

**I N S I D E:**

**RADIO & THE INFORMATION SUPERHIGHWAY**

Learn how stations are using Prodigy, CompuServe, and America Online to spice up their morning shows ... And why your radio station should have an on-line address.

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**PD CHECKLIST**

Self-management. Departmental management. Communication. Product development. And the FCC! The programmer's job today presents a challenge to almost anyone's organizational skills.

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**STATE OF THE YOUNG COUNTRY**

It's been three years since the Young Country format made its Dallas debut. Prime architect Rick Torcasso takes a tough-minded look at the format's music, its marketing — and its competition.

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**IN THE NEWS ...**

- Alan Box adds CEO title at EZ Communications
- Jon Leshay now Columbia Sr. VP/Special Projects
- Doug Daniel new Elektra Sr. VP/Black Music Promo
- Bill George named WSSH-FM/Boston PD
- Carl Gardner appointed WTMJ Inc. Exec. VP/Radio; Kris Foate to VP/GM at WKTI-FM/Milwaukee

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- Lee Logan appointed OM/PD at San Bernardino duopoly
- Mike Wheeler becomes GM at Providence foursome
- Brian Samson new MCA Nat'l Dir./Rap Promo

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NEWSSTAND PRICE \$6.50



**Have Ad Tax, Spectrum Fees Returned Via 1996 Budget?**

Like a phoenix rising from the ashes — or more appropriately, like "Friday the 13th's Jason returning to wreak havoc — a pair of proposals that struck fear into the hearts of broadcasters last year have come back from the dead. The Clinton administration's fiscal budget for 1996, which will be released February 6, may contain provisions that would cut the tax deductibility of advertising and institute spectrum fees for broadcasters.

"The reports we're getting are that [the ad tax deductibility proposal] is more than a possibility," NAB spokeswoman Lynn McReynolds said Tuesday (1/24). She said the inclusion of a spectrum fee in Clinton's budget is also a likelihood, although confirmation on whether it is included in the budget is "less solid."

A spokeswoman from the administration's Office of Management and Budget, which is responsible for crafting the budget, would not confirm whether the two items are under consideration.

**NAB On Alert**

As President Clinton prepared to deliver his State of the Union address Tuesday night, the NAB was set to send its members a faxed alert, warning them to educate their House and Senate members on the ad tax and spectrum fee issues.

Rep. Bill Archer (R-TX), Chairman of the House Ways and Means Committee (which considers tax issues), recently said that if the issue of an ad tax comes up, he'll oppose it.

Broadcasters joined with other associations last fall to defeat a proposal to cut the tax deductibility of advertising, an idea floated by members of Congress. The White House last year originated the spectrum fee concept, which was also defeated, in conjunction with the GATT trade proposal.

**FCC Considering Revision Of One-To-A-Market Rule**

■ Commission 'not convinced' of detrimental effect of satellite DAB on broadcasters

By Mary Ann Barton  
R&R WASHINGTON BUREAU

The FCC is seeking comments on how — and if — it should go about easing or eliminating the current one-to-a-market rule restricting the creation of new TV-radio combinations. The Commission also last week released details of its decision to allocate spectrum to satellite DAB.

On the ownership issue, the FCC is exploring two scenarios:

- If it can be shown that radio and TV do not compete for the same advertising dollars, the rule could be eliminated and combinations of up to two AMs, two FMs, and one TV would be allowed. If a separate rule change is approved, ownership of two TV stations may be possible.
- If the FCC concludes that radio and TV are competitors, it

wants comments on whether it should only allow new radio-TV combinations in markets with at least 30 separate broadcast licenses (the current trigger level for waivers) or whether some other number is appropriate.

Comments are due April 17.

**Standing Up To Satellite**

The FCC remains unconvinced that satellite DAB service will hurt terrestrial broadcasters financially, according to the official text of the Commission's recent decision to allocate a new band for satellite DAB. Even if it did pose a threat, the document added, that's not enough reason to deny the public "the benefits that may accrue" from the new service.

FCC/See Page 19

**Interrep Snares Shamrock Ad Business With New Rep Firm**

Interrep Radio Store has won another major account: Shamrock Broadcasting and its 18 major-market stations. Interrep will create a new firm, Shamrock Radio Sales, to handle national spot sales for the nation's largest radio group. Interrep recently was awarded Infinity Broadcasting's consolidated national business via the Interrep-supervised Infinity Radio Sales.

Shamrock's rep contracts are currently divided between Interrep's McGavren Guild Group and Group W Radio Sales and Katz Radio Group's Eastman, Katz, and Christal.

Shamrock Radio Sales will be open for business by May 1 with eight offices and more than 40 staffers, including 20-25 sales reps. A president for the new venture is expected to be named next week.

SHAMROCK/See Page 19

**Bouvard To Move Arbitron 'Out Of Data, Into Radio'**

■ Coleman Research whiz recruited as new GM

Completing a corporate reorganization begun last year, Arbitron has recruited former employee and research expert Pierre Bouvard to fill its new GM position. He'll relocate to Arbitron's New York headquarters in about two weeks.



Bouvard

"As an Arbitron veteran who has spent years working directly with radio stations on programming and sales strategies, Pierre is a natural fit for

the position, and we are pleased to welcome him back again as a member of our team," remarked Arbitron President Steve Morris. "His demonstrated qualities of leadership, industry knowledge, and proven track record of building a business will significantly enhance Arbitron's radio audience measurement business."

With Bouvard's arrival, VP/BOUWARD/See Page 19

**The Worst Traffic Congestion In America**

Rank	Market	Points
1	Los Angeles (tie)	74%
	New York	74%
3	Chicago	71%
4	Seattle	65%
5	Washington	61%
6	Boston (tie)	56%
	Houston	56%
8	SF-San Jose	55%
9	Cleveland	49%
10	Atlanta (tie)	45%
	Pittsburgh	45%

Source: Metro Traffic Control

**L.A., NY Jam-Packed In '94**

America's renowned experts on the urban commute — the reporters and producers for Metro Traffic — have voted New York and Los Angeles the most traffic-congested cities in America.

Metro polls its crews every year on various aspects of city driving. New York took sole honors in last year's 1993 survey, but there's no doubt L.A.'s earthquake-clogged arteries helped push it from last year's second place to a first-place tie in 1994 (L.A. was ranked sixth in 1992).

Among the findings that contributed to the percentage totals listed in the above chart:

- Longest airport-to-downtown drive: Boston
- The most arduous drive between a market's largest suburb and a major sports arena on game day: Chicago, West Palm Beach

TRAFFIC/See Page 19

**1994 Station Trading Review**

Begins Page 10

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## Columbia Hires Leshay As Sr. VP/ Special Projects



**Leshay** has joined **Columbia Records** as Sr. VP/Special Projects. He'll work on coordinating the interaction of the promotion, sales, and marketing departments for certain **Columbia Records Group** acts. He's based in New York and reports to label President **Don Ienner**.

Leshay will also head the alternative promotion department, which will add its first college promotion post. That person will work with the college and progressive marketing wings of **Sony Music Distribution**.

"Jon's varied skills, combined

**LESHAY/See Page 19**

## Daniel Returns To Elektra As Sr. VP/Black Promo



**Daniel**

**Doug Daniel** has returned to **Elektra Entertainment** for the second time, this time as Sr. VP/Black Music Promotion. He began his career as a college AOR rep for the label 18 years ago and left twice to work at **Arista**, where he was most recently VP/Black Music Promotion. Now he works out of New York and reports to Elektra Exec. VP **Craig Lambert**.

Praising Daniel's "professionalism and vision," Elektra Entertainment Group Chairman/CEO

**DANIEL/See Page 16**

## NAB Moves Into Temp. Offices

**NAB** moves to its temporary quarters today (1/27) while its building undergoes renovation and asbestos removal.

Its telephone and fax numbers will remain the same, as will its mailing address for regular postal correspondence. However, all deliveries (FedEx, UPS, etc.) should be sent to NAB at 2001 Pennsylvania Ave. NW, Washington, DC 20006.

NAB expects to spend about a year at its temporary quarters.

## New Performance Rights Bill Would Exempt Broadcasters

**P**erformance rights legislation that would exclude terrestrial digital broadcasts has been introduced by Senate Judiciary Committee Chairman **Orrin Hatch** (R-UT) and Sen. **Dianne Feinstein** (D-CA).

"This bill does not impose new financial burdens on broadcasters," Hatch said. "Traditional broadcasting does not present a threat to displace sales of sound recordings to the same extent that pay-per-listen, direct satellite, and subscription services do."

It appears at first glance that the **RIAA** and **NAB** agree on the bill. But the NAB is reserving final comment while it combs through the language in the bill, dubbed the Digital Performance Right in Sound Recordings Act of 1995 (S. 227).

Passage of the bill would mean royalties for recording companies and artists whenever songs are aired by subscription-supported DAB satellite radio, cable, or future services such as home direct-delivery audio.

### Possible Path To Passage

The Senate Judiciary Committee has not scheduled any hearings on the bill, according to spokeswoman **Jeanne Lopatto**, although she hinted action would be forthcoming.

Broadcasters will look for support from the House Judiciary Committee, chaired by Rep. **Henry Hyde** (R-IL), and its Courts and Intellectual Property Subcommittee, chaired by Rep. **Carlos Moorhead** (R-CA).

Subcommittee spokesman **Tom Mooney** said he expects the Senate to move first on the bill, with Moorhead then introducing "very similar legislation" that would exempt traditional broadcasters in even more specific language.

The subcommittee was previously called the Intellectual Property and Judicial Administration Subcommittee, but was renamed by the new GOP leadership.

One member of the subcommittee — Rep. **Sonny Bono** (R-CA) — will surely evaluate the performance rights issue from a special perspective: The former artist/composer is the subcommittee's new Vice Chairman.

"He might be a good settling influence," Mooney said.

## EZ's Box Takes On CEO Title

**EZ Communications** President/COO **Alan Box** added CEO to his title Monday (1/23). That position, given to him by the company's board of directors, had been held by his father-in-law, 73-year-old **EZ** founder **Arthur Kellar**. Kellar will continue as Chairman of the company but is "semi-retired," according to **EZ** spokesman **Ron Peele**.

Box joined the company in 1974 and has held the title of COO for almost a decade. But in recent years, he has seen his role grow. "With Alan out in the firing line



**Box**

more, the board thought he should have the additional title," said Peele.

But Peele hastened to add that the elder Kellar and Box will continue to "confide in each other on significant decisions" and that Kellar maintains his interest in the company's day-to-day operations: "We send him a daily

sales ranker — he looks at our revenue on a daily basis."

Including pending acquisitions, **EZ** owns 21 stations with duopolies in Philadelphia, Seattle, St. Louis, Pittsburgh, Sacramento, Charlotte, New Orleans, and Kansas City.

## George Becomes WSSH/Boston PD

**WLKW-AM, WWLI-FM & WPRO-AM & FM/Providence** OM **Bill George** has been named PD of **WSSH-FM/Boston**. He succeeds **Chuck Morgan**, who leaves the **Granum Soft AC**.

George told **R&R**, "We're going to turn this into one butt-kicking AC. One nice thing about making this change is that I now have the opportunity to focus on one product. About 40% of my time in Providence was spent programming **WWLI**, and now I'll be able to spend all my time on one specific product. This job will be more creative and product-oriented, rather than administrative."

According to GM **John Laton**, "Bill has a proven Soft AC track

**GEORGE/See Page 16**

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## 1994 DEALS TO DATE

**Dollars To Date: \$103,447,500**

(Last Year: \$93,422,218)

**This Week's Action: \$51,711,500**

(Last Year: \$21,199,552)

**Stations Traded This Year: 51**

(Last Year: 52)

**Stations Traded This Week: 25**

(Last Year: 16)

DEAL DETAILS BEGIN ON PAGE 6

## Deal Of The Week

• **J.J. Taylor Florida Stations**

**\$37.3 million (estimated)**

includes:

• **WEAT-AM & FM/West Palm Beach**

• **WXFL-FM/Leesburg (Orlando)**

OmniAmerica Group merges with J.J. Taylor Companies Inc. to form a \$150 million company. OmniAmerica also gains a 15% partnership interest.

## Breaking Bread With Gingrich

■ Infinity's Mel Karmazin and Clear Channel's Lowry Mays were among dozens of communications industry CEOs who dined with Speaker Newt Gingrich last week in a meeting closed to Democrats and the press.

See Page 6

## NPR Sounds Off Against Budget Cuts

■ NPR President Delano Lewis told a congressional committee that slashing funds for public radio would hurt rural and minority audiences served by its affiliates.

See Page 6

# RADIO BUSINESS

## Archer Targets Repeal Of Commission's Minority Tax Certificate Program

House Ways & Means Committee Chairman Rep. **Bill Archer** (R-TX) has called a hearing to explore the possibility of repealing the FCC's Minority Tax Certificate program after accusing the Commission of expanding the program beyond what Congress intended.

Oversight Subcommittee Chairman Rep. **Nancy Johnson** (R-CT) set a hearing for Friday (1/27) to hear testimony on whether the FCC had exceeded its authority, whether the tax certificates actually foster minority ownership of broadcast properties, and "whether the FCC policy

is a necessary or appropriate means of achieving this goal."

Archer's attack on Minority Tax Certificates caught Capitol Hill observers by surprise. The tax certificate program had previously enjoyed bipartisan support in Con-

gress, and the FCC is in the midst of a rulemaking proceeding to expand the program.

Archer, the GOP's chief tax writer, was spurred to action by **Viacom's** \$2.3 billion deal to sell its cable TV systems to a company headed by African-American entrepreneur **Frank Washington**. The tax certificate for the deal, the largest since the program began in 1978, will allow Viacom to defer payment of an estimated \$400 million in taxes.

### 'Finally Gaining Access'

"There have been some abuses, but that doesn't mean it [the tax certificate program] should be stopped," said **John Oxendine**, who is President of **BROADCASTAP**, a company backed by **NAB** and major broadcasters to finance minority station buys. Oxendine said the deal by Washington, an experienced cable operator, indicates that minorities are finally gaining access to capital markets for large transactions.

"We continue to argue for an expansion of the minority tax certificate policy," said **NAB spokesman Doug Wills**.

Under the tax certificate program, the FCC and **IRS** allow tax deferrals for selling radio, TV, and cable properties to minority-controlled companies or for investing in minority-controlled broadcast and cable companies. One proposal the FCC has under consideration would expand tax certificates to help minority owners trade up to more valuable stations.

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## NAB Steps Up Services To Small Markets

The NAB has decided to beef up services to small- and rural-market radio stations. Members drafted a game plan last week during the Radio Board's winter meeting in Boca Raton, FL.

Those services will include:

- Special small-market sessions held in a separate area at the NAB spring convention and at the fall Radio Show.
- Bus visits conducted by NAB to show FCC staffers the realities of small-market radio operations.
- Ongoing license renewal seminars targeted to small-market broadcasters.
- The launch of a new newsletter, "Swap Shop," focusing on how to cut expenses and raise revenue. It will be prepared by and for small- and rural-market operators.

"I think we'll do that on a monthly basis ... as kind of an idea exchange ... things that work well in a

rural market," said Radio Board Chairman **Doug Williams**, owner and operator of **KWOX-AM/Woodward, OK**. "Hopefully, we'll enhance our value to rural broadcasters. I think we lump everything under 100,000 in population as 'small market.' Truthfully, we're talking about rural markets under 25,000."

Williams, who has about six more months left as board chairman, said he'll keep pushing for increased job opportunities for women and minorities. He also plans to continue recruiting former board members to participate in NAB activities.

## EARNINGS

### Heftel, SBS Net Revenue Gains

**H**eftel Broadcasting Corp. (Nasdaq: HBCC) reported net income of \$1.4 million (12 cents per share, based on 10.8 million shares) for its fiscal first quarter ended December 31, up from \$506,000 (10 cents per share, based on 4.8 million shares) a year earlier. Revenues were \$17.4 million, up from \$5.7 million. Broadcast cash flow was \$5.6 million, up from \$2.8 million.

On a pro forma basis, assuming it had owned all of its current stations during both periods, Heftel Broadcasting said revenues gained approximately \$400,000 and cash flow rose \$1.1 million (25%).

Heftel Broadcasting owns 12 radio stations, is buying three others, and owns a Spanish-language radio network.

**Spanish Broadcasting System Inc.** (publicly traded bonds) posted net income of \$66.7 million for its fiscal year ended September 25, 1994, including an extraordinary gain of \$70.3 million from debt refinancing, compared to a net loss of \$25 million the previous year. Gross revenues were \$45.8 million, up from \$35.7 million. Broadcast cash flow was \$18 million, up from \$11.6 million.

SBS owns seven radio stations.



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\*Spring 1994 Arbitron. A25-54, AQH share, M-S, 6A-12M. Media Analysis Study. Feb. 1994. Persons 14-49.

## Radio Execs Attend Gingrich Powwow

**I**nfinity Broadcasting President/CEO Mel Karmazin and Clear Channel Communications President/CEO Lowry Mays were among the communications industry honchos invited to Capitol Hill last week (1/19) for a dinner with Speaker Newt Gingrich (R-GA) and other GOP House leaders.

The dinner meeting was part of a two-day series of gatherings coordinated by the Heritage Foundation, a conservative think tank, and the office of Rep. Jack Fields (R-TX), Chairman of the House Commerce Telecommunications Subcommittee.

"I told them the [ownership] caps seemed somewhat archaic," Mays told R&R. "I think it should be done away with."

Mays also believes the current 20/20 ownership limit should be raised to 50/50. Karmazin declined comment on the dinner via a spokeswoman, who said it was a "private meeting" and her boss had "no interest" in discussing it.

The CEOs also met with Republican members of the House Commerce Committee in meetings closed to the press and to Democrats on the committee. The primary topic was the proposed rewrite of the 60-year-old Communications Act.

"Keeping the media out of the dinner was a problem," said Camille Amivi, who works in the Foundation's Government Relations department and helped coordinate the event. "One reporter from ABC News tried to get in through the kitchen."

## NPR Fights Funding Cut

**N**PR President Delano Lewis told a congressional hearing (1/19) that rural and minority public radio stations would be hardest-hit if Congress adopts a proposal by House Speaker Newt Gingrich (R-GA) to cut off federal funding to public broadcasting.

Lewis told the panel that federal funding of public radio costs each American only 29 cents per year. He tried to distance public radio from claims that public TV is no longer needed because of the proliferation of specialty and educational cable channels. "There is no cable to the car or to the jogger down the street," Lewis noted.

## TRANSACTIONS

# J.J. Taylor Companies Merge With OmniAmerica Group

**NewCity Communications forms Tulsa duopoly with \$3.5 million deal**

### Deal Of The Week

#### J.J. Taylor Florida Stations

**PRICE:** \$37.3 million (estimated)

**TERMS:** Asset sale for \$15 million cash plus 14.85% partnership interest in the buyer. Based on the companies' announcement (R&R 12/16/94) that the total value of the merged companies will be \$150 million, R&R estimates the value of the partnership interest to be approximately \$22.3 million.

**BUYER:** OmniAmerica Group, headed by President Carl Hirsch. It owns eight other stations. Phone: (216) 781-5288

**SELLER:** J.J. Taylor Companies Inc., owned by John Taylor III. He owns three other stations and will own 14.85% of the buyer. Phone: (407) 775-1777

**BROKER:** Media Venture Partners

#### WEAT-AM & FM/

#### West Palm Beach

**FREQUENCY:** 850 kHz; 104.3 MHz

**POWER:** 5kw day/1kw night; 56kw at 1250 feet

**FORMAT:** News/Talk; Nostalgia

#### WXXL-FM/Leesburg

#### (Orlando)

**FREQUENCY:** 106.7 MHz

**POWER:** 100kw at 823 feet

**FORMAT:** CHR

### Arizona

#### KTAN-AM & KZMK-FM &

#### KCWD-FM/Sierra Vista-Bisbee

**PRICE:** \$900,000

**TERMS:** Asset sale for \$200,000 cash and a 10-year, \$700,000 promissory note at 8% interest

**BUYER:** D.B. Broadcasting L.L.C., owned by Dennis Behan of Tucson and Shirley Strait of Colorado Springs, CO. They own KFLX-FM/Kachina Village, AZ. Phone: (602) 327-6629

**SELLER:** GCS. Broadcasting Inc., headed by President Samuel Young. Phone: (602) 327-6629

**FREQUENCY:** 1420 kHz; 100.9 MHz; 92.3 MHz

**POWER:** 1.5kw day/500 watts night; 3kw at minus 46 feet; 50 watts at 2217 feet

**FORMAT:** Country; AC; Country

#### SELLER: Island Broadcasting L.P.,

represented by GM Scott Brody.

Phone: (619) 245-2212

**FREQUENCY:** 1590 kHz; 100.7 MHz

**POWER:** 500 watts day/130 watts night; 85 watts at 1548 feet

**FORMAT:** Nostalgia; Country

**BROKER:** Serafin Bros.

### Florida

#### WEBZ-FM/Mexico Beach

**PRICE:** \$437,500

**TERMS:** Asset sale for cash

**BUYER:** B. Radio Inc., owned by Tim O'Brien of Orlando. He owns WMTO-FM/Port St. Joe, FL.

**SELLER:** Woodfin Broadcasting Inc., headed by President Blane Woodfin. Phone: (706) 327-9955

**FREQUENCY:** 99.3 MHz

**POWER:** 50kw at 492 feet

**FORMAT:** Nostalgia

#### WGNE-AM & WFSY-FM/

#### Panama City

**PRICE:** \$1.3 million

**TERMS:** Duopoly deal; asset sale for \$187,500 cash and a \$1.1 million, 20-year promissory note at the prime rate of interest plus 1%

**BUYER:** B. Radio Inc., owned by Tim O'Brien of Orlando. He owns the majority interest in WMTO-FM/Port St.

### California

#### KCIN-AM & KATJ-FM/

#### Victorville-George

**PRICE:** \$1.8 million

**TERMS:** Asset sale

**BUYER:** Park Lane Group, headed by Chairman/CEO Jim Levy. It owns 11 other stations. Phone: (415) 324-8464

## TRANSACTIONS AT A GLANCE

- KTAN-AM & KZMK-FM & KCWD-FM/Sierra Vista-Bisbee, AZ \$900,000
- KCIN-AM & KATJ-FM/Victorville-George, CA \$1.8 million
- WEBZ-FM/Mexico Beach, FL \$437,500
- WGNE-AM & WFSY-FM/Panama City, FL \$1.3 million
- WUMX-FM/Tallahassee, FL \$1.4 million
- WCOH-AM/Newnan, GA \$265,000
- WMJK-FM/Newnan (Atlanta) \$655,000
- WJOL-AM & WLLI-FM/Joliet (Chicago) \$1.7 million
- KKWM (FM CPY)Winfield, KS \$50,000
- KOQL-FM/Columbia, MO \$490,000
- WIRO-AM/Ironton, OH \$300,000
- WMLV-FM/Ironton, OH \$200,000
- KTFX-FM/Tulsa \$3.5 million
- WJAY-AM & WCIG-FM/Mullins (Florence), SC \$380,000
- KQFX-FM/Borger, TX \$734,000
- KXXS-FM/Toppenish, WA \$300,000

Joe, FL. Phone: (407) 578-9204

**SELLER:** Woodfin Group, owned by B. Ken Woodfin of Columbus, GA. He owns one station and has an interest in one other. Phone: (706) 327-9955

**FREQUENCY:** 590 kHz; 98.5 MHz

**POWER:** 1.7kw day/2.5kw night; 100kw at 1056 feet

**FORMAT:** Sports/Talk; AC

**WUMX-FM/Tallahassee**

**PRICE:** \$1.4 million

**TERMS:** Duopoly deal; asset sale for \$985,000 cash and a five-year, \$400,000 promissory note at 8.75% interest

**BUYER:** Catamount I Communications Inc., owned by Adam Levinson of Tallahassee, FL. He owns WAIB-FM/Lafayette (Tallahassee). Phone: (904) 942-9459

**SELLER:** Dolcom Inc., headed by President Howard Dolgoff. Phone: (904) 386-5141

**FREQUENCY:** 103.1 MHz

**POWER:** 50kw at 295 feet

**FORMAT:** AC

### Georgia

#### WCOH-AM/Newnan

**PRICE:** \$265,000

**TERMS:** Asset sale for assumption of \$265,000 debt

**BUYER:** Coweta Communication Corp., owned by Stephen Tarkenton of Newnan. He has an interest in one other station. Phone: (404) 253-2564

**SELLER:** Newnan Broadcasting Company Inc., owned by Dallas Tarkenton III and headed by President Christopher Tarkenton. The three Tarkentons are brothers. The company is selling WMKJ-FM/Newnan (see next deal). Phone: (404) 253-4636

**FREQUENCY:** 1400 kHz

**POWER:** 1kw

**FORMAT:** Country

Continued on Page 8

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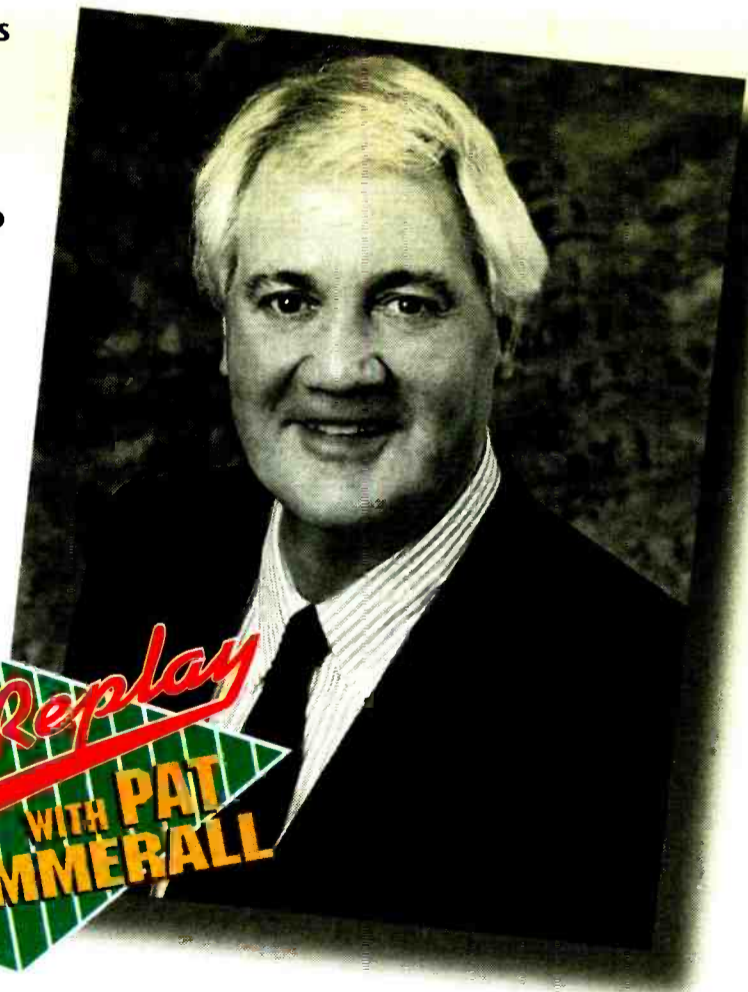
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## FCC Seeks Comments On Fines

The FCC is seeking to reintroduce its fine schedule, which was struck down by a federal appeals court last summer because no public input was sought. Since that decision, the Commission has issued fines on a case-by-case basis.

"We're proposing to adopt the same schedule as before," said FCC Enforcement Division Attorney Ana Curtis.

The FCC is seeking comments this time and wants to know: Are its base forfeiture amounts set at appropriate levels? Is it fair to fine different amounts for similar violations? "I expect everyone's going to say [the fines] are too high," Curtis said.

Details of the proposed rulemaking are expected next week.

## Premiere Signs \$14.8 Million Pact

Premiere Radio Networks (Nasdaq: PRNI) announced that it has signed a contract for a previously announced \$14.8 million investment by Archon Capital Partners.

The deal, which will give Archon a 40% stake in Premiere, is expected to close in April, following approval by Premiere shareholders. The cash infusion will be used for acquisitions and internal development.

Former ML Media Partners director/co-founder Kenin Spivak will be Archon's primary contact with Premiere. Although one-time junk-bond king Michael Milken has been involved in some of the talks with Premiere (his family trust is an Archon investor), he won't have any formal role.

## Investors Claim Stakes In Paxson, SFX

Paxson Communications Corp. (Nasdaq Small Cap: PAXN) announced new investments totaling \$33 million from four institutional investors, including the private investment affiliates of Bankers Trust and First Union Bank.

"Paxson Communications has done a superb job of operating in the radio broadcast field," said Bankers Trust Managing Director William Archer, who also noted the "enormous potential" for Paxson's new "infomercial" TV network.

Sandler Capital Management reported to the SEC that an investment group it manages has bought an additional 50,000 shares of SFX Broadcasting (Nasdaq: SFXBA). The total stake increases to 396,000 shares, or about 10.61% of the company.

## TRANSACTIONS

Continued from Page 6

### WMJK-FM/Newnan (Atlanta)

PRICE: \$655,000

TERMS: Asset sale for assumption of the \$655,000 balance of a note

BUYER: Tarkenton Broadcasting Company Inc., headed by President Christopher Tarkenton of Norcross, GA. Phone: (404) 806-1867

SELLER: South Metro Broadcasting Company Inc., owned by Dallas Tarkenton III. Phone: (404) 577-4850

FREQUENCY: 96.7 MHz

POWER: 1kw at 543 feet

FORMAT: Nostalgia

### Illinois

### WJOL-AM & WLLI-FM/Joliet (Chicago)

PRICE: \$1.7 million

TERMS: Duopoly deal; asset sale for cash

BUYER: Barden Broadcasting of Coal City Inc., owned by Don Barden of Detroit. He owns WKBM-FM/Coal City, IL and WKOT-FM/Marseilles, IL. Phone: (313) 963-5010

SELLER: Stanley Friedman of Phoenix. He owns four stations and is selling two others. Phone: (602) 280-1800

FREQUENCY: 1340 kHz; 96.7 MHz

POWER: 1kw; 3kw at 300 feet

FORMAT: AC; Rock

### Kansas

### KKWM (FM CPY)Winfield

PRICE: \$50,000

TERMS: Asset sale

BUYER: Valu-Broadcasting Inc., headed by Lea Firestone of Emporia, KS. It owns three other stations. Phone: (316) 342-1400

SELLER: Johnson Enterprises Inc., headed by President E. Gordon Johnson. It owns KKLE-AM/Winfield and two other stations. Phone: (316) 326-3341

FREQUENCY: 95.9 MHz

POWER: 50kw at 492 feet

### Missouri

### KOQL-FM/Columbia

PRICE: \$490,000

TERMS: Duopoly deal; asset sale for cash

BUYER: Truman Broadcasting Inc., owned by John Ott of Rocheport, MO; Alan Germond of Columbia; and James Baugher of Columbia. They own KFRU-AM & KPLA-FM/Columbia and one other station. Germond owns two other stations. Phone: (314) 442-3116

SELLER: NCD Broadcasting Company Inc., headed by President Thomas Cooke. Phone: (314) 997-3200

FREQUENCY: 102.3 MHz

POWER: 800 watts at 328 feet

FORMAT: Gold

### Ohio

### WIRO-AM/Ironton (Huntington, WV)

PRICE: \$300,000

TERMS: Duopoly deal; asset sale for cash

BUYER: Adventure Communications Inc., owned by Michael and John Shott of Bluefield, WV. They own

WKEE-AM & FM/Huntington, WV; WBVB-FM/Coal Grove, OH (Huntington, WV); and five other stations. They have an interest in two other stations.

SELLER: Spearman Communications Inc., debtor in possession, headed by President Gene McCoy. It is selling WMLV-FM/Ironton and has an interest in five other stations (see next deal). Phone: (703) 522-5664

FREQUENCY: 1230 kHz

POWER: 1kw

FORMAT: Country

### WMLV-FM/Ironton

PRICE: \$200,000

TERMS: Asset sale for cash

BUYER: Simmons Broadcasting Company, owned by David Simmons of Hilton Head Island, SC. It owns one station. President W. Lee Simmons, father of David Simmons, owns WLOW-FM/Bluffton, SC. Phone: (803) 785-4445

SELLER: Spearman Communications Inc., debtor in possession, headed by President Gene McCoy. He is selling WIRO-AM/Ironton (see previous deal). Phone: (703) 522-5664

FREQUENCY: 107.1 MHz

POWER: 3kw at 125 feet

FORMAT: Nostalgia

### Oklahoma

### KTFX-FM/Tulsa

PRICE: \$3.5 million

TERMS: Duopoly deal; asset sale for \$1.5 million cash and a two-year, \$2 million promissory note at 16.3% interest

BUYER: NewCity Communications of Oklahoma Inc., headed by Presi-

dent/Director Richard Ferguson of Westport, CT. It is a wholly owned subsidiary of NewCity Communications Inc., which owns KRMG-AM & KWEN-FM/Tulsa, 12 other stations, and is selling two others. Phone: (203) 333-4800

SELLER: Central Broadcast Company, headed by President William Payne. Phone: (918) 836-5512

FREQUENCY: 103.3 MHz

POWER: 100kw at 1280 feet

FORMAT: Country

### South Carolina

### WJAY-AM & WCIG-FM Mullins (Florence)

PRICE: \$380,000

TERMS: Duopoly deal; asset sale

BUYER: Atlantic Broadcasting Company Inc., headed by President Fred Avert of Florence, SC. It owns WJMX-AM & FM/Florence-Cheraw, and four other stations. Phone: (803) 667-9659

SELLER: Mullins & Marion Broadcasting Company, headed by President James Ramsey

FREQUENCY: 1280 kHz; 107.1 MHz

POWER: 5kw day/270 watts night; 3kw at 328 feet

FORMAT: Country; Gospel

### Texas

### KQFX-FM/Borger

PRICE: \$734,000

TERMS: Asset sale for assumption of debt totaling \$734,000

BUYER: Galbreath Broadcasting Inc., owned by Charles Galbreath of Nashville. He owns two other stations. Phone: (806) 355-1044

SELLER: South Central Broadcasting Inc., headed by President John Wiggins. Charles Galbreath is also a principal of the seller. Phone: (806) 355-1044

FREQUENCY: 104.3 MHz

POWER: 100kw at 574 feet

FORMAT: Spanish

### Washington

### KXXS-FM/Toppenish

PRICE: \$300,000

TERMS: Duopoly deal; asset sale for cash

BUYER: T&J Broadcasting Inc., owned by Thomas Ingstad of Maui, HI. He owns KIT-AM & KATS-FM/Yakima, WA, nine other stations, and is buying one more. Phone: (708) 460-0070

SELLER: Tad Broadcasting Inc., headed by President Donald Triezenberg. It owns KYXE-AM/Selah, WA. Phone: (708) 460-0070

FREQUENCY: 92.9 MHz

POWER: 21.4kw at 750 feet

FORMAT: Country

## For The Record

Last week's (R&R 1/20) '95 Stations Traded This Year total was inadvertently inflated by one station. This week's figure has been revised to reflect the correct total.

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# Broker Scorecard

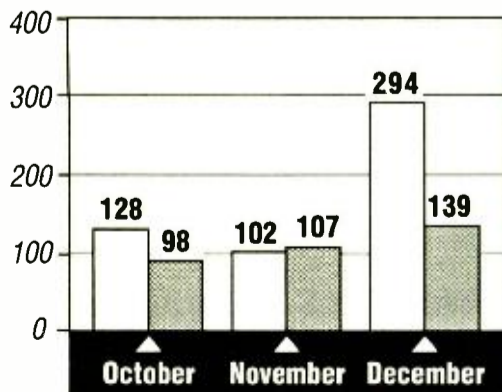
## 1993 4th-quarter results

Broker	1993		1993	
	4th Qtr. Stations Sold '93	4th Qtr. \$ Total	Stations Sold	1993 \$ Total
Alderfer	0	—	2	\$0.3
Alex Brown	7	\$105.6	7	105.6
American Radio	0	—	2	2.7
Americom Radio Brokers	4	19.3	13	50.7
Barger	3	6.3	7	14.0
Beckerman	0	—	1	0.2
Bergner	5	2.3	12	17.4
Blackburn & Co.	9	36.6	51	127.7
Boyle	2	14.2	2	14.2
Broadmark	0	—	1	0.2
CVS Associates	1	4.2	1	4.2
Carter	0	—	2	1.5
Chapin	0	—	5	6.3
Chrysler Capital	2	1.3	4	12.3
Comm. Equity Associates	0	—	4	4.7
Connelly	0	—	3	3.3
Cowle	1	1.7	1	1.7
Donaldson, Lufkin & Jenrette	0	—	7	131.3
Dugan Associates	3	47.5	5	100.5
Exline	4	0.8	5	1.2
Fischer	0	—	4	2.9
Force	1	1.5	1	1.5
Richard Foreman Assoc.	15	105.0	17	109.5
Gammon	1	0.9	1	0.9
Grandy	0	—	2	12.0
Hadden & Associates	1	0.2	2	30.2
Hague & Co.	0	—	2	2.1
Hartstone & Dickstein	11	100.0	11	100.0
Henson	1	0.8	2	3.2
Hepburn	0	—	6	17.3
Hickman	0	—	1	0.1
Houston	5	3.3	5	3.3
Johnson	0	—	6	1.0
Jorgenson Broadcast Brokers	3	4.0	9	6.6

Broker	1993		1993	
	4th Qtr. Stations Sold '93	4th Qtr. \$ Total	Stations Sold	1993 \$ Total
KT&F	1	0.6	1	0.6
Kalil & Co.	2	15.5	6	34.0
Kozacko Media	4	0.4	9	1.5
McKinley Capital	0	—	2	8.5
Meador	0	—	2	0.5
Media Brokers	1	3.0	1	3.0
Media Services	13	41.8	21	51.7
Media Venture Partners	13	12.7	50	222.8
Miller	0	—	4	1.3
Minkow	0	—	1	13.5
Moore	2	0.2	2	0.2
Moul	0	—	1	—
New England Media	8	1.6	9	1.9
Questcom	1	0.5	3	3.5
Raymond	0	—	1	1.4
Rice, G.	0	—	1	0.2
Rice, W.	0	—	2	0.8
Roehling	0	—	2	0.3
Rowan	0	—	5	3.9
Rumbaut	0	—	1	4.8
Sailors	1	—	3	2.9
Satterfield & Perry	0	—	9	7.2
Saunders	0	—	2	1.2
Stanfield	1	0.4	2	3.4
Star Media Group	17	240.0	36	432.4
Stasen	0	—	1	0.3
Stevens	11	31.6	21	81.7
Sunbelt	2	1.1	4	1.8
Thoben-Van Huss	2	0.7	2	0.7
Thornburn	1	0.3	2	0.8
Whitley Media	2	0.4	17	7.5
Whittle	5	0.9	7	1.3
<b>Total</b>	<b>166</b>	<b>\$807.2</b>	<b>432</b>	<b>\$1786.2</b>

\*All dollar figures in millions (rounded)

## 4th-Quarter Stations-By-Month



Total 1993: 524 Total 1994: 344

□ 1993 ■ 1994

## 4th-Quarter Dollars-By-Month

All figures in millions (rounded)



Total 1993: \$1387 Total 1994: \$490

## Top 10 Transactions

### 4th-Quarter '94 Deals

- 1** \$120,000,000 Park Communications Stations

  - WNLS-AM & WTNT-FM/Tallahassee, FL
  - KWLO-AM & KFMW-FM/Waterloo, IA
  - KJJO-AM & FM/St. Louis Park (Minneapolis)
  - WPAT-AM & FM/Paterson, NJ
  - WHEN-AM & FM/Syracuse, NY
  - WNCT-AM & FM/Greenville (New Bern-Morehead City)
  - KWJJ-AM & FM/Portland, OR
  - WNAX-AM & FM/Yankton, SD
  - WDEF-AM & FM/Chattanooga
  - WTVR-AM & FM/Richmond
  - KEZX-AM & FM/Seattle
- 2** \$38,500,000 KYOK-AM & KMJQ-FM/Houston to Clear Channel Communications
- 3** \$34,000,000 WKYS-FM/Washington to Radio One
- 4** \$26,800,000 KSEV-AM & KPRC-FM/Tomball-Houston to Clear Channel Communications
- 5** \$17,000,000 Salem Houston acquisitions

  - KENR-AM/Houston
  - KKZR-FM/Conroe (Houston)
- 6** \$15,450,000 KALO-AM & KHYS-FM/Port Arthur (Beaumont-Houston) to Faith Broadcasting
- 7** \$15,000,000 Primedia acquisitions

  - WZNT-FM/San Juan, PR
  - WOYE-FM/Mayaguez, PR
- 8** \$13,000,000 KNAC-FM/Long Beach (Los Angeles) to Liberman Broadcasting Inc.
- 9** \$11,500,000 WHOO-AM & WHTQ-FM/Orlando to Granum Communications
- 10** \$9,500,000 WFMZ-FM/Allentown to Tele-Media Broadcasting

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**The Year's Biggest Deals**

Price	Deal
\$150,000,000	<b>American Media Stations to Chancellor Communications</b> <ul style="list-style-type: none"> <li>• KHYL-FM/Auburn (Sacramento)</li> <li>• WUBE-AM &amp; FM &amp; WYGY-FM/Cincinnati-Hamilton</li> <li>• WALK-AM &amp; FM/Patchogue (Long Island), NY</li> <li>• KTCJ-AM &amp; KTCZ-FM/Minneapolis</li> <li>• WOCL-FM/De Land (Orlando)</li> <li>• KMEN-AM &amp; KGGI-FM/San Bernardino</li> </ul>
\$130,000,000	<b>Summit-Granum sale</b> <ul style="list-style-type: none"> <li>• WAOK-AM &amp; WVEE-FM/Atlanta</li> <li>• WCAO-AM &amp; WXYV-FM/Baltimore</li> <li>• KHVN-AM &amp; KJMZ-FM/Dallas-Ft. Worth</li> </ul>
\$120,000,000	<b>Park Communications Stations</b> <ul style="list-style-type: none"> <li>• WNLS-AM &amp; WTMT-FM/Tallahassee, FL</li> <li>• KWLO-AM &amp; KFMW-FM/Waterloo, IA</li> <li>• KJJO-AM &amp; FM/St. Louis Park (Minneapolis)</li> <li>• WPAT-AM &amp; FM/Paterson, NJ</li> <li>• WHEN-AM &amp; FM/Syracuse, NY</li> <li>• WNCT-AM &amp; FM/Greenville (New Bern-Morehead City)</li> <li>• KWJJ-AM &amp; FM/Portland, OR</li> <li>• WNAX-AM &amp; FM/Yankton, SD</li> <li>• WDEF-AM &amp; FM/Chattanooga</li> <li>• WTVR-AM &amp; FM/Richmond</li> <li>• KEZX-AM &amp; FM/Seattle</li> </ul>

Price	Deal
\$68,000,000	<b>WRKS-FM/New York to Emmis Broadcasting</b>
\$51,000,000	<b>KLUV-FM/Dallas to Infinity Broadcasting</b>
\$50,000,000	<b>Tak Communications Stations to EZ Communications</b> <ul style="list-style-type: none"> <li>• WUSL-FM/Philadelphia</li> <li>• WTPX-Fort Lauderdale (Miami)</li> </ul>
\$39,000,000	<b>WBMD-AM &amp; WQSR-FM/Baltimore-Catonsville to American Radio Systems</b>
\$38,500,000	<b>KYOK-AM &amp; KMJQ-FM/Houston to Clear Channel Communications</b>
\$36,000,000	<b>Beck-Ross Stations to Liberty</b> <ul style="list-style-type: none"> <li>• WBLI-FM/Patchogue (Long Island), NY</li> <li>• WHCN-FM/Hartford</li> <li>• WSNE-FM/Taunton, MA</li> </ul>
\$34,000,000	<b>WKYS-FM/Washington to Radio One</b>
\$30,400,000	<b>New Century Seattle duopoly</b> <ul style="list-style-type: none"> <li>• KUBE-FM/Seattle</li> <li>• KJR-AM &amp; KLTX-FM/Seattle</li> </ul>
\$27,847,980	<b>Southern Starr Broadcasting Group to Multi-Market Radio</b> <ul style="list-style-type: none"> <li>• WYMI-AM &amp; WMJY-FM/Biloxi, MS</li> <li>• KOLL-FM/Maumelle (Little Rock), AR</li> <li>• WPLR-FM/New Haven</li> <li>• WKNN-FM/Pascagoula (Moss Point-Biloxi), MS</li> <li>• WGNE-FM/Titusville (Melbourne), FL</li> </ul>

Continued on Page 14

**1994 Trading Off 25%**

**Duopoly deals still dominate; high prices reduce volume**

By Kitson Flynn & Jack Messmer  
R&R WASHINGTON BUREAU

**H**eavy station trading continued in the second full year of the radio industry's duopoly-driven restructuring. But dollar volume fell 25% to \$2.28 billion from 1993's \$3.06 billion as sellers discovered there were indeed limits to what buyers would pay — even for duopoly stations.

R&R's weekly transactions reports tallied 254 duopoly deals during the course of the year, down slightly from the 279 logged in 1993. And only two of 1994's Top 10 transactions were not duopolies. Meanwhile, the number of stations changing hands slipped to 1309 in 1994, compared to 1539 in '93.

Although 1994 trading trailed the previous year's totals, final '94 tallies were still well ahead of the \$1.37 billion total for 1992, which included only the first four months of sales under the FCC's September '92 rule change allowing licensees to own up to two AMs and two FM stations in the largest markets.

While second-quarter trading shot up 73% over the year-ago period, dollar volume was off in each of the other three quarters — including a 65% drop in the final quarter. The chief difference between the two years was the number of mega-deals. Seven transactions pegged at \$100 million or more were posted in 1993, while only three such deals occurred in '94. And the largest — Chancellor Communications' \$150 million purchase of the American Media group — amounted to only half of 1993's top deal, the Shamrock-Malrite merger.

Additional '94 mega-deals were Granum Communications's \$130 million purchase of six Summit Communications stations (WRKS-FM/New York was sold separately to Emmis Broadcasting for \$68 million) and the sale of Park Communications to investors Donald Tomlin and Gary Knapp. The entire Park deal, including its TV and newspaper groups, totaled \$711.4 million. R&R sources estimated the radio portion at \$120 million.

**Transactions At A Glance For 1994**

<b>Total Stations Traded:</b>	<b>1309</b>
<b>Total Dollar Volume:</b>	<b>\$2.3 billion</b>
• <b>Combos:</b>	<b>254</b>
• <b>AM CPs:</b>	<b>15</b>
• <b>AM Stand-Alones:</b>	<b>276</b>
• <b>FM CPs:</b>	<b>61</b>
• <b>FM Stand-Alones:</b>	<b>383</b>
• <b>Duopoly Deals:</b>	<b>401</b>
• <b>Multiple Stations in Existing Duopolies</b>	<b>66</b>

Top radio brokerage honors for '94 went to **Star Media Group**, with a grand total of 32 stations and \$290.8 million on the R&R Broker Scorecard. **Morgan Stanley** was next with seven stations and \$198 million. **Blackburn & Co.** booked total sales of \$170.7 million, closely followed by **Americom Radio Partners** at \$169.5 million.

Trading was heaviest in Texas (101 stations), with California (92) and Florida (70) claiming second- and third-place honors.

**Please Note:** R&R's annual tally of radio stations sales is based on transactions filed at the FCC and those reported by brokers, buyers, sellers, and other sources. Some of the transactions included in the tally have not yet closed and some may have been terminated.



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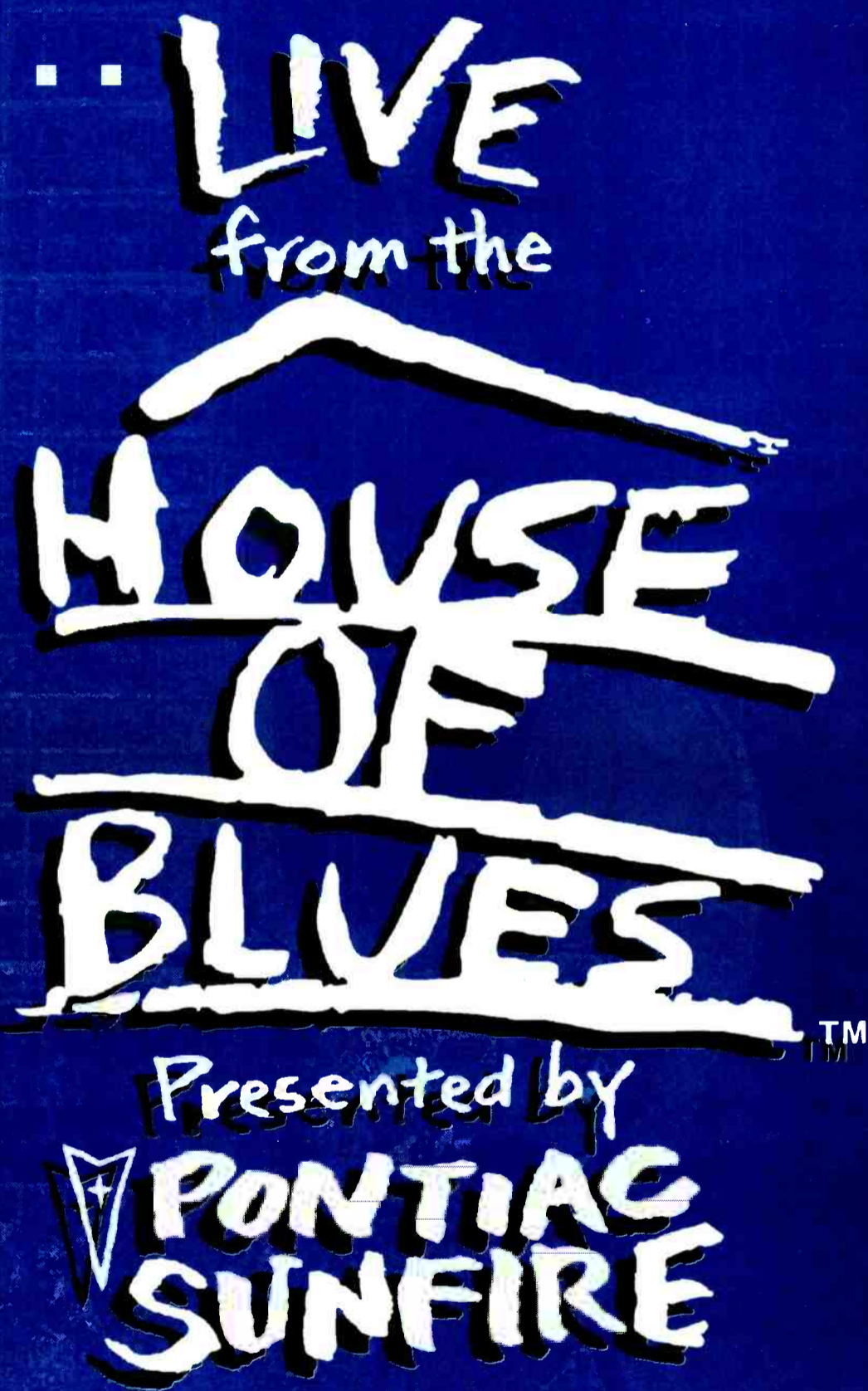
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\* 12+ Mo-Su 6am-12mid Win/Spr '94

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## Logan Heads South As KOOJ & KFRG OM

Former KNEW & KSAN/San Francisco OM Lee Logan has returned to Southern California as OM/PD of KFRG-FM & KOOJ-FM/San Bernardino. He succeeds Jan Jefferies, who left the Country duopoly two months ago.

KOOJ & KFRG VP/GM Tom Hoyt told R&R, "I'm thrilled to death to have someone of Lee's caliber join our stations. Not only is he an excellent programmer, but he really knows loyalty marketing and all of the things we need to do here that a solid ops person can do."

Logan programmed KLAC/Los Angeles in 1987 prior to being transferred to KSAN by then-owner Malrite. Logan was PD at WUSN/Chicago for five years before that.

## Daniel

Continued from Page 3

Sylvia Rhone stated, "His talent and insight in developing new, innovative approaches to promotion will be invaluable."

"They say the third time's the charm, and I hope so," Daniel told R&R. "The atmosphere around here has changed, and the opportunity presented itself to work with my old mentor, Sylvia Rhone. When she asked me to come in here and help her, how could I say no?"

Shortly after college (and while working as OM/MD at college WCLK/Atlanta), Daniel began a nine-year run at Elektra. It took him from Atlanta to DC (where he first worked with Rhone) and to a national post in New York. He went to Arista for two years in the mid-'80s, returned to Elektra as VP/Urban Marketing in '89, and two years later went back to Arista.

## Gardner Now WTMJ Inc. Exec. VP/Radio; Foate WTKI VP/GM



Gardner

WTMJ-AM & WTKI-FM/Milwaukee VP/GM Carl Gardner has been elevated to Exec. VP/Radio for WTMJ Inc. He'll continue to manage News/Talk WTMJ, but WTKI Station Manager Kris Foate will succeed him as VP/GM of the Hot AC outlet.

WTMJ Inc. President Doug Kiel commented, "Carl is a tremendous executive with great skills and vision. He'll be a great help as we grow our broadcast group's radio side."

"Kris has done an outstanding job as WTKI's Station Manager and will provide great leadership as GM."

Before joining the Milwaukee combo nearly four years ago, Gardner was VP/GM of KKRZ-FM/Portland.

He previously was OM of KEX-AM/Portland and programmed KNUS/Denver.

Foate arrived at WTKI three years ago as GSM. She previously was GM for crosstown WQFM and had been that station's GM and Sr. AE before being promoted to GM.

## Samson Named MCA National Director/Promotion & Marketing, Rap Music

Brian Samson has joined MCA Records' Black Music Division as National Director/Promotion & Marketing, Rap Music. In his new position, Samson will be charged with the task of expanding the label's presence in the rap/hip-hop marketplace.

"In the past four years, Brian has made quite a name for himself," said Black Music Division President Ernie Singleton. "Brian is bright, possessing great marketing skills and a genuine affection for rap music. He brings a rich, streetwise background to MCA."

Samson, most recently road manager for Mercury artists Ill & Al



Samson

Skratch, was Mercury's National Director/Rap Promotion & Marketing for two years. Between 1988 and 1992, Samson was Rap Editor at the *Gavin Report*, concurrently working as an air personality at Q97/Modesto and founding On The Strength Promotions, his own promotion and marketing company.

## Wheeler New GM For Tele-Media's Providence Quombo

WLKW-AM, WWLI-FM & WPRO-AM & FM/Providence GSM Mike Wheeler has been promoted to GM of the Tele-Media Communications foursome. Wheeler fills the supervisory role vacated by OM Bill George, who has accepted the PD job at WSSH-FM/Boston (see Page 3).

"I'm delighted to have the opportunity to work with such a dominating, well-run group of radio stations in Providence — and a supportive company like Tele-Media," said Wheeler. "My goal is to continue the greatness they have established and strive for more in the future."

Prior to joining Tele-Media, Wheeler was GM at WEEI/Boston, GSM at WHDH/Boston, GSM at WRKO/Boston, and an AE for eight years at WBZ/Boston.

## George

Continued from Page 3

record, and we're confident he'll lead us to the next level of performance."

George spent the last two years as OM of the four Providence stations. Before getting those duties, he programmed WLKW & WWLI for two years.

## EXECUTIVE ACTION

### New Hawaii NAC KUCCD Says Aloha

KSSK-AM & FM/Honolulu owner Wheeling Pittsburgh Radio Corp. is preparing to sign on its new duopoly signal: NAC KUCCD-FM (CD101.9). The station will be programmed by PD/OM Mahlon Moore, who previously was PD at crosstown KDEO-FM and KRTR-FM.

Announcing the station's imminent debut, VP/GM Lee Coleman said CD101.9 will be "truly the most unique NAC in the country. Because we're 2500 miles from anywhere, our listeners aren't exposed to many outside influences."

Coleman described the station's format as a combination of "great mainstream contemporary jazz instrumentals and vocals, soulful and emotional ballads from artists like Anita Baker, plus the best of the past 20 years of indigenous music by Hawaiian artists like Hapa. KUCCD will be a very cool, hip place for listeners to get the flavor of what's going on here without a lot of vocals talking at them."

### Gavin Earns Sr. VP Stripes At Zomba

Zomba Recording Corp. CFO Ivan Gavin has been promoted to Sr. VP/Finance & Administration.

Zomba Chairman/CEO Clive Calder commented, "Ivan has played an increasingly important and valuable role in the development and managing of our rapidly expanding business interests since he joined us."

Gavin arrived at Zomba in 1991 following a three-year stint as VP/Finance & Administration at the Chrysler Group.



Gavin

### Crabtree Takes KSLR/San Antonio GM Post

Jeff Crabtree, GM at Salem Communications' KDAR/Oxnard, CA since 1991, has been awarded the GM position at the company's San Antonio Christian/Talk outlet, KSLR-AM.

"Jeff is very strong in promotional programs and in rallying the community together through his innovative ideas," said Salem VP/Operations Ken Gaines. "He was instrumental in organizing events that helped many churches and groups in Oxnard work together, such as food and relief distribution to victims of the Northridge [CA] earthquake."

A 20-year industry veteran, Crabtree has spent the last 11 in GM positions at KDAR; KAVC/Lancaster, CA; WYLL/Chicago; WBEU-AM & WYKZ-FM/Hilton Head Island, SC; and KEZO-AM & FM/Omaha. At KDAR, Crabtree has been replaced by nine-year station veteran Terri Dawson, who advances from Sales Manager to GM.

### Shea Becomes CRB Broadcasting COO

CRB Broadcasting Corp. Regional President Jim Shea has been promoted to the company's newly created COO post. The 20-year industry veteran will continue to directly manage CRB's WAEB-AM & WZZO-FM/Allentown, in addition to his new duties.

"CRB has tripled in terms of revenue and cash flow since 1991," said Bruce Friedman, President/CEO of the 12-station group. "We have the right people in place to triple CRB again in the near term via station acquisitions. Jim Shea has had a big part in our success thus far."

CRB has also recruited Screen Media Partners VP/Finance James Sullivan as its new CFO.

### Garris Awarded Burkhart/Douglas VP Post

After six years as Research & Data Manager at Burkhart/Douglas & Associates, Val Garris has been promoted to VP/Programming & Research. He'll continue working with data, but will take an active role in consulting stations.

"Val has been the backbone of this company's transition from the old franchising days to the modern information age," said B/D & A President Dwight Douglas. "His knowledge of computers and research has put him in a position of seeing more information than anyone at the firm."

Before joining B/D & A, Garris spent five years as on-air Research Director at B/D & A-consulted WROQ/Charlotte. He was also Asst. PD at WROQ sister WAES-AM.



Garris

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## Radio

• **JOHN RYAN** advances from Sr. AE to NSM at KKBT/Los Angeles.

• **ALAN BOX**, EZ Communications President/CEO, will chair the NAB Radio Show Steering Committee for 1995. The management, programming, and sales/marketing subcommittees will be helmed by Trumper Communications' **JEFF TRUMPER**, Westwood One Radio Networks' **DENISE OLIVER**, and Emmis Broadcasting's **DOYLE ROSE**, respectively. Meanwhile, **PATRICIA SPURLOCK** joins the NAB as Director/Senate Congressional Relations. She formerly handled telecommunications issues for Sen. Chuck Robb (R-VA).

• **RADIO ADVERTISING BUREAU (RAB)** is slated to hold its 1995 Radio Sales University seminars at the following locations: Albuquerque Hilton (February 21); Hilton Mission Valley, San Diego (February 23); Union Station, Nashville (February 28); Richmond Marriott (March 1); Sheraton Portsmouth, NH (March 7); The Plaza Southfield, Detroit (March 9); Marriott Syracuse, NY (March 15); Holiday Inn Casper, WY (April 6); (800) 722-7355.

## Records

• **DINO PERERA** has been appointed Director/Black Music, A&R at RCA Records. He had been affiliated with RCA as an independent talent scout for more than a year.

• **RHODA LAWRENCE** shifts to Arista Records as Urban Marketing Manager. She previously served as Mainstream Product Development Coordinator at BMG.

• **RICK WILCOXEN** has been promoted from Director to VP. in BMG Distribution's National Sales Department.

• **JEFF ALLEN** joins Sony/Nashville as VP/Finance, exiting a similar post at Liberty Records.

• **STEVE GRIFFIN** has been tapped as President of Chordant Distribution Group, EMI Christian Music Group's newly formed distribution arm. He formerly was President/CEO of Nest Entertainment Inc. Rounding out Chordant's management team are COO **ROD HUFF**, VP/Marketing **JOHN NARDINI**, VP/General Markets Sales **HUGH ROBERTSON**, and VP/Operations/Customer Services **MATTHEW**

**LADISA. SHAWN TATE** and **DENISE JOHNSON** are serving as Gospel Marketing Manager and CCM Marketing Manager, respectively.

• **TARA GRIGGS-MAGEE** is named Label Director at Zomba Recording Corp.'s gospel label, Verity Records. She leaves her Director/A&R post at Benson Music Group.

• **SHAWN BARUSCH** — co-founder of Sector 2 Records — has formed Cage Records and appointed Hard As A Rock Productions principals **KEN SLY** and **J. GREG ROBISON** to the management team. Focusing on hard rock/alternative acts, the new label can be reached at Highland Village, 3935 Westheimer, #301, Houston, TX 77027; (713) 621-2608.

• **ALISON BROWN** (a banjoist/recording artist) and producer/bassist **GARRY WEST** have established Compass Records. The duo, founders of Small World Music, can be contacted at 117 30th Ave. South, Nashville, TN 37212; (615) 320-7672.

## National Radio

• **BECKY DIXON** — a former ABC-TV "Wide World Of Sports" co-host — joins Taylor Communications as PD of the forthcoming Taylor Satellite Talk network's Health Channel; (918) 481-5252.

• **PAT ST. JOHN** — WNEW-FM/New York's morning talent — becomes host of CBS Radio's "Live From The House Of Blues Presented By Pontiac Sunfire." In related activity, CBS Radio has signed on as a co-sponsor of the first "House Of Blues Backstage Pass" event. The live Internet broadcast and gospel concert honoring Dr. Martin Luther King Jr. — which began January 16 and will remain on the Internet for 30 days — is posted on the IUMA, bazaar.com, and underground.net music sites; (212) 975-3773.

• **ROGER WOLSKI** accepts the Digital Editor post at Radio Spirits Inc., a syndicator/producer of old-time radio programs and recordings. Prior to his appointment, he was a program producer at Bonneville Broadcasting.

• **SPORTS BYLINE USA** is set to expand to weekends, effective January 28, with "Sports Overnight Update-Weekend" (10-11pm ET), "Sports Byline USA-Weekend" (11pm-2am ET), and "Sports Tomorrow-Weekend" (2am-6pm); (800) 783-7529.

• **RADIO ONE**, a localized satellite format service, is launching a full-scale marketing campaign for its initial format, Format One. The company has moved Format One from its original AAA format to Alternative; (303) 949-0909.

## Industry

• **LARRY LUSTIG** segues to McGavren Guild Radio/San Francisco as Sr. VP/Director, Sales. The 15-year radio sales veteran previously was VP/Manager at Katz Radio's Seattle office.

• **HENRY LAWSON** — Chairman/Executive Council at the Interep Radio Store — is set to become Managing Director of DDS Europe, a subsidiary of Donovan Data Systems. He'll continue to be associated with Interep on a parttime basis through June.

• **SAMUEL JAMES** shifts to Direct Marketing Results as Director/Interac-

tive Sales & Marketing. Previously, he was Director/Sales Development at Fairwest Direct Inc.

• **JACK DANIEL** exits his VP/GM post at WEDJ/Charlotte to join Paradox Films as Director/Sales & Marketing. Paradox specializes in the TV advertising needs of radio stations.

• **ED ROTH** heads to audio production firm Catspaw Productions as Creative Director. He most recently wrote and produced promos for TV's "Oprah Winfrey Show."

• **MARCIA MULE** — an independent producer — has been named Director/News Production at VH1. Meanwhile, MTV News producer **ROB BARNETT** shifts to VH1 as Supervising Producer.

• **PIETER VAN BODEGRAVEN** becomes European Creative Director at BMG Music Publishing International. He previously was Joint Managing Director of BMG Two P(i)eters Music.

• **SAM CALLE** — a record industry promotion veteran — has formed We're Talkin' Music. The new artist and management consultancy can be reached at (310) 377-6430.

• **SINTON, BARNES & ASSOCIATES** has relocated to 4 Concourse Parkway, Suite 265, Atlanta, GA 30328; (404) 390-8959.

## Changes

**AC:** WLRW/Champaign, IL ups parttimer **Jeff Nelson** to MD/overnights and **Mary Lynn Foster** from overnights to nights. Former MD **Jason Cox** will concentrate on production duties ... **Ron Revere** exits mornings at CHR WIFC/Wausau, WI & Hot AC WKTI/Milwaukee. Morning co-host **Bill Schultz** segues to afternoon drive and assumes Promotion Director duties. PD **Duff Damos** and MD **Jackie Johnson** pick up the morning reins.

**CHR:** WMYU-FM & WWST-FM/Knoxville Asst. Production Director **Tom Hansom** exits to become Public Relations/Promotions Director for Libertyland/Mid-South Fair in Memphis ... WHJX/Jacksonville morning team **Danny Wright** and **Brian Shook** exit ... WZPL/Indianapolis MD **Fritz Moser** exits for nights at new CHR WMGI/Terre Haute, IN. WZPL PD **Jim Cerone** takes the MD reins ... WJET/Erie, PA MD **Michael Dee** exits, with PD **Neal Sharpe** handling MD duties for now ... Former KPRR/El Paso PD **Tina Simonet** is named MD at WKSS/Hartford, filling the slot vacated by **Kandy Klutch** ... KJYO/Oklahoma City welcomes morning duo **Bob & Josh** from WVSR/

Charleston, WV ... KQHT/San Jose APD **Trevor Cacy** exits ... KSFM/Sacramento middayer **Trejo** becomes Music Coordinator; afternooner **Billy Burke** becomes APD ... WSNX/Grand Rapids MD **Keith Curry** adds night duties ... KQKQ/Omaha taps

Continued on Page 19

## PROS ON THE LOOSE

**Phil Brooks** — MD/air talent KXOA-FM/Sacramento (916) 683-2164

**Mary Christine** — Morning show co-host WQFM/Milwaukee (414) 276-2040

**Adam Lane** — Weekends KLLS/Wichita (316) 942-0309

**Bob Maxwell** — Asst. PD/mornings WZYQ/Frederick, MD (301) 695-6375

**Chuck Morgan** — PD WSSH/Boston (508) 820-2766

**Darren Reynolds** — News Flash Talk Producer KIRO-AM & FM/Seattle (206) 526-8032

**Rich Robbin** — PD KCBQ/San Diego (602) 299-2454

**Erika Taylor** — Morning news/sidekick KBGG/San Francisco (510) 449-4905

## The 16th at Augusta, The 18th at Pebble Beach, and Ted Green.

(Undoubtedly, three of the most talked-about greens in America.)

If you haven't heard Ted Green on the One-On-One Sports Radio Network, you're missing one of the true masters of sports talk. Never one to pull punches (and, at times, famous for throwing a few over the air) Ted mixes biting satire and one-on-one conversations with America's top sports personalities for non-stop sports entertainment.

The Ted Green Show can be heard from 8 pm to 12 am (EST), Monday through Friday. For a demo tape or more information on the fastest-growing, 24 hour sports talk network in the country, call Chuck Duncan at (708) 509-1661.

## One-On-One Sports

*If you haven't signed on,*

**You ain't heard nothin' yet.**

## CHRONICLE

### Births

**PolyGram Diversified Entertainment** Sr. VP **Jeff Rowland**, wife Amy, daughter Anne Campbell, January 11.

**Arista Records** Creative Coordinator/Creative Services **Andrea Doornheim**, husband Neil, son C.J., December 10.

### Condolences

**Columbia Records** act **C+C Music Factory** member **David Cole**, 32, January 24.







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Rock 7

Pop CHR New & Active-  
Over 40 CHRs

485 Plays - Up 104 plays

LP Platinum

## Goldberg Sets New WB, Reprise Execs

In his first major address to the entire company, new **WB-Reprise** Chairman/CEO **Danny Goldberg** Tuesday (1/24) outlined these long-rumored executive changes: **Steven Baker** moves from VP/Product Mgt. to WB Prez and **Howie Klein** segues from **Sire** VP/GM to Reprise Prez. Also, WB Sr. VP/Creative Services **Jeff Gold** and Reprise Sr. VP/Dir. Promo **Rich Fitzgerald** assume GM duties/titles at their respective labels.

In other label news, **WB-Reprise/Nashville** Prez **Jim Ed Norman** has extended his deal by five years, VP/Publicity **Liz Rosenberg** becomes the first woman to achieve Sr. VP status, and WB will handle the next **Pavement** LP (though the band remains on **Matador**).

Goldberg said Baker would take office "as soon as **Lenny Waronker** steps down." (Waronker is contractually president through '95.) He also said he was hoping to persuade Sr. VP/A&R **Michael Ostin** to stay. Neither Waronker nor Ostin was present. Goldberg reiterated that no purges or mass firings are in the offing, adding he doesn't even log onto **America Online** anymore because he doesn't want to read all the lies. WB Vice Chairman **Russ Thyret** emceed the event, introducing **Warner Music-U.S.** Chairman **Doug Morris** before Goldberg.

### Rumors

- Is **WRQX/Washington** morning card **Jack Diamond** about to bust an L.A. move? Will he be buying maps to star's homes?

- Is **Z100/NY** PD (and **Empire Broadcasting** principal) **Steve Kingston** about to enter the duopoly age ... with his **WILN/Panama City, FL** CHR outlet?

By the way, **WEBN/Cincy** PD **Mark Chase** also has a piece o' the Panama City action with **Pirate Radio (WTBB)**. Are new ownership 'n' format changes in store there?

- Now that **WAHC/Columbus** PD **Pete Dylan** is o-u-t, will GM **Skip Bednarczyk** program the station? And what's going to happen on February 1? The debut of a format unique to the market and the industry?

- Has **WABB/Mobile** PD **Dusty Hayes** accepted the offer to program Hot AC **KPTY/Austin** in order to move closer to family? Is **WABB** owner/GM **Bernie Dittman** already interviewing Hayes's replacement?

- Regardless of what you read elsewhere, the man callin' the shots for the new PD at **WDGC/Raleigh** is GM **Mark Kopelman**. Does MD **Kandy Klutch**'s extensive programming 'n' music background make her a prime candidate?

- Will the funding for a new Midwest CHR be approved this week? What prominent Midwest consultant is ready to flip the switch?

- Are **New World Communications**' **Jerry Clifton** and **Bob West** puttin' together a potential **KTFW/San Antonio** PD list for GM **Joe Ernest**? Is **KTFM** APD **Cliff "The Janitor" Tredway** top o' that list? Prediction: A long, slow interviewing process.

- Any truth to that *N.Y. Post* report that **Howard Stern**'s "Private Parts" movie will be directed by **Penny Marshall**?

- Was **Columbia** NY local promo domo **Kevin Curtis** really caught on hidden camera recently? Will we be seeing his mug on the "Today Show" real soon?

### 'Steve Young Country'?

Young Country **KYCY/SF** kicked off Super Bowl week by changing its moniker to "**Steve Young Country**," in honor of the '49ers quarterback. The man himself was so impressed he called to say thanks — and asked if there was anything he could do. Well, of course, there was. So Young taped some promos. Much less impressed, however, were crosstown **KNBR & KFOG**, which "own" Young's radio voice. Lawyers got involved, and the promos were pulled.

**NAC WQCD (CD101.9)/NY** GM **Maureen Lesourd** exits for an **ABC-TV** Sr. VP/Affiliate Relations gig. **WQCD** GSM **Bob Paquette** becomes acting GM, but look for **Tribune Radio Group** VP **Wayne Vriesman** to name a permanent replacement shortly.

**KPLZ/Seattle** dispatched morning drivers **Kent & Alan** to sister city Osaka, where the duo reported on nearby Kobe's devastating earthquake. Kent & Alan did their program *live!* from Japan on Monday and Tuesday (1/23-24) and helped raise \$6300 for the Red Cross. Washington Gov. **Mike Lowry** also appeared on **KPLZ** on Tuesday, thanking the Hot AC for its efforts.

Congratulations to **Pollack Media Group**, which will celebrate its 15th anniversary on January 25! Incidentally, this year's Pollack Convention is just around the corner: March 1-4 in L.A.



Jeff Pollack

**Morality In Media** includes a 'round-the-clock ban on broadcast indecency on its "anti-porn agenda" for congressional action. Although the great majority of FCC indecency enforcement actions have been directed at radio, **Morality In Media**'s call for congressional action focuses almost exclusively on TV.

### Promo O' The Week

To celebrate **Tony Bennett**'s halftime show appearance at the Super Bowl — not to mention those four Grammy nominations (Album Of The Year, Best Pop Vocal Collaboration, Best Traditional Pop Vocal Performance, Best Instrumental Arrangement With Vocals) — **Columbia** sent out this swingin' limited-edition telephone calling card.



QUEENSRÿCHE

Rock 7

Pop CHR New & Active-  
Over 40 CHRs

485 Plays - Up 104 plays

LP Platinum

BRIDGE

From the platinum album  
PROMISED LAND

Produced by Queensrÿche & James "Jimbo" Barton. Management: Q Prime Inc.

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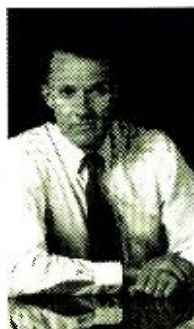
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Continued from Page 20

# 9 GOOD REASONS TO VISIT NEW ORLEANS IN FEBRUARY



Gavin Seminar Registration Hotline: (415) 495-3200

Hotel Reservations: (800) 233-1234

Plane Reservations: (800) 747-2144

Digital audio broadcasting for the AM and FM bands will be demonstrated at the NAB's spring convention (4/9-13). Using an in-band, on-channel transmission scheme, the USA Digital Radio-sponsored event will give broadcasters a chance to hear the first over-the-air digital radio demonstration.

Look for WLUP/Chicago air talent **Danny Bonaduce** to enter the daytime TV talk wars this fall, hosting a daily, hourlong program distributed by Disney's Buena Vista TV.

Happy birthday to Interscope promo dudette **Lynn McDonnell**, whose Friday (1/20) fete featured **Primus** playing in her living room!

**Cox Communications** is now trading on the New York Stock Exchange as "COX." Only Cox Enterprises's cable TV operations are represented in those shares, however — no broadcast stations are included.

The RAB said registration is up 71% over last year for its Feb. 16-19 Dallas confab. For more details, phone (800) 722-7355.

## Rumbles

- **WWKX/Providence** PD/midday maven **Scotty Snipes**, APD/MD **Jammer** (aka Tom Naylor), morning charmer **Mojo**, and morning co-host **Curly-Cut** will be let go. Will **KLYV/Dubuque** PD **Joe Dawson** take over the mothership and head in an Alternative direction — complete with a call letter change? And could Mojo already have the inside track on the **WIOQ/Philly** night stalker opening?

- **KBEZ/Tulsa** OM **Tim Van Maren** adds OM responsibilities for sister station **KHTT**. In other **KHTT** news, Production Dir./interim MD **Carly Rush** becomes PD/MD, effective immediately.

- **WHJX/Jacksonville** names interim PD **Mickey Johnson** PD and interim MD **Greg Brady** MD.

- **WHYI (Y100)/Miami** has a bloody rare opening in afternoon drive as **Doug Dunbar** heads for fulltime news anchor duties at **WPLG-TV/Miami**.

- Country **KIXQ/Joplin** debuted its 18 to 34-targeted Country duopoly partner, **KXDG** ("The Big Dog"), snatching three staffers — including **Billy Thomas**, who'll be the Big Dog's APD/MD — from crosstown Country competitor **KJKT** ("Kat Country") in the process.

- Veteran **KLOL/Houston** Sales & Mktg. Dir. **Doug Harris** exits to join **CRN International** as Dir./Creative Services, beginning February 1.

- **WQHT/NY** MD **Tracy Cloherty** takes over **Paco Lopez's** APD reins. Lopez remains with the station. In other Big Apple news, **WMXV** MD **Mary Franco** exits to entertain programming offers.

- **CHR WXSJ/Tallahassee** flips to Alternative.

- **KBOS/Fresno** interim PD **Mark Adams** officially gets the PD nod, and the search for a new MD begins.

- **Rock WWGZ/Flint, MI** names **Gary Palmer** PD; **Jerry Tarrants** exits.

- After resigning as PD at **WDST/Woodstock-Poughkeepsie, NY**, **Jimmy Buff** joins **WXRK/NY** as producer for **Dave Herman's** "Rock 'N' Roll Afternoon Show."

- **KMPC/L.A.** night gabbers **Tavis Smiley & Reuben Navarette** exit, replaced by weekender **Yolanda Gaskins**.

- **KRQT/Houston** appoints **Steve Robison** MD. Incidentally, Robison was the station's MD when the Classic Rocker flipped to Alternative three months back.

- **WERQ/Baltimore** steals **Madeline Woods** — host of **Black Entertainment Television's** "Video LP" show — to co-host mornings with **Randy Dennis**.

RADIO & RECORDS



1

- **Jacor** shifts **Tom Owens** to VP/Programming and **Marc Chase** to **WEBN/Cincy** PD.
- **Bob Longwell** appointed **WWRC & WGAY/Washington** GM.
- **Bob Baker** becomes **Giant/Nashville** GM.
- **Jason Flom** named **Atlantic Records** Sr. VP.
- **Ged Doherty** chosen **Epic Records** Sr. VP.

5

- **Scott Fey** named **KSOL/SF** GM.
- **Randy Kabrich** becomes **KHYV/Dallas** Station Mgr.
- **Lorin Palagi** promoted to **WRQX/Washington** OM.

10

- **Brian Bieler** appointed **Viacom Radio** President.
- **Tim Fox** becomes **WKT/Milwaukee** OM/PD.
- **John Driscoll** named **WLZZ & WZUU/Milwaukee** OM.
- **Tony Gray** lands **WUSL/Philly** MD gig.

15

- **Dan Mason** becomes **KFMK/Houston** GM.
- **Charlie Kendall** named **WMMR/Philly** PD.

20

- **Bobby Day** named **KBEQ/KC** PD.

## No Place Like Home

The *L.A. Times* reports the three biggest private home deals of 1994 were: racing legend **Andy Granatelli** selling his 30,000 sq. ft. Montecito, CA villa and his 12-bedroom Dominican Republic residence for \$14 million; a Hawaiian developer jettisoning his oceanfront Diamond Head domicile for \$12.5 million; and **Paxson Communications** honcho **Bud Paxson** buying a 17,000 sq. ft., three-acre Palm Beach estate — with 268 feet of ocean frontage — for a mere \$12 million.

## Records

- **Elektra** ups Dir. Nat'l Alternative Promo **Joel Klaiman** to Sr. Dir./Nat'l Alternative Promo. Meanwhile, former **Elektra** Sr. Dir./Alternative Promo **John Kohl** joins **Interscope** for Alternative promo duties, based in NY.

- **American Rock** secondaries promoter **Donna Chadwell** and metal specialist **Clarissa Garcia** have left the label, which will now rely on **WB's** metal dept. Meanwhile, **Amy Kaplan** joins **American** as a Chicago-based regional. Will **American** add another (SF-based) regional soon?

- In the wake of **Jon Leshay's** promotion at **Columbia** (see Page 3), look for **Brian Cullinan** to become **Big Red's** first college promo domo, reporting to Dir./Nat'l Alternative Promo **Jon Cohen**.

- **Steve Ellis** has been named Sr. Dir./Nat'l Promo for **Curb Records**, which has entered into a joint venture with **Atlantic**, wherein the latter will work all **Curb** product. Ellis will be based in NYC.





RANDALL BLOOMQUIST

## Talk's Fall Ratings: Big Numbers For The Big Boys

Powered by the November elections, a plethora of other good stories, and **Rush Limbaugh**, several major Talk outlets enjoyed significant ratings surges in the Fall '94 Arbitron report. Here's a look.

### Taming The Monsters

The biggest fall winner was **WRKO/Boston**, which rocketed 4.5-7.7 in 12+ and climbed nearly two shares in 25-54. The station finished second and eighth, respectively, in those demos.

According to PD **Al Mayers**, the surge resulted from **Atlantic Radio's** decision to flip **WRKO** sister station **WHDH** (now **WEEI**) from Talk to all-Sports. As a result of that late August move, **WRKO** added two hot 'HDH shows — **Limbaugh** and local Talk monster **Howie Carr**.

According to Mayers, **Limbaugh** and **Carr** did more than bring their own audiences to 'RKO: "The addition of **Rush** and **Howie** in the noon-7pm time period actually helped with some of the problems we've had with our morning show. People were tuning in for those two and sticking around for mornings. We had some great audience recycling."

Mayers points out that **WRKO's** TSL also increased from eight hours to 11.25 hours per week. Mayers adds that 'RKO also benefited from a steady stream of hot local stories, including **Ted Kennedy's** re-election battle and a fight over a pay raise for state lawmakers.

So, was that 7.5 a fluke? Abso-



**The addition of **Rush** and **Howie** actually helped with some of the problems we've had with our morning show. People were tuning in for those two and sticking around for mornings. We had some great audience recycling.**

- **Al Mayers**



lutely not, according to Mayers. "The station is going to grow," he declares. "It will be No. 1 in the market."

### Wages Of Controversy

**Jacor's WCKY/Cincinnati** also fared well in the fall fray. The station jumped 4.8-6.6 in 12+ and landed a mid-four share of the 25-54 audience — quadruple its Fall '93 performance in that all-important demo.

PD **John Phillips** credits much of his station's success to the April addition of **Limbaugh** and continued steady growth by **Westwood One's G. Gordon Liddy**, who airs on a

tape-delayed basis immediately after **Limbaugh**. According to **Phillips**, 'CKY had an 8.9 12+ share in mid-days — thanks largely to **Limbaugh's** hourly average, which exceeded 11.0.

Who didn't see this coming? **WABC/New York** saw its numbers go through the roof after an October media circus sparked by *New York* magazine and several prominent politicians' labeling talker **Bob Grant** a racist. Grant's afternoon drive show soared 4.7-7.1 in 12+, which helped **WABC** move 3.9-4.7 — good enough for third place.

(Based on **WABC's** ratings in the Nielsen-television Designated Market Area, which is significantly larger than the Arbitron metro, PD **John Mainelli** has declared **WABC** "America's highest-rated radio station." To mark that achievement, he has reinstated use of the legendary **WABC** chimes, which hark back to the outlet's Top 40 heyday.)

In addition to **Grant's** performance, **WABC** also got a nice boost from nighttime talker **Jay Diamond** (4.6-8.0), who spent much of the fall — on-air and off — defending the acerbic **Grant**.

### Any PR Is Good PR

**Mainelli** sees the fall numbers as proof that it pays to back your hosts in the face of controversy: "All the publicity surrounding [the **Grant** flap] certainly raised awareness of **WABC** and **Bob**." He adds that the station also benefited from the "rowdy" election season.



**Because of the players' strike, this was our first baseball-free fall book — and we did well. It means baseball is not — and will not be — the engine that drives this station.**

- **Tyler Cox**



Despite its success, **Mainelli** says **WABC** still has mountains to climb. Specifically, he'd like to improve the station's 11th-place 25-54 performance in the fall book. Asked what **WABC** must do to boost its 25-54 standing, **Mainelli** says with a laugh, "Assassinate **Imus** and **Stern**."

On a more serious note, **Mainelli** believes **WABC's** 25-54 listenership is hurt by some weak (but cash-generating) weekend specialty programming and the less-than-popular broadcasts of **New Jersey Devils** hockey and **Seton Hall** basketball.

**Infinity** all-Sports **WIP/Philadelphia** also enjoyed one of its best books in recent memory — despite the absence of its **Flyers** hockey play-by-play. The station moved 3.5-4.4 in 12+, finished third in men 25-54 and first with men 18+.

According to PD **Tom Bigby**, the station's performance is further evidence that sports programming isn't really the key to the Sports format. "We realized long ago that there really aren't any numbers in sports programming," he says. "But there is a great void out there for guy talk. In Philadelphia there weren't any [male-appeal] personalities on the radio — with the exception of **Howard [Stern]**."

### Less Sports, More Money

"We do very little play-by-play, and we don't do any interviews. But we do have 13 fulltime hosts, all of whom we consider to be entertainers. And we talk about whatever is interesting that day — from a guy's perspective. If there's no interesting sports story, our people will be talking about something else."

**WBAP/Dallas** OM **Tyler Cox**, whose station just parted ways with the **Texas Rangers**, hopes its modest 5.7-6.3 12+ gain is a sign of things to come. "Because of the players' strike, this was our first baseball-free fall book — and we did well," he says.



**We realized long ago that there really aren't any numbers in sports programming. But there is a great void out there for guy talk.**

- **Tom Bigby**

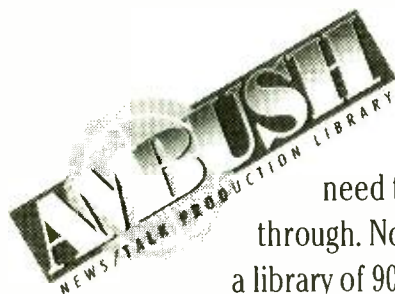


"Usually our summer is bigger than our fall. This is a signal that the news and issues-oriented Talk programming we're doing is well-accepted. It means baseball is not — and will not be — the engine that drives this station."

Meanwhile, **Cox's** former station, **WWRC/Washington**, remains in first gear. The **Greater Media** outlet slid 1.9-1.6 in 12+. However, **News & Program Manager Gary Burns** says that drop was caused by a technical problem.

"We lost a significant part of our morning drive and afternoon drive to our [low-power] nighttime pattern during the fall book," says **Burns**. "When you look at the hour-by-hour, it's apparent the losses came at those times." On a year-to-year basis, he points out, the station has moved 1.1-1.6 in 12+.

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TONY NOVIA

CONTEMPORARY HIT RADIO

# Commuting On The Information Superhighway

Quick, easy, painless ways your show can reap the benefits of the computer age

The information superhighway is upon us, and if you don't get a tune-up, you'll be hitchhiking. **Kevin Healey**, head writer for "The Fax Attack" daily morning show service, takes us on an exploration of **Prodigy**, **CompuServe**, and **America On-line** with ideas your morning show can use.

## Stay Topical



Kevin Healey

Healey, who counts among his clients 150+ radio stations, "The Tonight Show" with **Jay Leno**, and "Dennis Miller Live," points out that most of today's on-line services offer the basics to getting your morning show going — up-to-the-minute news, sports, and entertainment information. The big three: Prodigy, CompuServe, and America Online, all have news services and billboards within reach of your fingertips.

"Thanks to some recent improvements, Prodigy is the best for morning show purposes," he recommends. "One of the hot items Prodigy offers is their version of **AP On-Line**, which provides the latest news and information before you get it for the evening. With this service you can simply print or download only the stories you plan to use the next morning to keep your morning show topical, interesting, and informative. If you don't have one, try to convince your GM to buy a Soundblaster or compatible PC sound system, as Prodigy also offers soundbites from people in the news."

With all this available information, where do you start? What can

Today, and TV news and magazine shows. They use them all the time because they're simple and effective." The great thing about a poll is you can just throw it out there. If your listeners like the topic, phones will instantly light up. If they don't, you can just move on. Healey says to use your station's voice mail system to conduct, localize, and customize your own polls. "Get together with your engineer and make sure you create enough room on the voice mail line for potentially thousands of calls. Also, use this opportunity to tease listeners into waiting around for your poll's results."

## CompuServe

Movie stars, authors, and music stars are also hopping aboard the on-line bandwagon. The stars love it because there are no autograph hounds or paparazzi. On-line users appreciate it because it's personal and convenient. The on-line services enjoy the attention it creates, money it makes, and the increasing membership roster. Healey prints the questions and answers from the on-line star sessions for use in entertainment reports and general morning show conversation. "Many times the information is very quotable and interesting. In past weeks, Prodigy has presented big-name celebrities such as **Jerry Seinfeld**, **Tim Allen**, and **William Shatner**. And now the new CBS "Tom Snyder Show" is on-line.

"CompuServe's 'Hollywood Hotline' is by far the most comprehensive celebrity service offered on-line at basic membership rates. You'll find it in the news section of CompuServe's information manager. The column is updated daily and offers fresh news, TV listings, and movie reviews. If you look further into CompuServe's entertainment features, you'll find an endless supply of trivia, which can be downloaded and printed. The topics include music, film, sports, and much more. However, to get the correct answers, you must first attempt to answer a question. It's a bit time-consuming, but easier than rummaging through books or purchasing a monthly trivia service."

Perhaps the hottest service available on CompuServe is the daily soap opera updates. If you're like most CHRs serving an 18-34 female base, you've got to check this out.

Healey comments, "This service is tops because it offers episode updates on the daytime and prime-time soaps like "Melrose Place" and "Beverly Hills 90210."

## Internet Lesson

America Online has joined forces with powerful **ABC**, and launched an on-line feature that should be a lesson for everyone in the entertainment field. **ABC's** top talent, including the great **Paul Harvey**, is available on America Online to answer questions via electronic mail. **MTV** is also a major part of AOL's new lineup. Enter this area to find out the latest **MTV** news, trivia, and poll results. Plus up-to-the-minute hygiene tips from **Pauly Shore!**

Healey adds, "In case you haven't heard, billionaire **Bill Gates** and his company **Microsoft** are doing their homework and preparing to launch a comprehensive on-line service entitled 'Marvel' sometime this year. It's directly aimed at taking on the big three, while making access to the almighty **Internet** easier."

The Internet is hot. You've been reading about it, hearing about it, and want to explore it, right? If you're a computer junkie or have a lot of time on your hands, go ahead and knock yourself out. "First-timers will feel a lot like the one person who didn't dress up at the 'Star Trek' convention. Most of Internet's basic features — e-mail, information retrieval, and consumer advice — can be accessed via any one of the big three's on-line services."

"However, advanced features such as hacking into government files, NASA computers, and the banking system of Sri Lanka, are things you only learn through practice. If you're really interested in these areas, then you either have a 25 share in morning drive, a lot of extra time on your hands, or are probably in the wrong business. Use your computer and services to fill a void or improve a weakness."

We need more interaction with our listeners, and you can build that communication on a local level to keep your morning show in touch via a computer. "Get an on-line address if you don't already have one. Invite listeners to contact you through e-mail, and you've found yet another way to interact and get personal with your audience. You



# New Releases Part III

Here's the third — and the final installment — of labels' first-quarter releases.

These labels (listed alphabetically) plan on releasing — or rereleasing for airplay on other formats — singles/and or albums by the following artists in the coming months:

- **CRITIQUE** (VP/Promotions **John Colasanti**): **Newton** "Sky High," **Fem 2 Fem** "Where Did Love Go," **Nicki French** "Total Eclipse Of The Heart," **10CC** "Ready To Go," **Jaki Graham** "Absolute E-Sensual," **Black Duck** "Wiggle In Line."
- **INTERSCOPE** (Marc Benesch): **Tom Jones** "I Wanna Get Back With You/Situation," **2Pac** "Me Against The World," **All** "Pummel," **Blackstreet** "Joy," **Prick**, **Once Upon A Time**, **Xavier** "The X Factor," **Tha Dogg Pound**, **Radio 1/Darq & Roc Chill** "Recognize Da Real," **Motocaster** "The Habit," **Nate Dogg**, **Dish** "Boneyard Beach," **Thug Life** "Cradle To The Grave."
- **JIVE** (Sr. VP/Pop Promotion **Jack Satter**): **Rednecks** "Cotton Eye Joe," **Keith Murray** "Get Lifted," **E-40 & The Click** "I Luv."
- **MERCURY** (Sr. VP/Promotion **David Leach**): **Crystal Waters** "What I Need," **Donna Summer** "Melody Of Love," **Black Sheep** "Without A Doubt," **Brian McKnight**, **Tears For Fears**.
- **MOTOWN** (VP/Pop Promotion **Mark Kargol**): **Whitehead Bros.** "Sex On The Beach," **Zhane** "You're Sorry Now," **Stevie Wonder** "For Your Love," **Boyz II Men** "Thank You," **Shanice** "Don't Break My Heart," **Johnny Gill**.
- **PENDULUM** (National Director/Pop Promotion **Joel Salkowitz**): **Boogie Monsters** "Strange," **Lords Of The Underground** "What I'm After," **Digable Planets** "Dial 7," **Sexx**.
- **QUALITY** (VP/Promotion **Sam Hernandez**): **Strictly For U** "Tender," **Havoc & Prodigy** "G On The Move."
- **RELATIVITY** (VP/Promotion **Kevin Carroll**): **Bone Thugs-N-Harmony** "For The Love Of Money," **Sam The Beast** "Gucci Dance," **Our Lady Of Peace** "Star Seed."
- **REPRISE** (VP/Singles Promotion **Marc Ratner**): **Take 6** "You Can Never Ask," **Joni Mitchell** "How Do You Stop," **Belly** "Now They'll Sleep."
- **SCOTTI BROS./STREET LIFE** (Sr. Director/National Promotion **Steve Lake**): **Break Down** "Dip Baby Dip," **New Sweet Sable** "Love Thang."
- **TOMMY BOY** (Director/National CHR Promotion **Mike Becce**): **Naughty By Nature**, **K-7** "Move It Like This," **Cynthia** "How I Love Him," **George Lamond** "It's Always You," **DJ Kizzy Rock** "Yeah, Shawty, Yeah," **Miss Jones** (Stepsun Recs.) "Where I Wanna Be."
- **VIRGIN** (Sr. VP/Promotion **Michael Plen**): **Simple Minds** "She's A River," **Massive Attack** "Protection," **Paula Abdul**, **Bitty McClean** "It Keeps Raining," **Boz Scaggs** "Fly Like A Bird," "Back Beat" Band "Money."



**Use your computer and services to fill a void or improve a weakness and invite listeners to contact you through e-mail.**



can even take things a step further by creating your own morning show billboard by contacting your on-line service. This way you can schedule a town meeting with listeners (and hopefully future listeners). Don't be afraid to invite your GM, PD, and the rest of the staff. If you're really confident, you may even want a corporate rep to sit in and see how much your listeners love you, right?"

## Not A Phase

Computers are the wave of the future. Sooner or later you won't be able to avoid one. So why not make

it sooner? "Computers are fun, but also can be very time-consuming and costly," Healey cautions. "Learn to get in, get your information, and get out. This is not to say that you shouldn't use computers for recreational purposes; i.e., video games, on-line shopping, etc. But when you're using a PC as a tool for your on-air preparation, it's only a small piece of the puzzle. If you don't have a computer yet, don't worry. You can still do the job. However, over the next few years, just as the vinyl record has been phased out, so will the computer-illiterate employee."

**Editor's note:** "The Fax Attack" daily morning show service is available from Major Networks (800) 714-7200. Contact America Online at (800) 827-6364, CompuServe at (800) 848-8199, Internet at (800) 969-9090, or Prodigy at (800) 776-3449.



you use to make your morning show — or any shift for that matter — informative, fun, and topical, with a new or different twist? Healey suggests using the "Prodigy IQ Quiz" as a test to make sure your morning show and key staff members are knowledgeable and topical. "Each morning show should challenge itself with the test at least once a week. The questions come directly from the headlines and deal with the type of information your morning show and staff should be aware of."

## Polls & Star Chat

Polls are another attention-getter and fantastic phone topic-starters. "Listeners of all ages love two things: trivia and polls," says Healey. "Look at the magazines, USA

3W	2W	LW	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS				TOTAL STATIONS/ADDS
					TW	LW	2W	3W	
1	1	1	1	<b>BOYZ II MEN</b> On Bended Knee (Motown)	6117	6210	6428	6318	131/0
4	4	3	2	<b>MADONNA</b> Take A Bow (Maverick/Sire/WB)	5670	5435	4936	4255	135/0
2	2	2	3	<b>BON JOVI</b> Always (Mercury)	5337	5618	5841	5895	128/0
3	3	4	4	<b>REAL MCCOY</b> Another Night (Arista)	4921	5183	5271	5412	117/3
7	6	6	5	<b>HOOTIE &amp; THE BLOWFISH</b> Hold My Hand (Atlantic)	4530	4262	3957	3802	126/1
5	5	5	6	<b>4 P.M.</b> Sukiyaki (Next Plateau/London/Island)	4490	4490	4438	4148	116/1
9	8	7	7	<b>TOM PETTY</b> You Don't Know How It Feels (WB)	4113	3966	3803	3334	119/1
15	13	11	8	<b>CORONA</b> The Rhythm Of The Night (EastWest/EEG)	3707	3315	3085	2737	108/3
8	9	8	9	<b>INI KAMOZE</b> Here Comes The Hotstepper (Columbia)	3630	3670	3542	3433	104/2
12	11	10	10	<b>DES'REE</b> You Gotta Be (550 Music)	3507	3382	3192	3055	107/6
29	19	13	11	<b>R.E.M.</b> Bang And Blame (WB)	3475	3018	2353	1738	133/7
6	7	9	12	<b>MELISSA ETHERIDGE</b> I'm The Only One (Island)	3456	3665	3946	4040	108/2
13	10	12	13	<b>JADE</b> Every Day Of The Week (Giant)	3438	3241	3205	2844	104/2
24	21	16	14	<b>TLC</b> Creep (LaFace/Arista)	2906	2592	2313	2056	102/4
33	24	18	15	<b>GREEN DAY</b> When I Come Around (Reprise)	2820	2509	2024	1591	127/3
18	15	15	16	<b>VANESSA WILLIAMS</b> The Sweetest Days (Mercury)	2800	2722	2675	2530	111/3
25	22	19	17	<b>ANDRU DONALDS</b> Mishale (Metro Blue/Capitol)	2699	2480	2251	1895	106/5
10	12	14	18	<b>JANET JACKSON</b> You Want This (Virgin)	2505	2988	3139	3197	79/0
—	—	27	19	<b>SHERYL CROW</b> Strong Enough (A&M)	2499	1750	681	347	121/13
11	14	17	20	<b>GIN BLOSSOMS</b> Allison Road (A&M)	2392	2537	2765	3091	82/1
—	—	33	21	<b>DIONNE FARRIS</b> I Know (Columbia)	2383	1465	505	223	124/22
21	18	20	22	<b>JON SECADA</b> Mental Picture (SBK/EMI)	2338	2455	2396	2266	99/3
35	30	26	23	<b>WEEZER</b> Buddy Holly (DGC/Geffen)	2254	1959	1739	1544	114/3
34	29	25	24	<b>FREEDY JOHNSTON</b> Bad Reputation (Elektra/EEG)	2189	2034	1865	1583	99/2
20	20	21	25	<b>CRANBERRIES</b> Zombie (Island)	2103	2325	2346	2286	99/2
17	17	22	26	<b>CRYSTAL WATERS</b> 100% Pure Love (Mercury)	2078	2232	2457	2647	72/2
30	27	24	27	<b>TONI BRAXTON</b> I Belong To You (LaFace/Arista)	2041	2060	1937	1677	77/0
<b>DEBUT</b>			28	<b>MELISSA ETHERIDGE</b> If I Wanted To (Island)	1992	466	96	34	122/18
14	16	23	29	<b>SHERYL CROW</b> All I Wanna Do (A&M)	1987	2174	2612	2758	88/0
—	—	36	30	<b>EAGLES</b> Love Will Keep Us Alive (Geffen)	1780	1308	841	482	81/6
23	26	28	31	<b>BOYZ II MEN</b> I'll Make Love To You (Motown)	1598	1728	1940	2165	65/0
40	38	34	32	<b>2 UNLIMITED</b> Get Ready For This (Critique)	1529	1453	1311	1288	53/7
27	31	30	33	<b>PRETENDERS</b> I'll Stand By You (Sire/WB)	1425	1632	1716	1831	52/0
<b>DEBUT</b>			34	<b>JAMIE WALTERS</b> Hold On (Atlantic)	1389	918	618	484	92/21
—	—	40	35	<b>PEARL JAM</b> Better Man (Epic)	1342	1189	974	860	47/7
16	23	29	36	<b>MADONNA</b> Secret (Maverick/Sire/WB)	1324	1637	2027	2654	64/0
22	25	31	37	<b>COUNTING CROWS</b> Rain King (DGC/Geffen)	1215	1628	2020	2182	47/0
<b>DEBUT</b>			38	<b>MARTIN PAGE</b> In The House Of Stone... (Mercury)	1194	480	290	165	87/27
<b>DEBUT</b>			39	<b>BRANDY</b> I Wanna Be Down (Atlantic)	1185	1170	1175	1112	53/2
32	34	37	40	<b>DEADEYE DICK</b> New Age Girl (Ichiban/RCA)	1179	1302	1527	1608	45/0

This chart reflects airplay from January 16 - 22. Songs ranked by number of plays. Highlighted songs indicate Breaker. 144 Pop/CHR reporters. 142 current playlists. © 1995, R&R Inc.

**BREAKERS®**

No Songs Qualified For Breaker Status This Week

**MOST ADDED®**

ARTIST TITLE LABEL(S)	ADDS
GLORIA ESTEFAN Everlasting Love (Epic)	30
RICHARD MARX Nothing Left Behind (Capitol)	28
MARTIN PAGE In The House Of Stone... (Mercury)	27
DIONNE FARRIS I Know (Columbia)	22
JAMIE WALTERS Hold On (Atlantic)	21
BROWNSTONE If You Love Me (MJJ/Epic)	19
PETE DROGE If You... (American/Reprise/RCA)	19
COLLECTIVE SOUL Gel (Atlantic)	18
MELISSA ETHERIDGE If I Wanted To (Island)	18
SHERYL CROW Strong Enough (A&M)	13

**MOST INCREASED PLAYS**

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
MELISSA ETHERIDGE If I Wanted To (Island)	+1526
DIONNE FARRIS I Know (Columbia)	+918
SHERYL CROW Strong Enough (A&M)	+749
MARTIN PAGE In The House Of... (Mercury)	+714
EAGLES Love Will Keep Us Alive (Geffen)	+472
JAMIE WALTERS Hold On (Atlantic)	+471
R.E.M. Bang And Blame (WB)	+457
CORONA The Rhythm Of The... (EastWest/EEG)	+392
TLC Creep (LaFace/Arista)	+314
GREEN DAY When I Come Around (Reprise)	+311

**HOTTEST RECURRENTS**

Ranked By Total Plays

ARTIST TITLE LABEL(S)	TOTAL PLAYS
JOHN MELLENCAMP Wild Night (Mercury)	1526
COLLECTIVE SOUL Shine (Atlantic)	1526
MELISSA ETHERIDGE Come To My Window (Island)	1526
LISA LOEB... Stay (I Missed You) (RCA)	1526
JON SECADA If You Go (SBK/EMI)	1526
COUNTING CROWS Mr. Jones (DGC/Geffen)	1526
ACE OF BASE Don't Turn Around (Arista)	1526
GIN BLOSSOMS Until I Fall Away (A&M)	1526
GIN BLOSSOMS Found Out About You (A&M)	1526
SEAL Prayer For The Dying (ZTT/Sire/WB)	1526

Breakers: Songs registering 2500 plays or more for the first time. Bullets awarded to songs gaining plays over the previous week. If two songs are tied in number of plays, the song being played on more stations is placed first. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Weighted chart appears on R&R ONLINE.

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JANUARY 27, 1995

**NEW & ACTIVE**
**THE HOTTEST**

**WILLI ONE BLOOD** Whiney, Whiney... (RCA)  
Total Plays: 999, Total Stations: 62, Adds: 7

**CECE PENISTON** Keep Givin' Me Love (Columbia)  
Total Plays: 902, Total Stations: 43, Adds: 6

**BLACKSTREET** Before I Let You Go (Interscope)  
Total Plays: 897, Total Stations: 57, Adds: 3

**AIMEE MANN** That's Just What You Are (Imago/Giant)  
Total Plays: 860, Total Stations: 52, Adds: 9

**BROWNSTONE** If You Love Me (MJJ/Epic)  
Total Plays: 767, Total Stations: 61, Adds: 19

**PETE DROGE** If You Don't Love Me... (American/Reprise/RCA)  
Total Plays: 742, Total Stations: 57, Adds: 19

**FLAMING LIPS** She Don't Use Jelly (WB)  
Total Plays: 705, Total Stations: 57, Adds: 9

**HOLE** Doll Parts (DGC/Geffen)  
Total Plays: 558, Total Stations: 39, Adds: 5

**IMMATURE** Constantly (MCA)  
Total Plays: 543, Total Stations: 44, Adds: 9

**LIVIN' JOY** Dreamer (MCA)  
Total Plays: 509, Total Stations: 23, Adds: 2

**COLLECTIVE SOUL** Gel (Atlantic)  
Total Plays: 505, Total Stations: 52, Adds: 18

**GAINING AIRPLAY**

**QUEENSRYCHE** Bridge (EMI)  
Total Plays: 485, Total Stations: 40, Adds: 3

**VAN HALEN** Don't Tell Me What Love Can Do (WB)  
Total Plays: 462, Total Stations: 31, Adds: 3

**BARRY WHITE** Practice What You Preach (A&M)  
Total Plays: 456, Total Stations: 36, Adds: 0

**REAL MCCOY** Run Away (Arista)  
Total Plays: 450, Total Stations: 19, Adds: 5

**DEADEYE DICK** Perfect Family (Ichiban)  
Total Plays: 344, Total Stations: 23, Adds: 6

**NIIU** I Miss You (Arista)  
Total Plays: 338, Total Stations: 17, Adds: 1

**GLORIA ESTEFAN** Everlasting Love (Epic)  
Total Plays: 253, Total Stations: 41, Adds: 30

**BLESSID UNION OF SOULS** I Believe (SBK/EMI)  
Total Plays: 248, Total Stations: 17, Adds: 10

**RICHARD MARX** Nothing Left Behind (Capitol)  
Total Plays: 244, Total Stations: 34, Adds: 28

**LIL' SUZY** Promise Me (Metropolitan)  
Total Plays: 185, Total Stations: 7, Adds: 2

**MILLA** Gentleman Who Fell (SBK/EMI)  
Total Plays: 184, Total Stations: 18, Adds: 2

**OASIS** Live Forever (Epic)  
Total Plays: 183, Total Stations: 15, Adds: 7

**BARENAKED LADIES** Jane (Sire/Reprise)  
Total Plays: 178, Total Stations: 7, Adds: 0

**MARY J. BLIGE** Be Happy (Uptown/MCA)  
Total Plays: 173, Total Stations: 10, Adds: 0

**TEVIN CAMPBELL** Don't Say Goodbye Girl (Qwest/WB)  
Total Plays: 169, Total Stations: 8, Adds: 0

**SIMPLE MINDS** She's A River (Virgin)  
Total Plays: 167, Total Stations: 15, Adds: 8

**ANITA BAKER** I Apologize (Elektra/EEG)  
Total Plays: 145, Total Stations: 19, Adds: 2

**CRANBERRIES** Ode To My Family (Island)  
Total Plays: 143, Total Stations: 12, Adds: 9

**STEVIE B** Funky Melody (Emporia)  
Total Plays: 139, Total Stations: 4, Adds: 0

**CHANGING FACES** Foolin' Around (Big Beat/Atlantic)  
Total Plays: 134, Total Stations: 7, Adds: 0

**LONDONBEAT** Come Back (MCA)  
Total Plays: 130, Total Stations: 10, Adds: 7

**NIRVANA** The Man Who Sold The World (DGC/Geffen)  
Total Plays: 114, Total Stations: 7, Adds: 3

**K-CI HAILEY** If You Think You're Lonely Now (Mercury)  
Total Plays: 112, Total Stations: 6, Adds: 0

**PORTISHEAD** Sour Times... (Go! Discs/London)  
Total Plays: 110, Total Stations: 7, Adds: 4

**BOYZ II MEN** Water Runs Dry (Motown)  
Total Plays: 107, Total Stations: 5, Adds: 2

**NINE INCH NAILS** Piggy (Nothing/TVT/Interscope)  
Total Plays: 91, Total Stations: 2, Adds: 0

**CRYSTAL WATERS** What I Need (Mercury)  
Total Plays: 80, Total Stations: 6, Adds: 2

**ERASURE** I Love Saturday (Mute/EEG)  
Total Plays: 71, Total Stations: 12, Adds: 10

**CRASH TEST DUMMIES** Ballad Of Peter Pumpkinhead (RCA)  
Total Plays: 53, Total Stations: 11, Adds: 7

Songs ranked by  
total plays.

**ENTER THE  
\$200,000**



**FOR THE BEST RADIO COMMERCIALS OF 1994**  
With the \$100,000 Gold Award for Best of Show

Including \$20,000 and \$5,000 prizes for 1994's Best Radio Station-Produced Commercials

Call 212-387-2156 or fax 212-254-8713 to receive your entry form

— Deadline March 3, 1995 —

## Stations and their adds listed alphabetically by market

<p><b>WFLY/Albany, NY</b> PD: Michael Morgan MD: Sherrill Scott RICHARD MARX "Nothing" WILLI ONE BLOOD "Whiney" DIONNE FARRIS "Know" OASIS "Love"</p>	<p><b>WRQK/Canton, OH</b> PD: Ruby Cheska MD: Alex Teer ALICE IN CHAINS "Wrong" OASIS "Love" SHERYL CROW "Strong" CRANBERRIES "Family" EAGLES "Love"</p>	<p><b>WMMX/Dothan, AL</b> PD: Phil Thomas MD: Tim Godwin GLORIA ESTEFAN "Love" AIMEE MANN "Just"</p>	<p><b>WGRD/Grand Rapids, MI</b> PD: Alex Teer MD: Keith Curry 27 PORTSHEAD "Sour" 26 STONE TEMPLE PILOTS "Praty" 20 BUSH "Zen" 14 ALICE IN CHAINS "Wrong" 13 STONE ROSES "Love" 12 HOOTIE &amp; BLOWFISH "Dry" 12 MAZZY STAR "Haha" 10 COLLECTIVE SOUL "Get" 10 MELISSA ETHERIDGE "Wanted" 7 HOOTIE &amp; BLOWFISH "Hold"</p>	<p><b>WAZY/Lafayette, IN</b> PD: John Harrison MD: Craig Quinn 14 REAL MCCOY "Night" 14 SIMPLE MINDS "River"</p>	<p><b>WABB/Mobile, AL</b> PD: Dusty Hayes MD: Michael Stuart JAMIE WALTERS "Hold"</p>	<p><b>WXIL/Parkersburg, WV</b> PD: Larry E. Hughes MD: Jack Horton 27 RICHARD MARX "Nothing" 25 SHERYL CROW "Strong" DIONNE FARRIS "Know"</p>	<p><b>WKBO/St. Louis, MO</b> PD: Lee Cruz MD: Kerry Knight 9 REAL MCCOY "Run" 5 EAGLES "Love" 5 SHERYL CROW "Strong" 5 DIONNE FARRIS "Know" 5 VAN HALEN "Toll"</p>	<p><b>WWWZ/Tupelo, MS</b> PD: Joe Bob Canada MD: Rick Stevens BRANT &amp; GILL "Love" DEADEYE DICK "Family" IMMATURE "Constantly" VAN HALEN "Toll" ERASURE "Saturday" BRANDY "Wanna" CECE PENISTON "Keep" DIONNE FARRIS "Know"</p>
<p><b>KQID/Alexandria, LA</b> PD: Ace Anthony MD: Pat Cloud JAMIE WALTERS "Hold" MARTIN PAGE "House" CRASH TEST DUMMIES "Balad" CORONA "Rhythm" BROWNSTONE "Love"</p>	<p><b>WCIL/Carbondale, IL</b> PD: John Riley MD: Jim Allen 14 VAN HALEN "Toll" 14 MELISSA ETHERIDGE "Wanted" 14 MARTIN PAGE "House" 14 DIONNE FARRIS "Know" 14 PETE DROGE "Don't"</p>	<p><b>KLYV/Dubuque, IA</b> PD: Joe Dawson MD: Scott Thomas 48 LONDONBEAT "Come" WHIGFIELD "Saturday" RICHARD MARX "Nothing" DEADEYE DICK "Family" GLORIA ESTEFAN "Love"</p>	<p><b>WSNX/Grand Rapids, MI</b> PD: Mark McGill MD: Keith Curry 5 FREEDY JOHNSTON "Bad" ALL-4-ONE "Skiz" EAGLES "Love" RICHARD MARX "Nothing" BROWNSTONE "River" CECE PENISTON "Keep" FLAMING LIPS "Jelly"</p>	<p><b>KSMB/Lafayette, LA</b> PD: Bobby Novosad MD: Wendle Jayroe JAMIE WALTERS "Hold" WILLI ONE BLOOD "Whiney" PETE DROGE "Don't" COLLECTIVE SOUL "Get"</p>	<p><b>WHHY/Montgomery, AL</b> PD: Willie B. MD: Marla Jayroe CRASH TEST DUMMIES "Balad" LONDONBEAT "Come" OASIS "Love"</p>	<p><b>WIOQ/Philadelphia, PA</b> PD: Glenn Kalina MD: Dee Dee McGuire 33 BOYZ II MEN "Water" PEARL JAM "Better"</p>	<p><b>KUTO/Salt Lake City, UT</b> PD: Gary Waldron MD: Gary Michaels 11 STIMS "Dance" 7 GUNS N' ROSES "Sympathy" COLLECTIVE SOUL "Get" PORTSHEAD "Sour"</p>	<p><b>KISX/Tyler, TX</b> PD: Michael Storm MD: Fulgenz Mick 10 JAMIE WALTERS "Hold" AIMEE MANN "Just"</p>
<p><b>WAEB/Allentown, PA</b> PD: Brian Check MD: Joe Friday RICHARD MARX "Nothing" DIONNE FARRIS "Know" GLORIA ESTEFAN "Love"</p>	<p><b>KQCR/Cedar Rapids, IA</b> PD: Ric Swan MD: Jim Allen 15 PETE DROGE "Don't" 6 TLC "Crap" COLLECTIVE SOUL "Get" REAL MCCOY "Run"</p>	<p><b>KZIO/Duluth, MN</b> PD: Justin Case MD: Justin Case 24 RICHARD MARX "Nothing" 19 SIMPLE MINDS "River" 2 UNLIMITED "Get" QUEENSRYCHE "Bridge"</p>	<p><b>WDXG/Green Bay, WI</b> PD: Dan Stone MD: Steve Louzoo 10 MELISSA ETHERIDGE "Wanted" 7 DIONNE FARRIS "Know"</p>	<p><b>WLAN/Lancaster, PA</b> PD: Dave Skinner MD: ANDRU DONALDS "Mishale" 12 SHERYL CROW "Strong" 10 GLORIA ESTEFAN "Love"</p>	<p><b>WVVC/Lansing, MI</b> PD: Mark Maloney MD: J.J. Wright DEADEYE DICK "Family" JAMIE WALTERS "Hold" MARTIN PAGE "House"</p>	<p><b>WPLV/Philadelphia, PA</b> PD: Garrett Michaels MD: Chuck Tisa 16 CRANBERRIES "Family" 11 SHERYL CROW "Strong" 10 OASIS "Love"</p>	<p><b>KKLQ/San Diego, CA</b> PD: Greg Stevens MD: Ray Kalusa 8 MARTIN PAGE "House" 8 RICHARD MARX "Nothing" 8 AIMEE MANN "Just" 8 R.E.M. "Bang" 5 BROWNSTONE "Love"</p>	<p><b>KWTX/Waco, TX</b> PD: Tom Martens MD: Flash Phillips 19 BRANDY "Wanna" 18 BROWNSTONE "Pass" 18 ANITA BAKER "Apologize" ERASURE "Saturday" BROWNSTONE "Love"</p>
<p><b>WPRR/Athens, PA</b> PD: Tommy Edwards MD: Des'ree "Gotta" GLORIA ESTEFAN "Love" RICHARD MARX "Nothing" PETE DROGE "Don't" CRANBERRIES "Family"</p>	<p><b>WWSR/Charleston, WV</b> PD: Bill Shahan MD: Gloria Estefan "Love" MARTIN PAGE "House" SOUF FOR REAL "Candy" FLAMING LIPS "Jelly"</p>	<p><b>WDCG/Durham-Raleigh, NC</b> Interim PD: Nancy Klutch MD: REAL MCCOY "Run" 24 REAL MCCOY "Run" MELISSA ETHERIDGE "Wanted" FLAMING LIPS "Jelly"</p>	<p><b>WVVC/Lansing, MI</b> PD: Mark Maloney MD: J.J. Wright DEADEYE DICK "Family" JAMIE WALTERS "Hold" MARTIN PAGE "House"</p>	<p><b>WVVC/Lansing, MI</b> PD: Mark Maloney MD: J.J. Wright DEADEYE DICK "Family" JAMIE WALTERS "Hold" MARTIN PAGE "House"</p>	<p><b>WVVC/Lansing, MI</b> PD: Mark Maloney MD: J.J. Wright DEADEYE DICK "Family" JAMIE WALTERS "Hold" MARTIN PAGE "House"</p>	<p><b>WVVC/Lansing, MI</b> PD: Mark Maloney MD: J.J. Wright DEADEYE DICK "Family" JAMIE WALTERS "Hold" MARTIN PAGE "House"</p>	<p><b>KHTY/Santa Barbara, CA</b> PD: John Fredericks MD: Damien Young DIONNE FARRIS "Know" COLLECTIVE SOUL "Get" R.E.M. "Bang" PEARL JAM "Better" WILLI ONE BLOOD "Whiney" PETE DROGE "Don't"</p>	<p><b>KOKZ/Waterloo, IA</b> PD: Dan Olson MD: Dan Olson 22 CRANBERRIES "Praty" GLORIA ESTEFAN "Love" DIONNE FARRIS "Know" QUEENSRYCHE "Bridge"</p>
<p><b>WQZZ/Amarillo, TX</b> PD: Tad Kelly MD: Michael Steele RICHARD MARX "Nothing" GILLETTE/ZFINGERS "Personal" DIONNE FARRIS "Know" ERASURE "Saturday"</p>	<p><b>WEDJ/Charlotte, NC</b> PD: Brian Bridgman MD: Michael Steele No Adds</p>	<p><b>WVVC/Lansing, MI</b> PD: Mark Maloney MD: J.J. Wright DEADEYE DICK "Family" JAMIE WALTERS "Hold" MARTIN PAGE "House"</p>	<p><b>WVVC/Lansing, MI</b> PD: Mark Maloney MD: J.J. Wright DEADEYE DICK "Family" JAMIE WALTERS "Hold" MARTIN PAGE "House"</p>	<p><b>WVVC/Lansing, MI</b> PD: Mark Maloney MD: J.J. Wright DEADEYE DICK "Family" JAMIE WALTERS "Hold" MARTIN PAGE "House"</p>	<p><b>WVVC/Lansing, MI</b> PD: Mark Maloney MD: J.J. Wright DEADEYE DICK "Family" JAMIE WALTERS "Hold" MARTIN PAGE "House"</p>	<p><b>WVVC/Lansing, MI</b> PD: Mark Maloney MD: J.J. Wright DEADEYE DICK "Family" JAMIE WALTERS "Hold" MARTIN PAGE "House"</p>	<p><b>WVVC/Lansing, MI</b> PD: Mark Maloney MD: J.J. Wright DEADEYE DICK "Family" JAMIE WALTERS "Hold" MARTIN PAGE "House"</p>	<p><b>WVVC/Lansing, MI</b> PD: Mark Maloney MD: J.J. Wright DEADEYE DICK "Family" JAMIE WALTERS "Hold" MARTIN PAGE "House"</p>
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144 Total Reporters  
144 Current Reporters  
142 Current Playlists

Did Not Report, Playlist Frozen (2):  
WZEE/Madison, WI  
WNTQ/Syracuse, NY







JANUARY 27, 1995

3W	2W	1W	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS				TOTAL STATIONS/ADDS
					TW	LW	2W	3W	
2	2	1	<b>1</b>	TLC Creep (LaFace/Arista)	1953	1936	1858	1767	34/0
1	1	2		BOYZ II MEN On Bended Knee (Motown)	1823	1885	1938	1986	32/0
5	4	3	<b>3</b>	BLACKSTREET Before I Let You Go (Interscope)	1757	1744	1669	1497	34/1
4	3	4	4	BRANDY I Wanna Be Down (Atlantic)	1403	1567	1709	1561	30/0
3	5	5	5	INI KAMOZE Here Comes The Hotstepper (Columbia)	1197	1381	1537	1600	28/0
6	6	6	6	REAL MCCOY Another Night (Arista)	1195	1245	1249	1199	27/1
11	7	7	<b>7</b>	CORONA The Rhythm Of The Night (EastWest/EEG)	1131	1098	1045	895	26/0
21	15	11	<b>8</b>	BROWNSTONE If You Love Me (MJJ/Epic)	1111	912	653	485	30/5
12	12	12	<b>9</b>	MADONNA Take A Bow (Maverick/Sire/WB)	1035	900	851	733	24/1
16	11	9	<b>10</b>	IMMATURE Constantly (MCA)	1012	958	873	595	31/1
8	10	10	<b>11</b>	NIIU I Miss You (Arista)	1006	955	1008	986	25/1
10	9	8	<b>12</b>	K-CI HAILEY If You Think You're Lonely Now (Mercury)	988	959	1027	921	24/1
<b>BREAKER</b>			<b>13</b>	SOUL FOR REAL Candy Rain (Uptown/MCA)	857	481	312	77	23/2
33	26	15	<b>14</b>	TLC Red Light Special (LaFace/Arista)	726	630	402	279	21/5
7	8	13	15	JANET JACKSON You Want This (Virgin)	680	835	1036	1156	21/0
40	37	26	<b>16</b>	BRANDY Baby (Atlantic)	657	396	255	224	22/6
14	17	14	17	JADE Every Day Of The Week (Giant)	593	656	616	670	16/0
15	18	18	<b>18</b>	TONI BRAXTON I Belong To You (LaFace/Arista)	590	559	587	615	17/0
9	13	16	19	ZHANE' Shame (Hollywood/Jive)	560	629	847	930	13/0
17	16	17	20	TEVIN CAMPBELL Don't Say Goodbye Girl (Qwest/WB)	551	568	626	586	19/0
23	20	21	<b>21</b>	4 P.M. Sukiyaki (Next Plateau/London/Island)	503	499	543	453	15/0
-	32	28	<b>22</b>	MARY J. BLIGE I'm Goin' Down (Uptown/MCA)	502	373	300	169	19/7
30	28	24	<b>23</b>	LIL' SUZY Promise Me (Metropolitan)	492	443	373	300	13/1
13	14	20	24	BOYZ II MEN I'll Make Love To You (Motown)	478	506	707	694	16/0
24	19	23	<b>25</b>	CHANGING FACES Foolin' Around (Big Beat/Atlantic)	469	464	559	450	15/0
-	-	34	<b>26</b>	BOYZ II MEN Water Runs Dry (Motown)	431	308	224	156	13/4
26	24	19	27	69 BOYZ Tootsee Roll (Rip It)	424	512	441	399	18/0
31	29	25	28	DES'REE You Gotta Be (550 Music)	410	424	323	291	15/3
-	-	35	<b>29</b>	CRYSTAL WATERS What I Need (Mercury)	403	307	208	175	17/2
39	33	31	<b>30</b>	WILLI ONE BLOOD Whiney, Whiney (What...) (RCA)	357	351	279	229	16/0
22	25	29	31	BARRY WHITE Practice What You Preach (A&M)	340	368	420	484	17/0
<b>DEBUT</b>			<b>32</b>	NOTORIOUS B.I.G. Big Poppa (Bad Boy/Arista)	337	215	185	164	18/4
18	23	32	33	MARY J. BLIGE Be Happy (Uptown/MCA)	336	349	480	552	12/0
-	-	33	<b>34</b>	AALIYAH Age Ain't Nothing But A... (BlackGround/Jive)	328	314	236	144	15/1
20	21	27	35	IMMATURE Never Lie (MCA)	320	375	499	523	14/0
-	39	-	<b>36</b>	REAL MCCOY Run Away (Arista)	313	230	247	220	8/1
<b>DEBUT</b>			<b>37</b>	69 BOYZ Kitty Kitty (Rip It)	293	206	174	107	13/3
<b>DEBUT</b>			<b>38</b>	K 7 Move It Like This (Tommy Boy)	287	195	188	184	8/2
<b>DEBUT</b>			<b>39</b>	CECE PENISTON Keep Givin' Me Your Love (Columbia)	283	209	176	91	11/0
19	22	30	40	MADONNA Secret (Maverick/Sire/WB)	280	362	480	544	10/0

This chart reflects airplay from January 16 - 22. Songs ranked by number of plays. Highlighted songs indicate Breaker.  
34 Rhythmic/CHR reporters. 33 current playlists. © 1995, R&R Inc.

## BREAKERS®

SOUL FOR REAL  
"Candy Rain" (Uptown/MCA)

TOTAL PLAYS/INCREASE 857/+376  
TOTAL STATIONS/ADDS 23/2  
CHART **13**

## MOST ADDED®

ARTIST TITLE LABEL(S)	ADDS
MARY J. BLIGE I'm Goin' Down (Uptown/MCA)	7
SUBWAY This Lil' Game We... (Biv Ten/Motown)	7
BRANDY Baby (Atlantic)	6
BROWNSTONE If You Love Me (MJJ/Epic)	5
ADINA HOWARD Freak Like Me (EastWest/EEG)	5
TLC Red Light Special (LaFace/Arista)	5
BOYZ II MEN Water Runs Dry (Motown)	4
JEWELL Woman To... (Death Row/Interscope)	4
NOTORIOUS B.I.G. Big Poppa (Bad Boy/Arista)	4
SPANISH FLY Daddy's Home (Upstairs)	4

## MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
SOUL FOR REAL Candy Rain (Uptown/MCA)	+376
BRANDY Baby (Atlantic)	+261
BROWNSTONE If You Love Me (MJJ/Epic)	+199
MADONNA Take A Bow (Maverick/Sire/WB)	+135
ADINA HOWARD Freak Like... (EastWest/EEG)	+131
MARY J. BLIGE I'm Goin'... (Uptown/MCA)	+129
BOYZ II MEN Water Runs Dry (Motown)	+123
NOTORIOUS B.I.G. Big... (Bad Boy/Arista)	+122
SPANISH FLY Daddy's Home (Upstairs)	+118
TLC Red Light Special (LaFace/Arista)	+96
CRYSTAL WATERS What I Need (Mercury)	+96

## HOTTEST RECURRENTS

Ranked By Total Plays

ARTIST TITLE LABEL(S)
CHANGING FACES Stroke You... (Big Beat/Atlantic)
AALIYAH Back & Forth (BlackGround/Jive)
AALIYAH At Your Best (You...) (BlackGround/Jive)
R. KELLY Your Body's Callin' (Jive)
COOLIO Fantastic Voyage (Tommy Boy)
ICE CUBE/G. CLINTON Bop Gun (Priority)
WARREN G. This D.J. (Violator/RAL/Island)
DA BRAT Funkdafied (So So Def/Chaos)
SALT-N-PEPA/EN VOGUE Whatta... (Next Plateau)
ZHANE Hey Mr. D.J. (Flavor Unit/Epic)

Breakers: Songs registering 850 plays or more for the first time. Bullets awarded to songs gaining plays over the previous week. If two songs are tied in number of plays, the song being played on more stations is placed first. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Weighted chart appears on R&R ONLINE.

# WORLD CLASS COMEDY



FOR INFORMATION CONTACT YOUR PREMIERE REPRESENTATIVE AT (818) 377-5300







Stations and their adds listed alphabetically by market

Table listing radio stations and their current adds across various markets including Atlanta, Charlotte, Dallas, Detroit, Jackson, etc.

NEW & ACTIVE

JOHNNY "GUITAR" WATSON Hook Me Up (Life/Bellmark) Total Plays: 425, Total Stations: 32, Adds: 3

ANGEL MOORE Ecstasy (Atlantic) Total Plays: 401, Total Stations: 33, Adds: 0

VICIOUS Nika (Epic) Total Plays: 397, Total Stations: 34, Adds: 0

PHIL PERRY If Only You Knew (GRP/MCA) Total Plays: 384, Total Stations: 45, Adds: 8

KIRK FRANKLIN Why We Sing (Gospel Centric) Total Plays: 331, Total Stations: 22, Adds: 5

SWEET SABLE Love Thang (Street Life/SB) Total Plays: 303, Total Stations: 37, Adds: 11

ICE CUBE What Can I Do? (Priority) Total Plays: 298, Total Stations: 25, Adds: 5

USHER Think Of You (LaFace/Arista) Total Plays: 292, Total Stations: 49, Adds: 42

PETE ROCK & C.L. SMOOTH Take You There (Elektra/EEG) Total Plays: 284, Total Stations: 31, Adds: 3

METHOD MAN Bring The Pain (Def Jam/Island) Total Plays: 247, Total Stations: 30, Adds: 8

N2DEEP Deep In The Game (Bust It) Total Plays: 214, Total Stations: 16, Adds: 0

MISTA GRIMM Situation: Grimm (Epic) Total Plays: 179, Total Stations: 27, Adds: 7

DANA DANE Record Jock (Maverick/Sire/WB) Total Plays: 165, Total Stations: 18, Adds: 1

JAYO FELONY Brothers And Sistas (Mercury) Total Plays: 160, Total Stations: 28, Adds: 7

WHITEHEAD BROTHERS Sex On The Beach (Motown) Total Plays: 72, Total Stations: 29, Adds: 28

CHANNEL LIVE Mad Izm (Capitol) Total Plays: 67, Total Stations: 22, Adds: 21

COOLIO & THE 40 THEVZ Dial A Jam (Atlantic) Total Plays: 66, Total Stations: 21, Adds: 21

WQH/Lansing, MI PD/MD: Cullen DuBoise... BEBE & CECE WINANS "Life" 8

WZHT/Montgomery, AL PD/MD: Michael Long... USHER "Think" 5

WQK/Nashville, TN PD: Magic Jackson MD: Tony Wright... SHABBA RANKS "On" 15

WJMG/Laurel-Hattiesburg, MS PD/MD: LaDonna Jones... SHABBA RANKS "On" 6

KIPR/Little Rock, AR MD: Mark Dylan... SHABBA RANKS "On" 5

KJLH/Los Angeles, CA PD/MD: Frankie Rios... GERALD LEVERT "Service" 13

KKBT/Los Angeles, CA PD: Keith Naffah MD: Maurice DeVoe... BLACKGIRL "Lets" 5

WGZB/Louisville, KY PD/MD: Del Spencer... SHABBA RANKS "On" 26

WJMB/Jackson, MS PD/MD: Steve Poston... NIJU "Miss" 5

WJWB/Macon, GA PD/MD: Jeff Kenney... MISS JONES "Wanna" 5

WJWB/Macon, GA PD/MD: Big George Threat... NIJU "Miss" 23

86 Total Reporters 86 Current Reporters 84 Current Playlists

Reported Frozen Playlist (2):

KMJQ/Houston, TX WMCS/Milwaukee, WI

Songs ranked by total plays.



WALT LOVE

## WBLK/Buffalo's 'Town Meeting'

Event allows listeners to address mayor directly, tackle community issues

Along with the rest of America, Urban stations nationwide celebrated the life of Dr. Martin Luther King Jr. last week. WBLK-FM/Buffalo observed the holiday by presenting its second "town meeting" with Mayor Anthony Masiello.

"We patterned the event after the town meeting-type of events President Clinton held during his campaign," explains GM Mark Plimpton. "It's important to note that the event isn't a press conference — it's not a WBLK event where we bring people in to fire a number of questions at the mayor.

"This event is dominated by listeners who have concerns and want answers from the mayor himself. We're trying to provide a service for our listeners, taking 90 minutes of the mayor's time so he can deal with the people he's sworn to represent as an elected official."

“

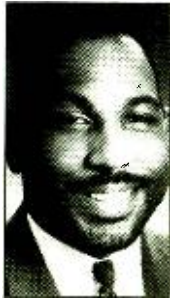
**We're trying to provide a service for our listeners, taking 90 minutes of the mayor's time so he can deal with the people he's sworn to represent as an elected official.**  
- Mark Plimpton

### Communication Gap

According to Plimpton, he and three-year PD Eric Faison initiated the event last year "because Buffalo



Mark Plimpton



Eric Faison

finally [elected] a new mayor. For a number of years, we were under the administration of Jimmy Griffen. The opinion of some was that he wasn't as concerned about the people as he was about keeping himself in office and his buddies happy. He wasn't accessible to the people, and I think he alienated the African-American community.

"When Masiello campaigned last year, he received the full support of the African-American community. He made a point of coming into the community and making promises, saying, 'My administration will be different.' He spoke of changing how government is run in this city and making the African-American community a better, safer, and more educated place to be.

“

"After he was elected, we wanted him to face the people who helped put him in office and hear from the people what he's done good or bad. We also wanted to see how [ready] he'd be to answer the hard questions. After being shut out of access to the mayor's office for so many years,

WBLK's listening audience appreciates that the lines of communication are now open. They look to Mayor Masiello for leadership and support — to have the opportunity to meet with him directly is very important to all of us."

### Focus On Image

Plimpton discusses how this type of event helps the station's image. "It's very beneficial to us because this radio station is more than just a jukebox. We're a full-service facility serving the citizens of Buffalo. We're a little more adult-oriented in our approach and believe in being more involved

“

**It's our obligation to really address the issues, not just pigeonhole them like the public service shows buried on Sunday mornings.**

- Eric Faison

“

with the community in terms of important issues that affect our listeners on a daily basis.

"It's vital that a station like ours — basically the only outlet for the African-American community in this area — do more than just play a lot of music. Our listeners look to us to be more than just an entertainment source. We [provide] information and news on our station throughout the day." WBLK airs news during morning drive at 6:50am, 7:50am, and 8:50am, with teasers at 20 minutes after the hour prior to the full newscast. It also provides news in the afternoon drive at 3:50pm, 4:50pm, and 5:50pm.

"Let's be honest," Plimpton adds. "We're a respected part of this community because we've been here approximately 30 years; we carry some weight. The people just can't go knock on the mayor's door and ask for 90 minutes of his time, but we can. And since we know that's one of the responsible things for us to do and it's expected of us, we do it without waiting for someone to tell us or ask us."

### 'Natural' Location

The town meeting was held at the Antioch Baptist Church, which



**IF YOU PLEASE, MR. MAYOR** — As Buffalo resident James McAdory approaches the microphone, WBLK Promotions Director Shelice Smith waits her turn to address the mayor. The station's second annual town meeting drew approximately 300 people.



**OFFICIAL BUSINESS** — Buffalo Mayor Anthony Masiello (c) talks with local citizens at a reception following WBLK's town meeting.

Plimpton describes as "the most prominent in the African-American community. And because we broadcast live from there every Sunday morning, we already had a phone line [ready]. Since we have a very good relationship with the church, it was a natural.

"Once we had the mayor's commitment, we told our listeners on-air, 'Come on out ... we've got your

“

**The people just can't go knock on the mayor's door and ask for 90 minutes of his time, but we can. And we do it without waiting for someone to tell us or ask us.**

- Mark Plimpton

“

appointment with the mayor. You'll be able to talk with him in person for 90 minutes.' That's good for all of us, and our listeners have let us know they appreciate our efforts."

### 'Stop The Music'

PD Faison explains why all programmers should get into this type of programming. "The news commitment at a lot of radio stations is almost nil. You've got to stop the music — there are too many problems, issues, and subjects that aren't

being addressed by Black radio. It's our obligation to really address these issues, not just pigeonhole them like the public service shows buried on Sunday mornings.

"We've also stopped the music to deal with crime, violence, and better education for our children. We've stopped the music when we thought it would reach the most people: morning drive, middays, and after-



**RADIO HAS A HEART** — KFXZ/Lafayette's second annual holiday radiothon raised an impressive \$40,000 for Immaculate Heart of Mary and Holy Family Catholic schools. Holding the check are (l-r) Holy Family School official Joann Evans, KFXZ's Joyce Evans, GM Donald Mouton, and staffer Oscar Benoit.

Mary J. Blige

"more powerful than ever"  
- Vibe



# "I'M GOIN' DOWN"

Following The Smash "Be Happy"

The Next Hit From Her Platinum Album MY LIFE

Produced By Chucky Thompson For Chuck Life Productions, Inc./  
Bad Boy Entertainment, Inc. And  
Sean "Puffy" Combs For Bad Boy Entertainment, Inc.

Management: Steve Lucas For Steve Lucas Management  
Sean "Puffy" Combs For Bad Boy Entertainment, Inc.

**URBAN  
BREAKER**  
URBAN CHART: 32 - 19  
MOST ADDED & MOST  
INCREASED PLAY AGAIN!!



**MCA**

©1995 MCA Records, Inc.



Karyn  
White

“Can I Stay  
With You”



**URBAN CHART: 12**  
*...And Going Top Ten!*

79 UC REPORTERS – 92%

*Including:*

WBLS	WUSL	KKDA	WVEE	KMJK
KKBT	WDAS	WKYS	KMJM	WZAK
WVAZ	WJLB	WILD	WXYV	WIZF
WGCI	KJMZ	KMJQ	WAMO	WMCS

*...and many more!*



UC PLAYLISTS

MARKET #1 WBLN/New York (212) 447-1000 McCoy/Little. Playlist for WBLN with 50 tracks including BROWNSTONE/You Love Me and MARY J. BLIGE/Be Happy.

MARKET #2 KJLH/Los Angeles (310) 330-5550 Ross. Playlist for KJLH with 50 tracks including CHANTE' MOORE/Old School Lovin' and ANITA BAKER/I Apologize.

MARKET #2 KKBT/Los Angeles (213) 466-9566 Natfaly/DeVoe. Playlist for KKBT with 50 tracks including BLACKSTREET/Before I Let You Go and MARY J. BLIGE/Be Happy.

MARKET #3 WGCI/Chicago (312) 427-4800 Smith/Clemons. Playlist for WGCI with 50 tracks including BLACKSTREET/Before I Let You Go and MARY J. BLIGE/Be Happy.

MARKET #3 WEJM/Chicago (708) 895-1400 Starr/Allan. Playlist for WEJM with 50 tracks including BRANDY/Wanna Be Down and BROWNSTONE/You Love Me.

MARKET #3 WVAZ/Chicago (312) 360-9000 Myrick. Playlist for WVAZ with 50 tracks including BROWNSTONE/You Love Me and BOYZ II MEN/On Bended Knee.

MARKET #5 WDAS/Philadelphia (215) 581-2100 Tamburro/Davis. Playlist for WDAS with 50 tracks including BROWNSTONE/You Love Me and BARRY WHITE/Practice What You...

MARKET #5 WUSL/Philadelphia (215) 483-8900 Young/McGhee. Playlist for WUSL with 50 tracks including MARY J. BLIGE/Be Happy and K-CI HAILEY/You Think...

MARKET #6 WJLB/Detroit (313) 965-2000 Hegwood/Darcell. Playlist for WJLB with 50 tracks including MARY J. BLIGE/My Life and BLACKSTREET/Before I Let You Go.

MARKET #7 KJMJ/Dallas (214) 556-8100 Bacote/Solis. Playlist for KJMJ with 50 tracks including BOYZ II MEN/On Bended Knee and MARY J. BLIGE/Be Happy.

MARKET #7 KXDA/Dallas (214) 263-9911 Cheatham. Playlist for KXDA with 50 tracks including BOYZ II MEN/On Bended Knee and BLACKSTREET/Before I Let You Go.

MARKET #8 WKYS/Washington (202) 686-9300. Playlist for WKYS with 50 tracks including BROWNSTONE/You Love Me and BOYZ II MEN/On Bended Knee.

MARKET #10 WILD/Boston (617) 427-2222 Prieto. Playlist for WILD with 50 tracks including BRANDY/Baby and MARY J. BLIGE/Be Happy.

MARKET #12 WVEE/Atlanta (404) 898-8900 Brown/Shabazz. Playlist for WVEE with 50 tracks including AARON HALL/When You Need Me and BOYZ II MEN/On Bended Knee.

MARKET #17 MAJIC 108 FM/KMJM/St. Louis (314) 361-1108 Wynter. Playlist for MAJIC 108 FM with 50 tracks including K-CI HAILEY/You Think... and WHITEHEAD BROTHERS/Forget I Was A G.



UC PLAYLISTS

Market #18: WXYV/Baltimore (410) 653-2200 Sampson/Johnson. Playlist for V103 with columns for plays, artist, and title.

Market #19: WAMP/Pittsburgh (412) 471-2181 Dave/Stone. Playlist for WAMP HOT 100.

Market #20: KMLK/Phoenix (602) 265-2442 Yasner. Playlist for Majik 107.

Market #22: WZAK/Cleveland (516) 621-9300 Rush/Stephens. Playlist for 93 FM WZAK.

Market #25: WIZF/Cincinnati (513) 351-5900 Turner/Icy D. Playlist for WIZ 100.9.

Market #26: WKVW/Milwaukee (414) 321-1007 Fields. Playlist for V100.

Market #26: WNDV/Milwaukee (414) 449-9668 Ernie G. Playlist for V100.

Market #27: KPXS/Kansas City (816) 763-2040 Weaver/Fears. Playlist for HOT 103 JAMZ!.

Market #43: KJMS/Memphis (901) 323-0101 Base/St. James. Playlist for KJMS 101.

Market #43: WHRR/Memphis (901) 529-4397 O'Jay/Bell. Playlist for WHRR 101.

Market #45: WQQK/Nashville (615) 227-1470 Jackson/Wright. Playlist for 92.9 WQQK.

Market #47: WRDU/Dayton (513) 222-9708 Hankston. Playlist for WQQK.

Market #48: WGZB/Louisville (502) 581-9798 Spencer. Playlist for WGZB 96.5.

Market #50: WJBT/Jacksonville (904) 292-0811 Bell/K.J. Playlist for fm92.7 THE BEAT.

Market #51: KVSP/Oklahoma City (405) 427-5877 Swift. Playlist for KVSP JAMMIN'.



LON HELTON

## Young Country Turns Three

■ Alliance's Rick Torcasso discusses the state of the format

Young Country debuted in Dallas on January 27, 1992 — and this format hasn't been the same since.

On the occasion of its third anniversary, it seemed appropriate to talk with the format's prime architect, Alliance Sr. VP/Operations Rick Torcasso. He chats about Young Country's past, present, and future.

**R&R:** What are your thoughts as YC turns three years old?

**RT:** Its impact and growth have been extremely satisfying. A lot of early critics never thought it would work. Today, there's not only no doubt it works, but it's definitely a format of stature. It's had a huge impact — YC has changed Country radio everywhere.

**R&R:** What's been YC's biggest impact?

**RT:** It's made Country radio better. There were a lot of lethargic broadcasters doing this format prior to three years ago. Alliance YC outlets, and others adopting some of our tactics, have forced them to become more strategic and more thoughtful about what they're doing.

**R&R:** How has YC evolved over the last three years?

**RT:** We're still operating under the original concept, which hasn't changed at all. These are radio stations built on personality values and focused on the marketplace environment — which is why all of the [Alliance] YC stations sound different. We hire people to go on the air and break all the rules. And because no two air talents are the same, each station takes on the character of its personalities.

**R&R:** How research-driven is YC?

**RT:** I don't know where people got the perception that we're research-driven because we're not. We do use it for specific uses: to more clearly define a lifestyle issue or for quick projects where we want to focus on one element. We've done maybe three strategics in the last four years.

[Alliance President/CEO] John Hayes has 30 years in this business; I have over 25. I have an MBA and am a year short of a Ph.D. in marketing. We have many bright and talented people in this company. If we can't conceptually develop a strategy for a radio station based on our knowledge and experience — if we have to rely on a research company — well, it doesn't say much about what we've learned over the years.

It amazes me how many people with loads of experience and knowledge would rather look at research results than use their knowledge to come up with a unique product on their own. Radio, too, is an art form — not a science.

**R&R:** In addition to KYNG/Dallas, Alliance now owns three other YC stations — WYCD/Detroit, KYCY/San Francisco, and KYCW/Seattle. Were you surprised by the moves made at some of the heritage stations you were challenging — especially the extent of the changes made by WWWW/Detroit and KSAN/San Francisco?

**RT:** Yes. But they blew up the stations because they were trying to do the right things with them. And I admire people who react and try to do the right thing rather than sit back and underestimate the new competition. But classic marketing mistakes were made in both cities. Blowing up a station when facing a



Rick Torcasso

new competitor is fine if you do it right. But not doing it right is worse than not doing anything.

I've always been one to act. The difference is I've learned how to act and react, and some of the things that have been done against us surprise me. In both cities, they did what we would have wanted them to do but never thought they would do. It couldn't have been any better if we'd hired PDs and put them into the other stations and controlled what they did. They did it for us.

**R&R:** Do you care to list the mistakes you think they made?

**RT:** Not really. But let me say that broadcasters in general are self-proclaimed marketing experts. In reality, they're very far from understanding what is going on.

**R&R:** In general, what are some of the mistakes you think broadcasters make?

**RT:** They're wrong to place a lot of emphasis on details that don't matter; i.e., where to place stopsets and whether or not to buy TV. Most spend a lot of time on stupid stuff they think matters. But it really doesn't. Nothing matters except for a secret we have that we're not going to tell anybody.

**R&R:** How about outlining some of the "right" things with which broadcasters should be concerned?

**RT:** I'm not saying what we do is right. It's just that what we do works for us. We work from a different set of assumptions — many of which a lot of people would disagree profoundly with. We've developed products that are complicated, and we have a complex set of values. From the very beginning through today, we operate in uncharted territory. So it's easy to make mistakes. We feel, though, that when we make a mistake we know it long before our competitors do. So we can predict the consequences and fix the problem.

There are no "right" answers when you break as many rules as we do in YC. But that's what makes the format so interesting. It's built on relating to an audience that's constantly changing in an environment that's constantly

changing — so it must constantly change. In effect, we're building a new radio station every six months.

**R&R:** You had strong early ratings in Dallas and Detroit. Is YC a format that needs to hit quickly to be successful, or can the numbers be built over time?

**RT:** YC can continue to grow because the stations are developed on a set of values that transcend the normal basis upon which stations are programmed. YC has been developed and built to be a long-term product and will be a very serious factor over the next 10 years. Our detractors often point to a down book as the end. But invariably we come back with new highs.

**R&R:** Have you been happy with the results turned in by the recent start-ups?

Continued on Page 44

## Assessing The Competition

Alliance Broadcasting owns Young Country outlets in four major U.S. cities. Sr. VP/Operations Rick Torcasso assesses his Country competitors in each of those markets:

### Dallas

"KSCS does what they do real well, and I'm not sure of KPLX's strategy."

### Detroit

"WWW had a 10 share, so there were more than enough Country bodies to go around for a station offering listeners a choice. It was important for us to develop a station with values that were different enough from those embodied by W4 so listeners would prefer us over them. The ratings show that's what we've done."

### San Francisco

"KSAN's a decent station. But I think KYCY will beat it. It's going to be a slower process than in some other cities because the universe of people who are Country fans is relatively small."

### Seattle

"I'm very bullish on YC in Seattle ... KYCW is going to do extremely well there. We have a group of people who are very passionate about what they do and who have developed a station that's clearly different from both KMPS and KRPM. Not many new-format debuts can boast of the early increases we've seen there. Seattle is a nice home run already. It's a tough market; people there are very passive. They're overresearched and, I think, tired of being researched."

"We're already beating KRPM in some demos. And it's only a matter of a short time until we beat them across the board. KMPS is a more solid radio station with a more defined set of values than KRPM. But I think in two years we'll be up with them, if not beating them."

"KMPS is a decent station with its basics in line. But then again, they're a basics kind of radio station. There's nothing wrong with that — that's more than most stations do. KMPS gives people a lot of reasons to listen and has done a good job of setting themselves up to sustain an aggressive competitor. KRPM, on the other hand, offers few values for listeners. People have no well-defined thoughts about KRPM, which is why listeners are leaving. Radio is like any other product. It must offer well-defined values to people to be used and remembered."

□ **Young Country is not necessarily only about new records. We just avoid records and artists listeners perceive as 'old Country.'**



**THE PRICE IS RIGHT** — KWMT/Ft. Dodge, IA actually presented a pair of Prices for the station's annual listener appreciation concert. Opening for the legendary Ray Price was his son, Cliff. Welcoming Ray (c) to the city are morning personality Jon France (l) and PD/MD/middayer Dale Eichor.



**THE BIGGEST ONE** — KTFD/Mahhatten, KS awarded George Strait concert tickets to listeners bearing either the biggest belt buckle or the biggest hairdo, in honor of Strait's hit, "The Big One." Surrounded by buckle and bouffant winners is MD/morning personality Dave Steele.

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Of Today's Country

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# Young Country Turns Three

Continued from Page 42

**RT:** We think all of our start-ups have been successful. You can't expect every market to show the immediate success we had in Dallas. That's obviously a Country-oriented market with an extreme number of bodies in the format. People think YC brings in people from outside the format, and that's just not true. People who listen to YC must like country music. If you don't like country, you're not going to like Young Country.

The relative success of start-ups is market-driven. San Francisco, for instance, is very noisy. There are 85 signals. We've already had as much success there as any start-up in that market. Not one new format in the

last 10 years has debuted in that market with more than two share. And KYCY is doing better than the station we bought [KYA]. Our analysis shows it growing very nicely.

As for Seattle, it would be hard to name one station that debuted a new format that's come on as strongly as KYCW.

**Broadcasters in general are self-proclaimed marketing experts. In reality, they're very far from understanding what is going on.**

**R&R:** What are your thoughts about KYNG as it turns three?

**RT:** KYNG is a very complicated radio station. In our company, it's the guinea pig—the one where everything is tried first. So it's also the first to get into trouble when we sail uncharted programming waters. It's built on taking chances. We try things there because there's such a great Country base in Dallas.

KYNG is a station with extreme polarities. People listen to KYNG for a lot of reasons beyond the music. Of course those are the same reasons why many others don't listen to us. Our goal there is to develop more than just a radio station. It needs to be a major entity in that market that transcends radio listening. When people think about radio, they think of reasons why they listen to a particular station. YC is built on more than that. Listeners don't talk about us as a station but as a group of people.

**R&R:** Has the music philosophy changed?

**RT:** Not really. We've always played a strong list of music and focused on the biggest hits. The new-music image continues to be a very important image for YC. We

play a lot of it, as well as album cuts and things that others are afraid to play. We still go back to '87 for music, which is the way we started. YC is not necessarily only about new records. We just avoid records and artists listeners perceive as "old Country."

**R&R:** What's your take on what's happening in Country now?

**RT:** I get the sense that people's passion for Country has dropped dramatically in the last year. They don't seem to like the new music as much as they did a year ago and certainly not as much as they did two years ago. The Nashville music community is missing the point. I don't know what they're missing or why they're missing it, but they are—and I'm seeing that all around the country. And that scares me because YC requires a high level of quality new music on the air.

**R&R:** What does your gut say is missing?

**RT:** Substance and meaning.

**R&R:** A lot of PDs have begun to stress tempo above many other things during the last 12-18 months.

**Q**

**PDs who think they need a high-energy level from the music to drive the ratings are idiots. Radio stations should be playing the songs people love, regardless of tempo.**

**Q** And I get the sense that labels are reacting and adjusting their singles releases accordingly. Does that affect substance and meaning?

**RT:** PDs who think they need a high-energy level from the music to drive the ratings are idiots. I don't want to sound obnoxious. But PDs who make blanket statements about how to rotate music make me sick. This is an art, not a science.

A great ballad will get people to turn up the radio more than most uptempo records. The songs that made this format great are songs with substance and meaning. As a rule, uptempo records have less meaning and substance. They obviously have a place—but not as the driving force of the radio station. Radio stations should be playing the songs people love, regardless of tempo.

po. Look at country music in the last year. It looks as if the passion level has dropped as the tempo has gone up. Songs with substance are why people came to Country. And if it's not there, they'll stop coming.

**R&R:** What element of the YC success story makes you proud?

**RT:** The people. We've remained very focused on hiring good people and allowing them to do the job we hired them to do. We have quality people who make decisions that take us into new areas and develop things that transcend basic radio listening habits. We don't bombard them with tons of research that whitewashes the thought process. We let them act and react. We allow them to make mistakes. We learn substantial things from mistakes.

**Q**

**[In Detroit and SF], they did what we would have wanted them to do but never thought they would do. It couldn't have been any better if we'd hired PDs and put them into the other stations and controlled what they did.**

**Q** Our group of very talented people has allowed us to build radio stations on clearly non-preemptive values that are salable. They develop stations that get response for clients and generate action. They're the best.

## COUNTRY FLASHBACK

### 1 YEAR AGO

- No. 1: "I Swear" — John Michael Montgomery

### 5 YEARS AGO

- No. 1: "Statue Of A Fool" — Ricky Van Shelton

### 10 YEARS AGO

- No. 1: "Make My Life With You" — Oak Ridge Boys (second week)

### 15 YEARS AGO

- No. 1: "Leaving Louisiana In The Broad Daylight" — Oak Ridge Boys

### 20 YEARS AGO

- No. 1: "Legend In My Time" — Ronnie Milsap



**GOLD LIKE A FOX** — WB celebrated Jeff Foxworthy's Gold album "You Might Be A Redneck If..." with a party that included a mini-trailer park set up at the label's entrance and food from Krystal's. Guests were also invited to don their best redneck regalia. Among those presented plaques were (l-r) J.P. Williams of Parallel Ent., CMT's Tracy Rogers, WB-Reprise's Doug Grau, Parallel's Debbie Shaler, Scott Rouse, Foxworthy, Gregg Foxworthy, Jarid Neff, WB-Reprise/Nashville President Jim Ed Norman, and the label's Chris Palmer. The album, by the way, has recently been certified platinum.

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COUNTRY TOP 50

JANUARY 27, 1995

Country music chart table with columns: 3W, 2W, LW, TW, ARTIST Title Label(s), TOTAL STATIONS/ADDS, PLAY RANK, TOTAL PLAYS, +/- OVER LAST WEEK, TOTAL POINTS, +/- OVER LAST WEEK. Top entries include Pam Tillis, John Berry, Sawyer Brown, Patty Loveless, Doug Stone, Brooks & Dunn, Tracy Byrd, Collin Raye, Mary Chapin Carpenter, Wade Hayes, John Anderson, Alan Jackson, George Strait, Reba McEntire, Travis Tritt, Toby Keith, Neal McCoy, Tracy Lawrence, Clint Black, Shenandoah, Clay Walker, Little Texas, Blackhawk, Trisha Yearwood, Sammy Kershaw, Boy Howdy, George Ducas, Doug Supernaw, James House, David Ball, Bryan White, Ken Mellons, Diamond Rio, Lari White, Vince Gill, Larry Stewart, Mavericks, Joe Diffie, Rhett Atkins, Tractors, Lisa Brokop, Shania Twain, Diamond Rio, Aaron Tippin, Garth Brooks, Martina McBride, Russ Taff, Davis Daniel, Ricky Van Shelton, Hank Williams Jr.

This chart reflects airplay from January 23 - 29. Songs ranked by number of points. Highlighted songs indicate Breaker. 216 Country reporters. 215 current playlists. © 1995, R&R Inc.

BREAKERS®

LARI WHITE
That's How You Know... (RCA)
79% of our reporters on it (171 stations)
47 Adds - Moves 43 - 34

VINCE GILL
Which Bridge To Cross... (MCA)
72% of our reporters on it (155 stations)
149 Adds - Debuts at #35

JOE DIFFIE
So Help Me Girl (Epic)
71% of our reporters on it (153 stations)
133 Adds - Debuts at #38

RHETT AKINS
I Brake For Brunettes (Decca)
68% of our reporters on it (146 stations)
25 Adds - Moves 44 - 39

SHANIA TWAIN
Whose Bed Have Your Boots Been Under (Mercury)
60% of our reporters on it (129 stations)
14 Adds - Moves 46 - 42

MOST ADDED®

Table listing artists and titles for Most Added category, including Vince Gill, Joe Diffie, Diamond Rio, Chely Wright, Lari White, Daron Norwood, Billy Ray Cyrus, Mavericks, Rhett Atkins, and Davis Daniel.

MOST INCREASED PLAYS

Table listing artists and titles for Most Increased Plays category, including Vince Gill, Joe Diffie, Diamond Rio, Lari White, Collin Raye, Tracy Byrd, Clint Black, Trisha Yearwood, Wade Hayes, and Patty Loveless.

MOST INCREASED POINTS

Table listing artists and titles for Most Increased Points category, including Vince Gill, Joe Diffie, Diamond Rio, Lari White, Clint Black, Tracy Byrd, Collin Raye, Trisha Yearwood, Patty Loveless, and Wade Hayes.

HOTTEST RECURRENTS

Ranked By Total Plays

Table listing artists and titles for Hottest Recurrents category, including Tim McGraw, Mark Chesnutt, Joe Diffie, Randy Travis, Rick Trevino, Faith Hill, Vince Gill, John M. Montgomery, Lari White, and David Ball.

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

DARON NORWOOD

52 Early BAD DOGS Howlin', "HIT!"
BB Debut: #68\*



Bad Dog No Biscuit

Going For
Treats
On Monday,
Jan. 30





# COUNTRY REPORTERS

January 27, 1995 R&R • 47

Stations and their adds listed alphabetically by market

Table listing country reporters and their stations across various markets. Each entry includes the reporter's name, station call letters, and a list of song titles and their respective dates/weeks on air. Markets include ABILENE, TX; BIRMINGHAM, AL; COLUMBUS, GA; FARGO, ND; INDIANAPOLIS, IN; LOS ANGELES, CA; NASHVILLE, TN; PORTLAND, OR; SAVANNAH, GA; TUESA, OK; and many others.

\*designates stations reporting album cuts.

216 Total Reporters  
216 Current Reporters  
215 Current Playlists  
Reported Frozen Playlist (1):  
WBCT/Grand Rapids, MI













MIKE KINOSHIAN

NO. 1 25-54, 12+

## KODA Rockets To Demo Win

Deep in the heart of Houston's fierce three-way Country battle, Soft AC KODA emerges as this fall's number one 25-54 and 12+ outlet.



Dave Dillon

KODA followed up spring number one 25-54 honors with this fall's top showing. "You never even think about 12+, so I can't explain how we pulled it off," admits PD Dave Dillon. "But it was our second number one 25-54 book, so we must be doing something right."

### Silencing Doomsayers

In regard to the latest results, Dillon comments, "It was the result of the right mix of marketing, promotion, making sure the playlist was right, and paying attention to detail. [KODA parent] SFX gave us a generous promotion and marketing budget. We split our television buy 50/50 this fall between two :10s and two :30s and waited until the election was over. [As a result], our TV campaign was in the last five weeks of the book, rather than spread out over 12 weeks."

Approximately three weeks into the survey, Broadcast Architecture conducted KODA's music tests. "We had very fresh and safe music on the air to coincide with the TV campaign. People pulled together and we were able to do everything right."

Dillon takes issue with those proclaiming the format's demise. "It's bad business to have two or three deep in one market. However, in markets like this with one Soft AC, you can be very healthy and do a



**We split our television buy 50/50 between :10s and :30s and waited until the election was over. [As a result], our TV campaign was in the last five weeks of the book, rather than spread out over 12 weeks.**



great job. The only people who don't like Soft AC are some within the industry. I don't know why that's the case, but listeners genuinely love this format."

### Smooth Transition

Since its February '91 B/EZ-Soft AC transition, KODA has evolved tremendously, according to Dillon. "We play an occasional '60s song. 'Soft' is a comparative state of mind. Our core artists tend to be Rod Stewart, Michael Bolton, Whitney Houston, Phil Collins, Lionel Richie, Billy Joel, and Kenny G." Crosstown KLTR's format



**The only people who don't like Soft AC are some within the industry. I don't know why that's the case, but listeners genuinely love this format.**



There usually aren't many surprises when KODA tests Country songs. "For depth, we played some Christmas cuts by Country artists like Alan Jackson. It's only a few weeks a year, but [year-round], we probably play more Country/AC standards by Kenny Rogers and Anne Murray than other Soft ACs in non-Country markets."

Amy Grant & Vince Gill's "House Of Love" is Jack Taddeo-consulted KODA's most recent example of a current Country crossover. "I don't know if I'd play that record as early as we did if I were in Philadelphia," Dillon explains. "It's a homerun record; eventually you'll have to play it. I went on it early because look where we are. It's not a Country record, but has a Country feel. And we've had tremendous reaction to it."

## Houston Highlights

Here's how SoftAC KODA and HotAC KHMx performed in this fall's Houston Arbitron.

While KODA's No. 1 and No. 2 upper-demo showings are impressive, the station's lofty third-place 18-34 finish behind CHR KRBE and UC KMJQ is especially noteworthy. Fall-to-fall comparisons are in parentheses.

	18-34	25-54	35-64
KODA	#3 (+2.4)	#1 (+1.4)	#2 (-0.1)
KHMx	#7 (-2.0)	#5 (-1.2)	#10 (-0.4)

## 'A Learning Experience'

With R&R reporting stations reporting plays per week, records are staying longer on the charts. And, as a result, hits are lasting longer — which our charts accurately reflect. One example is Melissa Etheridge's "Come To My Window."

"Many ACs are still playing 'Window', which is over a year old," remarks 10-year record vet/ Island Sr. Director/National AC Promotion Laura Hinson. "Melissa's visibility has never been higher and sales for 'Window' are still very strong." Including a 21-week Top 10 reign, the song, which peaked at No. 2, has remained on R&R's Hot AC chart for 39 consecutive weeks.



Laura Hinson

### Texture Hangup

"People who rush out to buy a record [account] for the first phase of sales," notes Hinson. "Slower-to-respond people make up the second phase, and mass-appeal people who take forever to act [account] for the last part of the bell curve. Record company people always focus on the front part of the curve. Now that artists are staying on the charts so long, we're reaching areas we [heretofore] hadn't concentrated on. This has been a different learning experience for us."

Ironically, when "Come To My Window" was released in January 1994, Hinson couldn't find many AC programmers who'd play it. The same holds true for the follow-up, "I'm The Only One," a song that had been on Hot AC's chart 15 weeks prior to debuting on R&R's AC chart.

According to Hinson, "Many programmers became hung up on the song's texture. She has a raspy voice — not unlike Rod Stewart and plays guitar — not unlike Bonnie Raitt. That particular combination, however, scared people.

"Many pigeonholed her as a rock artist, not realizing that the audience completely accepts her. I recently chatted on a plane with a [40-ish] lawyer. When he opened his Daytimer, I noticed one of his 'Things To Do' was to buy Melissa's CD. Programmers hated the song's texture and didn't recognize that this is what adults want to hear — familiarity transcends texture."

Hinson says many programmers

program from fear. "I don't blame them. They have tremendous pressure [to produce] numbers. It's much easier to take the conservative approach. But it's important that they challenge themselves. There's a certain point where it's not an issue, and they have to recognize it."

### Natural Crossover

Hinson is a proponent of separate AC and Hot AC charts. "It enables us to have success with certain artists. [The Hot AC chart] is a base from which to begin the crossover process, and that's been beneficial.

"There is a difference between AC and Hot AC. The word 'hot' though is misleading; these stations don't always jump quickly on records. Hot ACs tend to be more forward on certain types of records and — compared to Mainstream ACs — are more likely to add CHR crossovers." Prior to plays-per-week methodology, Hinson felt pressured to go quickly to AC when songs were released to CHR. "Waiting is difficult and unnatural for most promotion people, but we have to. There's now a more natural crossover period. We



**Now that artists are staying on the charts so long, we're reaching areas we [heretofore] hadn't concentrated on.**



can still be instrumental in bringing songs to the forefront and focusing PDs on what's happening. [The difficulty] is not coming at them too quickly. The plays-per-week [system] has forced us to slow down."

A good example is Etheridge's "I'm The Only One." Last week when the song topped Hot AC's chart, the label received nearly 100 CHR adds for the next track, "If I Only Wanted To." But, as Hinson explains, "I won't start pushing the new one for some time. This once was a question-mark area for us. However, we can now see how much airplay is out there. Many of us couldn't quite get it right — now we can."



**ALWAYS A FAVORITE** — Jon Bon Jovi (c) returns home to celebrate the success of his current hit, "Always," with WJLK-FM/Monmouth-Ocean APD/MD Dan Turi (l) and PD Gary Guida.





# MARTIN PAGE

*In the house of Stone and Light*

**They've seen the light...**

*"His music has all the right ingredients. This is a hit record with depth. Martin Page and his music will be around for a long time!" - Bob Dunphy & Mary Franco, WMXV/New York*

*"It's so strong, so deep, it deserves a Grammy nomination for 'Album Of The Year!' Sensational! Dynamic! Inspiring! Terrific!" - Stefan Rybak, WBLI/Long Island*

*"It's an awesome record! It sounds great on the radio. Women love it! Callout is very strong! This is definitely a hit record!" - Linda Silver, WRQX/Washington DC*

*"...spiritually charged... a passionate performance..." - Billboard*

**In great rotation on:**

WMXV	WSNY	WMTX
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2WD	KOSI	WTMX
WBEB	KESZ	WKQI
WVTY	WPLJ	KIOI
KQXT	KYSR	KGBY
WLTS	WBMX	KXYQ
WWNK	KHMX	KPLZ

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HOT AC /ADULT CHR TOP 30

JANUARY 27, 1995

Table with columns: 3W, 2W, LW, TW, ARTIST TITLE LABEL(S), TOTAL PLAYS (TW, LW, 2W, 3W), TOTAL STATIONS/ADDS. Lists songs and artists like Melissa Etheridge, Madonna, Eagles, etc.

BREAKERS®

JON SECADA Mental Picture (SBK/EMI)

TOTAL PLAYS/INCREASE: 504/43 TOTAL STATIONS/ADDS: 25/2 CHART: 19

MOST ADDED®

Table with columns: ARTIST TITLE LABEL(S), ADDS. Lists songs like Gloria Estefan, Tom Petty, John Waite, etc.

MOST INCREASED PLAYS

Table with columns: ARTIST TITLE LABEL(S), TOTAL PLAY INCREASE. Lists songs like Madonna, Gloria Estefan, Martin Page, etc.

This chart reflects airplay from January 23 - 29. Songs ranked by number of plays. Highlighted songs indicate Breaker. 43 Hot AC reporters. 42 current playlists. © 1995, R&R Inc.

NEW & ACTIVE

REAL McCoy Another Night (Arista)
DIONNE FARRIS I Know (Columbia)
SHERYL CROW Strong Enough (A&M)
MELISSA ETHERIDGE If I Wanted To (Island)
LONDONBEAT Come Back (MCA)

ANDRU DONALDS Mishale (Metro Blue/Capitol)
JAMIE WALTERS Hold On (Atlantic)
BARRY WHITE Practice What You Preach (A&M)
TAKE 6 You Can Never Ask Too Much (Of Love) (Reprise)

Songs ranked by total plays. Station call letters followed by number of plays.

HOTTEST RECURRENTS

Ranked By Total Plays

SEAL Prayer For The Dying (ZTT/Sire/WB)
AMY GRANT Lucky One (A&M)
MADONNA Secret (Maverick/Sire/WB)
WET WET WET Love Is All... (London/Island)
TONI BRAXTON You Mean The... (LaFace/Arista)
ACE OF BASE Don't Turn Around (Arista)
MARIAH CAREY Anytime You Need... (Columbia)
ELTON JOHN Can You Feel The Love... (Hollywood)
JOSHUA KADISON Beautiful In My Eyes (SBK/EMI)
BABYFACE When Can I See You (Epic)

Breakers: Songs registering 500 plays or more for the first time. Bullets awarded to songs gaining plays over the previous week. If two songs are tied in number of plays, the song being played on more stations is placed first. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Weighted chart appears on R&R ONLINE.

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WEZF, WRCH, WWWM, WLQR

WTCB, WFMK, WROE, WMT

Gavin: AC Most Added!

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# HOT AC/ADULT CHR REPORTERS

Stations and their adds listed alphabetically by market

<p><b>WKDD/Akron, OH</b> PD/MD: Chuck Collins</p> <p>25 GLORIA ESTEFAN "Love" 10 R.E.M. "Bang" 10 DIONNE FARRIS "Know" 10 ANDRU DONALDS "Mishale"</p>	<p><b>WQMZ/Charlottesville, VA</b> PD: Dann Miller MD: Dave Reynolds</p> <p>23 ANDRU DONALDS "Mishale" 17 MARY J. BLIGE "Happy"</p>	<p><b>KATF/Dubuque, IA</b> PD: Tommy Allen MD: Jackie Livingston</p> <p>26 GIN BLOSSOMS "Allison" 26 RICHARD MARX "Nothing" 5 LUTHER VANDROSS "Always" 5 JAMIE WALTERS "Hold"</p>	<p><b>WMXL/Lexington, KY</b> PD: Dale O'Brian MD: Mike Graves</p> <p>8 MELISSA ETHERIDGE "Wanted" 8 HOOTIE &amp; BLOWFISH "Hold"</p>	<p><b>WYXR/Philadelphia, PA</b> PD: Chuck Knight MD: Ann Gress</p> <p>23 DIONNE FARRIS "Know" 7 BROWNSTONE "Love" 6 KEITH MARTIN "Someone"</p>	<p><b>KIOI/San Francisco, CA</b> OM: Dave Shakes PD: Angela Perelli</p> <p>10 RICHARD MARX "Nothing"</p>
<p><b>WMXQ/Birmingham, AL</b> PD: Mark St. John MD: John Newsom</p> <p>28 LONDONBEAT "Come" 18 4 P.M. "Sukiyaki" 18 DIONNE FARRIS "Know"</p>	<p><b>WTMX/Chicago, IL</b> PD/MD: Barry James No Adds</p>	<p><b>WQSM/Fayetteville, NC</b> OM: Paul Michaels MD: Dave Stone</p> <p>10 SHERYL CROW "Strong" 10 MELISSA ETHERIDGE "Wanted" 10 TOM PETTY "Know"</p>	<p><b>WBLI/Long Island, NY</b> PD: Stef Rybak MD: Bill Terry</p> <p>14 JOHN WAITE "How"</p>	<p><b>WCSO/Portland, ME</b> PD/MD: T.J. Holland No Adds</p>	<p><b>KPLZ/Seattle, WA</b> PD/MD: John Dimick</p> <p>24 STEVE PERRY "Missing" 24 LUTHER VANDROSS "Always"</p>
<p><b>WBMX/Boston, MA</b> PD: Greg Strassel MD: Amy Doyle</p> <p>8 GLORIA ESTEFAN "Love" 6 BLESSID UNION OF... "Believe" 5 TAKE 6 "Ask"</p>	<p><b>WQAL/Cleveland, OH</b> PD: Steve La Beau MD: Mary Ellen Kachinske</p> <p>32 MADONNA "Bow" 20 MARTIN PAGE "House" 19 ACE OF BASE "Sign"</p>	<p><b>KTHT/Fresno, CA</b> PD: Jon Zellner MD: Mike Alexander</p> <p>7 GLORIA ESTEFAN "Love" 5 EAGLES "Love" 5 CECE PENISTON "Keep" 5 TAKE 6 "Ask"</p>	<p><b>KYSR/Los Angeles, CA</b> PD/MD: Randy Lane</p> <p>17 HOOTIE &amp; BLOWFISH "Hold"</p>	<p><b>KGBY/Sacramento, CA</b> PD: Robert John MD: Vince Garcia No Adds</p>	<p><b>WNSN/South Bend, IN</b> PD/MD: Rob Poulin</p> <p>15 JOHN WAITE "How" 10 GLORIA ESTEFAN "Love" 7 JAMIE WALTERS "Hold"</p>
<p><b>WEZF/Burlington, VT</b> PD/MD: Dave Simmons</p> <p>15 ANDRU DONALDS "Mishale" 15 TAKE 6 "Ask"</p>	<p><b>KVUU/Colorado Springs, CO</b> PD/MD: Bobby Christian</p> <p>27 GLORIA ESTEFAN "Love" 27 JOHN WAITE "How"</p>	<p><b>WQLH/Green Bay, WI</b> PD: Michael T MD: Kenny D</p> <p>23 JOHN WAITE "How" 23 BLESSID UNION OF... "Believe" 18 TOM PETTY "Know" 11 BOYZ II MEN "Bended"</p>	<p><b>WMC-FM/Memphis, TN</b> PD: Steve Conley MD: Henry Nelson</p> <p>23 HOOTIE &amp; BLOWFISH "Hold" 22 LONDONBEAT "Come" 20 BOYZ II MEN "Bended"</p>	<p><b>WIOG/Saginaw, MI</b> PD/MD: Jerry Noble</p> <p>45 GRANT &amp; GILL "Love" 17 GLORIA ESTEFAN "Love" 17 LUTHER VANDROSS "Always" 5 LONDONBEAT "Come" 5 TOM PETTY "Know"</p>	<p><b>WMTX/Tampa, FL</b> PD: Mason Dixon MD: Rico Blanco</p> <p>6 JON SECADA "Mental"</p>
<p><b>WLRW/Champaign, IL</b> PD: Mike Blakemore MD: Jason Cox</p> <p>29 DIONNE FARRIS "Know"</p>	<p><b>KDMX/Dallas, TX</b> PD: Rob Roberts MD: Kim Ashley</p> <p>12 4 P.M. "Sukiyaki"</p>	<p><b>WKZL/Greensboro, NC</b> PD: Jeff McHugh MD: Doug McKnight</p> <p>10 BOYZ II MEN "Bended"</p>	<p><b>WTKI/Milwaukee, WI</b> PD: Danny Clayton MD: Leonard Peace</p> <p>20 MADONNA "Bow" 20 R.E.M. "Bang"</p>	<p><b>KYKY/St. Louis, MO</b> PD: Smokey Rivers MD: Greg Hewitt</p> <p>10 MICHAEL BOLTON "Lifetime"</p>	<p><b>KMAJ/Topeka, KS</b> PD: John Lee Hooker MD: Rose Rues</p> <p>14 LUTHER VANDROSS "Always" 10 GLORIA ESTEFAN "Love" 10 TOM PETTY "Know"</p>
<p><b>WSSX/Charleston, SC</b> PD/MD: Rich Bailey</p> <p>18 JON SECADA "Mental" 18 GLORIA ESTEFAN "Love" 16 4 P.M. "Sukiyaki"</p>	<p><b>KWMX/Denver, CO</b> PD: John Peake MD: Paul Donovan</p> <p>9 GRANT &amp; GILL "Love"</p>	<p><b>WKEE-FM/Huntington, WV</b> PD: Dan Persigehl MD: Gary Miller</p> <p>6 MELISSA ETHERIDGE "Wanted" 6 GLORIA ESTEFAN "Love"</p>	<p><b>KOSO/Modesto, CA</b> PD: Max Miller MD: Donna Miller</p> <p>7 LUTHER VANDROSS "Always" 7 TAKE 6 "Ask"</p>	<p><b>KISN-FM/Salt Lake City, UT</b> PD/MD: Jim Morales</p> <p>17 HOOTIE &amp; BLOWFISH "Hold" 17 JOHN WAITE "How" 5 TAKE 6 "Ask" 5 JOE COCKER "Have"</p>	<p><b>WRQX/Washington, D.C</b> PD: Randy James MD: Linda Silver No Adds</p>
<p><b>WBT-FM/Charlotte, NC</b> PD: Tom Jackson MD: John McFadden</p> <p>24 MARTIN PAGE "House" 21 BONNIE RAITT "Got"</p>	<p><b>KSTZ/Des Moines, IA</b> PD: Kipper McGee MD: John Weis</p> <p>18 HOOTIE &amp; BLOWFISH "Hold" 13 GRANT &amp; GILL "Love" 12 TOM PETTY "Know"</p>	<p><b>WPLJ/New York, NY</b> VP/Prog: Tom Cuddy PD: Scott Shannon MD: Mike Preston</p> <p>24 TOM PETTY "Know" 18 GIN BLOSSOMS "Until" 15 JOHN WAITE "How"</p>	<p><b>KXYQ-FM/Portland, OR</b></p>	<p><b>43 Total Reporters</b> <b>43 Current Reporters</b> <b>42 Current Playlists</b></p> <p><b>Reported Frozen Playlist (1):</b> <b>KXYQ-FM/Portland, OR</b></p>	

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CYNDEE MAXWELL

## A Programmer's Best Friend

Methodical systems to help you become effective and productive

Did you make a New Year's resolution to become more organized? Did you solemnly swear not to have 20 scraps of paper scattered all over your desk? Did you vow to get to meetings on time, answer letters promptly, return all calls as soon as possible, and respond to all T&Rs (even the unsolicited ones)?

While most of us have honorable intentions, it's not uncommon to postpone doing something about meeting self-improvement goals. Enter **DeMers Programming**. These radio experts come to the rescue with a PD checklist (see box at right) and tips on self-management. President **Alex DeMers** says, "It requires a great deal of time, effort, and insight to truly manage the du-

### Self Director

"PDs are faced with responsibilities that shift hourly, and some things slip through the cracks," says DeMers consultant **Jeff Murphy**. "As a PD, keeping yourself organized is a big key to success. If you don't already have a planner, get one. Before the work day begins, organize the things you must accomplish. As

There's a critical difference between flexibility and being a pushover."

On the other hand, says Murphy, "Some PDs allow themselves to be chained to the desk, which only makes them lose perspective. Don't overlook the importance of getting away from the station. To build an effective entertainment vehicle, you need to be aware of what's happening in other media. Check out TV shows that highlight trends in society. Watch top-rated programs, particularly season premieres or cliff-hangers. See the big movies and scan the top magazines and newspapers.

"When you find yourself backed into a corner for ideas, it's time to rely on other great minds in the business to help you recharge your batteries. Develop a network with other programmers whose work you admire, and exchange ideas."

### Programming Essentials

DeMers believes it's important to "understand that the PD job isn't so much about 'directing' as it is about 'managing.' The challenge lies in building a staff of loyal experts who can carry out your plans." He lists three elements essential for effective programming management:

- Prioritization
- Delegation
- Communication.

"After the management team determines goals for the station in general, then specific goals for programming must be set," he explains. "Build a prioritized list of tasks for your department — is the format position appropriate, is the music in shape, is the morning show a winner, what role do our air personalities play in the mix? Instead of viewing the enormous task as a whole, look at each job as an individual



**The PD who allows every interruption to become important rarely gets anything done. There's a critical difference between flexibility and being a pushover.**  
- Jeff Murphy



ties of the PD job. Like most difficult tasks, this challenge can be more easily handled by breaking it down into small, 'bite-sized' portions."

According to DeMers, PDs using the checklist should "decide how often you deal with, or how much time you devote to, each area. Compare your realistic assessment with what you feel *should* be your performance. General managers may want to use this checklist to help develop their programmers' management potential."

new needs land on your desk, weigh their importance.

"Personally, I like to use a three-tiered prioritizing system. On top are the must-do projects, followed by things I want to get done which aren't critical. Low-priority items are last. At day's end, I assess my progress and get started on the next working day's agenda. But remember, no system will work without discipline. The PD who allows every interruption to become important rarely gets anything done.



**PHISHING FOR BEARS** — Looking happy as clams, (l-r) WWBR/Birmingham PD Don Alias, Phish guitarist/lead singer Trey Anastasio, and WWBR Promotion Director Mike Damell hung out prior to Phish's concert at Oak Mountain Amphitheater.



**Breaking out of the 'it's easier for me to do it' mold is a major step. While the PD should never relinquish ultimate responsibility, building an effective team will make you a better manager.**  
- Alex DeMers



opportunity for a member of your staff to learn and grow. This puts you in the significant role of leader and teacher.

"The art of delegation is one of the toughest things for managers to

## PD Checklist

This guide can help the PD better manage his time; you may want to tape this list inside your planner for easy reference. The most important thing to keep in mind is to be honest.

First, decide approximately how often you currently deal with each category and how much time you spend on each issue. Enter this information in the "Reality" column.

Then, review the checklist and write down your ideal time management goal for dealing with each item in the "Theory" column. By filling in the "Reality" column first, you'll have a more accurate reading as to whether you're spending too much or too little time in a given area.

	THEORY	REALITY
<b>1. SELF MANAGEMENT</b>		
Prioritizing responsibilities	_____	_____
Market perspective	_____	_____
Media awareness	_____	_____
Industry perspective	_____	_____
<b>2. DEPARTMENTAL MANAGEMENT</b>		
Departmental structure	_____	_____
Budget planning/review	_____	_____
Personnel policies	_____	_____
Performance reviews	_____	_____
<b>3. COMMUNICATION</b>		
Department head meetings	_____	_____
Individual manager meetings	_____	_____
Morning show meetings	_____	_____
Airstaff development sessions	_____	_____
Programming dept. meetings	_____	_____
Sales meetings	_____	_____
Promotion meetings	_____	_____
Corporate interaction	_____	_____
Consultant updates	_____	_____
<b>4. PRODUCT DEVELOPMENT</b>		
Ratings evaluation	_____	_____
Competitive assessment	_____	_____
Research planning/assessment	_____	_____
Positioning adjustment	_____	_____
Music software review	_____	_____
Playlist adjustments	_____	_____
Special programming review	_____	_____
Liner/promo review	_____	_____
Marketing planning	_____	_____
Promotion/contest review	_____	_____
Community involvement review	_____	_____
Prod./commercial policy review	_____	_____
<b>5. FCC LICENSE COMPLIANCE</b>		
Log review	_____	_____
Technical review	_____	_____
Legal/EEO review	_____	_____
Public service review	_____	_____
Public file review	_____	_____



learn. Most new managers have risen to their current position by 'doing' or 'being' the best at something. And for many, work experience alone isn't adequate preparation for the management role. They tend to think they alone are the 'best' person to handle each individual task. Breaking out of the 'it's easier for me to do it' mold is a major step toward managing. While the PD should never relinquish ultimate responsibility for the department,

building an effective team will make you a better manager."

Communication channels are critical for any manager, according to DeMers. "By scheduling meetings regularly to disseminate information and get reliable feedback, you can help curb rumors and misinformation. Find out how you're really doing as a manager by developing your internal network. In the right environment, your people will tell you if you're in the way or leading the parade."



JANUARY 27, 1995

3W	2W	LW	TW	ARTIST	TITLE	LABEL(S)	TOTAL PLAYS	+/-OVER LAST WEEK	EMPHASIS TRACKS (PLAYS)		
2	2	2	1	PEARL JAM	Vitalogy	(Epic)	4842	+159	"Better" (3819)	"Corduroy" (622)	"Not" (173)
1	1	1	2	TOM PETTY	Wildflowers	(WB)	4778	-57	"Wreck" (3148)	"Know" (1483)	"Cabin" (75)
DEBUT			3	VAN HALEN	Balance	(WB)	4550	+904	"Tell" (3561)	"Can't" (308)	"Seal" (223)
4	3	3	4	R.E.M.	Monster	(WB)	3804	+33	"Bang" (3128)	"Frequency" (487)	"Strange" (71)
3	4	4	5	STONE TEMPLE PILOTS	Purple	(Atlantic)	3667	-2	"Unglued" (1730)	"Interstate" (1436)	"Vaseline" (267)
11	9	5	6	GREEN DAY	Dookie	(Reprise)	3006	+170	"When" (2692)	"Basket" (152)	"Longview" (83)
8	6	7	7	PAGE & PLANT	No Quarter	(Atlantic)	2792	+54	"Thank" (2393)	"Gallows" (291)	"Kashmir" (26)
5	5	6	8	SOUNDGARDEN	Superunknown	(A&M)	2612	-214	"Wave" (1326)	"Fell" (849)	"Black" (215)
12	12	9	9	QUEENSRYCHE	Promised Land	(EMI)	2481	+147	"Bridge" (2341)	"Am" (93)	"Disconnect" (26)
6	8	8	10	NIRVANA	Unplugged In New York	(DGC/Geffen)	2363	-64	"About" (1142)	"Sold" (1109)	"Lake" (66)
15	20	14	11	BLACK CROWES	America	(American/Reprise)	2218	+243	"High" (1850)	"Conspiracy" (208)	"Sunflower" (56)
18	16	13	12	HOOTIE & THE BLOWFISH	Cracked Rear View	(Atlantic)	2212	+198	"Cry" (1768)	"Hold" (386)	"Drowning" (23)
10	10	11	13	ROLLING STONES	Voodoo Lounge	(Virgin)	2170	-123	"Sparks" (1393)	"Tears" (468)	"Rocking" (149)
7	11	12	14	AEROSMITH	Big Ones	(Geffen)	2057	-105	"Water" (1267)	"Blind" (790)	
9	7	10	15	CANDLEBOX	Candlebox	(Maverick/Sire/WB)	2011	-321	"Cover" (1397)	"Far" (483)	"You" (113)
14	15	16	16	LIVE	Throwing Copper	(Radioactive)	1969	+74	"Alone" (1224)	"Lightning" (575)	"Selling" (155)
17	13	15	17	OFFSPRING	Smash	(Epitaph)	1814	-153	"Self" (881)	"Gotta" (740)	"Come" (193)
20	18	19	18	EAGLES	Hell Freezes Over	(Geffen)	1713	+55	"Learn" (1303)	"Get" (275)	"Hotel" (110)
DEBUT			19	VARIOUS ARTISTS	Jerky Boys ST	(Atlantic)	1621	+400	"Gel" (1621)		
13	14	17	20	COUNTING CROWS	August And Everything...	(DGC/Geffen)	1474	-399	"Murder" (1274)	"Rain" (134)	"Round" (40)

This chart reflects airplay from January 16 - 22. Albums ranked by number of plays, with plays from all cuts from an album combined.

172 Rock reporters. 167 current playlists. © 1995, R&R Inc.

## ROCK TRACKS

## NEW &amp; ACTIVE

**TODD SNIDER** Alright Guy (MCA)  
Total Plays: 245, Total Stations: 27, Adds: 3

**FLAMING LIPS** She Don't Use Jelly (WB)  
Total Plays: 242, Total Stations: 28, Adds: 6

**VAN HALEN** The Seventh Seal (WB)  
Total Plays: 223, Total Stations: 44, Adds: 44

**JAYHAWKS** Blue (American/Reprise)  
Total Plays: 212, Total Stations: 29, Adds: 6

**HOLE** Violet (DGC/Geffen)  
Total Plays: 198, Total Stations: 26, Adds: 5

**KILLING JOKE** Pandemonium (Zoo)  
Total Plays: 185, Total Stations: 23, Adds: 5

**TYPE O NEGATIVE** Black No. 1 (Roadrunner)  
Total Plays: 166, Total Stations: 20, Adds: 4

**VAN HALEN** Aftershock (WB)  
Total Plays: 162, Total Stations: 33, Adds: 33

**STEVIE RAY VAUGHAN** Pride And Joy (WB)  
Total Plays: 155, Total Stations: 16, Adds: 2

**SLICK LILLY** Dirty Water (Kudzu)  
Total Plays: 152, Total Stations: 19, Adds: 5

**GRANT LEE BUFFALO** Lone Star Song (Slash/Reprise)  
Total Plays: 150, Total Stations: 17, Adds: 1

**TOADIES** Possum Kingdom (Interscope/Atlantic)  
Total Plays: 133, Total Stations: 10, Adds: 0

**SLASH'S SNAKEPIT** Beggars & Hangers-On (Geffen)  
Total Plays: 129, Total Stations: 26, Adds: 16

**CHRIS DUARTE GROUP** My Way Down (Silvertone)  
Total Plays: 129, Total Stations: 16, Adds: 2

**FOREIGNER** Under The Gun (Priority)  
Total Plays: 120, Total Stations: 29, Adds: 25

**NINE INCH NAILS** Piggy (Nothing/TVT/Interscope)  
Total Plays: 116, Total Stations: 11, Adds: 1

**SHERYL CROW** Strong Enough (A&M)  
Total Plays: 107, Total Stations: 12, Adds: 3

**VAN HALEN** Feelin' (WB)  
Total Plays: 92, Total Stations: 20, Adds: 20

**VAN HALEN** Take Me Back (Deja Vu) (WB)  
Total Plays: 90, Total Stations: 25, Adds: 25

**BAD RELIGION** Infected (Atlantic)  
Total Plays: 81, Total Stations: 16, Adds: 10

**VAN HALEN** Not Enough (WB)  
Total Plays: 77, Total Stations: 18, Adds: 18

**PEARL JAM** Nothingman (Epic)  
Total Plays: 73, Total Stations: 12, Adds: 3

**VAN HALEN** Amsterdam (WB)  
Total Plays: 71, Total Stations: 18, Adds: 18

**CINDERELLA** All Comes Down (Mercury)  
Total Plays: 67, Total Stations: 26, Adds: 20

**VAN HALEN** Big Fat Money (WB)  
Total Plays: 66, Total Stations: 16, Adds: 16

**CULT** Star (Sire/Reprise)  
Total Plays: 29, Total Stations: 13, Adds: 11

**TOAD THE WET SPROCKET** Fly From Heaven (Columbia)  
Total Plays: 28, Total Stations: 15, Adds: 15

**SPELL** Superstar (Island)  
Total Plays: 13, Total Stations: 20, Adds: 18

# WIDESPREAD PANIC

DEBUT 57

37/9 Including Adds At:

WVRK WRDU WZMT WOUR KEYJ

from the album WHCN WWBR WARQ WQCM

Ain't Life Grand

"Can't  
Get  
High."

A Love Song,  
Not a Drug Song.



OF COURSE







# ROCK PLAYLISTS

**MARKET #131**  
**WWCT/Pearla**  
(309) 674-2000  
Markley/Daniels

**PLAYS**

SW	LW	TW	ARTIST/TITLE
13	23	24	TOM PETTY/You Wreck Me
25	25	24	VAN HALEN/Don't Tell Me...
11	12	24	ERIC CLAPTON/Motherless Child
21	23	24	R.E.M./Bang And Blame
21	23	23	PEARL JAM/Better Man
12	7	7	EAGLES/Learn To Be Still
8	14	13	BLACK CROWES/High Head Blues
8	14	13	QUEENSRYCHE/Bridge
8	13	13	ROLLING STONES/Sparks Will Fly
-	1	1	COLLECTIVE SOUL/Get
13	10	11	TOM PETTY/You Don't Know...
13	12	11	PAGE & PLANT/Thank You
9	10	11	AEROSMITH/Walk On Water
10	10	11	STONE TEMPLE PILOTS/Interstate Love Song
10	10	10	GREEN DAY/When I Come Around
9	13	10	NIRVANA/About A Girl
21	24	9	COUNTING CROWS/A Murder Of One
11	12	12	CANDLEBOX/Cover Me
5	6	6	CORROSION OF.../Albatross
11	11	10	HOOTIE & BLOWFISH/Let Her Cry
6	8	8	CANDLEBOX/Far Behind
10	10	10	PETE DROGE/If You Don't Love...
9	8	8	COUNTING CROWS/Rain King
9	10	10	TODD SNIDER/Talkin' Seattle...
-	8	8	STEVE RAY VAUGHAN/Pride And Joy
9	11	11	AEROSMITH/Blind Man
7	6	6	PAGE & PLANT/Gallows Pole
6	10	10	GREEN DAY/Basket Case
6	10	7	NIRVANA/The Man Who Sold...
-	3	7	WEEZER/Buddy Holly

**100.7 WZXL**  
SOUTH BEACH ROCK

**MARKET #132**  
**WZXL/Atlantic City**  
(609) 522-1416  
Raymond/DeSisto

**PLAYS**

SW	LW	TW	ARTIST/TITLE
30	35	37	PEARL JAM/Better Man
26	29	30	GREEN DAY/When I Come Around
5	20	21	VAN HALEN/Don't Tell Me...
16	19	24	COUNTING CROWS/A Murder Of One
6	5	10	TOM PETTY/You Wreck Me
22	20	23	NIRVANA/About A Girl
29	33	31	AEROSMITH/Blind Man
17	19	21	ERIC CLAPTON/Motherless Child
20	18	21	PINK FLOYD/Lost For Words
18	15	20	PAGE & PLANT/Thank You
18	15	22	EAGLES/Learn To Be Still
-	6	13	AEROSMITH/Walk On Water
29	30	30	TOM PETTY/You Don't Know...
19	14	21	SOUNDGARDEN/Fall On Black Days
13	15	16	QUEENSRYCHE/Bridge
30	11	17	HOOTIE & BLOWFISH/Hold My Hand
14	12	20	TOAD THE WET.../Fall Down
12	12	17	GIN BLOSSOMS/Alison Road
14	13	17	COLLECTIVE SOUL/Shine
11	15	13	STONE TEMPLE PILOTS/Interstate Love Song
10	12	14	SOUNDGARDEN/My Wave
10	17	13	HOOTIE & BLOWFISH/Let Her Cry
-	-	14	ROLLING STONES/Sparks Will Fly
12	10	14	COUNTING CROWS/Mr. Jones
10	9	11	PINK FLOYD/High Hopes
11	15	16	CANDLEBOX/Cover Me
12	13	13	LIVE/Alone
-	-	11	STONE TEMPLE PILOTS/Unglued
10	8	11	SOUNDGARDEN/Black Hole Sun
-	7	13	PETE DROGE/If You Don't Love...

**94.1 ROCK**

**MARKET #141**  
**WKLL/Albica-Syracuse**  
(315) 798-4092  
Gillis/Griswold

**PLAYS**

SW	LW	TW	ARTIST/TITLE
30	30	31	PEARL JAM/Better Man
26	29	30	GREEN DAY/When I Come Around
20	29	30	VAN HALEN/Don't Tell Me...
28	28	28	SOUNDGARDEN/My Wave
27	27	26	CANDLEBOX/Cover Me
26	26	26	LIVE/Alone
15	17	25	STONE TEMPLE PILOTS/Unglued
11	11	13	PAGE & PLANT/Thank You
30	28	29	NIRVANA/About A Girl
12	12	13	ALICE IN CHAINS/Got Me Wrong
18	19	20	CORROSION OF.../Albatross
14	15	16	QUEENSRYCHE/Bridge
12	13	14	AEROSMITH/Walk On Water
12	13	13	GUNS N' ROSES/Sympathy For...
12	12	13	GREAT WHITE/Babe (I'm Gonna...)
12	12	12	PEARL JAM/Not For You
-	-	11	TESLA/Need Your Lovin'
11	10	10	PEARL JAM/Corduroy
-	-	10	CINDERELLA/All Comes Down
8	8	10	NIRVANA/The Man Who Sold...
-	-	10	OFFSPRING/Gotta Get Away
-	-	10	PANTERA/Cemetery Gates
11	13	14	GILBY CLARKE/Tijuana Jail
-	-	9	TYPE O NEGATIVE/Black No. 1
8	8	8	SPONGE/Plowed
11	10	8	MEGADETH/Train Of...
-	-	8	EXTREME/Hip Today
8	8	8	DREAM THEATER/Caught In A Web
7	7	7	DANZIG/Cantspeak
7	7	7	OASIS/Supersonic

**96.9 WOUB**  
THE ROCK OF CENTRAL N.Y.

**MARKET #141**  
**WDUR/HIcha**  
(315) 797-0803  
Hirsch/Ryan

**PLAYS**

SW	LW	TW	ARTIST/TITLE
23	23	26	R.E.M./Bang And Blame
21	21	26	PINK FLOYD/Lost For Words
23	23	24	PEARL JAM/Better Man
22	22	26	VAN HALEN/Don't Tell Me...
14	14	16	TOM PETTY/You Wreck Me
15	15	17	BLACK CROWES/High Head Blues
6	6	17	COUNTING CROWS/A Murder Of One
16	16	17	QUEENSRYCHE/Bridge
13	13	14	NIRVANA/About A Girl
17	17	16	PAGE & PLANT/Thank You
13	13	15	ALICE IN CHAINS/Don't Follow
12	12	14	ERIC CLAPTON/Motherless Child
11	11	12	PETER DINKELBAUM/Coming To Me
10	10	9	HOOTIE & BLOWFISH/Let Her Cry
3	3	9	SOUNDGARDEN/Fall On Black Days
6	6	5	TOM PETTY/Cable Down Below
9	9	10	ROLLING STONES/Sparks Will Fly
9	9	6	TESLA/Need Your Lovin'
9	9	6	BLOODLINE/Dixie Peach
-	-	8	COLLECTIVE SOUL/Get
7	7	7	LIVE/Alone
-	-	6	GREEN DAY/When I Come Around
7	7	7	EAGLES/Learn To Be Still
-	-	4	VAN HALEN/Can't Stop Lovin'...
-	-	4	VAN HALEN/AfterShock
-	-	4	WIDESPREAD PANIC/Can't Get High
-	-	1	SIMPLE MINDS/She's A River

**103.7 WIOB**

**MARKET #145**  
**WIOB/Ann Arbor**  
(313) 944-2881  
Urbis/Paxton

**PLAYS**

SW	LW	TW	ARTIST/TITLE
28	29	32	GREEN DAY/When I Come Around
22	29	33	TOM PETTY/You Wreck Me
31	33	33	R.E.M./Bang And Blame
31	33	32	PEARL JAM/Better Man
21	26	27	ALICE IN CHAINS/Got Me Wrong
-	20	25	SIMPLE MINDS/She's A River
-	26	27	BLACK CROWES/High Head Blues
-	11	28	NIRVANA/The Man Who Sold...
-	10	23	NIRVANA/About A Girl
-	12	27	WEEZER/Buddy Holly
32	27	27	CANDLEBOX/Cover Me
25	27	26	COUNTING CROWS/A Murder Of One
32	33	33	AEROSMITH/Blind Man
15	-	18	SOUNDGARDEN/Black Hole Sun
17	16	15	STONE TEMPLE PILOTS/Interstate Love Song
28	23	19	NIRVANA/About A Girl
-	10	17	STONE TEMPLE PILOTS/Unglued
31	24	17	TOM PETTY/You Don't Know...
16	17	17	SOUNDGARDEN/Fall On Black Days
13	17	17	R.E.M./Bang And Blame
17	17	17	LIVE/Alone
14	17	14	BLACK CROWES/High Head Blues
22	18	11	PEARL JAM/Corduroy
14	15	18	CANDLEBOX/Far Behind
-	7	14	STONE ROSES/Love Spreads
17	20	14	GREEN DAY/Welcome To Paradise
13	17	14	SPONGE/Plowed
20	15	13	PAGE & PLANT/Thank You
-	-	13	VAN HALEN/Can't Stop Lovin'...
19	16	12	OASIS/Supersonic
14	-	13	STONE TEMPLE PILOTS/Vaseline

**MARKET #146**  
**WXRK/Rockford**  
(815) 874-7861  
Edwards/Monson

**PLAYS**

SW	LW	TW	ARTIST/TITLE
-	22	21	VAN HALEN/Don't Tell Me...
-	10	22	AEROSMITH/Walk On Water
14	12	12	TOM PETTY/You Wreck Me
14	20	20	R.E.M./Bang And Blame
20	23	22	PEARL JAM/Better Man
20	20	20	STONE TEMPLE PILOTS/Interstate Love Song
8	7	14	GREEN DAY/When I Come Around
14	15	16	QUEENSRYCHE/Bridge
9	14	15	WEEZER/Buddy Holly
-	14	15	HOOTIE & BLOWFISH/Let Her Cry
20	20	18	CANDLEBOX/Cover Me
16	15	15	LIVE/Alone
21	15	15	PAGE & PLANT/Thank You
21	23	22	TOM PETTY/You Don't Know...
-	12	14	BLACK CROWES/High Head Blues
-	14	14	ERIC CLAPTON/Motherless Child
-	6	12	SOUNDGARDEN/My Wave
-	16	14	STEVE RAY VAUGHAN/Pride And Joy
-	14	15	BIG HEAD TODD.../Kansington Line
-	14	12	EAGLES/Learn To Be Still
14	12	12	ROLLING STONES/Sparks Will Fly
3	10	9	TODD SNIDER/Talkin' Seattle...
-	-	7	NIRVANA/The Man Who Sold...
14	12	8	COUNTING CROWS/A Murder Of One
21	23	8	AEROSMITH/Blind Man
13	6	8	SOUNDGARDEN/Fall On Black Days
8	7	8	FREDDY JONES BAND/Take The Time
7	7	7	CORROSION OF.../Albatross
-	-	7	COLLECTIVE SOUL/Get
7	7	7	PETE DROGE/If You Don't Love...

**ROCKET 101**

**MARKET #151**  
**WRKT/Erie**  
(814) 725-4000  
Kline

**PLAYS**

SW	LW	TW	ARTIST/TITLE
21	15	24	R.E.M./Bang And Blame
22	17	23	PEARL JAM/Better Man
15	10	14	HOOTIE & BLOWFISH/Let Her Cry
23	16	22	COUNTING CROWS/A Murder Of One
19	16	22	TOM PETTY/You Wreck Me
22	15	24	STONE TEMPLE PILOTS/Interstate Love Song
-	-	17	VAN HALEN/Can't Stop Lovin'...
-	-	17	ALLMAN BROTHERS/Southern
15	9	13	PINK FLOYD/Lost For Words
14	10	16	PETE DROGE/If You Don't Love...
-	-	15	ROLLING STONES/Go Wild
20	16	20	ERIC CLAPTON/Motherless Child
7	3	6	GREEN DAY/When I Come Around
5	7	9	EAGLES/Learn To Be Still
8	7	11	BLACK CROWES/A Conspiracy
6	5	-	AEROSMITH/Cryin'
6	4	5	CANDLEBOX/Cover Me
-	3	7	COUNTING CROWS/Rain King
5	3	7	QUEENSRYCHE/Bridge
5	4	6	SOUNDGARDEN/Fall On Black Days
6	5	7	LIVE/Alone
12	7	10	NIRVANA/About A Girl
8	8	11	VAN HALEN/Don't Tell Me...
-	4	6	LENNY KRAVITZ/Are You Gonna Go...
-	5	5	GIN BLOSSOMS/My Jealousy
-	-	5	ROLLING STONES/You Got Me Rocking
-	4	5	GIN BLOSSOMS/Alison Road
6	5	5	GIN BLOSSOMS/Found Out About You
5	4	5	ALICE IN CHAINS/No Excuses
-	-	5	ERIC CLAPTON/Tore Down

**MARKET #153**  
**WIXX/Savannah**  
(912) 897-1529  
Blake/Sisson

**PLAYS**

SW	LW	TW	ARTIST/TITLE
15	24	26	R.E.M./Bang And Blame
12	16	24	PEARL JAM/Better Man
10	24	26	TOM PETTY/You Wreck Me
15	17	22	BLACK CROWES/High Head Blues
15	18	21	QUEENSRYCHE/Bridge
-	-	14	SIMPLE MINDS/She's A River
-	-	15	WIDESPREAD PANIC/Can't Get High
6	15	16	BROTHERS BROTHERS/Primitive
15	15	17	HOOTIE & BLOWFISH/Let Her Cry
-	-	15	COLLECTIVE SOUL/Get
16	17	16	BLOODLINE/Dixie Peach
-	-	14	LIVE/Alone
8	7	8	TODD SNIDER/Airight Guy
20	19	26	VAN HALEN/Don't Tell Me...
13	13	11	ROLLING STONES/Out Of Tears
10	13	9	TESLA/Need Your Lovin'
12	11	9	GREEN DAY/When I Come Around
25	11	14	STONE TEMPLE PILOTS/Unglued
11	11	11	CRANBERRIES/Zombie
11	12	11	CORROSION OF.../Albatross
24	25	10	NIRVANA/About A Girl
-	-	11	VAN HALEN/Don't Tell Me...
-	-	9	DAVE MATTHEWS BAND/What Would You Say
-	-	9	NIRVANA/The Man Who Sold...
-	5	7	EAGLES/Learn To Be Still
-	-	5	VAN HALEN/The Seventh Seal
-	-	2	VAN HALEN/Not Enough
-	-	1	LIVE/Alone
-	-	1	EXTREME/Hip Today

**MARKET #154**  
**WZBH/Ocean City**  
(302) 856-2567  
Michaels/Warner

**PLAYS**

SW	LW	TW	ARTIST/TITLE
21	22	22	PEARL JAM/Better Man
15	22	22	ERIC CLAPTON/Motherless Child
25	22	22	R.E.M./Bang And Blame
13	22	21	TOM PETTY/You Wreck Me
-	18	11	VAN HALEN/Don't Tell Me...
20	18	20	PAGE & PLANT/Thank You
13	20	19	NIRVANA/About A Girl
17	17	14	HOOTIE & BLOWFISH/Let Her Cry
6	12	15	GREEN DAY/When I Come Around
16	16	15	BIG HEAD TODD.../Kansington Line
17	18	15	BLUES TRAVELER/Run-Around
-	-	14	AEROSMITH/Walk On Water
16	17	14	PETE DROGE/If You Don't Love...
-	6	13	NIRVANA/The Man Who Sold...
13	16	14	ALLMAN BROTHERS/Southern
6	6	14	EAGLES/Learn To Be Still
14	18	14	BOB DYLAN/Dignity
-	17	15	ROLLING STONES/Sparks Will Fly
-	17	15	LIVE/Alone
-	9	10	BLACK CROWES/High Head Blues
-	12	6	TOM PETTY/You Wreck Me
11	11	10	CANDLEBOX/Cover Me
-	-	10	STONE TEMPLE PILOTS/Unglued
8	11	11	OFFSPRING/Self Esteem
-	-	8	COLLECTIVE SOUL/Get
6	9	9	QUEENSRYCHE/Bridge
-	-	8	ALICE IN CHAINS/Got Me Wrong
7	6	7	SOUNDGARDEN/My Wave
5	6	6	TODD SNIDER/Talkin' Seattle...
-	-	6	DAVE MATTHEWS BAND/What Would You Say

**MARKET #159**  
**WDRB/South Bend**  
(616) 683-5432  
Martini/Frey

**PLAYS**

SW	LW	TW	ARTIST/TITLE
22	23	22	PEARL JAM/Better Man
15	23	21	TOM PETTY/You Wreck Me
24	24	23	R.E.M./Bang And Blame
12	13	12	QUEENSRYCHE/Bridge
19	19	18	CANDLEBOX/Cover Me
19	19	18	COUNTING CROWS/A Murder Of One
16	16	15	PAGE & PLANT/Thank You
-	-	12	NIRVANA/The Man Who Sold...
18	23	16	VAN HALEN/Don't Tell Me...
-	-	11	COLLECTIVE SOUL/Get
-	-	6	AEROSMITH/Walk On Water
-	-	14	BLACK CROWES/High Head Blues
14	14	13	PETE DROGE/If You Don't Love...
7	8	10	FREDDY JONES BAND/Take The Time
15	14	13	BIG HEAD TODD.../Kansington Line
14	14	12	HOOTIE & BLOWFISH/Let Her Cry
17	15	11	ROLLING STONES/Sparks Will Fly
4	9	10	EAGLES/Learn To Be Still
12	12	10	TODD SNIDER/Talkin' Seattle...
9	8	9	GILBY CLARKE/Tijuana Jail
8	9	7	STEVE RAY VAUGHAN/Pride And Joy
6	6	8	SPONGE/Plowed
22	23	27	ERIC CLAPTON/Motherless Child
-	-	8	ALICE IN CHAINS/Got Me Wrong
-	-	8	LIVE/Alone
-	-	8	SIMPLE MINDS/She's A River
6	7	8	GREEN DAY/When I Come Around
-	-	4	VAN HALEN/Can't Stop Lovin'...
-	-	4	VAN HALEN/The Seventh Seal
-	-	4	SOUNDGARDEN/Fall On Black Days



SHAWN ALEXANDER

## WKOC: More Aggressive, Less Progressive

■ New PD weeds out music and ups tempo to create 'rock station of today'

Signs of fragmentation are appearing in the Alternative format. Benchmark Communications' WKOC (The Coast)/Norfolk signed on as a Progressive station in 1991, but it's become the latest station to target Alternative listeners 25-34 years old.



Mark Bradley

"The Alternative lifegroup is splitting in two directions — 25-38 and 16-22 life-groups," remarks PD Mark Bradley, who joined the station last October. "After doing Progressive for a while, we discovered there's a gigantic amount of people who like Alternative, but there are different types of alternative music."

### Focused Approach

"We've found that there's an adult Alternative listener who needs to be served," says Bradley. "WKOC has always had an Alternative slant, but it was a very different station than it is today. We played artists like Bob Seger next to alternative music. If we played him today he'd sound completely out of context. A lot of Progressive stations still rely on classic rock to accomplish what they need to do.

"We were going to extremes: You could punch in and hear a very acoustic, mellow set during the daytime, and then hear a more alternative extreme at night. The station was pretty wide at one point, because variety is the primary reason people punch into a Progressive station.

## Out Of The Mix

Here's a list of artists who are no longer part of WKOC's regular music mix:

- Eric Clapton
- Bruce Cockburn
- Shawn Colvin
- Grateful Dead
- Bruce Hornsby
- Rickie Lee Jones
- Lyle Lovett
- Van Morrison
- Bonnie Raitt
- Rolling Stones
- Michelle Shocked
- Richard Thompson
- Neil Young

"Variety is a good image to own, but it isn't always a good sound. Talking about the wide variety you play and having a wide variety image is much more advantageous than playing a superwide variety of songs. We still have the most variety in town."

### Eliminating Songs

Declining ratings led to the Coast's tighter musical approach. "We've become more focused; people should know what they are going to get when they punch into the station," notes Bradley. "We look at a song to determine whether it's too

abrasive for what we do. If we think it will have multiformat exposure, then we'll try to be early on it. The non-mass-appeal grunge and real quirky reaction songs don't work for us. It's the 18-24s and teens who really react to those songs."

Regarding WKOC's music changes, Bradley explains, "It's more what was taken out than what was put in. There wasn't a common thread between a lot of the progressive and alternative artists. We had about 1200 songs, and now we're at about half that. (See "Out Of The Mix.")

"We've narrowed it down to make sure we're good at one or two styles of music, instead of doing three or four half-ass. We're about 40% current; the number of currents has decreased, and we've started to play them more often.

"We look at ourselves as a Rock station of today. We just happen to play alternative music, because this is the rock music of tomorrow. Our core artists are R.E.M., U2, Pearl Jam, Stone Temple Pilots, and INXS. Our gold spans back to 1977. We play artists most Alternative stations no longer play: the Police, the Cars, the Pretenders, Joe Jackson, and Peter Gabriel. Those artists have no place on an 18-24 station today."

One way WKOC maintains its wide variety is through specialty shows. For instance, on Sundays it airs a blues hour, "The Grateful Dead Hour," and another show devoted to what Bradley terms "acoustic light jazz with Alternative mixed in."

### New Attitude

"We've upped the tempo so this isn't an AC-sounding station," says Bradley. "Our listeners said we could be more uptempo and get a little harder. The attitude on the station has changed. We sped up Sandy Thomas's voice — he does our voice work — and chopped off the high and low end on EQ to make it cut through and give the audio production more sonic presence.

"In terms of presentation, this was a very light station before I came aboard. Songs used to fade almost all the way out before the next song — it was like public radio. Now the station has momentum and tempo. Our presentation sounds like a mass-appeal mainstream Rock station, but the music happens to be alternative.

"Before, the station took the anti-radio attitude found at a lot of Progressive stations: 'If this is your music, this is your radio station.' The marketing for Progressive stations is anti-marketing, whereas we market ourselves as an Alternative station for adults. We take a more aggressive attitude now, calling ourselves

## Expanding The 25-34 Appeal

Four Alternative stations are currently targeting adults 25-34 — KXPB/Denver, XHRM/San Diego, WWCD/Columbus, and WKOC/Norfolk. KOC PD Mark Bradley believes more stations will pop up in other markets.

"Somebody could do a great job with an Alternative station targeting 25-34s in Seattle," he points out. "Whenever you have a strong Alternative station like The End [KNDD] and a Progressive The Mountain [KMTT] on the other end, it tells you that there must be a base. This format would work incredibly in New York, too. Look how wide [Rock] WNEW has been for years.

"When WNNX (99X)/Atlanta signed on, people thought it was

going to be a teens or 18-24 station. Two books later, they were killing 25-34. That's still their strength to this day, more than 18-24. They're still strong 18-24, because nobody is competing with them. If a young-end station came on, I bet 99X would take the same route we have. This is where the money is: You still get the younger buys, but you're also competitive for 25-34 and 25-54 buys. It's a great example of how 25-34-palatable this format is."

"The Rock Station For The Next 25 Years.' It's a bold statement, saying this is the music of tomorrow, and we're the station that's playing it."

### Targeting 25-34s

"We couldn't be a superwide Progressive station here, because we're competing against a very focused AOR [WNOR] and a young-end Alternative [WROX]," states Bradley. "We had to choose our battleground or get squashed. WNOR is winning 25-34, and that's who we're fighting. They're protecting their turf — every other song is something like Toad The Wet Sprocket or Pearl Jam.

"We lost listeners to WROX simply because our station didn't have tempo and was so wide. WNOR is our primary competitor, and that's who we attack. Although WROX attacks us most, they're a secondary competitor — we're not looking at 18-24s.

"When WROX signed on for the younger kids, they were hip, simply because they were new and playing alternative music. The Coast never lost its hip edge — even for the 18-24s. Our 18-24 come is incredible.

People are still coming back to us since WROX's sign-on.

"In '95, I think harder alternative rock is going to merge more with some of the AOR sound. WROX is the hard Rock station in the market — it just happens to be alternative music, which today is the hard rock heavy metal. They do incredibly with 18-24s, but in 25-34 there's nobody home. We're the 25-34 Alternative station — somebody was needed to serve this audience."



**There wasn't a common thread between a lot of the progressive and alternative artists we played. We had about 1200 songs, and now we're at about half that.**  
—Mark Bradley



Even though the tempo has been increased, the station's kept its handle, "The Coast." Bradley indicates the key is imaging the product correctly. "The Coast reflects our being right here on the ocean. I don't think people feel 'The Coast' is too soft a name, though we did modify it to 'Radio 93.7 The Coast.'"

### Promo/Marketing Focus

Promotionally, WKOC maintains its heavy street focus. Bradley explains, "We haven't spent a tremendous amount of money on promotions and marketing in the past. We do a lot of concert and sticker value promotions. For example, we did a Toad The Wet Sprocket promotion where we asked listeners to draw their best toad to win tickets to our Toad Jam (acoustic show). Big giveaway items aren't what attract people to alternative music. You need to seem hip and play good music.

"Luckily enough, Benchmark has realized that to go up against the big boys, we're going to have to spend like the big boys. Our advertising budget will be competitive this year."

## NOW IT'S TIME TO SAY GOODBYE



Kitchens of Distinction from the new album cowboys and aliens

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Produced by Kitchens of Distinction and Pete Barlett  
Remixed by Pascal Gabriel  
Managed by Atlas/Third Rail Management, Inc.



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THE  
Coast  
radio 93.7

### Sample Hour

Here's what The Coast played at 4pm on January 11:  
CHRIS ISAAK/  
Heart Shaped World  
SMITHS/How Soon Is Now  
COLLECTIVE SOUL/Shine  
FLOCK OF SEAGULLS/I Ran  
PEARL JAM/Better Man  
RED HOT CHILI PEPPERS/  
Behind The Sun  
STING/This Cowboy Song  
WORLD PARTY/Ship Of Fools  
GIN BLOSSOMS/Allison Road  
OASIS/Live Forever  
TALKING HEADS/  
Burning Down The House

# R&R ALTERNATIVE TOP 50

JANUARY 27, 1995

3W	2W	LW	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS				TOTAL STATIONS/ADDS
					TW	LW	2W	3W	
2	1	1	1	<b>GREEN DAY</b> When I Come Around ( <i>Reprise</i> )	1629	1670	1597	1462	50/0
3	2	2	2	<b>PEARL JAM</b> Better Man ( <i>Epic</i> )	1379	1437	1489	1397	48/0
9	6	4	<b>3</b>	<b>STONE ROSES</b> Love Spreads ( <i>Geffen</i> )	1300	1266	1120	868	50/0
6	7	7	<b>4</b>	<b>BUSH</b> Everything Zen ( <i>Trauma/Interscope</i> )	1260	1188	1086	939	47/0
29	10	8	<b>5</b>	<b>OASIS</b> Live Forever ( <i>Epic</i> )	1239	1092	786	445	50/2
5	5	5	6	<b>OFFSPRING</b> Gotta Get Away ( <i>Epitaph</i> )	1167	1221	1155	1042	42/0
4	4	6	7	<b>WEEZER</b> Buddy Holly ( <i>DGC/Geffen</i> )	1166	1217	1302	1290	45/0
1	3	3	8	<b>R.E.M.</b> Bang And Blame ( <i>WB</i> )	1124	1321	1423	1472	46/0
8	9	10	<b>9</b>	<b>PORTISHEAD</b> Sour Times ( <i>Go! Discs/London</i> )	1074	1016	938	903	49/3
—	34	11	<b>10</b>	<b>SIMPLE MINDS</b> She's A River ( <i>Virgin</i> )	1053	874	385	15	49/4
10	8	9	11	<b>FLAMING LIPS</b> She Don't Use Jelly ( <i>WB</i> )	1008	1018	987	855	43/1
31	14	12	<b>12</b>	<b>CRANBERRIES</b> Ode To My Family ( <i>Island</i> )	959	814	678	438	43/2
38	16	13	<b>13</b>	<b>NIRVANA</b> The Man Who Sold The World ( <i>DGC/Geffen</i> )	941	783	627	351	42/2
36	23	14	<b>14</b>	<b>SHERYL CROW</b> Strong Enough ( <i>A&amp;M</i> )	880	759	566	371	45/0
<b>BREAKER</b>			<b>15</b>	<b>LIVE</b> Lightning Crashes ( <i>Radioactive</i> )	814	538	278	22	47/7
22	12	16	<b>16</b>	<b>STONE TEMPLE PILOTS</b> Unglued ( <i>Atlantic</i> )	804	748	709	537	42/0
30	18	15	<b>17</b>	<b>PEARL JAM</b> Corduroy ( <i>Epic</i> )	785	755	593	443	43/2
-	31	19	<b>18</b>	<b>LETTERS TO CLEO</b> Here & Now ( <i>Giant</i> )	780	622	446	243	43/2
<b>BREAKER</b>			<b>19</b>	<b>VERUCA SALT</b> Number One Blind ( <i>DGC/Geffen</i> )	626	496	327	157	40/3
<b>BREAKER</b>			<b>20</b>	<b>THROWING MUSES</b> Bright Yellow Gun ( <i>Sire/Reprise</i> )	609	520	474	316	37/2
32	28	24	<b>21</b>	<b>ALICE IN CHAINS</b> Got Me Wrong ( <i>Chaos/Columbia</i> )	582	538	506	432	26/1
-	-	35	<b>22</b>	<b>COLLECTIVE SOUL</b> Gel ( <i>Atlantic</i> )	580	370	211	58	31/4
21	21	18	23	<b>NINE INCH NAILS</b> Piggy ( <i>Nothing/TVT/Interscope</i> )	575	655	580	551	33/0
12	11	17	24	<b>BAD RELIGION</b> 21st Century (Digital Boy) ( <i>Atlantic</i> )	546	667	739	764	26/0
19	17	21	25	<b>SOUNDGARDEN</b> Fell On Black Days ( <i>A&amp;M</i> )	537	572	616	572	28/0
-	42	32	<b>26</b>	<b>LIZ PHAIR</b> Whip-Smart ( <i>Matador/Atlantic</i> )	490	446	315	148	29/5
14	13	22	27	<b>MAZZY STAR</b> Halah ( <i>Capitol</i> )	471	564	686	717	26/1
25	25	28	28	<b>LIVE</b> I Alone ( <i>Radioactive</i> )	464	499	532	510	28/0
26	27	26	29	<b>RANCID</b> Roots Radical ( <i>Epitaph</i> )	464	506	519	472	28/1
<b>DEBUT</b>			<b>30</b>	<b>THE THE</b> I Saw The Light ( <i>550 Music</i> )	437	73	0	0	31/6
-	-	40	<b>31</b>	<b>SARAH McLACHLAN</b> Hold On ( <i>Arista</i> )	432	313	113	1	36/6
11	20	20	32	<b>CRANBERRIES</b> Zombie ( <i>Island</i> )	427	583	583	778	29/0
-	-	39	<b>33</b>	<b>ASS PONYS</b> Little Bastard ( <i>A&amp;M</i> )	413	325	212	148	30/3
16	22	30	34	<b>STONE TEMPLE PILOTS</b> Interstate Love... ( <i>Atlantic</i> )	408	475	571	661	26/0
37	33	36	<b>35</b>	<b>DINK</b> Green Mind ( <i>Capitol</i> )	388	370	387	359	21/0
-	-	46	<b>36</b>	<b>SPONGE</b> Plowed ( <i>Chaos</i> )	379	256	183	133	28/11
50	45	43	<b>37</b>	<b>DAVE MATTHEWS BAND</b> What Would You Say ( <i>RCA</i> )	350	299	300	253	22/0
7	19	31	38	<b>NIRVANA</b> About A Girl ( <i>DGC/Geffen</i> )	344	453	588	906	25/0
41	38	37	39	<b>SPELL</b> Superstar ( <i>Island</i> )	325	360	361	329	25/1
-	-	45	<b>40</b>	<b>DANZIG</b> Cantspeak ( <i>American/Reprise</i> )	306	263	210	238	23/2
13	15	27	41	<b>HOLE</b> Doll Parts ( <i>DGC/Geffen</i> )	296	504	637	754	19/0
15	24	38	42	<b>SMASHING PUMPKINS</b> Landslide ( <i>Virgin</i> )	286	339	558	663	20/0
-	-	49	<b>43</b>	<b>HOLE</b> Violet ( <i>DGC/Geffen</i> )	279	232	161	67	27/11
20	29	44	44	<b>AIMEE MANN</b> That's Just What You Are ( <i>Imago/Giant</i> )	278	294	475	570	15/0
47	35	34	45	<b>SMASHING PUMPKINS</b> Frail & Bedazzled ( <i>Virgin</i> )	275	374	374	298	17/1
17	26	33	46	<b>VERUCA SALT</b> Seether ( <i>DGC/Geffen</i> )	264	397	523	649	18/0
43	39	41	47	<b>DINOSAUR JR</b> I Don't Think So ( <i>Sire/Reprise</i> )	258	305	350	328	19/0
<b>DEBUT</b>			<b>48</b>	<b>WOLFGANG PRESS</b> Going South ( <i>4AD/WB</i> )	250	144	99	21	21/6
<b>DEBUT</b>			<b>49</b>	<b>ELECTRAFIXION</b> Zephyr ( <i>Import</i> )	246	221	139	74	23/6
18	32	47	50	<b>LIZ PHAIR</b> Supernova ( <i>Matador/Atlantic</i> )	235	250	422	577	19/0

This chart reflects airplay from January 16 - 22. Songs ranked by number of plays. Highlighted songs indicate Breaker. 52 Alternative reporters. 51 current playlists. © 1995, R&R Inc.

## BREAKERS®

### LIVE Lightning Crashes (*Radioactive*)

TOTAL PLAYS/INCREASE: 814/276  
TOTAL STATIONS/ADDS: 47/7  
CHART: 15

### VERUCA SALT

#### Number One Blind (*DGC/Geffen*)

TOTAL PLAYS/INCREASE: 626/130  
TOTAL STATIONS/ADDS: 40/3  
CHART: 19

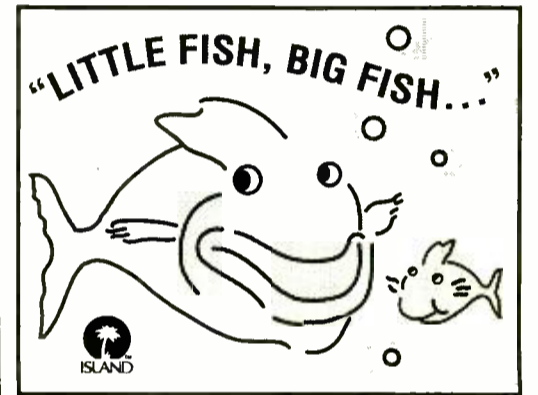
### THROWING MUSES

#### Bright Yellow Gun (*Sire/Reprise*)

TOTAL PLAYS/INCREASE: 609/89  
TOTAL STATIONS/ADDS: 37/2  
CHART: 20

## MOST ADDED®

ARTIST TITLE LABEL(S)	ADDS
BELLY Now They'll Sleep ( <i>Sire/Reprise</i> )	21
HOLE Violet ( <i>DGC/Geffen</i> )	11
SPONGE Plowed ( <i>Chaos</i> )	11
DURAN DURAN White Lines ( <i>Capitol</i> )	9
LIVE Lightning Crashes ( <i>Radioactive</i> )	7
SIOUXSIE & THE BANSHEES Oh Baby ( <i>Geffen</i> )	7

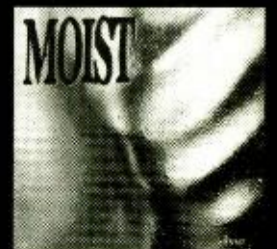


## MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
THE THE I Saw The Light ( <i>550 Music</i> )	+364
LIVE Lightning Crashes ( <i>Radioactive</i> )	+276
COLLECTIVE SOUL Gel ( <i>Atlantic</i> )	+210
SIMPLE MINDS She's A River ( <i>Virgin</i> )	+179
BELLY Now They'll Sleep ( <i>Sire/Reprise</i> )	+176
NIRVANA The Man Who Sold... ( <i>DGC/Geffen</i> )	+158
LETTERS TO CLEO Here & Now ( <i>Giant</i> )	+158
OASIS Live Forever ( <i>Epic</i> )	+147
CRANBERRIES Ode To My Family ( <i>Island</i> )	+145
VERUCA SALT Number One Blind ( <i>DGC/Geffen</i> )	+130

Breakers: Songs registering 600 plays or more for the first time. Bullets awarded to songs gaining plays over the previous week. If two songs are tied in number of plays, the song being played on more stations is placed first. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Weighted chart appears on R&R ONLINE.

# MOIST



machine punch through

"Bonafide smash on the New Rock assembly line." -SEAN DEMERY, M.D./99X

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# ALTERNATIVE PLAYLISTS



**WORLD FAMOUS KROQ**  
106.7 FM

**MARKET #2**

**KROQ/Los Angeles**  
(818) 567-1067  
Weatherly/Sandbrook/Worden

PLAYS	SW	ZW	LW	TW	ARTIST/TITLE
-	30	40	41		LIVE/Lightning Crashes
-	38	43	39		WEEZER/Buddy Holly
-	38	40	37		GREEN DAY/When I Come Around
-	14	24	33		PRIMITIVES/Crash
-	25	20	32		PEARL JAM/Better Man
-	-	20	28		COLLECTIVE SOUL/Gel
-	27	21	28		NIRVANA/About A Girl
-	-	21	27		GREEN DAY/Tired Of Waiting...
-	14	17	27		TORI AMOS/Comet Take Girl
-	22	33	27		SPONGE/Plowed
-	38	32	25		OASIS/Live Forever
-	22	20	25		BUSH/Everything Zen
-	16	21	25		SOUNDGARDEN/My Wave
-	29	21	25		R.E.M./Bang And Blame
-	30	31	24		HOLE/Asking For It
-	-	23	23		ELASTICA/Connection
-	-	23	23		NIRVANA/The Man Who Sold...
-	22	21	23		FLAMING LIPS/She Don't Use Jelly
-	22	18	22		FACE TO FACE/Disconnected
-	22	18	22		LETTERS TO CLEO/Here & Now
-	-	16	21		WAX/California
-	22	21	21		BAD RELIGION/21st Century...
-	26	22	20		STONE TEMPLE PILOTS/Unglued
-	19	20	17		PIZZICATO FIVE/Twiggy Twoggy
-	15	17	16		STONE ROSES/Love Spreads
-	18	20	16		PEARL JAM/Corduroy
-	6	11	16		SUBLIME/Date Rape
-	16	12	15		PORTISHEAD/Sour Times
-	16	19	14		R.E.M./Strange Currencies
-	22	16	14		STONE TEMPLE PILOTS/Interstate Love Song
-	12	13	13		NINE INCH NAILS/Hurt
-	6	17	13		LIVE/Alone
-	22	17	13		CRANBERRIES/Zombie
-	8	10	12		PEARL JAM/Nothingman
-	13	9	9		CRANBERRIES/Ode To My Family
-	12	7	9		SIMPLE MINDS/She's A River
-	9	11	7		GOLDEN PALOMINOS/Little Suicides
-	-	5	5		SHERYL CROW/Strong Enough

**ADDS**

- 8 WEEZER/My Name Is Jonas



**Q 1 0 1**

**MARKET #3**

**WKQX/Chicago**  
(312) 527-8348  
Gamble/Shuminas

PLAYS	SW	ZW	LW	TW	ARTIST/TITLE
-	48	39	49		PEARL JAM/Better Man
-	48	49	48		GREEN DAY/When I Come Around
-	50	43	47		PEARL JAM/Corduroy
-	29	39	45		HOLE/Asking For It
-	29	31	39		BUSH/Everything Zen
-	26	28	33		WEEZER/Buddy Holly
-	29	18	33		MAZZY STAR/Halah
-	17	23	32		DINK/Green Mind
-	26	19	32		PORTISHEAD/Sour Times
-	27	29	32		LIVE/Alone
-	9	21	32		STONE TEMPLE PILOTS/Unglued
-	27	27	31		LIZ PHAIR/Whip-Smart
-	23	22	31		SMASHING PUMPKINS/Landslide
-	26	28	31		CRANBERRIES/Twenty One
-	27	27	30		NIRVANA/Where Did You...
-	48	30	30		SARAH MCLACHLAN/Good Enough
-	-	38	38		COLLECTIVE SOUL/Gel
-	27	24	29		OASIS/Live Forever
-	9	14	26		SOUNDGARDEN/My Wave
-	20	17	25		VERUCA SALT/Number One Blind
-	49	46	22		R.E.M./Crush With Eyeliner
-	4	17	21		PRIMITIVES/Crash
-	19	17	20		LETTERS TO CLEO/Here & Now
-	-	19	19		R.E.M./Strange Currencies
-	28	27	15		ALICE IN CHAINS/Got Me Wrong
-	-	8	14		ASS PONY'S/Little Bastard
-	8	7	14		STONE ROSES/Love Spreads
-	-	13	13		ADAM ANT/Wonderful
-	30	31	13		OFFSPRING/Gotta Get Away
-	-	7	13		SPONGE/Plowed
-	-	13	13		OFFSPRING/What Happened To...
-	-	7	12		FACE TO FACE/Disconnected
-	16	24	12		FLAMING LIPS/She Don't Use Jelly
-	-	10	12		RAGE AGAINST.../Year Of...
-	-	7	11		GREEN DAY/2000 Light Years...
-	11	10	10		GOOPS/Booze Cabana
-	-	8	8		NINE INCH NAILS/Hurt
-	-	7	7		WAX/California
-	14	6	6		BELLY/Now They'll Sleep
-	-	3	6		SHERYL CROW/Strong Enough
-	4	7	5		THROWING MUSES/Bright Yellow Gun

**ADDS**

- 8 LIVE/Lightning Crashes
- GREEN DAY/Tired Of Waiting...
- ELECTRAFIXION/Zephyr
- RANCID/Salvation
- SMOKING POPES/Need You Around



**LIVE 105**

**MARKET #4**

**KITS/San Francisco**  
(415) 512-1053  
Sands/Masters

PLAYS	SW	ZW	LW	TW	ARTIST/TITLE
-	31	31	31		GREEN DAY/When I Come Around
-	28	29	29		PEARL JAM/Better Man
-	9	29	29		SILOUSIE & BANSHIES/Oh Baby
-	31	27	27		WEEZER/Buddy Holly
-	9	17	25		SPONGE/Plowed
-	21	23	23		STONE ROSES/Love Spreads
-	9	23	23		OASIS/Live Forever
-	-	9	22		LIVE/Lightning Crashes
-	19	20	20		LETTERS TO CLEO/Here & Now
-	15	20	20		HOLE/Asking For It
-	19	15	19		LIZ PHAIR/Supernova
-	21	9	19		OFFSPRING/Gotta Get Away
-	19	17	17		RANCID/Roots Radical
-	15	17	17		PORTISHEAD/Sour Times
-	15	17	17		BUSH/Everything Zen
-	15	17	17		FACE TO FACE/Disconnected
-	19	23	15		MAZZY STAR/Halah
-	25	15	15		LOVE SPIT LOVE/Change In...
-	25	15	15		SUPERGRASS/Caught By The Fuzz
-	9	15	15		SIMPLE MINDS/She's A River
-	30	26	12		R.E.M./Bang And Blame
-	-	5	12		ASS PONY'S/Little Bastard
-	-	5	12		STONE TEMPLE PILOTS/Unglued
-	9	12	12		NIRVANA/The Man Who Sold...
-	5	12	12		SPELL/Superstar
-	-	9	12		PEARL JAM/Corduroy
-	-	9	12		R.E.M./Strange Currencies
-	-	5	12		ELECTRAFIXION/Zephyr
-	21	17	10		FLAMING LIPS/She Don't Use Jelly
-	25	10	10		BEASTIE BOYS/Sure Shot
-	5	5	5		THROWING MUSES/Bright Yellow Gun
-	5	5	5		COLD WATER FLAT/Magnetic North Pole
-	15	5	5		DINOSAUR JR./Don't Think So
-	15	5	5		MONSTER WOODOO.../Inside These Walls
-	-	5	5		WOLFGANG PRESS/Going South
-	-	5	5		SHERYL CROW/Strong Enough

**ADDS**

- ADAM ANT/Wonderful
- BELLY/Now They'll Sleep
- WAX/California
- SUBLIME/Date Rape
- THE THE/I Saw The Light
- WILLI ONE BLOOD/Whiney, Whiney...



**89X**

**MARKET #6**

**CIMX/Detroit**  
(313) 961-9811  
Brookshaw/Canova

PLAYS	SW	ZW	LW	TW	ARTIST/TITLE
-	18	24	40		OFFSPRING/Gotta Get Away
-	35	39	40		GREEN DAY/When I Come Around
-	35	38	39		R.E.M./Bang And Blame
-	34	38	39		NIRVANA/The Man Who Sold...
-	16	25	39		PORTISHEAD/Sour Times
-	38	39	39		STONE ROSES/Love Spreads
-	18	39	39		BUSH/Everything Zen
-	32	16	38		PEARL JAM/Better Man
-	18	20	21		MAZZY STAR/Halah
-	21	21	21		FLAMING LIPS/She Don't Use Jelly
-	36	36	21		ALICE IN CHAINS/Got Me Wrong
-	19	37	21		PEARL JAM/Corduroy
-	-	22	21		OASIS/Live Forever
-	-	21	21		HOLE/Asking For It
-	-	21	21		VERUCA SALT/Number One Blind
-	21	20	20		WEEZER/Buddy Holly
-	17	20	20		GANDHARVAS/First Day Of Spring
-	17	19	20		SPONGE/Drownin'
-	17	37	20		CRANBERRIES/Ode To My Family
-	14	16	20		GRANT LEE BUFFALO/Drug
-	18	21	19		SHERYL CROW/Strong Enough
-	14	21	19		NINE INCH NAILS/Piggy
-	18	20	19		STONE TEMPLE PILOTS/Unglued
-	-	17	18		OUR LADY PEACE/Hope
-	17	16	18		DELERIUM/Flowers Become...
-	-	19	17		HARDSHIP POST/Don't You Come Home
-	14	15	17		TRAGICALLY HIP/Grace, Too
-	18	17	17		GINGER/Solid Ground
-	17	17	16		KILLJOYS/Today I Hate...
-	15	14	16		ARCHERS OF LOAF/Web In Front
-	-	14	16		SARAH MCLACHLAN/Hold On
-	15	19	15		BIG CHIEF/Lion's Mouth
-	-	16	15		ELECTRAFIXION/Zephyr
-	-	16	15		SINGLE GUN THEORY/Fall
-	-	3	15		LIVE/Lightning Crashes
-	-	2	15		BARENAKED LADIES/Alternative...
-	-	3	14		R.E.M./Star 69
-	13	11	13		SPELL/Superstar
-	16	16	13		SLOAN/I Hate My Generation
-	5	9	4		PEARL JAM/Not For You

**ADDS**

- 8 ELASTICA/Connection
- 5 THROWING MUSES/Bright Yellow Gun
- 3 SOUNDGARDEN/My Wave
- 2 FACE TO FACE/Disconnected
- 2 SIMPLE MINDS/She's A River
- 2 ODDS/Truth Untold
- 1 RANCID/Salvation



**94.5 EDGE**

**MARKET #7**

**KDGE/Dallas**  
(214) 580-9400  
Folger/Michaels

PLAYS	SW	ZW	LW	TW	ARTIST/TITLE
-	47	49	52		PEARL JAM/Better Man
-	47	55	52		GREEN DAY/When I Come Around
-	49	49	49		SARAH MCLACHLAN/Good Enough
-	41	40	48		HOOTIE & BLOWFISH/Hold My Hand
-	41	45	48		LIVE/Alone
-	40	47	43		SOUNDGARDEN/Fell On Black Days
-	44	40	41		WEEZER/Buddy Holly
-	26	41	41		SHERYL CROW/Strong Enough
-	23	27	38		CRANBERRIES/Ode To My Family
-	12	38	39		OASIS/Live Forever
-	-	41	39		DURAN DURAN/White Lines...
-	21	41	38		OFFSPRING/Gotta Get Away
-	48	46	38		R.E.M./Bang And Blame
-	26	37	37		PORTISHEAD/Sour Times
-	-	25	30		COLLECTIVE SOUL/Shine
-	25	30	25		UNLIMITED/Get Ready For This
-	39	25	24		CRANBERRIES/Zombie
-	-	12	22		HUMAN LEAGUE/Tell Me When
-	20	21	21		GREEN DAY/Welcome To Paradise
-	-	16	20		SARAH MCLACHLAN/Hold On
-	-	10	18		NIRVANA/The Man Who Sold...
-	12	16	17		PEARL JAM/Corduroy
-	25	29	17		ERASURE/1 Love Saturday
-	30	15	15		COUNTING CROWS/Rain King
-	12	15	15		FLAMING LIPS/She Don't Use Jelly
-	-	10	10		COUNTING CROWS/A Murder Of One
-	23	10	9		SIMPLE MINDS/She's A River
-	-	7	9		LETTERS TO CLEO/Here & Now
-	-	11	9		SMASHING PUMPKINS/Whir
-	-	7	9		STONE ROSES/Love Spreads
-	-	4	5		DEEP BLUE SOMETHING/Breakfast At...
-	7	7	5		BUSH/Everything Zen
-	-	4	5		STONE TEMPLE PILOTS/Unglued

**ADDS**

- COLLECTIVE SOUL/Gel
- BLUES TRAVELER/Run-Around
- VERUCA SALT/Number One Blind



**WHFS 99.1 FM**

**MARKET #8**

**WHFS/Washington**  
(301) 306-0991  
Benjamin/Waugh

PLAYS	SW	ZW	LW	TW	ARTIST/TITLE
-	34	35	34		CRANBERRIES/Ode To My Family
-	34	35	34		GREEN DAY/When I Come Around
-	24	35	34		NIRVANA/The Man Who Sold...
-	24	35	34		OASIS/Live Forever
-	34	35	34		PEARL JAM/Better Man
-	34	35	34		PEARL JAM/Corduroy
-	24	35	34		PORTISHEAD/Sour Times
-	34	35	34		R.E.M./Bang And Blame
-	24	35	34		SOUNDGARDEN/My Wave
-	34	35	34		WEEZER/Buddy Holly
-	24	25	24		ASS PONY'S/Little Bastard
-	24	25	24		BAD RELIGION/21st Century...
-	24	25	24		BUSH/Everything Zen
-	24	25	24		SHERYL CROW/Strong Enough
-	-	25	24		LETTERS TO CLEO/Here & Now
-	24	25	24		LIVE/Lightning Crashes
-	-	25	24		SIMPLE MINDS/She's A River
-	24	25	24		STONE ROSES/Love Spreads
-	24	25	24		STONE TEMPLE PILOTS/Pretty Penny
-	24	25	24		SUGAR/Beieve What...
-	-	14	14		BETTIE SERVEERT/Ray Ray Rain
-	14	15	14		CANDLEBOX/Far Behind
-	14	15	14		DANZIG/Cantspeak
-	-	15	14		ELECTRAFIXION/Zephyr
-	-	14	14		FACE TO FACE/Disconnected
-	14	15	14		GOLDEN PALOMINOS/Little Suicides
-	-	15	14		GRANT LEE BUFFALO/Honey Don't Think
-	14	15	14		JESUS & MARY CHAIN/Come On
-	24	15			

# ALTERNATIVE PLAYLISTS

**91X** MARKET #15  
XTRA/San Diego  
(619) 291-9191  
Stapleford/Halloran

PLAYS	SW	ZW	LW	TW	ARTIST/TITLE
-	-	25	32		PEARL JAM/Corduroy
-	34	30	31		GREEN DAY/When I Come Around
-	-	20	30		LIVE/Lightning Crashes
-	15	20	25		R.E.M./Star 69
-	29	30	25		CRANBERRIES/Can't Be With You
-	28	27	25		WEEZER/Buddy Holly
-	28	27	25		OASIS/Live Forever
-	16	15	20		STONE ROSES/Love Spreads
-	22	18			FLAMING LIPS/She Don't Use Jelly
-	24	27	18		SOUNDGARDEN/Fall On Black Days
-	20	20	18		SHERYL CROW/Strong Enough
-	-	-	18		SPONGE/Plowed
-	12	17	18		BUSH/Everything Zen
-	22	16			NIRVANA/Plateau
-	12	15	16		OFFSPRING/Gotta Get Away
-	-	18	16		SARAH MCLACHLAN/Hold On
-	14	15	14		CRANBERRIES/Zombie
-	19	15	14		BAD RELIGION/Infected
-	-	12	14		RAGE AGAINST...Year Of...
-	21	16	14		DANZIG/Cantspeak
-	16	15	14		JEWEL/Who Will Save...
-	13	13	12		MAZZY STAR/Fade Into You
-	16	15	12		SMASHING PUMPKINS/Landslide
-	-	-	12		PORTISHEAD/Sour Times
-	26	14			PEARL JAM/Nothingman
-	-	-	12		ASS PONY'S/Little Bastard
-	-	-	12		VERUCA SALT/Number One Blind
-	12	11	11		GREEN DAY>Welcome To Paradise
-	25	18	11		R.E.M./Bang And Blame
-	22	12	11		URGE OVERKILL/Girl, You'll Be...
-	-	-	11		HOLE/Doll Parts
-	27	11	11		STONE TEMPLE PILOTS/Interstate Love Song
-	14	11	10		NIRVANA/About A Girl
-	-	-	10		LIZ PHAIR/Whip-Smart
-	-	7	10		RUGBURNS/The Fairies Come
-	10	10	9		STONE TEMPLE PILOTS/Unglued
-	-	-	9		JON SPENCER BLUES.../Bellbottoms
-	-	-	9		FRONT FOUR/Charger Rock
-	14	10	8		PEARL JAM/Not For You
-	22	10	8		VERUCA SALT/Seether

**ADDS**

- 18 SIOUXSIE & BANSHEES/On Baby
- 15 SIMPLE MINDS/She's A River
- GREEN DAY/2000 Light Years...

**EDGE** MARKET #16  
KEGE/Minneapolis  
(612) 452-6202  
Lassman/Linder

PLAYS	SW	ZW	LW	TW	ARTIST/TITLE
-	46	46	45		GREEN DAY/When I Come Around
-	32	28	43		AIMEE MANN/That's Just What...
-	25	37	40		SHERYL CROW/Strong Enough
-	26	33	35		LIVE/Lightning Crashes
-	27	38	34		SIMPLE MINDS/She's A River
-	43	41	34		OASIS/Live Forever
-	40	36	31		PEARL JAM/Better Man
-	31	27	30		STONE ROSES/Love Spreads
-	34	42	27		FREEDY JOHNSTON/Bad Reputation
-	28	27	26		SOUNDGARDEN/Fall On Black Days
-	14	25	26		R.E.M./What's The Frequency
-	12	23	25		CRANBERRIES/Ode To My Family
-	25	25	24		LIVE/Live
-	27	27	24		ALICE IN CHAINS/Got Me Wrong
-	26	23	23		STONE TEMPLE PILOTS/Interstate Love Song
-	18	18	22		NIRVANA/About A Girl
-	41	39	22		PEARL JAM/Corduroy
-	-	4	21		MAZZY STAR/Halah
-	20	14	20		WEEZER/Buddy Holly
-	37	41	20		OFFSPRING/Gotta Get Away
-	-	5	19		HOLE/Asking For It
-	13	26	19		R.E.M./Crush With Eyeliner
-	20	10	19		DAVE MATTHEWS BAND/What Would You Say
-	-	5	18		BAD RELIGION/21st Century...
-	11	17	17		LETTERS TO CLEO/Here & Now
-	-	1	16		SARAH MCLACHLAN/Good Enough
-	15	14	16		BUSH/Everything Zen
-	23	24	14		ASS PONY'S/Little Bastard
-	-	11	13		THE THE/ Saw The Light
-	17	13	13		DINK/Green Mind
-	25	14	12		GOLDEN PALOMINOS/Little Suicides
-	-	5	11		BELLY/Now They'll Sleep
-	-	10	11		PRIMITIVE/Smash
-	-	8	9		PORTISHEAD/Sour Times
-	28	12	9		THROWING MUSES/Bright Yellow Gun
-	15	12	8		HOLE/Violet
-	16	9	6		PEARL JAM/Immortality
-	-	6	6		VERUCA SALT/Number One Blind
-	-	6	6		R.E.M./Strange Currencies
-	10	7	5		STONE TEMPLE PILOTS/Unglued
-	-	5	5		DANZIG/Cantspeak
-	14	13	3		NINE INCH NAILS/Piggy

**ADDS**

- 19 LIZ PHAIR/Whip-Smart
- 17 STONE TEMPLE PILOTS/Pretty Penny
- 13 COLLECTIVE SOUL/Gel
- 12 PIZZICATO FIVE/Twiggly Twiggly
- 7 GREEN DAY/Tired Of Waiting...
- 6 NINE INCH NAILS/Hurt
- 5 SPONGE/Plowed

**THE POINT** MARKET #17  
KPNT/St. Louis  
(314) 231-1057  
McGuinn/Luke

PLAYS	SW	ZW	LW	TW	ARTIST/TITLE
-	33	24	35		OFFSPRING/Gotta Get Away
-	33	24	35		GREEN DAY/When I Come Around
-	32	25	35		NIRVANA/The Man Who Sold...
-	14	17	34		BUSH/Everything Zen
-	26	24	33		PORTISHEAD/Sour Times
-	34	24	33		BAD RELIGION/21st Century...
-	5	3	33		R.E.M./Star 69
-	33	25	33		FLAMING LIPS/She Don't Use Jelly
-	34	24	32		PEARL JAM/Better Man
-	17	26			LIVE/Lightning Crashes
-	-	28			BELLY/Now They'll Sleep
-	24	18	24		VERUCA SALT/Victrola
-	20	18	24		SOUNDGARDEN/Fall On Black Days
-	26	18	23		STONE ROSES/Love Spreads
-	24	16	23		SUEOE CHAIN/Daisy Dawn
-	25	16	23		ALICE IN CHAINS/Got Me Wrong
-	-	16	23		MELISSA ETHERIDGE/I'm The Only One
-	21	17	22		CRANBERRIES/Ode To My Family
-	24	15	22		RUSTED ROOT/Send Me On My Way
-	12	16	22		SHERYL CROW/Strong Enough
-	13	17			PETE DROGE/If You Don't Love...
-	-	9	16		ASS PONY'S/Little Bastard
-	-	11	16		SIMPLE MINDS/She's A River
-	-	16	16		SIOUXSIE & BANSHEES/Oh Baby
-	-	12	16		OASIS/Live Forever
-	-	16	16		THE THE/ Saw The Light
-	-	10	15		BABY CHAOS/Sperm
-	15	11	15		LETTERS TO CLEO/Here & Now
-	17	10	15		BENT/Temporary Fix
-	-	14	14		DANZIG/Cantspeak
-	17	10	14		LUSCIOUS JACKSON/Deep Shag
-	11	10	14		GRAVITY KILLS/Guilty
-	12	9	14		SMASHING PUMPKINS/Frail & Bedazzled
-	17	12	13		SPELL/Superstar
-	17	12	13		STONE TEMPLE PILOTS/Unglued
-	14	8	12		PEARL JAM/Not For You
-	9	8	12		NINE INCH NAILS/Piggy
-	6	7	9		WILCO/Passenger Side
-	10	7	7		PEARL JAM/Whipping

**ADDS**

- 5 JAYHAWKS/Blue
- THROWING MUSES/Bright Yellow Gun
- BAD RELIGION/Infected
- WOLFGANG PRESS/Going South
- SMASHING PUMPKINS/Never Let Me Down...

**THE EDGE** MARKET #20  
KEDJ/Phoenix  
(602) 266-1360  
Clay/Wilobee

PLAYS	SW	ZW	LW	TW	ARTIST/TITLE
-	34	44	46		BUSH/Everything Zen
-	34	44	46		WEEZER/Buddy Holly
-	33	45	44		GREEN DAY/When I Come Around
-	33	44	44		OFFSPRING/Gotta Get Away
-	34	45	44		R.E.M./Bang And Blame
-	32	44	43		ALICE IN CHAINS/Got Me Wrong
-	16	43	43		NIRVANA/The Man Who Sold...
-	33	43	43		PEARL JAM/Better Man
-	15	45	42		STONE ROSES/Love Spreads
-	34	28	24		PORTISHEAD/Sour Times
-	17	23	23		FLAMING LIPS/She Don't Use Jelly
-	-	15	22		LIVE/Lightning Crashes
-	16	23	22		MAGNAPOP/Lay It Down
-	16	20	22		MURMURS/You Suck
-	18	21	21		COLLECTIVE SOUL/Gel
-	10	23	21		OASIS/Live Forever
-	-	23	21		SIMPLE MINDS/She's A River
-	17	23	20		NINE INCH NAILS/Piggy
-	-	18	20		THE THE/ Saw The Light
-	15	19	17		CRANBERRIES/Ode To My Family
-	-	15	17		WOLFGANG PRESS/Going South
-	-	17	15		STONE TEMPLE PILOTS/Unglued
-	-	14	14		SPELL/Superstar
-	-	11	13		SHERYL CROW/Strong Enough
-	-	13	11		LETTERS TO CLEO/Here & Now
-	15	17	13		SARAH MCLACHLAN/Hold On
-	10	9	13		PEARL JAM/Corduroy
-	10	14	12		COLD WATER FLAT/Magnetic North Pole
-	-	14	11		SONS OF ELVIS/Formaldehyde
-	10	10	11		HOLE/Violet
-	11	5	10		RANCID/Roots Radical
-	10	9	10		DAVE MATTHEWS BAND/What Would You Say

**ADDS**

- 10 VERUCA SALT/Number One Blind
- DURAN DURAN/White Lines...
- DEAD HOT WORKSHOP/E Minor
- SIOUXSIE & BANSHEES/Oh Baby

**96X** MARKET #43  
WRXQ/Memphis  
(901) 578-1100  
Williams/Connors

PLAYS	SW	ZW	LW	TW	ARTIST/TITLE
-	36	37	38		WEEZER/Buddy Holly
-	31	37	38		LETTERS TO CLEO/Here & Now
-	36	37	37		SMASHING PUMPKINS/Frail & Bedazzled
-	36	38	37		THROWING MUSES/Bright Yellow Gun
-	36	37	37		BUSH/Everything Zen
-	35	37	37		STONE ROSES/Love Spreads
-	35	37	37		GREEN DAY/When I Come Around
-	35	36	37		OFFSPRING/Gotta Get Away
-	23	23	36		STONE TEMPLE PILOTS/Unglued
-	31	22	35		CRANBERRIES/Ode To My Family
-	13	20	35		FLAMING LIPS/She Don't Use Jelly
-	34	37	35		PORTISHEAD/Sour Times
-	11	17	34		PEARL JAM/Corduroy
-	-	18	24		SIMPLE MINDS/She's A River
-	21	24	24		GO-GOS/The Whole World...
-	24	24	23		BAD RELIGION/21st Century...
-	13	17	23		DAVE MATTHEWS BAND/What Would You Say
-	12	21	23		ALICE IN CHAINS/Got Me Wrong
-	7	21	23		OASIS/Live Forever
-	9	14	23		NIRVANA/The Man Who Sold...
-	33	27	23		PEARL JAM/Better Man
-	35	27	23		COUNTING CROWS/Rain King
-	25	23	23		NIRVANA/About A Girl
-	33	27	23		R.E.M./Bang And Blame
-	-	11	22		RANCID/Roots Radical
-	24	31	22		VERUCA SALT/Seether
-	8	15	22		LIVE/Lightning Crashes
-	20	24	21		MAZZY STAR/Halah
-	12	13	20		JESUS & MARY CHAIN/Come On
-	4	12	20		SARAH MCLACHLAN/Hold On
-	21	32	19		CRANBERRIES/Zombie
-	13	15	19		DINOSAUR J.R./Don't Think So
-	7	15	19		VERUCA SALT/Number One Blind
-	12	15	18		NINE INCH NAILS/Piggy
-	-	17	17		TYPE O NEGATIVE/Christian Woman
-	-	17	17		STEREOLAB/Ping Pong
-	8	10	13		DANZIG/Cantspeak
-	7	7	13		SHERYL CROW/Strong Enough
-	7	7	10		HOOTIE & BLOWFISH/Hannah Jane
-	6	7	4		SPELL/Superstar

**ADDS**

- 22 LIZ PHAIR/Whip-Smart
- 16 THE THE/ Saw The Light
- 11 COLLECTIVE SOUL/Gel
- 8 HOLE/Violet
- 8 ASS PONY'S/Little Bastard
- 8 WOLFGANG PRESS/Going South
- 6 TOAD THE WET.../Fly From Heaven
- 6 BELLY/Now They'll Sleep

**FM 106.3** MARKET #46  
WHTG/Monmouth  
(908) 542-1410  
Pinfield/Acampa

PLAYS	SW	ZW	LW	TW	ARTIST/TITLE
-	32	33	33		BUSH/Everything Zen
-	24	31	32		SPONGE/Plowed
-	31	32	32		PEARL JAM/Corduroy
-	31	32	31		NIRVANA/The Man Who Sold...
-	32	31	31		GREEN DAY/When I Come Around
-	24	24	24		LIVE/Lightning Crashes
-	24	24	24		WEEN/Voodoo Lady
-	16	23	24		DIONNE FARRIS/I Know
-	16	24	24		DAVE MATTHEWS BAND/What Would You Say
-	23	24	24		PETE DROGE/If You Don't Love...
-	24	24	24		STONE TEMPLE PILOTS/Unglued
-	23	24	24		CRANBERRIES/Ode To My Family
-	33	25	24		STONE ROSES/Love Spreads
-	23	23	23		BAD RELIGION/Infected
-	24	23	23		OFFSPRING/Gotta Get Away
-	22	23	23		LETTERS TO CLEO/Here & Now
-	24	24	23		VERUCA SALT/Number One Blind
-	23	23	23		EGGSTONE/The Dog
-	16	24	23		WHIRLING DERVISHES/Chill
-	23	23	23		PORTISHEAD/Sour Times
-	22	23	23		OASIS/Live Forever
-	22	22	22		WEEZER/Buddy Holly
-	22	22	22		SMASHING PUMPKINS/Whir
-	22	22	22		HOLE/Violet
-	22	22	22		R.E.M./Crush With Eyeliner
-	15	16	22		SHERYL CROW/Strong Enough
-	-	16	22		SIMPLE MINDS/She's A River
-	16	16	22		FLAMING LIPS/She Don't Use Jelly
-	22	16	22		DADA/Feet To The Sun
-	9	15	16		DANZIG/Cantspeak
-	-	9	16		JAYHAWKS/Blue
-	8	9	16		SARAH MCLACHLAN/Hold On
-	16	16	16		GRANT LEE BUFFALO/Lone Star Song
-	9	15	15		WOLFGANG PRESS/Going South
-	8	9	15		HOOTIE & BLOWFISH/Hannah Jane
-	3	9	15		ELECTRAXION/Zephyr
-	16	16	15		NINE INCH NAILS/Piggy
-	15	15	15		JESUS & MARY CHAIN/Come On
-	15	15	15		THROWING MUSES/Bright Yellow Gun
-	7	9	14		TODD SNIDER/Talkin' Seattle...
-	9	14	14		LUSCIOUS JACKSON/Deep Shag
-	14	14	14		LIZ PHAIR/Whip-Smart

**ADDS**

- 22 RANCID/Salvation
- 14 DURAN DURAN/White Lines...
- 14 FREEDY JOHNSTON/Can't Sink This Town
- 3 RAGE AGAINST...Year Of...
- SUGAR/Gee Angel
- BELLY/Now They'll Sleep
- JEFF BUCKLEY/Last Goodbye
- FACE TO FACE/Disconnected
- G. LOVE & SPECIAL.../Baby's Got Sauce
- POP WILL EAT ITSELF/Underbelly
- ENGINE KID/Breakdown
- CHRIS CONNELLY/Candyman Collapse
- MATT KEATING/McHappiness
- MASSIVE ATTACK/Protection
- JASON AND SCORCHERS/Country Roads

Stations and their adds listed alphabetically by market

<p><b>WEQX/Albany, NY</b>                  PD: Alex Tobin                  MD: Gary Schoenwetter                  WIDESPREAD PANIC "High"                  ELECTRAFIXION "Zephyr"                  JEFF BUCKLEY "Last"                  COLD WATER FLAT "Magnetic"</p> <p><b>WNNX/Atlanta, GA</b>                  PD: Brian Phillips                  APD: Leslie Fram                  MD: Sean Demery                  17 R.E.M. "Star"</p> <p><b>WCHZ/Augusta, GA</b>                  OMP/MD: Eric Hall                  MD: Julie Hoyt                  DURAN DURAN "Lines"                  PRIMITIVES "Crash"                  CRANES "Shining"                  SARAH McLACHLAN "Hold"                  BELLY "Sleep"                  SPONGE "Plowed"</p> <p><b>KNNC/Austin, TX</b>                  PD: Lynn Barlow                  MD: Mike Peier                  7 ELECTRAFIXION "Zephyr"                  7 BELLY "Sleep"                  6 LIVE "Lightning"                  6 THE THE "Light"                  6 HOLE "Asking"                  COLD WATER FLAT "Magnetic"</p> <p><b>WFNX/Boston, MA</b>                  PD: Kurt St. Thomas                  MD: Troy Smith                  GREEN DAY "She"                  JAYHAWKS "Blue"                  ELASTICA "Connection"                  SIOUXSIE &amp; THE BANSHES "Baby"                  SUGAR "Gee"                  COME "In/Out"                  SEBADOH "Rebound"                  NINE INCH NAILS "Hurt"</p> <p><b>WPGU/Champaign, IL</b>                  PD: Jeff Wolf                  MD: Sean Smyth                  R.E.M. "Crush"                  RUSTED ROOT "Send"                  SPELL "Superstar"                  SPONGE "Plowed"                  BLUES TRAVELER "Run"</p> <p><b>WKQX/Chicago, IL</b>                  PD: Bill Gamble                  MD: Mary Shuminas                  8 LIVE "Lightning"                  GREEN DAY "Tired"                  ELECTRAFIXION "Zephyr"                  RANCID "Salvation"                  SMOKING POPEES "Need"</p> <p><b>WAQZ/Cincinnati, OH</b>                  PD/MD: Matthew Harris                  11 EVERYTHING BUT "Missing"                  9 DANZIG "Cantspeak"                  9 THE THE "Light"                  9 RANCID "Roots"                  6 BARENAKED LADIES "Jane"                  6 SPONGE "Plowed"                  4 HOLE "Violet"                  R.E.M. "Crush"</p> <p><b>WOXY/Cincinnati, OH</b>                  PD: Dave Tellmann                  APD: Julie Forman                  MD: Ali Castellini                  10 KITCHENS OF... "Goodbye"                  SIOUXSIE &amp; THE BANSHES "Baby"                  BUILT TO SPILL "Dipper"                  BELLY "Sleep"                  JAYHAWKS "Blue"                  SPONGE "Plowed"                  RAGE AGAINST... "Boomerang"                  SUPERCHUNK "Shallow"                  SOUL COUGHING "Chicago"</p> <p><b>WENZ/Cleveland, OH</b>                  PD: Phil Manning                  APD: Ric "Rocco" Bennett                  MD: Sean Robertson                  6 MELISSA ETHERIDGE "Wanted"                  TOAD THE WET... "Fly"                  RANCID "Salvation"</p>	<p><b>WMMS/Cleveland, OH</b>                  OMP/MD: John Gorman                  APD/MD: Doug Kubinski                  SPONGE "Plowed"                  BLACK CROWES "High"                  JAYHAWKS "Blue"                  PORTISHEAD "Sour"                  DURAN DURAN "Lines"                  FILTER "Shot"                  CULT "Star"</p> <p><b>WWCD/Columbus, OH</b>                  PD: Jane Purcell                  MD: Andy Davis                  1 FREEDY JOHNSTON "Can't"                  1 GREEN DAY "Basket"                  1 ASS PONY'S "Bastard"                  1 BELLY "Sleep"                  1 LETTERS TO CLEO "Here"                  1 SMASHING PUMPKINS "Frai"</p> <p><b>KDGE/Dallas, TX</b>                  PD: Joel Folger                  MD: Jay Michaels                  COLLECTIVE SOUL "Gel"                  BLUES TRAVELER "Run"                  VERUCA SALT "Number"</p> <p><b>KTCJ/Denver, CO</b>                  PD: John Hayes                  MD: Mary Moses                  22 BELLY "Sleep"                  9 STEREO LAB "Ping"                  7 BAD RELIGION "Infected"                  7 RUSTED ROOT "Send"                  6 UNDERWORLD "Dirty"                  6 GOLDEN PALOMINOS "Little"                  6 FOSSIL "Moon"                  6 DURAN DURAN "Lines"</p> <p><b>KXPK/Denver, CO</b>                  PD: Doug Clifton                  MD: Bruce Jones                  5 TODD SNIDER "Guy"                  5 OASIS "Live"</p> <p><b>CIMX/Detroit, MI</b>                  PD: Murray Brookshaw                  MD: Vince Canova                  8 ELASTICA "Connection"                  5 THROWING MUSES "Bright"                  3 SOUNDGARDEN "Wave"                  2 FACE TO FACE "Disconnect."                  2 SIMPLE MINDS "River"                  2 ODDS "Untold"                  1 RANCID "Salvation"</p> <p><b>KPOI/Honolulu, HI</b>                  PD/MD: Ted Taylor                  14 PRIMITIVES "Crash"                  JEFF BUCKLEY "Last"                  LIVE "Lightning"                  BELLY "Sleep"                  BETTIE SERVEERT "Ray"</p> <p><b>WRZX/Indianapolis, IN</b>                  PD: Scott Jameson                  MD: Michael Young                  NIRVANA "Lake"                  LIVE "Lightning"</p> <p><b>KLZR/Kansas City, MO</b>                  PD: Roger The Dodger                  MD: Bob Osburn                  RANCID "Salvation"                  FREEDY JOHNSTON "Can't"                  WOLFGANG PRESS "South"                  BELLY "Sleep"                  LETTERS TO CLEO "Here"                  LIVE "Lightning"</p> <p><b>WWDX/Lansing, MI</b>                  PD: Sandy Horowitz                  MD: Mark Copeland                  15 COLD WATER FLAT "Magnetic"                  BELLY "Sleep"                  JEFF BUCKLEY "Last"                  ELECTRAFIXION "Zephyr"                  HOLE "Asking"                  R.E.M. "Crush"</p> <p><b>KEDG/Las Vegas, NV</b>                  OH: Chris Rub                  PD: John Griffin                  MD: Freddy Snakeskin                  ELECTRAFIXION "Zephyr"                  BAD RELIGION "Infected"                  HOLE "Violet"                  PORTISHEAD "Sour"</p>	<p><b>KKNB/Lincoln, NE</b>                  PD: Dave Douglas                  APD/MD: Ken Williams                  BELLY "Sleep"                  GOLDEN PALOMINOS "Little"                  JAYHAWKS "Blue"                  WOLFGANG PRESS "South"                  TODD SNIDER "Guy"                  SENSER "Panic"</p> <p><b>KROQ/Los Angeles, CA</b>                  PD: Kevin Weatherly                  APD: Gene Sandbloom                  MD: Lisa Worden                  8 WEEZER "Jonas"</p> <p><b>WQNF/Louisville, KY</b>                  PD: Gary Guthrie                  APD/MD: Randy Starr                  12 ALICE IN CHAINS "Wrong"                  ELECTRAFIXION "Zephyr"                  HOLE "Violet"                  SARAH McLACHLAN "Hold"                  LIZ PHAIR "Whip-Smart"                  LIVE "Lightning"                  NIRVANA "Sold"</p> <p><b>WMAD/Madison, WI</b>                  PD: Brad Hanson                  APD/MD: Trevor Scott                  BELLY "Sleep"                  VERUCA SALT "Number"                  HOLE "Violet"</p> <p><b>WRXQ/Memphis, TN</b>                  PD: Tony Williams                  MD: Carmen Conors                  22 LIZ PHAIR "Whip-Smart"                  16 THE THE "Light"                  11 COLLECTIVE SOUL "Gel"                  8 HOLE "Violet"                  8 ASS PONY'S "Bastard"                  8 WOLFGANG PRESS "South"                  6 TOAD THE WET... "Fly"                  BELLY "Sleep"</p> <p><b>WLUM/Milwaukee, WI</b>                  PD: Ron Bunce                  MD: Tommy Wilde                  2 NINE INCH NAILS "Hurt"                  CRANBERRIES "Family"                  JEFF BUCKLEY "Last"</p> <p><b>KEGE/Minneapolis, MN</b>                  PD: John Lassman                  MD: Wade Linder                  19 LIZ PHAIR "Whip-Smart"                  17 STONE TEMPLE PILOTS "Pretty"                  13 COLLECTIVE SOUL "Gel"                  12 PIZZICATO FIVE "Twiggy"                  7 GREEN DAY "Tired"                  6 NINE INCH NAILS "Hurt"                  5 SPONGE "Plowed"</p> <p><b>KDJK/Modesto, CA</b>                  Acting PD: Chris Squires                  16 COLLECTIVE SOUL "Gel"                  12 PRIMITIVES "Crash"                  5 SPONGE "Plowed"                  2 FACE TO FACE "Disconnect"</p> <p><b>WHTG/Monmouth-Ocean, NJ</b>                  PD/MD: Matt Pinfield                  APD: Rich Scroggs                  AMD: Rob Acampora                  22 RANCID "Salvation"                  14 DURAN DURAN "Lines"                  14 FREEDY JOHNSTON "Can't"                  3 RAGE AGAINST... "Boomerang"                  SUGAR "Gee"                  BELLY "Sleep"                  JEFF BUCKLEY "Last"                  FACE TO FACE "Disconnect."                  G. LOVE &amp; SPECIAL... "Sauce"                  POP WILL EAT ITSELF "Underbelly"                  ENGINE KID "Breakdown"                  CHRIS CONNELLY "Candyman"                  MATT KEATING "McHappines"                  MASSIVE ATTACK "Protection"                  JASON AND SCORCHERS "Country"                  MARILYN MANSON "Lunchbox"</p> <p><b>WZRH/New Orleans, LA</b>                  PD/MD: Christian Urth                  APD/AMD: Mitch Orr                  10 R.E.M. "Crush"                  3 CRANBERRIES "Family"                  2 COLD WATER FLAT "Magnetic"                  2 NINE INCH NAILS "Hurt"                  2 BELLY "Sleep"</p>	<p><b>WKOC/Norfolk, VA</b>                  PD: Mark Bradley                  MD: Dal Hunter                  SARAH McLACHLAN "Hold"</p> <p><b>WROX/Norfolk, VA</b>                  PD: Chris Cortey                  MD: Sara Trester                  16 DANZIG "Cantspeak"                  13 BELLY "Sleep"                  HOLE "Violet"                  PRIMITIVES "Crash"                  DEUS "Suds"                  G. LOVE &amp; SPECIAL... "Sauce"                  DADA "Bar"</p> <p><b>WRXS/Ocean City, MD</b>                  OM: Chris Kelley                  MD: Phil Dirt                  SIMPLE MINDS "River"                  LUSCIOUS JACKSON "Shag"                  GOLDEN PALOMINOS "Little"                  WOLFGANG PRESS "South"                  TOADIES "Possum"                  FREEDY JOHNSTON "Can't"                  HOLE "Violet"                  BELLY "Sleep"                  TYPE O NEGATIVE "Christian"                  KIRSTY MACCOLL "Caroline"                  PRIMITIVES "Crash"</p> <p><b>WPFM/Panama City, FL</b>                  PD: Kelly McKann                  APD/MD: Mike Stone                  HOLE "Violet"                  LIZ PHAIR "Whip-Smart"                  THE THE "Light"</p> <p><b>KEDJ/Phoenix, AZ</b>                  PD: John Clay                  MD: Whitobee                  10 VERUCA SALT "Number"                  DURAN DURAN "Lines"                  DEAD HOT WORKSHOP "E"                  SIOUXSIE &amp; THE BANSHES "Baby"</p> <p><b>KBBT/Portland, OR</b>                  PD: Dave Numme                  MD: Al Scott                  6 NINE INCH NAILS "Closer"                  SIMPLE MINDS "River"                  SARAH McLACHLAN "Hold"                  NIRVANA "Sold"</p> <p><b>WDST/Poughkeepsie, NY</b>                  APD: Dave Doud                  MD: Jeanne Atwood                  21 BLACK WATCH "Whatever"                  21 FOSSIL "Moon"                  21 BELLY "Sleep"                  14 LUSCIOUS JACKSON "Shag"                  14 KIRSTY MACCOLL "Caroline"                  14 TOAD THE WET... "Fly"                  14 TIMBUK3 "Lovers"                  14 MASSIVE ATTACK "Protection"                  14 MATT KEATING "McHappines"                  7 LIVE "Lightning"                  7 G. LOVE &amp; SPECIAL... "Sauce"                  7 ROBERT FORSTER "2541"                  7 OVER THE RHINE "Should"</p> <p><b>WBRU/Providence, RI</b>                  PD: Michael Osborne                  MD: Tim Schiavelli                  3 DURAN DURAN "Lines"                  ADAM ANT "Wonderful"                  RAGE AGAINST... "Boomerang"                  SPONGE "Plowed"                  PEARL JAM "Corduroy"                  COLD WATER FLAT "Magnetic"                  JEFF BUCKLEY "Last"                  G. LOVE &amp; SPECIAL... "Sauce"                  HOLE "Violet"                  SIOUXSIE &amp; THE BANSHES "Baby"                  RUSTED ROOT "Send"</p> <p><b>KRZO/Reno, NV</b>                  PD: Rip "Blaze" Brooks                  MD: Pearl Jam                  4 PEARL JAM "Corduroy"                  3 DURAN DURAN "Lines"                  3 ADAM ANT "Wonderful"                  2 LIZ PHAIR "Whip-Smart"                  2 SARAH McLACHLAN "Hold"</p> <p><b>KWOD/Sacramento, CA</b>                  PD/MD: Alex Coeser                  9 BELLY "Sleep"                  8 HOLE "Violet"                  WOLFGANG PRESS "South"                  ASS PONY'S "Bastard"                  COLD WATER FLAT "Magnetic"                  EVERCLEAR "Maple"</p>	<p><b>KXRX/Salt Lake City, UT</b>                  VP/Ops. &amp; Programming: Mike Summers                  MD: Sean Ziebarth                  16 SPONGE "Plowed"                  14 THE THE "Light"                  13 OBVIOUS "Detached"                  12 HOLE "Violet"                  11 BELLY "Sleep"                  9 WEEZER "Jonas"                  8 STONE TEMPLE PILOTS "Kitchen"                  8 RAGE AGAINST... "Boomerang"                  8 STONE ROSES "South"                  7 PEARL JAM "Not"                  7 SARAH McLACHLAN "Hold"                  6 OASIS "Live"                  6 DURAN DURAN "Lines"                  5 MAZZY STAR "Halah"                  5 PEARL JAM "Tremor"                  5 GREEN DAY "Tired"                  5 VERUCA SALT "Forsythia"                  5 NINE INCH NAILS "Heresy"</p> <p><b>XHRM/San Diego, CA</b>                  PD: Sherman Cohen                  APD: Kelly Clague                  MD: Dwight Arnold                  2 R.E.M. "Crush"                  SIOUXSIE &amp; THE BANSHES "Baby"</p> <p><b>XTRA/San Diego, CA</b>                  OM: Kevin Stapleton                  PD/MD: Mike Halperin                  15 SIOUXSIE &amp; THE BANSHES "Baby"                  15 SIMPLE MINDS "River"                  GREEN DAY "Home"</p> <p><b>KITS/San Francisco, CA</b>                  VP/Programming: Richard Sands                  MD: Steve Masters                  ADAM ANT "Wonderful"                  BELLY "Sleep"                  WAX "California"                  SUBLIME "Rape"                  THE THE "Light"                  WILLI ONE BLOOD "Whiney"</p> <p><b>KOME/San Jose, CA</b>                  PD: Ron Nenni                  APD/MD: Jay Taylor                  23 GREEN DAY "Tired"                  22 ELASTICA "Connection"                  7 PORTISHEAD "Sour"</p>	<p><b>KJEE/Santa Barbara, CA</b>                  PD/MD: Heather Luke                  9 R.E.M. "Star"                  8 DEAD HOT WORKSHOP "E"                  4 FOSSIL "Moon"                  4 SAMIAM "Stepson"                  3 MIGHTY MIGHTY BT "Pictures"                  3 HODDOD GURUS "Open"                  3 POND "Glass"                  2 FREEDY JOHNSTON "Can't"</p> <p><b>KNDD/Seattle, WA</b>                  PD: Rick Lambert                  MD: Marco Collins                  SOUNDGARDEN "Superunknown"                  SIOUXSIE &amp; THE BANSHES "Baby"                  ELASTICA "Connection"                  SPONGE "Plowed"</p> <p><b>KTOZ/Springfield, MO</b>                  VP/Programming: Rob Nicholson                  APD: John Lenac                  MD: Kevin Kline                  BELLY "Sleep"                  DURAN DURAN "Lines"                  PRIMITIVES "Crash"                  RUSTED ROOT "Send"                  SPONGE "Plowed"</p> <p><b>KPNT/St. Louis, MO</b>                  PD: Jim McGuinn                  MD: Alex Luke                  5 JAYHAWKS "Blue"                  THROWING MUSES "Bright"                  BAD RELIGION "Infected"                  WOLFGANG PRESS "South"                  SMASHING PUMPKINS "Down"</p> <p><b>WHFS/Washington, DC</b>                  PD: Robert Benjamin                  MD: Bob Waugh                  BELLY "Sleep"                  FLAMING LIPS "Jelly"</p>
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52 Total Reporters  
 52 Current Reporters  
 51 Current Playlists

Reported Frozen Playlist (1):  
 WDRE/Long Island,  
 NY-Philadelphia, PA

## NEW & ACTIVE

**BELLY** Now They'll Sleep (Sire/Reprise) •  
 Total Plays: 232, Total Stations: 31, Adds: 21

**SONS OF ELVIS** Formaldehyde (Priority) •  
 Total Plays: 225, Total Stations: 18, Adds: 0

**HOLE** Asking For It (DGC/Geffen) •  
 Total Plays: 212, Total Stations: 11, Adds: 2

**BAD RELIGION** Infected (Atlantic) •  
 Total Plays: 201, Total Stations: 14, Adds: 3

**COLD WATER FLAT** Magnetic North Pole (MCA) •  
 Total Plays: 189, Total Stations: 21, Adds: 6

**R.E.M.** Crush With Eyeliner (WB) •  
 Total Plays: 187, Total Stations: 14, Adds: 5

**PRIMITIVES** Crash (RCA) •  
 Total Plays: 176, Total Stations: 14, Adds: 6

**RUSTED ROOT** Send Me On My Way (Mercury) •  
 Total Plays: 165, Total Stations: 14, Adds: 4

**STONE TEMPLE PILOTS** Pretty Penny (Atlantic) •  
 Total Plays: 164, Total Stations: 9, Adds: 1

**PEARL JAM** Not For You (Epic) •  
 Total Plays: 156, Total Stations: 12, Adds: 1

**BETTIE SERVEERT** Ray Ray Rain (Matador/Atlantic) •  
 Total Plays: 156, Total Stations: 11, Adds: 1

**FACE TO FACE** Disconnected (Victory/A&M) •  
 Total Plays: 153, Total Stations: 14, Adds: 3

**LUSCIOUS JACKSON** Deep Shag (Grand Royal/Capitol) •  
 Total Plays: 151, Total Stations: 14, Adds: 2

**GOLDEN PALOMINOS** Little Suicides (Restless) •  
 Total Plays: 135, Total Stations: 12, Adds: 3

**R.E.M.** Strange Currencies (WB)  
 Total Plays: 134, Total Stations: 9, Adds: 0

**R.E.M.** Star 69 (WB)  
 Total Plays: 131, Total Stations: 8, Adds: 2

**SMASHING PUMPKINS** Whir (Virgin)  
 Total Plays: 113, Total Stations: 7, Adds: 0

**DIONNE FARRIS** I Know (Columbia)  
 Total Plays: 110, Total Stations: 7, Adds: 0

Ranked by total plays.

• refer to song information on pages 71-72

## ALBUMS

3W	2W	LW	TW	ARTIST/Title (Label)	PLAYS	LW
1	1	1	1	PEARL JAM Vitalogy (Epic)	2501	-83
2	2	2	2	GREEN DAY Dookie (Reprise)	1898	-15
3	3	3	3	R.E.M. Monster (WB)	1764	-129
4	5	4	4	NIRVANA Unplugged... (DGC/Geffen)	1547	+85
8	7	5	5	CRANBERRIES No Need To Argue (Island)	1501	+1
7	6	6	6	STONE TEMPLE PILOTS Purple (Atlantic)	1441	-22
5	4	4	7	OFFSPRING Smash (Epitaph)	1433	-88
<b>DEBUT</b> 8 LIVE Throwing Copper (Radioactive)						
-	9	10	9	STONE ROSES Second Coming (Geffen)	1308	+42
6	8	8	10	WEEZER Weezer (DGC/Geffen)	1304	+4

This chart reflects airplay from January 16-22. Chart based on total plays, with plays from all cuts from an album combined. 52 total reporters.

# ALTERNATIVE SONGS

All reporters-At A Glance Dark type: current play stats Grey type: Station not playing this week (last week's plays in parenthesis) (a) indicates Add Stations listed by market size

ALICE IN CHAINS		COLD WATER FLAT		DINK		HOLE													
"Got Me Wrong" Chaos/Columbia LP Title: Clerks ST		"Magnetic North Pole" MCA LP Title: This Is Fort Apache		"Green Mind" Capitol LP Title: Dink		"Asking For It" DGC/Geffen LP Title: Live Through This													
CHART STATS		CHART STATS		CHART STATS		CHART STATS													
3W	2W	LW	TW	3W	2W	LW	TW	3W	2W	LW	TW	3W	2W	LW	TW				
32	28	24	21	-	-	-	-	37	33	36	35	-	-	-	-				
TOTAL STATIONS				TOTAL STATIONS				TOTAL STATIONS				TOTAL STATIONS							
24				11				22				5							
25				15				21				9							
26				21				21				11							
TOTAL PLAYS				TOTAL PLAYS				TOTAL PLAYS				TOTAL PLAYS							
432				31				359				31							
538				138				370				148							
582				189				388				212							
KROQ 4(1)	KNDD 25(25)	KXPK 4(1)	WKOC 8(7)	KNNC 21(-)	KROQ 4(1)	KNDD 15(15)	KXPK 4(1)	WKOC 4(1)	KNNC a(-)	KROQ 4(1)	KNDD 15(15)	KXPK 4(1)	WKOC 4(1)	KNNC 36(35)	KROQ 24(31)	KNDD 4(1)	KXPK 4(1)	WKOC 4(1)	KNNC 6a(-)
WKQX 15(27)	XHRM 4(1)	KBBT 23(24)	WROX 4(1)	KEDG 4(1)	WKQX 4(1)	XHRM 4(1)	KBBT 4(1)	WROX 10(-)	KEDG 4(1)	WKQX 32(23)	XHRM 4(1)	KBBT 4(1)	WROX 12(10)	KEDG 26(28)	WKQX 45(39)	XHRM 4(1)	KBBT 4(1)	WROX 4(1)	KEDG 4(1)
KITS 4(1)	XTRA 4(1)	WAQZ 18(16)	WWCD 4(1)	WEQX 4(1)	KITS 5(5)	XTRA 4(1)	WAQZ 4(1)	WWCD 4(1)	WEQX a(-)	KITS 11(11)	XTRA 4(1)	WAQZ 14(15)	WWCD 4(1)	WEQX 11(10)	KITS 20(20)	XTRA 4(1)	WAQZ 4(1)	WWCD 4(1)	WEQX 4(1)
WDRE 13(13)	KEGE 24(27)	WOXY 4(1)	KXKR 4(1)	KPOI 18(16)	WDRE 4(1)	KEGE 4(1)	WOXY 9(9)	KXKR 4(1)	KPOI 10(10)	WDRE 11(11)	KEGE 13(13)	WOXY 23(23)	KXKR 4(1)	KPOI 4(1)	WDRE 4(1)	KEGE 19(5)	WOXY 4(1)	KXKR 8(8)	KPOI 4(1)
CIMX 21(36)	KPNT 23(16)	WLUM 31(27)	WRZX 4(1)	WWDX 4(1)	DINK 4(1)	KPNT 4(1)	WLUM 4(1)	WRZX 4(1)	WWDX 15a(-)	CIMX 21(3)	KPNT 4(1)	WLUM 32(26)	WRZX 4(1)	WWDX 30(25)	CIMX 21(3)	KPNT 4(1)	WLUM 10(7)	WRZX 4(1)	WWDX a(-)
KDGE 4(1)	KEDJ 43(44)	KLZR 30(26)	WZRH 17(11)	WCHZ 4(1)	KDGE 4(1)	KEDJ 12(14)	KLZR 12(-)	WZRH 2a(-)	WCHZ 4(1)	KDGE 4(1)	KEDJ 4(1)	KLZR 21(20)	WZRH 4(1)	WCHZ 13(14)	KDGE 4(1)	KEDJ 4(1)	KLZR 4(1)	WZRH 4(1)	WCHZ 4(1)
WHFS 4(1)	WENZ 4(1)	KWOD 34(32)	WRXQ 23(21)	KDJK 22(24)	WHFS 4(1)	WENZ 4(1)	KWOD a(-)	WRXQ 4(1)	KDJK 4(1)	WHFS 4(1)	WENZ 4(1)	KWOD 4(1)	WRXQ 4(1)	KDJK 12(12)	WHFS 4(1)	WENZ 4(1)	KWOD 4(1)	WRXQ 4(1)	KDJK 33(12)
WFNX 4(1)	WMMS 43(37)	KOME 4(1)	WHTG 12(23)	WMAD 21(20)	WFNX 12(7)	WMMS 4(1)	KOME 4(1)	WHTG 5(5)	WMAD 4(1)	WFNX 4(1)	WMMS 4(1)	KOME 4(1)	WHTG 11(11)	WMAD 14(13)	WFNX 4(1)	WMMS 4(1)	KOME 26(23)	WHTG 4(1)	WMAD 4(1)
WNNX 4(1)	KTCL 15(8)	WBRU 4(1)	WQNF 12a(-)	KRZQ 32(16)	WNNX 4(1)	KTCL 11(12)	WBRU a(-)	WQNF 13(13)	KRZQ 4(1)	WNNX 4(1)	KTCL 4(1)	WBRU 10(10)	WQNF 23(22)	KRZQ 4(1)	WNNX 4(1)	KTCL 4(1)	WBRU 4(1)	WQNF 4(1)	KRZQ 4(1)

# ALTERNATIVE SONGS

Continued from Page 71

All reporters-At A Glance

Dark type: current play stats Grey type: Station not playing this week (last week's plays in parenthesis) (a) indicates Add Stations listed by market size

**NIRVANA**  
"The Man Who Sold..."  
DGC/Geffen  
LP Title: Unplugged In NY  
2 ADDS

CHART STATS				
3W	2W	LW	TW	
38	16	13	13	13
TOTAL STATIONS				
33	41	42		
TOTAL PLAYS				
351	783	941		

3W	2W	LW	TW
KROQ 23(-)	KNDD 25(25)	KXPK 4(-)	WKOC 7(7)
KNVC 25(-)	WROX 25(20)	KEDG 4(-)	
WKQX 4(-)	XHRM 32(36)	KBST a(-)	WROX 25(20)
KEDG 4(-)	WAOZ 16(16)	WVCD 10(8)	WEQX 25(23)
KITS 12(12)	XTRA 4(-)	WAOZ 16(16)	WVCD 10(8)
WDRE 27(27)	KEGE 4(-)	WOXY 22(-)	KXPK 10(17)
KPOI 30(29)	CIMX 39(38)	KPNT 35(25)	WLUM 7(-)
WRZX 4(-)	WVWX 40(40)	KDGE 18(10)	KEDJ 43(43)
KLZR 20(24)	WZRH 15(8)	WCHZ 28(27)	WHFS 34(35)
WENZ 19(19)	KWOD 30(23)	WRXQ 23(14)	KDJK 4(-)
WFNX 4(-)	WMMS 4(-)	KOME 25(-)	WHTG 31(32)
WMAD 4(-)	WNNX 26(30)	KTCL 20(15)	WBRU 24(24)
WQNF a(-)	KRZQ 20(20)		

**LIZ PHAIR**  
"Whip-Smart"  
Matador/Atlantic  
LP Title: Whip-Smart  
5 ADDS

CHART STATS				
3W	2W	LW	TW	
-	42	32	26	26
TOTAL STATIONS				
24	25	29		
TOTAL PLAYS				
148	446	490		

3W	2W	LW	TW
WKQX 31(27)	XHRM 10(15)	KBST 4(-)	WROX 4(-)
KEDG 4(-)	WAOZ 15(10)	WVCD 10(12)	WEQX 23(23)
WDRE 4(-)	KEGE 19a(-)	WOXY 24(24)	KXPK 4(-)
KPOI 4(-)	CIMX 4(-)	KPNT 4(-)	WLUM 36(29)
WRZX 4(-)	WVWX 4(-)	KDGE 4(-)	KEDJ 4(-)
KLZR 21(20)	WZRH 4(-)	WCHZ 17(11)	WHFS 4(-)
WENZ 20(15)	KWOD 4(-)	WRXQ 22a(-)	KDJK 26(36)
WFNX 12(19)	WMMS 4(-)	KOME 4(-)	WHTG 14(14)
WMAD 20(21)	WNNX 4(-)	KTCL 24(15)	WBRU 8(7)
WQNF a(-)	KRZQ 2a(-)		

**SIMPLE MINDS**  
"She's A River"  
Virgin  
LP Title: Good News From...  
4 ADDS

CHART STATS				
3W	2W	LW	TW	
-	34	11	10	10
TOTAL STATIONS				
39	45	49		
TOTAL PLAYS				
15	674	1053		

3W	2W	LW	TW
KROQ 9(7)	KNDD 4(-)	KXPK 26(24)	WKOC 15(16)
KNVC 23(24)	WROX 30(30)	KEDG 32(23)	
WKQX 12(24)	XHRM 28(25)	KBST a(-)	WROX 30(30)
KEDG 4(-)	WAOZ 28(15)	WVCD 10(12)	WEQX 25(23)
KITS 15(15)	XTRA 15a(-)	WAOZ 28(15)	WVCD 10(12)
WDRE 11(11)	KEGE 34(38)	WOXY 12(13)	KXPK 2(-)
KPOI 32(-)	CIMX 2a(-)	KPNT 16(11)	WLUM 30(36)
WRZX 4(-)	WVWX 35(35)	KDGE 9(10)	KEDJ 21(23)
KLZR 4(-)	WZRH 21(15)	WCHZ 27(18)	WHFS 24(25)
WENZ 19(20)	KWOD 26(33)	WRXQ 24(18)	KDJK 32(24)
WFNX 11(8)	WMMS 17(9)	KOME 11(12)	WHTG 22(16)
WMAD 33(17)	WNNX 25(23)	KTCL 19(30)	WBRU 15(16)
WQNF 12(-)	KRZQ 33(33)		

**STONE TEMPLE PILOTS**  
"Pretty Penny"  
Atlantic  
LP Title: Purple  
1 ADD

CHART STATS				
3W	2W	LW	TW	
-	-	-	-	-
TOTAL STATIONS				
7	9	9		
TOTAL PLAYS				
73	162	164		

3W	2W	LW	TW
KROQ 4(-)	KNDD 4(-)	KXPK 4(-)	WKOC 13(22)
KNVC 4(-)	WROX 4(-)	KEDG 4(-)	
WKQX 4(-)	XHRM 4(-)	KBST 4(-)	WROX 4(-)
KEDG 4(-)	WAOZ 4(-)	WVCD 11(12)	WEQX 4(-)
KITS 4(-)	XTRA 4(-)	WAOZ 4(-)	WVCD 11(12)
WDRE 4(-)	KEGE 17a(-)	WOXY 4(-)	KXPK 8(8)
KPOI 16(16)	CIMX 4(-)	KPNT 4(-)	WLUM 4(-)
WRZX 4(-)	WVWX 4(-)	KDGE 4(-)	KEDJ 4(-)
KLZR 4(-)	WZRH 4(-)	WCHZ 4(-)	WHFS 4(-)
WENZ 4(-)	KWOD 4(-)	WRXQ 4(-)	KDJK 4(-)
WFNX 4(-)	WMMS 4(-)	KOME 4(-)	WHTG 4(-)
WMAD 4(-)	WNNX 4(-)	KTCL 4(-)	WBRU 4(-)
WQNF 4(-)	KRZQ 4(-)		

**OASIS**  
"Live Forever"  
Epic  
LP Title: Definitely Maybe  
2 ADDS

CHART STATS				
3W	2W	LW	TW	
29	10	8	5	5
TOTAL STATIONS				
44	48	50		
TOTAL PLAYS				
445	1082	1239		

3W	2W	LW	TW
KROQ 25(32)	KNDD 20(20)	KXPK 5a(-)	WKOC 11(12)
KNVC 26(27)	WROX 42(40)	KEDG 26(20)	
WKQX 29(24)	XHRM 19(25)	KBST 40(42)	WROX 42(40)
KEDG 4(-)	WAOZ 40(32)	WVCD 8(7)	WEQX 21(15)
KITS 23(23)	XTRA 25(27)	WAOZ 40(32)	WVCD 8(7)
WDRE 4(-)	KEGE 34(41)	WOXY 12(-)	KXPK 6a(-)
KPOI 17(16)	CIMX 21(22)	KPNT 16(12)	WLUM 36(33)
WRZX 29(30)	WVWX 35(25)	KDGE 39(38)	KEDJ 21(23)
KLZR 29(22)	WZRH 19(15)	WCHZ 27(28)	WHFS 34(35)
WENZ 19(18)	KWOD 33(30)	WRXQ 23(21)	KDJK 25(35)
WFNX 7(4)	WMMS 33(31)	KOME 40(38)	WHTG 23(23)
WMAD 20(16)	WNNX 31(28)	KTCL 23(12)	WBRU 10(9)
WQNF 38(12)	KRZQ 31(30)		

**PORTISHEAD**  
"Sour Times"  
Go!Discs/London  
LP Title: Dummy  
3 ADDS

CHART STATS				
3W	2W	LW	TW	
8	9	10	9	9
TOTAL STATIONS				
43	46	49		
TOTAL PLAYS				
903	1016	1074		

3W	2W	LW	TW
KROQ 15(12)	KNDD 20(20)	KXPK 10(5)	WKOC 12(10)
KNVC 39(38)	WROX 28(30)	KEDG a(-)	
WKQX 32(19)	XHRM 27(17)	KBST 26(44)	WROX 28(30)
KEDG a(-)	WAOZ 38(39)	WVCD 7(6)	WEQX 23(14)
KITS 17(17)	XTRA 12(-)	WAOZ 38(39)	WVCD 7(6)
WDRE 4(-)	KEGE 9(8)	WOXY 10(10)	KXPK 16(18)
KPOI 17(16)	CIMX 39(25)	KPNT 33(24)	WLUM 30(29)
WRZX 4(-)	WVWX 35(35)	KDGE 37(39)	KEDJ 24(28)
KLZR 29(27)	WZRH 7(10)	WCHZ 27(28)	WHFS 34(35)
WENZ 18(20)	KWOD 35(34)	WRXQ 35(37)	KDJK 21(32)
WFNX 9(13)	WMMS a(-)	KOME 7a(-)	WHTG 23(23)
WMAD 34(21)	WNNX 14(14)	KTCL 13(12)	WBRU 25(25)
WQNF 21(23)	KRZQ 33(30)		

**SONS OF ELVIS**  
"Formaldehyde"  
Priority  
LP Title: Glodean  
0 ADDS

CHART STATS				
3W	2W	LW	TW	
-	-	-	-	-
TOTAL STATIONS				
12	18	18		
TOTAL PLAYS				
27	173	225		

3W	2W	LW	TW
KROQ 4(-)	KNDD 4(-)	KXPK 4(-)	WKOC 6(-)
KNVC 6(-)	WROX 4(-)	KEDG 4(-)	
WKQX 4(-)	XHRM 4(-)	KBST 4(-)	WROX 4(-)
KEDG 4(-)	WAOZ 4(-)	WVCD 4(-)	WEQX 4(-)
KITS 4(-)	XTRA 4(-)	WAOZ 4(-)	WVCD 4(-)
WDRE 12(12)	KEGE 4(-)	WOXY 10(-)	KXPK 4(-)
KPOI 12(16)	CIMX 4(-)	KPNT 4(-)	WLUM 4(-)
WRZX 4(-)	WVWX 4(-)	KDGE 4(-)	KEDJ 4(-)
KLZR 4(-)	WZRH 4(-)	WCHZ 4(-)	WHFS 4(-)
WENZ 4(-)	KWOD 4(-)	WRXQ 4(-)	KDJK 4(-)
WFNX 4(-)	WMMS 4(-)	KOME 4(-)	WHTG 4(-)
WMAD 4(-)	WNNX 4(-)	KTCL 8(10)	WBRU 6(5)
WQNF 4(-)	KRZQ 4(-)		

**THE THE**  
"I Saw The Light"  
550 Music  
LP Title: Hanky Panky  
6 ADDS

CHART STATS				
3W	2W	LW	TW	
-	-	-	-	30
TOTAL STATIONS				
-	-	25	31	
TOTAL PLAYS				
-	-	73	437	

3W	2W	LW	TW
KROQ 4(-)	KNDD 4(-)	KXPK 4(-)	WKOC 7(7)
KNVC 6a(-)	WROX 15(-)	KEDG 4(-)	
WKQX 4(-)	XHRM 4(-)	KBST 4(-)	WROX 15(-)
KEDG 4(-)	WAOZ 9a(-)	WVCD 4(-)	WEQX 9(3)
KITS a(-)	XTRA 4(-)	WAOZ 9a(-)	WVCD 4(-)
WDRE 4(-)	KEGE 13(11)	WOXY 11(-)	KXPK 14a(-)
KPOI 18(-)	CIMX 4(-)	KPNT 16(-)	WLUM 4(-)
WRZX 4(-)	WVWX 30(-)	KDGE 4(-)	KEDJ 18(-)
KLZR 14(-)	WZRH 15(-)	WCHZ 27(-)	WHFS 14(-)
WENZ 12(-)	KWOD 24(16)	WRXQ 16a(-)	KDJK 4(-)
WFNX 16(5)	WMMS 4(-)	KOME 4(-)	WHTG 8(-)
WMAD 4(-)	WNNX 4(-)	KTCL 15(9)	WBRU 8(-)
WQNF 12(-)	KRZQ 31(17)		

**OFFSPRING**  
"Gotta Get Away"  
Epitaph  
LP Title: Smash  
0 ADDS

CHART STATS				
3W	2W	LW	TW	
5	5	5	6	6
TOTAL STATIONS				
45	46	42		
TOTAL PLAYS				
1042	1221	1167		

3W	2W	LW	TW
KROQ 10(-)	KNDD 10(25)	KXPK 4(-)	WKOC 4(-)
KNVC 12(15)	WROX 43(42)	KEDG 33(33)	
WKQX 13(31)	XHRM 18(15)	WAOZ 35(40)	WVCD 4(-)
KEDG 4(-)	WAOZ 35(40)	WVCD 4(-)	WEQX 16(15)
KITS 19(9)	XTRA 18(15)	WAOZ 35(40)	WVCD 4(-)
WDRE 4(-)	KEGE 20(41)	WOXY 20(20)	KXPK 4(-)
KPOI 30(31)	CIMX 40(24)	KPNT 35(24)	WLUM 43(28)
WRZX 33(30)	WVWX 40(40)	KDGE 38(41)	KEDJ 44(44)
KLZR 4(-)	WZRH 28(24)	WCHZ 27(27)	WHFS 4(-)
WENZ 32(31)	KWOD 30(25)	WRXQ 37(36)	KDJK 37(41)
WFNX 18(5)	WMMS 43(37)	KOME 43(37)	WHTG 23(23)
WMAD 35(37)	WNNX 12(26)	KTCL 22(21)	WBRU 24(22)
WQNF 25(27)	KRZQ 42(42)		

**PRIMITIVES**  
"Crash"  
RCA  
LP Title: Dumb And Dumber  
6 ADDS

CHART STATS				
3W	2W	LW	TW	
-	-	-	-	-
TOTAL STATIONS				
2	8	14		
TOTAL PLAYS				
-	94	176		

3W	2W	LW	TW
KROQ 33(24)	KNDD 4(-)	KXPK 4(-)	WKOC 9(-)
KNVC 4(-)	WROX a(-)	KEDG 4(-)	
WKQX 21(17)	XHRM 4(-)	KBST 16(-)	WROX a(-)
KEDG 4(-)	WAOZ 4(-)	WVCD 4(-)	WEQX 4(-)
KITS 4(-)	XTRA 4(-)	WAOZ 4(-)	WVCD 4(-)
WDRE 4(-)	KEGE 11(10)	WOXY 4(-)	KXPK 4(-)
KPOI 14a(-)	CIMX 4(-)	KPNT 4(-)	WLUM 13(10)
WRZX 4(-)	WVWX 4(-)	KDGE 4(-)	KEDJ 4(-)
KLZR 4(-)	WZRH 4(-)	WCHZ a(-)	WHFS 4(-)
WENZ 4(-)	KWOD 4(-)	WRXQ 4(-)	KDJK 12a(-)
WFNX 4(-)	WMMS 4(-)	KOME 37(23)	WHTG 10(10)
WMAD 4(-)	WNNX 4(-)	KTCL 4(-)	WBRU 4(-)
WQNF 4(-)	KRZQ 4(-)		

**SPELL**  
"Superstar"  
Island  
LP Title: Mississippi  
1 ADD

CHART STATS				
3W	2W	LW	TW	
41	38	37	39	39
TOTAL STATIONS				
29	28	25		
TOTAL PLAYS				
329	360	325		

3W	2W	LW	TW
KROQ 4(-)	KNDD 10(15)	KXPK 4(-)	WKOC 4(-)
KNVC 6(-)	WROX 4(-)	KEDG 4(-)	
WKQX 4(-)	XHRM 4(-)	KBST 4(-)	WROX 4(-)
KEDG 4(-)	WAOZ 10(13)	WVCD 4(-)	WEQX 14(12)
KITS 12(12)	XTRA 4(-)	WAOZ 10(13)	WVCD 4(-)
WDRE 4(-)	KEGE 4(-)	WOXY 23(22)	KXPK 4(-)
KPOI 18(-)	CIMX 13(11)	KPNT 13(12)	WLUM 10(17)
WRZX 4(-)	WVWX 30(25)	KDGE 4(-)	KEDJ 14(-)
KLZR 4(-)	WZRH 9(10)	WCHZ 14(14)	WHFS 4(-)
WENZ 4(-)	KWOD 22(21)	WRXQ 4(7)	KDJK 4(-)
WFNX 8(10)	WMMS 4(-)	KOME 4(-)	WHTG 9(7)
WMAD 4(-)	WNNX 17(17)	KTCL 6(5)	WBRU 7(7)
WQNF 13(13)	KRZQ 10(10)		

**THROWING MUSES**  
"Bright Yellow Gun"  
Sire/Reprise  
LP Title: University  
2 ADDS

CHART STATS				



# PROGRESSIVE ALBUMS TOP 30

January 27, 1995 R&R • 73

JANUARY 27, 1995

3W	2W	1W	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/-OVER LAST WEEK	EMPHASIS TRACKS (PLAYS)		
1	1	1	1	<b>TOM PETTY</b> Wildflowers (WB)	670	-34	"Wreck" (253)	"Cabin" (78)	"Time" (72)
3	2	2	2	<b>R.E.M.</b> Monster (WB)	530	-39	"Bang" (251)	"Strange" (157)	"Sleep" (60)
5	6	3	3	<b>TODD SNIDER</b> Songs For The Daily Planet (MCA)	443	-35	"Guy" (176)	"Seattle" (140)	"Land" (39)
6	5	5	4	<b>DAVE MATTHEWS BAND</b> Under The Table... (RCA)	417	-18	"What" (218)	"Jimi" (70)	"Ants" (45)
7	4	7	5	<b>5 JONI MITCHELL</b> Turbulent Indigo (Reprise)	410	+12	"Stop" (174)	"Sex" (134)	"Yvette" (40)
2	3	4	6	<b>ERIC CLAPTON</b> From The Cradle (Reprise)	404	-63	"Motherless" (117)	"Reconsider" (99)	"Hoochie" (48)
9	7	8	7	<b>7 VARIOUS ARTISTS</b> The Unplugged Collection... (WB)	391	+8	"Pride" (126)	"Are" (64)	"Somebody" (45)
14	11	9	8	<b>8 HOOTIE &amp; THE BLOWFISH</b> Cracked ... (Atlantic)	387	+17	"Cry" (163)	"Hold" (78)	"Time" (72)
16	13	11	9	<b>PEARL JAM</b> Vitalogy (Epic)	341	-2	"Better" (172)	"Nothingman" (131)	"Corduroy" (18)
4	9	12	10	<b>CRANBERRIES</b> No Need To Argue (Island)	334	-9	"Family" (208)	"Twenty" (73)	"Can't" (13)
8	10	6	11	<b>EAGLES</b> Hell Freezes Over (Geffen)	321	-80	"Learn" (147)	"Get" (44)	"Love" (23)
10	8	10	12	<b>STING</b> Fields Of Gold, The Best Of Sting 1984-1994 (A&M)	317	-50	"Cowboy" (227)	"Dance" (90)	
—	—	20	13	<b>13 SONNY LANDRETH</b> South Of I-10 (Zoo)	278	+65	"Shootin'" (103)	"Congo" (90)	"South" (62)
27	25	17	14	<b>14 BOXING GHANDIS</b> Boxing Ghandis (Mesa)	239	+16	"If" (146)	"Stranded" (51)	"Lose" (23)
12	14	13	15	<b>VARIOUS ARTISTS</b> Melrose Place ST (Giant)	238	-47	"Just" (226)	"Please" (8)	"Ordinary" (4)
26	24	15	16	<b>SHERYL CROW</b> Tuesday Night Music Club (A&M)	233	-27	"Strong" (160)	"Cry" (36)	"What" (13)
11	12	14	17	<b>LYLE LOVETT</b> I Love Everybody (MCA)	232	-44	"Skinny" (52)	"Record" (38)	"Penguins" (38)
17	18	16	18	<b>BLUES TRAVELER</b> Four (A&M)	225	-22	"Run" (181)	"Mountains" (19)	"Hook" (19)
20	17	19	19	<b>LOWEN &amp; NAVARRO</b> Walking On A Wire (Mercury)	211	-10	"Rapt" (144)	"Goldmine" (28)	"Turn" (23)
<b>DEBUT</b>			20	<b>20 SIMPLE MINDS</b> She's A River (Track) (Virgin)	195	+57	"River" (195)		
30	30	24	21	<b>21 RUSTED ROOT</b> When I Woke (Mercury)	194	+3	"Send" (125)	"Cat" (36)	"Ecstasy" (30)
13	16	22	22	<b>BRYAN FERRY</b> Mamouna (Virgin)	192	-8	"Want" (58)	"Mamouna" (56)	"Steps" (32)
23	21	18	23	<b>WILLY PORTER</b> Dog Eared Dream (Don't)	191	-31	"Angry" (117)	"Rita" (39)	"Jesus" (25)
22	22	23	24	<b>LONE KENT</b> Granite & Sand (Relativity)	189	-6	"Social" (161)	"Wide" (21)	"Granite" (7)
<b>DEBUT</b>			25	<b>25 JAYHAWKS</b> Tomorrow The Green ... (American/Reprise)	178	+100	"Blue" (169)	"Bad" (3)	"Hearts" (2)
<b>DEBUT</b>			26	<b>26 VARIOUS ARTISTS</b> Ready To Wear ... ST (Columbia)	174	+14	"Jump" (134)	"These" (40)	
—	—	30	27	<b>NIRVANA</b> Unplugged In New York (DGC/Geffen)	174	0	"About" (57)	"Sold" (51)	"Apologies" (25)
21	26	28	28	<b>PAGE &amp; PLANT</b> No Quarter (Atlantic)	174	-5	"Way" (64)	"Thank" (37)	"Gallows" (24)
<b>DEBUT</b>			29	<b>29 JEFF BUCKLEY</b> Grace (Columbia)	173	+17	"Last" (138)	"Grace" (20)	"Lover" (13)
—	23	21	30	<b>JOHN HIATT &amp; THE GUILTY DOGS</b> Hiatt Comes Alive ... (A&M)	172	-32	"Memphis" (35)	"Real" (31)	"Eyes" (27)

This chart reflects airplay from January 16-22. Albums ranked by number of plays, with plays from all cuts from an album combined.  
31 Progressive reporters. 30 current playlists. © 1995, R&R Inc.

## Join Us.

# the JAYHAWKS & pete droge

play the 1995 Gavin Saturday, February 18th at The House of Blues, New Orleans for a special television taping.

Contact your friendly American Representative for an invitation.



MOST ADDED TRACKS®

Table with 3 columns: ARTIST TITLE LABEL(S), ADDS. Rows include TIMBUK3, DEL AMITRI, DIONNE FARRIS, JAYHAWKS, MARY KARLZEN, MASSIVE ATTACK, WILLY PORTER, WOLFGANG PRESS.

MOST INCREASED PLAYS

Table with 3 columns: ARTIST TITLE LABEL(S), ADDS. Rows include JAYHAWKS, SIMPLE MINDS, JONI MITCHELL, DIONNE FARRIS, DEL AMITRI, SONNY LANDRETH, TOM PETTY, SARAH MCLACHLAN, PORTISHEAD, HELLECASTERS.

NEW & ACTIVE

Table with 5 columns: ARTIST ALBUM LABEL(S), TOTAL PLAYS, +/- OVER, L W. Rows include Nanci Griffith, Dionne Farris, Nick Lowe, Del Amitri, Victoria Williams, Various Artists, Black Crowes, Chris Duarte Group, Deborah Holland, Portishead, God Street Wine, Golden Palominos, Paul Kelly, Pete Droge, Pat Metheny.



PROGRESSIVE 20-13 ON TOUR NOW and see him at the Gavin Wednesday, Feb. 15 at Tipatina's

REPORTERS

Stations and their adds by track listed alphabetically by market

Grid of reporter information for various markets including Albany, Las Vegas, Rochester, Sacramento, Minneapolis, Monterey, Nashville, Portland, etc. Each entry lists the station, PD, MD, and a list of tracks added.





CAROL ARCHER

## Stations Face Ch-Ch-Changes

■ Mainstream approach helps format become more mass-appeal, advertiser-friendly

It's often said change is the only constant. Surely that truism applies to radio, too. Several format veterans describe how their stations have changed musically during the past five years.

### Focus & Direction

WLVE (Love 94)/Miami PD Rich McMillan claims his station is a better NAC in '95 than it was five years ago because it's become more musically mainstream.



Steve Feinstein

"Love 94 has kept its one-of-a-kind positioning. However, the addition of pop product to the mix has made the station more mass-appeal and advertiser-friendly. Credit also should be given to forward-thinking record labels that recognized which music was working and which wasn't. This helped give focus and direction to the format on a national basis.

"While the music's become more mainstream, it also has become easier to test reliably. We test our library regularly and platoon a significant number of high-testing titles to keep the mix fresh. We also have a clearer picture of how our listeners use Love 94. Since they consistently describe the station as 'unique and relaxing,' our marketing efforts and music choices are affected [by this perception] and continue to evolve."

Because listeners have expressed an incredible amount of interest, the station features more artist information than ever before. "Their appetite for it is insatiable. We've made an effort to clean out as much promotional clutter as possible to make room for this information."



**REQUIRED READING** — Elektra saxman David Sanborn checks out the innovations in R&R's NAC pages while waiting for a table at a restaurant in New York's Tribeca.



Lee Hansen



Steve Huntington

### Adventure Meets Research

KIFM/San Diego PD Bob O'Connor says the phenomenal growth of the station's primary marketing event — the KIFM Anniversary Festival — marks one area of the station's growth. "We've gone from hosting hundreds at an event in a restaurant to a several-day event attended by tens of thousands. Our

“

**Credit should be given to forward-thinking record labels that recognized which music was working and which wasn't.**

**This helped give focus and direction to the format on a national basis.**

— Rich McMillan

former headliners were more obscure artists, but now we present artists like Kenny G and Simply Red."

But it's the evolution in KIFM's approach to music which reflects even greater change. "The sophistication of our music meetings has grown incredibly in the past five years. There was a time when we'd listen to music simply to see if we liked it and judge whether it sounded consistent with what we thought we were doing. Increasingly, we listen to determine whether music fits the criteria determined by our research — language we never had even used until recently."

Lest KIFM's music selection process change too radically, O'Connor strives to strike a balance between music testing and instinct. "In today's radio world, where there's so much at stake and the market climate is so competitive, good ears simply aren't enough. There must be an element of creativity — an intuitive sense of what audiences like that exists outside the boundaries of research — or you'll fail. If you can balance the two, you've found the magical intersection of adventure and research."

### Finding A Pulse

KKSF/San Francisco PD Steve Feinstein traces a genuine shift in

the station's programming over the past half decade. "First of all, we're much more rhythmic. Having a pulse — sounding brighter and more lively — makes KKSF much more broadly appealing. We're a bit less esoteric and exotic and are more focused and in the mainstream now than we were five years ago. Outside of the music, the jocks have more latitude and are strongly encouraged to vamp — to put their own spin on liners and promos."

WNUA/Chicago PD Lee Hansen credits research with the station's increased focus. "Formal and informal dialogue with the audience — whether talking with listeners at concerts and events or through our music testing with Broadcast Architecture — has allowed us to become much more focused and competitive. WNUA and a few other stations have made the format about as mass-appeal as it can be; we've learned the best way to focus is through communication with our audience."

”

WLOQ/Orlando PD Steve Huntington says that many things at his station, remarkably, have remained the same. "WLOQ has changed only slightly compared to many other stations. Our airstaff, for example, is identical, except for the addition of a morning newscaster/co-host. But our vision and brand are stronger than ever. Our sales staff has grown considerably. Plus, the addition of such new technology as Maxagrid and Prism have helped our sales efforts."

"The floor has been raised on music quality, with five more years of material added to enhance the library. Our non-jazz material has evolved slightly, with America giving way to Luther Vandross. But the staples — [Kenny] Loggins, Bonnie [Raitt], Boz [Scaggs] — are still there."

### Still The Same

At KSBR/Mission Viejo, CA, PD Terry Wedel faces an unusual

“

**The biggest change I've seen in the past five years is the increase in the amount of product that's available.**

— Terry Wedel

### MAILBAG

## New Chart Prompts Positive Responses

Ever since R&R introduced a Top 30 NAC Tracks chart several weeks ago, several format execs have sent reaction letters. Please feel free to let me know how you feel about the new chart format, too.

Among those weighing in with his opinion on the expanded NAC music information was KKJZ/Portland MD Shaun Yu:

*I appreciate the expanded format tremendously. It works as a terrific reference for me, and allows me to listen to more records than ever before.*

*As carefully and selectively as I try to do my job, the recent proliferation of NAC material makes it difficult to keep track of all the outstanding material out there. I know the expanded chart will serve as a very valuable tool in KKJZ's programming. As a result of your new [chart] format, I already have gone back to a number of albums and songs to see (hear) if we missed anything. After all, in your own words, the charts should serve as a programming tool, rather than a rule.*

*Along with your supporters for the expanded chart like myself, I'm sure you'll have your share of critics as well. Nevertheless, know that your dedication and support for this format has not gone unnoticed by many of us. Keep up the fantastic work!*

### Keeping Track

Prior to the chart changes, debate already was under way regarding the format's future and whether or not NAC was moving toward a singles mentality — a move many think would signal the end of the format's trademark diversity. Here's what CTI Records President David Bean wrote on the subject.

*I've been hearing a puzzled response at NAC radio regarding core NAC artists releasing singles and, now, maxi-singles. As NAC radio continues to grow with increased ratings, so do the careers of the format's core artists. NAC's biggest core names have recent releases whose artistry has been recognized in other formats (i.e., Pat Metheny, Bob James, and Basia, and numerous others crossing over to AC and Urban).*

*The albums these artists release always will be of a predominantly NAC core sound, no matter the occasional hit single that crosses formats. Having hit singles in other formats will result in stronger mass listener identification with NAC core artists, leading to further mass identification with the format.*

*Thus, it seems NAC radio should embrace hit singles from NAC core artists and support the launch of those recordings by being the first format to expose the record. As the careers of NAC core artists grow, so do the ratings of NAC radio.*

competitive situation: In the northern quadrant of KSBR's signal range, KTWV (The Wave)/Los Angeles and Jazz/Blues-formatted KLONG/Long Beach come in strongly; in the southern end, KIFM/San Diego sounds like a local station. Wedel's challenge is to maintain KSBR's unique identity by making it sound different from any other station.

"We keep reading that stations narrowing their visions are the ones succeeding. But research with our core listeners about a year ago showed they liked our particular variety of music as it is. We're open to adjusting the ratio of new age music to jazz. But apparently, it's our special blend of music that draws our listeners. We're also strongly identified with local issues and community events, and that sets us apart as well."

"The biggest change I've seen in the past five years is the increase in the amount of product that's available. Most days, I can't even see the top of my desk. I've also noticed that

our student interns — who you might think would be more into listening to [Alternative] KROQ/Los Angeles — are much more aware of NAC music and artists than they were in the past."



## Photo Op

**Q:** Why has Kevin Brown's picture appeared on this page several times in the past six months?

**A:** Because KBLX sends photos of station events to R&R. Don't be left out — please submit pictures to Carol Archer, c/o R&R, 10100 Santa Monica Blvd., 5th Floor, Los Angeles, CA 90067.

”



JANUARY 27, 1995

3W	2W	LW	TW	ARTIST	TITLE	LABEL(S)	TOTAL PLAYS	+/- OVER LAST WEEK	EMPHASIS TRACKS (PLAYS)		
2	2	2	1	JEFF LORBER	West Side Stories	(Verve Forecast)	601	+63	"Point" (217)	"Grasshopper" (129)	"Iguassu" (54)
4	1	1	2	RICHARD ELLIOT	After Dark	(Blue Note)	601	+54	"Street" (178)	"Tight" (79)	"Candlelight" (78)
6	5	4	3	VANESSA WILLIAMS	The Sweetest Days	(Mercury)	544	+97	"Can't" (139)	"Days" (136)	"Betcha" (104)
1	3	3	4	WARREN HILL	Truth	(RCA)	533	+48	"Feel" (139)	"Tell" (103)	"Tamara" (80)
3	4	5	5	ERIC MARIENTHAL	Street Dance	(GRP)	470	+32	"Hold" (145)	"Kid's" (91)	"Yosemite" (85)
5	6	6	6	AVENUE BLUE	Avenue Blue	(Bluemoon)	437	+40	"Stockholm" (165)	"Pick" (98)	"Goodbye" (65)
12	14	9	7	ANDY SNITZER	Ties That Bind	(Reprise)	433	+78	"Changed" (231)	"Whenever" (43)	"Ties" (40)
8	7	7	8	DOC POWELL	Inner City Blues	(West Coast)	425	+36	"Last" (198)	"Song" (47)	"Sade's" (42)
10	12	8	9	ACOUSTIC ALCHEMY	Against The Grain	(GRP)	390	+34	"Shoot" (75)	"Silent" (72)	"Lady" (67)
7	8	10	10	NAJEE	Share My World	(EMI)	363	+12	"Angel" (119)	"Admirer" (80)	"Joy" (68)
14	11	12	11	MARC ANTOINE	Classical Soul	(NYC)	362	+23	"Unity" (189)	"Bliss" (57)	"French" (39)
9	10	11	12	ANITA BAKER	Rhythm Of Love	(Elektra/EEG)	353	+5	"Apologize" (190)	"Body" (38)	"Belong" (35)
-	59	23	13	PAT METHENY	We Live Here	(Geffen)	325	+116	"Here" (300)	"End" (10)	"Live" (6)
17	18	16	14	DAVID BENOIT	Shaken Not Stirred	(GRP)	306	+29	"Wailea" (104)	"Other" (80)	"Sparks" (61)
13	9	15	15	RUSS FREEMAN & THE RIPPINGTONS	Sahara	(GRP)	304	+16	"Around" (87)	"Indigo" (68)	"Desire" (45)
11	13	14	16	JONATHAN BUTLER	Head To Head	(Mercury)	295	+4	"Love" (103)	"Celebratio" (77)	"Reflection" (57)
16	15	17	17	JOE SAMPLE/SOUL COMMITTEE	Did You Feel That?	(WB)	288	+19	"Good" (176)	"Brother" (29)	"Funk" (25)
22	19	18	18	FANTASY BAND	Sweet Dreams	(DMP)	267	+19	"Blue" (90)	"Catwalk" (36)	"Sweet" (32)
15	16	13	19	ROHN LAWRENCE	Hangin' On A String	(Atlantic)	258	-35	"Park" (78)	"Holdin'" (61)	"Belong" (37)
20	21	19	20	CRAIG CHAQUICO	Acoustic Planet	(Higher Octave)	246	+14	"Gathering" (122)	"Find" (41)	"Native" (37)
24	26	22	21	KISS THE SKY	Millennium Skyway	(JVC)	242	+23	"Always" (96)	"Skyway" (43)	"Got" (34)
19	20	21	22	SPECIAL EFX	Catwalk	(JVC)	242	+17	"Passions" (152)	"Siana" (47)	"Mercy" (17)
-	28	25	23	JAN HAMMER	Drive	(Miramar)	222	+29	"Knight" (78)	"Know" (44)	"Island" (36)
29	23	27	24	RICHY KICKLIGHTER	Myakka	(Ichiban)	209	+23	"Sarason" (76)	"Sneakers" (27)	"Hearts" (24)
21	17	20	25	LUTHER VANDROSS	Songs	(LV/Epic)	208	-12	"Always" (113)	"World" (31)	"Going" (29)
DEBUT			26	BILLY JOE JR. WALKER	Life Is Good	(Liberty)	204	+153	"Life" (78)	"Sunset" (66)	"Skies" (18)
27	29	29	27	ALVIN DAVIS	Let The Vibes Decide	(TriStar)	198	+15	"Greeting" (126)	"Vibes" (34)	"Organ" (15)
18	24	24	28	HIROSHIMA	L.A.	(Qwest/Reprise)	196	0	"Bop" (69)	"Only" (35)	"Fine" (31)
23	27	26	29	PETER WHITE	Reflections	(CGR/Sin-Drome)	194	+4	"Never" (64)	"Walk" (33)	"No" (17)
DEBUT			30	GERALD VEASLEY	Signs	(Heads Up)	189	+39	"Lasting" (57)	"Mood" (49)	"Salamanca" (23)

This chart reflects airplay from January 12-18. Albums ranked by number of plays, with plays from all cuts from an album combined.  
40 NAC reporters. 37 current playlists. © 1995, R&R Inc.

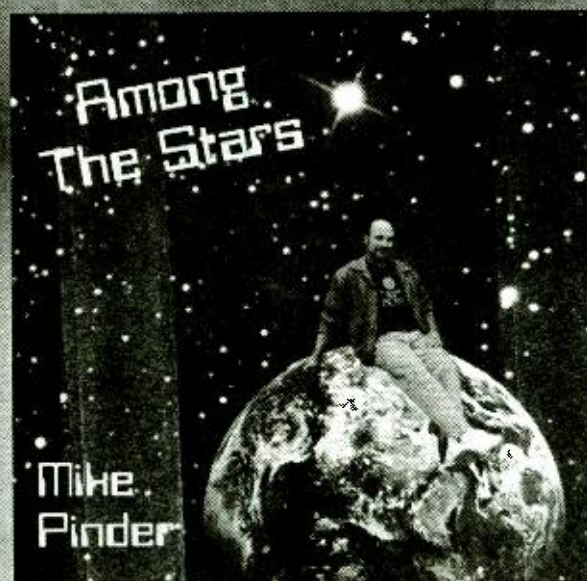
## Mike Pinder

### Co-Founder and Keyboardist of the Moody Blues

Mike's Mellotron was the sound behind the Moodies' albums from *Days of Future Passed* through *Octave*.

Mike wrote classic tracks such as "Thinking Is The Best Way To Travel," "Out and In," "Lost In A Lost World," "Have You Heard?," etc.

A beautifully crafted album with Pinder's signature sound...



"Mike is back on the scene in the '90s with all his positive aspects of the '60s and '70s musical sensibilities intact. Mike's new music is a satisfying blend of his Mellotron-powered Moody sound, with just a hint of contemporary jazz. He still favors unexpected chord changes and moody modalities (much to the delight of fans of the "Classic 7" Moodies' albums), but his music now has a strong, modern, more sophisticated flavor." — Mark Murley, Higher & Higher Magazine

*This could be your cup of tea!!*

Contact: Mike Lee  
Callahan and Assoc.  
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(Stations: List jobs for free/cover EEO responsibility)

Top 10 station looking for morning news person. At least three years' experience working with high-profile personalities. Radio & Records, 10100 Santa Monica Blvd., 5th Floor, #510, Los Angeles, CA 90067. EOE

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### MORNING OPPORTUNITY - GREAT OWNERSHIP

Most industry veterans have learned (the hard way) that market size doesn't guarantee happiness, stability, or a good night's sleep. Top 75 morning opportunity at a rock station that is highly successful and rarely has an opening. Ownership believes in research, healthy promotion budgets, thinking big, and quality of life. If you have a proven morning talent, a track record, and can build a franchise, don't hesitate to send us your materials in strictest confidence. Good money for right talent. No calls. Jacobs Media, 29777 Telegraph Road, Suite 2355, Southfield, Michigan 48034. EOE M/F/W/H

### MAJOR MARKET COUNTRY PD/OPS MANAGER OPENING:

We're looking for a creative, hardworking and organized motivator. You'll be in charge of two stations in a format battle. Aggressive growing company. The right bucks for the right person. Airshift not required. Country experience is required. Send station composites, ratings histories and references to: Joel Raab, Joel Raab Associates, 760 N. Woodbourne Rd., Suite D, Langhorne, PA 19047. All inquiries will be strictly confidential. EOE

JOEL RAAB ASSOCIATES



Country Programming/Marketing

OPENINGS

OPENINGS

OPENINGS

### PRODUCTION DIRECTOR

K92 is looking for a midday Production Director. Can you write creative copy, handle an eager sales staff and be great on the air? Must have three to five years' experience. Rush tape, resume and sample of production to EEO Coordinator, K92, 3934 Electric Rd., Roanoke, VA 24018. EOE

WBCN seeks play-by-play and color announcers for the New England Patriots 1995 season. Send tape and resume with references to Oedipus, c/o WBCN-FM, 1265 Boylston Street, Boston, MA 02215. No calls please. EOE

### PRODUCTION DIRECTOR

Write, produce and voice killer station promos - prior experience with digital and/or multitrack editing. Rush promo reel to Diane Cridland, Director Programming & News, KDKA Radio, 1 Gateway Center - Pgh., PA 15222. No phone calls. Group W: EOE M/F, D

*Easy 99.5*

### D.C. EVENING OPPORTUNITY

Washington D.C.'s only Soft AC is seeking a compelling, distinctive personality to help us create a #1 25-54 nighttime show. Intimate one-on-one presentation and phone experience required. Must be entertaining without reliance on music clocks or liner cards, 7-midnight Mon-Fri. T&R to Bob Moke, WGAY, 8121 Georgia Ave., Silver Spring, MD 20910. Females and minorities encouraged. EOE

## WINK 104

WINK 104, one of America's top CHR stations is looking for a morning drive news anchor/reporter. Our last anchor moved into television. The qualified candidate will have a solid news background, with experience in reporting, writing and anchoring. A self-starter, able to meet grueling deadlines. You must be able to convey the news in an energetic, upbeat fashion, that is both entertaining and informative to our listeners. Rush your package to: John Paul Shaffer, News Director, WNNK, 3400 N. 6th Street, Harrisburg, PA 17110. EOE

Fulltime AT NYC suburban AC. Good production a must, good phones a plus. Women and minorities encouraged. T&R: WFAS FM, Box 551, White Plains, NY 10602. Attn: Personnel Department. WFAS, an Equal Opportunity Employer.

A Southeastern Broadcasting Leader is looking for an experienced and knowledgeable sports personality to host a southeast regional sports talk show. This is a huge opportunity with an established and growing company. EOE. Fax resume only to: Mr. Kevin Moore (615) 742-6124.

### Building our morning show.

If you can communicate and entertain - without giggles or gimmicks - Rush T&R to Stephen Granato, WSHH, 1459 Crane Avenue, Pittsburgh, PA 15220. Females encouraged to apply. No calls. EOE

## SOUTH

Seeking AT for possible future openings. T&R: WSUY, Angie Handa, One Orange Grove Rd., Charleston, SC 29417. EOE(1/27)

Dominant Country seeks afternoon drive. Benefits, established company. T&R: KYKZ, Eric Nielson, Box 999, Lake Charles, LA 70601. EOE(1/27)

WCTQ Country seeks air talent. T&R: WCTQ, Ed Cousins, 282 N. Auburn Rd., Venice, FL 34292. EOE(1/27)

Louisiana's best CHR seeks AT's. T&R: KOID, Randy Reynolds, 1115 Texas Ave, Alexandria, LA 71301. EOE(1/27)

Adult CHR station seeks morning personality. T&R: WHOD, Mike Meadows, Box 518, Jackson, AL 36545. EOE (1/27)

Music production house seeking qualified rep. Positive attitude a must. Proven product. Call OBOY PRODUCTIONS: (901) 278-7722. EOE 1/27

50,000-watt Country, South GA looking for night jock, great phones/hot production & remotes...Studio on 14th Floor, 401K, team player only! Radio & Records, 10100 Santa Monica Blvd., 5th Floor, #514, Los Angeles, CA 90067. EOE

## B97.5

### AC MIDDAYS

Knoxville's #1 AC, the new B-97.5, seeks exceptional midday AT. We're looking for an upbeat, experienced communicator with great production. T&R to Chris Conley, WJXB, 825 N. Central, Knoxville, TN 37917. No calls please. South Central Communications is an equal opportunity employer. M/F/H

KSMG-FM/San Antonio. Program Director, 5 years' programming adult radio experience. Looking for a leader. EOE. Virgil Thompson, Operations Mgr., KISS Radio of San Antonio, Ltd., 8930 Four Winds Dr., #500, San Antonio, Texas 78239. NO PHONE CALLS.

Coastal Florida Country needs morning person! Experience necessary. T/R & salary to: Country 105.5, WVZB, Jeff Michaels, PD, Box 2347, Fort Walton Beach, FL 32549, (904) 243-2323. EOE

WUSY now accepting T&Rs for all on-air positions, full and parttime. Good AC communicators can send to: Angie Handa, Sunny 100, One Orange Road, Charleston, SC 29407. Females and minorities encouraged to apply.

### ATLANTA MARKET POSITIONS AVAILABLE

Now accepting tapes and resumes for future full and part-time on air DJ, news, and production positions. Minimum 2 years' on air experience mandatory. Sorry no beginners. Send to: Personnel Dept. 106, P.O. Box 11928, Atlanta, GA 30305. We are an equal opportunity employer.

#1 rated CHR in market needs creative director. We are a cutting edge CHR on the east coast looking for someone who is focused, professional, and experienced. We need stellar commercial production & writing skills, promos with attitude and a versatile voice. No announcers! Send T&R plus writing samples to: Radio & Records, 10100 Santa Monica Blvd., 5th Floor, #521, Los Angeles, CA 90067. EOE

## EAST

WCZT, Avalon seeks parttimer's today. T&R: WCZT, Scott Wahl, 1575 Route 9 N., Cape May Court House, NJ 08210. EOE(1/27)

Seeking America's hottest seven to midnight air personality. T&R: WKRZ, Ken Medek, 305 Highway 315, Pittston, PA 18640. EOE(1/27)

Seeking part and fulltime on-air talent. T&R: WNNH, Dirk Nandon, 501 South St., Concord, NH 03304. EOE(1/27)

Soft AC seeks MD/AT. Powerplay experience, four years; professional experience. T&R: WYJB, Buzz Brindle, 341 Northern Blvd., Albany, NY 12204. EOE(1/27)

Country seeks late night personality for immediate opening. T&R: WMTZ, Brian Cleary, Box 370, Johnstown, PA 15907

Afternoon AT sought for Oldies FM. Good production, computer literate. T&R: WXOD, Dave Parker, Box 707, Keene, NH 03401. EOE(1/27)

Seeking morning show host/operations manager for Classic Rock format. T&R: WSTJ, Rick DeFabio, Box 249, St. Johnsbury, VT 05819. EOE(1/27)

Promotion coordinator WNOR Norfolk. One year experience a must. T&R: WNOR, Lisa B. Namerow, 870 Greenbrier Circle, # 399, Chesapeake, VA 23320. EOE(1/27)

CHR station smack dab in the middle of Pennsylvania. FT talent sought yesterday. T&R: WHTO, PD, 220 S. Russel Ave., Williamsport, PA 17701. EOE(1/27)



## OPENINGS

Southwest Louisiana's #1 Country needs a lively, entertaining, experienced, afternoon drive. Must be solid with phones, remotes, production. Good benefits, established company. T&R: to: KYKZ, 716 Hodges, Lake Charles, LA 70601. EOE

Connecticut's first Modern Rock station needs a street-smart, detail-oriented promotion director who refuses to take prisoners! We're building a promotionally active department which you will guide from the ground up. If you're in it for the passion of doing great radio, send resume and portfolio to Cary Pall, Consultant, WYSR, PO Box 31-1410, Hartford, CT 06131, EOE/MF

B106, Columbia's AC, has first PM drive opening in four years. Adult personality with strong production skills and great at meeting people. No liner card readers and no attitudes. T&R: to Brent Johnson, Program Director, WTCB-FM P.O. Box 5106, Columbia, SC 29250. No calls!!! B106 and Bloomington Broadcasting are equal opportunity employers. Contact: Brent Johnson, Phone: 803-796-7600, Fax: 803-796-9291.

### SALES MANAGER FOR 99X DIRECT - ATLANTA A DIVISION OF WNNX RADIO

Experience in Local Sales and Database Marketing required. This is a start up challenge for a highly motivated individual. Responsibilities will include sales and staff management. Salary and benefits. Send resume to: Sales Manager, 99X, 3405 Piedmont Road, Suite 500, Atlanta, GA 30305. EOE

### K95 Promotions Marketing Manager

Organized? Creative? Resourceful? Passionate about GREAT radio?

Strong leader needed to help maintain and improve #1 ratings status. Event and database marketing skills required. Country experience a plus. Please rush resumes and salary requirements by 2/10/95 to: Mark Richards, Program Director, 300 Arboretum Pl., Suite 590, Richmond, VA 23236. NO phone calls please. Women and minorities encouraged to apply. EOE.

## MIDWEST

Seeking fulltime AT with at least two years' experience. T&R: KXRL, Rick Hutchinson, Box 130, Kirksville, MO 63501. EOE(1/27)

Southern Indiana's Country leader seeks PT/FT talent. T&R: WQKC, Rick Reed, Box 806, Seymour, IN 47274. EOE(1/27)

Immediate opening for dynamic morning pro/PD. T&R: WMZK, Steve Resnick, Box 1451, Wausau, WI 54402-1451. EOE(1/27)

AT with solid voice, great production and desire to develop client marketing campaigns. T&R: WDIF, Paul J Beickelman, Box 10,000, Marion, OH 43302. EOE(1/27)

Fringe Detroit Hot AC seeks promotions director/copywriter. T&R: WHMI, Scott Mansell, Box 935, Howell, MI 48844. EOE(1/27)

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## OPENINGS

KBOB, 100,000 watt Country has a rare opportunity for successful, proven morning talent. Must be a natural! No bit boys! If you have great phones and a strong desire to win, send tape, resume and salary requirements to KBOB, 1229 Brady Street, Davenport, IA 52803. Attention: Gail Austin. EOE

### Morning Host Talk Radio

Our demographic is 35-64. Can you entertain both ends? Looking for fun morning host with fantastic phone and prep skills. We have over 70 years of Heritage, RUSH, super facility, a local talk legend and now we need YOU to quarterback morning drive in this midwest medium market! T&R now with salary requirements. Radio & Records, 10100 Santa Monica Bl., 5th Floor, #517, Los Angeles, CA 90067. EOE

### WIXY 100.3FM Today's Country Favorites

SAGA COMMUNICATIONS Champaign/Urbana's #1 radio station needs talent for midday & evenings. Join Saga's Country leader and be ready to win. Great company, great facility, great benefits. We're looking for local, topical personalities who can provide energy, and great phones. Rush tape and resume to Clint Marsh, WIXY, 2603 West Bradley, Champaign, Illinois 61821. WIXY is an equal opportunity employer.

Z-92 (KEZO)/Omaha afternoon drive. This is a rare opportunity for someone who is self motivating, disciplined and knowledgeable of Classic Rock and today's New Rock. Z-92 consistently beats its rock competitors and needs someone who understands what it takes to keep winning. Have you got the stuff to carry on this tradition? Send T/R to Randy Chambers, KEZO, 11128 John Galt Blvd., Omaha, NE 68134. EOE

### AC MORNINGS

Premier medium market AC is looking for a new morning show. Singles and teams encouraged to apply. You'll be on a great station that has it all except AM Drive. Your competition is good, so you'll have to be great! Cassettes and resumes in total confidentiality to: Gary Berkowitz, Berkowitz Broadcasting Consulting, Inc., 4901 Champlain Circle, Suite 401, West Bloomfield, MI 48323. EOE

JACOR Broadcasting Country powerhouse WQIK/Jacksonville seeks programmer to enhance a winning product. Country background not critical. Station composites, resumes or related thoughts to Tom Owens, VP Programming, 201 E. 5th St., Suite 1300, Cincinnati, OH 45202. Equal Opportunity Employer. No calls.

## OPENINGS

### ACCOUNT EXECUTIVES

Put your accomplished radio selling skills to work for you with an excellent broadcast company in a medium market boasting one of the best economies in the country. Our combo features a format exclusive, heritage CHR FM and cutting edge News/Talk AM. Both provide regional coverage from a state capitol with a large university system. New and existing lists will provide outstanding opportunities for outstanding performers. Send resume documenting your experience and success to: General Sales Manager, Z-104/WTSO Radio, 5721 Tokay Blvd., Madison, WI 53719. EOE

### WOULDN'T YOU WANT

to know if a station were looking for someone like you? We're placing talent at a record pace as more stations and consultants than ever before are NETWORKING with us nationally. AOR, CNTY, HAC PDs and jocks needed now. Most openings are \$15-50K. We move people to larger markets, better shifts, etc. Call now for free info.

**NETWORK**  
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Quality production and on-air talent needed for AM/FM combo about 1-1/2 hours from Chicago, Rockford, Quad Cities, and Peoria. Great chance to grow with stable company. Females encouraged to apply. Send tape and resume to Joyce McCullough, 426 Second St., LaSalle, IL 61301. EOE

### ROCK PD - MIDWEST

Our talented programming staff has built one of America's highest-rated Rock stations at WTAO, and now we're looking for the right PD/air talent for our next Midwest Rock success story as our company grows. Are you the right person? Familiarity with the Jacor/Critical Mass style a plus. T&R and Rock programming philosophy to Liberty Radio, PO Box 3335, Peoria, IL 61614. No Calls! EOE M/F

### OPERATIONS MANAGER NEEDED

Christian Radio WFRN is looking for a capable, experienced leader and corporate team player to fill new Top Management position in programming and related operations, promotion and PR. Will supervise announcing and news staffs of three stations. Must be strong in concept, on-air and people management skills and be a coach and team builder. Highly competitive secular radio experience or equivalent is necessary. Personal ministry commitment and spiritual character are essential. WFRN nationally is one of the highest in audience among Contemporary and Inspiration Formats and in Commercial Spot Revenue. Very involved in community ministries and networking. Mail resumes to: Ed Moore, WFRN, Box 307, Elkhart, IN 46515. Or call 1-800-933-0501. EOE

## OPENINGS

### ATTENTION MORNING ENTERTAINERS!

We're looking for A/T's who can succeed as adult morning show hosts and cohorts at several of our client stations in markets of all sizes. Must be friendly, energetic, creative, funny without being "blue," quick with a comeback and a team player. Type "A's" welcomed. Send T&R to Stadlen Radio Associates, 3123 Adirondack Dr. NE, Cedar Rapids, IA 52402-3309. No phone calls! EOE

### ATTENTION ALL ENTERTAINERS

Several of our Rock and AC client stations are looking for midday, PM drive, and evening AT. If you're friendly, conversational, relatable and enjoy being part of the local scene in markets of all sizes, we want to hear from you! Send T&R to Stadlen Radio Associates, 3123 Adirondack Dr. NE, Cedar Rapids, IA 52402-3309. No phone calls! EOE

Southwest Top 75 market AC is looking for a long-term morning host or team who's fun, topical, and conversational. Live in one of America's great cities. A minimum of 5 years' full-time experience is a must and AC morning show experience is preferred. However, if this sounds like a good fit for you, I'd like to hear your stuff regardless of format. Radio & Records, 10100 Santa Monica Blvd., 5th Floor, #519, Los Angeles, CA 90067. EOE

### PRODUCTION DIRECTOR

Major big time Rock station needs major big time production director to work for major big time company. Creative imaging production, out of the box copy, huge workload, and all around station asset. Can you do it? Get your stuff to this blind box ad now. Then we'll call you, and see how good you really are. Radio & Records, 10100 Santa Monica Blvd., 5th Floor, #522, Los Angeles, CA 90067 EOE

## WEST

Seeking experienced parttime talent for N. CA rocker. T&R: KHOP, Chris Loyd, 3401 Dale Rd., #700, Modesto, CA 95356. EOE(1/27)

Afternoon air talent/production sought. T&R: HXTZ, Lisa V, 1229 Third Ave., Chula Vista, CA 91911. EOE(1/27)

Seeking future PT/FT personalities with three years' experience in Rock. T&R: KSJO, Dana Jang, 1420 Koll Circle, San Jose, CA 95112

WESTERN COUNTRY POWERHOUSE seeks sidekick for Morning Show. Personality, attitude, humor and news skills are a must. Minimum 3 years exp. Females and Minorities encouraged. EOE. Send Resume/photo/Aircheck to: Radio & Records, 10100 Santa Monica Bl., 5th Floor, #515, Los Angeles, CA 90067. EOE



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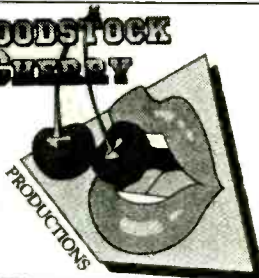
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