Capitol President Gary Gersh gave a keynote speech that galvanized those in the audience. He spoke about the changing scope of the record and radio industries and how they would relate in the coming years. His speech touched upon so many important points that we felt it was important to reprint the text as this week's Editorial, so those who missed it could read and share his vision of the future.

When I was asked to be the keynote speaker, I thought long and hard about what it is that I would address... "What is it that I have to say that would be valuable or even of interest to these people?"

I thought about my first seven months at Capitol and my first experience at being a label President. And I realized that what I found to be the biggest problem at Capitol when I assumed this position, was the same problem I find facing the world on a day-to-day basis. It involves this buzzword "synergy."

Now Webster's dictionary defines synergy as "combined or cooperative action or force." But I break it down into simpler terms. How does people communicate with each other? How does a person communicate and relate to his or her company? How do countries communicate? How do we all get together and communicate to the point of creating positive, well-thought-out goals and directions that benefit all involved? How do we achieve synergy?

So I came to quickly realize in my first few weeks at Capitol that one of the main qualities that the label severely lacked was communication and, by extension, synergy. People were not given the opportunity to tell what it was they liked and didn't like at the company. Even down to the simplest matters: How did they like working in this strange, round building? Was it functional? Were their needs being taken care of? This extended to more important and personal issues: How were they being treated; was management thinking of them and looking after their interests?

Then we looked at it from the artists' point of view. Were the artists and their managers actually involved in the synergy that it takes to create "think tanks" and "task forces" to design and implement programs that would break their records? We even took this pursuit to a greater level: Was Capitol employing synergy to become what a young, vibrant organization should be in the music industry of the '90s?

Well, fortunately or unfortunately, management had given me the opportunity to have my opinion count in this assessment. And from where I stood, I felt the answer was "no"... Capitol wasn't using synergy to excel and become a leader in the business. This isn't because the former executive team was any better or worse than we are. It stems more from my belief that how a modern entertainment company can be run has little to do with the way they've generally been run in the past. My thinking runs much more parallel to the way a Ben & Jerry's is run... or Nike Footwear or Apple Computers. These are innovative, forward-thinking companies that have broken new ground and re-invented the way they do business. It didn't matter how similar businesses had always been run, these companies were going to find new and better ways to conquer the marketplace, expand their audiences and at the same time, provide a workplace that would attract... and keep... creative individuals. And their employees have become a benchmark of these companies, being every bit as important as the product they sell or the marketing campaigns they launch.

So when I took over the helm at Capitol, I felt that if we were to have a successful, artist-driven record company, we had to establish a synergy between the people who worked here. We had to open communication and develop a shared vision among the employees, who would spread the message both inside and outside the company about what we were building here. This was imperative before we could actually create a working company where artists could come and thrive.

But again, what we found at Capitol didn't fit our vision for the label we wanted to build. Many of the employees had the attitude, "how can I come, do my work, get excited now and then... but still not feel great about any aspect of how the company is actually put together?"

So I came in my first day and sat down with the senior executives. About three hours into this meeting, we finally got around to the 13 priorities they had at radio that week. After listening to them, I said, "You know, I don't get the sense that you guys really like your records. Do you feel good about your artists?" After a variety of responses, I found that there were a few key acts that they generally felt had great potential to break through... but a larger number of artists who were simply on the release schedule and they were "forced" to work. Not only was this demoralizing, but this didn't allow the company to focus on the core acts that really had the capacity to be successful.

Right then, that day, we made the promise that we would pare the roster down and devote our complete energies to a smaller number of artists that we could all be proud of. The kind of artists we ourselves would want to listen to at home; the kind we couldn't wait to turn other people on to. I knew that if we had that type of roster, we would begin to communicate to people that we not only liked our artists, but we liked being at Capitol Records. We left with the excitement of the untapped possibilities for the label. I also realized that first day, that my task wasn't to just come in and change some employees and hone the roster, but that we needed to affect a cultural change. And I also recognized that culture is something that takes a long time to grow, it doesn't happen overnight.

That, of course, pointed out the enormity of the job ahead of us. I knew that in a short period of time we could get our people to focus on fewer acts and run a more fiscally sound company. But could we actually create this synergistic culture that I had envisioned? The answer is "yes." By listening to each and every employee's ideas, we're beginning to see signs that culture is taking root at...
the Tower in L.A. and spreading across the country to all of our field staff.

With this cultural change, we placed a great importance on getting people to speak freely about what is on their minds. The only way we can develop a synergistic environment is if we communicate and openly discuss our goals, our direction and our problems.

A few months ago we were in a promotion meeting discussing a specific artist and our plans surrounding a market-by-market campaign to break his record. I could tell that there was a woman sitting in the meeting looking frustrated and squirming in her seat. So I said, "Leslie, what's the matter?" And she said, "I'm sitting here listening to what you're saying and I think you're full of shit!" At that moment, I thought, "Wow, we've finally arrived!" If this woman could stand up, make it clear that she thought our plans were nonsense, and, more importantly, add her two cents to hopefully improve the situation, then this was truly a turning point in the direction of Capitol.

So now we've begun to make real progress in changing the culture at the label. At the same time, we have made great strides forward in evolving a core of artists at Capitol Records that we believe in very strongly. So each new artist who gets signed from this point in time joins a small, select family. And this talented family of artists has to be treated with the utmost respect and care and will get 100% of the attention of the company when we release their records. Or else, why put them out?

I was fortunate enough to get to do my post-graduate work at the Geffen University. David Geffen and Eddie Rosenblatt taught me more about the record business than I ever thought I needed to know. While I don't necessarily agree with all aspects of how they run their company, there is a basic fundamental philosophy that I agree with. Despite what you do with or without radio or retail or any marketing efforts, you don't have a record label if you don't have great artists. That's where it begins and that's where it ends.

Which leads me back to my original point about synergy. This concept extends outside the label as well. Sure, we can have an incredible roster making cool music, but in the end, we still have to get the music heard by the public. Of course, one of the ways we do this is through radio. And this requires synergy between us and you, the radio community. This is one area which I believe can be improved and needs to be improved if we're all to move forward.

If you disagree, think for a moment about what's happening at every single record company. As we're meeting here today, every label is hard at work considering ways to break records for the future without radio or MTV. Don't get me wrong, clearly know how important radio ultimately is, but record companies are waking up to the fact that there are only so many records that formatted radio is going to play and there are other ways to break new music. There are approximately 25 record labels responsible for about 200 records hitting the street each week. And as you know better than anyone, there are very few open "slots" for airplay to be filled at each station each week... and

There has to be a growing synergy between record companies and radio. We have to make it more clear, more defined."

period of time. But even so, we knew that they still only have X number of slots. So it became clear that the money it took to make some of these videos could be better spent elsewhere.

There are a multitude of new technologies on the horizon, each offering new and more creative methods of reaching the consumer. The word "synergy" comes into play in a big way here. The industry is on the verge of a massive revolution that will re-write the ways that we receive and relate to all forms of entertainment. Imagine being able to directly interact with a popular band's music on your home computer. Or receiving music from hundreds of specific genres through your cable system or even getting compact discs produced "on demand" from a centralized database.

The much-talked about "information highway" will see a melding of telecommunications, computers, televisions, consumer electronics, information technologies, publishing and entertainment into what has been described as "one interactive, fiber optic and silicon stew." It has been estimated that by the year 2001, worldwide revenues from these areas will reach $3.5 trillion dollars.

The entertainment corporations have certainly recognized this area of new technologies... which is, in fact, rapidly redefining what "entertainment corporations" are and will be. The trade publication Digital Media has counted up no fewer than 348 separate corporate alliances in pursuit of multimedia services. Several of these alliances will directly affect you as entertainment consumers and programmers.

As many of you know, there are already systems like Digital Music Express which hook up to home stereos, and offer the public a variety of narrow-cast types of music complete with information on the song, artist and record label. No problems with "back-announcing" there. DMX features 60 different channels of music programming with no commercials and no DJs. There are categories like Classical, Jazz, Oldies, Rock, Latin, Urban, International, Adult and Country. There are eight Rock channels alone with such exacting distinctions as Alternative Rock, New Rock, Classic Rock and Album Rock.

There are also a number of MTV-like cable channels on the horizon which will not only allow views to choose their favorite music, but give them the ability to purchase a diverse array of music-related products and services through the conve-
nience of home shopping. BMG recently announced such a joint venture with TCI. In fact, Capitol's parent company, EMI Music, announced plans a few weeks ago to form a partnership with PolyGram Holding, Inc., Sony Software Corporation, Ticketmaster and Warner Music Group to operate a 24-hour video music channel that will be offered as a basic cable service in the U.S.

With the proliferation of a fiber-network, there is a possibility of by-passing conventional retailers and directly downloading music into your home. CD-ROMS have just begun to show us the potential of enjoying all new elements connected to the musical experience. Interestingly, CD-ROM is a reality in the entertainment business now...especially given the astonishing fact that today, 51% of music consumers own computers.

This opens up the way for services like Internet Underground Music Archive, which allows you to receive music in your home through your computer. This innovative company currently lets the user download music from six Santa Cruz-area bands. This service also has space available for a picture and text on the band.

With all these new directions, we're seeing increasing synergy between entertainment, technology and telecommunications. Each day you read about a different alliance within the entertainment community.

This also means that there has to be a growing synergy between record companies and the radio stations. We have to make that synergy more clear, more defined. Fortunately, we have a wonderful legacy in our catalog that is there to support us year after year. However, Capitol Records will only thrive in the future if we break new artists. We can't do that without radio. I know there are people out there who are stepping out on records, taking chances and breaking records based on their gut feelings and love of the music.

People like: Kevin Weathersly at KROQ in Los Angeles, Greg Mull at WXTB in Tampa, Greg Head at KBXX in Houston, Steve Smith at Hot 97 and Steve Kingston at Z100 in New York, Jody Denberg at KGSR in Austin and Brian Phillips at 99X in Atlanta.

These guys can hear a record and because of some special element to the music, feel that it will be meaningful to their listeners. And as President of Capitol, I'm told that this small number of stations, who will take chances, are watched closely by the rest of radio to determine whether this new music will be right to play in their own markets.

When, in fact, each market is different. We at the record label go about micro-marketing each record specifically geared toward individual cities...so why shouldn't you step out on records that may be right for your marketplace, but not be right for a simultaneous national release? In order for this to work, we, the record label, must work closely with you to explain our priorities, our timelines, our campaigns and our market-by-market strategies so that you will be in sync with us. And so, ultimately, together we can break more and more new artists for the future. But you have to be open to taking chances and trusting us on some of this talent. And with this synergy, both of our revenues will increase significantly.

To be perfectly honest with you, at our marketing meetings, radio is no longer the first thing we discuss for every single artist. We look at alternative marketing methods on a daily basis. We may talk about sales and retail. We may talk about a television buy first. We may talk about the synergy between a song that we've put into a movie soundtrack. Radio is a part of the marketing picture, but not the picture itself. I've been at enough record companies to know that some people believe it's the biggest part of marketing. I believe that radio is a key part to the overall marketing campaign if you figure out the right time and place to plug it in.

I have had a lot of involvement with the music industry and, particularly, radio. I started my career at KMET in Los Angeles as a young engineer. I promoted radio stations locally and nationally. I love radio. I also worked at record stores since I was 15. I was head buyer for Licorice Pizza at 16. I've always been a radio and record junkie. But what I love more than anything else is the record business. I love the history of the record business; I love the passion that's inherent in the record business. I never went to college...I dedicated myself to the study of the music business in all its forms. I carefully watched the careers and the dedication of the great record company executives...Ahmet Ertegun and Jerry Wexler at Atlantic; Berry Gordy at Motown; Al Bell at Stax; Chris Blackwell at Island; John Hammond at Columbia. These gentlemen showed us the true meaning of "creative vision" and what it's all about: respect for the music, the artists and the employees. Radio, retail, the public all came to expect high quality music and, in those rare cases, even artists who could completely change the way we viewed the musical landscape.

Given this "big picture," frankly, the future of the record industry does not depend strictly on whether your radio stations play our records. What it depends on is us getting together in many different ways at many different times and figuring out how we can work together to make your lives and your companies better and how you can do the same for us.

That gets back to the concept of synergy. This synergy is not just in the best interest of Capitol Records, but to the entire record and radio industries. And believe me when I tell you, we get calls on a daily basis from a plethora of multi-media companies...are we interested in joining, say, a Sega in a project, or making our catalog available to a digital down-loading system, or partnering with a telecommunications company. So, as I pointed out previously, there are a continuing number of ways to get our music out there and introduce it to the public.

Therefore, when I ask that we, record companies and radio, choose to work closer together, to find new and better ways to break artists, and to grow the music industry and keep it healthy, this is not just idle talk. Because if we don't get proactive in creating a more solid synergy, this speech may be very different next year. And the speech after that year may be even more dramatic. However, it is my sincerest wish that our gathering next year will find that we've joined together and took chances and "preached the Gospel" of great music to the masses. And that the synergy of all of the media available to us will enhance the value of our music and reach more and more people.

Hopefully, today will open a dialogue and in some small way begin to write a new chapter in the history of the record, radio and new technology businesses as we all prepare to face the multi-media explosion which is just on the horizon. We at Capitol obviously don't have all the answers, but like you, we have a great love for music and look forward to partnering with you to build our businesses in order to allow music to thrive. I need to hear from you, I need your input and ideas to make this happen...to successfully achieve true synergy.
“Love Sneakin’ Up On You”

Everybody Loves Bonnie!

Top 40: #1 Most Added!
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- B97!
- Star 101.5!
- Y100!
- PRO-FM!
- WAKS!
- WABB!
- Z104!
- I95!
- WAPE!
- Y107!
- WFMF!
- Plus Over 50 More!

AC: #1 Most Added!
Key Adds:
- WBMX!
- WBL!
- Mix 107.3!
- WBT!
- KHMX!
- B100!
- Plus Over 45 More!

DO YOU WANT MORE?
AOR: #2 Most Added!
Key Adds:
- KLOS!
- WMMR!
- KTXQ!
- DC101!
- Plus Over 70 More Adds!

IS THAT IT? NO!!
AAA: #1 Most Added!
Key Adds:
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- WXRT!
- KMT!
- KFOG!

Everybody Loves Bonnie! You Should Too!

The first single from the album Longing In Their Hearts * Produced by Don Was and Bonnie Raitt
Management: Ron Stone and Jeffrey Hersh for Gold Mountain Entertainment * April Artist of the Month
SUNNY SKIES OVER WESTERN MICHIGAN

Since 1986, WSNX (Sunny FM) has been a contemporary mainstay in western Michigan. The station went through some format adjustments during that time, including a shift from being a Rock-based Top 40 to a more Mainstream position today. PD Jim Richards points out that "for a time, we were an E. Alvin Davis 'If it was a hit, it still is a hit' station. That put us in the position of playing Led Zeppelin into Rick Astley at times. Although that worked for some time, new stations and a changing population base forced us to head in a more Mainstream, more current direction.

In many ways, we forced ourselves to make that change when we bought a beautiful music station and changed it to AOR. But there was room in the market for a full-time Rock station and we figured better to lose that audience to ourselves."

Sunny FM has evolved into a female-focused station "that's constantly involved in the lifestyle of an 18-to-34-year-old. One of our primary focuses has been the morning show, where we've moved away from the typical '80s style show with wild bits and sound effects, and gone to an almost magazine approach. We're not as hokey as say, Regis and Kathie Lee, but it's very lifestyle-oriented. We'll have authors of books on, if they're relatable. One recent example was of a guy who wrote a book called 'More Than Leaving The Toilet Seat Up,' which was about the ongoing differences between the sexes. The show turned into an interesting discussion involving our listeners about the things that men do that drive women crazy. It got pretty entertaining when we got into clipping toenails in the living room and farting under the sheets! Another time we had on a lady who sells medicinal teas, who swore she had a cure for just about everything."

When it comes to music, Richards points out that "this is still a Midwestern town. Muskegon (the actual city of license) might be a bit more blue collar than Grand Rapids (the largest city in the coverage area), but musically they're not that different. Ever since WGRD took their more AC stance, we've tried to fill the Top 40 niche in both cities, without becoming a teen-driven station. Without really focusing on them, we've become the dominant teen station in both markets because they have nowhere else to go." As for the specifics of what you'll hear on Sunny FM, "'Ghetto Jam' just won't fly here. Typically what will work is Rod Stewart, Mr. Big and things like that. Although there's still a Rock flavor to our mix, that doesn't mean a Robin S can't be huge for us."

Sunny FM's most recent promotion was "the Ice Olympics. We showed up at four Grand Rapids bars one week for qualifying rounds. Then on Saturday, it culminated with the gold medal round, where various qualifiers came downtown and sat on these big 350-pound blocks of solid ice to see who could stay there the longest. It was a fun outdoor stunt that got us exposure on two of the three Grand Rapids network affiliates as well as in the newspaper. Another ongoing promotion we're involved with is the local minor league hockey team. We recently had a Saturday night beach night there, where we had swim suit contests for men and women out on the ice. It was a fun event that helped sell out the arena and put our call letters in front of a lot of people. The bottom line is, although this may sound hokey, it's important to keep your station present wherever the action is in your market."

--Pat Gillen

5 PM SAMPLE HOUR

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Mary Jane's Last Dance

En Vogue
Free Your Mind

Meat Loaf
I'd Do Anything For Love (But I Won't Do That)

Cranberries
Linger

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After 7
Can't Stop

Richard Marx
Now And Forever

Fine Young Cannibals
She Drives Me Crazy

Gabrielle
Dreams

Huey Lewis & The News
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WKSI Greensboro

Power Pig Tampa
WFHN New Bedford
KKXX Bakersfield
WSPK Poughkeepsie
WJMX Florence
WWCP Schenectady

WPOW Miami
KKFI Austin
WKZW Peoria
WWCK Flint
WKMX Dothan
WYYS Ithaca

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And Many More!

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WPXY Rochester
WBNQ Bloomington
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Also At:
Star 94 Atlanta 28-23*

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One Of The Most Added!

Management: Simon Fuller, 19 Management Ltd

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PROGRAMMING 101: PROMOS!

If there is one thing everyone in a radio station enjoys doing, it’s producing on-air promos. Every jack who attempts producing the Joe Blow Chevrolet spot will go all-out to give a programmer a greatly produced promo. Even Production Directors will stay late to add the extra punch to create what the PD will describe as the best promo he’s ever heard. On this week’s Programmer’s Conference Call, we study how programmers design, produce and place commercials for their respective radio stations.

This Week Featuring:

NEIL SHARPE
PD, WJET Erie

JEFF McCARTNEY
PD, WAPE Jacksonville

JOE DAWSON
GPD, KLYV Dubuque

JOHN PEAKE
PD, KWMX Denver

Discuss the important elements of a produced on-air promo.

NEIL: Anything you’re promoting has to have a hook, so you need something to build around. You also need to have some fun with them because this is one area where you can set yourself apart from your competition. Exciting, fresh promos, rotating throughout the day, can become a signature for your station. But, again, the entire promo must revolve around a hook. Say we have a St. Patrick’s Day promotion coming up and we’re going to be at four different bars in a single day. You can just state you’re going to be at these four different bars or you can apply a hook to it. We’re hooking this promo by calling it “The Jet-Toura-a-Loora” [Editor’s note: I made him spell it for me], then adding the bells and whistles around this hook. I don’t really want to toot our horn, but in the tri-state area, I would put our promos up against anyone’s and say ours are the best.

JEFF: I live by the philosophy of simplicity – don’t make them too complicated. Do the who, what, when and where and at the same time, paint a picture for your listener. Good promos should play on the theatre-of-the-mind. We are lucky enough to be doing production on a digital eight-track and are using a lot of bells and whistles to paint those pictures in our promos. We run a couple of promos each hour. One’s a marketing promo which markets the radio station and tells listeners how we’ve changed and what we’re doing. The other promo can be a lot of different things, like a contest we’re doing, our 24-hour interactive promo line, or major promotions that involve our sponsors. When you’re asking people for what we call non-time revenue, or paid inclusion into a promo, you really have to make them sound bigger than life. We use Art Morrison from KKBT in Los Angeles as our voice talent and he has the bigger-than-life sound.

JOE: All the information should be spelled out in the first three lines of the promo – the name of the radio station, the address and date of the event, or if it’s contesting, the name of the contest, what the listener can win and so on. A lot of programmers try to get too cutey and surround the concept with too much production value without remembering the listener just wants to know what they can win and how they can win it. It’s okay to be cutey, but do it after you’ve given them the information they want to hear.

JOHN: The basis of any promo begins with the script. The copy needs to set them up at the beginning for what they’re about to be told, then go into details and at the end, review what they were just told. It’s really basic. If the written copy doesn’t communicate the message, I doubt the produced copy will, either.

When you sit down with your production team, are there mandatory ingredients in every promo?

NEIL: You have to make sure you’re giving your audience the nuts-and-bolts of what you’re promoting. Things like the time, the place, what’s going to be there, what’s it about, does it cost anything... Not that our promotions ever cost anything, but you need to point it out. Our voice man, J.J. McKay, produces things for us line by line. We don’t have anything longer than a sentence at a time. We build our promos like that. We then use the production elements to pull it all together.

JEFF: I have my input, but I’m very lucky to have a guy who has a very creative mind. I’ve only had a couple of instances in my programming career where I’ve had to direct people to do what I wanted. I know what I want, but I’m not a production guy, so I rely on production guys to get my ideas on the air. If you have a creative production guy, odds are promos will come back better than what you asked for anyway.

JOE: I believe in big produced promos, too, but the production elements should enhance the understandability of what the promo is about or to create
Return To Innocence

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WBBO GREENVILLE  KBFM BROWNSVILLE/ MCALLEN  WFMF BATON ROUGE  KHTT TULSA  KKRD WICHITA
WPST TRENTON  WSTO EVANSVILLE  KZMG BOISE  AND MORE!

B97 NEW ORLEANS 15-7*
KDWB MINNEAPOLIS D-25*

B95 BIRMINGHAM D-22*  WPXY ROCHESTER 26-23*  KHFI AUSTIN 25*  KZMG BOISE 28*  CK 105 FLINT 35-29*

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WKBQ ST LOUIS 14-12*  B97 NEW ORLEANS #18*  Z100 NEW YORK #18*
KIIS LOS ANGELES 25-23*  KRBE HOUSTON D-28*

WPST TRENTON 8-7*  WRQK CANTON 11-7*  WCIL CARBONDALE 17-13*
WKCI NEW HAVEN 24-17*  KMKC FAYETTEVILLE 20-17*  WZAT SAVANNAH 19-14*
KIOC BEAUMONT 35-28*  WXXL ORLANDO D-29*  KWTO SPRINGFIELD D-26*

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excitement for the prize. There’s no reason to put production elements in a promo if they don’t do this or increase the stature of your radio station in some sense. I try to convey these things to my production guys.

JOHN: We sit down with the Production Director and discuss the copy and the elements that need to be in the promo. We’ll go as far as giving him the pieces of music we want to be included in the promo and even the type of effects we want. I do believe you can overproduce things to the point where the production will detract from the message you’re trying to convey. Bells and whistles are okay, but there’s a fine line to watch out for when you produce promos.

**Discuss the placement of promos within your clocks.**

NEIL: For the most part, we play them at the :10 break. We’ll generally just pre-promote something we’re going to talk about or do later on in the hour then “barn” right into the commercials. There’s a real quick jock talk into the promo. If we don’t have spots at that placement, then we’ll just play the promo between records. It really depends on the daypart and the commercial load within the daypart.

JEFF: I’ve got one that goes into the stopset at 18 and one that’s the last element of the last stopset at :48 - :50. The one we go into at :18 is the marketing promo and we go into it dry... no talk. We put the commercial promo in a commercial set, where it belongs. Coleman Research convinced me to do the marketing promos about a year ago as a tool to further sell the positives of the radio station.

JOE: I’ve got a short promo that I use as a sweep between the second and third record each hour. It’s a stand-alone promo with nothing around it but music. I run a promo in each stopset, because if I’m going to run commercials for other businesses, then I’m going to run them for my own. These are the last element of each set with a jingle back into music.

JOHN: We always place the promos first in the stopset because you have the largest available audience at the beginning of the set as opposed to the end. I consider promos to be a premium item, so I go directly from music into them without stopping to talk. We run one promo an hour at the first stopset, which is at :20. If it’s a light commercial load on overnights or something, we move it to the :50 set.

**What is the best on-air produced promo you’ve ever heard on a radio station?**

NEIL: That’s tough because we really try to outdo ourselves with each new produced promo. A few years ago, we did a promotion called “Show Us Your Sign.” We have a guy who’s a Robin Leach soundalike. He does it naturally because he has the same accent. During the promotion, we called him “The Jet Millionaire” because he was out on the street, giving away money to participating passersby. The audio he brought back for the promos was absolutely phenomenal. He really brought the promos to life.

JEFF: Undoubtedly, it was “The Last Contest.” The whole promo package was probably where I learned everything about doing promos via painting pictures or theatre-of-the-mind. A lot of young guys would be well served to get a copy of the package and listen to it.

JOE: WLS, in the late ‘70s, put together just tremendous promos. Jeff Davis was the promo voice at the time and put together promos that were entertaining, got the point out and made the station sound larger than life. I was one of those people who thought “The Last Contest” promos were more confusing than anything else.

JOHN: Probably the promos that were done at Q107 [WRQX] in Washington D.C. for “The Winners Choice Prize Catalogue.” That’s a mouthful, isn’t it? It was the market’s first large-scale sweeps promotion in years. It sold the bigness of the promotion, the volume of prizes being given away and the choices you could get. It was one of those contest catalogs comprised of five different pages and each page featured between five and 10 different items you could select from if your ticket matched up. It was a great promotion that really incorporated theatre-of-the-mind tactics in a way I haven’t heard in a long time.

—Dwayne Ward

You, too, can participate in The Network Forty’s Programmer’s Conference Call. Contact Dwayne Ward at (800) 443-4001.
With her "Human Behaviour" and "Big Time Sensuality," Björk has achieved seduction on a global scale, making her premiere solo album a stunning debut.

Produced by Nellee Hooper
Management: Bill Diggins/DMA Entertainment

YEAR'S BEST: DEBUT
BEST ALBUM OF THE YEAR
Melody Maker
Boston Rock
Philadelphia Inquirer
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BEST VIDEO
Grammy Nomination
Rolling Stone
Music Week Awards

BEST INTERNATIONAL NEWCOMER
BPI Award

BEST INTERNATIONAL FEMALE ARTIST
BPI Award

BEST PRODUCER
Music Week Award

"Like Sade's first album, and K.D. Lang's latest, Debut is the kind of record that will eventually find itself in almost everyone's living room."
—Time Out

Elektra
ON ELEKTRA COMPACT DISCS AND CASSETTES

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You experienced the roller coaster that is radio with your first job at WHTY (now WXXL) Orlando. Describe how it went.

"Y106," at one point, was an AC station. Rick Stacy and I were contacted about working there with formatic adjustments. Basically, I crossed the street and Rick came in from Fresno. We turned it into a Top 40 and inside of 18 months, we went from #14 in the market to #1 12+, 18-34 and #3 25-54.

However, the owner of the station got a loan called back, so he just about blew out the whole staff. We were making quite a lot of money at the time. He brought in a lot of people at a fraction of the cost. (Editor's note: As fate would have it, Gerry Kabrich was the person put in charge of cleaning house. He was given a list of who to fire; unfortunately, he told Steal the news on the day he returned from a vacation.)

Did the turn of events change your perception of a career in radio?

Being college-educated, it wasn't a thorough surprise. It's never pleasant or totally anticipated, but it's never totally unexpected, either. I got an offer to go to Y100 Miami, but before that deal came together, I got a phone call from the Eagle in Dallas. I flew out there and heard their air staff, which included Moby in the morning and Kidd Kraddick. I fell in love with the city and station and never made it to Miami.

Did the fact that you were joining a heavyweight air staff - and replacing Kidd Kraddick on nights - put extra pressure on you?

It was definitely a step up from Orlando, but like a lot of people in this business, I run on every challenge like gasoline. It just pumps me up even further. Being on the air in Dallas was truly a great experience. How did you, as a night guy, convince Joel Folger to promote you to MD?

I probably made way too many suggestions and told him too many of the songs we were playing sucked. Seriously, after a year of having a lot of input and spending way too much time at the station for just being a night guy, Joel apparently keyed into my work ethic and felt it was the move to make.

You were at The Eagle when it was in a pitched battle with Randy Kabrich's Y95. Did it affect your musical presentation?

The Eagle always had a unique musical presentation. In a sense, it was a forebearer of the Pirate's Rock 40 format. But I don't know if we made that many musical adjustments. It's hard to compete against someone like Randy Kabrich and not learn. He's an extremely sharp programmer.

No doubt about it, though, it was extremely competitive. Randy came straight from Tampa and employed some of those Power Pig-type tactics. That's not much fun for a broadcaster to deal with because the whole medium suffers when that stuff gets on the air. The audience gets lost in the crossfire.

Even though KEGI withstood and conquered Y95, eventually the Folger/Steal regime came to an end. Why?

They pretty much cleaned house. I was asked to stay on as APD/MD/afternoons, but at the risk of sounding like an athletic footwear commercial, life is short and I personally didn't believe in the direction
they were going to take the station. It
was simply a difference of opinion. I
can't put my heart and soul and 12
hours a day into something I don't
believe in.

What was your mindset when you
surveyed the job scene which, in
radio, is never an employer's market?

Actually, I was more selective in
where I wanted to work and not only
in a geographic sense. I prefer to
work in warm weather, but more im-
portant than that is the company you
work for. I couldn't be more delight-
ted than to work for Great American.
I actually heard about this job late in
the game. I was going for another job
when I heard this one was still open.
The more digging I did into Great
American, the more they looked like
a tremendous group of broadcasters
who were - and are - ethical, thor-
ough and very professional. So I met
them at the NAB in New Orleans
and it started to come together.

When you say "digging," does that
mean you talked to other Great
American station PDs and current
and/or former station employees?

It's everything you mentioned
and more. Not only do you talk to
the people who work for them, but
to the people who competed against
them, the consultant who works for
them, the record community - you
can't do too much research on a
prospective employer. Look at it this
way: They do enough research on
you; it's just as wise to make sure to
be just as inquisitive with them as
they are with you.

You got the gig over a lot of big-name
PDs. What do you think made them
take a chance on someone who had
never been aPD?

There is a negative perception in
the industry about a lot of APDs and
MDs who move on to program, but
in my case, it wasn't tough to con-
vince them of my abilities. They had
plenty of choices, but it came down
to what you do, not what title you
have. I've worked more than enough
has to qualify as aPD.

So you landed the WKRQ gig. How
did you find the station, besides
turning left at Nashville?

Even before you actually look at
ratings and research and get to know
the market, you walk into the build-
ing and catch the vibe or lack of one.
I didn't feel a winning vibe when I
first walked into Q102. They had
been floundering for a little while; they
had a couple of down books and they
knew something needed to be
done. So the first thing you have to
do is create a winning atmosphere.
A winning atmosphere comes before
you have a winning team.

Next, I looked at the station's his-

tory, the music they played, the pro-
motions they did, how they posi-
tioned themselves in the market and
promoted themselves on the air, on
the street and on TV. Once I had a

THE LONG AND WINDING ROAD

JIMMY STEAL

WTRR, Orlando on-air
WHLY "Y106" Orlando nights, APD/MD
KEGL Dallas nights/afternoons, APD/MD
Pirate Radio L.A. nights
WKRQ Cincinnati Program Director

firm grasp of what the station was, I
asked management what their ratings
goals were, then I formulated a plan
to get from point A to point B. So I
looked at the staff, reassured the win-
ners and replaced the rest.

How did it feel having the final say
on who stays and goes - instead of
being the one fired, being the one
who dropped the news?

Anyone who says something like
that is easy or fun is heartless. So, of
course, it's difficult, but when I see
people who aren't serious about
winning or are just negative... to
win, everybody needs to be on the
same page.

The station already had several
winners on the same page. Brian
Douglas, the APD/MD, has been a
pleasure to work side-by-side with.
He has such a passion for the music
and the industry, it makes coming to
work every day a lot of fun. We also
have a tremendous Promotion/Mar-
keting Director in Von Freeman. He
totally gets what the station is and

Did you change Q102 musically?

Q102, like many Top 40s around
the country, was perceived as playing
too much Rap music at the time.
Since Top 40 is the music of the day,
it has a tendency to always look for
the next thing, be it Rap or Alterna-
tive. Everybody has to keep in mind
that there is no next big thing, it's
playing the best songs from the gen-
ter that appeal to the audience you're
trying to attract. So we made our
sound more Mainstream and didn't
niche on the young end.

You also use a "best hits of '80s and
'90s" plug. That angle didn't really
work for KHS in L.A. What are you
doing to make it work for you?

I can't speak for what happened in
L.A. because the markets are so differ-
ent, but we came to the conclusion
that just playing the hits of today
wasn't enough to garner an adult audi-
ence. We still play today's hits, but
as our listeners grow up, they retain an
interest in songs that generate memo-
ries of their college days or being sin-
gle. As great as the new Deep Forest
song is, it doesn't come along with
memories. Any Top 40 that's trying
to generate appreciable adult numbers
needs the perfect balance of songs
that have a positive memory-orientation
with the best of the new stuff.

Isn't it a delicate balance to stretch
today's youth-oriented hits to
the baby-boomer Oldies?

It depends on what you consider
today's hits. We've got Don Henley's
"Sit Down You're Rocking The Boat"
in power and Janet Jackson's "Where
Are You Now" in currents; neither is
a single. One of the most important
things I've learned is you make the
hits for your market, or to be more
accurate, they make the hits for you.
They'll tell you what they like so you,
in turn, set your rotations.

I'm micro-focused on 25-34 fe-
males to drive the low end of the 25-
34 demo which, up to this point, has
been done very successfully. It's true
that with the older material, you have
to know how much of it to play and
when.

WKRQ is enjoying its best ratings in
years. As with any successful PD, it's
only a matter of time before you'll
get offers from bigger stations in
dother markets. Do you have any
goals on where you'd like to work?

Having already worked in Dallas
and, albeit briefly, in L.A. and having
grown up in New York, I don't feel a
big lure of major-market-itis. My #1
priority is quality of life. As long as
I'm in a situation where I can con-
tinue to make the station prosper and
I'm being taken care of, I'm happy.
I want to do fun radio and they're giv-
ing me that opportunity right now.
No one knows what the future holds.
I do have some goals outside of radio.

I've always told myself that I nev-
er wanted to be an old disc jockey
or an old PD. When you look at what
we do in radio, we're marketing a
very specific product to the masses.
I really enjoy the process of perfecting
a product and employing mass me-
dia to market it. Where this takes
me, I don't know. The one thing
I've learned from the past is that
you're rarely accurate when you sec-
ond-guess the future, with the way
technology is evolving, it will be
exciting.
The next release from River Of Dreams takes no one by surprise, due largely to the number of Top 40 stations already on this ballad. If your station targets the all-important 25-34 demo and you’re not out-of-the-box on this passionate sonnet, then you’re in trouble. An absolute no-brainer, “Lullabye (Goodnight, My Angel)” is set to be a multi-format, multi-demo smash. This imminent Top-10 record is supported by Billy Joel’s current North American tour.

Sounding strikingly familiar to the early days of Michael Bolton, newcomer Rosco Martinez has already generated a tremendous early buzz. Stations nationwide are spinning this mid-tempo smash (including an add at KKFR Phoenix and seven plays daily at KISS-FM L.A.), weeks before pulling up to the starting gate.

Co-produced by Peter Wolf (who is no stranger to successful acts himself), AC, Top 40 and MTV will be around for this ride as the debut masterpiece is sure to trigger a buying mood in adults. Get on this one early and stay late as the unique Rosco sound and catchy hook make “Neon Moonlight” an around-the-clock hit.

Bouncing from the club scene into the Mainstream comes this female quartet. Packing more than a powerful punch, the high energy Dance track emerges just when programmers are thirsty for an uptempo groove. Several mixes broaden the airplay and club possibilities, as this R&B-spiced jam should be an instant reactionary tune. Added four weeks ago at MTV, the slickly produced melodic song is initially recommended for night play.

Definitely funky and House, this newcomer storms onto the music scene with a tremendous amount of potential. Already buzzing at Crossover and generating hot club action, the timing appears to be just right for an uptempo accessible Dance track.

WORL-A-GIRL

“Put Down The Gun” (Columbia)

A simply brilliant piece of music from an eloquent painter of lyrics. Written by Michael Bolton for Bragan as a return favor for Bolton’s performance of the Bragan-penned, “How Am I Supposed To Live Without You,” this emotional epic is sure to touch females and males alike. Already a strong contender at AC, the soloist with three Top-10 hits heads for the top again. Sentimental and smooth, this ballad should begin rotation at middays before opening to other dayparts.

FAST FORWARD

WORKING WELL: Programmers may have initially thought it to be “too hip for the room,” but many have reconsidered Possum Dixon’s “Watch The Girl Destroy Me” (Surf Detective/Interscope/AG) as it’s exploding in every geographic region. WPIL Philadelphia APD Chuck Tisa claims the song is great for night play. From Kalamazoo’s WKFR and Savannah’s WZAT to Anchorage’s KPXR, all fingers point to a unique reactionary hit... The groundwork has already been laid for the second Top-10 hit for...
Tevin Campbell

"I'm Ready"

New This Week On:
WAKS Columbus
WJMN Boston
KMLE San Francisco
PRO-FM Providence
KUBE Seattle
KKBT Los Angeles
KHTT Tulsa
KIKI Honolulu
KJ163 Oklahoma City
WMEE Fort Wayne
WNOK Columbia
KPRR El Paso
KQMG Honolulu
KRO Tucson
WSPK Plough Inkeepie
WVKS Toledo
CK105 Flint
WXKB Ft Myers
And 12 More!

Gaining New Rotations!
WHXJ Jacksonville 12-3*
KBZK Houston 8-7*
Power Pig Tampa 17-12*
KJMJ Dallas 19-15*
92Q Baltimore 26-17*
Q106 San Diego 10-16*
WHHT Detroit 22-20*
Q102 Philadelphia 28-21*
WKSE Buffalo D-22*
KSFK Sacramento D-23*
WXKS Boston 26-24*
WHHH Indianapolis 27-25*
KTFM San Antonio 25*
Hot 97,7 San Jose 28*
WPSC Washington, D.C. D-29*
KUTO Salt Lake City D-30*
WWRX Providence D-30*

The follow-up to his No.1 gold single, from the platinum album of the same name.

Produced by Babyface and Daryl Simmons.
Management: Rhonda Byrd/Ron Weisner.

Active!
SoundScan LP 29-27*

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The Cranberries. Following the debut single, "Linger," is the mass-appeal track, "Dreams," (Island/PLG) that already enjoyed a successful run on The Network Forty X chart last summer... WZKX Gulfport MD Bryan Rhoades says Babyface "And Our Feelings" (Epic), along with Tevin Campbell's "I'm Ready" (Qwest/WB), are reacting positively after just a couple of weeks of airplay... WKSI Greensboro PD Chuck Finley is among many programmers who are seeing phenomenal phones on Elton John & RuPaul's "Don't Go Breaking My Heart" (MCA). The remake of the previous #1 smash is for real... Log WKMX Dothan as another Southern station collecting hot phones on The Crash Test Dummies' debut hit, "MMM MMM MMM MMM" (Arista).

STILL HOT: KISX’s PD Michael Storm tells us if you want females, play Terence Trent D’Arby’s "Let Her Down Easy" (Columbia). We continue to hear that story every week on TTD!.. The Counting Crows' debut hit single, "Mr. Jones" (DGC), may be the biggest hit so far this year - phones are hot, early research is strong and sales continue to go through the roof. As a matter of fact, the album, August And Everything After remains atop The Network Group's retail chart... By the way, how about a big high-five congratulatory hand slap for KZZU's PD Kendall Hopkins and wife Trish, who welcomed their son Michael John into the radio world last Tuesday!.. Also a handshake for WNOK Columbia PD Jonathon Rush for his cameo appearance as color man in the James Caan movie, The Program. Also smoking where being played is Ovis with "Regular Thang" (Restless) which is also a personal favorite of the Network Forty/Es GM/VP Gerry Cagle.

COUNTERPROGRAMMING: From the New Orleans files, WEZB announced the debut of a nightly program called "Planet B." The show cranks the hottest Alternative music on the cutting edge, but still popular enough to cross into the Top 40 ring. The interesting concept allows B97 to offer different nighttime programming to what their Urban counterparts are doing in the market.

- John Kilgo

Upcoming Record Releases
This Month:

THE BREEDERS
"Divine Hammer" (4AD/ELEKTRA)

GABRIELLE
"I Wish" (GO DISCS/LONDON/PLG)

GENERAL PUBLIC
"I'll Take You There" (EPIC)

RALPHI ROSARIO PRESENTS XAVIERA GOLD
"You Used To Hold Me '94" (2P CTRLY HYP)

I TO I
"The Right Time" (NEXT PLATEAU/FERR/PLG)

JOSHUA KADISON
"Beautiful In My Eyes" (SBK/ERG)

MADONNA
"I'll Remember" (MAVERICK/SIRE/WB)

THE PROCLAIMERS
"Let's Get Married" (CHRYSALIS/ERG)

TEARS FOR FEARS
"Elemental" (FONTANA/MERCURY)

TONI BRAXTON
"You Mean The World To Me" (LAPACE/ARISTA)

CELINE DION
"Mislead" (550 MUSIC)

VANILLA ICE
"Roll 'Em Up" (SBK/ERG)
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<td>Portland</td>
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<td>KBBT</td>
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**Over 1000 Combined Spins!**

**Video**

- Stress Rotation
- "Buzz Clip!"
- & Rotation!

**#1 Video In The Country!**

**SoundScan Album #25**

**Appearing On David Letterman:**

- March 29th

**Modern Rock Chart 3* AAA LP: #2 In The Country!**

---

### Rush - "Nobody's Hero"

**Overwhelming Demand For Sold Out Tour In Progress!**

**Already Top 10 AOR Track!**

**Add Date This Monday March 7th!**

**Look For Immediate Phones And Sales!**

---

### Laura Branigan - "It's Been Hard Enough Getting Over You"

**Already Top 30 AC Hit!**

**Breaking:**

- Boston! Philadelphia!
- Portland! Detroit!
- Salt Lake City! Denver!
- New Orleans! Tampa!

**Add Date This Monday March 7th!**

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1. Salt-N-Pepa w/En Vogue, Whatta Man
2. Ace Of Base, The Sign
3. All-4-One, So Much In Love
4. Mariah Carey, Without You
5. Us3, Cantaloop (Flip Fantasia)
6. Counting Crows, Mr. Jones
7. Xscape, Understanding
8. Salt-N-Pepa, Shoop
9. Crash Test Dummies, MMM MMM MMM MMM
10. Celine Dion, The Power Of Love

KYIS OKLAHOMA CITY, MIKE ALEXANDER
1. Tom Petty, Mary Jane's
2. Ace Of Base, The Sign
3. Mariah Carey, Without You
4. Celine Dion, The Power Of
5. Eternal, Stay
6. All-4-One, So Much In Love
7. Counting Crows, Mr. Jones
8. Big Mountain, Baby I Love

KJYO OKLAHOMA CITY, TODD TUCKER
1. Salt-N-Pepa, Whatta Man
2. All-4-One, So Much In Love
3. Becks, Loser
4. Mariah Carey, Without You
5. Salt-N-Pepa, Shoop
6. Xscape, Understanding
7. Counting Crows, Mr. Jones
8. Celine Dion, The Power Of

WIFI BUFFALO, CATFISH COOPER
1. Salt-N-Pepa, Whatta Man
2. Tom Petty, Mary Jane's
3. Ace Of Base, The Sign
4. Meat Loaf, Rock And Roll
5. Us3, Cantaloop
6. Whitney Houston, Queen Of
7. All-4-One, So Much In Love
8. Counting Crows, Mr. Jones

WDJX LOUISVILLE, MIKE SHANNON
1. All-4-One, So Much In Love
2. Salt-N-Pepa, Whatta Man
3. Us3, Cantaloop
4. Tom Petty, Mary Jane's
5. Crash Test Dummies, MMM
6. Celine Dion, The Power Of
7. Salt-N-Pepa, Shoop
8. Mariah Carey, Without You
9. Ace Of Base, The Sign

KISW SEATTLE, MIKE HAYES
1. Salt-N-Pepa, Whatta Man
2. Tom Petty, Mary Jane's
3. Ace Of Base, The Sign
4. Meat Loaf, Rock And Roll
5. Us3, Cantaloop
6. Whitney Houston, Queen Of
7. All-4-One, So Much In Love
8. Counting Crows, Mr. Jones

WAXR DALLAS, RICK WILSON
1. Salt-N-Pepa, Whatta Man
2. Tom Petty, Mary Jane's
3. Ace Of Base, The Sign
4. Meat Loaf, Rock And Roll
5. Us3, Cantaloop
6. Whitney Houston, Queen Of
7. All-4-One, So Much In Love
8. Counting Crows, Mr. Jones

WBBM CHICAGO, KENDALL CRAMER
1. Salt-N-Pepa, Whatta Man
2. Tom Petty, Mary Jane's
3. Ace Of Base, The Sign
4. Meat Loaf, Rock And Roll
5. Us3, Cantaloop
6. Whitney Houston, Queen Of
7. All-4-One, So Much In Love
8. Counting Crows, Mr. Jones

WEBR CHICAGO, JUDE CROSBY
1. Salt-N-Pepa, Whatta Man
2. Tom Petty, Mary Jane's
3. Ace Of Base, The Sign
4. Meat Loaf, Rock And Roll
5. Us3, Cantaloop
6. Whitney Houston, Queen Of
7. All-4-One, So Much In Love
8. Counting Crows, Mr. Jones

WEBR CHICAGO, JUDE CROSBY
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3. Ace Of Base, The Sign
4. Meat Loaf, Rock And Roll
5. Us3, Cantaloop
6. Whitney Houston, Queen Of
7. All-4-One, So Much In Love
8. Counting Crows, Mr. Jones

WPLJ NEW YORK, A.J. HAMMER
1. Ace Of Base, The Sign
2. All-4-One, So Much In Love
3. Salt-N-Pepa, Shoop
4. Gabrielle, Dreams
5. Salt-N-Pepa, Whatta Man

WPLX PHILADELPHIA
1. Ace Of Base, The Sign
2. Crash Test Dummies, MMM
3. Counting Crows, Mr. Jones
4. Becks, Loser
5. Celine Dion, The Power Of

WMJL DETROIT, JIM CARR
1. Salt-N-Pepa, Whatta Man
2. All-4-One, So Much In Love
3. Becks, Loser
4. Mariah Carey, Without You
5. Salt-N-Pepa, Shoop
6. Xscape, Understanding
7. Counting Crows, Mr. Jones
8. Celine Dion, The Power Of

WFMX MICHIGAN, BILL ALLEN
1. Salt-N-Pepa, Whatta Man
2. All-4-One, So Much In Love
3. Becks, Loser
4. Mariah Carey, Without You
5. Salt-N-Pepa, Shoop
6. Xscape, Understanding
7. Counting Crows, Mr. Jones
8. Celine Dion, The Power Of

WZEE WASHINGTON, CATFISH COOPER
1. Salt-N-Pepa, Whatta Man
2. Tom Petty, Mary Jane's
3. Ace Of Base, The Sign
4. Meat Loaf, Rock And Roll
5. Us3, Cantaloop
6. Whitney Houston, Queen Of
7. All-4-One, So Much In Love
8. Counting Crows, Mr. Jones

WJSU MEMPHIS, BOBBY LEWIS
1. Salt-N-Pepa, Whatta Man
2. All-4-One, So Much In Love
3. Becks, Loser
4. Mariah Carey, Without You
5. Salt-N-Pepa, Shoop
6. Xscape, Understanding
7. Counting Crows, Mr. Jones
8. Celine Dion, The Power Of

WFXR ROANOKE, BILL LAWSON
1. Salt-N-Pepa, Whatta Man
2. All-4-One, So Much In Love
3. Becks, Loser
4. Mariah Carey, Without You
5. Salt-N-Pepa, Shoop
6. Xscape, Understanding
7. Counting Crows, Mr. Jones
8. Celine Dion, The Power Of

WVKE PITTSBURGH, DAVID HILL
1. Salt-N-Pepa, Whatta Man
2. All-4-One, So Much In Love
3. Becks, Loser
4. Mariah Carey, Without You
5. Salt-N-Pepa, Shoop
6. Xscape, Understanding
7. Counting Crows, Mr. Jones
8. Celine Dion, The Power Of

WQWQ CINCINNATI, EARL WATTS
1. Salt-N-Pepa, Whatta Man
2. All-4-One, So Much In Love
3. Becks, Loser
4. Mariah Carey, Without You
5. Salt-N-Pepa, Shoop
6. Xscape, Understanding
7. Counting Crows, Mr. Jones
8. Celine Dion, The Power Of

WGSU CHARLOTTE, WILLIAM HALE
1. Salt-N-Pepa, Whatta Man
2. All-4-One, So Much In Love
3. Becks, Loser
4. Mariah Carey, Without You
5. Salt-N-Pepa, Shoop
6. Xscape, Understanding
7. Counting Crows, Mr. Jones
8. Celine Dion, The Power Of

WQKS WIKES, RICK WILSON
1. Salt-N-Pepa, Whatta Man
2. All-4-One, So Much In Love
3. Becks, Loser
4. Mariah Carey, Without You
5. Salt-N-Pepa, Shoop
6. Xscape, Understanding
7. Counting Crows, Mr. Jones
8. Celine Dion, The Power Of

WGPS CLEVELAND, PHIL RICKETTS
1. Salt-N-Pepa, Whatta Man
2. All-4-One, So Much In Love
3. Becks, Loser
4. Mariah Carey, Without You
5. Salt-N-Pepa, Shoop
6. Xscape, Understanding
7. Counting Crows, Mr. Jones
8. Celine Dion, The Power Of

WVKS TOLEDO, CURT KRUIZE
1. Beck, Loser
2. All-4-One, So Much In Love
3. Salt-N-Pepa, Whatta Man
4. Ace Of Base, The Sign
5. Xscape, Understanding

WPST TRENTON, BRIAN DOUGLAS
1. Beck, Loser
2. Crash Test Dummies, MMM
3. Salt-N-Pepa, Whatta Man
4. Counting Crows, Mr. Jones
5. James, Laid

WKSE BUFFALO, SUE O'NEIL
1. Salt-N-Pepa, Shoop
2. Snoop Doggy Dogg, Gin And
3. Deep Forest, Sweet Lullaby
4. Salt-N-Pepa, Whatta Man
5. Domino, Getto Jam

WKCI NEW HAVEN, KELLY NASH
1. Beck, Loser
2. Salt-N-Pepa, Whatta Man
3. Aerosmith, Amazing
4. Crash Test Dummies, MMM
5. Counting Crows, Mr. Jones

THE HOT FM
96.3
WRHT NEW BERLIN, CHRIS CROSS
1. All-4-One, So Much In Love
2. Salt-N-Pepa, Whatta Man
3. Beck, Loser
4. Xscape, Understanding
5. Ace Of Base, The Sign
Let Her Down Easy

The new song and video from his album
"Symphony Or Damn
(Exploring The Tension Inside The Sweetness)."

Try not to be affected by this song.
Produced, written, and arranged by TTD.
Management: Lippman Entertainment

COLUMBIA

Lyric ©1993 EMI Virgin Songs Inc. All Rights Reserved.

“People are literally going nuts for this song. It’s our #8 requested record overall and #5 adult requests. Lyrically, it’s so incredibly beautiful. It’s one of those songs that just hits you in the gut every time you hear it on the radio.”

—Michelle Stevens, PD, WPST,
Trenton/Philadelphia

“Because of the great market airplay on Terence Trent D’Arby, there is increased customer awareness. We are seeing strong sales on both the single and the album.”

—Joe Nardone, Jr. (Buyer)
Gallery Of Sound Retail Chain,
Philadelphia

“You need to up the rotation to get the response this record deserves... We’re spinning it 20 times a week and the response has been very strong.”

4 X’s a day, ranked #15
Local single sales more than tripled this week!

—Scott Chase, MD-WOVV
West Palm Beach
26

WVSR Charleston, T.J. Stevens
1. Salt-N-Pepa, Whatta Man
2. U2, Cantaloup
3. All-4-One, So Much In Love
4. Ace Of Base, The Sign
5. Bruce Springsteen, Streets

WKZW Peoria, Andy Masur
1. All-4-One, So Much In Love
2. Domina, Getro Jam
3. Juliet Roberts, I Want You
4. Mariah Carey, Without You
5. Beck, Loser
6. Salt-N-Pepa, Whatta Man
7. Crash Test Dummies, MMM
8. Ace Of Base, The Sign
9. Super 102

WSNX Grand Rapids, Luke Sanders
1. Salt-N-Pepa, Whatta Man
2. Beek, Loser
3. U2, Cantaloup
4. Xscape, Understanding
5. Bruce Springsteen, Streets

WRCK Utica, B.B. Good
1. Salt-N-Pepa, Whatta Man
2. U2, Cantaloup
3. Ace Of Base, The Sign
4. All-4-One, So Much In Love
5. Domina, Getro Jam

K7 Zanzi Zang
1. Snoop Doggy Dogg, Gin And
2. A Lighter Shade Of, Hey DJ
3. K7, Zanzi Zang
4. R. Kelly, Bump N’ Grind
5. Jodeci, Cry For You
6. Ace Of Base, The Sign
7. Domina, Getro Jam
8. Eternal, Stay
9. Big Mountain, Baby I Love

KZZU FM Spokane, Casey Christopher
1. Aerosmith, Amazing
2. All-4-One, So Much In Love
3. U2, Cantaloup
4. Def Leppard, Miss You In A
5. Richard Marx, Now And
6. Counting Crows, Mr. Jones
7. Ace Of Base, The Sign
8. Don Henley, Sit Down
9. Prince, The Most Beautiful

KKRD Wichita, Greg Williams
1. U2, Cantaloup
2. Prince, The Most Beautiful
3. Ace Of Base, The Sign
4. All-4-One, So Much In Love
5. Salt-N-Pepa, Whatta Man
6. Counting Crows, Mr. Jones
7. Tom Petty, Mary Jane’s
8. Janet Jackson, Because Of
9. Meat Loaf, Rock And Roll
10. Mr. Big, Ain’t Seen Love

WSPK Pourhouse, Scotty Mac
1. Snoop Doggy Dogg, Gin And
2. A Lighter Shade Of, Hey DJ
3. K7, Zanzi Zang
4. R. Kelly, Bump N’ Grind
5. Jodeci, Cry For You
6. Ace Of Base, The Sign
7. Domina, Getro Jam
8. Eternal, Stay
9. Big Mountain, Baby I Love

WFLY Albany, Ellen Rockwell
1. All-4-One, So Much In Love
2. Snoop Doggy Dogg, Gin And
3. Xscape, Understanding
4. U2, Cantaloup
5. Me’Shell NdegeOcello, T
6. Domina, Getro Jam
7. Salt-N-Pepa, Whatta Man
8. R. Kelly, Bump N’ Grind
9. Jodeci, Cry For You
10. Ace Of Base, The Sign

WXX Green Bay, Steve Louidus
1. Adam Sandler, Lunch Lady
2. Ace Of Base, The Sign
3. Salt-N-Pepa, Whatta Man
4. Salt-N-Pepa, Shoop
5. Celine Dion, The Power Of
6. All-4-One, So Much In Love
7. Tom Petty, Mary Jane’s
8. U2, Cantaloup
9. Mariah Carey, Without You
10. Ace Of Base, The Sign

WZYP Huntsville, Wally B.
1. Ace Of Base, The Sign
2. All-4-One, So Much In Love
3. Counting Crows, Mr. Jones
4. Xscape, Understanding
5. Danzig, Mother
6. Mariah Carey, Without You
7. Tom Petty, Mary Jane’s
8. Janet Jackson, Because Of
9. The Breeders, Cannonball

WMME Augusta, Jeff Andrews
1. Crash Test Dummies, MMM
2. Salt-N-Pepa, Shoop
3. Ace Of Base, The Sign
4. Salt-N-Pepa, Whatta Man
5. Meat Loaf, Rock And Roll
CRANBERRIES

"Dreams"

Most Added Out Of The Box With 50 New Top 40's Including:

B97 Add!  WKBQ Add!  KKFR Add!  KUTQ Add!  And Many More!
WAPE Add!  G105 Add!  WXXL Add!

Most Requested...Overnight At WNVZ Norfolk!
Added In Active Rotation!

SALT-N-PePA
EN VOGUE

"Whatta Man"

featuring

BDS Over 3000 Detections!
Moves 26-18* Airpower Mainstream Monitor!
#1* On The Rhythm Monitor! Over 2 Million LP's Sold!
Heavy Rotation!

BEE GEES

"For Whom The Bell Tolls"

"This record is performing beyond our expectations! We are getting lots of calls from listeners saying it's their favorite song on the album!"
Rob Roberts, Y100 Miami

Top 30 On The Adult Monitor!

KHMX Add!  WROX Add!  WXKS 23-21*

Management: The Left Bank Organization

EAST 17

"House of Love"

Airplay At:

KZFM  KBFM  KRBE
WKSE  KKSS

Also On The Air At:

WHHH  WAKS  WSNX
KPRR  KTFM  KS104
Power Pig  Power Pig  WKSS  Over 1 Million Albums Sold Worldwide!

I TO I

(pronounced Eye To Eye)

"The Right Time"

WFLZ Add!  KTFM Add!  KHTN Add!  WKZW Add!
KLIS
Los Angeles #28*
Z90
San Diego D-30*

KLYV 13-10*  KQMQ 25-21*
KHFI 26-24*  WTIC 28-26*
WKSF D-27*  KWIN 31-28*
WSPK D-31*
APRIL PROMO PLANNER

CELEBRATIONS OF THE MONTH

International Twin Twist Month
Any famous celebrity with the worst sense of humor is eligible for the most Tiresome Wit (TWIT) Award. Contact: Lauren Barnett, Box 29000, Ste. #608, San Antonio, TX 78229.

Have listeners nominate local twins... stage a local Mr. and/or Miss Twin contest events such as most boring speech, most amusing personal grooming habits, drab fashion show... hold a slob joke competition.

International Amateur Radio Month
To publicize amateur or "ham" radio operators. Contact: Dr. Stanley Drake, (704) 864-7906.

Listeners win chance to be a jack for a shift, read lines and do ads (with jokes providing color commentary)... do call-in using a CB... use a ham radio psychic to talk to celebrities at the afterlife.

Holy Humor Month (4/1-5/2)
To recognize the healing power of Christian humor, beginning with "Tools For Chris" on April 1st. Contact: (616) 324-0990.

Have Jesus or Moses do an airtight, speaking hyper-joke step, but using religious vocabulary... award prizes to listeners who can list God's plagues on the Egyptians... listeners win free next-to-last Suppers... then meet us in Hell.

April Fool's Day
Honors the printing of the first issue of BBF.

For every aspect, completely change joke names, station calls and market; use different accents or languages, etc. do remotes from fictional locations... stage call-in contests that have no winning answers.

Pro-Am Snipe Excursion and Hunt
Long-standing Moultrie, GA expedition to find the near-distinct appellation includes parade, ball, and festivities at Denim Wing of Snipe Museum. Contact: Beth Gay (912) 985-6540.

Have hosts become snipe exterminators who drop by businesses and offer to find, then remove snipe infestation... a snipe cuisine contest (best snipe slices)... at a local zoo, convince officials to place a North American Spotted Snipe sign placed in front of an empty cage, then have hosts or too official and warn passerby to be quiet and not to wake it.

Easter Egg Roll
The White House held its first Easter Egg Roll for kids on the South Lawn in 1877.

In a park, have kids paint, then try to roll (Chinese) eggs... create a nation's Easter Crispy Duck... bargain Easter Egg ass-and-exit (bust and breaking) contest... play Easter Egg tag, putting someone with an egg teams they're in.

Sally Rand's Fan Club
Inventor of the fan dance would be 90 today if she didn't die in 1979.

As a club, hold listener fan dance contests... create first with station logo on them... have jocks fan dance using electric ones... fan fashion show.

Cherry Blossom Special (3-10)
Washington, D.C. celebration heralds spring via the blossoming of cherry blossom trees.

Cherry pet spotting contest... paint cherry trees at local parks... cherry pie eating contest... cherry bathroom.

April Fooling Awards
Awards groups and/or individuals "who have frightened the daylight out of a large number of people" with scientifically dubious predictions. Contact: Alan Canha (201) 763-6392.

Insert fake winning news stories among other real ones, listen who guess the phony one wins... pull all station-group-off-the-air stunts... award prices to listeners with most convincing Chicken Little story.

National Reading A Road Map Week (4-10)
Promotes map reading as an enjoyable pastime. Contact: Roland Schidler, PO Box 707, Plymouth Meeting, PA 19462.

Create marker road maps, with clients located points on maps... put a prize in a certain client store, first listeners who wins a map to find it, wins... make fake maps of market, where the streets and directions aren't synched with reality.

National Tomb Sweeping Day
Tombstone holiday where halls of ancestors are sweep clean for roses to honor the deceased.

Jocks clean up graves of listeners' loved ones... bury had wrong in a grave, have listeners dance over them... "(Editor's note, Okay, so this isn't the best of days for a promotion. You could use a day off, anyhow!"

North Pole Discovered
In 1908, Robert Peary led an international party to the top of the world, proclaiming the worldwide response, "why?"

Place a "North Pole" at a class store, first listener to discover is wins. make station logos "jokes" for listeners to use as door jams, coast hangers or rest stop for dogs... Find some Polish person named North.

No Housework Day
Tom and Ruth Ray's latest excuse to take a day off. Contact them at (212) 368-6073.

Jocks do housework for winning listeners... award cleaning service to listeners with messy apartment, room, house, office... Jocks do housework for winning listeners, only they add more junk to the place.

Ozark UFO Conference
Arkansas, AR conference brings together researchers from all over the world to discuss the latest incidents Contact: Lucian Farah (501) 354-2558.

Encourage listener UFO sales... make some outrageous ones up yourself... do UFO traffic reports... listeners quantify for contests where they hear the Close Encounters keyboard riff.

National Geography Bee
Each state holds competitions in a geography bee. Contact: (202) 828-6659.

Hold local market geography contest, using client locations and local landmarks as questions... stage a geography spelling bee... "find it" contest where listeners win if they find Ann Bee.

Sorry Charlie Day
Honors Charlie the Tuna, who somehow regresses not being hooked, disemboweled and eaten. Go figure. Contact: Cathy Runyon (949) 392-1976.

Create an annual moment for stations to use in marketing campaigns. There have listeners drawn up lists for free prizes... have listeners suggest stations annual moments... have artists draw celebrity faces on fish, then play "Name That Tuna."

Godfrey Daniels!
W.C. Fields might be 115 today if he didn't breathe his liver in 1946.

W.C. Fields linebrokerate contest... have jocks talk like him... a kid-baiting contest... W.C. Fields trivia contest and film fest (tie-in with local theater or TV station).

National Lingerie Week (10-16)
Celebrates the glamour, allure and importance of lingerie. Contact: MINI Field (212) 807-8878.

Lingerie fashion shows, modeled by female - and male - listeners for prizes (major tie-in with lingerie store and club that holds show)... Do remotes at various lingerie "happening" parties... hold for celebrities at work... do remotes from lingerie slumber parties, then bail night-ock out of jail.

National Garden Week (10-16)
Honor the 43 million Americans who tend their own gardens. Contact: Natl. Garden Bureau, 1311 Butterfield Rd, ste. 310, Downers Grove, IL 60515.

Lose a piece of land to start a listener community garden... stage own garden shows... do indoor garden shows... give out seed packets with station logos on them, cruise fertilizer bags (hey, if the foot stick...)

Barbershop Quartet Day
Commemorates day in 1928 when 26 people in Tulsa, OK came together to form a musical preservation group. If only they had heat-seeking missiles back then.

Invite listener quartets to sing Top 40 and Rap hits in barber shop style... take them to slagpits places around town, like soda gourmet restaurants, financial homes, business offices, the DMV or unemployment office... Have morning town form own quartet to sing listeners in that style.

Anniversary Of The Big Wind
In 1934 at Mount Washington Observatory, NH, observers recorded wind gage that read 231 miles per hour. Of course, by the time they recorded it, they were in Luxembourg.

Do a "Break The Biggest Wind" contest and if you can't keep up with your own specifics, go back up Holy Humor Month and do 25 "Our Father..." Hold a Max Wind-Week contest for the longest and most boring speaker at a local club. Winner is one who gets most things thrown at him... in a large kiddie pool, have listeners make little sailboats. First one to blow the boat across the pool wins.

Springtime For Environmentalism
In 1962 Rachel Carson published the book, "Silent Spring," which detailed the effects of pesticides on nature. Probably signaled the beginning of the environmental movement.

Plant trees somewhere... do a "seed batteries for CDs" trade-out... or trade for other dangerous stuff, be it toxic cleansers, plates, pizza boxes or tobacco cigarettes from client restaurants.

Throwing Out The First Ball
In 1910, President William Howard Taft threw out the first baseball of the baseball season.

Throw out the first product at a special client store... the first (station logo) fisher at a beach. Bench held at a beach... the first drunk at a local club (and until another home in a taxi).

Income Tax Pay-Day
The day American taxpayers are supposed to file their previous year's accounts.

Offer a messenger service to take taxes forms to post office... offer to stamp the envelopes needed to mail the forms... offer to pay for listeners to (shame tax, that is).

Clown Town Colossal VI (15-17)
The Academy Awards of Clowning, staged in Delavan, WI, features parade, clown shows and enough greasepaint to lure Denmark, Denmark (410) 728-9075.

-Inspired and compiled by Jeff Silberman.
THE NETWORK FORTY

APRIL PROMO PLANNER

Make up packs of cookies, send them to remote listeners and listeners who can ID who they are won prizes; send listeners to clown college, have them perform at remotes... stuff a man of clown listener in a very small car.

16
National Stress Awareness Day
Focuses public awareness on stress as a contributor to health problems. Held the first day after income taxes are due. Contact: Morton C. Orman, MD (410) 732-1900.
Encourage listeners in high-stress positions to call in and be counseled by stress, who always responds, "Well, calm the F#$* down... Play very melodic music bride for stressed-out callers... offer free massages to stressed out listeners as remotes.

17
National Coin Week (17-23)
To promote harmony and love of numismatics (not a disease or allergy) and the hobby of coin collecting. Contact: James Taylor (719) 632-2664.
Make up coins with the pick's faces on one side and call letters on the other. Give 'em away. Listeners see them as money as at selected client stores go to a mail, put a national coin in the coin return slot of a pay phone, have listeners run to find it.

18
World Cow Chip Throwing Contest (18-23)
Dung-fingers from around the world converge in Beaver, OK for renowned "artistic" event. Contact: (405) 625-4726.
Here a potato chip throwing contest... chocolate chip... one chip juggling contest... one chip shot put.

19
Look-Alike Day
To recognize people who look like someone else. Contact: Jack Fenzl, WPXI-TV, Pittsburgh (412) 237-4952.
For "Separated At Birth Night" at a club, listeners win prizes for looking just like someone on air staff... or if they're celeb lookalikes... hold a "Dress-Alike" party at a club where the main people who are dressed exactly the same win prizes.

20
Night Of A Thousand Stars
A "Great American" read-aloud, where celebrities read great books or libraries across the country. Contact: (312) 281-5841.
Have celeb or jack "read" Rap or goofy folk lyrics as it were poetry... read stories of folks on air, free listener to ID song wins prize... have artists, where they do promo appearances, read their folk lyrics like poetry.

21
Kindergarten Day
A day to recognize the importance of play, games and "creative self-activity" in child education.
At a club, stage a "20-something Kindergarten," where listeners come in to be taught (or on air remote) by Mr. Rogers-styled jack simple lessons about life, way along to record, take a nap, dance in a circle to music and have milk and cookies... for a station-sponsored caused, offer free appeare for parents to attend show... Have jack put on a ritual music to become Led Barcley, the discuenser rocke, with long poofy hair and gold lame pants) in station listener kid and listeners at station appearances at record stores (where children's albums are given away).

22
Earth Day
The 24th annual celebration of environmentalism. The same ideas outlined on the 15th would work here as well... also do graffiti clean-ups, give out coupons for free room checks... make reusable bubble shopping bags with station logo on them.

23
Peppercorn Payment
In 1816, the governot of Bermuda accepted one peppercorn as payment for rent of the Old State House. Talk about your rent control.
Hold a contest at a club; payment to get in is clove, peppercorns or pieces of rock salt... hold a food expo where everything is fostered using fruit or vegetables... do remotes, where you place requests for people who donate fresh food (that's later uses to feed new missions).

24
National Give-A-Sample Week (24-30)
Highlights the giving of free samples to public. Contact: Robert Jackson (612) 375-0141.
Get manufacturers and clerks to offer their freebies as station-sponsored Expo... give prizes away to listeners who give blood samples to blood bank.

25
Professional Secretaries' Week (24-30)
Acknowledges the vital contribution of secretaries to the growth and evolution of the free world.
Secretary Olympics, events include: best dictating, office chair races, best coffee brewer, putting most lines on hold without losing calls. Offer temp service to employers whose employee participate and win competition.

26
Richter Scale Day
Honors the important contributions of Charles Richter and his work in developing an earthquake magnitude scale.
Go to a hotel and vioke beds up to remote reviews. Listeners who shake the bed the longest time (false no rest period) win prizes... if there's a faults live in your markets, do a remote from there and revsit the hotel listeners to pump up and down on it... Use a sound meter as a Richter scale to gauge the louder events.

27
Typewriter Toss
KQSK AM/FM Springfield, MO give participating secretaries the chance to throw a typewriter from a cherry-picker nearly 50 feet in the air. The typewriter that lands closest to a bullseye wins an array of prizes. Contact: Mark Phillips (719) 805-1099.
This can be done with create cellular phones, portable TVs, remotes, burned-out Mr. Coffer brewers, etc.

28
Kiss-Your-Mate Day
Show your mates how much you care by kissing him/her when he/ she least expects it. Hey, it's cheaper than a ring... Contact: Alan W. Brue, 6024Habbrook Apts., Ichaga, ITH 14850.
Station destined listeners to these loved ones' work to plant a surprise kiss on em. "Kiss" station should offer free lipstick to listeners... have a mass kiss-off at a remote... longest kiss marathon... kiss your favorite jock... all-in surprise kiss on other parts of the body beside the face.

29
National Dream Hotline (4/29-5/1)
Sponsored by the School of Metaphysics, faculty and staff will man the hotline from 6:00 pm CDT Friday until midnight Sunday. Contact: Dr. Barbara Condon (417) 782-2444.
Encourage listeners to describe their dreams on air; a shrink could analyze them... set up dreams dates (listeners with people they're too scared to ask out)... have listeners write in their dreams, read them on air, call in within a certain length of time win prizes.

30
National Honesty Day
Celebrates honesty and honorable people via Honest Abe Awards Contact: M. Hirth Goldberg (410) 653-4644. (Editor's note: Barry Gage has won this award for his perpetually honest dealings in his radio and publishing careers. And I just lost any chance to win one forever.)
Award prizes to women who honestly answer questions about her age and weight... call up listeners, ID station and tell them she's won, but ID 'em as someone else. Whoever turns the prize wins it... Jacks man a restaurant counter, give away too much money back to change. Whoever returns the discrepancy wins a prize.

International School Spirit Season
Honors those who uplift their school's spirit. Contact: Jim Hawkins (619) 280-9999.
Great to attract not only high schools, but local colleges and even pro sports teams. For pro teams, hold contests at various bars. Have people make up men cheer, must original and funny ones win prizes like free tickets and sports merchandise.

APRIL

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29
### Street Chart

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<th>Artist/Song</th>
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<tbody>
<tr>
<td>1</td>
<td>1</td>
<td>SALT-N-PEEPA W/EN Vogue, Whatta Man</td>
<td>Next Plateau/London/PLG</td>
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<td>7</td>
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<td>R. KELLY, Bump'N Grind</td>
<td>Jive</td>
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<td>3</td>
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<td>TONY TONI TONE, (Lay Your Head On My) Pillow</td>
<td>Wine/Mercury</td>
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<td>5</td>
<td>5</td>
<td>JOEDED, Cry For You</td>
<td>Uptown/MCA</td>
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<td>6</td>
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<td>ZAHNE, Groove Thang</td>
<td>Motown</td>
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<td>ALL-4-ONE, So Much In Love</td>
<td>BMG/Great Alliance</td>
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<td>MARIAH CAREY, Without You</td>
<td>Columbia</td>
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<td>SNOOP DOGGY DOGG, Gin And Juice</td>
<td>Death Row/Interscope/AG</td>
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<td>3</td>
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<td>JANET JACKSON, Because Of Love</td>
<td>Virgin</td>
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<td>11</td>
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<td>ACE OF BASE, The Sign</td>
<td>Arista</td>
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<td>MINT CONDITION, (I Send Me Swinging)</td>
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<td>US3, Can't Stop (Flip Fantasia)</td>
<td>BMG/Great Alliance</td>
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<td>12</td>
<td>ESCAPE, Understanding</td>
<td>So So Def/Columbia</td>
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<td>13</td>
<td>13</td>
<td>CECI PENISTON, I'm In The Mood</td>
<td>A&amp;M</td>
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<td>21</td>
<td>21</td>
<td>A LIGHTER SHADE OF BROWN, Hey D</td>
<td>Mercury</td>
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<td>ETERNAL, Stay</td>
<td>1st Avenue/EMI/ERC</td>
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<td>22</td>
<td>22</td>
<td>CELINE DION, The Power Of Love</td>
<td>550 Music</td>
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<td>BABYFACE, Our Feelings</td>
<td>Epic</td>
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<td>PRINCE, The Most Beautiful Girl In The World</td>
<td>NPG Records/Bellmark</td>
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<td>27</td>
<td>27</td>
<td>TEVIN CAMPBELL, I'm Ready</td>
<td>Qwest/WB</td>
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<td>15</td>
<td>15</td>
<td>SALT-N-PEEPA, Sheep</td>
<td>Next Plateau/London/PLG</td>
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<td>16</td>
<td>DOMINO, Getta Jam</td>
<td>Outburst/ny/Chaos</td>
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<td>Uptown/MCA</td>
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<td>KT, Zunga Zeng</td>
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<td>TONI BRAXTON, Seven Whole Days</td>
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<td>ICE CUBE, You Know How We Do It</td>
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<td>TEVIN CAMPBELL, Can We Talk</td>
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<td>LENNY KRAVITZ, Heaven Help</td>
<td>Virgin</td>
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### Rhythm Nation

BIG BOOBZ... Being a big-time radio programmer certainly has its perks. Just ask KMEI APD Mike Marino and Wild 107 APD/MD Michael Martin, who were scene hanging with a Dolly Parton look-a-like last week. Could the two be contemplating a career in plastic surgery — they were literally "buried" in deep conversation with the bouxan blonde (discussing the mating habits of the paleolithic hunter-gatherers of Siberia, no doubt).

SCREEN RAPPER'S GUILD... Tupac Shakur — 2Pac — lists the silver screen yet again, appearing in the upcoming flick, Above The Rim. The OST (Death Row/Interscope/AG) will feature tracks by 2Pac, Bell Biv Devoe, Onyx, H-Town and Al B. Sure's remake of Al Green's classic "I'm Still In Love With You"... Crazy Sam, host of NYC public-access cable show "Nervous Thursdays," is everywhere these days. Not only does he play DJ in Kid N' Play's House Party III, but he's just finishing up his first album. Due out in mid-March, the full-lengther features Big Daddy Kane, Apache and WRKS New York Hip-Hop jock Red Alert. The first single will be "My Hoodie" (Atomic Bomb/First Quake)... Speaking of Red Alert, he has his own album coming out on Epic.

KIDDLE'S AND BITS... Permanently taking over nites at WIOQ is former KJMT Dallas man Easy Street... And in next week's column, look for lots of juicy behind-the-scenes Grammy parties gossip from WQHT MD Tracy "Lois Lane" Cloherty.

NEWS OF THE WEIRD AND FEARED...(from the Weekly World News) According to Harold Camping, who broadcasts daily from the Family Radio Network in Oakland, CA, the world as we know it will end this year on September 27. Oddly enough, that's a Tuesday... A painter working in an opera house in Florence, Italy was killed when a harp fell on him. One witness said, "Vito looked like he had been run through a tomato slicer"... Wildlife officials in Kampala, Uganda are on the lookout for hunter who knocked out gorillas with tranquilizer darts and then dresses them up in clown suits.

CLOSE ENCOUNTERS... Ever get the feeling that you were a space alien in a former life (or currently)? According to sociologist Dr. Wallace Thalamon, if you answer yes to three of the following questions, you and I may be related: 1. Do you have out of body experiences and/or a frequent sense of having experienced something before? 2. Do you have a great love of animals? 3. Do you love fruit and/or vegetables? 4. Do you have a fear of telephones? 5. Do you suffer from thinning hair or baldness? 6. Do you have dental problems or problems with your tongue and throat? 7. Do you dislike wearing clothes? 8. Are you not particularly wild about sex? 9. Do you crave sesame seeds or egg yolks? 10. Are you obsessively clean? 11. Are you unemotional? 12. Do you snore? 13. Do you go now... Neil Young is performing in the arium...

---Wendi Carnak

### Most Added

1. Prince, The Most Beautiful Girl In The World | N.P.G. Records/Bellmark
2. The Brand New Heavies, Dream On Dreamer | Delicious Vinyl/EastWest
3. Big Mountain, Baby I Love Your Way | RCA
4. Juliet Roberts, I Want You | Reprise
5. Tevin Campbell, I'm Ready | Qwest/WB
6. Michael Bolton, Completely | Columbia
7. R. Kelly, Bump'N Grind | Jive
8. Gang Starr, Mass Appeal | Chrysalis/AG
9. Babyface, And Our Feelings | Epic
10. Dawn Penn, You Don't Love Me (No, No, No) | Big Beat/Atlantic/AG

### In The Mix

**Nasty-Nes, KUBE 93 Hotmix, KUBE Seattle**

<table>
<thead>
<tr>
<th>Artist/Song</th>
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<tbody>
<tr>
<td>Gang Starr, Mass Appeal</td>
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<td>Janet Jackson, Throb</td>
<td>Virgin</td>
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<tr>
<td>Juliet Roberts, I Want You</td>
<td>Reprise</td>
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<tr>
<td>Vanilla Ice, Roll 'Em Up</td>
<td>SBK/ERG</td>
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<td>Hammer, It's All Good</td>
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<td>Father, I Beeped You</td>
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<td>K7, Zunga Zeng</td>
<td>Tommy Boy</td>
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<td>Masta Ace, Inc., Born To Roll</td>
<td>Delicious Vinyl/EastWest</td>
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<tr>
<td>Jocelyn Enriquez, I've Been Thinking About You</td>
<td>Classified</td>
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<tr>
<td>Raw Fusion, Freaky Note</td>
<td>Hollywood Basic</td>
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The Network Forty
THE IMMORTALS

"mortal kombat"

WPGC Washington, D.C. #5* Top 3 Requests!
KTFM San Antonio D-19*
KZFM Corpus Christi Add-35*

Killer Requests At WJMN Boston!

SHYHEIM

"on and on"

Exploding At Hot 97 New York!

Also Heard On WJMN, WWKX, WPGC, 92Q, KKXX, KMEL And KPWR!
RAW FUSION
"Freaky Note" (HOLLYWOOD BASIC)
Personal feelings aside, Rap is still the hottest genre on the street with the younger demos. Besides, this song isn't your typical Rap. Melodic and throbbing, this jam is pure down-tempo Funk with sing-songy lyrics. The team of Money-B and DJ Fuze is joined by Shock G to create a mellow mover. Already added at KBXX, it's also in the mix at WWKX, KISF, KSFM, KLUC, KMEL, KPWR, KUBE, WHYT and WHJX.

ALSO NEW
DRS
"Skoundrels Get Lonely" (CAPITOL)
KEITH SWEAT
"How Do You Like It" (ELEKTRA)

A BEAT AHEAD
RAPTIVITY... The four biggest jams at Rap radio are Gang Starr's "Mass Appeal" (Chrysalis/ERG), Nas' "It Ain't Hard To Tell" (Columbia), Shyheim's "On And On" (Virgin) and Wu-Tang Clan's "C.R.E.A.M. (Cash Rules Everything Around Me)" (Loud/RCA). All hit the mark. The latter two are political in nature, addressing socio-economic issues that those not from the other side of the tracks may not relate to. Shyheim has a fly element of Funk, while the Clan drops sparse production. Keep an eye on another Clan jam - "The Mystery Of Chessboxing"... Other tunes climbing up the Rap charts are Casual's "I Didn't Mean To" (Jive), Main Source's "What You Need" (Wild Pitch/EMI/ERG) and Souls Of Mis-chief's "Never No More" (Jive).

THAT TIME OF THE MONTH, AGAIN... With more and more Crossovers looking for that upper-demo female poppiness, certain Mainstream records are getting spins on Rhythm-based stations that otherwise wouldn't. Two exceptional records deserve your attention:
The Cranberries' "Dreams" (Island/PLG) and Whitney Houston's "Look Into Your Heart" from A Tribute To Curtis Mayfield (WB). "Dreams" is pure Pop with an up-tempo base line and easy-to-sing-along-to lyrics. Whitney's number is a mid-tempo mover. Both have female appeal written all over them... Other tunes sure to make a major impact at Mainstream and Crossover radio are Madonna's "I'll Remember" (Maverick/Sire/WB) and General Public's "I'll Take You There" (Epic).

ON THE TIP... KCQMD Lucy B is reporting favorable call-out on Big Mountain's "Baby I Love Your Way" (RCA)... WIOQ MD Maurice DeVoe is hot on Heavy D's "Got Me Waiting" (Uptown/MCA). This jam is also on at WQHT and WBLS New York... KHTN PD Pete Jones is seeing big phones on Bobby Ross Avila's "Let's Stay Together" (Prodigal)... WBSS PD Bob Burke tips us to Indonesia's "Do Thangz" (SBK/ERG)... and on the club tip, KMEL MD Joey Arbagey suggests River Ocean Floor's "The Tribal EP" (Strictly Rhythm).

GROUND CONTROL TO MAJOR TOM... Funky Worm fans take note: There's a new Fast Eddie track coming your way this spring on Strictly Hype Records. You can also expect a full-lengther to follow in the summer... Now that Ralph Rosario is back in effect with the re-release of Xavier Gold's "You Used To Hold Me '94" (Strictly Hype) and his remix of Jomanda's "I Cried The Tears" (Big Beat/Atlantic/AG), you can expect even more projects from this talented producer/remixer. He's currently in the studio with vocalist Donna Blakely... And Interscope is busy working on the Teddy Riley project Blackstreet. Look for a new single in the coming weeks.

— Wendi Cermak
“This record is a smash here in San Diego! It’s constantly one of the most requested songs on Z90!”

– Lisa Vasquez, OM Z90 San Diego

**Single Sales Over 15,000!**

- WJMJN Boston Add!
- KUBE Seattle Add!
- KQIZ Amarillo Add!

- WPGC Washington, D.C. 26 Plays!
- WJMH Greensboro 31 Plays!
- 92Q Baltimore 30 Plays!
- Z90 San Diego 17 Plays!
- KJMJZ Dallas 9 Plays!
- KKBX Los Angeles 19 Plays!
- KBXX Houston 17 Plays!
- WWXK Providence 14 Plays!
- KMLE San Francisco 8 Plays!
- KDON Salinas 34-29*

**#NETWORK Most Requested... Overnight At Z90 San Diego!**

**#34 Most Requested Nationally!**

**Single Sales:**

- Washington, D.C. #15
- Raleigh #18
- Dallas #63
- Baltimore #64
- Roanoke #30
- Houston #15
- Norfolk #23
- Detroit #71
- Greensboro #25

**hearthese sistas catch the wreck on their first single**

**comin' strong**

produced by da’ mic productions for atlantic recording corporation

®1994 atlantic recording corp. a time warner company.

www.americanradiohistory.com
<table>
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<th>Station</th>
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<td>Boston, MA</td>
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<td>WWXK</td>
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<td>KLUC</td>
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<td>KQKS</td>
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<td>KMVR</td>
<td>Las Cruces, NM</td>
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**Night Person of the Week**

Bobby Corona

**1. Culture Beat, Got To Get It**

**2. K7, Zunga Zeng**

**3. Salt-N-Pepa w/En Vogue, Whatta Man**

**4. Ace Of Base, The Sign**

**5. Tevin Campbell, I'm Ready**

**Today's Best Music**

WNVZ Norfolk, VA

1. Salt-N-Pepa, Whatta Man
2. Ace Of Base, The Sign
3. Us3, Cantaloop
4. Xscape, Understanding
5. The Breeders, Cannonball
6. Janet Jackson, Because Of
7. Gin Blossoms, Found Out
8. Prince, The Most Beautiful
9. Counting Crows, Mr. Jones

**Peace On The Streets**

WIOQ Philadelphia, PA

1. Doug E Fresh, Freaks
2. All-4-One, So Much In Love
3. 12 Gauge, Dunkin Butt
4. R. Kelly, Bump N' Grind
5. Salt-N-Pepa, None Of Your
6. Snoop Doggy Dogg, Gin And
7. Tony G, Song For You
8. Masta Ace, Inc., Born To
9. Salt-N-Pepa, Whatta Man

**KUBE Seattle, Chet Buchanan**

1. Queen Latifah, U.N.I.T.Y.
2. All-4-One, So Much In Love
3. Snoop Doggy Dogg, Lodi Dodi
4. Shai, Come Home To Love
5. Deep Forest, Sweet Lullaby
6. Ms. Shell NdegeOcello, If
7. Jodeci, Cry For You

**KQKS Denver, J.B. Goode**

1. Domino, Getto Jam
2. Mariah Carey, Without You
3. Salt-N-Pepa, Whatta Man
4. Jodeci, Cry For You
5. Snoop Doggy Dogg, Gin And
6. All-4-One, So Much In Love
7. Us3, Cantaloop
8. Ace Of Base, The Sign

**KMVR Las Cruces, Bobby Corona**

1. Culture Beat, Got To Get It
2. K7, Zunga Zeng
3. Salt-N-Pepa, Whatta Man
4. Ace Of Base, The Sign
5. Tevin Campbell, I'm Ready
6. Zhane, Groove Thang
The Man of the House

michael watford

raises his voice to the rafters with
So Into You
from his self-titled debut album

Billboard Club Chart 11-5*
Mix Show Chart 7-7*
Club Chart 22-19*

Impacting Pop Radio Now!

Stations Into “So Into You”:
KTFM San Antonio
KPRR El Paso
KRQ Tucson

Being Spun At:
WKSE Buffalo
WKSS Hartford
Hot 97 New York
Power 96 Miami
WJMH Greensboro
WZJM Boston
KDWB Minneapolis
B96 Chicago
### Alternative CHART

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<td>BECK, Loser</td>
<td>Bong Load/DGC</td>
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<td>CRACKER, Get Off This</td>
<td>Virgin</td>
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<td>COUNTING CROWS, Mr. Jones</td>
<td>DGC</td>
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<td>ELVIS COSTELLO AND THE ATTRACTIONS, 13 Stops Lead Down</td>
<td>WB</td>
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<td>POSSESSION DIXON, Watch the Girl Destroy Me</td>
<td>Surf Detective/Interscope/AG</td>
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<td>ENIGMA, Return To Innocence</td>
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<td>SMASHING PUMPKINS, Disarm</td>
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<td>SHERYL CROW, Leaving Las Vegas</td>
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<td>THE CHARLATANS, Can't Get Out Of Bed</td>
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<td>EVES PLUM, I Want It All</td>
<td>550 Music</td>
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<td>PETER GABRIEL, Laytown</td>
<td>Epic Soundtrax</td>
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### GenX

In last week's issue, GenX focused on the validity of call-out research for alternative music from the perspective of MCA National Alternative Director Gary Spivack. "Alternative songs have more depth then just a seven-second hook," he stated. Radio should "consider the band's image, what they have to say as artists and how they relate to your audience." In program decision-making, call-out research should be "just one small spoke in the wheel," he concluded.

Many alternative station programmers do use call-out as "just one small spoke" in the programming decision-making process, including WKQX "Q101" PD Bill Gamble, KXKR PD Mike Summers, KROQ PD Kevin Weatherly and KWDQ/PD Alex Cooper.

Q101 Chicago PD Bill Gamble notes "there is a myth about research inhibiting creativity. All research does is tell you what people want. If people don't want to hear a song anymore, you can find that out. As far as call-out being a factor for a song getting on our station, it's absolutely zero. The problem lies with incorrectly using research, such as researching too early — even before you've played the song. How can you research something your audience has never heard? It's such a poor excuse to say it's not testing well, so we're not going to add it. Testing with who? If your listeners aren't hearing it, they aren't going to know it.

"Call-out works when you put on a record your staff is excited about and either your actives call in and the phones light up or nothing happens," Gamble continues. "Once we're sure we've played the song enough times that our audience is familiar with it, we test it. At that point, it works out like a batting average. How do we do? Take into consideration that certain records will never test well; like Shaggy and then there are records that surprise you, like Beck. It's working in call-out. We know it's an active record, but it's also a passive record. After a while, you develop a sense of what the record's potential is, an A record, B record etc. Will it ever take off or is it a slot filler? Is it something you just play for a while before moving on to the next thing? Call-out helps realize what the hits are; it helps separate the records that last from those that are disposable. I'd love to see how anyone can use call-out to decide which records to add."

KXKR Salt Lake City VP/OM Mike Summers says, "call-out is an expensive tool we rarely have the luxury of using. Yet, I don't feel we're missing much. With the amount of time we spend out in the public, we can get firsthand information. Many of the jocks here, including myself, spin in clubs and can get immediate reactions and comments on records we play at the station. Also, we keep close tabs on our phone requests and sales in this market. Research is nice to use on those rare occasions when you just don't have a real on a record, or to test songs against other formats to see the impact they or we have on the market."

KROQ Los Angeles PD Kevin Weatherly notes, "Overall, call-out research for KROQ is just one spoke in the wheel of decision-making. Call-out helps in determining rotations. Yet requests, sales, MTV, touring and the story behind the band are all the factors leading to airplay on KROQ."

KWOD Sacramento PD Alex Cooper states, "It's expensive when you consider the results don't necessarily tell you what you want to know. Its accuracy is questionable since the methodology doesn't seem scientific. It leaves lots of room for bias. You need to know what you are measuring against to know if any survey is accurate. Probably more than any other young-skewed audience, Alternative listeners are intelligent and can articulate their likes and dislikes rather quickly."

― Karen Holmes

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"Bringing the best romantic voice to Alternative music, Alison Moyet really belts it out in Whispering Your Name."
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If ever a name fit a band's personality, it was Camper Van Beethoven. Emerging out of Santa Cruz, CA in 1985, their quirky, quasi-complex Pop songs were skewed by singer David Lowery's outrageous lyrics. They achieved considerable fame in the Alternative and College world through a series of indie-label records. Their acclaim grew to the point where Virgin Records took them on, but after one album, the band decided to call it quits. From the ashes came Cracker, a collaboration comprised of David Lowery and Johnny Hickman.

They chose the name “Cracker” for its connotation to skin color. “At the time we got together, my friends were telling me Rock is dead, with the whole Manchester scene happening and the Chili Peppers just becoming popular,” Lowery says. “Friends kept telling Johnny and me that our music was really white, so we started calling our demo tape, ‘This is Cracker Soul.’”

Cracker’s self-titled debut, released in ’92, featured the Alternative cult classic “Teen Angst,” with the unforgettable verse, “What the world needs now is a folk singer/like I need a hole in my head.” The entire album exhibited that wry lyrical perspective, from the song “Can I Take My Gun Up To Heaven?” to “I See The Light,” where he sings, “I see the light, inside the tunnel now/someone please tell me if that’s a train.”

The current release, Kerosene Hat, features Lowery’s sharp observations set to a far more sophisticated musical palette. He admits to making a conscious effort to reinvent his music with each release. “Primarily, I’m in this to please myself,” he explains. “A lot of the difference you hear on the record as opposed to the previous one is Johnny’s guitar playing. We did an EP, Taste of, in between LP projects that sort of bridges the differences between the records. We are working on another EP right now with a German band called SSK, who I also produce. Johnny and I have joined them on stage for their past couple of tours. This EP will be a very bizarre departure for us. Much of it will be in German.”

Kerosene Hat’s more introspective direction comes from how and where it was recorded. “We recorded it in Pioneer Town, up by Joshua Tree in the California desert,” Lowery notes. “It was winter and very cold. Things were very still and peaceful. We started out by recording ‘Low,’ ‘Movie Star’ and ‘Get Off This,’ before we ended up with stuff like ‘Kerosene Hat’ and ‘Loser.’ The pure location had a lot to do with the overall sound. Recorded elsewhere, it may have been a completely different record. In fact, there is one song that could easily have been another single – we didn’t even put it on the record because we weren’t in the mood, so we never played it.”

In songwriting, “I haven’t catered to the hipsters nor a mainstream audience,” he continues. “I’ve always been somewhere in the middle with my music and that’s a hard road to take. I want our fan base to keep growing, but I’m not counting on it. I’m glad the success of ‘Low’ was slow rising because it gave us a chance to stay on the road, picking up new fans.”

“Slow rising” is an understatement to describe the success of the first single off Kerosene Hat. “Low” was actually released in the fall of ’93; it achieved decent success at Alternative, but little anywhere else. MTV dabbled with playing the video, then dropped it. However, over time, more and more stations started getting into the song. It received some decent Album Rock Radio support that, combined with Alternative’s interest, persuaded MTV to re-add it. MTV has since moved it up in rotation twice to its current status in Heavy.

The video is stunning. Shot in stark black-and-white, the clip depicts a boxing match, where Lowery basically gets his butt kicked by offbeat comedienne Sandra Bernhardt. David came up with the idea. “It was sort of a joke,” he recalls. “When the video director asked me what visual image I saw, I said, ‘I don’t know. You’re the director, I’m a songwriter.’ I got kinda cranky and flippant and came up with boxing. Sandra’s deal was she’d do it only if she liked the song. I thought of her being a part of it because she’s sort of a girl hero. It seemed right and we look similar in boxing trunks, sort of…”

While “Low” continued to be jammed on MTV, Virgin sent “Get Off This” to Alternative radio. The new cut is already in the Top 5. “We’re working on an animated video for it,” Lowery says. “It pays tribute to some underground comic artists.”

Yet their anything-but-sudden commercial success hasn’t changed Lowery’s songwriting focus. David is quick to point out that he no more could sit down and write a commercial hit as he could a cult classic, (although he’s done both.) “I don’t think anyone is writing like we are,” he explains. “At times, we play very Pop music and at other times, very strange music. There isn’t anybody in the Alternative genre doing that right now. Everyone has such a narrow, specific sound. We’re also one of the few bands that even sort of recognizes the Country roots of our American musical heritage.”

Cracker will return to America for some road dates after finishing up a Canadian tour. Lowery and Hickman recruited ex-Pixies drummer David Lovering and bassist Bruce Hughes from Poi Dog Pondering for the road work. “It’s a real thrill for me to have others come in to complete live what Johnny and I do in the studio. Having David Lovering play with us has been really great. I’ve admired the Pixies for years. As for Cracker expanding beyond a duo, Lowery explains, “it’s really easier just having two people decide everything and make it happen. Although I know that Johnny and I have staying power as a team, this current lineup is working out pretty good. So, we’ll probably stay together for a while.”

As a final word for his longtime fans, Lowery adds, “You’ll be happy to know that Camper Van Beethoven violinist Morgan Victor will be joining us live. We’ll do some Camper stuff too.”

-Karen Holmes
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**Gavin Group Hug**

Amiably debating who should pick up the drink tab at the Gavin are (l-r): Network Forty Radio Editor Dwayne Ward, 550 Music's Desiree Schuon, Platinum's Rick Hays, philanthropic do-gooder Randy Kubrich, some cheesy hanger-on slug and Columbia Records' Charlie Walk.

**Savage Hit**

RCA/L.D. Records singer Chantay Savage talks the talk with RCA Records execs in the Big Apple. (l-r): RCA National Promotion Director Karhi Moore, Chantay Savage, RCA President Joe Galante, RCA Artist Development Director Cheryl Tyrrell and National Field Promotion Director Tommy Thompson.

**Tag Tunes**

KDON Salinas brought Tag Team to a local high school that won a "Spirit Contest." (l-r) KDON's Robb Holloway and Mary Liz Cortese, Tag Team's DC and Steve Rollin and KDON's Cory Michaels.

**Stereo Vision**


**Bobbitt For Interviews**

John Wayne Bobbitt (r), his 15 minutes of infamy already gone on far too long, took part in WXXS Boston morning star Matt Siegel's "Stump The Bobbitt" contest. And if you think this is the last time you'll see him on these pages, I got a quadrophonic music system to sell ya. Cheap.

**Chocolate Covered, But No Cherry**

710-FM Hartford morning team Kelly & Kristy chose this lucky couple for an "impeccable" marriage proposal, as they were dipped in a vat of chocolate for Valentine's Day, where he popped the question.

WKQI Detroit escort contest winners backstage to see Arista sax man Kenny G. (l-r): WKQI middayer Kevin O'Neill, winner Sharon Veneziano, Kenny and Sharon's husband, Frank.

KIMN Ft. Collins night guy Marty Mitchell frets about stringing along Rock Goddess Lita Ford without catching any feedback. Good thing she doesn't have an axe to grind.

Capitol Records' Pop Promotion National Director Bruce Reiner hangs out with his unsigned Hip-Hop act The Green Cards, who are currently shopping their demo, "Joo Dun Wi Dat Place?"
**Not Loafing Around**

(l-r): MCA Records Midwest Regional Promo Dir. Clarence Barnes, Meat Loaf and KHKS Dallas APD Ed Lambert perform a stunning recreation of "Hype no evil, sing no evil and add no evil."

**30—Anything**

Celebrating WVIC Lansing's 30th birthday party and benefit concert are GM Sue Prister, SBK/ERG artist Joshua Kadison and PD Jim Lawson.

**Ugly Love**

The spitting image of a visual cold shower for love are (l-r): Power Pig Tampa overnighter DJ Boner and morning show producer Jason "Stupid Cupid" Dixon.

**Power Smiles**

Celebrating the release of KPWB L.A.'s compilation benefit album are Interscope/AG rapper 2Pac, KPWR PD Rick Cummings. The BOX Exec. VP Les Garland and Paisley Park/WB funkgod George Clinton.

**Domino Theory**


**Special EFX**

Don't the mall thing are EastWest rappers Das EFX. (l-r): Das EFX's Stuub, EastWest regional promo rep Jim Sellers, Spectrum Audio/Video mgm. Chris Darnell, Das EFX's Dray, Ty Miller, and Spectrum Audio/Video's Mike Cawthon.
WANTED

SEEKING T&R for possible future morning, midday and overnight openings. Send T&R to: Robert Elftman, KMKG, 1421 Great Plains Blvd. Suite C, Lawton, OK 73505 EOE.

ADULT TOP 40 KBLQ needs morning driver NOW! High-profile, lots of personality and creativity! Multi-track production and music scheduling experience very helpful. Prefer someone in Arkansas, Louisiana, Texas, Mississippi, Oklahoma or Missouri. T&R ASAP to: KLBQ, 1904 W. Hillsoforo, El Dorado, Arkansas 71730. (501)863-5121 EOE.

OUR MORNING TEAM IS LOOKING TO MOVE ON. Can you fill their shoes? Send your best stuff to: Burke Allen, Operations Manager, Super 102/WVSR, 817 Suncrest Place, Charleston WV 25303 EOE.

ALL-HIT Q103 looking for part-timers to play the hits. T&R to: KQCR, PO Box 876, Cedar Rapids, Iowa 52406.

AMERICA'S #1 PRIVATELY-OWNED RADIO NETWORK Entertainment Radio Networks is looking for a Vice-President of Affiliate Relations. How could any top-rate radio executive not appreciate working for the best, plus working on the beach in Maui, CA...Fax resumes to Dana Miller at 310-456-0611.

KFQ CHEYENNE seeking General Sales Manager. Good pay. For more information, call Allan Fee 307-634-4461. EOE.

KFQ CHEYENNE seeking afternoon-drive personality. Send T&R to: Allan Fee, KFQ, 1806 Capitol Ave., Cheyenne, WY 82001 EOE.

WDJJ SPRINGFIELD, IL is looking for 2 outstanding talent: afternoon drive and nights. If you’ve got a winning attitude, great production skills and the desire to be on an up-and-coming team, we want you to rush your T&R to Ted Ulmer, PO Box 291, Springfield, IL 62708 EOE.

WACKY NEWS wanted for Top 40/AOR combo. WLN/WTWB needs a News Director/junkie. Come to the most beautiful beaches in the country. Females encouraged. Send T&R to: Jim Stacy, MD, 8317 W. Hwy 98 #21, Panama City Beach, FL 32407 or call 904-233-6606. EOE.

Z-104/WNZV Norfolk is seeking a morning show, news personality. 2 to 3 years experience and personalty that reflects today’s young adult, female taste and attitude. Live in one of America’s beautiful resort cities just minutes from the beach! Females are encouraged to apply. Send thoughtfull letter, resume, references and pictures to Don London, WNZV, 5555 Greenwhich Rd. Suite 104, Virginia Beach, VA 23462 or call (804) 497-2000.

LOOKING FOR A MIDDAY person for Q106 in San Diego. Rush T&R to: Al Peterson, 5745 Kearny Villa Road, Suite M, San Diego CA 92123 EOE.

LOSEING A PRODUCTION DIRECTOR to the corporate world. In order to maintain excellence, we're seeking an individual with at least 5 years experience. Send resume, writing samples and tape with at least two station promos to: Scott Robbins, WBNQ-PO Box 8, Bloomington, IL 61702.

WMGV is looking for a Promotion/on-air personality. T&R to: Ross Holland, WMGV, 2333 Bowen St., Oshkosh, WI 54901. No phone calls, please. EOE.

98.5 WKRR...America's leading Top 40 is looking for America's leading night talent. Heavy phones and appearances a must. No beginners! Send your best stuff to confidence to: Ken Medek, 305 Highway 315, Pittston, PA, 18640. No phone calls! EOE.

ALL-HIT 97.7, Q-FM seeks aggressive news personality. Rush T&R to: Bill Maxwell, GM, WINQ, 3 Central Street, Winchendon, MA 01475 EOE.

WWXK needs a night jock and an overnight jock. Send T&R to: WWXK, Scotty Snipes, 8 North Main Street, Attleboro, MA 02703. No phone calls, please.

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JIM LARISON Former afternoons at WHHY, also from KS104, WAWW, WAPD, WBBQ. Call him at 205-260-8030.

TOP-40 MARKET PRO Kelly Green looking for full-time in Detroit area. Can be reached at CK-105 at 313-744-1570.

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HARD WORKING PD/MD 13-year vet seeking stable gig. All offers considered. Call Mike at 313-471-0041.

EXPERIENCED, major-market personality seeks 2nd small-market, Top 40 or Hot AC PD gig. (My last station won a Marconi!) Will also consider an on-air position in Talk radio. Call Steven, 816-364-1116.

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WILLING AND WAITING Former Hot 105/Hot 107 Columbus. Ohio night jamer ready for that next opportunity. Good numbers and great references. Call Joby at: 614-837-6098.

BLAKE THUNDER Former APD at Hot 105 Columbus, currently at The New 105.7, is now available. Experience includes: 92X Columbus, Power 99 Atlanta, WLR-Atlanta, Z93 Tampa, Z106 Sarasota. Looking for afternoons, middays, morning sidekick or nights. Excellent references. Call 614-798-8886.
Eternal (1st Avenue/SBK/ERG)

- Easther, Kelle, Louise and Vernette (first names only) hail from England. Best friends Kelle and Louise first met at the Italia Conti Stage School, where they both studied dancing and acting. Sisters Easther and Vernette sang in their mother’s church choir in their hometown of Croydon.
- The sisters were performing at a Picadilly club in London called Xenon two years ago when they met Kelle and Louise. They decided to form a group and in no time, they were picked up by First Avenue Management, which had already booked acts like Dina Carroll, Bad Boys, Inc. and Pauline Henry.
- The management company showcased Eternal to EMI/ERG and the rest is under contract.
- Eternal recorded their debut album, Always And Forever, in England as well as New York, Los Angeles and even Nashville, where they worked with Be Be Winans.
- Other names to contribute to Eternal’s debut album were Evelyn “Champagne” King and producer Teddy Riley, who remixed “Stay.”
- Dubbed the UK’s original “Soul Sisters,” Eternal were voted as the Best New Artist in Smash Hitz Magazine.
- The current single is “Stay.”

Brand New Heavies (Delicious Vinyl/Endwest)

N’Dea Davenport, vocals.
Simon Bartholomew, guitar.
Andrew Levy, bass.
Jan Kincaid, drums/keyboards.
- Kincaid grew up in the London suburb of Ealing with Simon; they frequented all-ages discos with Andrew to hear the likes of James Brown, the Crusaders, Rufus and EWF.
- At 15, they decided to form a group called Brothers International. Their jams were used by local DJs, who mixed them in with records by classic Soul, Funk and R&B artists.
- In 1986, after playing clubs and “Rare Groove” parties, they changed their name to Brand New Heavies. They released their first U.K. single, “Got To Give,” in November of ’87 featuring vocalist Linda Muriel.
- They signed a major label deal, but it fell through when the company was hit with the Acid House scene.
- Meanwhile, N’Dea, who grew up in Atlanta and spent some time absorbing the London music scene before settling in L.A., began her career by singing on demos for $30 a shot. Her rep grew quickly, before long she was working with the likes of Madonna, George Clinton and Roger Waters.
- N’Dea became friendly with Delicious Vinyl owners Michael Ross and Matt Dike; she became a frequent contributor on their releases. In ’91, she was signed to the label and sent to London to work with the Heavies, who had gone through a succession of guest vocalists.
- The Heavies, who released their debut album in the U.K. before signing to Delicious Vinyl in America, re-recorded their tunes with N’Dea as vocalist and released it here.
- They cut a follow-up album, Heavy Rhyme Experience: Vol. 1, which came out in ’92. With N’Dea as a full-fledged member, they returned to England to record their latest album, Brother Sister.
- The debut single is “Dream On Dreamers.”

Little Texas (WB)

Porter Howell, lead guitar/vocals.
Dwayne O’Brien, guitar/vocals.
Duane Propes, bass/vocals.
Tim Rushlow, lead vocals/guitar/mandolin.
Brad Seals, keyboards, vocals.
Del Gray, drums.
- The band’s original lineup in 1984 consisted of Rushlow, O’Brien, Howell and Propes. They met Seals and Grey while out on the road in ‘89. Impressed with the immediate musical rapport, Little Texas came together.
- They actually signed a Warner Bros. development deal four years ago; they basically waited two-and-a-half years to cut their first album.
- Their debut album, First Time For Everything, produced five hit Country singles and is nearing Gold status.
- Veterans of the club scene, the band writes most of their material while on the road, be it in tour buses or hotel rooms. They perform their new material in front of a live audience as soon as possible to gauge the reaction.
- The first single from their album, Big Time, to cross into Top 40 is “What Might Have Been.”

All-4-One (Blitz/Atlantic/AG)

Jamie Jones
Dellous Kennedy
Alfred Navarre
Tony Borowiski
- Jamie Jones, 19, grew up in Southern California and began singing in church at 3. A veteran of local talent shows, Jones performed in several groups and sang on commercial jingles.
- Navarre, another Southern California product, began singing in church at the age of nine. Kennedy, 22, was born in New York and got into vocal training early on. Southern Californian Borowiski started singing early not only in church, but also in a Rock band and a barber shop quartet.
- Jamie, Alfred and Tony met for the first time on the studio to sing jingles for a local radio station. Once they decided to form a group, they recruited Dellous, who they caught performing at a local talent show. The first time they all sang together, they knew they had something.
- They soon were signed to Blizz Records, which tied in with Atlantic.
- The debut single is “So Much In Love.”
"YOU" new from the debut album

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this one? guy who used to be Prince.
### Rhythm/Crossover

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### SOUTH

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### Northeast Regional Analysis
- **Major Gainer:** Counting Crows have the hottest song in the Northeast as Mr. Jones jumps from 14th to 6th, adding almost 200 total plays.
- **Up and Coming:** Melissa Etheridge continues to grow quickly (jumping to 13th this week), as does Big Mountain (debuts #15), Eternal (24th to 18th) and Us3 (debuts #24 regionally).

### South Regional Analysis
- **Major Gainer:** Ace Of Base finally unseats Celine Dion as the South’s most played song, gaining 120 total plays last week.
- **Up and Coming:** Both Meat Loaf and Eternal are now Top 10 regionally. Also hot are All-4-One (moves 17th to 15th), Counting Crows (22nd to 17th) and Melissa Etheridge (debuts #25).
- **Tip of the Week:** Nirvana remains strong regionally (#30/avg. 18.6 PPW on 13 stations). Try the “Unplugged” version.
**NORTHWEST/ROCKIES**

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**WEST**

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**NORTHWEST/Rockies Regional Analysis**

**Major Gainer:**
- Zhané kicks in regionally, jumping from 19th to 13th most played this week.

**Up And Coming:**
- Babyface is cooking in the West, debuting at #17. Also working are Big Mountain (36th to 20th), Snoop Doggy Dogg (31st to 25th) and R. Kelly (#30/avg. 30.0 PPW on 8 stations).

**Tip Of The Week:**
- Check out A Lighter Shade Of Brown. On just 6 stations, it's being heavily rotated (avg. 40.7 PPW) where played.

**West Regional Analysis**

**Major Gainer:**
- Zhane kicks in regionally, jumping from 19th to 13th most played this week.

**Up And Coming:**
- Babyface is cooking in the West, debuting at #17. Also working are Big Mountain (36th to 20th), Snoop Doggy Dogg (31st to 25th) and R. Kelly (#30/avg. 30.0 PPW on 8 stations).

**Tip Of The Week:**
- Check out A Lighter Shade Of Brown. On just 6 stations, it's being heavily rotated (avg. 40.7 PPW) where played.

*PPW Regional Analysis By Pat Gillen*
Top 25 Stupid Jock Names We’re Glad Aren’t Being Used

Polly Esther
Jim Nasium
Bud Weiser
I.P. Freely
Bill Overdue
Chuck Roast
Ben Dover
Bob Andweeve
Cravin Moorhead
Mike Rafone
Stu Pidass
Skip Church
Laine Clozure
Hugh Jass
Robin Banks
Willy Fakeit
Luke Warm
Heywood Jablowme
Bill Fold
Rusty Gates
Stanley Tool
Sandy Beach
Rick Terskale
Jay Walker
Howie Feltersnatch

ME'SHELL
NdegéOcello

IF THAT’S YOUR BOYFRIEND

(he wasn’t last night)

TRANSLATION: PHONES, CALLOUT, SALES, FEMALES, FEMALES, FEMALES, JUST ASK.

Moves 33-24* At Urban Radio!
Added This Week On KS104 Denver And FLY92 Albany!
Increasing Rotations!

WHYI Detroit #6*  WJMN Boston 12-10*  KUBE Seattle 16-11*
WWKX Providence #11*  KBXX Houston 19-16*  KISF Kansas City 19-16*
WHHH Indianapolis 21-19*  KSFM Sacramento D-22*  Power Pig Tampa 29-27*
KLYV Dubuque #13*  WSPK Poughkeepsie 29-26*  KFFM Yakima 31-28*
KLYV Dubuque #13*  WSPK Poughkeepsie 29-26*  KFFM Yakima 31-28*

Most Requested...Overnight At KUBE Seattle, FLY92 Albany And WSPK Poughkeepsie!
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<td>LaFace/Arista</td>
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**IN STORE PLAY**

1. Alice In Chains, Jar Of Flies
   - Columbia
2. Sarah McLachlan, Fumbling Towards Ecstasy
   - Arista
3. Tori Amos, Under The Pink
   - Atlantic/AG
4. COUNTING CROWS, August And Everything After
   - DGC
5. Enigma, The Cross Of Changes
   - Charisma/Virgin
6. Reality Bites, Soundtrack
   - RCA
7. Crash Test Dummies, God Shuffled His Feet
   - Arista
8. Green Day, Dookie
   - Reprise
9. Pavement, Crooked Rain, Crooked Rain
   - Matador
10. Richard Thompson, Mirror Blue
    - Capitol

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**ENIGMA**

*The Cross Of Changes*

(CHARISMA/VIRGIN)

Enigma does have a "one a kind" sound that's finding its way to the most unlikely audiences - the demos on this one are very wide. With the acceptance of "alternative" music into the Mainstream, people are now listening even harder for something different, something that takes them somewhere they've never been. Enigma's music reaches beyond the club scene and into people's living rooms without them even knowing it. Michael Cretu's music has been used to help sell everything from perfume to cars, and attracted movie producer Robert Evans, who asked Cretu to write the title song for the film Sliver. The first single, "Return To Innocence," is receiving Top 20 exposure at Alternative radio and is among the Top 10 Most Added at Top 40. The video is in Five Star rotation on VH-1. The Cross Of Changes races into the Top 10 in Sales nationwide, showing #1 sales for a second week at Sound Warehouse/Dallas, Record Rack/Houston, Ross Records/Chicago and Tower/Boston.

---

**ALSO NEW**

**PET SHOP BOYS**

*Very Relentless (Limited Edition)* (EMI/ERG)

**DAVID LEE ROTH**

*Your Filthy Little Mouch* (Reprise)

**ETERNAL**

*Always & Forever* (1ST Avenue/EMI/ERG)

**SOUNDGARDEN**

*Supervision* (A&M)

**TASMIN ARCHER**

*Shipbuilding* (SBK/ERG)

**MATERIAL ISSUE**

*Freak City Soundtrack* (Mercury)

---

**THE BREEDERS**

*"Cannonball"*

WKBU St Louis 6-5*
WEZB New Orleans #14*
KKFR Phoenix 16-14*
KKBE Houston 23-16*
WNKZ Norfolk 30-18*
WXXX Boston #18*
WAKS Columbus #20*
KDWB Minneapolis 37-32*
WZAT Savannah 1-1*
WHHY Montgomery 2-2*
KIOQ Beaumont 3-2*
WJST Denton 3-2*
WYCR York 2-2*
WTCS Saginaw 6-6*
WRVQ Richmond 8-7*
KHTT Tulsa 11-8*

BDS IN rotation! BDS Over 5 Million Total Listener! Over 525 Total detections! Sales Over 400,000!

**ARMS INCLUDE:**

- WKBQ St Louis
- KHTT Tulsa
- KIOQ Beaumont
- WQMN New London
- KZFM Corpus Christi
- KCHX Midland
- KEFM Yakima
- KLYV Dubuque
- KMCK Fayetteville
- KTMT Medford
- KWTI Springfield
- WZQI Lima
- KFAV St. Louis

---

**DJ SPINNING:**

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Melissa Etheridge
Come To My Window

NETWORK Moves 40-35* LP Sales Over 600,000!
889 Total BDS Detections...Up 190 From Last Week!

KKFR 40 Plays
WAPI 18 Plays

WNTQ 47 Plays
KZZU 32 Plays
WFHN 29 Plays
WQUT 23 Plays
KWTO 17 Plays

WAKS 33 Plays
WPXY 17 Plays

WHHY 38 Plays
WKRZ 31 Plays
WPST 27 Plays
WNNK 22 Plays
WHOT 15 Plays

WEZB 25 Plays
WAPE 11 Plays

WYCR 35 Plays
WSTW 30 Plays
WVSR 25 Plays
WZAT 19 Plays
WWCK 14 Plays

KUTQ 19 Plays

WABB 32 Plays
WFLY 29 Plays
WWZZ 24 Plays
WKCI 19 Plays
WIXX 11 Plays

from her album
YES I AM

Produced by: Hugh Padham and Melissa Etheridge
Engineered by: Hugh Padham • Mixed by: Hugh Padham • WF Leopold Management
©1993 Island Records, Inc. Crawl inside, wait by the light of the moon.
GRAMMY AWARD WINNER

Meat Loaf

Best Rock Vocal Performance, Solo

“I’d Do Anything For Love (But I Won’t Do That)”