

# THE NETWORK

## FORTY®

CONTEMPORARY RADIO'S MUSIC & NEWS RESOURCE



our 4th  
anniversary

MARCH 11, 1994 • Spotlight On KQMQ Honolulu • Interview With Bill Gamble • Self-Serving Editorial



ADD DATE 3/21!

When you think of artist breakthroughs, you think of Joshua Kadison. His “Jessie” will be around forever. It took a while, but quality must be nurtured. Audiences have adopted Josh & “Jessie” as their own. Josh has developed a loyal following over the last year with massive radio airplay, television performances, VH-1, MTV and touring.

**AND NOW THE BREAKTHROUGH  
CLASSIC SONG YOU’VE ASKED FOR.**

“Beautiful in My Eyes”

From *Joshua Kadison*

You can start playing it now and all eyes will light up.

*P.S. This one won't take so long! Star 94/Atlanta Could Not Wait!*

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Produced by Peter Van Hooke and Rod Argent. Management: Nick Bode

# THE CHARTS

## PLAYS PER WEEK

COMPUTER GENERATED AIRPLAY REPORTS

2W	LW	TW	ARTIST/SONG/LABEL	TOTAL PLAYS
1	1	1	ACE OF BASE. The Sign (Arista)	9310
3	2	2	MARIAH CAREY. Without You (Columbia)	8668
2	3	3	JANET JACKSON. Because Of Love (Virgin)	8147
9	5	4	RICHARD MARX. Now And Forever (Capitol)	6721
8	9	5	ALL-4-ONE. So Much In Love (Blitz/Atlantic/AG)	6616
6	6	6	MEAT LOAF. Rock And Roll Dreams Come Through (MCA)	6540
4	4	7	CELINE DION. The Power Of Love (550 Music)	6187
10	7	8	TOM PETTY & THE HEARTBREAKERS. Mary Jane's Last Dance (MCA)	5860
11	10	9	ETERNAL. Stay (1st Avenue/EMI/ERG)	5829
28	13	10	COUNTING CROWS. Mr. Jones (DGC)	5388
5	8	11	COLOR ME BADD. Choose (Giant/Reprise)	5043
7	11	12	TONI BRAXTON. Breathe Again (LaFace/Arista)	4960
22	14	13	BRUCE SPRINGSTEEN. Streets Of Philadelphia (Columbia)	4927
13	12	14	GIN BLOSSOMS. Found Out About You (A&M)	4103
—	22	15	BIG MOUNTAIN. Baby I Love Your Way (RCA)	4083
14	15	16	AEROSMITH. Amazing (Geffen)	3860
16	18	17	US3. Cantalooop (Flip Fantasia) (Blue Note/Capitol)	3821
24	19	18	MR. BIG. Ain't Seen Love Like That (Atlantic/AG)	3676
19	20	19	SALT-N-PEPA w/EN VOGUE. Whatta Man (Next Plateau/London/PLG)	3534
23	23	20	CECE PENISTON. I'm In The Mood (A&M)	3413
15	16	21	PHIL COLLINS. Everyday (Atlantic/AG)	3348
—	33	22	CRASH TEST DUMMIES. MMM MMM MMM MMM (Arista)	3180
12	17	23	BRYAN ADAMS/STING/ROD STEWART. All For Love (A&M/Hollywood)	3119
32	24	24	MELISSA ETHERIDGE. Come To My Window (Island/PLG)	3029
DEBUT	25	25	PRINCE. The Most Beautiful Girl In The World (N.P.G. Records/Bellmark)	3004
—	37	26	BABYFACE. And Our Feelings (Epic)	2780
26	26	27	XSCAPE. Understanding (So So Def/Columbia)	2727
20	25	28	10,000 MANIACS. Because The Night (from MTV Unplugged) (Elektra)	2694
18	21	29	HEART. Will You Be There (In The Morning) (Capitol)	2596
25	29	30	BRYAN ADAMS. Please Forgive Me (A&M)	2325
—	38	31	ZHANÉ. Groove Thang (Motown)	2216
DEBUT	32	32	TEVIN CAMPBELL. I'm Ready (Qwest/WB)	2195
27	28	33	ROD STEWART. Having A Party (WB)	2190
38	32	34	JODECI. Cry For You (Uptown/MCA)	2154
30	36	35	MARIAH CAREY. Hero (Columbia)	2153
RE-ENTRY	36	36	JIMMY CLIFF. I Can See Clearly Now (Chaos)	2148
17	27	37	THE CRANBERRIES. Linger (Island/PLG)	2007
34	40	38	GABRIELLE. Dreams (Go! Discs/London/PLG)	1984
29	31	39	WHITNEY HOUSTON. Queen Of The Night (Arista)	1957
DEBUT	40	40	BONNIE RAITT. Love Sneakin' Up On You (Capitol)	1952

## RETAIL SALES

NATIONWIDE PIECE COUNT SALES

2W	LW	TW	ARTIST/SONG	LABEL
2	1	1	R KELLY. 12-Play	Jive
1	2	2	COUNTING CROWS. August And Everything After	DGC
4	4	3	TONI BRAXTON. Toni Braxton	LaFace/Arista
3	3	4	SNOOP DOGGY DOGG. Doggystyle	Death Row/Interscope/AG
6	5	5	ENIGMA. The Cross Of Changes	Charisma/Virgin
8	8	6	CELINE DION. The Colour Of My Love	550 Music
10	7	7	ACE OF BASE. The Sign	Arista
5	6	8	SALT-N-PEPA. Very Necessary	Next Plateau/London/PLG
—	23	9	REALITY BITES. Soundtrack	RCA
13	14	10	THE BODYGUARD. Soundtrack	Arista
19	13	11	CRASH TEST DUMMIES. God Shuffled His Feet	Arista
12	12	12	MARIAH CAREY. Music Box	Columbia
7	9	13	ALICE IN CHAINS. Jar Of Flies	Columbia
11	11	14	TOM PETTY & THE HEARTBREAKERS. Greatest Hits	MCA
DEBUT	15	15	HAMMER. The Funky Headhunter	Giant/Reprise
16	15	16	SMASHING PUMPKINS. Siamese Dream	Virgin
9	10	17	TORI AMOS. Under The Pink	Atlantic/AG
DEBUT	18	18	BECK. Mellow Gold	Bong Load/DGC
14	16	19	JODECI. Diary Of A Mad Band	Uptown/MCA
17	17	20	ZHANÉ. Pronounced Jah-Nay	Motown
15	18	21	PHILADELPHIA. Soundtrack	Epic Soundtrax
18	20	22	BRYAN ADAMS. So Far So Good	A&M
DEBUT	23	23	RHYTHM, COUNTRY & BLUES. Rhythm, Country & Blues	MCA
22	19	24	US3. Hand On The Torch	Blue Note/Capitol
21	22	25	PEARL JAM. Vs.	Epic
25	24	26	JANET JACKSON. Janet	Virgin
26	27	27	MEAT LOAF. Bat Out Of Hell II: Back Into Hell	MCA
27	25	28	TEVIN CAMPBELL. I'm Ready	Qwest/WB
20	21	29	ICE CUBE. Lethal Injection	Priority
23	28	30	JOHN MICHAEL MONTGOMERY. Kickin' It Up	Atlantic/AG
32	29	31	RAGE AGAINST THE MACHINE. Rage Against The Machine	Epic
33	33	32	AEROSMITH. Get A Grip	Geffen
29	30	33	STONE TEMPLE PILOTS. Core	Atlantic/AG
31	32	34	10,000 MANIACS. MTV Unplugged	Elektra
DEBUT	35	35	A TRIBUTE TO CURTIS MAYFIELD. A Tribute To Curtis Mayfield	WB
38	38	36	KENNY G. Breathless	Arista
35	35	37	THE CRANBERRIES. Everybody Else Is Doing It, So Why Can't We?	Island/PLG
34	36	38	GIN BLOSSOMS. New Miserable Experience	A&M
RE-ENTRY	39	39	STING. Ten Summoner's Tales	A&M
24	26	40	MICHAEL BOLTON. The One Thing	Columbia

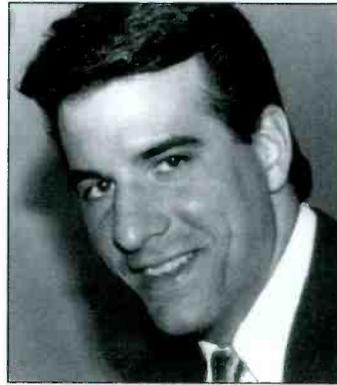
## Jim Cerone Promoted To PD At WZPL

*Gary Hoffman Returns To Consulting Capacity*

In its first major move as the new owner of WZPL, MyStar Communications Corp. promoted Jim Cerone, known on-air as Jim Vincent, to Program Director. The 29-year-old Chicago native will continue to host his afternoon-drive shift.

Cerone, who has been with WZPL since 1991, previously was Program Director at WBWB Bloomington. "It's tremendous to be working in a market like Indianapolis and it's an honor to be promoted to this position," he says. "I'm committed to do all I can to help MyStar take WZPL to an even higher level."

"MyStar is very happy to be able to find an outstanding, energetic and capable person already on the staff to promote to Program Director," states Timothy J. Midland, President of MyStar Communications. "Jim will report to MyStar VP of Programming Gary Havens, who will assist in developing strategies for the station. Gary Hoffman, who has been serving in the dual



**JIM CERONE**

role of both Programming Consultant and PD, will now return to a regular consulting capacity. Gary has done a terrific job at WZPL under the trying circumstances of a station sale. Now Jim will be taking on the day-to-day programming responsibilities. He's well-suited for the challenge."

MyStar, which assumed programming and sales responsibilities for WZPL through an LMA on February 28, signed an agreement to purchase the station, pending FCC approval.

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VP/GM Gerry Cagle offers an insight into the trend towards Plays Per Week and how *The Network Forty* plans to stay ahead of the pack. ...page 8.

#### CONFERENCE CALL

Three of the leading Alternative programmers discuss the state-of-the-Alternative-art, circa 1994. ...page 16.

#### BILL GAMBLE INTERVIEW

Name the format and Bill Gamble has probably programmed it successfully during his 20-year career. Now he's making Alternative Top 40 work in Chicago at WKQX "Q101." ...page 18.

#### MAINSTREAM MOST REQUESTED

A *Network Forty* exclusive: The hottest new reaction records from around the country. ...page 38.

#### MASS MEDIA/ETCETERA

All the news ill-fitted to print; choice tidbits for your morning show. Plus MTV and touring info. ...page 44.

#### REGIONAL PPW BREAKOUTS

The latest detailed information on who's really getting played in six different regions of the country. ...page 50.

#### BIN BURNERS

A new feature: Detailed information on records enjoying the biggest sales increases over the past week - why they're selling and where. ...page 55.

### "FOOT-IN-MOUTH," Pt.2

The WBBM "B96" Chicago morning team of Eddie & Jo Bo are being hit with another lawsuit for their on-air comments. This time, Chicago Judge William O'Malley is hitting them up for "unspecified damages" for "inflicting substantial injury" to his good name by wondering aloud on-air that the lawyer for Texas Ranger outfielder Jose Canseco paid him off to get Canseco off an assault charge. Earlier, they were socked with an \$8 million libel suit by TV news anchor Joan Esposito after they postulated on-air that the father of her out-of-wedlock baby could be a member of the Chicago Bulls - purportedly, Horace Grant.

### HEARING SPOTS

1993 was a very good year for radio advertising revenue and January is also off to a good start. According to figures supplied by the Radio Advertising Bureau, local spot revenue jumped 12% and national revenue rose 10%. RAB President Gary Fries estimates that radio will enjoy an overall 8% growth rate for 1994.

### FCC SNUBS NAB

National Association of Broadcasting officials are a bit miffed that FCC Chairman Reed Hundt has blown off his March 21 keynote address at its upcoming convention. His conflicting commitment - accompanying Vice President Al Gore to an international telecommunications conference in Buenos Aires - won't sit well with many radio bigwigs, who are beginning to think that the new chairman will be inaccessible to radio interests.

### COMING & GOING

Thomas Bacote was named PD at KJMZ Dallas... Mario Devoe (aka Billy Surf) was named MD at KKKR Phoenix. He leaves his MD/nights gig at WAEB Allentown... Rob Potter added APD stripes to his MD and Research Director duties at KZZU Spokane... Kris Foate was named Station Manager at WKT1 Milwaukee... Rick Kennedy was hired as the new morning man and Production Assistant at KBAC Santa Fe... Former KJMZ weekend/morning show producer Hurricane Shane was appointed MD/nights at KBFM Brownsville/McAllen.

## Late-Breaking Radio News

### KHFI NAMES VENTURA MD

The MD vacancy at KHFI Austin didn't last very long. One week after she left to become MD at KIIS-FM Los Angeles, KHFI hired Fernando Ventura (real name: Chris Thompson) to be MD and do afternoon drive. He officially starts March 21.

Ventura comes to the Austin station from WSNX "Sunny 104.5," where he held the same position for the past two years. Before that, he was an air personality at WBZZ Pittsburgh and an AMD at WIOQ Philadelphia. "I've watched Fernando develop into an experienced pro during the past five years," notes KHFI OM/PD John Roberts. "He worked his way up from Promotions Assistant to air talent and Assistant MD while in the major mar-

kets, then was willing to step back in market size to get more hands-on music and programming experience. Now, he's ready to come into KHFI and pick up right where Tracy left off."

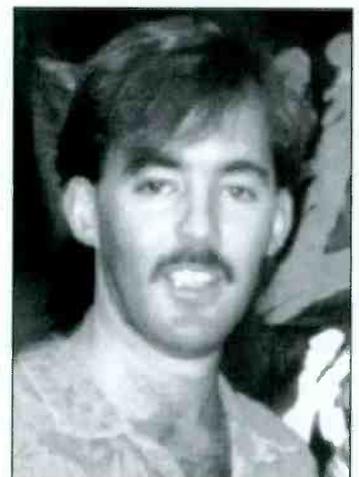
"Many thanks to [PD] Jim Richards and the management of WSNX for all their support these past couple of years," Ventura states. "I'm honored and very excited to fill Tracy Austin's spot at the smokin' KHFI. The chance to reunite with John Roberts for a new challenge will be most rewarding. March 21 can't get here fast enough!"

KHFI also promoted air personality Krash Kelly to be AMD in addition to his on-air duties.

### KEDG PROMOTES TAYLOR, GRIFFIN

Alternative Jacobs Media station KEDG Las Vegas moved Jay Tay-

lor up from programming to Operations Manager, then promoted MD John Griffin to Program Director. The station presently has no plans to fill the MD vacancy.



**JOHN GRIFFIN**

# Supreme Court: Parodies Not Copyright Violations

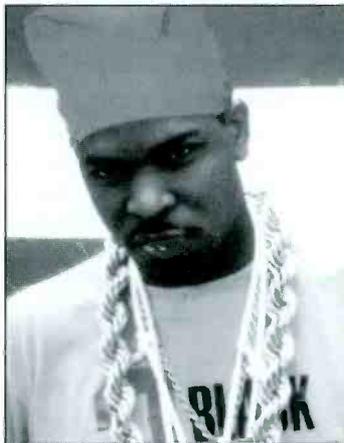
*Endorses 2 Live Crew's Take-Off Of "Pretty Woman"*

By a 9-0 vote, the US Supreme Court officially endorsed the right of writers, artists and actors to parody the work of others for "comic effect or ridicule." The decision is a victory for Luther Campbell and his Rap group, 2 Live Crew, which parodied Roy Orbison's "Oh, Pretty Woman" without the consent of the song's publisher, Acuff-Rose Music.

The original dispute began in 1989 when Campbell wrote his satire of Orbison's 1962 Pop classic. In his version, however, he sang, "Big hairy woman/ you need to shave that stuff/ big hairy woman/ you know I bet it's tough" then added, "two-timin' woman.../now I know that baby ain't mine." The parody was released on the *As Clean As They Wanna Be* album, with credits given to co-authors Orbison and William Dees as well as the publishing firm.

However, Acuff-Rose denied the rappers permission to use the original and promptly sued for copy-

right infringements. The bounty: \$13 million in royalties. A federal judge threw out the suit, but a U.S. Court of Appeals reinstated it, ruling that 2 Live Crew excessively copied the song. Filing briefs in support of 2 Live Crew were political comedian Mark Russell and the group Capitol Steps. Filing on be-



LUTHER CAMPBELL

half of Acuff-Rose were Michael Jackson and Dolly Parton.

In writing the majority opinion,

Justice David Souter noted that while 2 Live Crew "copied the characteristic opening bass riff of the original and... the words of the first line... if 2 Live Crew had copied a significantly less memorable part of the original, it is difficult to see how its [parody] would have come through. Moreover, 2 Live Crew thereafter departed markedly from the Orbison lyrics and produced otherwise distinctive music."

Souter also rejected the plaintiff's contention that the parody would harm the commercial potential of Orbison's song, noting that the rap version is aimed at an entirely different market than the original.

The repercussions of the ruling are widespread. If the ruling was reversed, all parodies by everyone from Mark Russell and Weird Al Yankovic to the skits on *Saturday Night Live* and radio morning shows would be liable for copyright infringement. Now each individual composition will have to be judged on a case-by-case basis.

## In Brief

### COBAIN OUT OF HOSPITAL

Nirvana's Kurt Cobain was released from Umberto Hospital in Rome, fully recovered after falling into a coma from inadvertently overdosing on a mixture of prescription tranquilizers and champagne.

The 27-year-old lead singer/guitarist was suffering from severe influenza and fatigue, which forced the cancellation of two shows in Germany. Hospital officials described him as "back to normal," adding that the hourlong coma won't leave any permanent effects on Cobain.

### STERN VS. THE FCC, CONT'D.

For a change, it was a good week for Howard Stern in his never-ending battle with the FCC. The Commission dismissed a compliant filed by longtime Stern critic Al Wescott to block the license renewal of KEGL Dallas. Wescott assumed

that the evidence he taped off KBFI-FM Las Vegas was the same at KEGL. Since he didn't produce actual KEGL tape with his complaint, the FCC denied his objections, so the Stern FCC Fine Toteboard still stands at \$1.6 million.

That may change, however, after the stunt Stern pulled on the Commission. The jock told Reuters News Service that he has been sending complaints under other people's names to the FCC about comments allegedly made by his competitors — comments that were actually made on Stern's show. Since nothing happened to his complaints, Stern charges that the FCC is selectively enforcing his program in an effort to drive him off the air. Apparently, the FCC is not taking the stunt lightly. An FCC lawyer was quoted in *USA Today* as saying, "whether it

would be an actionable act, I wouldn't want to say," while denying Stern's charges.

### JACK SPECTOR DIES ON-AIR

Legendary radio personality Jack Spector died March 9 while doing a fill-in on-air shift on WHLI-AM Garden City/Long Island. When station staffers heard dead air at 12:35, they checked on the control room and found the 68-year-old Spector dead of a massive cardiac arrest.

Spector's radio career goes back over 30 years. He was hired by Mike Joseph at WPRO-FM in 1959. He was one of the original "Good Guys" at WMCA New York in the '60s, then spent the '70s as host of "Saturday Night Sock Hop" on WCBS-FM. Recently, he was doing weekends and fill-in work at WHLI where, as GM Jane Bartsch says, "he died doing what he loved to do."

# RECORDS

## ATLANTIC

Samantha Schwam was promoted to Director of Joint Venture Accounting. In her new post, Schwam will be responsible for the accounting, finance and administration of joint venture labels including Delicious Vinyl, Interscope, Mammoth, Matador, Rhino, Select and Third Stone. She'll also be working in the same capacity with other Atlantic-affiliated labels such as Beggars Banquet, Big Bear and Modern.

## ELEKTRA

Gary Casson was promoted to Exec. VP, Administration. In his new position, he will assume greater responsibility in the overall administration of artist, producer and other contracts... Leslie Doyle was named Sr. Director, Crossover Promotion... Melinda Kelly was appointed Director, Music Video Production... Samantha Riba was named Manager, Video Promotion... Joel Amsterdam was appointed Director, West Coast Press & Artist Development... Jake Ottmann was named East Coast Director, Alternative Promotion.

## IRS

Brett Greene was appointed Northwest Regional Promotion Manager. Greene, who is relocating to Boulder, CO, formerly was National Director, Alternative Music for Radioactive Records.

## RELATIVITY

Tom Maffei was named West Coast Regional Promotion Manager. Previously, he was the manager of Diane Warren's music publishing company.

## SONY

Josh Rosenthal was appointed VP, Alternative Music Marketing for Sony Music Distribution.

## WILD PITCH

Independent Hip-Hop label, Wild Pitch Records, announced the hiring of MC Serch to oversee its musical operations as VP, A&R and Marketing. Serch (aka Michael Berrin) made his mark in the music scene as part of the Rap act 3rd Bass. They enjoyed Top 40 success with the single, "Pop Goes The Weasel" in 1991.

## RELATED FIELDS

Molly Ballentine was named West Coast Manager, Advertising for The BOX. Previously, she was W.C. Manager at *Spin* Magazine.



### Gotta Getta Gig?

MCA is still interviewing for their San Francisco local slot. A decision is getting closer to reality.



Jive continues their search for a national person and a local in Detroit.



Epic is close to naming their new West Coast Regional Director. Expect an announcement soon.



Columbia Records has a prime opening in Atlanta as long-time veteran Lee Durham leaves the company.



KXTZ Las Vegas PD Larry Martino is hiring an entire staff. He's looking for entertainers who "know how to open the mike and have some fun." T&Rs to 307 Waterstreet, Henderson, NV 89015.



WVSR Charleston PD Burke Allen is searching for a morning show.



WSNX Grand Rapids is searching for a Music Director who can also do afternoon drive. T&Rs to PD Jim Richards.



And the PD slot at WNDU South Bend is still open.

### But Was He Rolling Tape?

Jack Spector died of a heart attack while on the air at WHLI in Long Island. Spector was one of the original WMCA "Good Guys" and will be missed by those who knew him.

### Wild In San Jose?

With Wild 107 San Francisco duoping Star FM (currently broadcasting on 98.9 in San Francisco and 99.1 in San Jose), will Mancow soon be heard in the South Bay? Word has it Wild 107 will simulcast on the 99.1 signal as 98.9 goes Spanish.



And speaking of Mancow, what's Page 6 without a monthly picture of our favorite envelope-pusher? Last week, Mancow spoke at San Francisco State to promote their

library. On his way out, he stopped for a more personal promotion. Draw your own conclusions.

### Trendage

Norfolk: WNVZ 4.3 to 4.9; Orlando: WXXL 7.4 to 7.4; Greensboro: WKZL 6.5 to 5.7; Jacksonville: WAPE 8.1 to 7.0, WHJX 8.0 to 6.9; Raleigh: WDCG 6.5 to 7.6 and Richmond: WRVQ 7.5 to 8.0.

### New Guys In Town

As mentioned here weeks ago, look for Zoo's Sr. VP Promotions Bill Pfordresher to officially announce the promotion of Ric Lippincott to VP Pop Promotion in Los Angeles. Ric is a hot property, interviewed by other labels, but Bill locked him up in the Zoo.



MyStar, owners of WTPI, LMAs WZPL Indianapolis. Air Personality Jim Cerone becomes PD. See News section for details.



Who's the new PD at KC101 New Haven? The current OM and morning show host Glenn Beck.



The new MD at KHFI Austin (replacing Tracy Austin who moves to KIIS Los Angeles) is Chris Thompson, aka Fernando Ventura, from WSNX Grand Rapids. More in the News section.



At WZJM Cleveland, Music Director Johnny D and Music Coordinator Tim Virgin have swapped titles, making Virgin the new MD.



New PD at KQLA Manhattan, Kansas is J.J. Davis from KQKY Carney, Nebraska.

### Oldie But Goodie

Bill Drake is consulting WMXJ in Miami. Will it switch to Top 40? Maybe if it was 1974.

### Cigars!

We don't mention babies on Page 6, so we won't tell you that Warner Brothers' Barney Kilpatrick and wife Martha had a baby last week. At 10 lbs. 6 oz., Charles Barnett was immediately added into the Heavies.

### Weddingola?

We also don't mention weddings, but this one deserves a Chrome Lizard Award. WXXB Ft. Meyers PD Randy Sherwyn is getting married this weekend. Record people have been invited, but must pay \$40 to attend!



KS104 Denver's Chris Davis got married last weekend. As far as we know, record people got in free.

### Tremors

Contrary to some of the wild rumors out there, the staff at WTIC FM Hartford will not be donning cowboy hats in the near future. However, a number of staffers in the know have been wearing boots to work recently!



KPXR Anchorage switches to the ever-growing "Arrow" format Tuesday. PD Jason Palmer and the entire staff remains in place.



Will WCIL Carbondale soon have some contemporary competition in the market?

### Sick People

WIFC Wausau PD Duff Damos, still laughing over last week's Top 25 "Jock Names" column, checks in with the first (in what, unfortunately, will probably be a long line) of morning show team names. His offering: Sam and Janet Evening. Sing it... you'll get it... maybe!

### Rumors

The talk about major changes at a major New York label refuse to die. To quote the Buffalo Springfield, "Something's happening here, by the Spring it will be clear."



Could KSOL's Michael Martin be leaving San Francisco? Word has it there's a PD offer being tendered.



What Top-5 market morning man is considering a move to Los Angeles?



What was KDON Monterey PD Michael "Thunderclap" Newman doing in Denver this week? Practicing how to say, "KS104?" Is there something in the air?



Is consultant Mike Joseph close to inking a deal with a Portland, Oregon station?



### The One We Like Best

Is Jerry Clifton's next project a youth-oriented, high-energy Top 40 in Dallas... separate from WJMZ? Feelers have been made to some who have stated their availability.

### Blow Us

Happy Birthday to *The Network Forty*. We're 4 years old this week.

### Buzz

Scott Shannon... Ron Geslin... Sean Phillips... *The Network Forty*...



"Statue-tory rape."

# Hits That Keep Going And Going And Going...



## Jodeci "Cry For You"

**Top 5 Female Phones At  !**  
**New Mainstream Action at Q106, WPXY and KQKQ**  
**Over 1 500 BDS Detections**  
**Album Is Double Platinum**  
**Watch Jodeci On The Tonight Show March 16!**

## Meat Loaf "Rock And Roll Dreams Come Through"

**Top 10 Monitor, R&R Back Page and **  
**7th Most Played Video -- **  
**Major Summer Tour To Be Announced**  
**Over A Quarter Million Sold In The Last Month!**  
**4 Million Sold In The US And Still Growing!**

## Tom Petty "Mary Jane's Last Dance"

**2600 BDS Detections Top 5 Mainstream Monitor**  
**#9 R&R Back Page**  
** Moves 11-10\***  
**#9 Most Played  #6 Most Played **

**Now Top 30 At Adult Radio And On These Stations And More!**  
**WPLJ (33X) WRQX (29X) WBT (24X) WKQI (22X) KPLZ (25X)**

# THE FUTURE IS NOW

Commentary by  
**Gerry Cagle**

**T**his week celebrates *The Network Forty's* fourth anniversary. Four years ago, *The Network Forty* began publishing a cutting edge magazine designed to be radio-friendly and music/research-intensive. Our primary goal is to produce a weekly publication that serves as a needed tool to help those in our industry learn new and innovative ways to increase their efficiency.

Four years ago, *The Network Forty* began delivering overnight requests to all of our reporters. For the first time in history, programmers could see, on a daily basis, records that were reacting on different stations across the country.

This was the first of many new and exciting innovations.

Working closely with our friends in the radio and record communities, we debuted sections devoted to different aspects of our business: "Conference Call" poses specific questions to different programmers so their peers can share their thoughts; "Programmers Textbook" provides a forum for those in the business to teach others in their areas of expertise.

But perhaps the most innovative "change" championed by *The Network Forty* is Plays Per Week. Two years ago, *The Network Forty* began publishing PPWs with a small number of radio stations agreeing to participate. Most radio stations initially refuse to divulge what they considered to be trade secrets and the industry at-large took little notice. But as the months went by, *The Network Forty* staff was relentless in the pursuit of PPWs. We believed that it was the most honest and accurate barometer of actual airplay. Little by little, programmers began agreeing and our network of PPW reporters increased.

With the advent of BDS, airplay became the criteria used by the industry to judge a record's success and Plays Per Week became an industry standard.

Our list of PPW reporters is now conclusive, with reporters spanning the scale from the largest (Z100 New York, Power 106 Los Angeles) to the smallest.

As other trade magazines suddenly jump on the Plays Per Week bandwagon, don't forget that *The Network Forty* has been printing the *definitive* Plays Per Week Chart for the past *two* years. It would be easy to beat our chests, accept the acknowledgement that we're the industry's leader

*"The Network Forty has been printing the definitive Plays Per Week Chart for two years."*

and say, "We told you so." It's more important to note that in addition to being the *first* to champion this innovation, *The Network Forty* has spent the past two years developing the research and relationships that make this chart the *most accurate* barometer of actual airplay available.

Why?

*The Network Forty* monitors Plays Per Week from computer-generated airplay

reports supplied by all our participating reporters. Although BDS monitors actual airplay, *The Network Forty* system provides additional information. *The Network Forty's* universe is much larger than that of BDS. Records that are showing substantial growth in unmonitored markets aren't charted by BDS. You can see that actual growth and spot substantial future trends by studying *The Network Forty* PPW Chart. Unlike BDS, *The Network Forty* does not give credit for records played on the many syndicated programs being aired by stations. You won't be confused as to what records are actually a part of a station's regular programming. And if technical failure prevents monitoring in certain markets, *The Network Forty* PPW Chart can provide an exact blueprint of actual plays.

A year ago, *The Network Forty* began an ongoing series of editorials aimed at redefining the shape of our industry. In many instances, these editorials were highly critical of *R&R*. For over a decade, *R&R* held the industry hostage with an outdated system that made it possible for records to move up the charts with no regard for actual airplay or sales. This antiquated system made it possible for paper adds and severe dayparting to manipulate the charts.

In September of last year, *R&R* finally responded to the pressures within the industry and promised a chart system based on actual airplay. Most of our readers know we have been critical of *R&R*. But what many have forgotten is that we welcomed *R&R's* conversion and even allowed *R&R* and any other trade magazine to use *our* term "Plays Per Week" as the definition of charts based on airplay.

Why should *The Network Forty* give up a phrase we coined and made synonymous with actual airplay charts? Why didn't we keep the franchise for ourselves? Simple. *The Network Forty* recognizes that Plays Per Week is the best definition for an airplay chart. It would be good for our industry as a whole to have a benchmark for a description. *The Network Forty* is confident in our belief that what is good for our industry as a whole is good for our magazine as a single entity.



**READY FOR  
THE  
PUBLIC.**



Dave Wakeling and Ranking Roger  
recreate a classic  
with legendary results.

**"I'LL TAKE YOU  
THERE"**

The lead single from the  
"Threesome" soundtrack.

Produced by Ralph Sall, General Public and Tony Phillips.

**EARLY AIRPLAY AT:**

**99X**

**WAPE**

**B97**

**Q106**

**WENZ**



Epic Soundtrax and Reg. U.S. Pat. & Tm. Off. Marca Registrada. © 1994 Sony Music Entertainment Inc.

# THE FUTURE IS NOW

Recognizing the industry's trend toward a more honest and accurate system, *R&R* finally responded last week and outlined their own changes, using *The Network Forty's* term Plays Per Week as their definition. Unfortunately, that's where the similarity ends. If *R&R* uses the same criteria described in their Country format (and *R&R* says the criteria for Top 40 will be the same), their attempt to regain their competitive stance comes too little, too late.

Why is *The Network Forty* PPW Chart more accurate than the PPW process proposed by *R&R*? Several reasons. First, the universe. *R&R* continues to hurt the radio industry in general and Top 40 in particular by refusing to include more radio stations in its reporting base. Downsize seems to be *R&R's* byword. Second, their methodology is misguided. *R&R* is weighting their reporters, not just by market size (as does *The Network Forty*), but by Arbitron ratings. Everyone in our business, particularly those in radio, knows Arbitron research is suspect at best and inaccurate at worst. Arbitron's inability to accurately reflect the actual ratings of Mainstream Top 40 is a known fact. The weighted inflation of Hispanic and Urban diaries has changed the face of radio... drastically... detrimentally. But *R&R* ignores these facts and uses this inaccurate research to weight the research. Then throw in the "Add Factor." According to *R&R*, the Add Factor "...measures the quality of adds. The AF represents the combined weight of all stations adding a song, reduced to a 1-50 scale, 50 = 100%." Huh?

Ask *R&R* what time it is and they'll tell you how to build a watch.

*R&R's* proposition puts too much emphasis on the wrong stations in the major markets. Since Arbitron traditionally rates Urban and Hispanic formats higher and Top 40 and Rock-leaning formats lower, a chart based on this methodology will make it much more difficult to break new Mainstream and Rock-leaning records.

At this particularly critical point in history, both the radio and records industries need positive plans for increased success, not roadblocks. Radio doesn't need format

restrictions and definitions that rely on Arbitron's inaccurate research. Record companies certainly don't need restrictive charts that make it harder to break new artists.

*The Network Forty* accepts Plays Per Week information from *all* of our reporters... all 265 of them. *Of course* larger markets will be weighed heavier, but not to the detriment of music that is being programmed on other stations that aren't monitored by BDS or sampled by *R&R*.

From the description provided, it seems that *R&R* plans to chart plays on stations that are, for the most part, *already* being monitored by BDS. And then compressing that data through a weighting system that

*"Another dog... another empty knapsack."*

makes no sense.

Another dog... another empty knapsack.

*The Network Forty* provides our industry with the definitive Plays Per Week Chart on Page 3. Beside it, you will find *The Network Forty* Retail Chart. The two most important barometers in charting the success of a record are airplay and sales. *The Network Forty* prints those charts side-by-side so you can easily see what's happening on a national level.

*The Network Forty* Retail Chart differs from SoundScan in similar ways that our PPWs differ from BDS. Our universe is much broader. We research many accounts that are not a part of SoundScan. Because of our relationship with these accounts,

sales trends are quicker to spot than on SoundScan.

Inside the back page, you'll find additional record information, including The Next 40, a listing of, you guessed it, records ranked 41 through 80. This chart shows the total number of stations playing each record as well as the number of adds each received. We'll also chart the most-added records of the week and the Top 10 most-requested records of the week.

These pages will provide you with a quick reference to everything you need to know when doing your music: The Plays Per Week Chart, Retail Chart, Next 40, Most Added and Most Requested.

To make it even easier, we're providing this information as a special pull-out so you don't even have to look for it. It will find you.

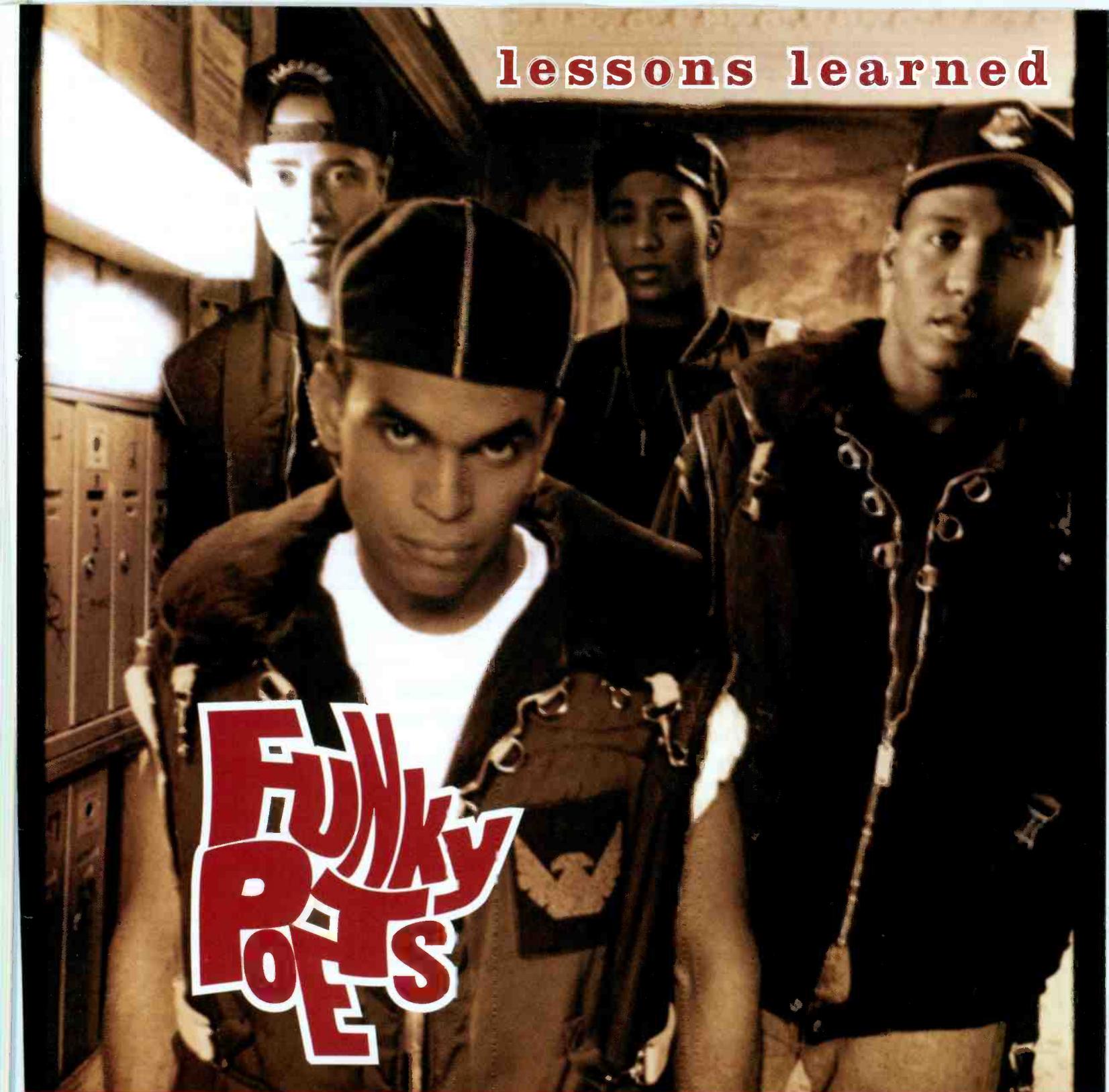
In addition to these features, you'll find our *exclusive* breakouts of PPWs so you can chart regional record activity. Also debuting this week is a new retail page called "Bin Burners" that will provide in-depth analysis of the hottest records across the country. ("Hot" meaning the records enjoying the biggest increases in sales over the previous week.)

These changes, along with others that you'll see in the coming weeks, are the result of months of "networking" with our many friends in the radio and record industries. *The Network Forty* continues to provide a *reflection* of the wants and needs of our reporters and readers. We thank those who worked with us to make these changes a reality. With your continued help and support, *The Network Forty* will continue to be the cutting edge magazine that provides the industry with the best barometer of our changing times.

*The Network Forty* is four years old this week. We publish and prosper because of the support you've provided. We cherish that support and work hard to make sure we earn it.

You've made *The Network Forty* the most widely read and talked-about publication in the '90s. Your friends at *The Network Forty* thank you. ☐

lessons learned



**FUNKY  
BOTS**

Voted #5 on *USA Today's* "Top-10 albums of '93" list.

"Easily the most versatile new group to emerge in the past year." -*Los Angeles Times*

"This is really a breath of fresh air! Tight hip hop grooves, strong soulful vocals, lyrics that stir the conscience and as for 'Lessons Learned' - it's a true gem!" -*blues and soul*

The new single from "True To Life," the debut album.

Executive Producers Bob Gordon, Steve Rosen, David Massey

Produced by David Darlington for 23 West Productions and Funky Bots for Euparis Music Productions.

Mixed by Bob Rosa. Artist Management: Bob Gordon/23 West Entertainment, Inc., NYC



epic records group

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[www.americanradiohistory.com](http://www.americanradiohistory.com)

# PROMOTIONS

## ON-AIR WEDDING CONTEST

**KQKQ, Omaha**

*Karen Menke*

An on-air Valentine's Day wedding ceremony with two twists: First off, air personality "Rockett In The Morning" qualified two couples as participants. Twist #1: Then he solicited for everything from rings and tuxedos to limo rides, a reception hall and live music on-air – and got it. Rockett performed the ceremony himself at the station; the ceremony was simulcast on a local cable TV network and rebroadcast later that evening with highlights from the reception. Twist #2: Although two couples were married, there was only one honeymoon trip to be given away. The newlyweds then competed in events such as bride arm wrestling, bride weenie toss and a couple sausage race (brides start the sausage at the bottom of the grooms' pants, work it up through the clothes, around the shoulders and back down). The winners won the trip.

**COST:** EVERYTHING WAS DONATED.

**RETURN:** A PERFECT EXAMPLE OF SPICING UP A TRIED-AND-TRUE (AND TIRED) PROMOTION WITH AN ENTERTAINING TWIST. INCREDIBLE THEATRE-OF-THE-MIND BROADCAST THAT WAS ALSO TELECASTED.

## PREVIEW SHOPPING DAY

**WEZB, New Orleans**

*Ann C. Rogers*

On March 9, before the official grand opening of a new upper-crust store in an area mall, WEZB sponsored a "Preview Day Of Shopping," where people paid \$10 to visit the store, shop and enjoy free food, beverages, entertainment, make-overs and music provided by an orchestra quartet. They also registered to win a \$500 shopping spree, a trip for Hawaii or a new car. All proceeds went to B97's Children Charity Foundation.

**COST:** EVERYTHING DONATED FOR A GOOD CAUSE.

**RETURN:** HUGE APPEAL TO CREDIT CARD-CARRYING BABY BOOMERS – WITH THE ADDED BONUS OF IT BEING A GOOD CAUSE.

## "SICK AS A DOG"

**WZPL, Indianapolis**

*Terri Trotter*

Listeners feeling under the weather called in to win a "Get-Well Pack" that contained a can of chicken soup, a bottle of cold/flu medicine, a WZPL sweatshirt and the new release of NKOTB's "Dirty Dog." The grand prize (for those who finally feel better) was a pair of Janet Jackson tickets.

**COST:** MINIMAL; PRIZES TRADED OUT FOR MENTIONS.

**RETURN:** TOPICAL PROMOTION INCREASES CUME AND TSL.

## SHAQ'S BIRTHDAY CARD

**WXXL, Orlando**

*Dave Demer*

To celebrate Orlando Magic mega-center Shaquille O'Neal's 22nd birthday, WXXL created a big birthday card and gave listeners the chance to sign the card at three separate locations around town. There they also registered to win a trip to San Antonio, where they delivered the card personally to Shaq before the Magic's ballgame with the San Antonio Spurs.

**COST:** CONTINENTAL AIRLINES OFFERED THE TRIP FOR MENTIONS.

**RETURN:** NICE TIE-IN WITH THE MARKET (AND THE NBA'S) #1 MOST VISIBLE PUBLIC FIGURE. BROUGHT A TON OF LISTENERS TO CLIENT LOCATIONS.

## "STRIP FOR A TRIP"

**WXLK, Roanoke**

*Chris Taylor*

To win a free trip to West Palm Beach, FL, K92 invited listeners to a local mall, where they "stripped for a trip." Whoever stripped off as many layers of clothing as possible won the event. The winner took off 168 layers of clothing (many where shirts simply tied around her legs).

**COST:** TRIP TRADED OUT.

**RETURN:** GREAT TITILLATION FACTOR FOR A REMOTE; GOOD THEATRE-OF-THE-MIND ON-AIR.

## SKI PARTY WEEKEND

**WSBG, Stroudsburg**

*Jay Scott*

Ski enthusiasts sent in postcards with their names and phone numbers. During Scott's Friday afternoon shift, one postcard will be picked at random every other week throughout ski season. The winner will be able to bring nine friends to ski for free on the following Thursday night.

**COST:** COVERED BY A COORS SPONSORSHIP.

**RETURN:** SUCCESSFUL ACTIVE AUDIENCE PROMOTION WORKS THE ENTIRE SKI SEASON.

## "HEART-ON" FOR JANET

**KSFM, Sacramento**

*Blair Chenoweth*

On Valentine's Day, FM102 listeners dropped by a local mall to lip-synch a Janet Jackson song while wearing a 'heart on' (ie: some sort of heart-shaped figure, the bigger the better). The best combination of costume and performance won front row tickets to Jackson's concert the next night.

**COST:** TICKETS TRADED OUT.

**RETURN:** BROUGHT STATION JOCKS FACE TO FACE WITH LISTENERS; STUNT DREW MEDIA ATTENTION.

## "BABY MANIA"

**KJYO, Oklahoma City**

*Ric Reece*

New and expecting mothers and their children were invited to a local mall to take part in The America Baby Pageant, featuring a maternity fashion show, a "diaper derby," baby "most hair" and "look-alike" competitions and more. There will also be a booth to fingerprint your child for identification purposes in cases of emergency.

**COST:** PRIZES TRADED OUT.

**RETURN:** GREAT TOOL TO BUILD THE FEMALE TARGET DEMO AND ATTRACT THE ADVERTISERS WHO WANT TO REACH THEM.

## "BOLTIN' TO BOLTON"

**WPXY, Rochester**

*Tristano Kurlou*

About one hour before Michael Bolton's concert at the Rochester War Memorial, 98PXY jocks Artie the One Man Party and JoJo the Hitman announced that the first 14 people to make it to the radio station would win tickets. However, if the listener brings either a wig, a bald man or a bottle of rogain to the station, he/she would win front row seats. A total of 14 regular and three front row pairs were given away.

**COST:** TICKETS WERE TRADED OUT.

**RETURN:** SPONTANEOUS CONCERT INSTANTLY BUILDS EXCITEMENT AROUND ARTIST WHO APPEALS TO WOMEN IN TARGET DEMO.

## SPOTLIGHT

### ZOO TRACKS

**KZZU, Spokane**

*Daron Howard*

KZZU has put out an eight-page quarterly station newsletter to send to 3,000 loyal listeners. Loyal listeners either call in to get on the mailing list, or fill out a form at a KZZU remote. Articles covered music news, happenings at the station (such as

current promotions) and air personality profiles. It also ran advertising for certain clients.

**COST:** PRINTING COSTS WERE TRADED OUT. CLIENT ADVERTISING HELPED KZZU TURN A PROFIT.

**RETURN:** EXCELLENT WAY TO MAKE THE STATION SEEM NEWSWORTHY AND SPECIAL TO ITS LISTENERS.

"This is an out and out smash for us, we've been on it 14 weeks and it is the 7th week in power rotation. It is consistently top 5 callout with 15-29 females."

- Scott Wright B97, New Orleans

impossible to ignore...

# the cranberries dreams

from their album,  
**everybody else is doing it,  
so why can't we?**

watch for the cranberries  
home video coming this june.

© 1994 island records, inc.



**Most Added For 2 Consecutive Weeks!**  
**BDS: 430 Plays + 327 This Week!**

WAKS Add!  
And Others!

**On Over 70 Top 40 Stations!**

B97	Q99
WV3Q	WAPE
KKFR	XL106

**Active Rotation!**  
**LP Approaching 2 Million!**

# NETWORK FORTY SPOTLIGHT



**KQMQ 93.1 FM/690 AM**

711 Kapiolani Blvd #1193

Honolulu HI 96813

(808) 539-9369 Office

(808) 539-9339 Fax

Kriss Hart .....Program Director

Music Calls:..... WTh 9am-5pm

Ronnie Hope.....General Manager

Alan Yamamogo.....Sales Manager

Wili Moku & Candace Cruise.....5:30 am - 10:00 am

Mars Frehley .....10:00 am - 2:00 pm

Kriss Hart .....2:00 pm - 7:00 pm

Rob Haas .....7:00 pm - 12 mid

Steve Hunter .....12 mid - 5:30 am

Ownership: .....Desert Communications II

Consultant: .....McVay Media/Harv Blain

## PLAYING THE HITS IN PARADISE

KQMQ has been a Top 40 presence in Honolulu for more than a dozen years, all of them on or close to the top of the Arbitron ratings for the market. PD Kriss Hart has been with the station for all of those years – and then some. “I’ve been with the station for 13 years now. I began as an intern while I was going to high school, and eventually began on the air as a weekend. Then it was on to overnights, nights, Production Director and finally APD before I was promoted to PD just about a year ago. The promotion coincided with the purchase of the station by Desert Communications II.”



**Kriss Hart**

One of the keys to the stations’ success, according to Hart, is “our stability. We’ve recently made a few personnel changes, but for the most part this has been a very stable operation. The audience perceives us and KSSK (the local dominant AC station) as having been in our respective formats forever. This is a very competitive market, (26 signals on the islands) and that’s been one of our real strengths.” What kind of market is Honolulu? “The metro is actually Oahu (the island that Honolulu is located on). Our direct competition is KSSK, simply because they’re what’s standing between us and a #1 ranking.” What about KIKI? “We share a lot of audience with them, but they’re focused much younger than we are. Their music mix is also much more rhythmic.”

As for music the mix, Hart says KQMQ is “a straight-down-the-middle Top 40. That means

we’re playing our fair share of Mariah Carey, Michael Bolton, Janet Jackson, Richard Marx, Phil Collins and Rod Stewart. There are also some songs that do very well for us that aren’t necessarily national hits. A UB40 track, “Cest La Vie,” is one example. That’ll end up as a heavily-played recurrent for us. Big Mountain’s “Touch My Light” was also a strong song here.” As for the Gold library, the station doesn’t lean on the older product too heavily, but there are some

interesting titles in the mix. “You’ll occasionally hear stuff like “The Shoop Shoop Song” by Cher, “Oh Girl” by Paul Young or “What You Won’t Do For Love” by Go West. These all tested very well for us, although I’m sure they don’t factor in very much back on the mainland.”

Promotionally, most of the action happens on the island of Oahu. “It would be pretty difficult to send an intern in the van to another island! When we do go out, it’s to get us into various neighborhoods and reinforce the ‘phrase that pays’ with giveaways. Our most recent big giveaway on the air was to send people to the Grammys in New York. Another interesting one was our ‘Mass Wedding,’ where 93 couples all got married at the same time in a local mall. It involved a lot of people directly in our demographic target and was a lot of fun. We got lots of local media exposure for free, which is always a coup for any radio station.”

– Pat Gillen

### 5 PM SAMPLE HOUR

Ready For The World

*Oh Sheila*

Rod Stewart

*Having A Party*

Arrested Development

*Tennessee*

Big Mountain

*Baby I Love Your Way*

Shai

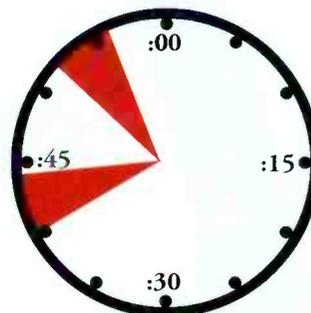
*Baby I’m Yours*

Ace Of Base

*The Sign*

O.M.D.

*If You Leave*



Bonnie Raitt

*Love Sneaking Up On You*

UB40

*Higher Ground*

Janet Jackson

*Because Of Love*

**STOPSET**

Mr. Big

*Wild World*

Xscape

*Understanding*

**STOPSET**

Mariah Carey

*Dreamlover*

### ON AIR SLOGAN

“KQMQ Plays Today’s Best Music!”

# Crash Test Dummies

IT'S MMM MMM MMM MMMASS APPEAL!



**“MMM MMM MMM MMM”**

**NETWORK** Moves 27-18\*

**Top 40 Mainstream Monitor Moves 37-29\* Audience Reach: Over 20 Million!**

**Total Plays: Last Week: 1742 This Week: 1984!**

**On Over 120 Stations Including Airplay At The Following:**

KKFR Phoenix 47 Plays!

B97 New Orleans 32 Plays!

KDWB Minneapolis 28 Plays!

WKBQ St. Louis 19 Plays!

KIIS Los Angeles 39 Plays!

KISF Kansas City 30 Plays!

KRBE Houston 27 Plays!

WPLY Philadelphia 18 Plays!

WXXL Orlando 38 Plays!

Z100 New York 28 Plays!

Star 94 Atlanta 23 Plays!

B94 Pittsburgh 13 Plays!

**SoundScan Single Moves 20-14\***

**SoundScan LP Moves 22-21\***

**Over 700,000 Sold!**



**Buzz Bin! 22 Plays Per Week!**



**ARISTA** RECORDS

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## THROW IT AGAINST THE WALL, LET'S SEE IF IT STICKS!

*Five years ago, if you told me this thing called Alternative music would become the mainstream of a generation, I would've suggested psychiatric help. Today, I'm engaged in daily conversations about Alternative music and wonder why more and more of this music is finding its way into the mainstream of Top 40 radio. Is it simply because it's more available than it was five years ago or is it because contemporary radio has begun serving the needs of the public once again? On this week's Programmer's Conference Call we delve into both the definition and the characteristics of Alternative music.*

### This Week Featuring:



**BRIAN PHILIPS**

PD, WNNX Atlanta



**JAY TAYLOR**

OM, KEDG Las Vegas



**GENE SANDBLOOM**

APD, KROQ Los Angeles

*How has the music being played on Alternative radio stations changed over the past several years?*

**BRIAN:** Primarily, there's 10 times more music to choose from, which has made Alternative radio more selective. It's really cultivated a bumper crop of great new bands in increasing numbers each year. The proliferation of Alternative bands took off when a handful of them suddenly went multi-platinum. This cleared the way for a whole lot of signings... some good, some bad, but it offered a great field to choose from.

**JAY:** The product has gotten better; it's more accessible. With the product being better, you can generate a larger pool of potential audience for the music or product. At the same time, rotations have increased, so its exposure has increased and has given this music a more immediate familiarity for the potential audience.

**GENE:** The stations playing Alternative music have changed more than the music itself. On KROQ, we're reflecting the marketplace by leaning much heavier Rock, because if you look at the trendsetting people in their early 20s, that's what they're into. KROQ has a history as breaking Morrissey and Depeche Mode, but few remember that a decade ago the station broke AC/DC in L.A. when the AORs at the time failed to adequately serve their demos.

*Many people describe Alternative music as being dark, expressing negative emotions and almost depressing. Would you agree?*

**BRIAN:** I might agree if you're the type of per-

son who simply doesn't get the joke. Otherwise, I don't really think it's true. Alternative music, even in its darkest moments, is also funny if you get the lyrical concept the way it was intended. If you take Beck's "Loser" at face value, it would be a nihilistic song. I get three calls a day from people who say, "I worry about teens hearing this song," and I just want to go, "C'mon, it's a joke." The assessment of Alternative music being depressing or negative isn't fair. On a good Alternative station, there should be a blend of songs that are upbeat, exhilarating and lyrically expressive. The Cracker record, "Get Off This," is an example of a record that, in another era, would've been an anthem on Album Rock radio. If your radio station is all dark, frightening ballads, it isn't going to appeal to anybody.

**JAY:** I really disagree. Alternative music reflects a generation of people in this country. I agree with Brian that this music is often simply a joke. If you get it... great. If you don't, you probably never will and you're not listening to what's classified as Alternative.

**GENE:** People listen to music to either shut out the outside world or help them cope with it. KROQ listeners lean to the latter and as you may have noticed, there's an awful lot to cope with.

*Who are the core groups for your radio station and why are they core?*

**BRIAN:** You can split them into two different camps. One camp are those bands who have the staying power and the other are bands who appear hot at the moment but the jury is still out on their staying power. Pearl Jam, if they're able to maintain their credibility and continue to write like this, will have an amazingly long run. Counting Crows is an interesting new band. Smashing Pumpkins has tons of potential. On the Pop side, Lenny Kravitz has such tremendous range that he could be around for a long time.

**JAY:** Pearl Jam, REM, U2, Depeche Mode, Cure. These are just a few that are deeper in the library, which give substance to what we're



don't let life get in your way

"Dream on Dreamer"

the first single from

the brand new heavies



the new album brother sister

PRODUCED BY THE BRAND NEW HEAVIES  
EXECUTIVE PRODUCER: MICHAEL ROSS  
MANAGEMENT: WILDLIFE ENTERTAINMENT/UK

**4th Most Added  
The 2nd Week!**

WAKS Columbus  
B97 New Orleans  
KISF Kansas City  
Q106 San Diego  
KUBE Seattle  
WZPL Indianapolis  
WHYI Miami

**Most-Added!**

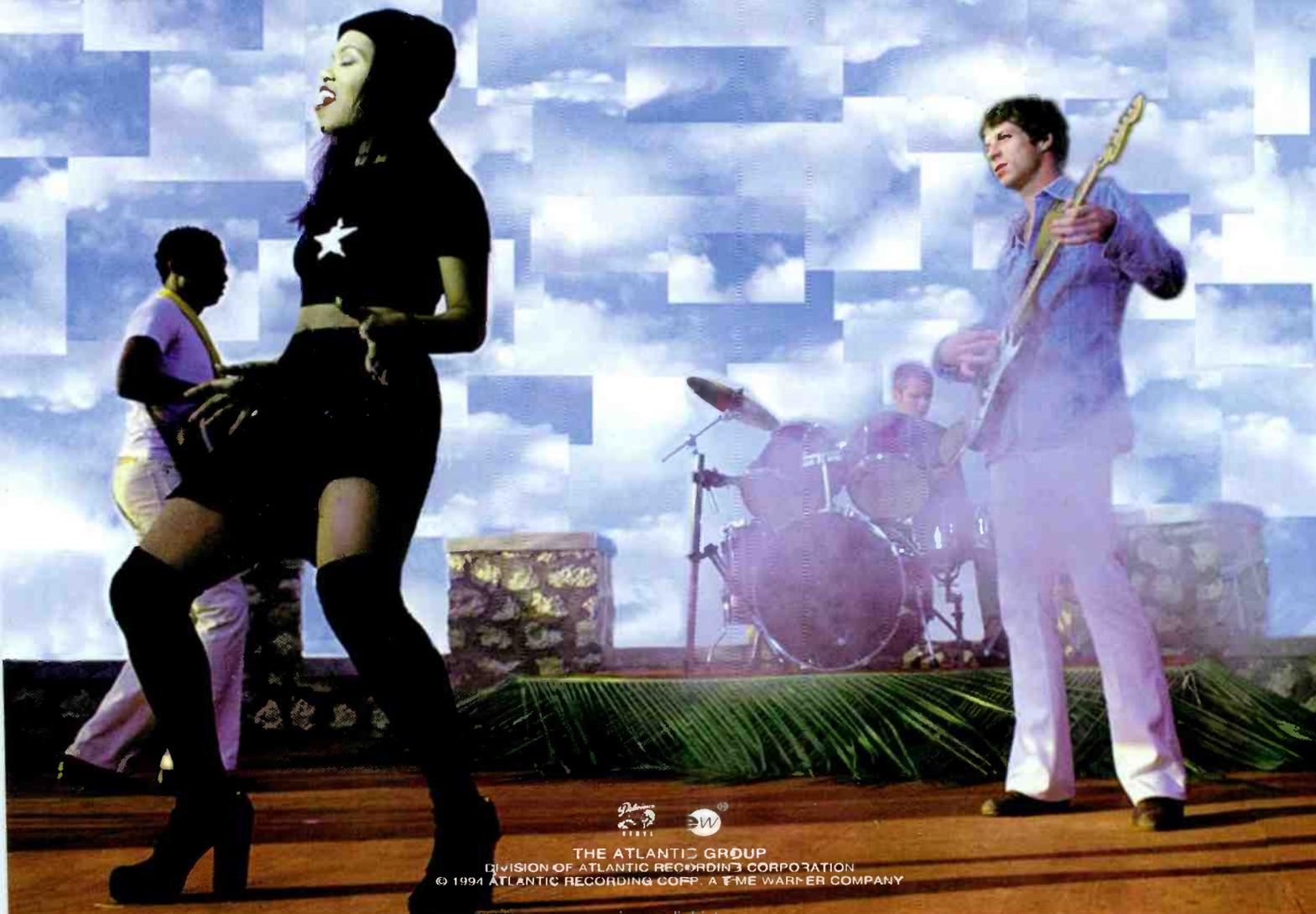
KKBT Los Angeles 13-12\*  
92Q Baltimore #25\*  
Power Pig Tampa D-27\*  
WHHH Indianapolis D-27\*  
KTFM San Antonio 30-28\*  
KZHT Salt Lake City 30-28\*  
Z90 San Diego D-30\*

 **Buzz Bin!**  
Catch Them At MTV's  
Spring Break!

 **Heavy!**

**Early Single Sales:**

New York  
Los Angeles  
Washington, D.C.  
Seattle  
Philadelphia  
Boston  
Detroit  
Houston  
Cleveland



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# PROGRAMMER'S CONFERENCE CALL

doing. Nirvana is more like music for the '90s, whereas a group like Cure has more hits and I use that term graphically.

GENE: KROQ brings together a dozen different types of music and with careful programming, we can satisfy the fans of all these segments. So our core artists would include the obvious Pearl Jam, U2, Rage Against The Machine and Smashing Pumpkins, while Bob Marley, Morrissey, The Cranberries, Nine Inch Nails and "flashbacks" in general are important when you look at the big picture.

### *In scheduling this music, what parameters do you use as priorities?*

BRIAN: We try to make every 20 minutes of the station representative of the entire musical spectrum. You don't want to bunch genres or textures together. Sometimes, we'll have hours where we go, "Wait a minute, this hour sounds way too jangly with Lemonheads on top of The Greenberry Woods on top of another similar sound." At other times, an hour may sound all Grunge or something like that. It's really a matter of making sure each 20 minutes is a snapshot of as much of the Alternative spectrum as we can possibly include.

JAY: You want to balance the music, a truth in any format. Too much of any one thing is going to get you into trouble. You have to have flow within the different genres of music. This is a priority as well as making sure our station is uptempo. We also want that male-to-female balance from an audience standpoint and not necessarily a music standpoint. I don't want too much of, say, a block of Grunge records. We pride ourselves on maintaining balance at this station.

GENE: Darcy Sanders-Fulmer and I do it manually and the pendulum never stops swinging.

### *Describe the person who enjoys listening to your radio station.*

BRIAN: 99X appeals to people who are intensely interested in music. As opposed to a conventional Top 40, 99X appeals to those people who care

where bands play, what deejays say and what the name of the song and attitude of the band are. They're adamant fans of new music who buy a ton of it and they go to lots of shows. As much as they are fans of the station, the music and the bands, usually they can also be very tough critics to help shape the station as well. The median age of the 99X audience is about 26 who are active, thinking young people.

JAY: If you were to put it on a scale who we're going after, first and foremost, it's the 18-24-year-old male. This would be followed by an 18-24-year-old female then by a 25-34-year-old male. This format will generally lean towards the male perspective with the female on its heels.

GENE: If you open the *LA Weekly* to the singles ads, someone might describe themselves as a single white female KROQ listener. We are a lifestyle more than a format and we cater to people who love new music and generally anything they *don't* expect.

### *What is your definition of Alternative music?*

BRIAN: For our purposes, Alternative music is music that doesn't have a clear and obvious home within another format. It's Rock and Roll music that doesn't easily fall into the other slots.

JAY: My definition of Alternative music is Mainstream with an Edge for the '90s. Some people have said this format is the AOR for the '90s and I can only partially agree with that. When we look at it, we're pulling in audience from the AOR base and the Top 40 base. We represent the attitude of the listening audience in the '90s. We're a different animal, reflecting the daily lifestyle of today's listener.

GENE: Alternative has become a non-descriptive term for wannabees. We describe KROQ simply as KROQ and our musical boundaries never stop expanding.

—Dwayne Ward

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

ISSUE 203

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# LYTORA



**Hot 97.7  
San Jose Add!**

**Other Adds Include:**

**WAPE Jacksonville**

WA1A WBBO WTCF WAYV WCIL  
KISR KQIZ KWTX WZKX WDJB  
KMOK KMVR KQIX KYYY KZFN

**Airplay On The Following:**

**99X Atlanta 26-22\***

**KRBE Houston #28\***

**WKBO St Louis A-30\***

**KZFM 27-23\***

**KHTT 32-28\***

**KCHX D-28\***

**KQKY D-30\***

**KDUK 40-32\***

**WWKZ 40-33\***

**KIOC 38-34\***

**KFTZ D-36\***

**KMOK D-38\***

**WTWR D-38\***

**KMCK D-38\***

**KFFM D-39\***

**Sales: 440,000!  
#1 On Billboard's  
Dance Chart For  
2 Weeks!**



PRODUCED BY: NELLE HOOPER

MANAGEMENT: BILL DIGGINS/DMA ENTERTAINMENT

THE BIG TIME  
SINGLE AND VIDEO  
FROM DEBUT.

# big time sensuality



ON ELEKTRA COMPACT DISCS AND **digital** CASSETTES  
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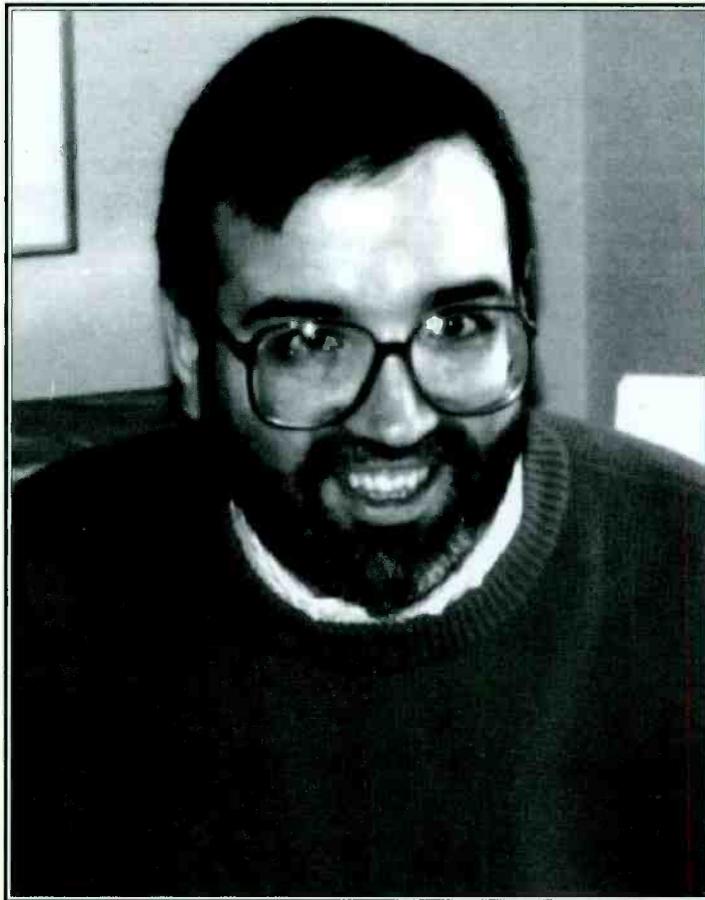
# Bill Gamble

## *Bringing Alternative To The Midwest*

INTERVIEW BY KAREN HOLMES

**E**mmis Broadcasting Regional VP and WKQX "Q101" Chicago PD Bill Gamble doesn't fit the stereotype of the Gen X Alternative music fan. In fact, the 20-year broadcasting veteran has programmed everything from Country and Adult Contemporary to Talk radio.

In 1992, Gamble changed the direction of Q101 from AC to its present Modern Rock format and almost immediately, started increasing its audience. Now, it's the Alternative music leader in Chicago, having passed her-itage Adult Alternative kingpin WXRT. In fact, WKQX has become a viable contender in not only capturing the ultra-competitive 18-34 demo, but has emerged as a major player in the overall 12+ sweepstakes. Gamble told The Network Forty Alternative Editor Karen Holmes how this cagey leopard successfully changed its spots.



**Over the years, you've programmed a multitude of formats. What's the secret to being successful in so many?**

Basic programming skills transcend formats. In any radio station, the simple rule is: Give people what they want. The key is to spend time with the demographic audience your targeting. Go where they go, do what they do. We're well known for targeting a female audience. Subsequently, you'll see female employees working in the research department. Many AC stations target women, yet more often than not, you find men programming them. It begs the question, "How are they going to relate to women?" It's common sense to have a lot of, let's say, 18-34 year-olds in your sta-

tion if that's your target demo. This isn't to say that people outside their target audience can't be excellent programmers. You just need to make sure that enough people are working for you who can relate to your audience.

**When you came to a new station such as Q101, did you bring support people with you or did you stick with whoever was already on staff?**

Very rarely did an employee come with me to a new station. In picking employees, I look for basic skills and an ability to work hard. When working different formats, it's important to listen and to not come in with preconceived ideas. Often, you see a wholesale staff change when a new PD comes in. But more times than not, the outgoing

leadership was to blame for station's failures – not the staff. If you can come in, ready to listen *and* motivate, people can be salvaged."

**Describe WKQX's transition from Adult Contemporary to Modern Rock.**

In the late '80s and early '90s, WKQX was an Adult Contemporary station with a four share. We thought we had the answers and the formula for success – advertise our morning guy, give away a lot of cash, play Rod Stewart, John Mellencamp and mix in Whitney Houston. When the records started testing poorly, we made a few excuses for the bad tests and continued our programming stance until we lost almost all of our audience.

We knew there must be a

better way to do business. Paying millions for TV ad campaigns and high-priced morning shows just didn't add up when our profit margins were narrowing. So, we went out in the public and did some extensive research to determine what the market was lacking musically. The research came back with a hybrid of '80s-based rock with Modern Rock mixed in. We put it on the air. The initial response was good and it showed in the ratings. But, we ran into programming problems with songs just not fitting together well.

We went back to researching the market and found the Modern Rock end of the spectrum had the larger gap. We came to the conclusion there was a bigger opportunity for a Modern Rock-

based station in the marketplace. Since then, we've adjusted appropriately and fined-tuned the station. Book after book, the numbers have consistently increased. The moral of the story is as much as you want to say never touch the programming formula, don't. You *always* have to change the formula.

**What musically works for the Chicago audience right now?**

"Pop... more Grunge/guitar music over Techno is what's working right now. Yet, you can't get too caught up in specific sounds because hits naturally come through. Think about it: Just a year ago, would you have believed a Van Morrison sound-alike record like the Counting Crows' "Mr. Jones" would play well next to a Beck record? Who would have guessed the format would be banging Sheryl Crow or The Crash Test Dummies?"

The difference in programming Modern Rock over other formats is people like a variety of styles. If you listen to a Dance station, you want to hear Dance music. Modern Rock audiences seem to make up their minds rather quickly about music. They want to know what's out there and judge for themselves if they like it.

**A lot of great music is coming out of Chicago from The Smashing Pumpkins, Urge Overkill, Liz Phair and Stabbing Westward. How does your station cover the local scene?**

We are in the process of putting out a CD featuring local bands. It will be on record store shelves March 8; it's called *Random Acts* and features the best signed and unsigned local talent. All the money will be donated to a Chicago-based homeless shelter for abused women.

We also have a weekly local music showcase program and support "discount ticket" local shows. We give the good bands the benefit of the doubt and play their music if they are local favorites. But again, we give our listeners what they want – which may or may not be one of those

bands. If it's a choice between putting a local band on the air or the latest Nirvana cut, the audience ultimately decides.

**Other than keeping a close eye on your market, what national influences do you consider when programming the station?**

You try to take a little of everything in. I watch what others are playing and what their rotations are; that helps me determine my own list. I read the

20 because as much as I want to hear more music, I do have to spend time listening to the station. There are so many records to consider that I learn as much from talking with you as I do from any other source on what to weed down."

**How does the competitive situation in Chicago affect your music mix?**

The heritage station in town, WXRT, is now a AAA station. So we are quite sensitive to cer-

against other stations – just ways to best serve our audience.

Of course, we deal with who's going to put their banner up at which events. But, we end up doing what we can for our listeners on a case-by-case basis and let it go at that.

**What kind of promotions are the most effective in reaching an Alternative audience?**

The best promotions provide things to our listeners they can't take the time or money to do for themselves. We just sent some listeners to Hong Kong to see Peter Gabriel and some others to Seattle to meet Pearl Jam backstage. All the promotions we do involve music. Since we're a music station, everything revolves around that and re-enforces our musical position. Even if we do promotions that involve other interests of our listeners, such as charities, we always find a way to tie them into the music.

**Describe Q101's current on-air presentation.**

We're up and energetic. The jocks give a 'real people' presentation. There is no set "Q101 Stepford Sound." We put a lot of diverse personalities from different backgrounds on the air. None of the jocks mimic the others. Each shift is a different show. In advising the jocks, I tell them there is only two breaks I want to hear – outstanding ones and breaks that suck. Anything else is mediocre.

**How successful can Q101's Alternative format be in Chicago? Is the sky the limit?**

Well, we always try to get older demos. We have as many 25-34 year-olds as 18-24 year-olds. We have as many 35+ as we do teens. We're very pleased with the demographics of the station. In the last couple of books, we've been just behind WGCI or third behind 'GCI and B96 18-34, with a pretty solid 18-34 women. Where do I think our ceiling is? Well, I just don't know. This radio station has done some amazing things already. ■

**THE LONG AND WINDING ROAD**

**BILL GAMBLE**

Several stations, East Lansing	On-air
WABX, Detroit	On-air
WLAV, WZZM, Grand Rapids	On-air/MD
Several stations, Washington DC	On-air
Several stations, St. Louis	On-air/Program Director
WIFI Philadelphia	Operations Manager
WEFM Chicago	Program Director
(also Nat. PD for General Cinema)	
WSUN Tampa	Program Director
WMAQ Chicago	Program Director
WKLR Indianapolis	Station Manager
WKQX Chicago	Program Director
(Also Reg. VP/PD for Emmis Broadcasting)	

trades and sales figures, watch MTV and talk with as many people as possible to put a whole picture together. Unfortunately, there never is one source.

We are in a very competitive situation. I wish programming was as easy as looking at a trade magazine chart and programming off it. We listen to everyone's sales pitch and talk with as many people as possible. By doing that, we hope to narrow the records we listen to from 200 to

tain acts that are AAA bands and not Q101 bands. We also have a Hard Rock station to make the market more artist-competitive. In programming, I take into consideration where a band belongs. We really don't program to own artists over other stations. We program the best way we can and let the rest take care of itself. Listeners can actively listen to us and our competition. Every station has a different focus. We don't look for ways to program

# MUSIC MEETING

## FUNKY POETS

### "Lessons Learned"

(550 Music)

Already well known at Crossover radio, this soulful quintet recalls classic Earth, Wind & Fire with their smooth melodies and brilliant horn cadences. Compared to EWF's 1979 smash, "After The Love Is Gone," by many programmers, this grooving mid-tempo number is emotional and infectious. Lyrically evoking the pain of trying to regain a lost love, "Lessons Learned" contains not only relatable lyrics, but slick musical production as well. Always endearing to their audience (these guys are superb live), this passionate tune will break the Poets into the Mainstream.

## I To I

### "The Right Time"

(NEXT PLATEAU/FERR/PLG)

This is old news to Urban Crossover programmers from New York to San Jose, who have watched this tune break out of the clubs and rocket to the top of their nighttime request shows. Already rearing its head in *The Network Forty* Next 40, this up-tempo dance beat received over 200 plays last week and has been added on nearly 20 stations (including around-the-clock play at KIIS-FM Los Angeles) before the official push. Displaying a full head of steam, this Pop smash should pick up plenty of mileage before all is said and done.

## GENERAL PUBLIC

### "I'LL TAKE YOU THERE"

(EPIC)

This Rasta-rhythm remake has



FUNKY POETS

generated an early buzz that's larger than life. Crossing after initial response from Alternative and Crossover radio, the timing seems right for the #1 1972 rendition originally recorded by the soulful Staple Singers. Instantly familiar for older demographics, while perceived as "cool" for the younger demos, "I'll Take You There" will explode at Mainstream radio.

## RUSH

### "Nobody's Hero"

(ATLANTIC/AG)

Cranking the trademark Rush sound, the legendary rock n' rollers add a bit of spice in this mid-tempo single through its controversial lyrics. A rebel tune

supporting the gay rights movement, this Top-10 AOR track is now to be ready to spike in the Mainstream. Creating immediate phones and sales at Rock radio, not to mention an overwhelming demand for their current sold-out tour, Rush vaults back into the spotlight with their first release in quite some time. Spin it at night and let your audience decide.

## TEARS FOR FEARS

### "Elemental"

(FONTANA/MERCURY)

The title cut from Roland Orzabel's ensemble may be the best track on the album; it's sure to be one of the most-added at Rock radio this week. Tears For

Fears' *Elemental* album is their most successful effort in nearly a decade. After going through their fair share of personnel changes, Tears For Fears are back to their Rock-leaning roots. This one can work for all day-parts and all demographics.

## FAST FORWARD

**IF YOU'RE NOT ON THESE YET, YOU'RE MISSING THE HITS:** So many programmers have had strong positive research reflected on Prince and his latest "The Most Beautiful Girl In The World" (N.P.G./Bellmark). Fort Wayne's WMEE notes that females continue to scorch their phones for the Prince master-



**TV Add!**

**ADD  
Live & Unplugged  
KIIS FM Los Angeles!**

*Richard  
Mar*

*Now and Forever*

**The Special Live Unplugged  
CD Pro On Your Desk  
This Week!**

Direction: Left Bank Management



©1993 Capitol Records, Inc.

# MUSIC MEETING

piece. Ditto's the word from WAPE MD Damon Cox and WDCG Raleigh. The single may be Prince's strongest since "Cream." The track debuted on *The Network Forty's* Mainstream chart last week in the Top 30... Another cutting edge track deserving the early buzz is Enigma's "Return To Innocence" (Charisma/Virgin). Generating over 300 plays per week, Enigma also ties for the top spot in *The Network Forty's* Next 40 with Juliet Roberts "I Want You" (Reprise) and Peter Frampton's "Day In The Sun" (Relativity) for having the highest average move - a powerful 5.0!... Speaking of the ole' rocker Frampton, AOR radio continues to support his latest and KTMT PD R. Charles Snyder says "if you rock at all, you need to be on this one - it's huge for us." Snyder also provides the early buzz on a new Atlantic project, the slick-sounding "Shine" from Collective Soul. Spike Björk's "Big Time Sensuality" (Elektra) and you'll see immediate positive response on this uptempo release.

**EXPLODING PHONES:** No surprise here, as radio stations in all regions rank The Crash Test Dummies Top 40 debut release, "MMM MMM MMM

MMM" (Arista), in the Top 3 of daily requests... Creating an immediate buzz at majors and smaller markets alike is the Alice In Chains release, "No Excuses" (Columbia). Strong response from Z100, WEZB and WAPI, among others, has programmers nationwide jumping on this track... The Counting Crows continue their mastery of positive call-out with "Mr. Jones" (DGC)... A well-known surprise to programmers who are playing it is Elton John & RuPaul with their rendition of "Don't Go Breaking My Heart" (MCA). WXSJ PD Dan Murray says his audience lights up the request lines during all dayparts for the song... Smart programmers are also spiking tunes from the *Reality Bites* (RCA) soundtrack. This could be one of the biggest flicks of the year, plus most of your audience is already familiar with the songs from the soundtrack, ie: "My Sharona" by The Knack and Squeeze's "Tempted," to name just a couple. Having these "old schools" in the mix is refreshing... Rocketing into the Top 10 on *The Network Forty Plays-Per-Week* chart is Tom Petty & the Heartbreakers' "Mary Jane's Last Dance" (MCA). The Mid-



**TEARS FOR FEARS**

west and the South rotate the single from the *Greatest Hits* album almost 40 times a week.

**RESEARCHING:** WHYY PD Bill "Birdman" Thomas ranks Billy Joel's "Lullabye (Goodnight, My Angel)" (Columbia) as a hot reactionary record... Also working well in Montgomery is the Pet Shop Boys with their Techno-Dance groove, "I Wouldn't Normally Do This Kind Of Thing"

(EMI/ERG)... After a long build-up, Rosco Martinez has stormed into the Top 40, Rock and AC picture with his mid-tempo smash, "Neon Moonlight" (Zoo). Don't be fooled by this one as large, medium and small markets have all jumped on this smooth-sounding track... Looking for an instrumental Jazz/Dance fusion? Then check out Stanley Jordan and his groover, "Bolero" (Arista).

- John Kilgo

## UPCOMING RECORD RELEASES

### NEXT WEEK:

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

**TAYLOR DAYNE**  
"I'll Wait"  
(ARISTA)

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

**RALPHI ROSARIO PRESENTS XAVIERA GOLD**  
"You Used To Hold Me '94"  
(STRICTLY HYPE)

**HEART**  
"The Woman In Me"  
(CAPITOL)

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

**MADONNA**  
"I'll Remeber"  
(MAVERICK/SIRE/WB)

**MORRISSEY**  
"The More You Ignore Me, The Closer I Get"  
(SIRE/REPRISE)

**DAWN PENN**  
"You Don't Love Me (No, No, No)"  
(BIG BEAT/AG)

### IN TWO WEEKS:

**THE BREEDERS**  
"Divine Hammer"  
(ELEKTRA)

**INDONESIA**  
"Do Thangz"  
(SBK/ERG)

**LISETTE MELENDEZ**  
"Will You Ever Save Me"  
(FEVER/RAL/CHAOS)



# LENNY KRAVITZ

**“heaven help”**

*Just Added At Star 94 Atlanta, WHOT Youngstown And WWKZ Tupelo!*

*Major Plays Nationwide!*

KTFM San Antonio  
KKBT Los Angeles  
WAKS Columbus  
WKSS Hartford

Kiss 108 Boston  
KGGI Riverside  
WHHY Montgomery  
WAPE Jacksonville

WHHH Indianapolis  
KKFR Phoenix  
WPXR Quad-Cities  
KFAV St. Louis

WHYT Detroit  
WSTR Atlanta  
WZAT Savannah  
And Many More!

*Over 2 Million LP's Sold!*



# ENIGMA

**“return to innocence”**

*Most Added... Again!*

Power Pig Tampa  
Q99 Salt Lake City  
WGTZ Dayton  
KRQ Tucson

WKBQ St Louis  
WHYI Miami  
KHTN Modesto  
And More!

KKRZ Portland  
WBBQ Augusta  
WIFC Wausau

PRO-FM Providence  
G105 Raleigh  
KJ103 Oklahoma City

KS104 Denver  
WFHN New Bedford  
WMGV Oshkosh

B97 New Orleans 7-6\*  
KKFR Phoenix 30-21\*  
WHYI Miami D-29\*

99X Atlanta 13-8\*  
KS104 Denver D-22\*  
Power Pig Tampa D-30\*

KROQ Los Angeles #9\*  
Z100 New York 25-23\*  
KKRZ Portland D-30\*

KUBE Seattle D-13\*  
WPOW Miami 34-28\*  
WENZ Cleveland 37-33\*

WXXL Orlando 26-19\*  
WKBQ St Louis D-29\*

*Over 750,000 LP's Sold Already!*



# CRACKER

**“low”**

*Early Adds!*

WKBQ St Louis  
WZAT Savannah  
KWTO Springfield

WGLU Johnstown  
WCIL Carbondale  
WBWB Bloomington

KIOC Beaumont  
KIOK Tri-Cities

WRQK Canton  
KISR Ft Smith

*Already Charting!*

WRFY Reading 15-9\*

WBHT Wilkes-Barre D-29\*

KIOC Beaumont D-40\*



# MOST REQUESTED



**WHTZ NEW YORK, CHIO THE HITMAN**

1. Beck, Loser
2. Ace Of Base, The Sign
3. Danzig, Mother
4. Salt-N-Pepa, Whatta Man
5. Enigma, Return To Innocence



**WPLJ NEW YORK, A.J. HAMMER**

1. Ace Of Base, The Sign
2. Heart, Will You Be There
3. Little Texas, What Might



**KKRZ PORTLAND, SCOTT LANDER**

1. Ace Of Base, The Sign
2. All-4-One, So Much In Love
3. Xscape, Understanding
4. Salt-N-Pepa, Whatta Man
5. Richard Marx, Now And



**WKRQ CINCINNATI, RACE TAYLOR**

1. Ace Of Base, The Sign
2. The Cranberries, Linger
3. Mariah Carey, Without You
4. Big Mountain, Baby I Love
5. All-4-One, So Much In Love



**KIIS FM LOS ANGELES, DOMINO**

1. Crash Test Dummies, MMM
2. All-4-One, So Much In Love
3. Salt-N-Pepa, Whatta Man
4. Ace Of Base, The Sign
5. Tom Petty, Mary Jane's



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

Today's Best Music



**WKBQ ST LOUIS, RIKK IDOL**

1. Beck, Loser
2. 12 Gauge, Dunkie Butt
3. Salt-N-Pepa, Whatta Man
4. Crash Test Dummies, MMM
5. Salt-N-Pepa, Shoop



**WPLY PHILADELPHIA, JIM KELLY**

1. Ace Of Base, The Sign
2. Crash Test Dummies, MMM
3. Beck, Loser
4. Mariah Carey, Without You
5. Tom Petty, Mary Jane's



**WPRO FM PROVIDENCE, T.J. NAPP**

1. Ace Of Base, The Sign
2. Celine Dion, The Power Of
3. Xscape, Understanding
4. Salt-N-Pepa, Whatta Man
5. Counting Crows, Mr. Jones



**KQKS DENVER, J.B. GOODE**

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



**WNVZ NORFOLK, JUSTIN STONE**

1. Ace Of Base, The Sign
2. Salt-N-Pepa, Whatta Man
3. The Breeders, Cannonball
4. All-4-One, So Much In Love
5. Smashing Pumpkins, Disarm
6. Prince, The Most Beautiful
7. Counting Crows, Mr. Jones
8. Us3, Cantaloop
9. Pearl Jam, Daughter



**WZPL INDIANAPOLIS, ROB BLAIR**

1. Mariah Carey, Without You
2. Salt-N-Pepa, Whatta Man
3. All-4-One, So Much In Love
4. Prince, The Most Beautiful
5. Celine Dion, The Power Of
6. Us3, Cantaloop
7. Big Mountain, Baby I Love
8. Xscape, Understanding
9. Ace Of Base, The Sign



**WKSE BUFFALO, SUE O'NEIL**

1. Domino, Getto Jam
2. Xscape, Understanding
3. Snoop Doggy Dogg, Gin And
4. K7, Zunga Zeng
5. A Lighter Shade Of, Hey DJ



**WKCI NEW HAVEN, KELLY NASH**

1. Beck, Loser
2. Crash Test Dummies, MMM
3. Salt-N-Pepa, Whatta Man
4. Snoop Doggy Dogg, Gin And
5. Counting Crows, Mr. Jones

# Terence Trent D'Arby's



## 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.  
Columbia Reg U.S. Pat. & Tm. Off. Marca Registrada./©1993 Sony Music Entertainment Inc.

"You need to up the rotation to get the response this record deserves. We're spinning it 35 times a week and the response has been very strong."

Played 5 X's a day, ranked #11

*-Scott Chase, Md-WOVV  
West Palm Beach*

The Philadelphia story continues...

Airplay.

WSKS 6X a day

WSTW 3X a day

WNNK 3X a day

WPST 3X a day

Single Sales:  
Gallery of Sound 9-4

# MOST REQUESTED

## FM97WLAN

WLAN LANCASTER, MIKE SCOTT

1. Mariah Carey, Without You
2. Nirvana, All Apologies
3. Ace Of Base, The Sign
4. Celine Dion, The Power Of
5. Crash Test Dummies, MMM

## 97.5 WPST

WPST TRENTON, BRIAN DOUGLAS

1. Crash Test Dummies, MMM
2. Beck, Loser
3. Salt-N-Pepa, Whatta Man
4. Counting Crows, Mr. Jones
5. Enigma, Return To Innocence

## 98PXY

WPXY ROCHESTER, ARTIE THE ONE MAN PARTY

1. Enigma, Return To Innocence
2. Us3, Cantaloop
3. Crash Test Dummies, MMM
4. Beck, Loser
5. Celine Dion, The Power Of

## 92.5 Kiss fm

WVKS TOLEDO, CURT KRUISE

1. Salt-N-Pepa, Whatta Man
2. Beck, Loser
3. Xscape, Understanding
4. Crash Test Dummies, MMM
5. Domino, Getto Jam

## K92

ROANOKE/LYNCHBURG

WXLK ROANOKE, JANET FROM ANOTHER PLANET

1. Salt-N-Pepa, Whatta Man
2. Aerosmith, Amazing
3. Us3, Cantaloop
4. Richard Marx, Now And
5. Xscape, Understanding



**NIGHT PERSON**  
OF THE WEEK  
MICHAEL MAZE  
WKSS Hartford

1. Ace Of Base, The Sign
2. Aerosmith, Amazing
3. All-4-One, So Much In Love
4. Salt-N-Pepa w/En Vogue, Whatta Man
5. Counting Crows, Mr. Jones

## 99.7 WDJX

WDJX LOUISVILLE, MIKE SHANNON

1. Crash Test Dummies, MMM
2. All-4-One, So Much In Love
3. Salt-N-Pepa, Whatta Man
4. Us3, Cantaloop
5. Tom Petty, Mary Jane's
6. Beck, Loser
7. Salt-N-Pepa, Shoop
8. Counting Crows, Mr. Jones
9. Ace Of Base, The Sign

## Z104

Madison's Best Mix!

WZEE MADISON, CATFISH COOPER

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

## MIX 107.3

KISX TYLER, JEFF EVANS

1. Ace Of Base, The Sign
2. Mariah Carey, Without You
3. Counting Crows, Mr. Jones
4. Enigma, Return To Innocence
5. Smashing Pumpkins, Disarm
6. Nirvana, All Apologies
7. The Breeders, Cannonball
8. Deep Forest, Sweet Lullaby
9. Crash Test Dummies, MMM

## 107.3 KKRD

KKRD WICHITA, GREG WILLIAMS

1. Ace Of Base, The Sign
2. Us3, Cantaloop
3. Salt-N-Pepa, Whatta Man
4. Prince, The Most Beautiful
5. All-4-One, So Much In Love
6. Counting Crows, Mr. Jones
7. Meat Loaf, Rock And Roll
8. Mr. Big, Ain't Seen Love
9. Crash Test Dummies, MMM
10. Big Mountain, Baby I Love

## Q99 FM

Today's Best Music

KCGQ CAPE GIRARDEAU, J.J. ELLIOTT

1. Ace Of Base, The Sign
2. Us3, Cantaloop
3. James, Laid
4. Counting Crows, Mr. Jones
5. Smashing Pumpkins, Disarm

## 95.9

Today's Best Music!

KIOK TRI-CITIES, MICHAEL DEAN

1. All-4-One, So Much In Love
2. Prince, The Most Beautiful
3. Beck, Loser
4. Crash Test Dummies, MMM
5. Us3, Cantaloop

## ROCK 107

WRCK FM 107.3

WRCK UTICA, B.B. GOOD

1. Ace Of Base, The Sign
2. Us3, Cantaloop
3. Salt-N-Pepa, Whatta Man
4. All-4-One, So Much In Love
5. Crash Test Dummies, MMM

## Super 102

CONTINUOUS HITS!

WVSR CHARLESTON, T.J. STEVENS

1. Beck, Loser
2. Crash Test Dummies, MMM
3. Celine Dion, The Power Of
4. Us3, Cantaloop
5. Meat Loaf, Rock And Roll
6. Salt-N-Pepa, Whatta Man
7. All-4-One, So Much In Love
8. Tom Petty, Mary Jane's
9. Jodeci, Cry For You



## NO EXCUSES

"After several weeks of airplay at Z-100, the album debuted #1 in the New York Soundscan. We have Top 5 phones! No Excuses is ready to explode!"

- Steve Kingston, Frankie Blue, Z100

#1 BDS Alternative  
Top 5 BDS at AOR  
Over 1,000 Top 40 BDS Spins!

There's no cassette single and there's no excuse.  
From their #1 platinum EP "Jar Of Flies."

Produced by Alice In Chains.  
Management: Susan Silver.

COLUMBIA

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

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# CROSSOVER

## STREETCHART

COMBINING AIRPLAY, SALES AND REQUESTS

2W	LW	TW	ARTIST/SONG	LABEL
1	1	1	SALT-N-PEPA w/EN VOGUE. Whatta Man	Next Plateau/London/PLG
7	2	2	R. KELLY. Bump N' Grind	Jive
6	5	3	ZHANE. Groove Thang	Motown
5	4	4	JODECI. Cry For You	Uptown/MCA
8	7	5	MARIAH CAREY. Without You	Columbia
9	8	6	SNOOP DOGGY DOGG. Gin And Juice	Death Row/Interscope/AG
4	6	7	ALL-4-ONE. So Much In Love	Blitz/Atlantic/AG
11	10	8	ACE OF BASE. The Sign	Arista
3	3	9	TONY TONI TONÉ. (Lay Your Head On My) Pillow	Wing/Mercury
2	9	10	JANET JACKSON. Because Of Love	Virgin
17	15	11	A LIGHTER SHADE OF BROWN. Hey DJ	Mercury
23	19	12	PRINCE. The Most Beautiful Girl In The World	N.P.G. Records/Bellmark
10	12	13	US3. Cantaloup (Flip Fantasia)	Blue Note/Capitol
12	13	14	XSCAPE. Understanding	So So Def/Columbia
20	18	15	BABYFACE. And Our Feelings	Epic
15	11	16	MINT CONDITION. U Send Me Swingin'	Perspective/A&M
18	17	17	CELINE DION. The Power Of Love	550 Music
24	20	18	TEVIN CAMPBELL. I'm Ready	Qwest/WB
13	14	19	CECE PENISTON. I'm In The Mood	A&M
14	16	20	ETERNAL. Stay	1st Avenue/EMI/ERG
30	23	21	BIG MOUNTAIN. Baby I Love Your Way	RCA
19	21	22	SALT-N-PEPA. Shoop	Next Plateau/London/PLG
16	22	23	DOMINO. Getto Jam	Outburst/ral/Chaos
32	30	24	JODECI. Feenin'	Uptown/MCA
31	31	25	SNOOP DOGGY DOGG. Lodi Dodi	Death Row/Interscope/AG
—	38	26	ICE CUBE. You Know How We Do It	Priority
25	26	27	MESHELL NDEGEOCELLO. If That's Your Boyfriend (He Wasn't Last Night)	Maverick/Sire/Reprise
36	33	28	K7. Zunga Zeng	Tommy Boy
27	28	29	SWV. You're Always On My Mind	RCA
38	32	30	SUDDEN CHANGE. Comin' On Strong	EastWest
21	24	31	BABYFACE. Never Keeping Secrets	Epic
28	29	32	TEVIN CAMPBELL. Shhh	Qwest/WB
◆DEBUT	33	34	THE BRAND NEW HEAVIES. Dream On Dreamer	Delicious Vinyl/EastWest
39	34	35	HAMMER. It's All Good	Giant/Reprise
◆DEBUT	35	36	MASTA ACE, INC. Born To Roll	Delicious Vinyl/EastWest
◆DEBUT	36	37	KEITH SWEAT. How Do You Like It	Elektra
◆DEBUT	37	38	DAWN PENN. You Don't Love Me (No, No, No)	Big Beat/Atlantic/AG
◆DEBUT	38	39	JULIET ROBERTS. I Want You	Reprise
—	40	39	LENNY KRAVITZ. Heaven Help	Virgin
◆DEBUT	40	40	2PAC. Keep Ya Head Up	Interscope/AG

### most added

1.	Keith Sweat, How Do You Like It?	Elektra
2.	The Brand New Heavies, Dream On Dreamer	Delicious Vinyl/EastWest
2.	Juliet Roberts, I Want You	Reprise
4.	Enigma, Return To Innocence	Charisma/Virgin
4.	Masta Ace, Inc., Born To Roll	Delicious Vinyl/EastWest
4.	Prince, The Most Beautiful Girl In The World	N.P.G. Records/Bellmark
7.	Babyface, And Our Feelings	Epic
7.	The Fog, Been A Long Time	Columbia
9.	Big Mountain, Baby I Love Your Way	RCA
9.	Dawn Penn, You Don't Love Me (No, No, No)	Big Beat/AG

## RHYTHMINATION

**MIAMI VICE...** The biggest spectacle at last week's Winter Music Conference: Mercury's Tommy Nappi running around in stiletto heels. The second biggest spectacle: Nappi's dinner with WJMN's Erick Anderson, Joel Salkowitz, Crystal Waters and WHHH mixer Mark McFadden. Hey Nappi, can we suggest *Ms. Manners?*... Taking a brief respite from the House groove, Kenny "Dope" Gonzalez terrorized the turntables at Club 1 (3/2), spinning nothing but New York Hip-Hop. That same night saw a spin-off of nuclear proportions at Bash between DJ Digit, DJ EFX and Roger S... WRKS New York mixer Tony Humphries turned 'em out Thursday (3/3) at Warsaw. Billed as the "Magic Session" - hosted by Elektra's Leslie Doyle and David Henney - Humphries was joined by Masters At Work and Todd Terry. Also that night, WPOW packed the house at Club 1 with performances by Culture Beat, Taylor Dayne and Worl-A-Girl... One of the best parties was hosted by *Underground News'* Tim Richardson and Tribal's Rob di Stefano at Velvet (3/2). Those who left early MISSED a fierce set by Danny Tenaglia. The club was over capacity and many were turned away - except for Arista's Lance Walden, who stayed until the sun came up... Another memorable party was Radikal's, with performances by 2 Unlimited, Diva Convention and Urban Cookie Collective... Not part of the convention, but certainly worth mentioning, was the performance of Capitol's Cocteau Twins (3/2). On their first Miami gig, the group performed *six* encores. Now how 'bout that?

**GRAMMY GOSSIP...** None, except for Atlantic's Danny Buch's impromptu meeting with Time-Warner Chairman Bob Morgado. Our New York correspondent, Tracy Cloherty, was literally held up. On the day of the Grammys (3/1), her apartment was broken into and all her valuables were taken.

**NUUZ...** Romi Cole moves from afternoons at KRIZ Seattle to part-time at KUBE ... Sales of KPWR's charity album, *Straight From Da Street*, are over 35,000 in just Los Angeles and Orange Counties... Remixer Dave Morales is in the mix at WQHT, along with Rasta-man Bobby Konders... WBSS PD Bob Burke will host the Third Annual Bikini Open in Atlantic City. Says Bob, "I love my job and I'm proud to be an American. Is this a great country or what?"... KCAQ Production Director Mandy Thomas has added APD to her business card... That rumor about ADM's George Hess breaking his leg was slightly exaggerated. He simply twisted it and is now hobbling around on crutches (much easier for his wife to catch him)... And the big thrill in Santa Barbara, according to KHTY PD Steve Meade, is watching the *Hard Copy* camera crew run around the courthouse looking for Michael Jackson.

**LURING DISCO DOLLIES TO A LIFE OF VICE...** Was that KGGI MD Sonia Jimenez playing on the swing-set at a Riverside Mickey D's last week?... Poor WLUM MD Dakota. He's sick and says he needs "sommothering." The line starts behind me... And people turning older this month include KBXX's Greg Head (3/10), KPRR's John Candelaria (3/13), KKMJ's Nathan Cruise (3/19), and KUBE's Shellie Hart (3/29). Condolences to Steve Wall who hits the big three-oh on 3/21.

— Wendi Cermak

### in the mix

#### Throb, WPGC Washington, D.C.

DJ Flexx, Water Dance	Side Door
Sagat, Why Is It? (Funk Dat)	Maxi
Da K.O. Boyz, Bootie Call	Maverick/Sire/WB
2Pac, Papa'z Song	Interscope/AG
Dawn Penn, You Don't Love Me (No, No, No)	Big Beat/AG
The Immortals, Mortal Kombat	Vernon Yard/Virgin
KRS-One, Sound Of Da Police	Jive
Gang Starr, Mass Appeal	Chrysalis/ERG
Nas, It Ain't Hard To Tell	Columbia
Terminator X, It All Comes Down To The Money	P.R.O. Division/ral/Chaos

# Sweet Potato Pie

The delicious new  
follow-up  
to the Gold single  
Getto Jam.

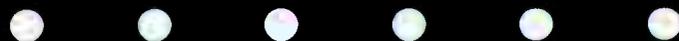


## THE DOMINO EFFECT:

Over 500,000 albums  
sold in 10 weeks

No. 7 with a bullet on  
*Billboard* Hot 100-  
Singles chart

Getto Jam-No. 1 Rap Single  
Getto Jam-Top-10 on MTV™  
and The Box  
Getto Jam-Top-3 selling for  
5 weeks



### Already on:

**Power 106 - Los Angeles**  
**KKBT - Los Angeles**  
**Hot 97 - New York**  
**WPGC - Washington, D.C.**  
**KSFM - Sacramento**

### Also happening on:



Executive Producers: Anthony "Anti" Lewis, Greedy Greg, and Big Bass Brian Walker  
Produced by DJ Battlecat.  
Getto Jam Co-Produced by Domino.



Marketed and distributed by RAL/Chaos Recordings.

## KEITH SWEAT

"How Do You Like It?"

(ELEKTRA)

So what? The man says "gangster." Big fucking deal. It if walks like a duck and quacks like a duck, then it could be a NHL player. This is Keith Sweat, for crying out loud. There are a lot of lyrics beyond the "G" word – "I don't wanna do you wrong, baby / I just wanna treat you right." Yeah, now hand over all your money.

## DOMINO

"Sweet Potato Pie"

(OUTBURST/RAL/CHAOS)

With freaky production by DJ Battlecat, Domino drops a correct second single from his self-titled debut. A proper dose of Funk carries the fly lyrical delivery. Totally tuber.

## DRS

"Skoundrels Get Lonely"

(CAPITOL)

If you think that skoundrels get hoochie every night of the week, then this song will set you straight. Balladesque in its down-tempo groove, DRS moves into the New Old-School with the Zapp-ish synthesized vocals. Remixes by Lavell "JB" Brown, Delany McGill and The Whole 9 are where it's at.

## ROBIN S.

"I Want To Thank You"

(BIG BEAT/ATLANTIC/AG)

The Dance Diva is back – and with a song that doesn't sound like "Show Me Love." House with a driving bass, hypnotic strings and striking piano chords, there's nothing harsh or abrasive. Sort of like Soft Scrub; it scours away that ballad build-up without the grit.

## ALSO NEW

### NKOTB

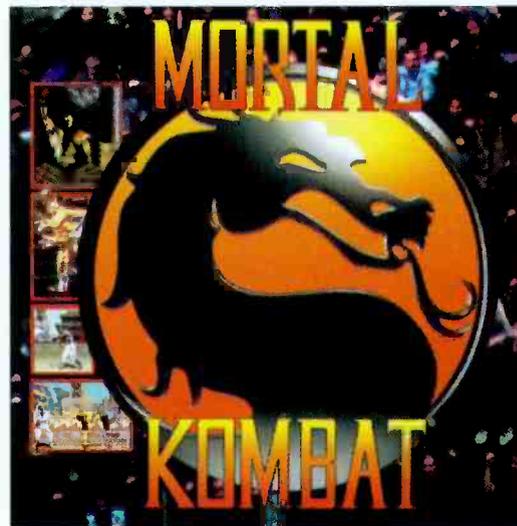
"Never Let You Go"

(COLUMBIA)

## A BEAT AHEAD

ON THE TIP... KUBE APD Chet Buchanan and KJYK PD Bruce St. James are all up on the Paris remix of Conscious Daughters' "Somethin' To Ride To (Fonky Expedition)" (Scarface/Priority). The Pro-CD just went out last week; if you didn't get a copy, call Anne Marie Reggie (800-235-2300)... WPGC PD Jay Stevens is having great success with Dawn Penn's "You Don't Love Me (No, No, No)," (Big Beat/Atlantic/AG). 'PGC's airplay has made Dawn Penn the #2-selling single in the DC area, and airplay at WRKS, WBLS and WQHT have it in the Top-10 sales in NYC... New records don't have to be from 1994 – KMXZ PD Christopher Lance is getting major requests on Bardeux's 1988 single "When We Kiss" (Enigma) and KHQT MD Pete Manriquez dug out the Bass Bumpers' "The Music's Got Me" (ZYX)... The word is Dance music at several stations. KPWR APD/MD Michelle Mercer reports favorable call-out on the underground smash "You Got Me Up" (Cajual/Emotive) by Dajae. KKXX MD Kevin Koske is raving about Hope's "Tree Frog" (Deja Vu Recordings). This track is very reminiscent of "French Kiss," only edgier with frog croaks sampled in. The record has just been picked up by ZYX. Look for new remixes soon... Album cuts getting mentions are Ricca's "Until I Hear It Come From You" (Epic) from WBSS PD Bob Burke and Toni Braxton's "How Many Ways" (LaFace/Arista) from KCAQ MD Lucy B... And WHYT's Blakeley Tuggle drops five fierce records: the

MK remixes of M People's "Movin' On Up" (deConstruction/Epic), Barbara Tucker's "Beautiful People" (Strictly Rhythm), Hardcore & Raye's "Love Train" (Cajual) and two from the PJ Project (White label) – "Weak" and "I Feel Good."



THE IMMORTALS

## NEW AND IMPROVED...

Happy happy, joy joy – classics redux! Last month I was thoroughly elevated by the 1994 recreations of Ralphie Rosario presents Xaviera Gold's "You Used To Hold Me" (Strictly Hype), and then last week Cary Vance sent the revamped 1982 classic "I Specialize In Love" (Profile) by Sharon Brown. I think I have a new favorite song. *Can I get a witness?!!!*

## RAPPIN' NATION...

WQHT has had huge success with Frankie Cutlass' "Puerto Rico" (Hoody) and this week it gets major props from WIOQ MD Maurice DeVoe... If you can't relate to Shyheim's "On And On" (Virgin), don't be alarmed. The song isn't addressed to you – the socio-economic implications of this song are directed to those who don't necessarily have a voice on Capitol Hill... For the homie in you, try Das EFX's "Baknaffek" (EastWest), KMC Kru's "Bob Ya Head" (KMC Records), Gang Starr's "Mass Appeal" (Chrysalis/ERG) and Tone Loc's "Ace Is In The House" (Morgan Creek).

## URBANIZED...

Two tunes from Xscape (So So Def/Columbia) to take note of are the exquisite ballad "Tonight" and the hoppin' "Love On My Mind"... Other rhythmic R&B jams to give an ear to are Tonya Blount's "I'm Gonna Make You Mine" (Polydor/PLG) and Freddie Jackson's "Was It Something" (Orpheus/RCA).

## GENRECIDE...

Lisette Melendez is back with her trademark sound. The Power Struck Remix of "Will You Ever Save Me" (Fever/ral/Chaos) by Jeff Trotter combines the catchy lyrics with a tempting bass line... Sega junkies, test your might with The Immortal's "Mortal Kombat" (Vernon Yard/Virgin). Huge with the kids; just ask WPGC MD Albie Dee... For something totally out of the ordinary – and from someone you wouldn't expect – give a listen to The Fireman's *Strauberrries Oceans Ships Forest* (Capitol). Intensely Tribal with blinding Ambient synth chords, this full-lengthener is a collaboration between Paul McCartney and Youth.

—Wendi Cermak



*livin' up to its title*

# "comin' on strong"

**Single Sales Over 50,000!**

**Single Sales:**

Washington, D.C. #14  
Raleigh #10  
Dallas #61  
Baltimore #47  
Houston #23  
Norfolk #7  
Boston #73  
Richmond #32

**"Comin'  
On Strong'  
is doing  
great for us!**

**Requests  
started  
immediately.**

**The single is  
selling like  
crazy!"**

**-Greg Head,  
MD KBXX Houston**

*the first single from*

**sudden change**

## **Major Action!**

92Q Baltimore	WPGC Washington, D.C.	WWKX Providence
Z90 San Diego	KBXX Houston	WJMN Boston
WJMH Greensboro	WGTZ Dayton	KDON Salinas
KKBT Los Angeles	KJMZ Dallas	And More!

**#1 Phones At WZJM Cleveland!**



**Big Requests!**



**Medium Rotation!**



*produced by da' mic professah for pro tone productions  
management: nappihed*

*the atlantic group division of atlantic recording corporation  
© 1994 atlantic recording corp. a time warner company*



**KMEL SAN FRANCISCO, ROSARY & GRUY**

1. Conscious Daughters, Somethin'
2. Masta Ace, Inc., Born To
3. R. Kelly, Bump N' Grind
4. Outkast, Player's Ball
5. Mariah Carey, Without You
6. Salt-N-Pepa, Whatta Man
7. Tevin Campbell, Shhh
8. Dawn Penn, You Don't Love
9. Snoop Doggy Dogg, Gin And
10. Zhané, Groove Thang



**WIOQ PHILADELPHIA, MAURICE DeVOE**

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



**XHTZ SAN DIEGO, MARK IN THE DARK**

1. Jocelyn Enrique, I've Been
2. Us3, Cantaloop
3. Funky Poets, Lessons Learned
4. Conscious Daughters, Somethin'
5. Tara Kemp, Come Correct
6. N.V., Girl You Hear Me
7. Aretha Franklin, A Deeper



## NIGHT PERSON OF THE WEEK

**DARRIN STONE**  
*KDON Salinas*

1. Snoop Doggy Dogg, Gin And Juice
2. Mariah Carey, Without You
3. Us3, Cantaloop (Flip Fantasia)
4. Salt-N-Pepa w/En Vogue, Whatta Man
5. Babyface, Never Keeping Secrets

## KUBE 93 JAMS

**KUBE SEATTLE, CHET BUCHANAN**

1. Queen Latifah, U.N.I.T.Y.
2. Deep Forest, Sweet Lullaby
3. Snoop Doggy Dogg, Lodi Dodi
4. Jodeci, Cry For You
5. Salt-N-Pepa, Step
6. Domino, Getto Jam
7. Enigma, Return To Innocence



**KZFM CORPUS CHRISTI, RAVIN' DAVIN' TODD**

1. Salt-N-Pepa, Whatta Man
2. Jodeci, Cry For You
3. Domino, Getto Jam
4. The Immortals, Mortal Kombar
5. Us3, Cantaloop
6. Deep Forest, Sweet Lullaby
7. All-4-One, So Much In Love
8. The Cranberries, Dreams

## 98.5 KLUC FM

**KLUC LAS VEGAS, DANNY CRUZ**

1. All-4-One, So Much In Love
2. Xscape, Understanding
3. Domino, Getto Jam
4. Guesss, Tell Me Where It
5. Salt-N-Pepa, Shoop
6. K7, Zunga Zeng
7. Ace Of Base, The Sign
8. A Lighter Shade Of, Hey DJ



**KPRR EL PASO, VICTOR STARR**

1. Salt-N-Pepa, Shoop
2. Ace Of Base, The Sign
3. Mariah Carey, Without You
4. Domino, Getto Jam
5. All-4-One, So Much In Love
6. Salt-N-Pepa, Whatta Man
7. Black Machine, How Gee
8. Jodeci, Cry For You
9. Queen Latifah, U.N.I.T.Y.



**KJYK TUCSON, KILLER KEITH DUNCAN**

1. Salt-N-Pepa, Shoop
2. Snoop Doggy Dogg, Gin And
3. Babyface, And Our Feelings
4. Snoop Doggy Dogg, What's My
5. Salt-N-Pepa, Whatta Man
6. A Lighter Shade Of, Hey DJ
7. Xscape, Understanding



**KBFM BROWNSVILLE/McALLEN, HURRICANE SHANE**

1. Celine Dion, The Power Of
2. Domino, Getto Jam
3. Ace Of Base, The Sign
4. Mariah Carey, Without You
5. Snoop Doggy Dogg, Gin And
6. Aerosmith, Amazing
7. Salt-N-Pepa, Whatta Man
8. Richard Marx, Now And
9. Salt-N-Pepa, Shoop



**KMVR LAS CRUCES, BOBBY CORONA**

1. K7, Zunga Zeng
2. Tevin Campbell, I'm Ready
3. Salt-N-Pepa, Whatta Man
4. Culture Beat, Got To Get It
5. Big Mountain, Baby I Love
6. Ace Of Base, The Sign
7. Prince, The Most Beautiful
8. Coming Of Age, Baby Be Still



**WJKC ST CROIX, BIG JOHNSON**

1. All-4-One, So Much In Love
2. Jodeci, Cry For You
3. Mint Condition, U Send Me
4. Zhané, Groove Thang
5. Tevin Campbell, I'm Ready
6. Me'Shell NdegéOcello, If
7. Xscape, Understanding
8. Us3, Cantaloop

# I to I

(pronounced Eye To Eye)

*"The Right Time"*

**Going For Adds This Week!**

**Already 286 BDS Detections!**

**Hot 97.7 Add!**

**WKSS Add!**

**Already On:**

Power Pig	Z90	KIIS
KTFM	WTIC	WKSE
WSPK	WKZW	KLYV
KHFI	WKSF	KKXX
KQMQ	KWIN	KHTN



**Most Requested...  
Overnight At Z90  
And Others!**

# Salt-N-Pepa En Vogue *featuring*

*"Whatta Man"*

**Top 5 Research At Pop Radio!**

**THE NETWORK #6\***  
FORTY

**BDS Over 3100  
Detections!**

**Moves 18-16\* Airpower  
Mainstream Monitor!**

**#2\* On The Rhythm  
Monitor!**

**Over 2 Million Albums  
Sold!**



**Heavy Rotation!**



**Huge Requests!**



PolyGram Label Group



PolyGram Label Group

# alternative

TM

## X CHART

COMBINING AIRPLAY, SALES AND REQUESTS

2W	LW	TW	Artist/SONG	LABEL
1	1	1	CRASH TEST DUMMIES. MMM MMM MMM MMM	Arista
4	2	2	ALICE IN CHAINS. No Excuses	Columbia
3	3	3	TORI AMOS. God	Atlantic/AG
17	9	4	ENIGMA. Return To Innocence	Charisma/Virgin
15	7	5	ELVIS COSTELLO AND THE ATTRACTIONS. 13 Steps Lead Down	WB
11	11	6	SHERYL CROW. Leaving Las Vegas	A&M
2	4	7	BECK. Loser	Bong Load/DGC
10	8	8	POSSUM DIXON. Watch The Girl Destroy Me	Surf Detective/Interscope/AG
6	6	9	COUNTING CROWS. Mr. Jones	DGC
7	10	10	SMASHING PUMPKINS. Disarm	Virgin
5	5	11	CRACKER. Get Off This	Virgin
—	25	12	MORRISSEY. The More You Ignore Me, The Closer I Get	Sire/Reprise
14	13	13	FURY IN THE SLAUGHTERHOUSE. Every Generation Got It's Own Disease	RCA
8	12	14	NIRVANA. All Apologies	DGC
33	21	15	SOUNDGARDEN. Spoonman	A&M
20	16	16	MEAT PUPPETS. Backwater	London/PLG
36	23	17	PEARL JAM. Elderly Woman Behind The Counter In A Small Town	Epic
12	15	18	DIG. Believe	Radioactive
13	17	19	BJÖRK. Big Time Sensuality	Elektra
23	20	20	JAMES. Sometimes (Lester Piggot)	Fontana/Mercury
9	14	21	CROWDED HOUSE. Locked Out	Capitol
37	32	22	SARAH McLACHLAN. Possession	Arista
24	24	23	COURSE OF EMPIRE. Infested	Zoo
39	37	24	EVE'S PLUM. I Want It All	550 Music
—	35	25	NINE INCH NAILS. March Of The Pigs	Nothing/TVT/Interscope/AG
28	27	26	THE INDIANS. Look Up To The Sky	Polydor/PLG
18	19	27	THE LEMONHEADS. The Great Big No	Atlantic/AG
—	33	28	THE CHARLATANS. Can't Get Out Of Bed	Beggars Banquet/Atlantic/AG
30	30	29	AFGHAN WHIGS. Gentlemen	Sup Pop/Elektra
35	31	30	MAZZY STAR. Fade Into You	Capitol
16	18	31	STONE TEMPLE PILOTS. Creep	Atlantic/AG
26	28	32	SMASHING PUMPKINS. Today	Virgin
31	29	33	R.E.M. Drive (from Alternative NRG)	Hollywood
DEBUT	34	34	GREEN DAY. Longview	Reprise
29	34	35	JAMES. Laid	Fontana/Mercury
DEBUT	35	36	THE GREENBERRY WOODS. Trampoline	Sire/Reprise
25	26	37	COWBOY JUNKIES. Anniversary Song	RCA
DEBUT	38	38	SINEAD O'CONNOR. You Made Me The Thief Of Your Heart	Island/PLG
DEBUT	39	39	BUFFALO TOM. I'm Allowed	Megadisc/Beggar Banquet/EastWest
32	36	40	LENNY KRAVITZ. Spinning Around Over You	Virgin

## INSIDE ALTERNATIVE

Check out this week's *Interview* with **Bill Gamble**, the latest in the *News* section and this week's *Conference Call* with **Gene Sandbloom**, **Brian Philips** and **Jay Taylor**.

## GEN X

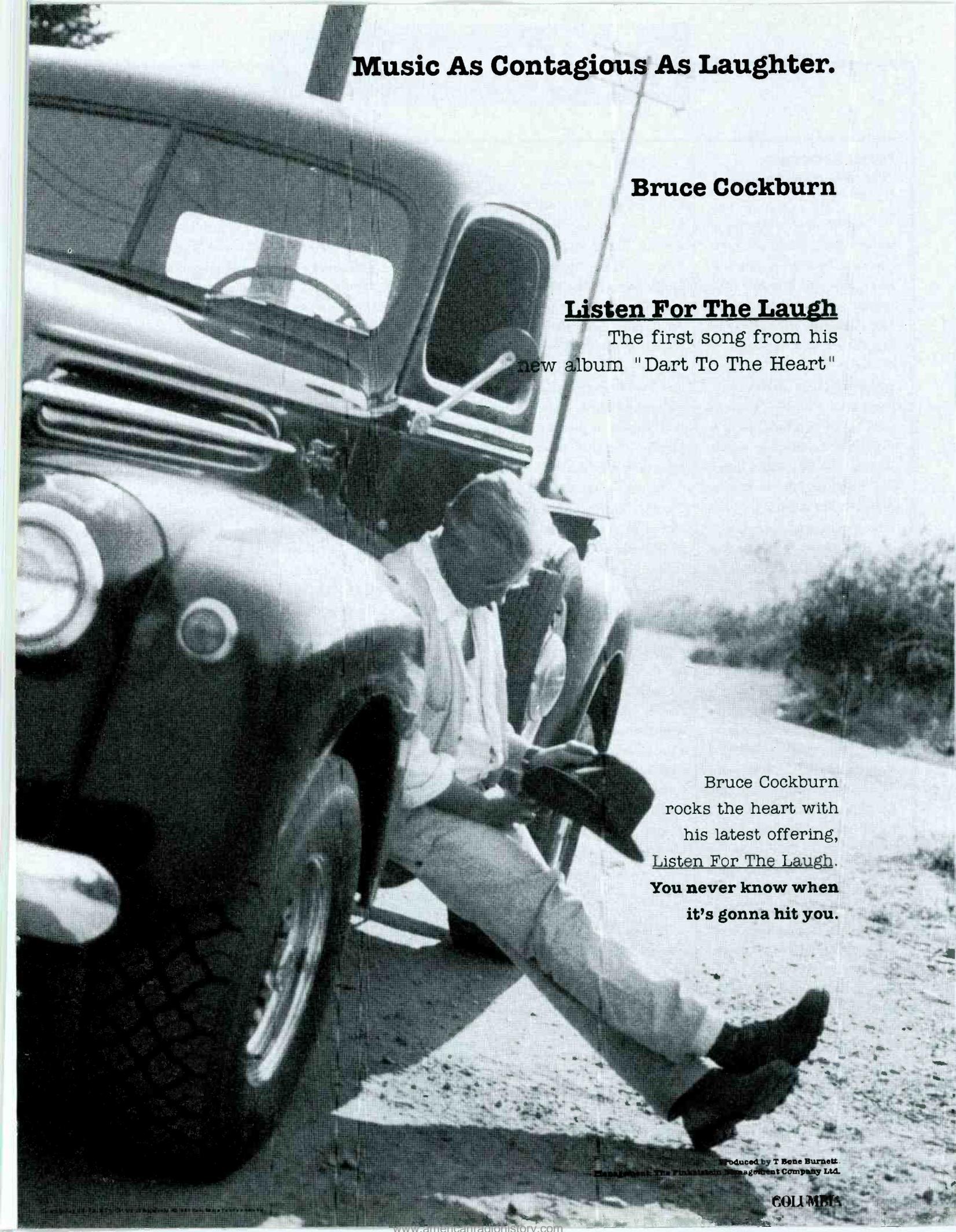
**LET THE PLANNING BEGIN:** The announcement of the Lollapalooza line-up for '94 has spurred Alternative radio station promotion departments across the country to begin planning their own summer festivals. WWDX Lansing is already planning a summer kick-off concert to celebrate the one-year anniversary of the station's Modern Rock format. Call PD Sandy Horowitz at the station if you want your acts to be a part of the celebration. Also, KTOZ Springfield Promotion Director **Scott Smith** announced that the station is planning an all-day outdoor showcase of New Rock bands, emceed by hometown boy **Brad Pitt**. That's reason enough for all the female label promotion reps to get their bands to Missouri, don't you think? And KITS Live 105 San Francisco has set June 10 aside to present "Live 105-Fest" at The Shoreline Amphitheatre. Mark your calendars and plan a trip to the Bay Area. The station will also present an "Earth Day Auction" April 24 to benefit the environment. Four years ago, KITS established the "Green Line," so listeners can call to hear updated messages of new things the environmentally aware can do to save the planet. The Earth Day Auction is just another in a long list of promotions the station has conducted for this cause.

**OPEN FORUM:** In yet another response to our feature regarding the effectiveness of call-out research in the Alternative format, we received the following comments from Imago Records Southwest Regional Promotion Rep. **Jim Kerr**. "To point out two glaring examples of call-out ignorance, a hook isn't rated. Rather it is used to gauge familiarity. Only when the song is established as familiar to the individual do you ask his or her opinion. A second and more fundamental mistake is stating that only 'disposable' music tests well. The truth of the matter is that the music the audience wants to hear is the music that tests well. Programmers cannot program songs based on passion; the needs and desires of the audience must be met. Call-out research gives feedback. Alternative music may be about a 'lifestyle, an image, a sense of purpose and a way of life,' but Alternative *radio* is about quarter-hours, time spent listening, *cume* and ultimately, *billing*."

**JOB OPPS:** WEQX Albany PD **Jim McGuinn** made an announcement a couple weeks back that he will be exiting his post to take over as PD of KPNT St. Louis (*Network Forty*, 2/25). He plans on moving in the last week of March. In the meantime, he is keeping an open-door policy in hiring his successor.

**TO BE RECKONED WITH:** As Modern Rock stations continue to threaten the success of the establishment, KWOD Sacramento's latest trends come that much closer to beating the heritage Album Rock station in that market. Also, WKQX PD **Bill Gamble** explains how Q101 has become a viable competitor for the Chicago market in this week's *Interview*. See page 18.

—Kaven Holmes



**Music As Contagious As Laughter.**

**Bruce Cockburn**

**Listen For The Laugh**

The first song from his  
new album "Dart To The Heart"

Bruce Cockburn  
rocks the heart with  
his latest offering,  
Listen For The Laugh.  
**You never know when  
it's gonna hit you.**

Produced by T Bone Burnett.  
Management: The Pinkston Management Company Ltd.

COLUMBIA

**BRUCE COCKBURN**  
**"Listen For The Laugh"**  
 (COLUMBIA)

Canadian-born singer/song-writer Bruce Cockburn (pronounced Co-burn) is a force to be reckoned with in his native country, winning 10 Juno awards (the Canadian equivalent of a Grammy) and selling 16 Canadian Gold and Platinum records. With an illustrious 25-year career, the singer graces us with his latest release, *Dart To The Heart*. Produced by T-Bone Burnette, the first single, "Listen For The Laugh," breathes an American Roots-Rock feel with twangy guitar and heart-pounding drum beats. A demanding love song, so to speak; check out both versions on the CD pro.

**NEXT X**

**BRING POPCORN:** It's movie time once again with more incredible soundtracks set for release in the coming weeks. Virgin offers *Backbeat* from the motion picture of the same name. *Backbeat* is the story of the fifth Beatle and John Lennon's best friend, Stu Sutcliffe. The movie, screened on the Paramount lot last week, features the actors performing Beatles songs actually sung by The Backbeat Band. Afghan Whigs singer Greg Dulli heads up the ad hoc ensemble, doing incredible justice to the late, great Lennon. Dulli has often been compared to Lennon musically. Soul Asylum's Dave Pirner also takes the lead with Mike Mills, Don Fleming, Thurston Moore and Dave Grohl backing him up.

On Atlantic Records, look for an awesome collection of artists contributing to *The Crow* sound-

track. Previously unreleased material will come from the Cure, Helmet, Nine Inch Nails, Machines Of Loving Grace, Rollins Band, Stone Temple Pilots, Rage Against The Machine and The Jesus And Mary Chain, to name only a few. An intense gothic underground film (as if one couldn't guess by the artists involved), the movie is based on the comic series of the same name and is dedicated to the memory of the film's star, Brandon Lee, who was tragically killed during its filming.

Import to watch: **Stakka Bo** (Stockholm Records.) In the same vein as the Stereo MC's, PLG is planning on releasing "Here We Go" domestically... No longer just Suede; the English lads must now go by the moniker **The London Suede**, after being hit with a lawsuit filed by a woman, claiming she already licensed the name, "Suede." Expect a new import from the band to hit our shores soon... Look for *Fireproof* from **That Petrol Emotion**, an import with the single, "Detonate My Heart" (Rykodisc). A full album is on its way from the ex-Undertones members.

**EXTC**

**LIMELIGHT:** New singles include Tasmin Archer's follow-up to her incredible debut with "Shipbuilding" (SBK/EMI), from the album of the same name. This Elvis Costello cover should do him proud. And The Posies satisfy us between projects with a single on the *Reality Bites* (RCA) soundtrack - "Going, Going, Gone." Have you heard Hector Zazou with "I'll Strangle You" (Tristar) yet? Jawbox have

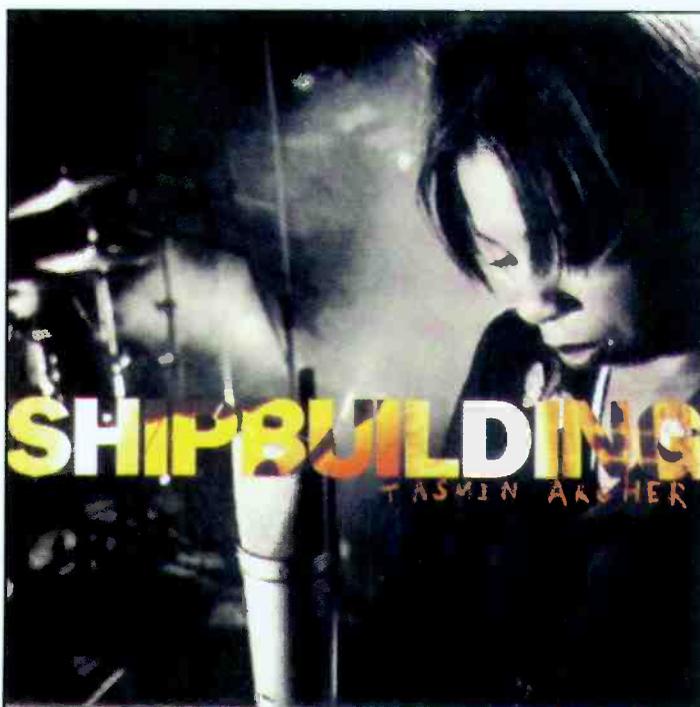
been the darlings of the media lately, as they've been featured in every major rag from *Alternative Press* to *Rolling Stone*. The D.C.-based band's single, "Savory" (Atlantic/AG), is getting spins at WHFS, WDRE, WOXY, KTCL and KBAC, to name a few... **Nine Inch Nails'** Trent Reznor made it out to see **One Dove** at the Whiskey here in Los Angeles. The singer of angst-ridden hate was softspoken when he told me that he enjoyed segueing from guitar shrieking overload into a bare piano interlude in "March Of The Pigs." "I wanted to do the unexpected, something my fans wouldn't expect from me," he said. Although I was the fourth person to tell him that evening that "Piggy" was my favorite song off the new album *The Downward Spiral* (Nothing/TVT/Interscope/AG), radio is picking up on "Closer."

Angelfish just completed shooting their upcoming video for the single, "Heartbreak To Hate" in an L.A. Catholic Girls School.

The Gothic setting featured transvestite extras and singer Shirley Mason, looking quite photogenic. She asked me how her friend, **Ministry/Pigface/Revoluting Cocks** singer/musician **Chris Connelly** was. I said, "fine, just great." (Like I knew! I just live near Hollywood! Scotland is a real small country, you know.) But I do know we can expect a solo release from him later this year on Wax Trax. Anyway, Angelfish also did an intimate showcase performance at an L.A. club before the very cool Manson hits the road to visit radio.

Whoever said the labels don't listen to radio when picking singles? Columbia Records is giving you a *choice* of versions of the new Alison Moyet single to play. So choose one! Thanks... **Pearl Jam** dates: St Louis March 14-15, Lafayette, IN. March 17, Ann Arbor, MI. March 20 and Cleveland, OH. March 22. The band will be on *Saturday Night Live* April 16 - if they show up.

-Karen Holmes



**Over 100,000 LP's Sold!**  
**On Tour Now! Every Show Is A Sell-Out!**

**Adds:**

Q99 Salt Lake City  
KC101 New Haven  
KLYV Dubuque  
KIGL Spencer  
KFTZ Idaho Falls 24-20\*  
WZAT Savannah 29-26\*  
KWTO Springfield 32-28\*  
WENZ Cleveland #31\*  
KSKG Salina D-40\*

KWOD Sacramento  
WHHY Montgomery  
KISR Ft Smith  
KZIO Duluth  
KQKY Kearney  
KIOC Beaumont 30-24\*  
WHOB Manchester 35-27\*  
99X Atlanta 33-29\*  
CK105 Flint 40-39\*

**On Over 45 AOR Stations!**

**On Over 19 New Rock Stations Including:**

KDGE Dallas  
WFNX Boston  
WBRU Providence  
WKOC Norfolk  
And Others

WXRT Chicago  
WDRE Long Island  
WVCD Columbus  
CIMX Detroit



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



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▲ **HAT'S ON**

Partying backstage with Columbia Records crooner Michael Bolton are (l-r): WPXY Rochester News Director Joan Brandenburg, morning man Scott Spezzano, Bolton, Scott's wife and Promotion Director Tristano Korlou.



◀ **ANOTHER HALF-COCKED PHOTO OP**

Wild 107 San Francisco morning mogul Mancow Muller (l) offers a hands-on demonstration of John Wayne Bobbitt's impersonation of Billy Barty's Johnson.



▲ **OEDIPAL ROCK**

American Recordings singer Glenn Danzig (l) – of, naturally, Danzig – was a guest sex therapist on KROQ Los Angeles' late-night sex talk show, "Loveline," with host Riki Rachtman (r).



▲ **IS THERE A RESIDUAL IN THE HOUSE?**

Seen reminiscing about the Moldin' Age of TV are (l-r): *Gilligan's Island* stars "Professor" Russell Johnson, "Mary Ann" Dawn Wells, Power Pig Tampa morning show co-host M.J. Kelly and "Gilligan" Bob Denver.



▲ **BOOGIEMEN**

Pendulum/ERG Records signed Howard University's talent winners at the '93 Hip Hop Convention, The Boogiemonsters. (l-r): Boogiemonsters' Mondo and Vex; exec. producers/managers Francesca Spero and Derek Jackson; Pendulum VP A&R Marketing Dennis Wheeler; attorney Brad Rubens, Pendulum Pres./CEO Ruben Rodriguez; Jedi and Yoda of the Boogiemonsters.



▲ **GRAMMY CRACKERS**

Discussing Tony Bennett's new Gangsta Rap record, *Cisco Style*, are (l-r): WPLJ New York PD Scott Shannon. TV talk show host Maury Povich, Tony Bennett and WPLJ DJ A.J. Hammer.





I Want You  
*do you want me?*

*If so*

Call: 1-800-615-2201



*New Adds Include:*

**WHHH Indianapolis**  
**PRO-FM Providence**

WFLY Albany  
WKSE Buffalo  
KZMG Boise

**WEDJ Charlotte 20-18\***  
**WWKX Providence D-25\***

KLUC Las Vegas 23-20\*  
WWCK Flint 33-25\*  
WBBO Greenville D-35\*

**Hot 97.7 San Jose**  
**KRBE Houston**

WFMF Baton Rouge  
WMGV Oshkosh  
And Many Others!

**WSTR Atlanta 23-18\***  
**WXKS Boston #27\***

WKSS Hartford D-23\*  
WOVV West Palm Beach 37-30\*  
WSPK Poughkeepsie D-35\*

**KISF Kansas City**  
**WZPL Indianapolis**

WGTZ Dayton  
KQKQ Omaha

**WBBM Chicago 25-23\***  
**KTFM San Antonio D-29\***

WKZW Peoria D-24\*  
KHTN Modesto D-33\*  
WYKS Gainesville D-38\*

**KKFR Phoenix**

KHTT Tulsa  
WVSR Charleston

**WFLZ Tampa 28-23\***

KQQQ Honolulu D-24\*  
WFHN New Bedford D-34\*  
And Many More!

*One Of The Most Added!*



▲ **MEGA-MINGLERS**

Mingling at Sony Music's post-Grammy party are (l-r): Columbia Records super-songstress Mariah Carey, singer Christopher Barron from Epic Records' group Spin Doctors, singer Steven Tyler of Geffen Records' group Aerosmith and Sony Music Ent. Pres./COO Thomas D. Morola.



▲ **HAMMER AND TONGUES**

Conferring about Hammer's appearance on The BOX's "BOXtalk" segment are (l-r): BOX Programming Director John Robson, Hammer and Giant Records President of Black Music Cassandra Mills.



▲ **DOMINO THEORY**

OutBurst/RAL/Chaos artist Domino enjoys festivities at his record release party with KKBT Los Angeles APD Michele Santusuosso (l) and MD Harold Austin (r).



▲ **TOON OUT**

Enjoying Disneyland's new Roger Rabbit Car Toon Spin ride are (l-r): KPSI Palm Springs GM Bob Clark; morning team Andy Harvey and Barry Lile; and engineer Steve Karwan.



▲ **BURNING AMBITION**

KZFM Corpus Christi PD Tina Simonet (l) congratulates ex-boom box driver David Pena for his up-close-and-personal remote at a local fire sale.



▲ **I'M A PEPPER...**

In a rare cataclysmic occurrence where radio and record geeks simultaneously decide to wear the same bad tie (l-r): KWIN Stockton PD Bob Lewis, KKRZ Portland PD Ken Benson, KWIN MD Ken Carr and Columbia records VP Pop and Pepper Promotion Jerry Blair.



**The #1  
Most-Added!**

**Power Pig Tampa  
PRO-FM Providence  
KTFM San Antonio**

- |                     |                    |
|---------------------|--------------------|
| WA1A Melbourne      | WBBQ Augusta       |
| WFHN New Bedford    | WIFC Wausau        |
| KISX Tyler          | WKSE Buffalo       |
| WLAN Lancaster      | WQGN New London    |
| KOMO Honolulu       | WRCK Utica         |
| WSTW Wilmington     | WVSR Charleston    |
| CK105 Flint         | WWZZ Knoxville     |
| WYKS Gainesville    | WAYV Atlantic City |
| KCHX Midland        | KFFM Yakima        |
| KGOT Anchorage      | KISR Ft Smith      |
| WJMX Florence       | WKSF Asheville     |
| KMCK Fayetteville   | KQIZ Amarillo      |
| WRKY Stubenville    | KSMB Lafayette     |
| KTMT Medford        | KWTX Waco          |
| KZII Lubbock        | KTRS Casper        |
| KYYA Yakima         | KNIN Wichita Falls |
| KQIX Grand Junction | And More!          |

**Already Shining  
Brightly At:**

- KKFR Phoenix 23-13\***
- KIIS Los Angeles D-28\***
- WKSE Buffalo D-32\***
- KQIZ Amarillo D-26\***
- KQKY Kearney 34-27\***
- KCPI Albert Lea 34-28\***
- WWCP Schenectady D-30\***
- WAZY Lafayette 34-31\***
- KSKG Salina D-33\***
- KIGL Spencer D-36\***
- KMOK Lewiston 39-36\***
- WWKZ Tupelo D-37\***
- KYYY Bismark D-39\***
- KDUK Eugene D-40\***
- KFBQ Cheyenne On!**

# neon moonlight

Produced and arranged by Peter Wolf



ENTERTAINMENT



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Management: Richard A. Burkhart : Stage Door Entertainment



## BUZZ ROTATION

- Beck "Loser"
- The Brand New Heavies "Dream On Dreamer"
- Crash Test Dummies "MMM MMM MMM MMM"
- James "Laid"

## STRESS ROTATION

- The Afghan Whigs "Gentlemen"
- Tori Amos "God"
- Candlebox "You"
- Mariah Carey "Without You"
- Ice Cube "You Know How We Do It"
- Dig "Believe"
- Soundgarden "Spoonman"
- Bruce Springsteen "Streets Of Philadelphia"
- Tool "Prison Sex"
- Us3 "Cantaloop (Flip Fantasia)"
- Xscape "Understanding"

## NEW ON 120 MINUTES

- Meat Puppets "Backwater"
- Beck "Pay No Mind"
- Kate Bush "And So Is Love"
- Tripping Daisy "Blown Away"
- Spinanes "Sunday"
- Frante! "Labour Of Love"

## NEW ON YO! MTV RAPS

- Nas "It Ain't Hard To Tell"
- Digital Underground "Wussup Wit The Luv"

## ADDED THIS WEEK

- Richard Marx "Now And Forever"
- Tony Toni Toné "(Lay Your Head On My) Pillow"
- Prince "The Most Beautiful Girl In The World"
- David Lee Roth "She's My Machine"
- Scorpions "Under The Same Sun"
- The Knack "My Sharona"

Melissa Etheridge	Morgantown WV	March 22
	Blacksburg VA	March 23
	Norfolk VA	March 24
Fishbone	Cincinnati OH	March 14
	Indianapolis IN	March 18
	Detroit MI	March 19
Little Texas	Poteet TX	April 10
	Wingate NC	April 14
	Raleigh NC	April 15
Scorpions	Albuquerque NM	March 15
	Dallas TX	March 17
	Houston TX	March 18
Rush	Auburn Hills MI	March 22
	Richfield OH	March 23
	Cincinnati OH	March 25

## The Pie Chart



- Percentage of people who like Death.
- Percentage of people who like Taxes.
- Percentage of people who like Sean.

## ETCETERA

*Dateline* knee-jerk impressions: **Nancy Kerrigan** cries like **Mr. Ed**... with teeth to match. **Jane Pauley** did a great job of making Nancy look even more like an idiot.

We apologize for the **Mr. Ed** crack. We regret causing any harm to the reputation of that fine MD in Dallas.

Did you notice *Dateline* not only gave you a number to call for transcripts of the riveting **Kerrigan** interview, but also an Internet on-line extension to access the information. For an extra \$5, you can get her used dental floss. Makes a great fishing line.

In a survey of 1,000 heterosexual women by *Complete Woman*, the percentage who said penis size is not important: 60. Percentage who complain they don't get enough sex: 43. Percentage who fantasize about sex with two or more men: 17.

Survey questions left out of article: Percentage who said they faked headaches to get out of sex - 100. Percentage who faked sex to get out of a headache - 100.

At a recent Sotheby's auction of Soviet space items, three moon rocks went for \$442,000, while the first eat-

ing utensils used in space brought \$6,900.

Speaking of firsts in space, d'ya think an astronaut ever (ahem) satisfied himself in orbit? Cleaning up might be a problem, but talk about your collector's items....

From the *Playboy* interview with **Howard Stern**: "Radio is a scuzzy, bastard industry that's filled with deviants, circus clown rejects, the lowest of the low. No matter how good you are in radio, you will always be a scumbag for being a radio personality." Gee, Howard must be reading *Etcetera*...

We also enjoyed the new *Playboy's* pictorial on the girls of Hooters. Such nice, religious girls. Whose cups doth runneth over...

*Entertainment Weekly* did a great thing this week. They gave us a breakout of all the slang terms used on *NYPD Blue*. Some of our favorites include: "chowder-society turds" (meaning the old boy network police brass); "hammer bust" (a trumped-up arrest); and "whip your skippy" (see Russian space artifacts tidbit).

Virgin Records is already into Florida's Spring Break

scene. They're handing out about 10,000 sampler cassettes called *Virgin Records' Shameless Promotional Tool, Vol. 2* featuring **Cracker**, **Shonen Knife** and **Sam Phillips**. Land of the **Plenty**, indeed.

*Seinfeld's* **Jason Alexander**, the voice of USA Network's new animated series, *Duckman*, claims **William Shatner** is his reason for becoming an actor.

What a coincidence. **Shatner's** spoken-word recording of "Mr. Tambourine Man" was the reason we started *Etcetera*.

Fashion tip: The Afro, or 'Fro, is back...

**Robert De Niro's** *Frankenstein* has wrapped filming and is slated for a November release. He also portrays **Travis Bickle** as Ygor, taunting the monster, "You trudging' t'wards me? You trudging' t'wards me?"

**Winona Ryder** is slated for a new film version of *Little Women*. Other babes in the mix include **Christina Applegate** and **Mary Louise Parker**... and the girls of Hooters.

Stock Tip: **QVC** - Sell! Sell! Sell!

by Dwayne and Jeff

# CaNDLeBoX

“you,”

Over 1300 Total  
BDS Detections!

SoundScan Sales Over  
22,000 Per Week!

## New Adds Include:

**KKFR Phoenix**  
**KUTQ Salt Lake City**  
**WZJM Cleveland**

**WIFC Wausau**  
**WQGN New London**  
**WRHT New Bern**  
**WBNQ Bloomington**  
**WRKY Stubenville**  
**KLBQ El Dorado**

## Chart Action!

**Z100 New York #21\***  
**WKBQ St Louis D-27\***  
**WENZ Cleveland #38\***  
**99X Atlanta #39\***

**KISR Ft Smith #8\***  
**WRQK Canton 12-10\***  
**WHHY Montgomery #12\***  
**KWTO Springfield 28-15\***  
**WZAT Savannah 20-16\***  
**WYCR York 28-24\***  
**WKHI Ocean City 29-25\***  
**WSBG Stroudsburg 28-26\***  
**WRFY Reading 32-27\***  
**WWFX Bangor 34-31\***  
**WHOB Manchester D-33\***  
**KIOC Beaumont 40-36\***  
**KMCK Fayetteville D-40\***

 **Stress!**



Produced by Kelly Gray & Candlebox, Except  
"Mother's Dream" Produced By Kelly Gray & Jon Plum.  
Management: Lindy Goetz For LGM.



# TeViN CaMPBeLL

“i'm ready,”



Moves 40-31\*

15 New Adds This Week!

**B94 Pittsburgh**      **KGGI Riverside**  
**Hot 97 New York**

**WERZ Exeter**      **WHOT Youngstown**  
**WJET Erie**      **WKHI Ocean City**  
**WOVV West Palm Beach**      **WPXR Quad-Cities**  
**WYKS Gainesville**      **WAZY Lafayette**  
**WWXM Myrtle Beach**      **WXSR Tallahassee**  
**KJYK Tucson**      **KROC Rochester**

## Major Moves!

**KBXX Houston 7-5\***      **WFLZ Tampa 12-8\***  
**WLUM Milwaukee 22-10\***      **WERQ Baltimore 17-12\***  
**KKLQ San Diego #18\***      **WHYT Detroit #19\***  
**WIOQ Philadelphia #20\***      **KSFM Sacramento 23-20\***  
**WHHH Indianapolis 25-22\***      **KTFM San Antonio 25-22\***  
**WJMN Boston #23\***      **KUTQ Salt Lake City 30-23\***  
**WWKX Providence 30-23\***      **WXKS Boston #23\***  
**KHQT San Jose 26-24\***      **KMEL San Francisco D-24\***  
**KUBE Seattle D-24\***      **WAKS Columbus D-28\***  
**WPGC Washington, D.C. #29\***      **WPRO Providence D-29\***



Most Requested...  
Overnight At  
**KBXX Houston,**  
**WWKX Providence**  
And Others!



Active!

SoundScan Single 146-38\*!!!  
Sales Approaching 40,000 Per Week!  
SoundScan LP #28\*

Produced By Babyface & Daryl Simmons.  
Management: Rhonda Byrd / Ron Weisner



Prepared Exclusively For The Network Forty



For The Week Ending: March 11, 1994

## BOX TOPS MARKET FOCUS

### MILWAUKEE, WI

1. **Ice Cube** "You Know How We Do It" (Priority)
2. **2Pac** "Papa'z Song" (Interscope/AG)
3. **Kris Kross** "Da Bomb" (Ruffhouse/Columbia)
4. **A Lighter Shade Of Brown** "Hey DJ" (Mercury)
5. **Masta Ace, Inc.** "Born To Roll"  
(Delicious Vinyl/EastWest)

### CORPUS CHRISTI, TX

1. **k.d. lang** "Hush Sweet Lover" (Sire/WB)
2. **Conscious Daughters** "Somethin' To Ride To  
(Fonky Expedition)" (Scarface/Priority)
3. **Tool** "Prison Sex" (Zoo)
4. **Elton John & RuPaul** "Don't Go Breaking My Heart"  
(MCA)
5. **Bruce Springsteen** "Streets Of Philadelphia" (Columbia)

### HOBOKEN, NJ

1. **Eazy-E** "Real Compton City G's" (Ruthless/Relativity)
2. **Hammer** "Pumps And A Bump" (Giant/Reprise)
3. **Vanilla Ice** "Roll 'Em Up" (SBK/ERG)
4. **Snoop Doggy Dogg** "Gin And Juice"  
(Death Row/Interscope/AG)
5. **NKOTB** "Never Let You Go" (Columbia)

## BREAKIN' OUT OF THE BOX

**Prince** "The Most Beautiful Girl In The World"  
(N.P.G. Records/Bellmark)

The cancellation of the Warner Bros. distribution deal hasn't stopped him from doing his thing. Is he really on a campaign to find a woman more beautiful than the ones he's found in the past?

### A Lighter Shade Of Brown "Hey DJ"

(Mercury)

The first release from the upcoming film, *Mi Vita Loca*, takes an Old-School hit to the next level. This one is just right for Top 40 and Urban formats.

## NEW VIDS THIS WEEK

- Afghan Whigs** "Gentlemen" (Elektra)
- E-40 f/Click** "Captain Save Em Thoe" (Sick Wid It)
- Illegal** "Back In The Day" (Rowdy/Arista)
- The Knack** "My Sharona" (RCA)
- LeShaun** "Wide Open" (Tommy Boy)
- Patra** "Worker Man" (Epic)
- Portrait** "Be Thankful For What You've Got" (Atlas/PLG)
- Teenage Fanclub & De La Soul** "Fallin"  
(Immortal/Epic Soundtrax)

### Treacherous 3 "Feel The New Heartbeat"

(Wrap/Easytee/Ichiban)

## NEW VIDS TO WATCH

**J. GIBBS** "It's like everybody's looking back to the old days. Illegal, Treacherous 3 and Portrait. Call up LeShaun for something totally bugged out."

**JOHN ROBSON** "Sweet Sable could leap out of the *Above The Rim* soundtrack... Afghans make a cool alternative... sentiment favors The Knack... look for LeShaun to take the mad calls."

**LES GARLAND** "The Knack is back; because of *Reality Bites*, this one could smack... Treacherous 3 is a pick to click."

## 20 OF THESE

- |    |    |   |                         |
|----|----|---|-------------------------|
| 8  | 1  | <b>Prince</b> "The Most Beautiful Girl In The World"              | N.P.G. Records/Bellmark |
| 20 | 2  | <b>A Lighter Shade Of Brown</b> "Hey DJ"                          | Mercury                 |
| 4  | 3  | <b>NKOTB</b> "Never Let You Go"                                   | Columbia                |
| 15 | 4  | <b>Rage Against The Machine</b> "Freedom"                         | Epic                    |
| 1  | 5  | <b>Toni Braxton</b> "Seven Whole Days"                            | LaFace/Arista           |
| 2  | 7  | <b>Tevin Campbell</b> "I'm Ready"                                 | Qwest/WB                |
| 3  | 8  | <b>Babyface</b> "Never Keeping Secrets"                           | Epic                    |
| 9  | 9  | <b>Ace Of Base</b> "The Sign"                                     | Arista                  |
| 12 | 10 | <b>Toni Braxton</b> "Breathe Again"                               | LaFace/Arista           |
| 18 | 11 | <b>Beck</b> "Loser"   | Bong Load/DGC           |
| 6  | 12 | <b>Cher w/Beavis And Butt-Head</b> "I Got You Babe"               | Geffen                  |
| 7  | 13 | <b>NKOTB</b> "Dirty Dawg"   | Columbia                |
| 17 | 14 | <b>Ren &amp; Stempy</b> "Happy Happy Joy Joy"                     | Nickelodeon/Epic        |
| 10 | 15 | <b>Lisette Melendez</b> "Goody Goody"                             | Fever/ral/Chaos         |
| 23 | 16 | <b>Crash Test Dummies</b> "MMM MMM MMM MMM"                       | Arista                  |
| RE | 17 | <b>Mariah Carey</b> "Without You"                                 | Columbia                |
| 24 | 18 | <b>Tom Petty &amp; the Heartbreakers</b> "Mary Jane's Last Dance" | MCA                     |
| 11 | 19 | <b>Tool</b> "Prison Sex"  | Zoo                     |
| 22 | 20 | <b>Biohazard &amp; Onyx</b> "Judgement Night"                     | Immortal/Epic Soundtrax |
| 19 | 6  | <b>Janet Jackson</b> "Because Of Love"                            | Virgin                  |

## 20 OF THOSE

- |    |    |   |                          |
|----|----|---|--------------------------|
| 1  | 1  | <b>Snoop Doggy Dogg</b> "Gin And Juice"           | Death Row/Interscope/AG  |
| 2  | 2  | <b>Hammer</b> "Pumps And A Bump"                  | Giant/Reprise            |
| 16 | 3  | <b>Ice Cube</b> "You Know How We Do It"           | Priority                 |
| —  | 4  | <b>2 Live Crew</b> "Yeah, Yeah"                   | Luke                     |
| 7  | 5  | <b>R. Kelly</b> "Bump N' Grind"                   | Jive                     |
| 4  | 6  | <b>Xscape</b> "Understanding"                     | So So Def/Columbia       |
| 5  | 7  | <b>Eazy-E</b> "Real Compton City G's"             | Ruthless/Relativity      |
| 8  | 8  | <b>Masta Ace, Inc.</b> "Born To Roll"             | Delicious Vinyl/EastWest |
| 12 | 9  | <b>Outkast</b> "Player's Ball"                    | LaFace/Arista            |
| 6  | 10 | <b>Shaquille O'Neal</b> "I'm Oustanding"          | Jive                     |
| 3  | 11 | <b>Wu-Tang Clan</b> "C.R.E.A.M."                  | Loud/RCA                 |
| 20 | 12 | <b>DFC</b> "Caps Get Peeled"                      | Big Beat/AG              |
| 9  | 13 | <b>Hammer</b> "It's All Good"                     | Giant/Reprise            |
| 17 | 14 | <b>Salt-N-Pepa w/En Vogue</b> "Whatta Man"        | Next Plateau/London/PLG  |
| 14 | 15 | <b>Vanilla Ice</b> "Roll 'Em Up"                  | SBK/ERG                  |
| —  | 16 | <b>After 7</b> "Gonna Love You Right"             | Fox                      |
| 21 | 17 | <b>Simple E</b> "Play My Funk"                    | Fox/Beacon               |
| 18 | 18 | <b>A Tribe Called Quest</b> "Electric Relaxation" | Jive                     |
| 13 | 19 | <b>Blackgirl</b> "Krazy"                          | Kaper/RCA                |
| 19 | 20 | <b>Jodeci</b> "Cry For You"                       | Uptown/MCA               |

# Melissa Etheridge Come To My Window

**NETWORK Moves 35-27\* Debut 37\* BDS Mainstream Monitor!**

Z100 Add!

WKBQ Add!

WXXL Add!

Plus 6 More!

KUTQ 20 Plays!

KKFR 39 Plays!

B97 26 Plays!

WAKS 30 Plays!

WXKS 12 Plays!

WAPE 14 Plays!

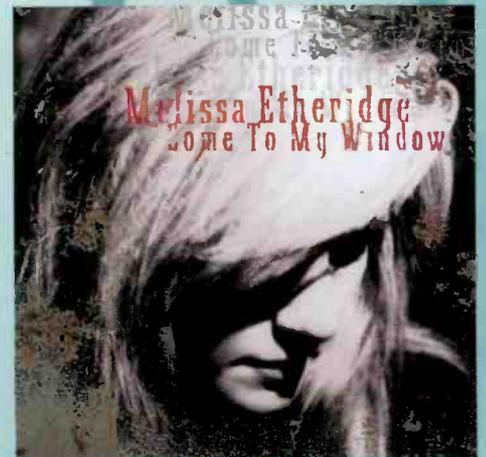
KISF 14 Plays!

**Sales Over 600,000! Total BDS Detections Approaching 1000!**

**TV Active!**

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.

# PLAYLIST CHART

COMPUTER GENERATED AIRPLAY REPORTS

2W	LW	TW	ARTIST/SONG	LABEL
2	1	1	MARIAH CAREY, Without You	Columbia
1	2	2	ACE OF BASE, The Sign	Arista
3	3	3	JANET JACKSON, Because Of Love	Virgin
5	4	4	RICHARD MARX, Now And Forever	Capitol
6	5	5	ALL-4-ONE, So Much In Love	Blitz/Atlantic/AG
7	6	6	SALT-N-PEPA w/EN VOGUE, Whatta Man	Next Plateau/London/PLG
9	8	7	MEAT LOAF, Rock And Roll Dreams Come Through	MCA
13	10	8	US3, Cantalooop (Flip Fantasia)	Blue Note/Capitol
4	9	9	CELINE DION, The Power Of Love	550 Music
12	11	10	TOM PETTY & THE HEARTBREAKERS, Mary Jane's Last Dance	MCA
19	13	11	BRUCE SPRINGSTEEN, Streets Of Philadelphia	Columbia
22	15	12	COUNTING CROWS, Mr. Jones	DGC
8	7	13	ETERNAL, Stay	1st Avenue/EMI/ERG
34	19	14	BIG MOUNTAIN, Baby I Love Your Way	RCA
—	28	15	PRINCE, The Most Beautiful Girl In The World	N.P.G. Records/Belmark
11	12	16	PHIL COLLINS, Everyday	Atlantic/AG
23	17	17	CECE PENISTON, I'm In The Mood	A&M
—	27	18	CRASH TEST DUMMIES, MMM MMM MMM MMM	Arista
26	24	19	ZHANÉ, Groove Thang	Motown
37	26	20	BABYFACE, And Our Feelings	Epic
24	22	21	JODECI, Cry For You	Uptown/MCA
18	20	22	GIN BLOSSOMS, Found Out About You	A&M
16	21	23	TONI BRAXTON, Breathe Again	LaFace/Arista
10	14	24	COLOR ME BADD, Choose	Giant/Reprise
38	29	25	R. KELLY, Bump N' Grind	Jive
15	18	26	AEROSMITH, Amazing	Geffen
40	35	27	MELISSA ETHERIDGE, Come To My Window	Island/PLG
17	23	28	XSCAPE, Understanding	So So Def/Columbia
35	31	29	MR. BIG, Ain't Seen Love Like That	Atlantic/AG
14	16	30	BRYAN ADAMS/STING/ROD STEWART, All For Love	A&M/Hollywood
—	40	31	TEVIN CAMPBELL, I'm Ready	Qwest/WB
◆ DEBUT	32	32	BONNIE RAITT, Love Sneakin' Up On You	Capitol
20	25	33	TONY TONI TONÉ, (Lay Your Head On My) Pillow	Wing/Mercury
◆ DEBUT	34	34	MICHAEL BOLTON, Completely	Columbia
27	33	35	10,000 MANIACS, Because The Night (from MTV Unplugged)	Elektra
◆ DEBUT	36	36	NIRVANA, All Apologies	DGC
—	39	37	SNOOP DOGGY DOGG, Gin And Juice	Death Row/Interscope/AG
21	32	38	HEART, Will You Be There (In The Morning)	Capitol
25	34	39	ROD STEWART, Having A Party	WB
◆ DEBUT	40	40	LITTLE TEXAS, What Might Have Been	WB

# MAINSTREAM/ADULT

COMPUTER GENERATED AIRPLAY REPORTS

2W	LW	TW	ARTIST/SONG	STNS.	AVG. PPM	PLAYS
3	1	1	MARIAH CAREY, Without You	33	37.6	1241
5	2	2	RICHARD MARX, Now And Forever	33	36.7	1210
2	3	3	ACE OF BASE, The Sign	29	40.4	1171
1	4	4	CELINE DION, The Power Of Love	27	38.1	1028
4	5	5	JANET JACKSON, Because Of Love	25	36.9	922
8	10	6	MEAT LOAF, Rock And Roll Dreams Come Through	26	35.0	909
7	6	7	TONI BRAXTON, Breathe Again	28	32.5	909
20	11	8	BRUCE SPRINGSTEEN, Streets Of Philadelphia	32	25.0	799
6	8	9	COLOR ME BADD, Choose	21	34.0	715
12	7	10	TOM PETTY & THE HEARTBREAKERS, Mary Jane's Last Dance	19	37.3	708
35	17	11	COUNTING CROWS, Mr. Jones	22	31.0	682
14	9	12	PHIL COLLINS, Everyday	21	31.6	664
13	14	13	ALL-4-ONE, So Much In Love	21	31.1	654
16	16	14	10,000 MANIACS, Because The Night (from MTV Unplugged)	23	28.1	646
11	12	15	GIN BLOSSOMS, Found Out About You	20	30.6	611
10	13	16	ETERNAL, Stay	20	26.9	538
—	33	17	BIG MOUNTAIN, Baby I Love Your Way	22	24.1	531
17	21	18	BRYAN ADAMS, Please Forgive Me	20	26.0	520
9	15	19	BRYAN ADAMS/STING/ROD STEWART, All For Love	21	24.6	516
30	26	20	MARIAH CAREY, Hero	20	25.2	503
21	20	21	JIMMY CLIFF, I Can See Clearly Now	19	26.1	496
22	24	22	MICHAEL BOLTON, Said I Loved You... But I Lied	16	30.5	488
25	19	23	MR. BIG, Ain't Seen Love Like That	20	24.2	484
15	18	24	AEROSMITH, Amazing	16	29.3	469
28	25	25	LITTLE TEXAS, What Might Have Been	14	32.3	452
26	22	26	HEART, Will You Be There (In The Morning)	17	26.3	447
31	23	27	ROD STEWART, Having A Party	17	25.8	438
◆ DEBUT	28	28	CRASH TEST DUMMIES, MMM MMM MMM MMM	17	23.3	396
34	36	29	ACE OF BASE, All That She Wants	16	23.9	382
23	32	30	US3, Cantalooop (Flip Fantasia)	16	23.8	380
—	31	31	BABYFACE, And Our Feelings	17	22.1	376
◆ DEBUT	32	32	BONNIE RAITT, Love Sneakin' Up On You	18	20.4	367
29	28	33	CECE PENISTON, I'm In The Mood	13	27.0	351
24	27	34	JOSHUA KADISON, Jessie	12	29.0	348
32	34	35	MELISSA ETHERIDGE, Come To My Window	15	22.1	331
◆ DEBUT	36	36	PRINCE, The Most Beautiful Girl In The World	15	19.8	297
27	29	37	WHITNEY HOUSTON, Queen Of The Night	11	24.4	268
◆ DEBUT	38	38	BILLY JOEL, The River Of Dreams	14	18.9	264
◆ DEBUT	39	39	GABRIELLE, Dreams	10	25.2	252
18	30	40	THE CRANBERRIES, Linger	13	18.8	244

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“watch the girl destroy me”



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- Q101 Chicago
- WXRT Chicago
- WHFS Washington, D.C.
- CIMX Detroit
- Live 105 San Francisco
- KDGE Dallas
- KPNT St. Louis
- KNDD Seattle
- KTCL Denver
- 91X San Diego
- WBRU Providence
- WWCD Columbus

**Happening At Top 40!**

- WABB Mobile Add!
- WKRZ Wilkes-Barre Add!
- WKHQ Charlevoix Add!
- WWXM Myrtle Beach Add!

- KISX Tyler Add!
- WPXR Quad-Cities Add!
- WPRR Altoona Add!
- And More!

- |                           |                          |                        |
|---------------------------|--------------------------|------------------------|
| WRQK Canton 14-12*        | KWTO Springfield 22-12*  | KIOC Beaumont 18-16*   |
| KLYV Dubuque 21-17*       | WZAT Savannah 22-19*     | WAAL Binghamton 24-22* |
| KTMT Medford 30-24*       | WBHT Wilkes-Barre 27-24* | WKCI New Haven 28-26*  |
| WHYH Montgomery 32-27*    | WBIZ Eau Claire A-27*    | KISR Ft Smith 33-28*   |
| KDUK Eugene 33-28*        | WSKS Wilkes-Barre 32-29* | WERZ Exeter A-30*      |
| WHTO Williamsport 33-30*  | KTRS Casper 36-31*       | KZIO Duluth 34-32*     |
| KJYO Oklahoma City 37-34* | KMCK Fayetteville 37-34* | And More!              |

- KEDJ Phoenix
- WZRH New Orleans
- KWOD Sacramento
- KXRK Salt Lake City
- WKOC Norfolk
- And More!



**THE ATLANTIC GROUP**

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# B R E A K O U T S

COMPUTER GENERATED AIRPLAY REPORTS

## G R E A T L A K E S

TW	ARTIST/SONG	STNS.	AVG. PPW	PLAYS
1	ACE OF BASE. The Sign	20	49.0	980
2	MARIAH CAREY. Without You	21	44.3	930
3	JANET JACKSON. Because Of Love	21	41.4	870
4	TOM PETTY & THE HEARTBREAKERS. Mary Jane's Last Dance	17	42.1	716
5	ALL-4-ONE. So Much In Love	18	39.4	710
6	RICHARD MARX. Now And Forever	18	37.5	675
7	MEAT LOAF. Rock And Roll Dreams Come Through	18	36.8	662
8	ETERNAL. Stay	19	31.9	607
9	CELINE DION. The Power Of Love	14	38.8	543
10	COUNTING CROWS. Mr. Jones	18	29.9	538
11	COLOR ME BADD. Choose	15	33.0	495
12	TONI BRAXTON. Breathe Again	14	32.1	450
13	BRUCE SPRINGSTEEN. Streets Of Philadelphia	17	26.3	447
14	GIN BLOSSOMS. Found Out About You	14	31.7	444
15	US3. Cantaloup (Flip Fantasia)	14	28.2	395
16	SALT-N-PEPA w/EN VOGUE. Whatta Man	15	25.5	383
17	AEROSMITH. Amazing	14	26.4	369
18	XSCAPE. Understanding	11	32.0	352
19	BIG MOUNTAIN. Baby I Love Your Way	16	22.0	352
20	CECE PENISTON. I'm In The Mood	13	25.9	337
21	CRASH TEST DUMMIES. MMM MMM MMM MMM	15	21.7	325
22	MR. BIG. Ain't Seen Love Like That	14	22.4	313
23	BRYAN ADAMS/STING/ROD STEWART. All For Love	12	24.6	295
24	PHIL COLLINS. Everyday	9	32.0	288
25	MELISSA ETHERIDGE. Come To My Window	12	23.4	281



### GREAT LAKES REGIONAL ANALYSIS

**MAJOR GAINER:**

•Like most parts of the country, the Great Lakes is rotating All-4-One in heavy! It moves from 11th to 5th most-played this week.

**UP-AND-COMING:**

•The moves aren't spectacular, but they're solid for both Counting Crows and Bruce Springsteen. Both are likely Top 10 songs. Crash Test Dummies is also growing (moving from 26th to 21st this week).

**TIP OF THE WEEK:**

•If you're holding out on Prince... stop! If you're already playing it, crank up the rotation. It's a sure Top-25 song next in week's PPW regional breakout.

## M I D W E S T

TW	ARTIST/SONG	STNS.	AVG. PPW	PLAYS
1	ACE OF BASE. The Sign	21	48.1	1010
2	MARIAH CAREY. Without You	21	43.2	907
3	JANET JACKSON. Because Of Love	21	41.8	877
4	MEAT LOAF. Rock And Roll Dreams Come Through	21	37.8	793
5	TOM PETTY & THE HEARTBREAKERS. Mary Jane's Last Dance	18	39.9	718
6	ALL-4-ONE. So Much In Love	18	39.6	713
7	COUNTING CROWS. Mr. Jones	21	31.8	667
8	RICHARD MARX. Now And Forever	19	34.4	654
9	ETERNAL. Stay	18	31.9	574
10	COLOR ME BADD. Choose	15	36.0	540
11	GIN BLOSSOMS. Found Out About You	16	33.4	534
12	BRUCE SPRINGSTEEN. Streets Of Philadelphia	17	29.6	504
13	CRASH TEST DUMMIES. MMM MMM MMM MMM	19	26.4	501
14	AEROSMITH. Amazing	14	34.4	482
15	CELINE DION. The Power Of Love	15	31.9	478
16	BIG MOUNTAIN. Baby I Love Your Way	17	27.1	460
17	TONI BRAXTON. Breathe Again	14	32.7	458
18	US3. Cantaloup (Flip Fantasia)	15	30.3	455
19	MELISSA ETHERIDGE. Come To My Window	17	24.1	409
20	MR. BIG. Ain't Seen Love Like That	14	27.6	387
21	SALT-N-PEPA w/EN VOGUE. Whatta Man	14	26.1	366
22	GABRIELLE. Dreams	10	35.7	357
23	CECE PENISTON. I'm In The Mood	12	26.6	319
24	HADDAWAY. Life (Everybody Needs Somebody To Love)	11	28.5	314
25	WHITNEY HOUSTON. Queen Of The Night	12	25.3	303



### MIDWEST REGIONAL ANALYSIS

**MAJOR GAINER:**

•The only newcomer to the Midwest's Top 10 is Counting Crows, jumping from 11th to 7th while gaining 120 total plays.

**UP-AND-COMING:**

•Crash Test Dummies jump from 18th to 13th. Other hot titles include Bruce Springsteen (15th to 12th) and Big Mountain (22nd to 16th). Look for a "Unplugged" Pro-CD coming from Richard Marx to freshen "Now And Forever."

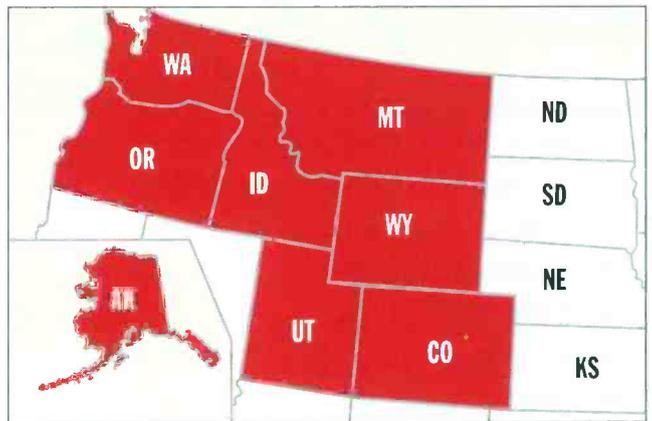
**TIP OF THE WEEK:**

•Nirvana is hotter here than anywhere else in the country. This week it's #33 with an average 18.4 Plays Per Week on 12 stations in heavily-dayparted airplay.



**NORTHWEST/ROCKIES**

TW	ARTIST/SONG	STNS.	AVG. PPW	PLAYS
1	ACE OF BASE. The Sign	17	42.8	728
2	JANET JACKSON. Because Of Love	14	40.5	567
3	ALL-4-ONE. So Much In Love	15	37.0	555
4	MARIAH CAREY. Without You	14	39.1	548
5	RICHARD MARX. Now And Forever	14	37.5	525
6	BRUCE SPRINGSTEEN. Streets Of Philadelphia	15	32.4	486
7	MEAT LOAF. Rock And Roll Dreams Come Through	13	33.9	441
8	ETERNAL. Stay	14	30.9	433
9	COUNTING CROWS. Mr. Jones	13	29.9	389
10	MR. BIG. Ain't Seen Love Like That	11	34.8	383
11	COLOR ME BADD. Choose	10	37.3	373
12	TOM PETTY & THE HEARTBREAKERS. Mary Jane's Last Dance	10	34.6	346
13	PHIL COLLINS. Everyday	10	32.9	329
14	TONI BRAXTON. Breathe Again	9	36.2	326
15	BIG MOUNTAIN. Baby I Love Your Way	11	29.3	322
16	CRASH TEST DUMMIES. MMM MMM MMM MMM	11	28.7	316
17	MELISSA ETHERIDGE. Come To My Window	9	33.6	302
18	CECE PENISTON. I'm In The Mood	10	30.0	300
19	US3. Cantalooop (Flip Fantasia)	10	29.6	296
20	CELINE DION. The Power Of Love	9	31.7	285
21	WHITNEY HOUSTON. Queen Of The Night	9	30.2	272
22	BABYFACE. And Our Feelings	10	24.9	249
23	LITTLE TEXAS. What Might Have Been	7	35.3	247
24	AEROSMITH. Amazing	8	29.1	233
25	JODECI. Cry For You	7	32.9	230



**NORTHWEST/ROCKIES REGIONAL ANALYSIS**

**MAJOR GAINER:**

•Bruce Springsteen is red-hot in the Northwest, jumping from 11th to 6th most-played, gaining 120-plus total plays this week.

**UP-AND-COMING:**

•Counting Crows stay hot (13th to 9th), as do Big Mountain (last week's Tip Of The Week debuts #15) and Crash Test Dummies (debuts #16 this week).

**TIP OF THE WEEK:**

•The new Cranberries single is breaking out of this region. "Dreams" is #36 with an average 22.4 PPW, which will increase as "Linger" moves into recurrent rotation.

**W E S T**

TW	ARTIST/SONG	STNS.	AVG. PPW	PLAYS
1	JANET JACKSON. Because Of Love	13	49.2	640
2	ACE OF BASE. The Sign	12	51.6	619
3	ALL-4-ONE. So Much In Love	14	43.8	613
4	MARIAH CAREY. Without You	12	42.8	513
5	TONI BRAXTON. Breathe Again	10	42.7	427
6	COLOR ME BADD. Choose	11	37.2	409
7	ETERNAL. Stay	12	32.7	392
8	SALT-N-PEPA w/EN VOGUE. Whatta Man	11	35.2	387
9	CELINE DION. The Power Of Love	8	47.0	376
10	US3. Cantalooop (Flip Fantasia)	11	29.6	326
11	TONY TONI TONÉ. (Lay Your Head On My) Pillow	9	36.2	326
12	PRINCE. The Most Beautiful Girl In The World	12	27.0	324
13	XSCAPE. Understanding	11	29.3	322
14	ZHANÉ. Groove Thang	8	33.9	271
15	RICHARD MARX. Now And Forever	8	33.3	266
16	BABYFACE. And Our Feelings	8	29.8	238
17	CECE PENISTON. I'm In The Mood	7	33.7	236
18	LISETTE MELENDEZ. Goody Goody	6	38.8	233
19	SALT-N-PEPA. Shoop	6	38.7	232
20	JODECI. Cry For You	8	28.3	226
21	MEAT LOAF. Rock And Roll Dreams Come Through	6	37.5	225
22	BABYFACE. Never Keeping Secrets	4	54.8	219
23	MR. BIG. Ain't Seen Love Like That	7	31.0	217
24	BIG MOUNTAIN. Baby I Love Your Way	8	26.9	215
25	R. KELLY. Bump N' Grind	6	35.8	215



**WEST REGIONAL ANALYSIS**

**MAJOR GAINER:**

•It's not a huge move, but in jumping from 2nd to 1st, the West breaks the national lock that Ace Of Base enjoys, and makes Janet Jackson its most-played song.

**UP-AND-COMING:**

•Prince explodes regionally and debuts at #12! Also hot are Lisette Melendez (debuts #18) and R. Kelly (debuts #25). Keep an eye on Counting Crows, Tevin Campbell and A Lighter Shade Of Brown, all gaining in the West.

**TIP OF THE WEEK:**

•Check out the new Richard Marx "Unplugged" Pro-CD of "Now And Forever." KIIS-FM Los Angeles is high on this new mix. It will extend the life of this hit if it's already working for you.

PPW Regional Analysis By Pat Gillen

# THE CHARTS

## THE next 40

COMPUTER GENERATED AIRPLAY REPORTS

RANK	ARTIST/SONG/LABEL	STATIONS/ADDS
41	HADDAWAY Life (Everybody Needs Somebody To Love) (Coconut/Arista)	1946
42	TONY TONI TONÉ (Lay Your Head On My Pillow) Pillow (Wing/Mercury)	1851
43	SALT-N-PEPA Shoop (Next Plateau/London/PLG)	1823
44	LENNY KRAVITZ Heaven Help (Virgin)	1745
45	TERENCE TRENT D'ARBY Let Her Down Easy (Columbia)	1670
46	NIRVANA All Apologies (DGC)	1661
47	LITTLE TEXAS What Might Have (WB)	1622
48	MICHAEL BOLTON Said I Loved You... But I Lied (Columbia)	1616
49	ACE OF BASE All That She Wants (Arista)	1601
50	TEVIN CAMPBELL Can We Talk (Qwest/WB)	1438
51	THE BREEDERS Cannonball (4AD/Elektra)	1433
52	MICHAEL BOLTON Completely (Columbia)	1361
53	BECK Loser (Bong Load/DGC)	1290
54	R. KELLY Bump N' Grind (Jive)	1287
55	JOSHUA KADISON Jessie (SBK/ERG)	1256
56	DEF LEPPARD Miss You In A Heartbeat (Mercury)	1245
57	GUNS N' ROSES Since I Don't Have You (Geffen)	1243
58	BABYFACE Never Keeping Secrets (Epic)	1180
59	ENIGMA Return To Innocence (Charisma/Virgin)	1123
60	CULTURE BEAT Mr. Vain (550 Music)	1044
61	SMASHING PUMPKINS Disarm (Virgin)	1040
62	DEEP FOREST Sweet Lullaby (550 Music)	1031
63	THE CRANBERRIES Dreams (Island/PLG)	1022
64	JANET JACKSON Again (Virgin)	973
65	JAMES Laid (Fontana/Mercury)	962
66	LISETTE MELENDEZ Goody Goody (Fever/ral/Chaos)	865
67	MINT CONDITION U Send Me Swingin' (Perspective/A&M)	844
68	ELTON JOHN & RUPAUL Don't Go Breaking My Heart (MCA)	822
69	SNOOP DOGGY DOGG Gin And Juice (Death Row/Interscope/AG)	815
70	POSSUM DIXON Watch The Girl Destroy Me (Surf Detective/Interscope/AG)	808
71	COLLAGE I'll Be Loving You (Metropolitan)	792
72	PEARL JAM Daughter (Epic)	777
73	JIMMY CLIFF Higher & Higher (Interscope/AG)	773
74	THE BRAND NEW HEAVIES Dream On Dreamer (Delicious Vinyl/EastWest)	770
75	BILLY JOEL The River Of Dreams (Columbia)	768
76	DOMINO Getto Jam (Outburst/ral/Chaos)	755
77	JULIET ROBERTS I Want You (Reprise)	750
78	HADDAWAY What Is Love (Coconut/Arista)	731
79	TO BE CONTINUED One On One (EastWest)	687
80	BILLY JOEL All About Soul (Columbia)	648

## MOST ADDED

NATIONWIDE PIECE COUNT SALES

RANK	ARTIST/SONG/LABEL	TOTAL ADDS
1.	BILLY JOEL Lullabye (Goodnight, My Angel) (Columbia)	48
1.	PRINCE The Most Beautiful Girl In The World (N.P.G. Records/Bellmark)	48
3.	ROSCO MARTINEZ Neon Moonlight (Zoo)	40
4.	THE BRAND NEW HEAVIES Dream On Dreamer (Delicious Vinyl/EastWest)	38
5.	BONNIE RAITT Love Sneakin' Up On You (Capitol)	34
6.	THE CRANBERRIES Dreams (Island/PLG)	32
6.	JULIET ROBERTS I Want You (Reprise)	32
8.	MICHAEL BOLTON Completely (Columbia)	31
9.	BIG MOUNTAIN Baby I Love Your Way (RCA)	26
10.	ENIGMA Return To Innocence (Charisma/Virgin)	24
11.	BECK Loser (Bong Load/DGC)	21
11.	CRASH TEST DUMMIES MMM MMM MMM MMM (Arista)	21
11.	KEITH SWEAT How Do You Like It? (Elektra)	21
14.	BJÖRK Big Time Sensuality (Elektra)	16

## MOST REQUESTED

NATIONWIDE PIECE COUNT SALES

RANK	ARTIST/SONG	LABEL
1.	SALT-N-PEPA w/EN VOGUE Whatta Man	Next Plateau/London/PLG
2.	ACE OF BASE The Sign	Arista
3.	ALL-4-ONE So Much In Love	Blitz/Atlantic/AG
4.	US3 Cantaloop (Flip Fantasia)	Blue Note/Capitol
5.	CRASH TEST DUMMIES MMM MMM MMM MMM	Arista
6.	COUNTING CROWS Mr. Jones	DGC
7.	MARIAH CAREY Without You	Columbia
8.	BECK Loser	Bong Load/DGC
9.	XSCAPE Understanding	So So Def/Columbia
10.	SNOOP DOGGY DOGG Gin And Juice	Death Row/Interscope/AG

FAX YOUR PPWS BY 5 PM TUESDAY (PACIFIC TIME) TO (818) 846-9870

# BIN BURNERS

RECORDS ENJOYING THE BIGGEST SALES INCREASES OVER THE PREVIOUS WEEK

## 1 HAMMER The Funky Headhunter Giant



"Debuts at #1 with strong word-of-mouth and sale-pricing."

-Adam Miller, Tower/Panlund

With a new label and a more-than-thorough set-up job, Hammer's *The Funky Headhunter* hits the ground runnin'. It all started back in December, when Giant released two tracks, "It's All Good" and "Pumps And A Bump." "Pumps" became a Dance club hit and the label ran a "two-for-one" promotion with The BOX, where both videos soon rocketed to the top and remain among the Top 10 Rap clips. MTV has "It's All Good" in Active rotation. At Urban Radio, "It's All Good" is receiving Top-15 airplay exposure and it's just getting its start at Top 40.

In getting the word out early—not only via video exposure, but through club play on a second cut that was only available on the single for "It's All Good"—a healthy buzz was generated that resulted in great out-of-the-box sales. *The Funky Headhunter* hits the Retail Chart at #15\*.

**Regional Sales Breakout:** Strong throughout the Midwest, Southwest and Southern California.

**Primary Media Exposure:** "It's All Good" #34 on *Network Forty's* Street 40, #14 at Urban and video is in Active Rotation on MTV. Heavy BOX exposure.

## 2 BECK Mellow Gold Bong Load/DGC



"Loser" is the ultimate slacker anthem!"

-Todd Robinson,  
Gem City Records/Dayton

It is rare that a new artist can have such an immediate impact on sales with airplay from just one song. Rare or not, Beck has turned the retail world upside down with the release of *Mellow Gold*. Yes, the folks at Geffen did a great set-up job, but the incredible response generated by the first single, "Loser," is a result of not only radio, video and press exposure, but a great word-of-mouth buzz—one friend turning on another, and so on and so on...

Members of CompuServe witnessed the pre-release buzz that ran rampant in the music forum; people would frantically leave messages about "this 'Loser' song." They had to have it and in some cases, people were sending away for the Bong Load 7-inch. It's about to hit both the Album and Top 40 radio charts simultaneously and MTV has the video in Buzz Bin. Intense consumer demand is illustrated by the album's #18\* debut on the Retail chart.

**Regional Sales Breakout:** Consistent sales nationwide from New York to Bismark, ND.

**Primary Media Exposure:** Huge Alternative Radio hit. "Loser" in MTV Buzz Bin, "Pay No Mind" on MTV's *120 Minutes*.

## 3 VARIOUS ARTISTS Rhythm Country & Blues MCA



"After the PBS special aired, we had at least 10 people in the store the very next day, ready to buy this release."

-Jim Willis, Side 1 Music/Richmond

Maybe the word "crossover" should be renamed "moveover" for *Rhythm Country & Blues!* There's no other collection quite like this one, as it merges some of the best talents of "Rhythm" with "Country," a genre which owes its existence to "Blues." To hear Lyle Lovett and Al Green trade off on "Funny How Time Slips Away," or the poignance of Trisha Yearwood and Aaron Neville teaming up for "I Fall To Pieces," is to hear musical history.

The press coverage has been tremendous, including a full-feature article in *USA Today* and a five-star review in the *New York Times*. Gladys Knight and Vince Gill helped kick off the exposure lid when they performed "Ain't Nothing Like The Real Thing" on the recent American Music Awards broadcast; currently, PBS is airing a *Rhythm Country & Blues* documentary special. *Rhythm Country & Blues* debuts at #23\* on the Retail Chart.

**Regional Sales Breakout:** Hot in California, Texas, Detroit, St. Louis, Miami, Boston and New York.

**Primary Media Exposure:** PBS airing documentary of project. Positive print reviews.

## 4 VARIOUS ARTISTS Reality Bites Soundtrack RCA



"It has every band that college students love. It's the Singles of 1994."

-John Hasdovic,  
Tempo/Isa Vista

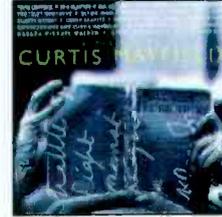
Streetside's Kevin Walsh asked if it was too soon to call this soundtrack the "Alternative *Bodyguard*." Here we have John Hasdovic relating *Reality Bites* to the *Singles* soundtrack. Get the feeling that this collection will be around for a while?

*Reality Bites*, the film, is a Top-10 box office draw, but the companion soundtrack is about to steal the show. MTV, VH-1 and The BOX have all added the video for The Knack's "My Sharona," while Big Mountain's "Baby I Love Your Way" zips near the Top 10 at Top 40. *Reality Bites* jets 23 to 9\* on the Hottest Sales Nationwide.

**Regional Sales Breakout:** Hottest sales in Baltimore, New York, Southern California and Chicago.

**Primary Media Exposure:** Film doing well at the box office. Director Ben Stiller and other film stars have been featured on a bevy of TV programs and magazines. Film and soundtrack generating positive reviews. Video of The Knack's "My Sharona" just added to MTV.

## 5 VARIOUS ARTISTS A Tribute To Curtis Mayfield WB



"So hot that it's creating interest for The Impressions' Greatest Hits, which I just ordered a box of."

-Tracey Price, Tower/Yonkers

One listen to this CD is all it takes to get a real grasp on the influence Curtis Mayfield has had on modern Pop music. Songs like "It's All Right," "Gypsy Woman," "You Must Believe" and "People Get Ready" are embedded in people's memories. Now, through interpretations by some of today's hottest artists, a whole new audience is being exposed to these Mayfield treasures.

Retailers all over are customizing their promotions, especially House Of Guitars' Arm and Schaubroeck: "There's just so many huge artists on this record! We took our own advertising dollars and strategized... on the Rock stations we advertised the Eric Clapton, Lenny Kravitz and Springsteen aspect. On the Dance stations, we advertised Tevin Campbell and Stevie Wonder. After the Grammy tribute, awareness is real high." *A Tribute To Curtis Mayfield* soars 68 to 35\* on the Retail Chart.

**Regional Sales Breakout:** Atlanta the strongest, ahead of New York, Chicago, Baltimore, Detroit and Atlanta.

**Primary Media Exposure:** All-star tribute on Grammy broadcast. Multi-format radio appeal.

# björk

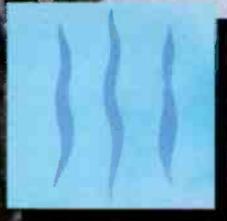
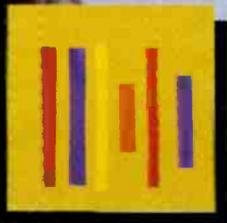
"Big Time Sensuality"

Hot 97.7 San Jose Add!  
Other Adds Include:

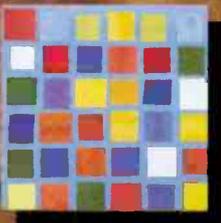
WA1A Melbourne	WAPE Jacksonville	WBBO Greenville	WTCF Saginaw
WAYV Atlantic City	WCIL Carbondale	KISR Ft Smith	KQIZ Amarillo
KWTX Waco	WZKX Gulfport	WDJB Fort Wayne	KMOK Lewiston
KMVR Las Cruces	KQIX Grand Junction	KYYY Bismarck	KZFN Moscow

Airplay On The Following:

WNNX Atlanta 26-22*	KRBE Houston 29-28*	WKBQ St Louis A-30*	KZFM Corpus Christi 27-23*	KHTT Tulsa 32-28*
KCHX Midland D-28*	KQKY Kearney D-30*	KDUK Eugene 40-32*	WWKZ Tupelo 40-33*	KIOC Beaumont 38-34*
KFTZ Idaho Falls D-36*	KMOK Lewiston D-38*	WTWR Toledo D-38*	KMCK Fayetteville D-38*	KFFM Yakima D-39*



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