

MAXIMIZING YOUR HISPANIC RADIO MARKETING EFFORTS

Spanish-language radio is the fastest-growing format in the Top 25 metros. Cabellero Spanish Media President Ramon Pineda tells how to tap into this lucrative new market.

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FOCUSING ON THE NAC FORMAT'S STRENGTHS: MUSIC AND LIFESTYLE

Four of the NAC format's top marketing & promotion directors — KTWW/L.A.'s Debbie Vandermeulen, WNUA/Chicago's Suzy LeClair, WJJZ/Philly's Jane White, and KOAI/Dallas's Diane McKenna — talk about traditional and non-traditional event promotions that get results.

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RADIO & SOUNDTRACKS

Some of today's biggest recording artists will lend their talents to summer movie soundtracks. What does this mean for radio?

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PEOPLE IN THE NEWS

- Mason Dixon becomes WUSA/Tampa PD
Bob Neumann now WENZ/Cleveland PD
Tom Sly named VP/GM for WWNK-FM/Cincinnati
ARS takes over WTIC-AM & FM/Hartford; Suzanne McDonald now VP/GM for company's five local properties; Bill Stairs new WTIC-AM & FM OM; Jodi Long appointed Station Mgr. for remaining trio of outlets; Chet Osadchey to WNEZ & WRCH GSM; Kim Patenaude now GSM for WZMX

Page 3

THIS #1 WEEK

- CHR/POP: CELINE DION Because You Loved Me (550 Music)
CHR/RHYTHMIC: FUGEES Killing Me Softly (Ruffhouse/Columbia/CRG)
URBAN: MONICA Why I Love You So Much (Rowdy/Arista)
URBAN AC: ISLEY BROTHERS Let's Lay Together (Island)
COUNTRY: BRYAN WHITE I'm Not Supposed To... (Asylum/EEG)
NAC: DOC POWELL Sunday Mornin' (Discovery)
HOT AC: CELINE DION Because You Loved Me (550 Music)
AC: CELINE DION Because You Loved Me (550 Music)
ACTIVE ROCK: METALLICA Until It Sleeps (Elektra/EEG)
ROCK: VAN HALEN Humans Being (Warner Sunset/WB)
ALTERNATIVE: TRACY BONHAM Mother Mother (Island)
ADULT ALTERNATIVE: HOOTIE & THE BLOWFISH Old Man & Me (Atlantic)

NEWSSTAND PRICE \$6.50



Fullam Named WKTU/NY VP/GM

John Fullam has been appointed GM of Evergreen Media CHR/Rhythmic WKTU/New York, effective the first week of July. He most recently served as President of Evergreen/Detroit, overseeing WDFN-AM, WDOZ-AM, WKQI-FM, WNIC-FM & WWWF-FM.

Evergreen President/COO Jim de Castro — who had been acting as GM since the station's flip from Country to CHR on February 2 — remarked, "With its

rhythm/pop format, WKTU has exploded in New York's competitive radio market since its launch. We're confident John will continue the station's unparalleled momentum in the New York mar-



Fullam

FULLAM/See Page 11

Clear Channel Purchase Of Heftel Stations Reaffirms Hispanic Radio Market Strength

Transaction puts fast-growing radio group in top three markets

BY HEATHER VAN SLOOTEN R&R WASHINGTON BUREAU

Clear Channel Communications' \$275 million tender for all outstanding shares of Heftel Broadcasting puts the San Antonio-based group owner into the nation's three largest markets — and marks a coming of age for the Tejano and other Spanish-language formats honed by Heftel.

With 108 stations in 31 markets, Clear Channel will have the largest stable of radio stations in the nation. Its estimated total station revenues of \$317 million will rank behind only CBS (\$498 million) and Infinity Broadcasting (\$476 million).

Clear Channel held 21% of Heftel's outstanding shares prior to the tender offer announced Monday (6/3). The \$23-per-share price might have been a relatively inexpensive way for Clear Channel to elbow its way into New York, Los Angeles, and Chicago, according to one radio broker: "The talk was that Heftel would go for more [money] than it did ...

but the buyer already held 21%, so they may have gotten it cheaper than others by blocking the sale to anyone else."

Star Media Group Managing Director Paul Leonard saw the move as a watershed for Hispanic radio. "There's no question that Hispanic broadcasting is growing and will be embraced by general-market radio owners," Leonard said. "This was the first time that a blue-chip owner was investing in and planning to grow Hispanic radio. It's a vote of confidence for this segment of radio."

The two broadcasting companies had reported polar opposite financial results for the first three months of 1996. Clear Channel posted first-quarter earnings of \$6.2 million on revenue of \$70.1 million, up substantially over the previous year. Heftel reported a first-quarter loss of \$972,000 on revenue of \$16.2 million. Heftel's cash flow increased 36% to

\$4.2 million; Clear Channel said it had an after-tax cash flow of \$16 million compared to \$11 million a year earlier.

Heftel Holdings

Clear Channel to own 108 stations (including five LMAs), making it the largest owner of stations in the country. SFX is second with 66 stations.

Heftel owned 17 stations in seven markets with revenues of \$61 million.

1995 revenues at Clear Channel's holdings now total \$317 million, ranking them third in the country behind CBS and Infinity.

Complete deal details: Transactions, page 6.

MCA Resets Black Music Dept.

Wilson now President; Winslow VP/Urban Promo

MCA Records has restaffed its Black Music Division, tapping Ken Wilson as President, Stanley Winslow as VP/Urban Promotion, and Kevin Bass as Sr. Director/Administration & Planning.

Exiting the division are Sr. VP/Promotion & Marketing A.J. Washington, Sr. VP David Harleston, VP/Administration Nancy Taylor, Director/Administration Promotion & Marketing Dyan Golden, and VP/Promotion East Coast Martha Thomas-Frye.

"MCA Records' Black Music Division has been one of the crown jewels of our company, as well as the envy of the industry," said label President Jay Boberg. "We are dedicated to strengthening and expanding the division's decades-long tradition of excellence, and I'm confident that this reorganization will ensure the spirit and success of the Black Music Division for many years to come."

Wilson told R&R, "I'm looking forward to breaking some



Wilson



Winslow

MCA/See Page 18

EXCLUSIVE R&R INTERVIEW

Entercom COO/CFO David Field: A Commitment To Alternative

BY SKY DANIELS R&R ALTERNATIVE EDITOR

One of the hottest formats recognized by owners today is Alternative, whose revenue growth registered an unbelievable rate of 55% in the last three years. With stations like KITS (Live 105)/San Francisco, KNDD/Seattle, and KNRK/Portland,



Field

COO/CFO David Field has

a long-standing involvement with the Alternative approach — the company has owned format flagship Live 105 since 1986. Entercom recently was involved in a three-way swap of properties that gave it ownership of three Rock-oriented properties in Seattle: KNDD, Adult Alternative group that has shown increasing commitment to Alternative is Entertainment Communications (Entercom).

Each of these stations represents a very strong 'brand' in the market, and we don't

FIELD/See Page 80

## NOW PLAYING!

★ **JIM CARREY "SOMEBODY TO LOVE"**

- ON MORNING SHOWS EVERYWHERE!



★ **PRIMITIVE RADIO GODS**

"STANDING OUTSIDE A BROKEN PHONE BOOTH  
WITH MONEY IN MY HAND"

- MONITOR 45\* - 26\*
- R&R BREAKER 37 - 23
- BUZZ CLIP

★ **JERRY CANTRELL "LEAVE ME ALONE"**

- MONITOR 22\* - 19\*
- R&R 17 - 15
- ACTIVE

★ **\$10,000 GOLD CHAIN "OH! SWEET NUTHIN'"**

- OVER 200 SPINS
- 120 MINUTES

ALSO FEATURING:

SILVERCHAIR, PORNO FOR PYROS, TOADIES,  
CRACKER, RUBY, FILTER, STABBING WESTWARD  
AND EXPANDING MAN

JIM CARREY MATTHEW BRODERICK

# THE CABLE GUY

## THE SOUNDTRACK



Music Supervisor: Juliana Roberts  
Executive Music Producers:  
Ben Stiller & Judd Apatow

**WORK** IN THEATRES JUNE 14TH

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JUNE 7, 1996

## Dixon Moves Over To 'USA As PD

As rumored last week (R&R 5/31), Hot AC WMTX/Tampa PD/



Dixon

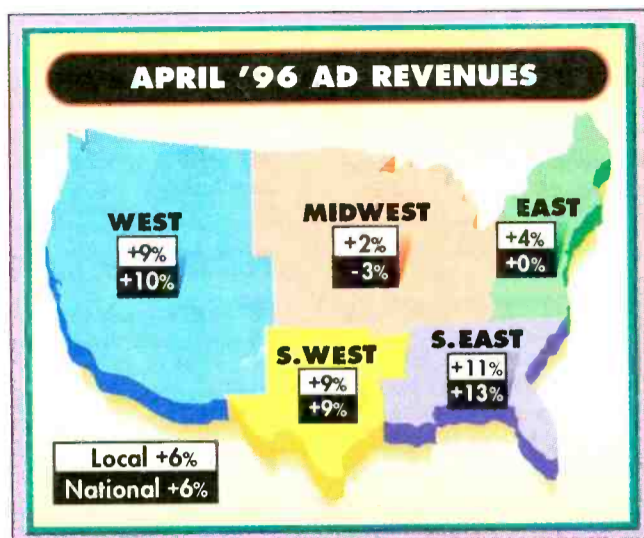
morning talent Mason Dixon's move to cross-town Gannett Mainstream AC WUSA for similar duties has become a reality. Dixon debuted his morning show on WUSA — which is now much hotter and

known as "Kiss FM" — last Friday (5/31).

Following Dixon from Mix 96 to Kiss FM are MD Rico Blanco and morning partners Bill Connolly and Jo Jo Walker. Exiting WUSA are PD Pat McMahon, MD Johnny Williams, and morning team Bob,

DIXON/See Page 18

## Second-Quarter Billings On Upswing



Source: RAB

The second quarter of 1996 opened up with good news for most sectors of the radio industry: Local revenue increases held up quite nicely in April, and national business didn't do too badly, either.

Local, national, and combined business was up 6% in April, compared to April of last year. On a year-to-date basis as of April, local business rose 7%, national business was up 2%, and combined billings climbed 6%.

## WWNK/Cincy's Sly Adds VP Stripes

Two-year WWNK/Cincinnati GM Tom Sly has been promoted to VP/GM of the



Sly

Citicasters AC. According to Citicasters President/Radio Group David Crowl, "We presented Tom a significant challenge in Cincinnati, and he's meeting his goals. The future is bright at WWNK thanks to Tom

Sly's leadership."

Sly joined Citicasters in 1983 as an AE at WKRQ-FM/Cincinnati, where he served as GSM between 1988-92. He then was elevated to GM of KBPI/Denver.

## Neumann To Assume PD Post At WENZ

Clear Channel Communications Classic Rock WNCX-FM/Cleveland PD Bob



Neumann

Neumann has added similar duties at crosstown Alternative WENZ-FM. The appointment is concurrent with Clear Channel's takeover of WENZ from Ardman Broadcasting.

Current WENZ PD Ric Bennett

NEUMANN/See Page 18

## Warfield And Tucker To Head Uptown

Uptown Records has appointed former WRKS/New York VP/GM Charles Warfield Jr. to Sr. VP/GM. The label also has elevated Lewis Tucker from National Director/Promotion to VP.



Warfield



Tucker

"I have known Charles from my early days as an artist," said Uptown President Heavy D. "I have enormous respect for his extensive background in radio, and I'm certain that Charles will play a key role in building an even stronger Uptown."

"I've watched him grow, and I respect his successful track record. Lewis's promotion is an acknowledgement of his professional growth."

Tucker joined Uptown four years ago as a regional promotions manager.

Prior to his five years at WRKS, Warfield spent 12 years with Inner City Broadcasting Corp. as VP/GM of WLIB-AM & WBLS-FM/New York.

Regarding Tucker, Heavy D commented,

## ARS Restructures Hartford Stations

Only a day after closing its purchase of Full Service-CHR/Pop combo WTIC-AM & FM/Hartford (5/30), American Radio Systems restructured the management of its five Hartford properties:

- Suzanne McDonald has been elevated to VP/GM of WTIC-AM & FM as well as News/Sports WNEZ-AM, AC WRCH-FM, and '70s WZMX-FM. She previously served as GM of WNEZ, WRCH & WZMX.
- Bill Stairs has joined WTIC-AM & FM as OM. According to ARS COO David Pearlman, Stairs replaces WTIC-FM PD Paul Cannon; the status of WTIC-AM PD Paul Douglas has yet to be determined.
- Jodi Long has been promoted from GSM to Station Manager at WNEZ, WRCH & WZMX.

"It is very exciting to be able to look inside ARS and once again grow outstanding managers into new, exciting positions," Pearlman told R&R. "One of our core principles is that we 'grow people faster than assets,' and there is no greater example of that than in Hartford."

"In looking at the new world of broadcasting, Suzanne McDonald seemed uniquely qualified to lead ARS's radio efforts in Hartford. She combines huge experience, terrific managing skills, and a motivational style which

ARS/See Page 18

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## 'Kiss Concert 17' Wows 20,000 Fans!

Yet another Evergreen Media station has thrown a blowout bash. Last week, it was WKTU/New York's disco marathon; this week (6/1), it was WXKS/Boston's turn. The station's "Kiss Concert 17" entertained almost 20,000 fans and raised \$50,000 for the Genesis Fund (10 years of contributions — amounting to a half-million dollars — have helped establish the Jeffrey Osborne-KISS 108 Hearing & Language Disorder Clinic). Performing at Kiss Concert 17 were Seal, Melissa Etheridge, Lenny Kravitz, Blessid Union Of Souls, Lisa Loeb, CeCe Peniston, Gloria Estefan, Harry Connick Jr., and many other stars. Pictured at right are surprise performer Lionel Richie with WXKS VP/GM Janet Karger. Below, PD John Ivey (l) and A&M Sr. VP/Promotion Rick Stone flank performer Bryan Adams.



## HOW TO REACH US

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## USA Digital Radio Withdraws IBOC Systems From Upcoming EIA Tests

Digital audio broadcasting field tests will begin this month in San Francisco — without the participation of USA Digital Radio.

The Electronics Industries Association will test two technologies from AT&T/Lucent Technologies, an L-band system from Eureka 147, and an S-band system from VOA/JPL.

An EIA spokesperson said USADR — a partnership between CBS/Westinghouse and Gannett — withdrew after the two sides failed to agree on contract terms for the test. In particular, EIA said USADR objected to cost comparisons between in-band/on-channel (IBOC) systems and non-IBOC systems.

Gary Shapiro, who heads the Consumer Electronics Manufacturers Association (CEMA) division of EIA, said in a release, "These tests have helped us to de-

rive the objective facts of what these technologies offer within an open forum so that a final DAR standard could be chosen. USADR's demand that EIA/CEMA relinquish its right to analyze and compare test data and make recommendations to the FCC is a condition to which no trade association could agree and still call itself a true representative of its industry."

### 'Unwilling To Negotiate'

But USADR President **Berneer Strom** said EIA gave them no choice. "[Had] we been able to reach an equitable agreement on the contract terms, we would have happily participated in the field testing process. We had three major contract concerns about which the EIA was unwilling to continue to negotiate."

In a letter to the EIA, USADR listed its concerns: the IBOC systems were being compared to non-IBOC systems, certain aspects of the field test plan were not clearly defined, and problems with the testing process raised questions about the test's credibility.

"The insistence of the EIA that new band and IBOC must be seen as competing technologies, where only one must be shown to win, is both invalid and totally misleading," Strom added. He said USADR is seeking a third party to test its system.

An NAB spokesperson said that as a result of USADR's pullout, the association is "reconsidering our position and ... re-evaluating our role in the test process." The NAB says it has not yet determined whether it will continue to finance IBOC tests.

Continued on Page 8

## Music Lyric Debate Returns To Washington

The on-again/off-again debate over graphic music lyrics flared up last week thanks to Empower America, the conservative group founded by former Education Secretary **William Bennett**. Liberal lawmakers joined with conservatives in a new campaign to pressure recording industry executives, a move that RIAA President **Hilary Rosen** dismissed as the latest handiwork of "lyric vigilantes."

Sens. **Joe Lieberman** (D-CT) and **Sam Nunn** (D-GA) and the National Political Congress of Black Women joined the organization in blasting such groups as **Geto Boys**, **Wu-Tang Clan**, **The Dogg Pound**, and **2Pac**. To help spread its gospel, Empower America is paying for radio commercials that urge public pressure on the five largest recording companies — **Time Warner**, **BMG**, **PolyGram**, **Sony**, and **Thorn EMI** — to

stop spreading "vicious, violent, and vulgar music."

### 'Finding Scapegoats'

Rosen pointed out that the recording industry's 11-year-old, self-policing system gives parents — not the federal government — ultimate control over what their kids listen to and keeps the government and others from interfering with the recording industry's constitutional right to produce a wide variety of

works. "By allowing the voices of a few self-appointed, moral guardians to impose their musical tastes on all Americans, we're simply finding scapegoats instead of solutions," Rosen said.

Bennett last spring accused Time Warner of spreading obscene music through its **Interscope** label. Time Warner subsequently sold off **Interscope**, but retains such artists as **Ol' Dirty Bastard** and **Lords Of Acid**, both of whom received criticism from Bennett and the others for songs with graphic sex and violence.

Nunn was among a group of lawmakers who came down hard on TV talk shows last year; Lieberman has been active in several media and advertising issues.

## BUSINESS BRIEFS

### EZ/Par Deal Gets FTC Thumbs Up

There are no antitrust concerns involved with **EZ Communications'** purchase of **KFNS-AM & KEZK-FM/St. Louis** from **Par Broadcasting**, according to the **Federal Trade Commission**. EZ, which owns **KSD-AM & FM & KYKY-FM/St. Louis**, agreed to buy the Par stations in early April.

### FCC Creates 'Call Center'

The FCC has made it easier for listeners to complain about broadcast content by creating a toll-free "Call Center."

The Call Center will also give broadcasters information on obtaining licenses and forms. The service is staffed from 8am-4pm Monday through Friday. It is currently only available in Florida, Maine, and Virginia, but will eventually be a nationwide service. The number is 1-888-822-8255.

### Commission Shuttles District Offices

As part of its ongoing restructuring of the Compliance and Information Bureau, the FCC has closed its district offices in Buffalo, Norfolk, Miami, Houston, Portland, and St. Paul. However, a small staff will still be available in these cities. The district offices supplied technical and public affairs support to radio and other FCC licensees.

### Deal Closings

Here is a list of the deals that closed this week:

- **American Radio Systems Inc.** completed its \$66.5 million buyout of **Marlin Broadcasting Inc.** Marlin owned **WFLN-FM/Philadelphia**, **WTMI-FM/Miami**, and **WQRS-FM/Detroit**.
- **Chase Broadcasting** finished up its \$42 million sale of **WTIC-AM & FM/Hartford** to **American Radio Systems Inc.** (See story, Page 3)
- **Nationwide Communications** closed its \$23 million purchase of **KFSD-FM/San Diego** from **Lotus Communications**.
- **Capitol Broadcasting Co. L.L.C.** wrapped up its \$11 million purchase of **WKSJ-AM & FM & WMYC-FM/Mobile** from **Pourtales Radio Partnership**.
- **Commodore Media** closed its \$9.25 million purchase of **WSTC-AM & WKHL-FM/Stamford-Norwalk, CT** from **Q-Broadcasting**. It also closed its \$8 million purchase of **WAXE-AM, WAVW-FM & WKQS-FM/Ft. Pierce-Stuart-Vero Beach, FL** from **Media IV**.
- The \$2.7 million purchase of **WCCQ-FM/Chicago** by **TKO Broadcasting L.L.C.** from **CHB Venture** closed.
- **Radio Delaware Inc.** closed the \$1.95 million sale of **WCEZ-FM/Columbus, OH** to **Associated Radio Inc.**
- The \$1.5 million sale of **WCAR-AM/Detroit** from **Wolpin Broadcasting Co.** to **Children's Radio Network** was also finalized.

### Ryan Named To NAB Radio Board

**KEZS-FM & KTWC-FM/Phoenix** GM **Jerry Ryan** has been named to the **NAB Radio Board**. He replaces former **KSNM-FM/Las Cruces, NM** GM **Jeff Lyon**. Ryan will represent District 22 (Arizona, Nevada, New Mexico, and Utah).

## What's Victoria's secret?

She's now with United Stations Talk Network!

**Victoria Jones**—  
a unique voice for talk radio  
attacking tough issues with compassion



The secret's out - Monday - Friday 10AM - 1 PM ET  
Call US NOW for the scoop on Victoria Jones  
212-869-1111 ext. 0



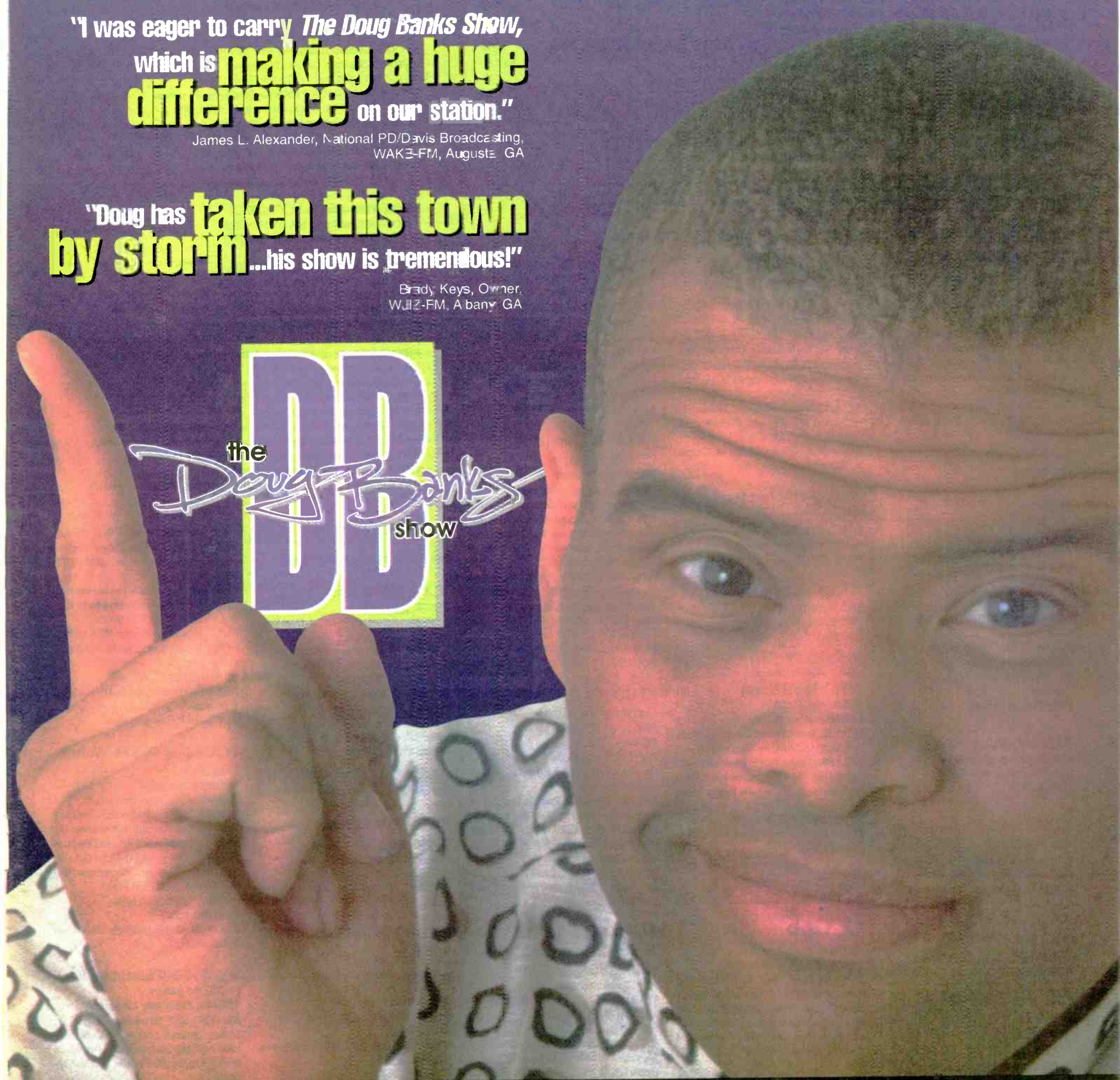
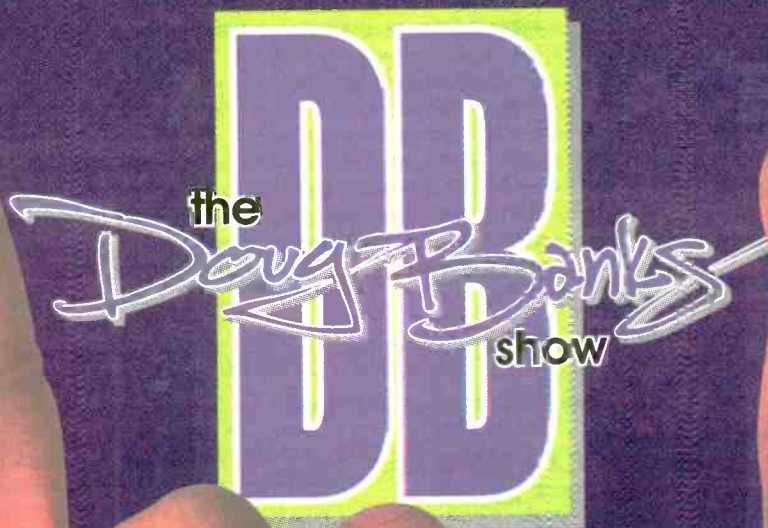
# ALL JAMES RAWE

"I was eager to carry *The Doug Banks Show*, which is **making a huge difference** on our station."

James L. Alexander, National PD/Davis Broadcasting, WAKZ-FM, Augusta, GA

"Doug has **taken this town by storm**...his show is tremendous!"

Brady Keys, Owner, WJZZ-FM, Albany, GA



people  
are listening



ABC RADIO NETWORKS

West Affiliation  
214-991-9200

East Affiliation  
212-456-1777

## DEAL OF THE WEEK

## • Heftel Broadcasting Corp. \$275 million

**Includes:** WLXX-AM/Chicago; KESS-AM, KINF-AM, KMRT-AM & FM, KHCK-FM & KICI-FM/Dallas-Ft. Worth; KLSQ-AM/Las Vegas; KTNQ-AM & KLVE-FM/Los Angeles; WAQI-AM, WQBA-AM, WAMR-FM & WRTO-FM/Miami-Ft. Lauderdale; WGLI-AM/Nassau-Suffolk; WADO-AM & WPAT-AM/New York

## 1996 DEALS TO DATE

**Dollars To Date:** \$4,563,278,061

(Last Year: \$1,169,126,582)

**This Week's Action:** \$365,918,000

(Last Year: \$18,268,836)

**Stations Traded This Year:** 996

(Last Year: 520)

**Stations Traded This Week:** 70

(Last Year: 26)

## TRANSACTIONS AT A GLANCE

- Pro-Radio Stations \$925,000
- WMNM-FM/Port Henry, NY (Burlington, VT)
- WFAD-AM/Middlebury, VT
- WTID-FM/Reform, AL \$800,000
- KRIM-FM/Payson, AZ \$850,000
- KEWB-FM/Anderson, CA \$850,000
- KMGG-FM/Monte Rio, CA \$3.1 million
- KTRO-AM & KCAQ-FM/Oxnard-Ventura, CA \$3.65 million
- KSRO-AM & KXFX-FM/Santa Rosa & KLCQ-FM/Healdsburg, CA \$5.7 million
- KLYD-FM/Shafter, CA \$450,000
- KKKI-FM/Widefield, CO \$3.8 million
- WSWN-AM & WBGF-FM/Belle Glade, FL \$1 million
- WJUS (FM CP)/Ft. Walton Beach, FL \$500,000
- WCTH-FM/Plantation Key, FL \$1 million
- WMXY-AM & WZLG-FM/Hogansville, GA \$510,000
- WCJM-AM & FM/West Point, GA \$500,000
- WTGE-FM/Baton Rouge \$5.5 million
- KASO-AM & FM/Minden, LA \$200,000
- KASO-AM/Minden, LA \$500
- WBGR-AM/Baltimore \$2,775,000
- WFCC-FM/Chatham, MA \$1.19 million
- WAOU (FM CP)/Tawas City, MI \$4000
- (FM-CP)/McCook, NE
- WNYC-AM & FM/New York \$20 million
- WELS-AM & FM/Kingston, NC \$150,000
- WMYK-FM/Moyock, NC \$3.35 million
- WLEC-AM & WCPZ-FM/Sandusky, OH \$7.5 million
- KCBZ (FM CP)/Cannon Beach, OR \$32,500
- KUGN-AM & FM/Eugene & KLRN-FM/Brownsville, OR \$7 million
- KRTA-AM/Medford & KYJC-FM/Grants Pass, OR \$550,000
- WMTI-AM/Morovis, PR \$250,000
- KFLZ-FM/Bishop, TX \$550,000
- KNAK-AM/Delta, UT \$120,000
- KRGO-FM/Roy, UT \$700,000
- KBKK-FM/Spanish Fork, UT No cash consideration for 35.5%
- WLEE-FM & WVG0-FM/Richmond \$14.5 million
- WPTG-FM/Williamsburg, VA \$301,000
- WEAQ-AM & WIAL-FM/Eau Claire & WECL-FM/Elk Mound, WI \$2.6 million

## TRANSACTIONS

## Clear Channel Claims Heftel In \$275 Million Stock Sale

ABS Communications buys Benchmark's Richmond FM combo

## Deal Of The Week

## Heftel Broadcasting Corp.

**PRICE:** \$275 million  
**TERMS:** Stock sale for cash  
**BUYER:** Clear Channel Communications, headed by President/CEO Lowry Mays. It owns or has agreed to buy 95 other stations.  
**SELLER:** Heftel Broadcasting Corp., headed by Chairman Cecil Heftel.

## WLXX-AM/Chicago

**FREQUENCY:** 1200 kHz  
**POWER:** 10kw day/1kw night  
**FORMAT:** Spanish

KESS-AM, KINF-AM, KMRT-AM & FM, KHCK-FM & KICI-FM/Dallas-Ft. Worth

**FREQUENCY:** 1270 kHz; 1440 kHz; 1480 kHz; 106.7 MHz; 99.1 MHz; 107.9 MHz  
**POWER:** 5kw; 5kw day/500 watts night; 5kw day/1.9kw night; 100kw at 991 feet; 100kw at 1726 feet; 100kw at 843 feet  
**FORMAT:** All Spanish

## KLSQ-AM/Las Vegas

**FREQUENCY:** 870 kHz  
**POWER:** 10kw day/1kw night  
**FORMAT:** Spanish

## KTNQ-AM &amp; KLVE-FM/Los Angeles

**FREQUENCY:** 1020 kHz; 107.5 MHz  
**POWER:** 50kw; 29.5kw at 2999 feet  
**FORMAT:** Spanish; Spanish

WAQI-AM, WQBA-AM, WAMR-FM & WRTO-FM/Miami-Ft. Lauderdale

**FREQUENCY:** 710 kHz; 1140 kHz; 107.5 MHz; 98.3 MHz  
**POWER:** 50kw; 50kw day/10kw night; 95kw at 1007 feet; 100kw at 1408 feet  
**FORMAT:** All Spanish

## WGLI-AM/Nassau-Suffolk

**FREQUENCY:** 1290 kHz  
**POWER:** 250 watts  
**FORMAT:** This station is dark.

## WADO-AM &amp; WPAT-AM/New York

**FREQUENCY:** 1280 kHz; 930 kHz  
**POWER:** 5kw; 5kw  
**FORMAT:** Spanish; Spanish

## Group Deal

## Pro-Radio Stations

**PRICE:** \$925,000  
**TERMS:** Asset sale for cash  
**BUYER:** Pathfinder Communications Inc., headed by President/CEO Sara Goodwill. Phone: (203) 438-1897  
**SELLER:** Pro-Radio Inc., headed by President Mark Brady. Phone: (802) 388-9236  
**BROKER:** Dick Kozacko of Kozacko Media Services

## WMNM-FM/Port Henry, NY (Burlington, VT)

**FREQUENCY:** 92.1 MHz  
**POWER:** 18kw at 10 feet  
**FORMAT:** Oldies

## WFAD-AM/Middlebury, VT

**FREQUENCY:** 1490 kHz  
**POWER:** 1kw  
**FORMAT:** Full-Service

## Alabama

## WTID-FM/Reform

**PRICE:** \$800,000  
**TERMS:** Asset sale for cash  
**BUYER:** Radio South Inc., headed by President Voncile Pearce  
**SELLER:** Transmit Enterprises Inc., headed by President Charles Chapman III. He has interests in four other stations. Phone: (334) 793-4002  
**FREQUENCY:** 101.7 MHz  
**POWER:** 21kw at 728 feet  
**FORMAT:** AC  
**BROKER:** Media Services Group

## Arizona

## KRIM-FM/Payson (Phoenix)

**PRICE:** \$850,000  
**TERMS:** Asset sale for cash  
**BUYER:** Rainbow Broadcasting Inc., headed by President Charles Brentlinger. Phone: (602) 423-9255  
**SELLER:** Pleasant Valley Broadcasting Corp., headed by President Jeffrey Morris. Phone: (602) 996-6261  
**FREQUENCY:** 104.3 MHz  
**POWER:** 100kw at 1024 feet  
**FORMAT:** CHR

## California

## KEWB-FM/Anderson (Redding)

**PRICE:** \$850,000  
**TERMS:** Asset sale for \$450,000 cash,

a \$100,000 non-compete agreement, and an 11-year, \$400,000 promissory note at 8.25% interest

**BUYER:** McCarthy Wireless Inc., headed by President Craig McCarthy  
**SELLER:** Radio Associates Inc., headed by Bob Salmon  
**FREQUENCY:** 94.7 MHz  
**POWER:** 4.2kw at 1565 feet  
**FORMAT:** Country  
**BROKER:** William A. Exline Inc.

## KMGG-FM/Monte Rio (Santa Rosa)

**PRICE:** \$3.1 million  
**TERMS:** Asset sale for cash  
**BUYER:** Amateau Group of Santa Rosa L.L.C., headed by Chairman Joseph Amateau and CEO Lawrence Amateau. It owns seven other stations. Phone: (954) 565-1411  
**SELLER:** Pacific Radio of Santa Rosa Corp., headed by President Richard Dames. He has interests in two other stations. Phone: (707) 578-0977  
**FREQUENCY:** 97.7 MHz  
**POWER:** 2.05kw at 1122 feet  
**FORMAT:** Oldies

## KTRO-AM &amp; KCAQ-FM/Oxnard-Ventura

**PRICE:** \$3.65 million  
**TERMS:** Cash  
**BUYER:** Gold Coast Broadcasting Co., headed by John Hearne and Carl Goldman  
**SELLER:** Greater Pacific Radio Exchange, headed by Hal Frank  
**FREQUENCY:** 1520 kHz; 104.7 MHz  
**POWER:** 10kw day/1kw night; 85kw at 1581 feet  
**FORMAT:** Spanish; CHR  
**BROKER:** Elliot Evers of Media Venture Partners

## KSRO-AM &amp; KXFX-FM/Santa Rosa &amp; KLCQ-FM/Healdsburg

**PRICE:** \$5.7 million  
**TERMS:** Asset sale for \$3.7 million cash, a \$1.5 million non-compete agreement, and assumption of a \$500,000 promissory note  
**BUYER:** Amateau Group of Santa Rosa L.L.C., headed by Chairman Joseph Amateau and CEO Lawrence Amateau. It owns seven other stations. Phone: (954) 565-1411  
**SELLER:** Fuller-Jeffrey Broadcasting Companies Inc. Phone: (508) 462-1229  
**FREQUENCY:** 1350 kHz; 101.7 MHz; 92.9 MHz  
**POWER:** 5kw; 2.2kw at 1089 feet; 2.3kw at 1949 feet

**FORMAT:** News/Talk; Rock; Classic Rock  
**BROKER:** William A. Exline Inc.

## KLYD-FM/Shafter

**PRICE:** \$450,000  
**TERMS:** Asset sale for a five-year promissory note at 8.5% interest  
**BUYER:** South Paw Communications Inc., headed by CFO Curtis Darling. Phone: (805) 861-1350  
**SELLER:** KXHA FM Radio Inc. Phone: (619) 434-6070  
**FREQUENCY:** 104.3 MHz  
**POWER:** 6kw at 305 feet  
**FORMAT:** Nostalgia

## Colorado

## KKLI-FM/Widefield (Colorado Springs)

**PRICE:** \$3.8 million  
**TERMS:** Cash  
**BUYER:** Citadel Communications, headed by President Larry Wilson. It owns 19 other stations, including KKF-FM & KKMG-FM/Colorado Springs.  
**SELLER:** Tippi Communications, headed by President Henry Tippi. It owns two other stations.  
**FREQUENCY:** 106.3 MHz  
**POWER:** 1.6kw at 2225 feet  
**FORMAT:** AC  
**BROKER:** Bill Whitley of Whitley Media

## Florida

## WSWN-AM &amp; WBGF-FM/Belle Glade (West Palm Beach)

**PRICE:** \$1 million  
**TERMS:** Asset sale for cash  
**BUYER:** BGI Broadcasting L.P.,

whose general partner, BGI Broadcasting Corp., is headed by President Harry Figgie III. Phone: (800) 787-9006

**SELLER:** Seminole Broadcasting Co., headed by President Marie Rivers. Phone: (904) 795-5800  
**FREQUENCY:** 900 kHz; 93.5 MHz  
**POWER:** 1kw day/22 watts night; 5kw at 269 feet  
**FORMAT:** Urban; AC  
**BROKER:** Doyle Hadden of Hadden & Assoc.  
**COMMENT:** See next deal.

## WJUS (FM CP)/Ft. Walton Beach

**PRICE:** \$500,000  
**TERMS:** Asset sale for cash  
**BUYER:** F.W.B. Radio Inc., headed by President Gerald Schroeder. He has an interest in WSWL-AM/Pensacola, FL. Phone: (904) 433-1141  
**SELLER:** Juanina Broadcasting Inc. Phone: (904) 651-9944  
**FREQUENCY:** 96.5 MHz  
**POWER:** 100kw  
**BROKER:** Doyle Hadden of Hadden & Assoc.

## WCTH-FM/Plantation Key

**PRICE:** \$1 million  
**TERMS:** Asset sale for cash  
**BUYER:** BGI Broadcasting L.P., whose general partner, BGI Broadcasting Corp., is headed by President Harry Figgie III. Phone: (800) 787-9006

**SELLER:** Sounds of Service Radio Inc., headed by President Marie Rivers. Phone: (904) 795-5800  
**FREQUENCY:** 100.3 MHz  
**POWER:** 100kw at 440 feet  
**FORMAT:** AC  
**BROKER:** Doyle Hadden of Hadden & Assoc.

Continued on Page 8



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TRANSACTIONS

Continued from Page 6

Georgia

**WMXY-AM & WZLG-FM  
Hogansville**

PRICE: \$510,000  
TERMS: Asset sale for cash  
BUYER: **Janz Broadcasting Inc.**, headed by President **Steven Zimmerman**. Phone: (706) 882-9699  
SELLER: **First Georgia Broadcasting Inc.**, headed by President **L.A. Bolton**. Phone: (706) 882-9699  
FREQUENCY: 720 kHz; 98.1 MHz  
POWER: 7.97kw; 14.5kw at 328 feet  
FORMAT: Urban; AC

**WCJM-AM & FM  
West Point**

PRICE: \$500,000  
TERMS: Asset sale for \$75,000 cash, a \$350,000 promissory note, a \$50,000 promissory note, and a \$25,000 non-compete agreement  
BUYER: **Fuller Broadcasting Co. of Valley Inc.**, headed by President **Gary Fuller**. Phone: (334) 745-4656  
SELLER: **Radio Valley Inc.** Phone: (706) 645-2991  
FREQUENCY: 1310 kHz; 100.9 MHz  
POWER: 1kw day/31 watts night; 6kw at 177 feet  
FORMAT: Country; Country

Louisiana

**WTGE-FM/Baton Rouge**

PRICE: \$5.5 million  
TERMS: Asset sale for \$4 million cash and a six-year, \$1.5 million promissory note  
BUYER: **Guaranty Broadcasting Corp.**, headed by Chairman/President **George Foster Jr.** It owns six other stations. Phone: (504) 383-0355  
SELLER: **Vetter Communications Co. Inc.**, headed by Chairman/CEO **Cyril Vetter**. Phone: (504) 766-3233  
FREQUENCY: 100.7 MHz  
POWER: 97kw at 1499 feet  
FORMAT: Rock  
BROKER: **Media Venture Partners**

**KASO-AM & FM/Minden  
(Shreveport)**

PRICE: \$200,000  
TERMS: Asset sale for cash  
BUYER: **Ninety-Five Point Seven Inc.**, headed by President **John Mitchell**. Phone: (318) 869-1301  
SELLER: **Cook Enterprises Inc.**, headed by President **Ralph Williams**. Phone: (318) 377-1240  
FREQUENCY: 1240 kHz; 95.3 MHz  
POWER: 1kw; 3kw at 144 feet  
FORMAT: Country; Country  
COMMENT: See next deal.

**KASO-AM/Minden**

PRICE: \$500  
TERMS: Asset sale for cash  
BUYER: **Charles and Pattle Odum**. Phone: (318) 377-1240  
SELLER: **Ninety-Five Point Seven Inc.**, headed by President **John Mitchell**. He has interests in four other stations. Phone: (318) 869-1301  
FREQUENCY: 1240 kHz  
POWER: 1kw  
FORMAT: Country

Maryland

**WBGR-AM/Baltimore**

PRICE: \$2,775,000  
TERMS: Asset sale for cash

BUYER: **American Radio Systems Inc.**, headed by President/CEO **Steve Dodge**. It owns, operates, or has agreed to buy 60 other stations, including **WBMD-AM & WQSR-FM/Baltimore**.  
SELLER: **Mortenson Broadcasting Co.**, headed by President **Jack Mortenson**  
FREQUENCY: 860 kHz  
POWER: 2.5kw day/66 watts night  
FORMAT: Gospel  
BROKER: **Tom Gammon of Americom**

Massachusetts

**WFCC-FM/Chatham**

PRICE: \$1.19 million  
TERMS: Asset sale for cash  
BUYER: **Charles River Broadcasting WFCC License Corp.**, headed by President/CEO **Cynthia Scullin**. Phone: (617) 893-7080  
SELLER: **Dophin Productions Inc.**, headed by President **Allan Stanley**. Phone: (508) 896-9322  
FREQUENCY: 107.5 MHz  
POWER: 50kw at 341 feet  
FORMAT: Classical

Michigan

**WAOU (FM CP)/Tawas City**

PRICE: \$4000  
TERMS: CP sale for cash  
BUYER: **Carroll Enterprises Inc.**, headed by President **John Carroll Jr.** It owns **WIOS-AM & WKJC-FM/Tawas City**. Phone: (517) 362-3417  
SELLER: **Patricia Mason**. Phone: (517) 362-8474

Nebraska

**(FMCP)/McCook**

PRICE: \$10,000  
TERMS: CP sale for cash  
BUYER: **Austin McCook L.L.C.**, headed by members **Jay and Eileen Austin**. Phone: (410) 740-0250  
SELLER: **W. Lawrence Patrick**. Phone: (308) 345-1981

New York

**WNYC-AM & FM/New York**

PRICE: \$20 million  
TERMS: Asset sale for cash  
BUYER: **WNYC Foundation**, headed by President **Laura Walker**. Phone: (212) 669-7800  
SELLER: **WNYC Communications Group**, owned by the City of New York. Phone: (212) 669-7800  
FREQUENCY: 820 kHz; 93.9 MHz  
POWER: 10kw day/1kw night; 5.4kw at 1417 feet  
FORMAT: News/Talk; Classical

North Carolina

**WELS-AM & FM/Kingston  
(Greenville)**

PRICE: \$150,000  
TERMS: Asset sale for cash  
BUYER: **Willis Broadcasting Corp.**, headed by President **L.E. Willis Sr.** It owns 26 other stations. Phone: (804) 622-4600  
SELLER: **F.S.A. Broadcasting Group Inc.**, headed by President **Jeffery Smith**. It also owns **WIFM-AM & FME/Elkin, NC**. Phone: (704) 634-4245  
FREQUENCY: 1010 kHz; 102.9 MHz  
POWER: 1kw day/78 watts night; 3kw

at 295 feet  
FORMAT: Gospel; Urban  
BROKER: **Gordon Rice Associates**

**WMYK-FM/Moyock**

PRICE: \$3.35 million  
TERMS: Asset sale for cash  
BUYER: **USR of Moyock FM Inc.**, headed by President **Ragan Henry**. USR is a subsidiary of **Clear Channel Communications**.  
SELLER: **Virginia Urban Radio Inc.**, headed by President **Levi Willis**. Phone: (804) 622-4600  
FREQUENCY: 92.1 MHz  
POWER: 14.5kw at 420 feet  
FORMAT: Urban AC

Ohio

**WLEC-AM & WCPZ-FM  
Sandusky**

PRICE: \$7.5 million  
TERMS: Asset sale for cash  
BUYER: **Allur of Ohio Inc.**, headed by President **Regina Henry**. She owns three other stations.  
SELLER: **Erie Broadcasting II Inc.**, headed by President **James Embrescia**  
FREQUENCY: 1450 kHz; 102.7 MHz  
POWER: 1kw; 50kw at 141 feet  
FORMAT: B/EZ; AC  
BROKER: **Bruce Houston and Joseph Strick of Blackburn & Co.**

Oregon

**KCBZ (FM CP)/Cannon Beach**

PRICE: \$32,500  
TERMS: CP sale for cash  
BUYER: **Broad Spectrum Communications Co.**, headed by President **P. Eric Dausman**. It has interests in four other stations.  
SELLER: **Cannon Beach Communications Co.**, headed by partner **Jack Dennon**.  
FREQUENCY: 96.5 MHz

**KUGN-AM & FM/Eugene &  
KLRF-FM/Brownsville**

PRICE: \$7 million  
TERMS: Asset sale for cash  
BUYER: **Deschutes River Broadcasting Inc.**, headed by President **Edward Hardy**. It owns or has agreed to buy 16 other stations. Phone: (503) 223-7334  
SELLER: **Combined Communications Inc.**, selling **KUGN-AM & FM**, and **C&C Broadcasting Inc.**, selling **KLRF**.  
FREQUENCY: 590 kHz; 97.9 MHz; 102.3 MHz  
POWER: 5kw; 100kw at 1011 feet; 100kw at 919 feet  
FORMAT: News/Talk; Country; Adult Alternative

**KRTA-AM/Medford &  
KYJC-FM/Grants Pass**

PRICE: \$550,000  
TERMS: Asset sale for \$250,000 cash and a 10-year, \$300,000 promissory note at 8% interest  
BUYER: **Opus Broadcasting Systems Inc.**, headed by President **Henry Flock**. Phone: (503) 772-0322  
SELLER: **Encore Broadcasting Corp.**, headed by President **Fredric Danz**. Phone: (206) 455-8100  
FREQUENCY: 610 kHz; 96.9 MHz  
POWER: 5kw; 25kw at 2228 feet

FORMAT: Spanish; Country

Puerto Rico

**WMTI-AM/Morovis**

PRICE: \$250,000  
TERMS: Asset sale for cash  
BUYER: **Southwestern Broadcasting Corp.**, headed by President **Pedro Roman Collazo**. He has interests in two radio and two television stations. Phone: (809) 274-1800  
SELLER: **Wilfredo Blanco PI**. Phone: (809) 763-1066  
FREQUENCY: 1580 kHz  
POWER: 5kw day/2.5kw night  
FORMAT: Spanish

Texas

**KFLZ-FM/Bishop (Corpus Christi)**

PRICE: \$550,000  
TERMS: Asset sale for \$75,000 cash and a 20-year, \$475,000 promissory note at 10% interest  
BUYER: **Manuel Davila Jr.** He has interests in **KCCT-AM & KBSO-FM Corpus Christi**. Phone: (512) 289-0999  
SELLER: **Cismek Corp.**, headed by President **Joe Cisneros**. Phone: (512) 584-3800  
FREQUENCY: 106.9 MHz  
POWER: 25kw at 328 feet  
FORMAT: Spanish

Utah

**KNAC-AM/Delta**

PRICE: \$120,000  
TERMS: Asset sale for \$60,000 cash and a four-year, \$60,000 promissory note  
BUYER: **Sam Bushman**. Phone: (801) 798-1072  
SELLER: **KNAC Inc.**, headed by President **Douglas Barton**. He has interests in two other stations. Phone: (801) 864-5111  
FREQUENCY: 540 kHz  
POWER: 1kw day/13 watts night  
FORMAT: Country

**KRGO-FM/Roy**

PRICE: \$700,000  
TERMS: Asset sale for \$250,000 cash and a 15-year, \$450,000 promissory note at 8% interest  
BUYER: **Sundance Broadcasting L.L.C.** headed by managing member **Gary Waldron**. Phone: (801) 943-2683  
SELLER: **Kargo Broadcasting Inc.**. Phone: (801) 364-0199  
FREQUENCY: 103.9 MHz  
POWER: 67kw at 2379 feet  
FORMAT: Country  
BROKER: **Sailors & Assoc.**

**KBKK-FM/Spanish Fork  
(Salt Lake City)**

PRICE: No cash consideration for 35.5%

TERMS: Stock transfer

BUYER: **Clifford Snyder et al**, increasing their interest in **Garcia Broadcasting L.L.C.** from 49% to 84.5%.  
SELLER: **Leslie Scopes Garcia**, representative of the **Estate of William J. Garcia**, decreasing her interest in **Garcia Broadcasting L.L.C.** from 51% to 15.5%. Phone: (801) 364-8720  
FREQUENCY: 106.5 MHz  
POWER: 7.5kw at 2710 feet  
FORMAT: Country

Virginia

**WLEE-FM & WVGO-FM  
Richmond**

PRICE: \$14.5 million  
TERMS: Cash  
BUYER: **ABS Communications Inc.**, headed by President **Kenneth Brown**. It owns **WBZU-FM & WKHK-FM/Richmond**.  
SELLER: **Benchmark Communications**, headed by general partner **Bruce Spector**. It owns 22 other stations.  
FREQUENCY: 1320 kHz; 106.5 MHz  
POWER: 5kw; 7.6kw at 1234 feet  
FORMAT: News/Talk; Alternative  
BROKER: **Mike Bergner of Bergner & Co.**

**WPTG-FM/Williamsburg**

PRICE: \$301,000  
TERMS: Asset sale for \$1000 cash and assumption of debt  
BUYER: **Real Radio Inc.**, headed by President **Gilinda Rogers**. Phone: (804) 229-4004  
SELLER: **WPTG Inc.** Phone: (804) 220-0302  
FREQUENCY: 107.9 MHz  
POWER: 6kw at 328 feet  
FORMAT: Oldies

Wisconsin

**WEAQ-AM & WIAL-FM/  
Eau Claire & WECL-FM/  
Elk Mound**

PRICE: \$2.6 million  
TERMS: Asset sale for cash  
BUYER: **Central Communications Inc.**, headed by President **David Nelson**. It owns **WAYY-AM/Chippewa Falls, WI** and **WAXX-FM/Eau Claire**. Phone: (414) 733-2002  
SELLER: **RadioWorks of Eau Claire G.P.**, whose general partner, **Broadcaster Services Inc.**, is headed by President **Steve Dickoff**. Phone: (715) 832-3463  
FREQUENCY: 790 kHz; 94.1 MHz; 92.9 MHz  
POWER: 5kw; 84kw at 351 feet; 3.3kw at 446 feet  
FORMAT: Full-Service; AC; Oldies

USA Digital Withdraws IBOC Systems From EIA Tests

Continued from Page 4

CEMA Pressing Ahead

CEMA, meanwhile, is finally pressing ahead with the tests. The FCC has given CEMA temporary permission to conduct tests at L-band frequencies. The deadline for those tests to be conducted expires June 30. However CEMA said it an-

ticipates it will receive an extension until July 30.

Field tests for the in-band/adjacent-channel, L-band and S-band systems are expected to be completed by the end of June. Field tests for the IBOC system will begin when CEMA decides whether to use an FM host station or conduct tests on its temporary L-band frequency.



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## Kampmeier New VP/Programming For Paxson/Orlando

Paxson/Orlando has tapped former WYNY/New York PD Chris Kampmeier as VP/Programming, overseeing Sports WRTM-AM, News WWNZ-AM, Rock WDIZ-FM, Alternative WJRR-FM, and Soft AC WMGF-FM. He succeeds John Frost, who was boosted to VP/Programming of Paxson Communications Corp.

Paxson/Orlando VP/GM Jenny Sue Rhoades told R&R, "Chris has worked in markets where the competition is extremely tough and is ready to [direct] all Paxson/Orlando PDs, MDs, air talent, and promotions departments. As a former network VP, he's already supervised 65 air personalities and MDs in seven 24-hour-a-day formats."

Before joining WYNY, Kampmeier was VP/Programming for the Unistar Radio Networks. His resume also includes GM stints at KMGR/Salt Lake City and WPLR/New Haven and a programming gig at KLZI/Phoenix.

## DARS Auction Fees To Fund Tuition?

Could raise \$2.1 billion, says Clinton

President Clinton this week suggested auctioning off the spectrum reserved for satellite-delivered digital audio radio services (DARS) to pay for a new tax-cut proposal aimed at guaranteeing at least two years of college for all Americans.

In a commencement speech Tuesday (6/4) at Princeton University, Clinton cited a DARS spectrum auction as a possible source of \$2.1 billion in new revenue needed to offset the \$7.9 billion cost of his latest tuition-break proposal.

The notion of auctioning DARS spectrum seems to be gaining in popularity as Election Day nears. Just last month, Republican presidential candidate Bob Dole introduced legislation authorizing the FCC to auction spectrum — including the DARS frequencies — to offset the money that would be lost by repealing a portion of the federal gasoline tax. Dole has campaigned hard to roll back the gasoline tax in light of skyrocketing fuel prices.

Dole's auction proposal derailed the FCC's efforts to establish rules for DARS, including how to auction 12.5 MHz to one of three companies and grant another 12.5 MHz to CD Radio, a Washington, DC company planning a 50-channel subscription satellite service. CD Radio would have been awarded the 12.5 MHz slice of spectrum at a discounted rate under the FCC's "pioneer's preference" program, which rewards the developers of new telecommunications technologies.

But that plan was put on hold after two key congressional leaders, Reps. Thomas Bliley (R-VA) and John Dingell (D-MI) objected on the grounds that the pioneer's preference discount would cost the U.S. Treasury millions of dollars.

## Thredom '96



George Michael (c) — accompanied by Virgin Music Group Exec. VP Nancy Berry and Chairman/CEO Ken Berry — launched his latest album with a party at Hamilton's Gallery in London. Released on DreamWorks SKG in the States, "Older" was handled outside North America by Virgin.

## ARS Taps Jacobs As WCMF/Rochester PD

WZLX/Boston Asst. PD Harry James has been appointed PD of American Radio Systems heritage Rocker WCMF/Rochester. He succeeds Stan Main, who recently became OM of ARS's KJCE-AM, KAMX-FM & KKMJ-FM/Austin (R&R 4/26).

"Harry is a terrifically talented programmer with a great track record," said WCMF VP/GM Bob Morgan. "I'm convinced he will have a tremendously positive impact on WCMF."

Commented James, "Stan Main and the entire ARS team have done an outstanding job with WCMF. This is one of the true heritage AORs that has withstood the test of time."

Prior to joining WZLX, James served as PD of WSRS/Worcester, MA. He's also been Corporate Director/Marketing & Promotions for the Deer River Group.



Jacobs

## Brass Houses



To celebrate the opening of its new L.A. headquarters, MCA Music Publishing hosted a brass-studded bash there, attended by (l-r) MCA Records President Jay Boberg, MCA Inc. Exec. VP/Corporate Operations Howard Weitzman and President/COO Ron Meyer, MCA Music Publishing Worldwide President David Fenzer, and MCA Music Entertainment Group Chairman/CEO Doug Morris and President Zach Horowitz.

## USRN Debuts Live Talk Programming

United Stations Radio Networks has jumped into the Talk fray with a weekday lineup of live programming, including Victoria Jones (10am-1pm, all times Eastern), Alan Colmes (3-5pm), and Barry Farber (5-7pm); Colmes and Farber also host a conservative-liberal debate called "Left to Right" (1-3pm).

USRN acquired Colmes's and Farber's shows from Major Networks, which recently exited the Talk arena. Jones, who most recently hosted morning drive on WWRC/Washington, was tapped to replace Lee Mirabal, who chose not to move from Major to USRN.

According to President/CEO Nick Verbitsky, the four shows debut with a total of 300 affiliates inherited from Major. Verbitsky acknowledged USRN is entering a crowded field, but said he's extremely bullish on the fledgling network's growth prospects.

"I don't see a downside," he told R&R. "There's a tremendous opportunity today for quality, long-form Talk programming. We see this as a tremendous opportunity for our company and stations around the country." Verbitsky said USRN plans to add additional Talk programming before the end of the year.

## EXECUTIVE ACTION

### Tradup To Head Talk Programming At USA Radio

Former WLS-AM & FM/Chicago President/GM Tom Tradup has been named Director/Talk Programming for the USA Radio Network.

USA Radio President Marlin Maddoux stated, "Tom Tradup's appointment is a significant development in USA Radio's long-term strategy to provide affiliates with fast-paced, quality programming now and into the 21st century."

Tradup added, "I'm thrilled to be assembling a team of professionals who will build on USA's past successes as we launch exciting new programming in the weeks and months ahead."

Before joining WLS in 1989, Tradup worked in management and programming at KRLD-AM/Dallas, WASH-FM/Washington, WMCA-AM/New York, and KCMO-AM/Kansas City.



Tradup

### Reish Becomes Eagle Group VP/Research

Joel Reish has joined the Eagle Group as VP/Research, based in Atlanta. He had spent nearly a decade with Entercom, most recently as VP/Research & Programming.

According to Eagle Group President Roger Wimmer, "Our plans for expanding the company are on target. The expansion requires that we add first-rate researchers who have extensive experience. Joel matches this requirement."

A 16-year industry veteran, Reish also has worked at media research/consulting firm Reymer & Gersin Associates as Sr. Analyst/OM.



Reish

### McFadden Moves To Capitol As Sr. VP/Sales

Four-year CEMA Sr. VP/Sales & Marketing Joe McFadden has segued to Capitol Records as Sr. VP/Sales. The move was precipitated by Capitol VP/Sales George Nunes's May 15 exit.

"We are fortunate to have someone of Joe's expertise, strategic thinking, and professionalism and look forward to his continued success with us," said Capitol Sr. VP/GM Lou Mann. "Joe brings us a wealth of experience and knowledge of all facets of the customer base as we continue to grow our business."

McFadden began his career in 1974 as a Capitol sales rep based in Los Angeles. He later served as branch manager in Miami ('77) and Minneapolis ('79), returning to L.A. in '82 as Capitol NSM. As a founding member of CEMA — which recently was restructured as EMI Music Distribution — he was promoted from VP/Field Sales to VP/Sales in '89 and to VP/Sales & Marketing in '91.



McFadden

### CBS Radio Nets Ups Five To VPs/Regional Sales

CBS Radio Networks Regional Sales Managers Bob Calandruccio, John Chichester, Mike Connolly, Larry Storch, and Tom Walton have been promoted to VPs/Regional Sales Managers.

Prior to joining CBS in May '96 as Eastern Regional Sales Manager, Calandruccio was Vitt Media International's President; he began his industry career there in 1978. Chichester — who also has worked at the John Blair Co., and the Campbell-Ewald Co. — joined CBS in 1986 as an AE in Detroit and was upped to Sales Manager in that office two years later.

Before becoming Southern Regional Sales Manager in 1993, Connolly — a 15-year CBS veteran — served as Southwestern Regional Manager for two years and was an AE in New York between 1988-91. Three-year Western Sales Manager Storch previously served as a West Coast AE for eight years. And Walton, Midwest Sales Manager since 1987, first joined CBS in 1969 as a WBBM-AM/Chicago AE.

### Fullam

Continued from Page 1

ket." Fullam told R&R, "Radio stations can control their future by inventing it, and WKTU has invented something exciting that has captivated the ears and hearts of New Yorkers. Chairman/CEO Scott Ginsburg and Jimmy de Castro have built 'Team Evergreen.' What has made 'KTU and the other Evergreen properties successful is this

incredible brain trust of strategists and compelling radio talent at all levels. I'm looking forward to working with fellow New Yorker and PD Frankie Blue as well as the entire 'KTU team to further the success."

Fullam joined Evergreen in 1992 as President/GM of WKQI. Prior to that, he was GM at WINE-AM & WRKI-FM/Danbury, CT and WSTC-AM & WKHL-FM/Stamford, CT.

## Radio

• **BOB GRISSINGER** has been elevated from Station Manager/PD to GM at WINK-AM & FM/Ft. Myers.

• **KEITH ROYER** is the new Director/Research for Criterion Media Group, owner of KQSB-AM, KSBL-FM & KTYD-FM/Santa Barbara, CA. He was most recently OM for Larry Bruce Communications.

## Records



Rivera-Gandia Bradshaw

• **IRENE RIVERA-GANDIA** and **PIERRE BRADSHAW** have been named Director/Special Projects and Manager/A&R, respectively, of MCA Records' black music division. Rivera-Gandia was most recently Manager/Special Projects, Black Music Promotion at Columbia Records; Bradshaw was previously President and founder of Debonaire Productions, a record promotion and A&R consulting firm.



Foster

• **ANNMARIE GATTI** has been elevated from Manager/Marketing Services to Director/Release Planning at Epic Records.



Gatti



Washington

• **SHARON WASHINGTON** has been promoted from Mgr./Black Music Media Relations to Dir./Black Music Media Relations for Atlantic Records.

• **PAT BLAIR** has been upped from Director/Copyright Administration to VP/Copyright Administration at MCA Music Entertainment Group.

• **GUY LEGER** is the new Manager/Artist Development at London Records. He most recently served as a club and radio promotion rep in the label's dance department.



Leger

• **JOHN TELFER** has been appointed to the newly created Director/International post at Rykodisc. Telfer was formerly Founder/Owner of Basement Music.

• **TOUCH AND GO RECORDS** has relocated. The label's new street address is 4311 N. Ravenswood, Chicago, IL 60613. Phone (312) 388-8888, fax (312) 388-3888. Touch and Go's mailing address remains the same: PO Box 25520, Chicago, IL 60625.

## National Radio

• **SW NETWORKS** will present "Soul Train's Salute to Black Music Month," a two-hour, music-intensive special fea-

turing 25 years of Soul Train winners and influential Urban artists, between June 27-30. The show will include interviews with such artists as Whitney Houston, Michael Jackson, Luther Vandross, and Stevie Wonder. Don Cornelius hosts; (212) 833-5636.

• **ONE-ON-ONE SPORTS RADIO NETWORK** has launched an Internet site on the World Wide Web. The site address is <http://www.1on1sports.com>.

## Industry

• **LAUREN IOSSA, NANCY KNUTSEN, LORETTA MUÑOZ, and RON**

**SOBEL** have been appointed Asst. VP/Marketing & Promotion, Asst. VP/Film & Television, Asst. VP/Repertory-NY, and Asst. VP/Repertory-L.A., respectively, at ASCAP. Iossa was most recently East Coast Regional Director/Membership for the association, Knutsen previously served as ASCAP's Director/Film & Television Repertory, Muñoz was formerly Sr. Director/Member Relations, and Sobel most recently served as Dir./Repertory-West Coast.

## PROS ON THE LOOSE

**Hilare Brosio**—Arista Records Nat'l. Dir./Rock Promotion (310) 379-2486

**Bob DeCarlo**—PD/mornings WUSA-FM/Tampa (813) 653-3380

**Scott Edwards**—Promotions Dir./nights WZVU/Monmouth-Ocean (201) 363-0645

**Joel Grey**—VP/PD KHTC/Phoenix (602) 788-1705

**Allen Handy**—Mornings KBER/Salt Lake City (801) 569-3069

**J.C. Haze**—PD/afternoons WKHL-FM/Stamford, CT (203) 846-1767

**Naughtyboy (aka Davin)**—Nights KSFM/Sacramento (916) 646-1518

**Dave Sloan**—National MD Digital Music Express (DMX) (818) 789-3436

**Rich Stevens**—Parttimer WJBT/Jacksonville (904) 322-5899

**Tim Travis**—Parttimer WSHE/Miami (305) 606-8584

**Jeff Webster**—Middays WTIC-FM/Hartford (860) 429-7909

**Steve Young**—PD KISW-FM/Seattle (206) 286-8120

## CHRONICLE

### BIRTHS

**KTHT-FM/Fresno** nights **Kirsten Silva**, son Brennan Aguayo, May 29.

**Arista Records** act **Diamond Rio** member **Dana Williams**, wife Lisa, son Jacob Keith, May 29.

**KBFM/McAllen-Brownsville MD/** afternoons **Hitzman**, wife Elizabeth, daughter **Elizabeth Ashley**, May 14.

**WKJY-FM/Long Island PD Tony Florentino**, wife Petrina, son Samuel Ambrose, May 10.

**WARM-AM, WMGS-FM & WBHT-FM/Wilkes-Barre** VP/GM **Jim Loftus**, wife **WBHT** air personality **Renee**, daughter **Riley Elizabeth**, May 1.

### CONDOLENCES

**WBLK-FM/Bufalo** midday host **Keith Duane Pollard**, 37, May 30.  
Jazz pianist **Jimmy Rowles**, 77, May 28.

**WJZM-AM/Clarksville, TN** News Director **Terry Allen Batey**, 43, May 28.

Jazz saxophonist **Barney Wilen**, 59, May 25.

**WCPR/Biloxi, MS** Chief Engineer **Oscar Talbot**, 52, May 1.

*If you are planning to attend the Bobby Poe Convention June 20-22, this is one event you won't want to miss.*



ADD

## JEFF McCLUSKY & ASSOCIATES INC.

*are hosting a trip to Arbitron headquarters. Limited to a maximum of 100 guests, this is an opportunity for both radio and record executives to have an inside look at the complete ratings process.*

*You will see how Arbitron diaries are placed, how the diaries are measured and just what they mean. Come prepared to ask your questions to Pierre Bouvard the GM of Arbitron's radio division.*

**DAY: Friday June 21, 1996**

**TIME: 12:30 PM - transportation will leave directly from the convention hotel and will return you in the late afternoon in time for all of the evening's events.**

*To confirm your participation, please fill in the bottom and fax it back to us at (310) 203-8754 by Tuesday, June 18.*

NAME: \_\_\_\_\_ TITLE: \_\_\_\_\_

COMPANY: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

## NATIONAL RADIO FORMATS

ADDED THIS WEEK

### ABC RADIO NETWORKS

**Robert Hall • (214) 991-9200**

**Touch — Monica Logan**

**TONI BRAXTON** You're Making Me High

**Classic Rock — Chris Miller**

**BLUES TRAVELER** But Anyway

**JOAN OSBORNE** St. Teresa

**PRIMITIVE RADIO GODS** Standing Outside A Broken...

**KENNY WAYNE SHEPHERD** Aberdeen

### ALTERNATIVE PROGRAMMING

**Steve Knoll • (800) 231-2818**

**CHR/Rock**

**DEEP BLUE SOMETHING** Halo

**Mainstream AC**

**TRACY CHAPMAN** Give Me One Reason

**NATALIE MERCHANT** Jealousy

**GEORGE MICHAEL** Fastlove

**SELENA** I'm Getting Used To You

### BROADCAST PROGRAMMING

**Walter Powers • (800) 426-9082**

**Digital AC — J.J. Cook**

**ALL-4-ONE** Someday

**PETER CETERA** One Clear Voice

**Digital Soft AC — Mike Bettelli**

**PETER CETERA** One Clear Voice

**Digital AC Mix — Mike Bettelli**

**WYNONNA** To Be Loved By You

**Digital CHR — J.J. Cook**

**BADLEES** Angelina Is Coming Home

**CHER** One By One

**NO MERCY** Where Do You Go

**Modern Rock — Leslie Cohan**

**CURE** Mint Car

**GOODNESS** Superwise

**HOLE** Gold Dust Woman

**PRIMITIVE RADIO GODS** Standing Outside A Broken...

### JONES SATELLITE NETWORKS

**Phil Barry • (303) 784-8700**

**Adult Hit Radio — J.J. McKay**

**CLAYTON & MULLEN** Mission: Impossible

**JARS OF CLAY** Flood

**NATALIE MERCHANT** Jealousy

**Soft Hits — Rick Brady**

**GEORGE MICHAEL** Fastlove

### WESTWOOD ONE NETWORKS

**Bob McNeill • (805) 294-9000**

**Soft AC — Andy Fuller**

**TONI BRAXTON** You're Making Me High

# Is Consolidation Good For Radio?

By George Burns

A recent article in R&R quotes panelists at a Kagan seminar as saying that the present whirlwind consolidation in radio station ownership is only 20% complete. Evidentially, these folks are anticipating a situation in which 75% of the radio stations in the U.S. will eventually end up in the hands of the Top 10 groups.

Industry news is filled with tales of these mergers and couplings. On a daily basis, we see configurations of new groups that would've defied the imagination only one short year ago. Tons of new money, from who knows where, is pouring into our industry. But let me ask a question that we rarely see in print: *Is this good for radio?*

That, of course, depends on what is meant by "radio." If your name is Mel or Lowry, it's good for "radio." If your Mom calls you Steve or Carl or Bud or Dick, chances are that she is very proud of you today, and all your problems are solved — at least the financial ones. Of course, if you're in the business of brokering these deals or funding them, things are hunky dory. And if by "radio" you mean the overall business position of radio as an industry, then it can be reasonably argued that the picture is very rosy indeed.

As one who has been at this for nearly 40 years, I can tell you that one of radio's greatest problems has been that owners and managers fight more with each other than they do with real enemies like TV and newspapers. There has been nothing easier in this world than to divide radio station owners. Divide and conquer! That's why our rates are too low compared with the value we deliver. That's why we've allowed our customers to dictate the rules under which we sell. That's why we have a situation where the ratings company that we pay to measure us treats us like we were working for them.

[[

**People are afraid to discreetly look for jobs because they're not sure who is negotiating to buy whom.**

If 75% of all U.S. radio stations are owned by 10 groups, this situation is bound to improve. Rates should have more integrity. The prices that radio pays for services rendered will probably be more in line with what the buyer wants and needs — not what vendors can frighten people into paying. All of this is good for radio.

### What About You?

But what if you aren't Mel or Steve or Carl? What if you are like the majority of those who read this column — ordinary folks who are working for a living with little or no equity? Then it appears that things may not be so good.

I frequently find myself putting together mailing lists. Lately, I'm stunned by how much consolidation is going on with regard to the position of general manager. Six months ago, you could cover every rated station in a Top 10 market by mailing to no more than 15 GMs. It must be even less now.

Every day we read about which survivor will now be heading up such and such company's six radio stations in a given market. Buried down at the bottom of the story are the names of those who are out. A recent edition of a national trade magazine states that there are now 50% fewer managers in radio than there were last year. And we are only 20% along on the road to consolidation?

This has produced a situation of profound unease among established broadcast management professionals. Guys like me often hear from people like this. They are confidentially testing the waters, trying to protect their security. I've spoken with three people in the last two weeks who are afraid to discreetly look for jobs because they're not sure who is negotiating to buy whom. Program directors are expressing similar fears. Consolidation of station ownership is bound to bring about "downsizing" and maximizing economies of scale in the product area as well.

As with other professions in similar stages of development, much of the attrition is taking place at the administrative level: business managers, supervisors, traffic directors, product managers, and — of course — general managers.

So, is this good for "radio"? Yes, if by "radio" you mean the abstract entity of the radio industry. But there are tremendous challenges ahead for individuals in radio, as the profession redefines itself.

### Dangers And Opportunities

The best weapon you have in such a situation is to recognize the dangers and the opportunities. Accept that survival is more difficult than ever before — particularly if you are more than 40 years old. Be

## DATELINE

• **June 6-9** — Third Annual Radio Montreux International Symposium. Montreux, Switzerland Convention Center; (213) 938-3228.

• **June 10-16** — International Country Music Fan Fair. Tennessee State Fairgrounds, Nashville; (615) 244-2840.

• **June 12** — 1996 Radio Mercury Awards. Waldorf Astoria, New York City.

• **June 19-22** — PROMAX Convention. Los Angeles Convention Center; (310) 788-7600.

• **June 20-22** — 25th Silver Anniversary Convention & Bobby Poe Retirement. Sheraton Premiere, Tysons Corner, VA; (301) 951-1215.

• **June 26 (through September 18)** — Summer Arbitron.

• **June 27-29** — 45th Annual AWRT Convention. Ritz-Carlton, Naples, FL; (703) 506-3290.

• **July 9** — Major League Baseball All-Star Game. Veterans Stadium, Philadelphia.

• **July 10-12** — McVay Media Radio School. Stouffer's Renaissance, Cleveland; (216) 892-1910.

• **July 11-14** — Upper Midwest Conclave. Downtown Marriott, Minneapolis; (612) 927-4487.

• **August 8-10** — Talentmasters Morning Show Boot Camp. Westin Canal Place Hotel, New Orleans; (770) 926-7573.

• **August 22-25** — Jack The Rapper Convention & Expo. Georgia International Convention Center and Sheraton Gateway Hotel, Atlanta; (407) 290-2289.

• **September (Date TBA)** — 20th Annual NABOB Fall Broadcast Management Conference. Sheraton Washington Hotel, Washington, DC; (202) 463-8970.

• **September 9 (through December 11)** — Fall Arbitron.

• **October 2** — CMA Awards. Grand Ole Opry, Nashville.

• **October 4-6** — '96 Women In Communications Conference. Red Lion Jantzen Beach Hotel, Portland, OR; (703) 359-9000.

sure to balance loyalty to your company with intelligent regard for your own safety. Educate yourself about the new conditions. Cultivate and demonstrate skills that will facilitate these changes — not get in the way of them. Stay light on your feet. Be ready to move. Watch your back. Be adaptable. Keep your powder dry.

Twenty-five years ago, as a young national program director and consultant, I frequently encountered older broadcasters who were having trouble adjusting to the changing demands of format-

ted-radio. I remember the look of anger and resentment in their eyes as I urged them to embrace change. Now it's me who is the oldtimer. Because of the changing landscape, however, I see those looks in the eyes of people 10 and 15 years younger than me. Forewarned is forearmed.

George Burns is President of Burns Media Consultants. Reach him at (310) 457-1599 or [burnsmedia@earthlink.net](mailto:burnsmedia@earthlink.net)

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 "Who Can I Contact?"  
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 "What's Your Number?"  
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 "Where Are You Located?"  
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 "You Do That?"

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# Hispanic Radio Marketing: Tapping Into Today's New Demographic Franchise

By Ramon Pineda

What's the hottest radio format category for many major U.S. markets in 1996? The answer may still surprise some, but it happens to be Spanish-language programming.

Hispanic radio stations — which offer a variety of formats, ranging from Tejano in the Southwest to salsa in the Northeast to news and information across the country — are rapidly surging in numbers and audience.

According to new **Interep** and **Caballero Spanish Media** research based upon **Arbitron** data, Hispanic radio is the fifth most-popular radio format and the fastest-growing format in terms of audience share for the Top 25 U.S. metro markets.

The factors behind the current phenomenon are numerous: expanding U.S. Hispanic population, programming relevance, cultural pride, increased consumer spending, and new target marketing opportunities, to name a few.

That's why radio owners who are presently undergoing a merger and/or are involved in building upon their local market holdings (depending on the region of the country) may want to consider Spanish-language formats as a viable niche programming alternative.

As the Hispanic population in the U.S. continues to multiply — they are projected to be the largest ethnic group in the U.S. by the turn of the century — more and more Hispanics are making radio their entertainment and information medium of choice.

A major reason for this trend is *relevance*. Radio has flexibility

and can cater to the market. In other words, Spanish-language radio stations provide specialized, targeted programming allowing Hispanic-American listeners to select the type of music, news, and/or talk that is most familiar to them.

The rapidly growing number of Hispanic-oriented radio stations tell the story: from 30 stations in 1980 to 430 stations at the end of 1995 — a jump of some 1300%! Many of the stations already have become institutions for the Hispanic population at large, an oftentimes difficult demographic segment to reach.

Indeed, Spanish-language radio offers advertisers a powerful ve-

hicle that reaches a huge consumer force. Brimming with a combined purchasing power that now exceeds \$325 billion, the U.S. Hispanic population is one of the fastest growing segments of the consumer marketplace. Many retailers, manufacturers, and service providers looking to expand their market share are viewing this potent ethnic group as a prime demographic target.

## Ratings Bonanza

A quick scan of the ratings for Spanish-language stations, which mostly attract listeners of Hispanic origin, clearly shows that Hispanic radio has, without question, arrived as a major marketing force for the fiercely competitive advertising arena of the late 1990s.

Here are some examples. During the Arbitron Fall 1995 rating period, Spanish-language radio station **KLVE-FM** claimed the No. 1 share position among all adult listeners (12 years of age and older) in the country's second largest radio market, Los Angeles. Meanwhile, Spanish-language

**WSKQ-FM/New York** stunned most media executives in that market by placing second in overall audience share.

Additionally, four of the Top 10 radio stations in Miami, according to Arbitron Fall 1995 ratings, were airing Spanish-language programming, including the market's first-place station, **WRMA-FM**.

But Spanish-language radio successes are not limited to these three markets. As a matter of fact, all throughout Texas and California, Spanish-language stations either dominate many local radio markets or finish among the top positions.

These successes also are linked to the fact that Hispanics, who are heavily concentrated in these as well as other regions in the country, are heavy users of radio over

other media. For instance, the latest **Simmons** research shows that Hispanics are 67% more likely than the norm to be heavy radio listeners and light newspaper readers.

When coupled with the trend toward Hispanics exhibiting a high loyal listener/station ratio, the successes of Spanish-language radio stations are causing all marketers to stand up and take notice. On average, Hispanics listen to their favorite station for three hours and 32 minutes per day — an impressive amount of time for any demographic group in today's fast-paced, mobile world.

## Cultural Pride

This high listener loyalty percentage or *partnership* creates an audience marketing franchise for the station while leading to more exclusive, station-sponsored community events such as **KTNQ-AM & KLVE/Los Angeles's** year-long series of theme festivals, promoted to advertisers as its "SpanPlan." And perhaps most crucial to Spanish-language

## Do You Have A Sales Story To Tell?

The challenges facing a radio sales department are growing more difficult each day.

- How are you staying ahead of the game?
- In what new ways are you compensating and motivating your sales staff?
- Is your department using computer technology? How?
- Are you exploiting all possible new business sources?
- Is radio's slice of the advertising pie in your market growing?

**R&R** invites you to share your story about any of the above topics — or any other sales-related issues — with our readers. Your comments will contribute to an ongoing forum designed to raise the profile of radio sales in the advertising community.

Send your thoughts to Managing Editor **Ron Rodrigues** in any of the following ways:

Mail: 10100 Santa Monica Blvd., 5th Floor,  
Los Angeles, CA 90067-4004

Phone: (310) 788-1646 Fax: (310) 203-9763

E-mail: [ronr@ronline.com](mailto:ronr@ronline.com)

radio's good fortunes is the U.S. Hispanic population's continuing pride in its ethnicity as well as its love of music.

According to *Time*, prior generations of U.S. immigrants believed they had to learn English quickly to survive, but Hispanics maintain that the Spanish language is "inseparable from their ethnic and cultural identity," causing them to remain bilingual.

As mentioned previously, Hispanic radio stations in the U.S. offer their listeners locally produced, relevant programming. In so doing, these stations attract a large measure of highly defined (by Hispanic origin and household/lifestyle status) Hispanic consumers who are Spanish-dominant and bilingual.

Therein lies the *critical difference* between Spanish-language radio and other Spanish-delivered media.

From a strict advertising standpoint, Spanish-language radio significantly enhances a general market media buy because it satisfies the individual language and music tastes of Hispanic communities, whether they are related to Mexico, Cuba, or other parts of Latin America and the Caribbean as well as Spain.

## Future Perfect

Because U.S. Hispanic consumers tend to skew younger (median age: 26) than the general U.S. population (median age: 36), their expenditures on goods and services will only trend upward during the coming years.

Consider these facts: Hispanics in the mid-'90s account for 6% of all U.S. consumer spending. Hispanic spending is expected to grow at a rate of 5.4% in constant dollars through the end of the decade. By the year 2010, it's estimated that Hispanic consumers will account for nearly 9% of the U.S. consumer market.

These percentages are particularly significant since Hispanics represent just 10% of the total U.S. population today.

## Niche Marketing

Further proof that Spanish-language radio has arrived as a lucrative marketing vehicle is seen in the caliber of advertisers who've already signed for Caballero Spanish Media's exclusive Spanish network radio carriage of the 1996 Olympic Summer Games from Atlanta. As of this writing, this list includes AT&T, McDonald's, the U.S. Army, and Toyota.

These signings underscore Hispanic radio's strength as the results-generating medium for target marketing to an entire ethnic population. A recent marketing article in the *New York Times* pointed to the "explosive growth" in Hispanic and other ethnic populations that is causing advertisers to seek out these consumers.

Let us also not forget that when advertisers implement a total media mix for their product or service, radio not only complements other forms of advertising through its instantaneous niche marketing abilities, but it also adds synergy to the mix through *imagery transfer*. Simply stated, this is a process by which visual elements of a TV commercial are transferred to a consumer's mind when hearing the audio track from its radio counterpart.

It is for all these reasons that an increasing number of advertisers are capitalizing upon the benefits of Spanish-language radio stations to reach the U.S. Hispanic consumer — that is, to reach today's new demographic franchise.

## Salespeople On The Move

• **Dan Zako** is the new Dir./Sales for **Liberty Broadcasting's** **WGGB-AM, WBAB-FM, WBLI-FM & WHFM-FM/Long Island**. Zako previously served as VP/GM of crosstown **WLIR-FM & WMRW-FM**.

• **Deb Reno** will become AE/Los Angeles for **CBS Radio Networks**, effective July 1. She most recently served as the networks' Dir./Mktg. & Promotion.

• **Randy Gaeckler, Mike Jennewein, Kenny Ossen, and Shannon Trigony** have been named Sales Manager/Philadelphia, Mgr./St. Louis, Mgr./L.A., and Sr. AE, respectively, at **Katz Radio**.

**Ramon Pineda** is President of Caballero Spanish Media, the largest national rep firm for U.S. Hispanic radio. He can be reached at (212) 697-4120.



## Keeping Your Contests Within FCC Guidelines

By Irv Gastfreund

Contests are one of the prime methods used by broadcasters to promote their radio stations. While licensee-conducted contests and promotions can be very effective, care must be exercised to avoid running afoul of FCC requirements.

Under Section 73.1216 of the FCC's rules, a licensee that broadcasts or advertises information about a contest that it conducts must fully and accurately disclose the "material terms" of the contest and conduct the contest substantially as announced or advertised. In addition, the FCC rule requires that contest descriptions must not be false, misleading, or deceptive with respect to any "material term."

The "material terms" of a contest are those factors that define the operation of the contest and affect participation in it. Although the material terms may vary widely depending upon the exact nature of the contest, they will generally include:

- How to enter or participate
- Entry deadline dates
- Whether prizes can be won
- When prizes can be won
- The extent, nature, and value of prizes
- The basis for valuation of prizes
- The time and method for selection of winners
- Tie-breaking procedures

### Rules Announcements

In general, the time and manner of disclosure of contest material terms are left to the broadcasters' reasonable, good-faith discretion. However, the obligation to disclose the material terms begins at the time the audience is first told how to enter or participate and continues thereafter. The FCC rule requires that all of the material terms

must be disclosed periodically by announcements broadcast on the station. But the material terms do not have to be disclosed each time the station broadcasts an announcement promoting the contest. Rather, the rule requires disclosure of the material terms of the contest in a "reasonable manner" of broadcast announcements. In addition to the required on-air announcements, a licensee may also disclose the material terms in a non-broadcast manner, such as by a sheet of written rules made available to the public.

The FCC has not established a minimum number of on-air announcements. But a licensee would be well advised to broadcast such full-disclosure announcements at least once during each daypart of each day the contest is conducted. During shorter, on-air contest promos, the station could simply announce that a complete set of written rules are available at the main studios and/or that the complete contest rules will be broadcast at a certain designated time.

The FCC has imposed heavy fines, issued short-term license renewals of a station's license, and — in certain cases — designated station licenses for hearing (and even revoked licenses) where a broadcaster was found to have conducted rigged, deceptive, or misleading contests. In addition to administrative sanctions, the rigging of the outcome of certain contests with the intent of deceiving the listeners is subject to criminal

prosecution and sanctions under Section 508 of the Communications Act (see accompanying box).

### Maintain Files

Each broadcaster should maintain a file for each licensee-conducted contest or promotion, and that file should contain all of the information that would enable the broadcaster to respond completely to an FCC inquiry in the event of a complaint. At a minimum, the file should contain the following information:

- Contest rules and material terms
- Copies of all broadcaster materials and announcements pertaining to the contest
- A notation as to the dates and times on which each promo containing a complete set of material terms of the contest was broadcast
- A notation as to the broadcast dates and times of shorter-form promos
- Copies of all ads, billboards, or other non-broadcast advertising
- The names and addresses of all contest winners
- Copies of releases/receipts signed by prized winners noting the date of prize delivery

Whenever a licensee broadcasts a station-conducted contest in which a prize of \$600 or more is awarded, the licensee must file IRS Form 1099-MISC. Such a form must also be filed by the station

## Likely Violations Of FCC Contesting Rules

The following are but a few examples of the types of actions that are likely to be viewed as violations of the FCC's contest rule:

- Providing the public with false or misleading information regarding the amount or nature of the prizes to be awarded.
- Failure by the licensee to exercise sufficient control over the contest to assure a fair opportunity for contestants to win the announced prize.
- Urging participation in a contest or urging persons to stay tuned to a station at times when it is not possible to win prizes.
- Rigging contests or predetermining winners.
- Using arbitrary or inconsistently applied standards in judging contest entries.

whenever a single person or entity wins an aggregate of \$600 or more in prizes from the station during a single calendar year. If Form 1099 is required, the licensee should make sure to obtain the winning contestant's social security number before the prize is awarded.

It is good practice to require each contest winner to sign a receipt and release form at the time the prize is awarded; the fact that such a form will be a condition of prize eligibility should be disclosed as one of the material terms. While the form of such a release will necessarily vary with the circumstances, at a minimum, the release should contain clauses in which the contest winner:

- Acknowledges receipt of the prize and accepts it.
- Agrees to be solely responsible for all taxes, which may be payable as a result of the contestant's receipt of the prize.

- Authorizes the broadcaster to withhold amounts required to be withheld under federal, state, or local law.

- Agrees to release all claims that the contest winner may have against the licensee of the station (and its officers, directors, employees, and agents) that arise out of or in connection with the contest or the prize.

- Grants to the station the right to use the winner's name, likeness, recorded voice, picture, and biographical material in order to promote and publicize either the station or its advertisers in connection with the contest in question.

### Obtain Releases

If the contest winner is below the legal age of majority in your state, the release should be signed by the winner's parent or legal guardian. Remember, if you impose an age restriction on eligibility to win the contest, the restriction is a material term and must be disclosed as described earlier.

Broadcasters should consult with their own counsel as to the specifics of a release form that will fit the particular circumstances. Without such a release, a broadcaster could face litigation instituted by a contest winner on the grounds of invasion of privacy and commercial misuse of name or likeness in the event that any promos or other advertisements containing the winner's voice or likeness are broadcast or otherwise disseminated to the public. Also, without a proper release, if your contest prize is a product that turns out to be defective, the station could be the defendant in a lawsuit by the contest winner.

*This article originally appeared in R&R's 1994 Marketing & Promotion Guide. Nevertheless, the information still applies to FCC rules currently in effect.*

Irv Gastfreund is counsel with the Kaye, Scholer, Fierman, Hays & Handler law firm, which maintains offices in New York; Washington, DC; Los Angeles; Hong Kong; and Beijing. He is based in the firm's Washington office.

## Pro-Motions

• Evergreen Media's KIO/San Francisco Admin. Asst. **Monika Chinai** is promoted to Mgr./Promotions & Events. **Debbie Rogers** joins as Promotions & Production Dir./Programming Asst., **Michael Vicente** becomes Sales Promotion Mgr., **Angela Burton** takes National Sales Asst. duties, and **Jason Radovan** is now AE.

• **Brandie Pfeiffer** becomes Coordinator/Promotions at **WLDE-FM/Ft. Wayne**. She was formerly a promotions asst. with **Susquehanna's WFMS-FM & WGRL-FM/Indianapolis**.

• **Daran Marx Finney** and **Rebecca Walper** are now Dir./Promotions and Promotions Asst., respectively, for **KPAY-AM, KHSL-FM & KMXI-FM/Chico, CA**.

• **Ted Kelly** has been named Dir./

Mktg. & Promotion for the **CBS Radio Networks**. He was previously Dir./Mktg., Promotion & PR for **WCBS-FM/New York**.

• **Kathleen Johansen** is now Regional Dir./Mktg. & Promotions for **Commodore Media's** 11 northeast stations. She was formerly Dir./Mktg. & Promotions at **Odyssey's WSTC-AM & WKHL-FM/Stamford, CT** and **WRKL-AM & WRGX-FM/Westchester-Rockland, NY**. The former two stations were purchased on May 29 by Commodore.



Johansen

**NAPKIN ANCHOR**

STICK HALF OF NAPKIN ANCHOR TO NAPKIN AND HALF ON LAP, TIE, BLOUSE OR SHIRT.

©Copyright Gill-line

**MARK AND BRIAN NAPKIN-ANCHOR**

**STAINED GLASS** — Behold the latest promotional item from the KLOS/L.A.-based syndicated morning team of Mark & Brian — customized napkin anchors! The handy-dandy stickers were issued in pocket-size packs of 25 with instructions on how to use the potential shirt-savers printed on one side (left) and pseudo-mustard 'n' catsup stained graphics on the other.

## Share Your Marketing Plan!

We hope you'll take part in the industry's newest weekly forum for marketing & promotion professionals.

- Just what did it take to pull off that remote?
- How much time went into that station concert?
- Who chose the colors for that outdoor campaign?
- Why did you use film — or video — for those TV spots?

R&R invites you to share your stories about any of the above topics — or just about anything marketing- or promotion-related — with our readers. Your comments will contribute to an ongoing forum designed to attract attention to the importance of strong marketing and promotion in the radio industry.

Please send your ideas, releases, and photographs to **Scott Slaven**, Director of Communications, **PROMAX International**, 2029 Century Park East, Suite 555, Los Angeles, CA 90067.







59.4 million households  
Patti Galluzzi,  
VP/Music Programming

## ADDS

- STONE TEMPLE PILOTS Trippin' On A... (Atlantic)
- CRANBERRIES Free To Decide (Island)
- NADA SURF Popular (Elektra/EEG)
- BLIND MELON Three Is A Magic Number (Lava/Atlantic)
- BUSTA RHYMES It's A Party (Elektra/EEG)
- ERIC CLAPTON Change The World (Reprise)
- BECK Where It's At (DGC/Geffen)
- STABBING WESTWARD Shame (Columbia/CRG)

## EXCLUSIVE

- GREEN DAY Walking Contradiction (Reprise)
- METALLICA Until It Sleeps (Elektra/EEG)
- STONE TEMPLE PILOTS Trippin' On A... (Atlantic)

## HEAVY

- BONE THUGS... The Crossroads (Ruthless/Relativity)
- TRACY BONHAM Mother Mother (Island)
- TONI BRAXTON You're Makin' Me High (LaFace/Arista)
- TRACY CHAPMAN Give Me One Reason (Elektra/EEG)
- COOLIO All The Way Life (Tommy Boy)
- CRANBERRIES Free To Decide (Island)
- FUGEES Killing Me Softly (Ruffhouse/Columbia/CRG)
- ALANIS MORISSETTE You Learn (Maverick/Reprise)
- RAGE AGAINST THE MACHINE Bulls On Parade (Epic)
- SOUNDGARDEN Pretty Noose (A&M)

## STRESS

- BRYAN ADAMS The Only Thing That Looks... (A&M)
- ALICE IN CHAINS Again (Columbia/CRG)
- CLAYTON & MULLEN Mission: Impossible (Mother/Island)
- DAVE MATTHEWS BAND Too Much (RCA)
- EVERCLEAR Heartspark Dollarsign (Capitol)
- GARBAGE Stupid Girl (Almo Sounds/Geffen)
- GOO GOO DOLLS Long Way Down (Metal Blade/WB)
- GRAVITY KILLS Guilty (TV)
- JEWEL Who Will Save Your Soul (Atlantic)
- R. KELLY I Can't Sleep Baby (If I) (Jive)
- GEORGE MICHAEL Fastlove (DreamWorks/Geffen)
- NADA SURF Popular (Elektra/EEG)
- NO DOUBT Spiderwebs (Trauma/Interscope)
- OASIS Champagne Supernova (Epic)
- OZZY OSBOURNE I Just Want You (Epic)
- PRIMITIVE RADIO GODS Standing... (Ergo/Columbia/CRG)
- RED HOT CHILI PEPPERS Coffee Shop (Warner Bros.)
- SUPERDRAG Sucked Out (Elektra/EEG)
- SWV You're The One (RCA)
- 2PAC 2 Of Amerikaz... (Death Row/Interscope)

## BREAKTHROUGH

- SMASHING PUMPKINS Tonight, Tonight (Virgin)

## ACTIVE

- BLIND MELON Three Is A Magic Number (Lava/Atlantic)
- BUSTA RHYMES It's A Party (Elektra/EEG)
- BUTTHOLE SURFERS Pepper (Capitol)
- JERRY CANTRELL Leave Me Alone (Work/CRG)
- CASE (FOXXY BROWN) Touch Me (Def Jam/RAL/Mercury)
- ERIC CLAPTON Change The World (Reprise)
- DELINQUENT HABITS Tres Delinquentes (Loud/RCA)
- DISHWALLA Counting Blue Cars (A&M)
- IMMATURE Please Don't Go (MCA)
- JARS OF CLAY Flood (Silvertone)
- JODECI Get On Up (Uptown/MCA)
- MONTELL JORDAN I Like (Def Jam/RAL/Mercury)
- LA BOUCHE Sweet Dreams (RCA)
- MONICA Why I Love You So Much (Rowdy/Arista)
- QUAD CITY DJ'S C'Mon 'N Ride It (Big Beat/Atlantic)
- 311 Down (Capricorn/Mercury)
- TONY RICH PROJECT Like A Woman (LaFace/Arista)
- TOTAL KISSIN' You (Bad Boy/Arista)
- PAUL WESTERBERG Love Untold (Reprise)

## ON

- BECK Where It's At (DGC/Geffen)
- CRACKER Nothing To Believe In (Virgin)
- GOLDFINGER Here In Your Bedroom (Mojo/Universal)
- PDRNO FOR PYROS Tahitian Moon (Warner Bros.)
- REFRESHMENTS Banditos (Mercury)
- PATTI ROTHBERG Inside (EM)
- STABBING WESTWARD Shame (Columbia/CRG)

Video airplay from June 10-16.



50.8 million households  
Lee Chesnut, VP/Music Programming  
Wayne Isaak, Sr. VP/Music & Talent Relations

## ADDS

- VANESSA WILLIAMS Where Do We Go From Here (Mercury)
- CRANBERRIES Free To Decide (Island)
- OASIS Champagne Supernova (Epic)
- TONY RICH PROJECT Like A Woman (LaFace/Arista)
- REFRESHMENTS Banditos (Mercury)

## XL

- TRACY CHAPMAN Give Me One Reason (Elektra/EEG)
- CLAYTON & MULLEN Mission: Impossible (Mother/Island)
- CELINE DION Because You Loved Me (550 Music)
- HOOTIE & THE BLOWFISH Old Man & Me (Atlantic)
- ALANIS MORISSETTE You Learn (Maverick/Reprise)

## LARGE

- BRYAN ADAMS The Only Thing That... (A&M)
- MARIAH CAREY Always Be My Baby (Columbia/CRG)
- COLLECTIVE SOUL The World I Know (Atlantic)
- GLORIA ESTEFAN Reach (Epic)
- GIN BLOSSOMS Follow You Down (A&M)
- JEWEL Who Will Save Your Soul (Atlantic)
- NATALIE MERCHANT Jealousy (Elektra/EEG)
- GEORGE MICHAEL Fastlove (DreamWorks/Geffen)
- STING You Still Touch Me (A&M)

## MEDIUM

- JANN ARDEN Insensitive (A&M)
- ERIC CLAPTON & BABYFACE If I Could Change... (Reprise)
- DAVE MATTHEWS BAND Too Much (RCA)
- DOG'S EYE VIEW Everything Falls Apart (Columbia/CRG)
- FOO FIGHTERS Big Me (Roswell/Capitol)
- PETE DINKSHIRE Let My Love Open The Door (Atlantic)
- WALLFLOWERS 6th Avenue Heartache (Interscope)

## CUSTOM

- TORI AMOS Talula (Atlantic)
- ART N' SOUL Ever Since You Went Away (Big Beat/Atlantic)
- BADLEES Angelina Is Coming Home (Polydor/A&M)
- TONI BRAXTON You're Makin' Me High (Arista)
- CRANBERRIES Free To Decide (Island)
- D'ANGELO Lady (EM)
- FUGEES Killing Me Softly (Ruffhouse/Columbia/CRG)
- W. HOUSTON & C. WINANS Count On Me (Arista)
- JARS OF CLAY Flood (Silvertone)
- JOE All The Things (Your Man Won't Do) (Island)
- QUINCY JONES Slow Jams (Qwest/WB)
- R. KELLY I Can't Sleep Baby (If I) (Jive)
- AMANDA MARSHALL Birmingham (Epic)
- MEN OF VIZION House Keeper (MJJ/550 Music/Epic)
- OASIS/Champagne Supernova (Epic)
- REFRESHMENTS Banditos (Mercury)
- LIONEL RICHIE Don't Wanna Lose You (Mercury)
- PATTI ROTHBERG Inside (EM)
- CHANTAY SAVAGE I Will Survive (RCA)
- TODD SNIDER I Believe You (Margaritaville/MCA)
- SPIN DOCTORS She Used To Be Mine (Epic)
- TONY RICH PROJECT Like A Woman (LaFace/Arista)
- VANESSA WILLIAMS Where Do We Go From Here (Mercury)
- PAUL WESTERBERG Love Untold (Reprise)

Video airplay from June 10-16.



36 million households  
Lydia Cole,  
VP/Music Programming

## Video Soul Top 10

- MC LYTE I/XSCAPE Keep On... (Flavor Unit/EastWest/EEG)
- BONE THUGS... The Crossroads (Ruthless/Relativity)
- JODECI Get On Up (Uptown/MCA)
- FUGEES Killing Me Softly (Ruffhouse/Columbia/CRG)
- TOTAL KISSIN' You (Bad Boy/Arista)
- TONI BRAXTON You're Makin' Me High (LaFace/Arista)
- SWV You're The One (RCA)
- CASE (FOXXY BROWN) Touch Me... (Def Jam/RAL/Mercury)
- R. KELLY I Can't Sleep Baby (If I) (Jive)
- MICHAEL JACKSON They Don't Care About Us (EM)

Information for week ending June 7.

## Rap City Top 10

- BONE THUGS... The Crossroads (Ruthless/Relativity)
- JAY Z I/FOXXY... Ain't No... (Rockafeller/Priority)
- CRUCIAL CONFLICT Hay (Universal)
- MOBB DEEP Back At You (Flavor Unit/EastWest/EEG)
- GETO BOYS The World Is A Ghetto (Rap-A-Lot/Noo Trybe)
- 2PAC I/SNOOP... 2 Of Amerikaz... (Death Row/Interscope)
- MACK 10 Hoo Bangin' (Priority)
- MC LYTE I/XSCAPE Keep On... (Flavor Unit/EastWest/EEG)
- FUGEES Cowboys (Ruffhouse/Columbia/CRG)
- DE LA SOUL Stakes Is High (Tommy Boy)

Information for week ending June 7.

# TELEVISION

## TOP TEN SHOWS MAY 27-JUNE 2

Total Audience  
(95.9 million households)

- 1 Home Improvement
- 2 Coach
- 3 Movie (Sunday)  
("The Only Way Out")
- 4 Seinfeld (8:30pm)
- 5 NBA Playoffs (Sunday)  
(Jazz vs. Superonics)
- (tie) 20/20
- 7 Movie (Monday)  
("Shattered Mind")
- (tie) Primetime Live
- 9 60 Minutes
- 10 Friends
- (tie) Grace Under Fire

### Adults 18-49

- 1 Home Improvement
- 2 Coach
- 3 Seinfeld (8:30pm)
- 4 NBA Playoffs (Sunday)
- 5 Movie (Monday)  
("Shattered Mind")
- 6 Movie (Sunday)  
("The Only Way Out")
- (tie) Friends
- 8 Grace Under Fire
- 9 Fresh Prince Of Bel Air  
(8:30pm)
- (tie) NBA Playoffs (Tuesday)

Source: Nielsen Media Research

## COMING NEXT WEEK

All show times are ET/PT unless otherwise noted; subtract one hour for CT. Check listings for showings in the Mountain time zone. All listings subject to change.

### Tube Tops

Set to be taped at Burbank's Walt Disney Studios on June 8, the two-hour "1996 MTV Movie Awards" are slated to feature performances by the Fugees, Garbage, Whitney Houston, and Adam Sandler (Thursday, 6/13, 9pm).

### Friday, 6/7

- Tina Arena, "The Tonight Show With Jay Leno."

- Cracker, "Late Show With David Letterman."
- Lush, "Late Night With Conan O'Brien."
- Debbie Harry, "Late Late Show With Tom Snyder."
- Linda Davis, "Lauren Hutton And ..." (syndicated).

### Saturday, 6/8

- Eddy Arnold, the Chordettes, Bo Diddley, Tareva Henderson, and Lisa Stewart, among others, perform on TNN's two-hour "Salute The The '50s: The Reunion Of The Decade" (9pm ET/6pm PT).

### Sunday, 6/9

- Patsy Cline, Merle Haggard, Marty Robbins, Ernest Tubbs, Kitty Wells, and Hank Williams are featured as part two of "America's Music: The Roots Of Country" airs on TBS (7pm ET/4pm PT).

### Monday, 6/10

- Lisa Brokop, Brooks & Dunn, Terri Clark, Billy Ray Cyrus, Linda Davis, Ty England, Vince Gill, Wade Hayes, Tareva Henderson, Ty Herndon, Alan Jackson, Allison Krauss, Patti Loveless, Reba McEntire, David Lee Murphy, Bryan White, and Chely Wright are set to perform when Martina McBride, Lorrie Morgan, and Sawyer Brown vocalist Mark Miller host the two-and-a-half-hour "TNN Music City News Country Awards" (8pm ET/5pm PT).
- Linda Ronstadt, "Jay Leno."

### Tuesday, 6/11

- Doug Supernaw and James House, "Prime Time Country" (TNN, 9pm ET/6pm PT).
- Gloria Estefan, "David Letterman."
- Rosie Flores, "Conan O'Brien."

### Wednesday, 6/12

- Rick Trevino, "Prime Time Country."

### Thursday, 6/13

- Kenny Wayne Shepherd, "David Letterman."

# FILMS

## WEEKEND BOX OFFICE MAY 31-JUNE 2

- 1 Mission: Impossible \$21.62 (Paramount)
- 2 Twister (WB) \$17.11
- 3 Dragonheart \$15.02 (Universal)\*
- 4 Eddie \$8.04 (Buena Vista)\*
- 5 The Arrival \$4.80 (Orion)\*
- 6 Spy Hard \$4.32 (Buena Vista)
- 7 Flipper (Universal) \$1.91
- 8 The Truth About Cats & Dogs (Fox) \$1.17
- 9 The Craft \$1.01 (Columbia)
- 10 Toy Story \$0.93 (Buena Vista)

All figures in millions

\* First week in release

Source: Entertainment Data Inc.

COMING ATTRACTIONS: No music-related movies opening this week.

# VIDEO

## NEW THIS WEEK

- BLUE IN THE FACE (Miramax)

This feature film stars Harvey Keitel and Maverick/Sire/WB recording artist Madonna and co-stars WB act Lou Reed as himself. The movie carries a Luaka Bop/WB soundtrack — executive-produced by David Byrne — with cuts by Lou Reed ("Egg Cream"), Soul Coughing ("The Brooklynites"), Paula Cole ("Suwannee Joe"), Bush Babies ("Brooklyn Movement"), and Geggy Tah (a cover of War's "Why Can't We Be Friends"), among others. David Byrne also performs two duets on the LP: "God's Child" (with Selena) and "Happy Suicide" (with Vijaya Anand).

- FATHER OF THE BRIDE PART II (Touchstone)

This feature film — wherein Steve Martin, Diane Keaton, and Kimberly Williams reprise their roles as members of the Banks clan — spawned a Hollywood soundtrack with Etta James's "At Last," Fats Domino's "When The Saints Go Marching In," and three covers by Steve Tyrell: "Give Me The Simple Life," "The Way You Look Tonight," and "On The Sunny Side Of The Street."

- SABRINA (Paramount)

Harrison Ford, Julia Ormond, and Greg Kinnear star in this feature film — a remake of the 1954 classic — which sports an A&M soundtrack that includes "Moonlight" by Sting.



21 million households  
Les Garland,  
Exec. VP/Programming

## National Top 20

- BONE THUGS... The Crossroads (Ruthless/Relativity)
- MONICA Why I Love You So Much (Rowdy/Arista)
- TOTAL KISSIN' You (Bad Boy/Arista)
- J'SON I'll Never Stop Loving You (Hollywood)
- 112 Only You (Bad Boy/Arista)
- MOBB DEEP Back At You (Flavor Unit/EastWest/EEG)
- FAITH EVANS Ain't Nobody (Bad Boy/Arista)
- QUAD CITY DJ'S C'Mon 'N Ride It (Big Beat/Atlantic)
- CRUCIAL CONFLICT Hay (Universal)
- R. KELLY I Can't Sleep Baby (If I) (Jive)
- JAY Z I/FOXXY BROWN Ain't No Nigga (Rockafeller/Priority)
- 2PAC How Do You Want It? (Death Row/Interscope)
- FUGEES Killing Me Softly (Ruffhouse/Columbia/CRG)
- QUINDON It's You That's On My Mind (Virgin)
- 2PAC I/SNOOP DOGG... 2 Of Amerikaz... (Death Row/Interscope)
- BAHAMADIA I Confess (Chrysalis/EMI)
- GELINQUENT HABITS Tres Delinquentes (Loud/RCA)
- RAPPIN' 4-TAY Off Parole (Chrysalis/EMI)
- TONI BRAXTON You're Makin' Me High (LaFace/Arista)
- GEORGE MICHAEL Fastlove (DreamWorks/Geffen)

Most requested for week ending June 7.



Pos.	Artist	Avg. Gross (in 000s)
1	BOB SEGER	\$536.3
2	ROD STEWART	\$468.6
3	AC/DC	\$379.9
4	GEORGE STRAIT	\$328.4
5	REBA MCENTIRE	\$298.2
6	RED HOT CHILI PEPPERS	\$267.9
7	R. KELLY	\$249.4
8	OZZY OSBOURNE	\$229.1
9	BUSH	\$194.9
10	TIM MCGRAW	\$190.6
11	ALAN JACKSON	\$190.4
12	K.D. LANG	\$181.9
13	WYNNONNA	\$178.3
14	BROOKS & DUNN	\$172.5
15	VINCE GILL	\$168.7

Among this week's new tours:

- ANTHRAX
- CURE
- GREAT WHITE
- OASIS
- BRIAN SETZER ORCHESTRA
- STORVILLE

The CONCERT PULSE is courtesy of Pollstar, a publication of Promoters' On-Line Listings, (800) 344-7383; California (209) 271-7900.

**Chancellor**

Continued from Page 1

that Tim will be leading the programming team at KNEW & KSAN, the Bay Area's No. 1 Country combo. Tim's experience and passion make him the perfect choice to take these stations to the next level in the very competitive San Francisco radio market."

Roberts told R&R, "This is a wonderful opportunity to work with the great minds at Chancellor, including Allan Chlowitz, [KABL & KBGG OM] Bob Hamilton, and [WUBE-AM & FM & WYGY-FM/Cincinnati OM] Tim Closson. They're very focused on their goals, and I'm happy to be part of a team committed to excellence. I'm also very excited to be working with the strong staff at KNEW & KSAN and continuing the tradition of great Country radio in the Bay Area."

Before arriving in Spokane three and a half years ago, Roberts spent two years as PD at KHAK-AM & FM/Cedar Rapids, IA. Between 1987-90, he worked at WLK/



Anderson

**Charlotte** (now WTDR) as Asst. PD/MD/afternoon driver.

Regarding Anderson's appointment, Chlowitz stated, "Lynn brings a depth of experience that allows her to successfully handle four San Francisco properties."

Anderson — a 20-year broadcast industry veteran — previously was Metro Networks' VP/International Development, having been promoted from VP/GM, Southwest Region earlier this year (R&R 3/1). Prior to Metro, she was VP/Worldwide Sales & Marketing for Radio Express and President of her own consulting company, **Broadcast Strategies**. She also has served as President/GM of KIIS-AM & FM/Los Angeles.

She added, "The opportunity to work within the Chancellor group with the tremendously talented team Allan Chlowitz has assembled, to drive the national performance of these four heritage properties, and to be able to do it in San Francisco ... it's an immensely exciting opportunity."

**MCA**

Continued from Page 1

new acts and continuing the success of the established ones. We plan to be 100% in partnership with radio, retail, the club scene, video, and the press."

Wilson arrives after more than six years with Columbia Records, which he first joined as co-National Director/Black Music Promotion, West Coast. He was promoted to Sr. National Director/Black Music Promotion, East Coast in 1991 and to VP/Black Music Promotion — his most recent post — three years later. He's also held various promotion and production posts at Arista Records, DRK Productions, and Beverly Glen



Bass

**Records**, where he began his music career in 1986.

Winslow previously was VP/Operations for Pendulum Records. Before that, he served as Elektra's West Coast Regional Promotion Director (1989-91) and Columbia's Regional Promotion & Marketing Manager (1987-89).

Bass moves over from entertainment website design firm On Line Movement, which he helped found in 1994 and where he served as a partner and VP/Marketing. He also has been VP/GM of Ruffhouse/Columbia.

More departures from the Black Music Division are expected. Sr. VP Hank Shocklee — who co-headed the division with Harleston — will remain aboard, keeping his title but working in an A&R capacity.

**Dixon**

Continued from Page 3

**Judd & Nancy**. "Bob" is 13-year staff veteran **Bob DeCarlo**, a former 'USA PD.

WUSA President/GM **Marc Kaye** told R&R, "Mason and I go back to 1981 when we worked together [at then-CHR WRBQ (Q105)]. We've had a wonderful working relationship since day one, and this is a great opportunity for us to put our energies together again. The tempo of the station is up, and it feels like old times.

"By lopping off rap and hard-edged product on one side and soft music on the other, I'm sure we'll satisfy the adult audience that wants hit radio. Reaction so far has been absolutely wonderful."

Dixon added, "[Marc and I] just kind of stumbled into this thing. It kept progressing, and I really couldn't be happier.

"But I was absolutely amazed at [WMTX parent] Clear Channel's reaction. My contract with them had expired. A clause in that contract stated that if I were to receive a competing offer, I'd give Clear Channel seven days' notice to meet or beat it. Although the contract had expired, I let them know about WUSA's offer as a good-faith effort.

**ARS**

Continued from Page 3

will translate beautifully and serve her well in her new assignment.

"As far as Bill Stairs, we convinced a highly successful entrepreneur to leave his thriving consultancy and [come] back to the station ranks where he belongs. He's one of the few programmers in the country who is qualified to handle these two diverse formats.

"And Jodi Long has exhibited a tremendous ability to manage and lead the sales efforts in Hartford over the past few years. She brings a wealth of talent to her new Station Manager position."

Long's GSM duties have been divided between **Chet Osadchey** (WNEZ & WRCH) and **Kim Pat-**

**Local H Pools Resources**

Island execs should not have accepted the challenge to rack 'em up with members of their act Local H. Label Chairman **Chris Blackwell** (second from right) and Exec. VP **Hooman Majd** (r) soon discovered that the band's **Scott Lucas** (l) and **Joe Daniels** fund their sonic exploits through pool prowess. According to Island, Local H beat the pants off of them and will now be touring in a private jet.

Within three days, they told me we had nothing to discuss and I was out of there. Despite what some people think, this wasn't a case of people being slammed across the wall for more money."

Dixon has spent 18 years in Tampa Bay radio. He joined WMTX in April '91 as PD/morning man and, last October, was elevated to VP/Operations for WMTX and Clear Channel co-owned UC WRBQ-AM and Country WRBQ-FM.

**enaude** (WZMX). Meanwhile, WTIC-FM is replacing its **Kelly & Kline** morning show with **Gary Craig and John Elliot**; middayer **Jeff Webster** has also exited.

Pearlman said WTIC-FM will continue its evolution to an Adult CHR station, while more news will be added to WTIC-AM's Full-Service format.

**Neumann**

Continued from Page 3

will remain with the station and concentrate on his morning show responsibilities. Prior to joining WNCX in 1994, Neumann had served as PD at WLWQ/Columbus since 1991.

is new to afternoons at KFRQ/McAllen-Brownsville ... **Carla Gonzalez** joins KRZR/Fresno for nights ... **Jazz McKay** returns to WVIC/Lansing, MI for his third morning show stint with the station ... At KTUX/Shreveport, LA, parttimer **Jay Cougar** is upped to nights while **MD Mojo Mason** assumes middays ... **KDOT/Reno, NV** overnigher **Arnie States** ups to morning co-host.

**Sports:** KFON-AM/Austin has become an affiliate of the One-On-One Sports Radio Network. The station will air local programming from 7am-1pm and 4-7pm daily.

**Records:** Steve Sussman and **Maria Valero** are now Dir./Advertising, Acct. Management & Creative Services and Counsel/Law Department, respectively, for Sony Music Entertainment ... **Mark Wheeler** has

become the new Director/Sales & Marketing at Rounder Records ... **Emily Cagan** has been promoted to Product Mgr. at Rhino Records.

**National Radio:** Steve Cohen is the new Exec. Producer for the WFAN/New York-based New York Giants Radio Network. He will continue his current duties as Exec. Producer/Producer of WFAN's New York Jets broadcasts, as well as NFL columnist duties for both the New York Daily News and ESPN's Internet web site.

**Industry:** Reggie Mac has joined Associated Talent as an agent ... **Sean Brennan** has been promoted to Sr. Dir./Operations for Country Club Enterprises ... **Peter Zavadil** has been named VP/Short Form Programming & Music Video at High Five Productions.

**Changes**

**AC:** **Kim Kelly** has joined KHLA/Lake Charles, LA for midday duties ... **KKCW-FM** (K103) has relocated its office and studios to 5005 SW Macadam Ave., Portland, OR 97201. Phone: (503) 222-5103, fax: (503) 222-0030.

**CHR:** **Ricky O** is the new APD at KQKS/Denver, replacing **Alex Jordan** ... **Rick Thomas** has joined KKRZ/Portland for APD/MD/afternoons, effective June 10. Thomas replaces new KZHT/Salt Lake City PD **Chet Buchanan** ... **KHOM/New Orleans** afternoon driver **Jammer** adds MD duties ... **Pete DeGraaff** is the new MD at WXXL/Orlando, replacing **Larry D** ... **Karen Rite** has

become MD at WDJX/Louisville. Meanwhile, former 'DJX overnigher **Chris Goodman** joins WJGG/Lexington, KY for nights ... **Scott (The Commander) Catey** has returned to KZOQ (Z100)/Missoula, MT as MD/middays ... **WSTO/Evansville, IN** MD/middays **Cindy Mercer** has resigned with no replacement named.

**Country:** Former KZLA/Los Angeles afternoon producer **Harry Hall** has joined KATJ-FM/Victorville, CA as a parttimer.

**Rock:** Z-Rock affiliate WDZR/Detroit adds **Mark Bradley** as a parttimer ... **KUFO/Portland's Matt Carbone** has added Music Asst. duties ... **Paul Barr** segues to WLZR/Milwaukee for Production Dir. duties ... **Chris Russell**

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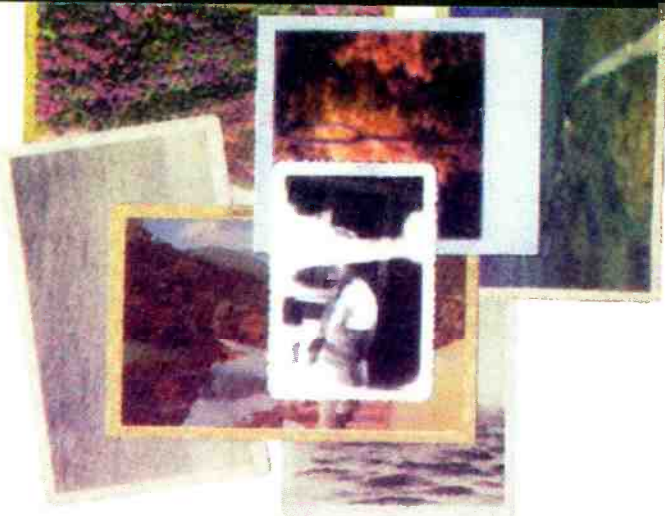
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## STREET TALK®

### Dahl Returns To Windy City Airwaves!

Look for **Steve Dahl** to return to the Windy City airwaves as afternoon drive host at Classic Rock **WCKG** on July 8. (Dahl — an 18-year veteran of the market — left the **WMVP** morning slot in March.)

The timing is intended to coincide with **Infinity's** takeover of the station from **Cox**, when **Howard Stern** will return to the outlet from **WJJD-AM**. The move would also put Dahl up against former partner/current **WLS** afternoon co-host **Garry Meier**. The five-year Dahl deal reportedly is worth \$2.5 million.

Meanwhile, ST hears Evergreen has pulled the plug on **WMVP's** Sports/Talk programming in favor of simulcasting **WLUP**. **WMVP** reportedly will continue to carry play-by-play coverage of the White Sox, Black Hawks, and (next year) da Bulls!

#### Imus Invades L.A.!

**Don Imus** will now be heard in Los Angeles, as **Chancellor's** Nostalgia **KLAC-AM** and **KMEN-AM/Riverside** pick up the syndicated morning personality. Imus starts July 8. Responding to questions about how the I-man will go over with an audience of **Patti Page** and **Johnny Mathis** fans, **KZLA** & **KLAC** PD **John Sebastian** told ST, "We have no intention of changing the rest of the format. The Adult Standards presentation is doing very well — except in mornings."

**KFNS-AM** & **KEZK-FM/St. Louis** VP/GM/DP **Bob Burch** resigns from **EZ Communications'** recently acquired Sports/Soft AC combo. **Karen Carroll**, who manages **EZ's** crosstown **KYKY-FM** and **KSD-AM & FM**, now will manage all five **EZ** St. Louis properties.

In the wake of **Entercom's** recent takeover of **KISW/Seattle** via an LMA, GM

#### Rumors

- Is former **Revolution** head of Rock promo **Barry Lyons** just about inked as a VP on the West Coast for a label?
- Is **Paxson** Alternative **WJRR/Orlando** headed in an adult direction? Or could the legendary **WSHE/Miami** call letters end up on sister **WDIZ** — with an all-female staff and a new format?
- Is former **WPRO-FM/Providence** PD **David Simpson** now handling afternoon drive and music duties at **WTIC-FM/Hartford** (See Page 3)? And is 'TIC already headed in a Hot AC direction?

**Dave Samp**, PD **Steve Young**, and afternoon newsmen/market vet **Mike Jones** exited. (Adult Alternative sister **KMTT** GM **Michael Donovan** will serve as **KISW's** acting GM.)

Speaking of **KISW** ... morning star **Bob Rivers**, the King of "Twisted" parodies, has created the Twisted Web Page — a fun tribute to **Jennifer Katherine Gates**, newborn daughter of **Microsoft** mogul **Bill Gates**. Located at <http://www.babygates.com>, the site offers a variety of fictitious "Baby '96" products in what Rivers calls a "virtual baby shower of fun." (Sample: "MSGerber for Baby '96 especially works well with MSPampers and MicroSofties. Use MSGerber to keep your baby running smoothly, and then use the family of Baby '96 Products to clean up the 'end' result of your efforts.")

Since its inception only a few weeks ago, the Baby Gates site has reportedly logged more than 200,000 hits. Log on to sign the baby book, download the Baby Gates Screen Saver, or check out the Baby Links.

Preceding the first week of **Barbara Seltzer's** new job as **Motown** Sr. VP/Promo, almost the entire pop promo staff has exited. Those leaving include Nat'l Dir./AC & Top 40 Promo **Mel DeLatte**, Nat'l Dir./Pop Promo **George Silva**, Nat'l Pop Promo Coord. **Lida Galka** (who quickly resurfaces as **Roadrunner's** Mgr./West Coast Regional Promo), Assoc. Dir./S.E. Regional Promo **Jim Davenport Jr.**, West Coast Regional **Sam Bates**, S.W. Regional **Peter Mollica**, and N.E. Regional **Arthur Field**. VP/Pop Promo **Mark Kargol** and Nat'l Promo Administrator **Melyssa Harmon** stay on until June 30.

With new GM **Maureen Lesourd** in the house at **KMPC-AM/L.A.**, middayer **Star Parker** exits and is replaced by the team of former Superior Court Judge **Burton Katz** and civil rights attorney **Leo Terrell** (which held down the station's Sunday midday slot). And on an interim basis ... former crosstown **KIIS** afternoon driver **Magic Matt Allan** and **Lee Mirabal** replace **KMPC** nighttimer (and **KIIS** weekly guest expert) **David Viscott**, whose show also is being dropped by **SW Networks**.

**Evergreen** signs **WKQI/Detroit** morning driver **Danny Bonaduce** to a two-year deal; Bonaduce will continue his fly-jock duties at **WLUP-FM/Chicago**, too.

Continued on Page 22

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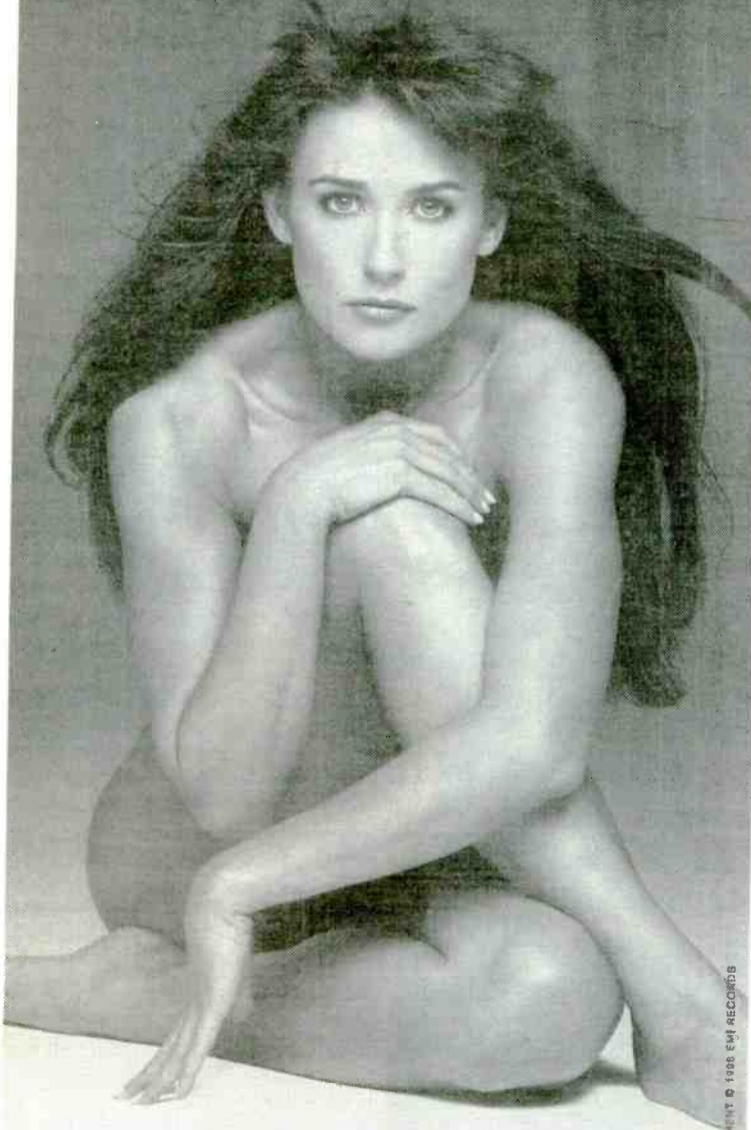
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## STREET TALK®

Continued from Page 20

WYXR/Philly broadens its musical focus to include more Pop hits from bands such as **Hootie & The Blowfish** and the **Gin Blossoms** to name a few.

Meanwhile, former **KKBH/San Diego** morning driver **Big Ron O'Brien** joins WYXR for afternoons. He replaces **Mark Sheppard**, who moves to nights. In other WYXR news,

**AMD Rick Davis** is upped to MD/swing and **MD Joe Proke** exits.

**Tuned-In Broadcasting Prez/GM Ned Horton** takes a leave of absence; the company's **WRLG & WRLT/Nashville GSM Roger Bertolini** and Exec. Producer **John Conlon** exit. Owner **Lester Turner** will supervise the operation; both stations will continue to operate within their current format approach.

### Rumbles, Pt. 1

- **KHKS/Dallas GM Brenda Adriance** names **MD Ed Lambert** acting PD.

- Alternative **KDGE/Dallas MD Jay Michaels** crosses the state to fill the MD chair at **CHR/Pop KRBE/Houston**, effective June 14. **KDGEAPD Alan Smith** and **AMD Jeff K** will handle music responsibilities in the interim.

- **Evergreen CHR/Pop WEDJ/Charlotte** changes call letters to **WNKS**. No format or staff changes, but its on-air moniker switches from "The Edge" to "Kiss 95.1, Charlotte's No. 1 Hit Music Station."

- Former **WWKX/Providence PD** and **WBLS/NY** night slammer **Geronimo** adds weekends at **WKTU/NY**.

- **WMFS/Memphis** welcomes **Howard Stern** to mornings.

- **WYSP/Philly MD Mark Thompson** rises to APD, middayer **Cerphe** exits and is temporarily replaced by **Mel Toxic**, **Chopper Harrison** joins for late-nights and "smart-ass duties," coming from his **KILO/Colorado Springs APD/MD** post.

Meanwhile back at **KILO ... Rich Bryan** assumes APD/midday duties, **Rob Hunter** returns to assist in the music department and cover weekend swing, and longtime middayer **Dirk Kirkland** segues to afternoons.

- **WPLY/Philly** welcomes **WLIR/Long Island** staffer **Cousin Ed** for evenings.

- **KZLA/L.A.** adjusts its on-air lineup with afternoon delight **Shawn Parr** shifting to mornings, morning dude **Brian Roberts** moving to evenings, and evening star **Bo Reynolds** seguing to afternoons. **Tonya** remains in middays and **Austin Hill** handles overnights.

- **WSUY/Charleston, SC** welcomes new PD **Mike Weston**, formerly an air talent at **Soft AC WFOG/Norfolk**. He succeeds **Angie Handa**.

- **WSNX/Grand Rapids PD Mark McGill** exits. **MD Keith Curry** becomes interim PD.

- **WBYP/FL Wayne** welcomes new OM **Darrin Arriens**, coming from the PD post at **WVIC/Lansing, MI**.

- Bright AC **KLYF/Des Moines** afternoon delight **Ken McCloud** is upped to PD. He succeeds **Michael Flittie**, who exits for a non-radio opportunity. ST can't help but remember that **McCloud** replaced **Flittie** at **KDEC & KRDI/Decorah, IA** in 1988.

- **Keith Royer** joins the **Criterion Media Group** as Research Dir. for the company's stations: **KTYD, KSBL, & KQSB/Santa Barbara, CA**.

- **WQHH/Lansing, MI** interim PD **Bryant Johnson** cops the official PD nod.

- **WKZW/Peoria, IL** hires former **KGLE/South Lake Tahoe, CA PD Brett Ramthun** as PD. **Ramthun** had taken a year off from radio to be a sportswriter.

- Look for **WJMX/Florence, SC PD Dave Baker** to exit at the end of June. Stepping in as OM will be **Keith Mitchell**.

- **Slacker (nom de aire o' the week)** becomes **KYYS/KC MD**; **Debbie Mitchell** exits.

**WBZU-FM/Richmond** owners **ABS Communications** acquired crosstown **Oldies-Alternative duopoly WLEE-FM & WVGO-FM** from **Benchmark Communications**. **WVGO PD Bill Glasser** exits, with **WBZU PD J.J. Quest** overseeing both stations on an interim basis. **GM Ken Brown** is exploring the results of a market format-finder study and will set **WVGO** in a new format direction within 45 days.

Talker **Mike Siegel**, who last week was fired by **KVI/Seattle**, has found temporary work at local suburban Talk start-up **KRKO**. **Siegel**, who got the boot for spreading an unsubstantiated rumor about **Seattle Mayor Norman Rice**, landed the temp job with the help of his one-time boss/current **KRKO** consultant **Brian Jennings**.

### Focused On Success

**WWDB/Philly's** search for a new morning talker will include some focus group research. A source close to the process says tapes of the leading contenders will be played for focus panels. The process of finding a replacement for **Paul W. Smith**, who exits for **WJR/Detroit** on June 19, could last well into the summer.

**WMAL/Washington** released mid-morning talk host **Bob Levey**, citing weak ratings. **Levey**, a *Washington Post* columnist, offered this parting comment: "I'm really surprised [at the dismissal]. I was the balance against [**Rush**] **Limbaugh**, who casts a cloud over the station every day."

### McLaughlin Honored

Kudos to **EFM Media** honcho **Ed McLaughlin**, who'll receive the **NAB's National Radio Award** at this fall's Radio Show. The award recognizes **McLaughlin's** many contributions to the radio biz, which began during his decades of service to **ABC Radio** —

Continued on Page 24

WMMS-WMJI/Cleveland KIX106/Providence KUPR/San Diego, etc.

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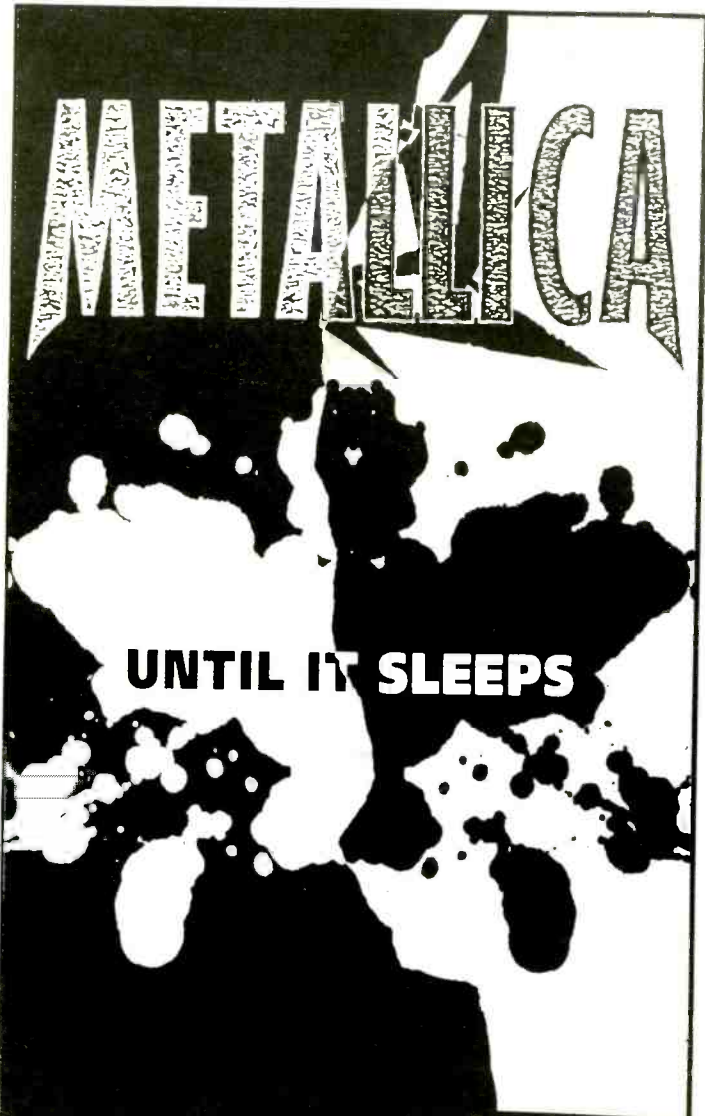


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**STREET TALK®**

Continued from Page 22

including a tour as President of **ABC Radio Netorks** — and continued into his entrepreneurial turn as the man who syndicated **Rush Limbaugh**.

**A&M/Nashville Prez Harold Shedd** will have left the building by the time you've finished reading this sentence. **A&M/Nashville Dir./Sales Larry Milam**, who's been acting GM since **Steve Miller** split in March, will head the label until Shedd's successor is named.

**WCKY/Cincy** sold out **G. Gordon Liddy's** June 28 appearance at the Sharonville Convention Center in just four days; another show will be added. Liddy is

**Rumbles, Pt. 2**

- **Bruce Butler** resigns as Producer for **Premiere Radio's "Olympia Rock Comedy Network."**
- In the wake of the sale of Oldies **WKHL-FM Stamford-Norwalk, CT** from **Q Broadcasting** to **Commodore Media (5/29)**, PD/afternoons **J.C. Haze** and 45 others were terminated. (Under the terms of the agreement, **Q** axes everyone and **Commodore** can hire back whoever it wants.) Production Dir. **Tom Novak** moves from nights to middays; look for a new PD to be in place by the time you read this.
- **WBRU/Providence MD** **Stephanie Hindley** becomes interim PD; **Matt Maloney** takes the MD reins.
- Former **WNRQ/Pittsburgh APD All** joins cross-town **WXDX** for MD/afternoon drive.
- **HotAC WMXS/Montgomery, AL MD Karen Rite** leaps to **CHR WDJX/Louisville** as APD/MD.
- **WSM-FM/Nashville** afternoon driver **Kim Leslie** becomes MD.
- **Scooter** rejoins **WRVW/Nashville** as MD/nighttimer, replacing the exiting **Jim McDonald**, effective June 10.
- **WKSJ/Greensboro-Winston Salem** welcomes new APD/afternoon driver **Bud Ward**, coming from **WGTR/Myrtle Beach, SC**.
- **WNK/Elmira, NY** appoints MD **Bob Quick** APD (and interim PD until a new PD is named).
- **WWST/Knoxville** has opted not to name an OM. **Ron Geronimo** remains MD/interim PD until a new PD is appointed.
- **WKPE/Cape Cod, MA** names **Raven Steele** MD.
- Former **WDCG/Raleigh** morning drive co-host **Mike Stiles** takes morning show producer duties at **WSTR/Atlanta**.
- **KHYT/Tucson** welcomes former **KVRY/Phoenix** night slammer/Production Dir. **Jason Garrett** for mid-days/Production Dir. duties.
- **WZNY/Augusta, GA** names **Michael Chase** AMD/night slammer.
- **KQIZ/Amarillo** moves nighttimer **Scotty D** to afternoons and afternoon driver **Eric Michaels** to middays, as former **KKSS/Albuquerque** swinger **Hollywood Haze** joins for nights.
- **KNAX/Fresno** evening talent **Brett Connelly** exits; parttimer **John Cavelli** takes over for the interim.
- **KUFO/Portland's** **Matt Carbone** adds Music Asst. duties.
- **WQBK/Albany PD** **Dan Binder** moves to mid-days from afternoon drive.

RADIO & RECORDS



1

- **Liberty and Patriot Records** merge into **Capitol Nashville**.
- **Greg Steele** named **WZTA/Miami PD**.

5

- **Gregg Cassidy** named **WYDZ/Chicago PD**.
- **Joe Izbrand** appointed **KTRH/Houston ND**.

10

- **Bob Griffith** upped to **KJOI/L.A. VP/GM**.
- **Carl Dickens** becomes **KRQR/SF VP/GM**.
- **Duff Lindsey** upped to **WHQT/Miami PD**.
- **Ray Boyd** promoted to **WVEE/Atlanta PD**.

15

- **Eddie Fritts** elected **NAB** Joint Board Chairman.
- **Pat Still** named **WLWQ/Dayton PD**.

20

- **Gary Bender** becomes **KJJJ/Phoenix MD**.
- "Big" **Tom Parker** joins the **KFRC/SF** airstaff.

expected to give a speech entitled "Survive And Prevail" and will answer questions afterwards.

Congratulations to **Reprise** and **Eric Clapton**, whose current **Babyface**-produced single "Change The World" (from the soundtrack to the forthcoming **John Travolta** film "Phenomenon") was the No. 1 Most Added record at AC (48 adds), CHR/Pop (98 adds), Adult Alternative (23 adds), and Hot AC (42 adds, the most in R&R chart history) this week.

**Records**

- Look for **Qwest** Prez **Jim Swindel** to exit; no replacement named as of yet.
- **Arista** Assoc. Nat'l Dir./Rock Promo **Hilare Brosio** exits.
- **RCA** welcomes former **Elektra** Detroit rep **Rick Morrison** to its Nat'l West Coast Alternative Promo Dir. post. Meanwhile, former **Monitor** sales rep **Art Phillips** becomes **RCA** Nat'l Adult Alternative/College Promo Dir.
- Look for **Nashville-based Curb/Universal** to open its doors shortly — perhaps as early as next month.
- **Nashville** industry veteran **John Lomax III** becomes **A&R** consultant for **Demon Records**, a London-based label partially owned by **Elvis Costello**.

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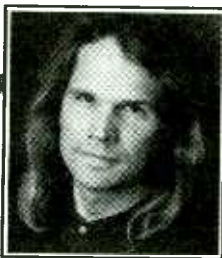


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STEVE WONSIEWICZ

## Mission: Soundtrack Crossovers

□ With hit movie music in abundance, radio sees synergy on the silver screen

The summer of the soundtrack — that's what many programmers are buzzing about after movies like "Twister" and "Mission: Impossible" smashed box office records while raising the profiles of artists and songs featured on their accompanying albums.

The buzz, they say, isn't likely to diminish in the coming weeks given that new music from some of music's biggest artists will play a prominent role in the release of several highly anticipated summer movies (see table).

And if cash register action is any indication, their prognostications will prove on the money. "Mission" soundtrack sales last week nearly doubled to 44,000 units after the movie debuted, making it the 19th best-selling album in the country. During the same period "Twister" rung up sales of around 34,000 units, placing it at No. 29. Meanwhile, last year's "Waiting To Exhale" is now the 12th best-selling soundtrack in the U.S. of all-time, according to

hit movie and create a buzz — both musically and visually — you can really hit the jackpot."

### Topical With Listeners

Island Sr. VP/Promotion **Joe Riccitelli** agrees with Elliott that radio's appetite for new music from soundtracks is growing. "Formats like CHR and Alternative are very lifestyle-oriented, especially in the summer and especially when it comes to entertainment. A movie that's doing \$100 million at the box office the first couple of weeks is very topical with the audience."

Another reason for the popularity of soundtracks, say Elliott and Riccitelli, is that the projects allow established artists to grow musical-

playing several cuts from "Sunset Park," "The Nutty Professor," and "The Great White Hype" — admits that programming music from soundtracks has taken a higher priority than in the past. "It's a powerful tool for us. If it's a big movie, we'll pop in the soundtrack and give it a listen pretty quickly rather than wait around like we might have done."

"Yet it still comes down to the song. Listeners still want to hear the hits. If it happens to be from a soundtrack to a big movie, that's cool. It's more of a win-win for the studios and the labels."

### 'All Background Noise'

CHR/Pop **WXKS/Boston PD John Ivey** agrees that it's what's in the grooves that still counts. "If it's not a hit, the soundtrack isn't going to help. I can't tell you how many movies I've gone to and heard a song that really stood out. That's not

what people are paying attention to when they go to the movies. It's all background noise. Very rarely does a song stick out unless it's something spectacular.

"If it comes from a blockbuster movie, the song will get a lit-

tle extra exposure because of the other media and maybe because it gives the jocks something to talk about. But most people see the movie only once. What is really going to break the song and build familiarity is the repetition of hearing it on your station."

That said, however, a movie can stimulate early demand for a song and the soundtrack, especially if the track is part of the movie's ad campaign. Comments Scorpio, "Listeners first started calling us about **Coolio's** 'Gangsta's Paradise' because of the commercials [for 'Dangerous Minds']. When we started playing it, the song immediately took off."

### Early Familiarity

CHR/Pop **KIIS/Los Angeles MD Tracy Austin** concurs. "Celine Dion's 'Because You Loved Me' [from 'Up Close & Personal'] got a good push because the movie studio and the record company worked together and were running spots all over the place, including radio and TV. People were already getting familiar with the song."

Despite all the buzz about soundtracks, Austin remains cautious about going too deep into an album. "The movie has to be pretty big with our audience or something has to be happening on the street before I'll go very deep into a soundtrack."

When it comes to new artists, programmers have noticed an increasing



Jim Elliott



Joe Riccitelli



Rob Scorpio



Tracy Austin



John Ivey

Recording Industry Association of America statistics.

Hit music from soundtracks is nothing new. Look at how much "Saturday Night Fever," "Grease," or even "West Side Story" vinyl is in circulation. What's new is the number of releases featuring new music, the number of people at labels and studios working on soundtrack projects, and the number of radio stations programming the music.

### Create A Buzz

It all makes for a perfect marriage, says **Arista VP/CHR Promotion Jim Elliott**. "Soundtracks [featuring new music] have become more prevalent. Just about every time you see an ad for a movie, you are going to see a mention of the soundtrack and a list of featured music."

"People who listen to contemporary music tend to be the biggest moviegoers, and there is no doubt that having new music adds hipness to a movie as opposed to an original orchestral score. [Arista President/CEO] **Clive Davis** has a vision of marrying a movie project with artists, producers, and superb songs that are conducive for airplay and commercial success.

"It is something that has been around for decades. The record and movie companies have realized that when you marry a soundtrack to a

ly. "Having a song on a soundtrack gives the audience the opportunity to see an artist in a different light," states Elliott. "It also gives the artists an opportunity to expand beyond their base without their core fans viewing them as selling out."

"**Mary J. Blige's** 'Not Gon' Cry' [from 'Waiting To Exhale'] is a great song and stacks up with everything she's done, but it has also given her a much wider appeal. The same thing goes with [U2 members **Adam Clayton** and **Larry Mullen's**] 'Mission: Impossible.'"

### Prepare For Launch

Soundtracks also allow labels to experiment with new artists, say the promo execs. Comments Riccitelli, "We try to use soundtracks to launch artists that are priority projects for the upcoming year. Our Black Music Division is doing that with **Nneka** and **Dru Hill** on the 'Eddie' soundtrack and **Case** on 'The Nutty Professor.' You can use the projects to build your base without having to spend a lot of money at the beginning. And when you roll out the album about six months later, most people are going to remember that the artist had a hit off a soundtrack."

When it comes to radio, most programmers are taking a closer look at soundtracks for fresh material.

CHR/Rhythmic **KBXX/Houston PD Rob Scorpio** — who is already

## The ST Sounds Of Summer

Movie	Label	Date
The Nutty Professor	Mercury	6/4
The Phantom	Milan	6/4
The Hunchback Of Notre Dame	Disney	6/11
Remembering Madison Co.	Warner Bros.	6/11
King Pin	A&M	6/18
Striptease	EMI	6/25
Trainspotting	Capitol	7/9
Fled	Rowdy/Arista	7/16
Escape From L.A.	Lava/Atlantic	7/16
Heavy	TVT	7/16
The Frighteners	MCA	7/16
The Crow: City Of Angels	Miramax/Hollywood	7/16
She's The One	Warner Bros.	7/23
Basquiat	Island	7/23
Tin Cup	Epic	7/23
Feeling Minnesota	Atlantic	7/30
Phat Beach	TVT	8/6
Girlstown	Mercury	8/13
Tales From The Crypt	Mercury	8/13
Dangerous Ground	Jive	Aug.

## Top 20 Movie Soundtracks

Movie	Label	Sales*
The Bodyguard	Arista	15
Saturday Night Fever	RSO	11
Purple Rain	Warner Bros.	11
Dirty Dancing	RCA	11
The Lion King	Disney	10
Grease	RSO	8
Footloose	Columbia	8
Top Gun	Columbia	7
The Jazz Singer	Capitol	5
Flashdance	Casablanca	5
Forrest Gump	Epic	5
Waiting To Exhale	Arista	5
Cocktail	Elektra	4
Eddie & The Cruisers	Epic	3
Beaches	Atlantic	3
Aladdin	Disney	3
American Graffiti	MCA	3
Beauty & The Beast	Disney	3
Boomerang	Arista	3
Pretty Woman	EMI	3

\* in millions of units

Source: RIAA (sales figures are based on shipments)

number showing up on soundtracks. But at **KBXX**, established stars tend to get the first shot. Says Scorpio, "We don't use soundtracks to break new artists. Case's single is a great record. The fact that it is on a soundtrack was only a secondary consideration."

"We use the projects as a way to play something from a major artist that nobody else is playing. We're playing the new **Bone Thugs-N-Harmony** track, 'Shoot 'Em Up' [from 'The Great White Hype']. If we happen to run across something from a new act, that's icing on the cake."

Yet it's not only the blockbuster movies that can generate soundtrack hits, says Austin. "You couldn't get away from the 'Mission: Impossible' theme. There was so much hype surrounding the movie that it was a vibe more than anything else. But there are plenty of great songs from movies that aren't as successful at the box office, like **UB40's** 'Can't Help Falling In Love' from 'Sliver.'"

"Soundtracks are a great way for people to relive the movie, but a great song will live on even if the movie is only so-so."

## RR LAUNCHING PAD

### 'Outside A Broken Phone Booth' With A Hit In Their Hand

A hit record can take on a life all its own — regardless of whether it's includ-

we play it the more people react to it. It has been top five requests the last month."



Primitive Radio Gods

ed on a movie soundtrack. That underlying theme, discussed in this week's "Sound Decisions" column, comes through loud and clear with the debut single from the **Primitive Radio Gods**, "Standing Outside A Broken Phone Booth With Money In My Hand" (Ergo/Columbia/CRG). The song, featured on the soundtrack to the latest **Jim Carrey** vehicle, "The Cable Guy," is currently being played on 63 Alternative outlets.

Primitive Radio Gods is the brainchild of **John O'Connor**, a former air traffic controller who also once served in the United States Navy. O'Connor earned a record deal after sending blind mailings to several labels of a recording he completed in a basement. The tape eventually came to attention of Columbia/UK, which signed O'Connor and released an album titled "Rocket" in Great Britain.

The single, with its prominent sample of **B.B. King's** "How Blue Can You Get," received respectable airplay in that country earlier this year. Yet it wasn't until Columbia's American arm included the song on a sampler that Alternative radio became interested. Says **WHFS/Washington MD Pat Ferrise**, "I got a copy of the sampler and found the song immediately compelling. It stood out as something different that I knew would work for us."

Ferrise, who has been reporting "Standing" for over five weeks, says the track is "one of the most requested of the year. It is one of those rare songs that gets immediate reaction from listeners. The appeal seems to be across the board. People are drawn to the song and the way it's put together. It's not a traditional verse/chorus song, but it has enough of a hook to keep listeners interested."

**KDGE/Dallas MD Jay Michaels** (who exits soon for a similar post at **CHR/Pop KRBE/Houston**) concurs with Ferrise. "When I first heard the song I knew it was a perfect record for us," says Michaels, who thinks the song has future CHR potential. "It has a loose dance beat yet still has an alternative edge. The more

Both MDs agree that more rhythmic-tinged alternative records are finding a home at the format. Michaels says, "We're nearly at our quota of these songs — like 'Standing,' the **Fugees'** 'No Woman, No Cry' and the new **Beck** single — so I'm separating them by at least 15-20 minutes on the air. Songs such as those really work well for us. **Enigma's** 'Sadness' is a power gold for us. As long as our audience embraces [these songs], then we're going to play them."

Adds Ferrise, "You are going to see greater acceptance of records that are keyboard- or dance-oriented because programmers are looking for songs that stand out and that we can own instead of other formats."

"Rocket" blasts to U.S. retail outlets on June 18.

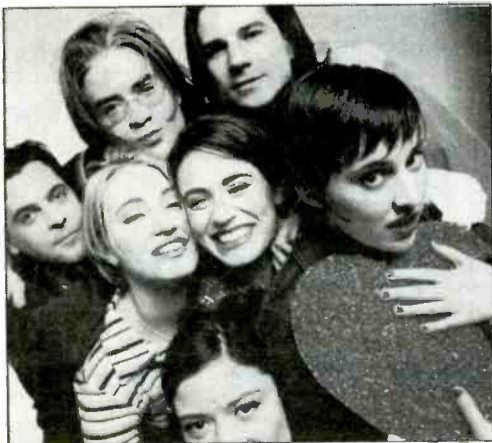
#### Yummy, Anti-Grungy Appeal

Add **Tag's Yum-Yum** to the growing list of bands whose orchestral blend of alterna-pop is finding an audience at Alternative radio. The Chicago-based seven-piece band's first single, "Apiary," from its debut **Tag** album, "Dan Loves Patti," is currently being played on 10 Alternative stations.

Alternative **KTCL/Denver PD John Hayes** says listeners immediately responded to the single. "We initially played the full-length version and people called the first night wanting to know more about the band and who they were. It's still working and requesting well."

As for what drew him toward the track, Hayes says it was its "anti-grunge sound. It sounds like a ballsy **Cocteau Twins** record. It's something that's really different from what is continuously serviced to our format and the listeners are picking up on it."

That's exactly what the label was banking on. Observes Sr. Dir./National Promotion **Gary Spivack**, who credits **KITS/San Francisco, WKQX/Chica-**



Yum-Yum

go, and **KREV & WREV/Minneapolis** for getting the ball rolling at the format, "Stations that went on the record [before the add date] proved that Alternative

radio is looking for those songs that will keep their station sounding fresh and reinforce their position as the new music leader in their market. The pie has been cut up so many ways that records from **Yum-Yum** or the **Primitive Radio Gods** are important to the format because it's something other station's won't beat them on."

**Tag** had each executive mail a copy of the album to the media before the single was serviced to broadcasters. The band also performed acoustically in most major markets. The net result: glowing reviews in the current issues of **Spin** and **Rolling Stone**.

"With things so crazy at the format, set up is even more important, especially for groups like **Yum-Yum**," says **Spivack**. "It really helps to have a buzz going at ground level before you go to radio."

The album was released May 21.

#### Teens Make Mista's 'Molasses'

Get 'em while they're young. That's the strategy **EastWest/EEG** is taking with Atlanta-based teen vocal quartet **Mista**, who are about to wrap up a one-month tour of high schools co-sponsored



Mista

by an environmental group, **Earth Jams**. Produced by **Organized Noize's Patrick Brown, Raymond Murray, and Rico Wade**, the group's debut single, "Blackberry Molasses" is currently being played on 61 Urban outlets.

Says **WEJM/Chicago MD Jay Allen**, "We're always interested in younger artists. Our target demo is 12-24 and now that the weather's getting warmer and school's almost out, that's almost all we're looking for. At this time of the year rap and faster-tempo records work better, but this was something we couldn't refuse."

**Allen**, who says the group reminds him of a cross between **Silk** and **Immature**, adds that the record's appeal is skewing slightly female.

Once **EastWest/EEG** completes the high school tour, look for an extensive radio promo tour to follow. "We're still in the planning stages, but we want to start the tour by the middle of June," says National Field Director **Mike Kelly**. "We wanted the group to visit the high schools before summer was out and build a base there and then hit radio."

**Mista's** self-titled album will be released to retail on July 16.

## MUSIC NEWS & VIEWS

### Purple Haze In The Garden's Blue Seats

Japanese electronics manufacturer **Aiwa** is sponsoring a **Jimi Hendrix** festival in New York, October 11-20. Events include a Hendrix tribute concert at Madison Square Garden on October 19 and a Hendrix electric guitar competition ... **Michael Jackson** will kick off his world tour in



Jimi Hendrix

Prague on September 7. He's scheduled to perform in Australia, Egypt, Hungary, India, Japan, Romania, Russia, Morocco, New Zealand, Poland, South Korea, and Spain ... Slated to perform for the 1996 **MTV Movie Awards** are **Whitney Houston**, the **Fugees**, **Garbage**, and comedian **Adam Sandler**. The show is set to air June 13 ... **George Harrison**, **Elton John**, and **Natalie Merchant** have contributed cuts to the second **Pediatric AIDS Foundation** compilation, "For Our Children, Too." **Cher**, **Celine Dion**, **Toni Braxton**, **Seal**, and **Vanessa Williams** have already contributed tracks.

### Sex On The Beach

Word is out that the **Sex Pistols** will play a "secret gig" at a Huntington Beach, CA nightclub very soon. The band currently is rehearsing in a Los Angeles warehouse for its upcoming world tour, to begin in August. **Columbia** rock act **Stabbing Westward** has already scored two weeks of dates opening for the Pistols ...

**Aerosmith** is eyeing a September 24 release date for its upcoming **Columbia** release, still untitled at presstime. The band is currently working at Miami's **Criteria Studios** with producer **Glen Ballard (Alanis Morissette)** ... Borrowing a note from the **Rolling Stones**, **Metallica** recently performed on a flat bed truck in front of a record store in San Jose to a crowd of 10,000 to promote the release of its new album, "Load."



Sex Pistols



Aerosmith

### Golden Garbage

Congrats to a quartet of Alternative artists who scored their first **RIAA** certifications. Debut sets from **Garbage** ("Garbage") and **Jewel** ("Pieces Of You") both have been certified gold, while **Everclear's** "Sparkle And Fade" and **Seven Mary Three's** first album, "American Standard," hit the platinum mark. Other notable benchmarks: **Alanis Morissette's** "Jagged Little Pill" reached the nine million mark, becoming the second best-selling debut album ever by a female artist. It trails only **Whitney Houston's** self-titled album, which is certified at 10 million. **Green Day's** "Dookie" also topped the nine million mark, placing it in a tie with **Pearl Jam's** "Ten" as the best-selling Alternative album of the '90s.

### Studio Outtakes

**Radioactive** will release a live greatest hits compilation from the **Ramones** on June 18, aptly titled "Greatest Hits Live" ... **Reprise** plans to release "Broken Arrow," the new **Neil Young** and **Crazy Horse** album, on July 2 ... The **Black Crowes'** new **American Recordings** set, "Three Snakes And One Charm," slithers to retail July 23 ... **Discovery's** **Parlor James**, a New York band that includes **Lone Justice** co-founder **Ryan Hedgecock**, will release a debut EP called "Dreadful Sorry" on July 23 ... Sacramento-based **Capricorn** act **Cake**, back in the studio and working on a sophomore recording, is expected to release a new album in September.

### From Ozzy To Barney

Lastly, **Walt Disney Co.** has a movie in the works about a headbanging, child-hating rock star who is forced to work at a toy store. Called "Rock Of Ages," the film's plot finds the rock artist eventually recording a couple of children's songs and, in turn, becoming another **Raffi**.

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RANDALL BLOOMQUIST

# The High Cost Of Rumor-Mongering — And How To Avoid It

**News Item:** KVI/Seattle fires talker Mike Siegel for allowing his show to become a forum for discussion of an unsubstantiated rumor that Seattle Mayor Norman Rice was once shot by his wife when she caught Rice in bed with another man.

**News Item:** Westwood One personalities Don Geronimo and Mike O'Meara are sued by the female promotion director of a Baltimore radio station after they allow a caller to report at length about the woman's sexual preference. It seems her parents didn't know she is gay.

Even in this age of "anything goes" broadcasting, there are still some things that are out of bounds — risky forms of speech that carry heavy downsides, ranging from a loss of credibility and respect to large legal bills and/or settlement payments.

## Prepare For Trouble

Depending on the nature of the offending broadcast, a talk host and his station could face legal action for slander, infliction of emotional distress (intentional or negligent), defamation of character, or invasion of privacy.

"Even if you win one of these suits, you're going to have all sorts of problems, not the least of which are your legal costs," says communications attorney Irv Gastfreund. "Those costs may be covered by your insurance, but that will raise your rates or cause the insurer to drop you, which might make it tough to get new insurance."

Given the realities of our litigious

age, it's imperative that radio station managers make an all-out effort to delineate the limits of acceptable speech — and keep their personalities within those limits.

Here, courtesy of Gastfreund and other broadcast speech experts, is a game plan for accomplishing that objective.

## Set Proper Tone

- Set standards. Make it clear to all employees that the station takes its public trustee responsibilities very seriously and expects all staffers to adhere to the highest journalistic standards when delivering information. In short, says Gastfreund, make it abundantly clear that your station doesn't air rumors, innuendos, personal attacks, etc.

- Put it in writing. Develop written policies and procedures for such things as tape delay, call screening, subjects to be avoided or handled delicately, and standards for news stories.

- Get yourself a good lawyer.

Sooner or later you're going to need some legal advice or (knock on wood) representation. Don't wait until then to forge a relationship with an attorney. Your lawyer should be well versed in all aspects of broadcast regulation, as well as liability and privacy issues. He should be readily accessible to station management and familiar with all of the station's programming. Gastfreund, who represented WWDC-FM/Washington during that station's Howard Stern and Greaseman years, says an attorney simply can't do an effective job of defending talent unless he understands the talents' attitudes, style, and thought processes.

**If you don't have hosts with a strong sense of morality and responsibility, you're eventually going to have trouble.**

— Bill McMahon

- Take out a policy. This one's kind of a no-brainer: Make sure your station is adequately insured against any liability that might arise from programming. (NAB offers member stations a discounted rate on such policies.)

- Make good hires. When hiring talk show hosts, look for people who understand their on-air responsibilities. Check out their reputation for sticking to the facts. Ask if they've ever been sued over something they said on the air.

"Your hiring decisions are very

## Guarding Against The Threat Of Legal Action

Communications lawyers recommend the following steps to minimize the threat of potentially costly law suits stemming from on-air comments.

- Make it clear to all employees that the station takes its public trustee responsibilities seriously.
- Develop policies and procedures for such things as tape delay, call screening, and subjects to be avoided or handled delicately.
- Retain a lawyer who knows libel and privacy law.
- Obtain the appropriate level of liability insurance.
- Hire responsible air talents.
- Train your staff in libel and privacy issues.
- Have the PD pre-approve risky show topics.
- Handle all complaints seriously and carefully.

important to this process," says communications attorney Bob Corn-Revere of Hogan & Hartson. "You don't want to hire somebody who is likely to make a colossal blunder. You don't have to hire a boring or bland person, but you should hire a responsible person."

## Teach Staffers Well

Talk consultant Bill McMahon is adamant on this point. Given the volatile nature of live talk programming, he says, hiring responsible hosts is really the only way to insure against inappropriate, actionable remarks.

"If you don't have hosts with a strong sense of morality and responsibility, you're eventually going to have trouble," says McMahon.

• Teach your staffers well. Every employee or manager involved in programming decisions should be trained in basic libel and privacy law, as well as key FCC regulations such as the telephone re-broadcast rule. Among those who should be drilled are talk hosts, newscasters, producers, and call screeners.

**[Training affidavits] probably won't keep your station from being named in the suit. But they will help in your defense by demonstrating that the station understands its responsibilities in this area and was diligent in pursuing them.**

—Irv Gastfreund

The objective of these skull sessions, which could be conducted by the station's attorney, is to teach staffers how to recognize and avoid the types of comments and discussions that might cause legal trouble for the station.

Hosts, for example, should understand that labeling allegations

Continued on Page 30

# AMERICA'S DOMINANT RADIO TALK SHOWS

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## New Study Finds Talk Audience Static

The popularity of Talk radio isn't increasing as quickly as everyone says it is, a recent University of Michigan report has found. In fact, the size of Talk radio's audience is roughly the same today as it was three years ago. The report, based on a UM communications professor's analysis of 13 *Times Mirror Center* polls conducted since 1993, shows the number of regular listeners to call-in shows increasing from 17% three years ago to just 18% in 1996.

**Katz Radio Group** Sr. VP/Director of Research **Gerry Boehme** said he is skeptical of the report's findings. "First of all, a lot of it depends on what your definition of talk is. Our research has found that the size of the Talk radio audience has gotten bigger, and it has gotten younger. It has reached a plateau recently, but there is definitely an increase in the number of stations

programming talk."

Katz's research found that although the average market share for News/Talk and all-Talk stations has leveled off in recent years, the number of stations programming News/Talk and Talk in *Arbitron*-rated markets increased from 283 in spring 1994 to 320 in spring 1995. "If the size of the audience grows at the same pace as the number

of stations carrying the format, the average market share is going to remain constant," Boehme explained.

"AM stations are biting the bullet and saying Talk is the way to go. The growth in syndication has allowed stations in smaller markets to carry quality Talk programming. If you look at the total station count, the audience certainly is growing. But since the growth taking place is in smaller markets, it's tough to calculate."

Boehme also pointed out that many Talk radio studies look only at stations with an all-Talk or News/Talk format — excluding Talk programming on music-oriented or Full-Service stations. "That sort of analysis would have to be done by daypart. But a lot



**KNX COLLECTS FOR CANCER CHARITY** — KNX/Los Angeles was recently honored by the CBS Foundation for its 1995 "Breast and Ovarian Cancer Community Outreach Campaign." The fundraiser, conducted with Permanent Charities, was so successful that the campaign finished tops among the entire CBS Radio Group. Presenting a \$5,000 check to Permanent Charities CEO Lisa Paulsen are KNX VP/GM George Nicholas (l) and station Dir./Community Services David Ysais.

of the growth in Talk radio has been fueled by hosts such as **Don Imus** and **Howard Stern**, who are often carried on non-News/Talk stations."

The UM analysis supported previous studies that say the Talk audience has a higher proportion of

men than women, and Talk listeners are more likely to be aware of governmental issues and current events. They are also more likely to be Republicans than Democrats or Independents.

— Heather Van Slooten

## The High Cost Of Rumor-Mongering — And How To Avoid It

Continued from Page 29

and attacks as "just my opinion" doesn't protect them from potential liability for their remarks. Call screeners should be taught to ferret out callers who are poised to make unsubstantiated allegations or other inappropriate remarks.

Staffers should be required to sign a statement acknowledging completion of their training. Such documentation might prove helpful if the station is ever named in a lawsuit based on a staffer's comments.

"[Training affidavits] probably

won't keep your station from being named in the suit," says Gastfreund, "but they will help in your defense by demonstrating that the station understands its responsibilities in this area and was diligent in pursuing them."

### Check Facts

- Check it out. Make sure that hosts and producers check with the PD before delving into high-risk show material. Among the issues the programmer should weigh in deciding whether to approve the topic are:

- Who might sue as a result of

the broadcast?

- Does the topic involve anyone who is known to be litigious?

- Does the host (or guest) have verifiable facts to support the risky allegations he's making?

- Is the material legally and/or morally defensible?

- Handle complaints with care. Take every complaint seriously. Listen to the complainant and document their grievance. Promise to investigate their concerns, but do not admit any mistakes or errors in judgment. Investigate the incident and provide the aggrieved party



**Your hiring decisions are very important to this process. You don't want to hire somebody who is likely to make a colossal blunder. You don't have to hire a boring or bland person, but you should hire a responsible person.**

—Bob Corn-Revere



with a sincere response.

Be creative in trying to placate those who have been legitimately wronged — you might be surprised at how little it takes to prevent them from filing a law suit.

While the station's attorney should be notified of all complaints,

he should not respond to the complainant — unless the complainant is already working with a lawyer.

"The idea is to try to keep things at a low level and defuse them internally," says Gastfreund. "You're trying to solve a problem, not draw a line in the sand."



# SW talk

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## EXCLUSIVE NATIONAL MUSIC RESEARCH ESTIMATES JUNE 7, 1996

CALLOUT AMERICA® song selection is based on the top titles from the R&R CHR/Pop chart for the airplay week of May 13-19.

ARTIST TITLE LABEL(S)	CHR/POP				TOTAL% FAMILIARITY	TOTAL% BURN
	TW	LW	2W	3W		
CELINE DION Because You Loved Me (550 Music)	4.13	4.06	4.16	4.11	86.0%	21.3%
BONE THUGS-N-HARMONY Tha Crossroads (Ruthless/Relativity)	4.05	—	—	—	40.5%	8.3%
ALANIS MORISSETTE Ironic (Maverick/Reprise)	4.00	4.13	4.18	4.14	95.3%	30.8%
ALANIS MORISSETTE You Learn (Maverick/Reprise)	3.96	3.92	—	—	68.3%	12.8%
FUGEES Killing Me Softly (Ruffhouse/Columbia/CRG)	3.87	3.81	3.92	3.83	92.8%	25.5%
MARIAH CAREY Always Be My Baby (Columbia/CRG)	3.82	3.87	3.80	3.86	88.3%	31.5%
OASIS Champagne Supernova (Epic)	3.82	3.89	3.81	3.80	54.5%	14.8%
COLOR ME BADD The Earth, The Sun, The Rain (Giant)	3.76	3.50	3.78	3.62	45.0%	7.3%
BRANDY Sittin' Up In My Room (Arista)	3.72	3.58	3.71	3.72	74.0%	21.8%
TRACY CHAPMAN Give Me One Reason (Elektra/EEG)	3.66	3.53	3.57	3.53	67.3%	16.5%
JEWEL Who Will Save Your Soul (Atlantic)	3.64	3.75	—	—	47.8%	11.0%
NO DOUBT Just A Girl (Trauma/Interscope)	3.64	3.69	3.85	3.82	53.8%	13.0%
NATALIE MERCHANT Jealousy (Elektra/EEG)	3.56	3.65	—	—	44.5%	10.3%
JANN ARDEN Insensitive (A&M)	3.53	3.41	3.55	3.61	46.5%	10.3%
LOS DEL RIO/BAYSIDE Macarena (RCA)	3.49	3.42	3.71	—	69.0%	23.5%
BODEANS Closer To Free (Slash/Reprise)	3.41	3.48	3.65	3.64	79.0%	30.3%
GIN BLOSSOMS Follow You Down (A&M)	3.40	3.47	3.56	3.55	82.8%	32.5%
TONI BRAXTON You're Makin' Me High (LaFace/Arista)	3.40	—	—	—	39.8%	9.0%
LENNY KRAVITZ Can't Get You Off My Mind (Virgin)	3.36	3.39	3.36	3.41	34.5%	5.8%
DOG'S EYE VIEW Everything Falls Apart (Columbia/CRG)	3.35	3.43	3.50	3.54	56.0%	20.0%
LA BOUCHE Sweet Dreams (RCA)	3.34	3.31	3.34	3.39	75.5%	24.8%
CRANBERRIES Salvation (Island)	3.32	3.32	3.23	3.42	55.0%	19.8%
JARS OF CLAY Flood (Silvertone)	3.28	3.62	3.47	3.49	38.8%	12.3%
BILLIE RAY MARTIN Your Loving Arms (Sire/EEG)	3.27	3.07	3.03	—	35.8%	12.5%
FOO FIGHTERS Big Me (Roswell/Capitol)	3.25	3.37	3.44	3.43	67.5%	24.3%
HOOTIE & THE BLOWFISH Old Man & Me (Atlantic)	3.25	3.31	3.34	3.39	69.3%	30.8%
ROBERT MILES Children (Arista)	3.25	3.24	3.12	3.26	25.5%	8.5%
VOICE OF THE BEEHIVE Scary Kisses (Discovery)	3.13	3.07	3.07	3.13	20.0%	5.8%
GEORGE MICHAEL Fastlove (DreamWorks/Geffen)	3.09	3.05	3.00	2.86	26.3%	7.0%
CLAYTON & MULLEN Mission: Impossible (Mother/Island)	3.08	3.00	—	—	82.8%	25.8%

Total sample size is 400 respondents with a +/-5 margin of error. Total average favorability estimates are based on a scale of 1-5 (1 = dislike very much, 5 = like very much). Total familiarity represents the percentage of respondents who recognized the song. Total burn represents the number of respondents who said they are tired of hearing the song. Sample composition is based on females aged 12-34, who responded favorably to a CHR/Pop musical montage in the following regions and markets: EAST: Boston, Buffalo, Hartford, New York, Philadelphia, Pittsburgh, Providence. SOUTH: Atlanta, Charlotte, Dallas, Houston, Miami, Norfolk, Orlando, Tampa. MIDWEST: Cincinnati, Cleveland, Columbus, Indianapolis, Kansas City, Minneapolis, St. Louis. WEST: Denver, Los Angeles, Phoenix, Portland, Salt Lake City, San Diego. © 1996, R&R Inc.

## CALLOUT AMERICA® Hot Scores

By TONY NOVIA

**B**one Thugs-N-Harmony's "Tha Crossroads" (Ruthless/Relativity) debuts at No. 2 on Callout America this week with a 4.05 total favorability score. "Crossroads" scores 4.26 among women 12-17 (tied for 1st in the demo), 3.79 among women 18-24 (6th), and 3.90 among women 25-34 (2nd).

"Champagne Supernova" by Oasis (Epic) — strong in all demos — continues to gain favorability among women 25-34, trending 3.22-3.40-3.71-3.80 in the demo the last four weeks.

"Fastlove" by George Michael (DreamWorks/Geffen), shows a three-week trend of 3.17-3.33-3.50 in the 25-34 demo.

"Old Man & Me" by Hootie & The Blowfish (Atlantic) is a solid third in the 25-34 demo with a 3.87 — clearly showing where the band's strength is with this particular song.

"The Earth, The Sun, The Rain" by Color Me Badd (Giant) is No. 1 in the West Region with a 4.05. "Who Will Save Your Soul" by Jewel (Atlantic) is No. 5 among women 18-24 with a 3.80.

This week's top songs, by demo, are:

- Women 12-17 — Bone Thugs-N-Harmony, Fugees, Celine Dion, Alanis Morissette "Learn," and Alanis Morissette "Ironic."

- Women 18-24 — Celine Dion, Fugees, Alanis Morissette "Ironic," Alanis Morissette "Learn," and Jewel.

- Women 25-34 — Celine Dion, Bone Thugs-N-Harmony, Hootie & The Blowfish, Oasis, and Alanis Morissette "Ironic."

To get on R&R's exclusive VIP fax list for demographic and regional information, please call Paul Colbert at (310) 788-1648 or Anthony Acampora at (310) 788-1695.

**Bone  
thugs-n-harmony**

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### • SALES

Soundscan Albums 24\*-15\*  
Soundscan Singles 1\*-1\* (5th week!)  
Over 2 million albums sold already!

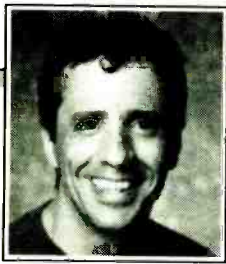
### • AIRPLAY

CHR/RHYTHMIC ②  
CHR/POP ④  
URBAN ⑦

### • AND NOW-- CALLOUT AMERICA!

#2 Overall Rank -- 4.05  
#1 Women 12 --17 -- 4.26  
#2 Women 25 --34 -- 3.90

RUTHLESS RECORDS R RIP



TONY NOVIA

## G105 Stays In Touch — And On Top

□ Strong audience connection key to Raleigh station's success

WDCG (G105)/Raleigh ranked No. 1, 12+ in the Winter '96 Arbitron with a 9.6 share, and has maintained an impressive 8.3 rating, 12+ over the last four books. Additionally, **Bob & Madison's** morning show is No. 1 with an 11.9 share, 12+.

The morning show's closest competitor is almost four share points behind. G105's closest competitor is 1.6 points behind. The station is also No. 1 18-34 (16.0) and is tied for first 25-54 (9.1). Furthermore, G105 rose to a 1.9 in the Greensboro-Winston Salem market and earned a 3.4 in Fayetteville, NC's fall book (the market doesn't receive a



Brian Burns

Winter report).

How has G105 evolved into the Triangle's dominant radio station? Upon arriving at G105, PD Brian Burns had to decide on a musical direction. He explains, "It was our primary instinct to go CHR/Alternative. [Crosstown] WRAL is basically a Jon Coleman AC. It positions itself as the 'Best variety of the '70s, '80s, and '90s,' but plays recurrent music sweeps with Seal, Natalie Merchant, and the Gin Blossoms. WRDU, like so many heritage AORs, is going through a generation shift because the baby boomers are mostly 35-49; 18-34s see themselves as their own generation. The market remains without a commercial Alternative station, and we wanted to seize that opportunity.

"Unlike most Southern markets, Raleigh-Durham sports three major universities with UNC, Duke, and North Carolina State, [and nearby Wake Forest] as well as major upscale employers like IBM. Consequently, the market has one of the fastest-growing populations in the country, with most people coming from the Northeast. We've found a musical formula that reflects our constituents' taste."

### Music Exclusivity

With regard to G105's 18-34 and 25-54 successes, Burns says, "Alternative music has been around for about 15 years now. Those exposed to it when they were 18 are 33 now. A lot of music from their college years wasn't overplayed on the radio, and has stayed with them. You can't play New Order's 'Bizarre Love Triangle' on an AOR. That song really doesn't have a home. ACs can't play New Order, Depeche Mode, or the Cure. Some CHRs use these as gold library, and can't be

attacked by ACs, HotACs, or AORs. It gives the format depth with records that are pretty much CHR-exclusive."

Burns uses a variety of techniques, including Disco, to keep the music from becoming stale. "We'll play a lot of 25-34-year-old appeal-



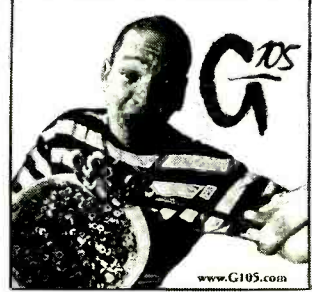
**The best advice I could give a PD would be to listen to music less. I'm letting the audience sort through the hits and watching the cream rise to the top rather than taking the milk straight from the cow and deciding what will be cream.**



ing U2 and R.E.M., mixed with Natalie Merchant and Seal, and maybe spike a retro record here and there. We play mass-appeal music in morning drive, and it evolves during the day. You won't hear Mariah Carey after 6pm.

"On Friday mornings we do the 'Friday Free For All' and play disco music! It's unique, and serves as a strong benchmark for recall. A lot of 30-40-year-olds grew up with disco, and are passionate about it. It may not be their favorite music, but they can relate to it, get their dose, and move on. Playing disco and promoting a KC & The Sunshine Band concert creates a great promo-

**BOB & MADISON...  
A DELICIOUS PART OF A  
NUTRITIOUS BREAKFAST.**



*G105's newspaper campaign featured testimonials from "Billy," who also appears in the station's TV campaign.*

tion. Disco was abandoned by critics, but in the right environment it's okay. We found where it works and reinforce that. You have to know your market, realize how much latitude you have, and where and when you have it."

For stations looking to clone G105's formula, Burns advises, "The market's competitive profile dictates how you should configure your format. Would this approach work at KRBE/Houston? I don't know. Take it on a market-by-market basis. Since record companies rely on current-intensive radio to promote their product, and stations spend a lot of time and money researching music formulas, I'd caution those who want to duplicate this recipe. It's not really about the music, it's about the overall character of the product. The music is just one part of the entire package."

### All-Day Morning Attitude

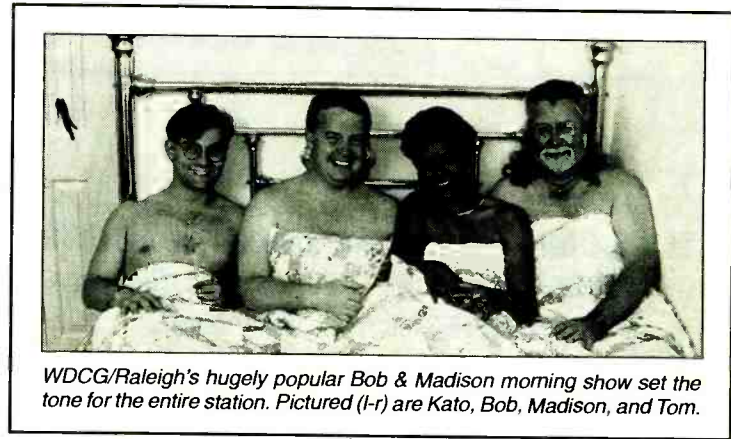
Burns is happy with the station's success in creating passionate G105 listeners. "Obviously our morning show with Bob & Madison is very popular. We use them to springboard people to other station events, such as contests or 'Shock Therapy,' our Sunday night Alternative show. We work hard at creating an emotional bond with our listeners, and that begins with Bob & Madison. Conventional wisdom says CHR should be music-intensive with canned humor. Bob & Madison fly in the face of that notion with entertaining conversations with listeners. It's not unusual to hear [only] three songs an hour with them. Personality is highlighted throughout the other dayparts as well. We treat all our shifts like mornings, but in a higher, music-intensive environment."

Imaging and promotion also tie the station together. "G105 creates a bigger-than-life sound with highly produced imaging," Burns says. "Thanks to the world of digital storage, G105 is operator-free overnight. We used that part of the budget on a fulltime image director who's sole responsibility is station promotion and imaging."

### Create Exciting 'Events'

G105's approach to promotion is predicated on creating "events." Although G105's cume has increased 25% from 165,000 to 226,000 in four books, Burns points out it can't be attributed to heavy marketing. "We've done very little marketing through other media, and it has really been a byproduct of putting on a compelling product.

"We don't show up at remotes with just a microphone and a band.



WDCG/Raleigh's hugely popular Bob & Madison morning show set the tone for the entire station. Pictured (l-r) are Kato, Bob, Madison, and Tom.

We recently did a salute to working women, and over 1500 women showed up. We had 20 advertisers provide door prizes, food, and drinks. As station clients, they received enormous exposure for their products.

"For the St. Patrick's Day parade and festival we had bands perform in the park. On a smaller scale we do summer block parties, where we go to neighborhoods with carnival-type games and a barbecue for listeners. That helps create a close-knit listener relationship."

G105 puts a twist on prize giveaways as well. "Listeners still want to win cash and cars — the challenge is to do it in an intelligent and challenging way. This market is very psychographically astute, so we decided our contests would have to make you think to win the money. For the spring book we have the '\$105,000 Free Money Machine.' Listeners have to break a four-digit cash code — a PIN number. If they break the code they win \$1000. We give clues and hourly updates on the number of people who've broken the code.

"We're working with the Fox-TV affiliate on a value-added promotion. We give a bonus number on 'Home Improvement' reruns so listeners can get a head start on the next day's number. In return, Fox runs a

bunch of promos for the contest and our morning show. We cross-promote 'Home Improvement' [on the radio] by saying it will improve the chances of winning. If we get 150 Gross Rating Points from TV promos, and Fox is an 18-34 network, we're really talking about 300 GRPs a week. In return, we drive our listeners to come their prime access, so they win. It makes for a nice partnership."

What separates a winning PD from the rest? "Knowing ownership and upper management supports, trusts, and stands behind your decisions," Burns asserts. "It's nice to know that if they don't agree with a decision, we can overlook our differences and concentrate on the things we do agree on.

"Another key is the PD's psychological stance. Great radio is great radio no matter the market, and the PD must have a clear vision of the station's sound. A lot of people are confused about how the business works. It's not just talking with labels and cutting deals. While music represents 50 minutes per hour, it's just one part of the product. Focusing only on music would be like concentrating on your car's motor and not knowing if the heater works."

### Keep Pace With Listeners

"What programmers tend to do is accelerate the music's growth curve. They'll move it too fast and lead their audience too far. You have to stay with your audience. Everyone's so busy being glamorized in print for breaking a certain record, they're getting caught up in something that has no affect on the audience.

"The best advice I could give a PD would be to stop listening to industry rhetoric and listen to music less. Wait for the music to catch up to the station. You must have patience and an ego that's in check. Don't pay attention to hollow flattery from people who's agenda is different than yours. Listening to less music makes me a better PD. I'm letting the audience sort through the hits and watching the cream rise to the top rather than taking the milk straight from the cow and deciding what will be cream.

"CHR is the McDonald's drive-through window of radio. We're not here for sit-down, four-star meals — we deal in mass and volume. Burgers and fries are universal; pheasant under glass isn't. I try to serve the basics. I've learned some lessons the hard way by shutting up and listening. There are probably a couple of hundred good PDs today in all formats. If you're successful, you can have a good lifestyle. I'm confident in what I can do."

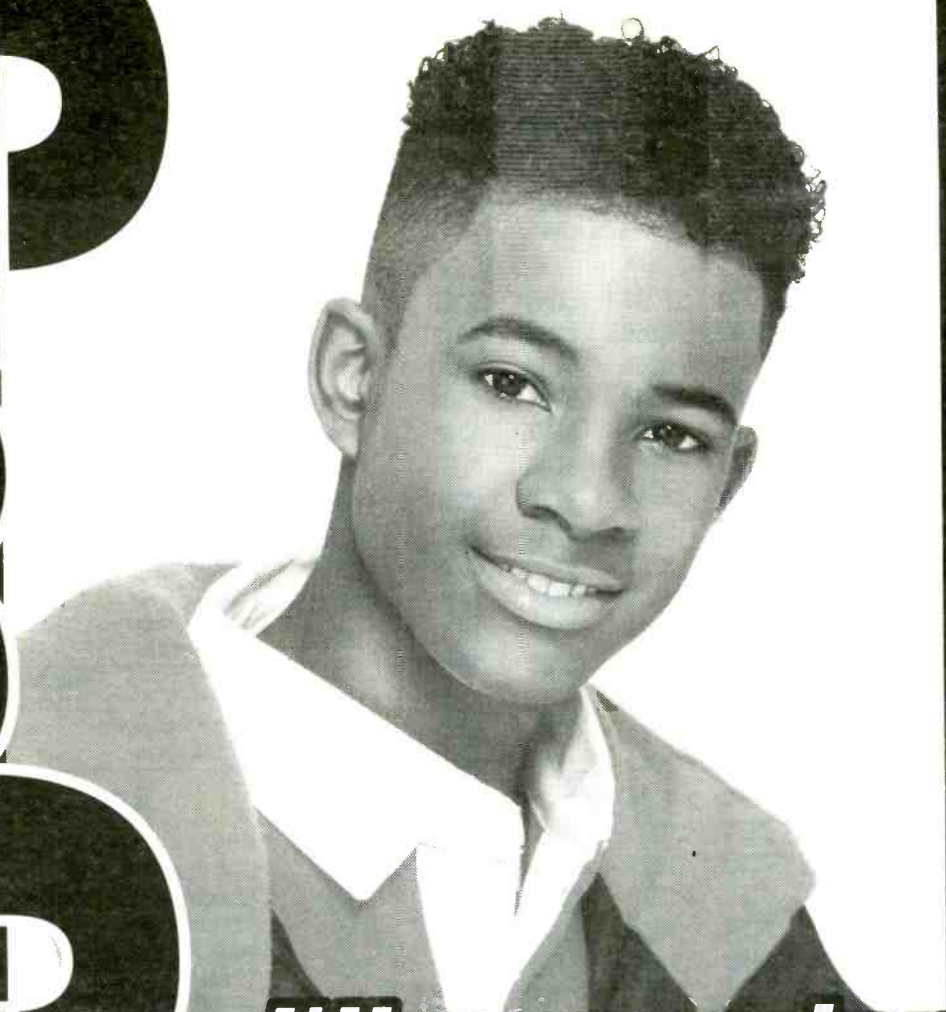


**H**ere's what afternoon commuters in the Raleigh-Durham area might hear when tuning into 105.1 on the FM dial:

**NIRVANA** Come As You Are  
**ALANIS MORISSETTE** You Learn  
**BODEANS** Closer To Free  
**CLASH** Train In Vain  
**TRACY CHAPMAN** Give Me One Reason  
**EVERCLEAR** Santa Monica (Watch The World Die)  
**INDIGO GIRLS** Closer To Fine  
**BLUES TRAVELER** Hook  
**JARS OF CLAY** Flood  
**TOAD THE WET SPROCKET** Good Intentions  
**JEWEL** Who Will Save Your Soul



SOLO



***i'll never stop  
loving you***

**THE FACTS:**

**IT'S NEW & ACTIVE ON THE CHR/POP CHART...**

**IT'S 43 ON THE URBAN CHART...**

**IT MOVED FROM 31 TO 27  
ON THE CHR/RHY CHART...**

**IT'S THE #5 MOST REQUESTED VIDEO AT **

**IT'S ON  MEDIUM**

**IT'S PLAYING OVER 1,600 TIMES THIS WEEK  
AT RHYTHMIC, URBAN & TOP 40!**

**NEW THIS WEEK AT:**

<b>WBBM</b>	<b>WGTZ</b>	<b>KHTQ</b>	<b>WWKX</b>	<b>WZOK</b>
<b>WFLZ</b>	<b>WHOT</b>	<b>WWCK</b>	<b>WSKS</b>	<b>KPSI</b>



produced and arranged by Steve Diamond remix produced by Sean "The Mystro" Mather for Rickidy Raw Productions, Inc. It's About Time Productions ©1996 Hollywood Records

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**POP/ALTERNATIVE TOP 20**

LW	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS		TOTAL STATIONS/ADDS
			TW	LW	
1	1	<b>TRACY CHAPMAN</b> Give Me One Reason ( <i>Elektra/EEG</i> )	5952	5750	141/2
2	2	<b>ALANIS MORISSETTE</b> Ironic ( <i>Maverick/Reprise</i> )	5049	5241	128/0
5	3	<b>ALANIS MORISSETTE</b> You Learn ( <i>Maverick/Reprise</i> )	5048	3998	198/14
3	4	<b>HOOTIE &amp; THE BLOWFISH</b> Old Man & Me ( <i>Atlantic</i> )	5010	5165	140/0
4	5	<b>DOG'S EYE VIEW</b> Everything Falls Apart ( <i>Columbia/CRG</i> )	4035	4061	127/0
6	6	<b>CRANBERRIES</b> Salvation ( <i>Island</i> )	3787	3860	165/0
9	7	<b>CLAYTON &amp; MULLEN</b> Mission: Impossible ( <i>Mother/Island</i> )	3540	3369	148/4
13	8	<b>JEWEL</b> Who Will Save Your Soul ( <i>Atlantic</i> )	3471	2949	174/11
10	9	<b>TRACY BONHAM</b> Mother Mother ( <i>Island</i> )	3248	3063	133/11
7	10	<b>FOO FIGHTERS</b> Big Me ( <i>Roswell/Capitol</i> )	3247	3810	125/0
8	11	<b>OASIS</b> Champagne Supernova ( <i>Epic</i> )	3238	3375	154/5
11	12	<b>DISHWALLA</b> Counting Blue Cars ( <i>A&amp;M</i> )	3162	3021	129/2
12	13	<b>GIN BLOSSOMS</b> Follow You Down ( <i>A&amp;M</i> )	3015	3006	96/0
15	14	<b>JARS OF CLAY</b> Flood ( <i>Silvertone</i> )	2895	2749	125/3
14	15	<b>DAVE MATTHEWS BAND</b> Too Much ( <i>RCA</i> )	2591	2751	105/0
19	16	<b>GOLDFINGER</b> Here In Your Bedroom ( <i>Mojo/Universal</i> )	2502	2269	119/8
—	17	<b>NATALIE MERCHANT</b> Jealousy ( <i>Elektra/EEG</i> )	2340	2034	111/6
18	18	<b>SOUNDGARDEN</b> Pretty Noose ( <i>A&amp;M</i> )	2320	2306	84/0
20	19	<b>VERVE PIPE</b> Photograph ( <i>RCA</i> )	2296	2236	104/0
17	20	<b>SMASHING PUMPKINS</b> 1979 ( <i>Virgin</i> )	2269	2394	90/1

This chart reflects airplay from May 27-June 2. Songs ranked by total plays. 128 CHR/Pop reporters and 94 Alternative reporters combine from the custom chart function on R&R ONLINE. Alternative titles are manually extrapolated. For complete reporter lists refer to Pop and Alternative sections. © 1996, R&R Inc.



**M.T.S. FOR 'FLZ** — M.T.S., Sophie B. Hawkins, Planet Soul, Billy Mann and Jon B. helped make WFLZ/Tampa's "No Dough Show" a success. Enjoying the party is M.T.S.'s Melissa and WFLZ promotion rep Froggy.



**UNIVERSAL KISSIN' WITH KELLY** — WKSE/Bufalo MD Dave Universal (r) says he's the biggest Buffalo Bills fan in the country and was thrilled to hang with quarterback Jim Kelly (c) at a recent station promotion. Keeping a watchful eye is Kelly's wife Jill.

**NEW & ACTIVE**

**DISHWALLA** Counting Blue Cars (*A&M*)  
Total Plays: 663, Total Stations: 43, Adds: 2

**JOAN OSBORNE** St. Teresa (*Blue Gorilla/Mercury*)  
Total Plays: 613, Total Stations: 47, Adds: 6

**DONNA LEWIS** I Love You Always Forever (*Atlantic*)  
Total Plays: 556, Total Stations: 34, Adds: 6

**CHER** One By One (*Reprise*)  
Total Plays: 546, Total Stations: 43, Adds: 6

**NO MERCY** Where Do You Go (*Arista*)  
Total Plays: 472, Total Stations: 40, Adds: 13

**TRACY BONHAM** Mother Mother (*Island*)  
Total Plays: 458, Total Stations: 43, Adds: 11

**SPIN DOCTORS** She Used To Be Mine (*Epic*)  
Total Plays: 453, Total Stations: 40, Adds: 4

**LVIN' JOY** Dreamer (*MCA*)  
Total Plays: 425, Total Stations: 25, Adds: 1

**DEF LEPPARD** Work It Out (*Mercury*)  
Total Plays: 393, Total Stations: 29, Adds: 3

**J'SON** I'll Never Stop Loving You (*Hollywood*)  
Total Plays: 389, Total Stations: 38, Adds: 8

**QUAD CITY DJ'S** C'mon 'N Ride... (*Quadra Sound/Big Beat/Atlantic*)  
Total Plays: 384, Total Stations: 23, Adds: 10

**KRISTINE W.** One More Try (*Champion/RCA*)  
Total Plays: 374, Total Stations: 27, Adds: 6

**M.T.S.** I'll Be Alright (*Summit*)  
Total Plays: 356, Total Stations: 11, Adds: 0

**GOLDFINGER** Here In Your Bedroom (*Mojo/Universal*)  
Total Plays: 338, Total Stations: 31, Adds: 8

**COOLIO** All The Way Live (*Tommy Boy/Island*)  
Total Plays: 290, Total Stations: 16, Adds: 2

**R. KELLY** Down Low (Nobody Has To Know) (*Jive*)  
Total Plays: 275, Total Stations: 8, Adds: 0

**JORDAN HILL** For The Love Of You (*143/Atlantic*)  
Total Plays: 266, Total Stations: 26, Adds: 9

**PAUL WESTERBERG** Love Untold (*Reprise*)  
Total Plays: 265, Total Stations: 22, Adds: 1

**LIL' SUZY** When I Fall In Love (*Metropolitan*)  
Total Plays: 241, Total Stations: 7, Adds: 1

**VERVE PIPE** Photograph (*RCA*)  
Total Plays: 241, Total Stations: 17, Adds: 0

**Songs ranked by total plays**

**SELECTED NEW RELEASES**

Here are a few hot releases for next week. Release date is subject to change.

**ADDS JUNE 11**

- All-4-One** "Someday" (Hollywood)
- Goo Goo Dolls** "Long Way Down" (Metal Blade/WB)
- Jordan Hill** "For The Love Of You" (143/Atlantic)
- Primitive Radio Gods** "Standing Outside..." (Ergo/Columbia/CRG)
- Vanessa Williams** "Where Do We Go From Here" (Mercury)



**J'SON AT CLUB R'R** — J'son (c) took a look and liked what he saw when he performed recently at the world famous Club R&R. In post-show interview mode are (l-r) R&R's CHR Editor Tony Novia, Urban Editor Walt Love, Hollywood rep Ann Eason, and CHR Asst. Editor Paul Colbert.

Stations and their adds listed alphabetically by market

Table listing radio stations and their adds across various markets including Albany, NY; Boise, ID; Elmira, NY; Greenville, SC; Lincoln, NE; New London, CT; Portsmouth, NH; San Luis Obispo, CA; Tulsa, OK; Albany, NY; Boise, ID; Elmira, NY; Greenville, SC; Lincoln, NE; New London, CT; Portsmouth, NH; San Luis Obispo, CA; Tulsa, OK; Albany, NY; Boise, ID; Elmira, NY; Greenville, SC; Lincoln, NE; New London, CT; Portsmouth, NH; San Luis Obispo, CA; Tulsa, OK.

128 Total Reporters
128 Current Reporters
128 Current Playlists
NOTE: WEDJ/Charlotte, NC has changed call letters to WNKs.









JUNE 7, 1996

Main chart table with columns: 3W, 2W, LW, TW, ARTIST TITLE LABEL(S), TW, LW, 2W, 3W, TOTAL STATIONS/ADDS, TOTAL PLAYS. Includes entries for FUGEES, BONE THUGS-N-HARMONY, SWV, MARIAH CAREY, CELINE DION, TONI BRAXTON, COOLIO, R. KELLY, QUAD CITY DJ'S, TEVIN CAMPBELL, PUFF JOHNSON, BRANDY, TOTAL, GEORGE MICHAEL, MONICA, ANGELINA, R. KELLY, COLOR ME BADD, LA BOUCHE, ALANIS MORISSETTE, KEITH SWEAT, MC LYTE, CASE, JODECI, TONY RICH PROJECT, DELINQUENT HABITS, J'SON, JOE, EVERYTHING BUT THE GIRL, ROBERT MILES, CLAYTON & MULLEN, JORDAN HILL, L.L. COOL J, MONTELL JORDAN, 2PAC, WHITNEY HOUSTON & CECE WINANS, MICHAEL JACKSON, LOS DEL RIO/BAYSIDE BOYS MIX, SHAI, COOLIO, GROOVE THEORY, MARY J. BLIGE, BILLIE RAY MARTIN, BARRIO BOYZZ, TOO SHORT, IMMATURE, MONIFAH, ARTIE THE 1 MAN PARTY, EVERYTHING BUT THE GIRL, H-TOWN.

This chart reflects airplay from May 27-June 2. Songs ranked by total plays. Highlighted songs indicate Breaker. 38 CHR/Rhythmic reporters. 38 current playlists. © 1996, R&R Inc.

BREAKERS®

KEITH SWEAT Twisted (Elektra/EEG)

Summary table for Breakers: TOTAL PLAYS/INCREASE 636/261, TOTAL STATIONS/ADDS 24/2, CHART 21

MOST ADDED®

Table listing artists and titles added to the chart, such as L.L. COOL J, DEBORAH COX, COOLIO, MAXI PRIEST, BAD YARD CLUB, QUAD CITY DJ'S, SEIKO, AMBER, JORDAN HILL, R. KELLY, 2PAC.

MOST INCREASED PLAYS

Table listing artists and titles with the most increased plays, such as KEITH SWEAT (+261), R. KELLY (+195), SWV (+190), BONE THUGS... (+165), TEVIN CAMPBELL (+163), TOTAL (+135), JORDAN HILL (+132), TONI BRAXTON (+127), GEORGE MICHAEL (+119), KATALINA (+98).

HOTTEST RECURRENTS

Table listing artists and titles that are recurrently popular, such as LA BOUCHE, MARIAH CAREY, MONICA, L.L. COOL J, 3T, MONTELL JORDAN, COOLIO, SHAGGY, ADINA HOWARD, JANET JACKSON.

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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WALT LOVE

# Boom On The Louisiana Bayou

Citywide wins big north of the 'Big Easy'

Baton Rouge is the governmental seat of Louisiana. It also happens to be headquarters of **Citywide Broadcasting** — a minority-owned company rolling the dice and winning the ratings game.

Owner of heritage Urban/AC **WXOK-AM**; market-leading Urban **KQXL-FM**; and Country upstart **WYCT-FM**; Citywide is in an aggressive expansion mode, yet committed to remaining a local, home-grown entity. I recently spoke with **WXOK & KQXL PD Chris Clay** and **Citywide President/GM Peter Moncrieffe**. Both had very positive things to say about the company's future.

**Promotions Intensive**

Clay first comments on **KQXL's** excellent Winter '96 **Arbitron** ratings, in which the station recaptured the No. 1 slot overall from Country stalwart **WYNK-FM** by moving 10.2-11.8. What propelled **KQXL** toward repeating 1995's summer success, when it toppled **WYNK's** crown by a large margin? "We really got promotionally intensive by giving away cash and more prizes. We also made sure there was nothing that came into this town that we didn't have tickets to give away to, whether it was concerts, plays, movie screenings, or anything else. And we stepped up our efforts both on the air and by getting out in the city and doing more 'street hits.' More than ever before we made sure we were touching the people. That is all that we changed, and that's what made the difference for us."

The entire **Citywide** family showed growth 12+ — and it isn't even a target demo for any of their properties. Clay says **KQXL's** primary focus is the 25-54 bracket; it placed at the top of the ratings with a two-point increase. Not bad for a Mainstream UC station that some in our industry say can't hang on in today's fragmented radio world. **KQXL** is also No. 1 18-34 with over a 13.5 share, No. 1 18-49 with just under a 14 share, and No. 1 25-49 with a little over a 13 share. Its only "direct" competitor is **Clear Channel** monster **WQUE-FM/**

**New Orleans**, which has a signal so strong that it earned a 3.2 overall in the state capital.

### Holding True To Heritage

Citywide's first Baton Rouge acquisition was **WXOK**, a 40-year-old outlet that served as the first African-American voice of the city. While the **W W R L / New Yorks** of the world gave way to powerful FM stations with better clarity, **WXOK** stayed true to its roots and has miraculously remained the market's No. 1 AM station — even though it has 49,000 watts less at night than the second-ranked **AMER**.

Clay explains how it has become the Energizer Bunny of Urban radio. "At one point, **WXOK** was playing gospel in the morning, blues middays, and [UC hits] the rest of the way. What we did was take the [UC hits] off the station. Then we went strictly blues, gospel, and R&B Oldies. It seems like people appreciated not being jerked around so much with the programming of the station that they have responded very favorably. Our numbers have really increased, as you can see. It really paid off for us.

People are calling in to request and enjoy the 'Old School' records."

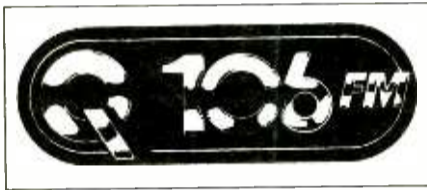
In **WXOK's** 35-64 target demo, it ranks third in the market. **KQXL**

is ranked second in that demo. For women in that age bracket, **WXOK** ties **KQXL**. Furthermore, **KQXL** is ranked No. 1 in every female demographic except one.

By the way, **KQXL** is also No. 1 in men 18-49.

### Ebony Ownership Expansion

For **Moncrieffe**, the numbers all tie together to create **Citywide's** mystical mosaic. "You probably noticed that our Country station (**WYCT**) showed a substantial ratings increase that probably contributed to



(**WYNK's**) fall in the numbers, which of course allowed **KQXL-FM** to move up to the No. 1 slot."

The increased cash flow as a result has led **Citywide** to do something that most Black-owned organizations haven't been able to do in markets where they own one or two properties — **Moncrieffe** and his partner are buying up facilities all around them. Only **Radio One's Cathy Hughes** has been able to acquire additional Washington and Baltimore facilities to stay in the game.

The only other company with multiple outlet ownership in the market is **Baton Rouge Broadcasting**. Owner of **CHR/Pop WFMF** and **News/Talk WJBO-AM**, their combined ratings share in the Winter book was an 8.9. **Citywide's** combined share was a 22.2. Now, **Citywide** intends to purchase **Southern Communications' Baton Rouge** properties — Country **WKJN-FM** and **News/Talk WIBR-AM**. This would give **Citywide** two 100,000-watt Country outlets, and 'YNK owner

**Narragansett** certain headaches.

"We signed a letter of intent on May 12 and moved into an LMA on May 20. We're expecting to have the asset purchase agreement done and signed 30 days later. Then we must allow about 90 days for **FCC** approval and we will, of course, close immediately following the approval. So it will be mid-September before the actual sale closes."

**Citywide Broadcasting** also owns **KFXZ-FM** and newly acquired **KRRQ-FM** in nearby **Lafayette**. Is there any additional expansion, possibly even outside of Louisiana, in **Citywide's** future? "My partner and I have identified approximately six to eight other markets that we feel we'd like to own several stations in, which happen to be in the Southeastern part of the country," says **Moncrieffe**. "Probably something about



Peter Moncrieffe

the size of **Baton Rouge**. We don't want to spread out too far. We'd rather stay close to our home-base. "This is my home and I guess there's a comfort level when you're doing business with folks you know. People know if they need something from myself or our radio stations, we're here and we'll help. We want to go into a market to purchase two or three stations at one time because we know that in the present environment the day of the stand-alone facility is just about over."

### Cosmopolitan Consolidation

It's certainly encouraging to note that **Moncrieffe** and his partner are

on the cutting edge with their expansion foresight. With the recent telecommunications bill signed into law by President **Clinton**, scrappy **Citywide** isn't about to give in to the big boys.

"As an owner and a manager I think we [minorities] have to go in and compete on the same level as the other broadcasters, even though we do have some problems that prevent us from doing that a lot of times. But we still have to give it our all. We've been successful in **Baton Rouge**, not to say that this could happen everywhere. But I think with the correct infuses, effort, and homework, this could be duplicated in other markets.

"I feel that [the Telecom. Bill] hurt Black broadcasters to the point that there are going to be few of us left as a result of its passage. Stations are already being sold and others are



going out of business because they just can't compete with some of the bigger guys in the industry. One of the discussion topics at the recent **National Association of Black-Owned Broadcasters (NABOB)** Spring '96 Conference examined the possibility of some of us getting together and merging, creating a large enough company that would be financially sound and able to accomplish some of the bigger deals."

### Community Support

**KQXL** has done much in the way of community outreach, including a yearly fundraising campaign with **Southern University**, of which **Moncrieffe** is an alumnus.

"This association is very important to us because we are a very community involved broadcasting company. We carry **Southern University** football on **KQXL**. [Our Southern radiothon] last year raised in excess of \$150,000 in one day."

**Citywide's** pride shines not only on the air but throughout the city. Its fifth annual "Family Day In The Park," held last Sunday (5/26) at the **Greater Baton Rouge Fairgrounds**, has mirrored **WXOK** in terms of tradition and spirit. "It's our biggest event of the year. We always get 76,000 people and this year was no exception. Everyone had a fun time and the people of this community know we love, appreciate, and respect them."



**WXOK-AM & KQXL-FM/Baton Rouge PD Chris Clay** addresses the enthusiastic crowd of 76,000 at the combo's fifth annual Family Day In The Park event.

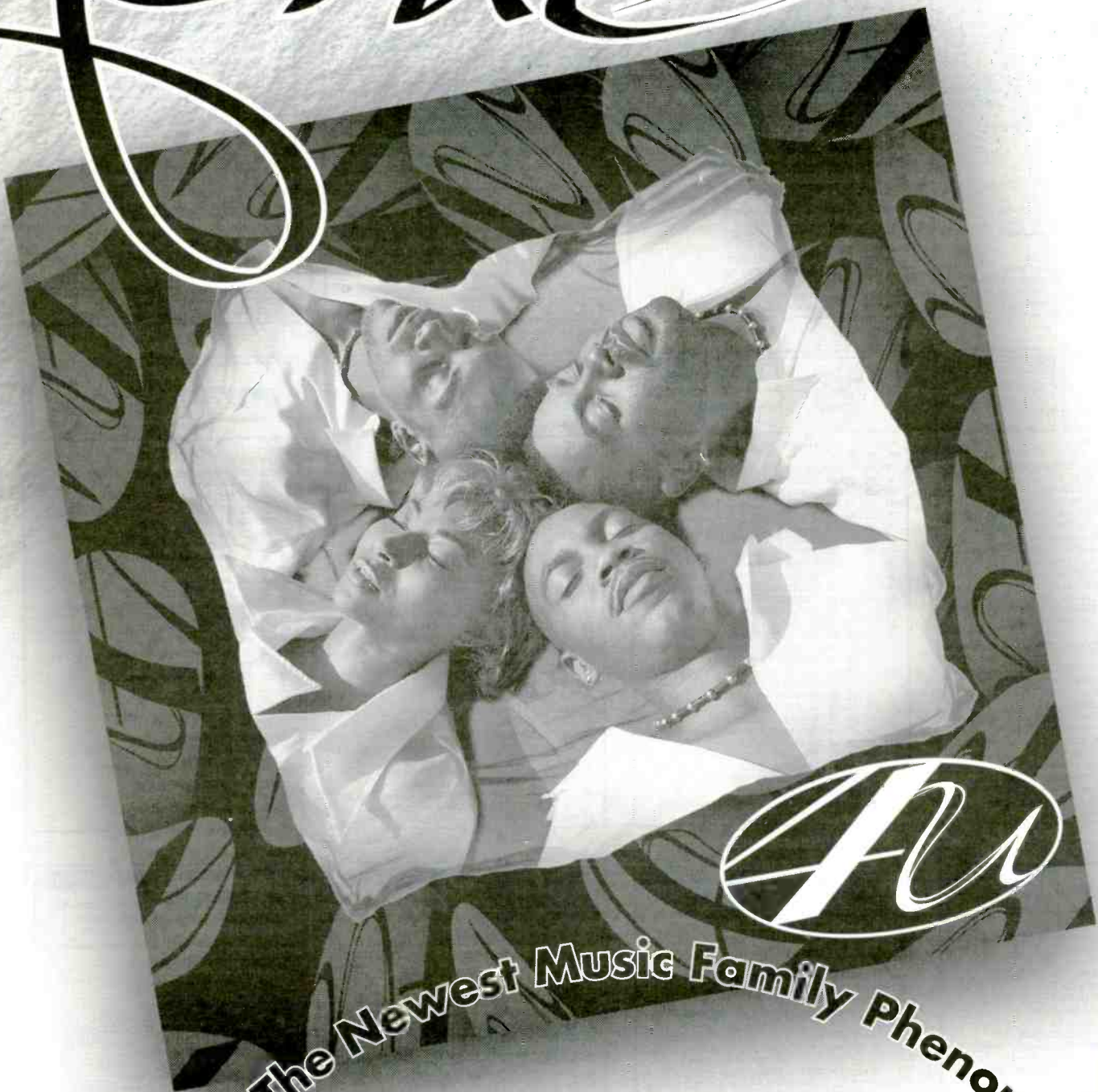


"WE ARE FAMILY" — **WXOK-AM & KQXL-FM's** fifth annual Family Day In The Park was a winner in every area. An estimated 76,000 people converged on the **Greater Baton Rouge State Fair Grounds** to party with **Debra Cox**, **Something 4 Da People**, **Kris Kross**, **Ideal**, **A's Duce**, **Il D Extreme**, **Jesse Powell**, **Elate**, **Kenny Latimore**, and **Men of Vizion**. Pictured on stage is **Kris of Kris Kross**.



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LON HELTON

## The Bs And Ys Of Queen City Country

□ Cincy OM offers another way to play a pair

Programming a pair of complementary Country outlets is a task facing an ever-increasing number of PDs in this post-telecom world.

Last week, KVET-FM & KASE-FM/Austin General Operations Manager Bob Cole described



Tim Closson

the path taken in Texas. The KVET-KASE combo is the longest-running FM Country combo in the nation. The honor of heading the programming for the second longest-running FM Country combo belongs to WUBE-FM & WYGY-FM/Cincinnati OM Tim Closson, who this week relates how his company has chosen to position a Country pair for maximum ratings and revenue.

### The Cincinnati Story

WUBE-FM (B105) had been the Queen City's sole FM Country outlet for 18 months when — in summer 1992 — it LMA'd its second FM signal. It debuted as "The River," with a satellite-delivered Country format. "We knew we wanted it to be Country," recalls Closson. "But we wanted to take a few months to figure out exactly what we wanted to do." On Christmas Eve of that year, the station became "Young Country Y96."

The last two years has seen the station settle into a mid- to upper-three share range. It's posted some very strong demo showings, includ-

ing several 18-34 top-10 finishes and even an amazing 12-17 top five showing.

Y96's consistent showing is a bigger victory than one might think at first glance. "It's a lot tougher to operate an 18-34 station now than it was even a couple of years ago," says Closson. "The music available to other formats targeting that demo has improved a lot, making those stations more attractive to 18-34s."

Meanwhile, WUBE-FM has been steadily growing since Y96's debut. Closson points out that in 1991, WUBE-FM ranked top three 25-54



**What you're trying to do with two Country stations is create a balance of personality, music, marketing, presentation, and stationality to wring out the most Country listening possible from a market.**

in three of the four ratings sweeps that year. By 1992, it was No. 2 in adults in three out of four books. By 1993, when Y96 was earning three shares I2+ and in the top 10 25-54, WUBE-FM was No. 1 in adults in



three out of four books. In fact, WUBE-FM has ranked No. 1 25-54 in eight of the last 15 quarters.

### Subtle Differences

Describing the two stations, Closson says, "B105 is for all ages — 12 to dead. Y96 is very targeted in lifestyle and presentation. There are many similarities between the two. The differences are often subtle ... and are often matters of attitude and execution."

Closson says the two Countrys are very similar in terms of music. "There are some subtle differences in the currents and just a little difference in the gold, with WUBE-FM going back a little further than Y96. But the average listener isn't going to hear a drastic musical difference between the two."

Rotationally, Y96's currents play a little hotter than do WUBE-FM's, with the heavies airing about 10 more times a week on Y96 than on B105.

The stations' airstaffs are also very personality-oriented. "Who they're talking to makes the difference in what they say and how they say it," says Closson. "What gives B105 a considerable edge over Y96 is the equity and familiarity of the airstaff. Duke Hamilton has been on WUBE almost 20 years; morning co-host Jim Fox and Production Director Paul O'Brian have been in the market for over 10 years."

### Marketing & Promotion

Closson was reluctant to discuss specifics regarding the marketing of the two stations, though he did bring up a couple of questions that need to be addressed in developing the marketing plan. "Should each station try to dominate the same medium in its marketing, or should each try to dominate different media? Should an operator market the heck out of one and let the other lie there and pick up people by word of



**CAREER ADVICE** — WWQM/Madison, WI PD Tom Oakes (r) receives some counseling from Career regional promoter Jon Conlon and artist Tammy Graham.

mouth? That can be dangerous, but it's one possible approach."

When it comes to public appearances, WUBE-FM and WYGY-FM rarely show up at the same events — except for concerts. And even then the two are separated as much as possible. Although Closson says if there's only one slot during a show, you'll probably see talent from both stations onstage.

When you have two Country stations, each one must not only have a distinct image, but the two images need to be visibly different. For instance, WUBE-FM uses a big yellow van with a "happy bee" on it. Y96's black van sports a "Young Country" banner with a coyote as part of its logo.

On a more subtle level, even something as seemingly insignificant as airstaff attire can be an important part of a station's marketing and image. Explains Closson, "B105 is the 'family station,' and Y96 has a bit of an edge and a younger feel. You might see the B staffers at appearances wearing golf shirts with the logo, while Y staffers might wear jeans and station T-shirts."

Unlike Cole, who last week said he felt KVET-FM benefited from the audience's understanding that KASE and KVET were sisters, Closson is ambivalent about the relationship. "I doubt most listeners know or care who owns who. Radio junkies might, but the average person has no idea."

Finally, when it comes to participation in outside events, Closson says, "Everybody in the building realizes both stations have to live with one another, and the two work closely together. Yet there's a true competitiveness inside the building that keeps both staffs sharp."

### Finding The Right Mix

Closson is quick to point out that any strategy for programming two Country outlets in the same market is heavily dependent on that market's idiosyncracies. "What you do really depends on the overall acceptance of country music and the size of the lifegroup that's available. Some decisions have to be made regarding the target. Do you protect the heritage station with an 18-34 station or take the new one mainstream and pit the two against one another?"

"What you're trying to do with two Country stations is create a balance of personality, music, marketing, presentation, and stationality to wring out the most Country listening possible from a market. It's difficult to apply strategies that have been successful elsewhere. It's important to assess a market's realistic ability to produce Country numbers in Arbitron — and that varies city to city."

Perhaps the most critical aspect of programming a pair of Country FMs is achieving the balance Closson mentioned. Though reluctant to be specific, he admits the road to success hasn't necessarily been a straight line. "We've made a lot of mistakes in the music, marketing, and stationality. We've learned a lot, and I think we have a handle on how to do it here. But it's really a market-by-market process. And, of course, we're always looking to improve."



**Everybody in the building realizes both stations have to live with one another, and the two work closely together. Yet there's a true competitiveness inside the building that keeps both staffs sharp.**

Closson adds that finding the correct mix of building blocks for two separate Country FMs is often nothing more than trying different combinations to find out what works. "The book hasn't been written yet on how to do two Country stations in the same market. In fact, I doubt there ever could be a book. The Country lifegroup varies so much from city to city that each book would be different."

"Some things can be determined through research. Focus groups and perceptuals can give you some indication as to the subtle differences in the mix you should make. But there are a certain amount of things you just have to learn through trial and error."



**RIBBETING CONVERSATION** — Getting along swimmingly during a recent in-studio visit are Decca artist Rhett Akins and WGGY/Scranton-Wilkes Barre's Polly Wogg.

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"Larry's the REAL thing and this song proves it." *Chris DeCarlo / WDSI*

"ADD it!" *John Saville / WWYZ*

"Only country music can give you a song this POWERFUL, and Larry Stewart nails it!" *Ginny Rogers / WBCS*

"An INCREDIBLE performance from one of our format's greatest singers." *Mike Meehan / WCMS*

"It's MARVELOUS!" *Bill Hagy / WXRQ*

"Trust me on this one . . . this may be the GREATEST ballad of all time!" *Dan Lunnie / WOKQ*

"The warm familiar quality VOICE of a Larry Stewart, along with a solid ballad, makes this song a No-Brainer!" *Mare Carmody / WGII*

"This could be the comeback player OF THE YEAR." *Bob Moody / WPOC*

"Great to have Larry back! This song really grabs your HEART." *Mike Brophy / WXTU*

## AIRPLAY DATE: 6/17

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COUNTRY TOP 50

JUNE 7, 1996

Table with 11 columns: 3W, 2W, LW, TW, ARTIST TITLE LABEL(S), TOTAL STATIONS/ADDS, PLAY RANK, TOTAL PLAYS, +/- PLAYS, TOTAL POINTS, +/- POINTS. Lists top 50 country songs including Bryan White, Collin Raye, Toby Keith, Tracy Lawrence, Terri Clark, Mindy McCreedy, Alan Jackson, David Lee Murphy, George Strait, Jeff Carson, Reba McEntire, Vince Gill, Shania Twain, Sammy Kershaw, Wynonna, Sawyer Brown, Ricochet, Paul Brandt, Patty Loveless, Rhett Akins, Diamond Rio, Leann Rimes, Martina McBride, Marty Stuart & Travis Tritt, Wade Hayes, Clay Walker, Linda Davis, Neal McCoy, Trace Adkins, Lee Roy Parnell, Mark Chesnutt, Lonestar, James Bonamy, Tracy Byrd, Alabama, Rick Trevino, Pam Tillis, Daryle Singletary, David Ball, Mark Wills, Confederate Railroad, Blackhawk, Lari White, Aaron Tippin, Paul Jefferson, Jeff Foxworthy, Great Plains, Suzy Bogguss, and Emilio.

This chart reflects airplay from June 3-9. Songs ranked by total points. Highlighted songs indicate Breaker.

183 Country reporters. 173 current playlists. Songs that are down in points for three consecutive weeks are moved to recurrent. © 1996, R&R Inc.

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RICK TREVINO Learning As You Go (Columbia/CRG) 63% of our reporters on it (116 stations) 19 Adds • Moves 42-37

MOST ADDED®

Table with 3 columns: ARTIST TITLE LABEL(S), ADDS. Lists songs like Blackhawk Big Guitar, Pam Tillis It's Lonely Out There, Jeff Foxworthy Redneck Games, Doug Supernaw You Still Got Me, Randy Travis Are We In Trouble Now, Mavericks Missing You, Lonestar Runnin' Away With My Heart, Rick Trevino Learning As You Go, Marcus Hummon Honky Tonk Mona Lisa, Joe Diffie Whole Lotta Gone, and Frazier River Tangled Up In Texas.

MOST INCREASED PLAYS

Table with 3 columns: ARTIST TITLE LABEL(S), TOTAL PLAY INCREASE. Lists songs like Blackhawk Big Guitar, Leann Rimes Blue, Pam Tillis It's Lonely Out There, Clay Walker Only On Days That End In "Y", Lonestar Runnin' Away With My Heart, Rick Trevino Learning As You Go, Jeff Foxworthy Redneck Games, Lee Roy Parnell Givin' Water To A Drowning Man, Randy Travis Are We In Trouble Now, and Shania Twain No One Needs To Know.

MOST INCREASED POINTS

Table with 3 columns: ARTIST TITLE LABEL(S), TOTAL POINT INCREASE. Lists songs like Blackhawk Big Guitar, Leann Rimes Blue, Pam Tillis It's Lonely Out There, Clay Walker Only On Days That End In "Y", Lonestar Runnin' Away With My Heart, Randy Travis Are We In Trouble Now, Diamond Rio That's What I Get For Lovin' You, Jeff Foxworthy Redneck Games, Lee Roy Parnell Givin' Water To A Drowning..., and Rhett Akins Don't Get Me Started.

HOTTEST RECURRENTS

Table with 2 columns: ARTIST TITLE LABEL(S). Lists songs like Brooks & Dunn My Maria, Billy Dean It's What I Do, Faith Hill Someone Else's Dream, Jo Dee Messina Heads Carolina, Tails California, John Michael Montgomery Long As I Live, Tim McGraw All I Want Is A Life, Lonestar No News, Shania Twain You Win My Love, Lee Roy Parnell Heart's Desire, and Blackhawk Almost A Memory Now.

Breakers: Song has achieved airplay at 60% of our reporters for the first time. Bullets awarded to songs gaining points over the previous week. 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.

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# COUNTRY REPORTERS

Stations and their adds listed alphabetically by market

<b>WQMX/Akron, OH</b> PD: Kevin Mason MD: Bill Shiel 18 LEE ROY PARNELL 9 PAUL JEFFERSON	<b>WZZK/Birmingham, AL</b> PD: Jim Tice MD: Scott Stewart 16 PAM TILLIS 16 JOE DIFFIE 16 BLACKHAWK 16 RANDY TRAVIS	<b>KPLX/Dallas, TX</b> PD: Smokey Rivers MD: Teresa Whitney 10 RANDY TRAVIS 10 JEFF FOXWORTHY 10 MINDY MCCREARY	<b>WQHK/Ft. Wayne, IN</b> PD: Jeff Davis MD: Kevin Kelly 13 LONESTAR	<b>WROO/Jacksonville, FL</b> PD: John Richards MD: Buzz Jackson 11 JEFF FOXWORTHY 7 BLACKHAWK	<b>KLII/Lubbock, TX</b> PD: Jay Richards MD: Heather Harris 19 RANDY TRAVIS	<b>KXXY/Oklahoma City, OK</b> PD: Charlie Harrigan MD: Bill Reed 10 STUART & TRITT	<b>KBUL/Reno, NV</b> PD: Rusty Keyes MD: Dave Collins 11 BLACKHAWK 11 LONESTAR 11 JOHN ANDERSON	<b>KRND/Shreveport, LA</b> PD: Rick Stephenson 9 MARK WILLS 8 JAMES BONAMY 8 MARK CHESNUTT 8 RICK TREVINO	<b>KNUE/Tyler, TX</b> PD: Amy Austin MD: Chuck McKinley 7 BLACKHAWK 7 TAMMY GRAHAM 7 DOUG SUPERNAW 7 AARON TIPPIN	
<b>WGNA/Albany, NY</b> OM: Fred Horton MD: Bill Earley 13 BLACKHAWK	<b>WBOS/Boston, MA</b> PD: Harry Nelson MD: Ginny Rogers 12 CLAY WALKER 5 JEFF FOXWORTHY	<b>KSCS/Dallas, TX</b> PD: Dean James MD: Linda O'Brian 36 GEORGE STRAIT 22 RANDY TRAVIS 10 JEFF CARSON	<b>KNAX/Fresno, CA</b> PD: Larry Santiago MD: Scott Stevens 16 MAVERICKS 16 ARUNNER 9 DAVID BALL	<b>WXBQ/Johnson City, VA</b> PD: Bill Hagy MD: Reggie Neel 12 SAWYER BROWN 12 BLACKHAWK	<b>WDEW/Macon, GA</b> PD: Gerry Marshall MD: Laura Starling 15 BLACKHAWK 5 FRAZIER RIVER 5 DOUG SUPERNAW 5 MAVERICKS 5 ARUNNER 5 MARCUS HUMMON 5 JEFF FOXWORTHY	<b>KXKT/Omaha, NE</b> PD: Tom Goodwin MD: John Glenn 14 BLACKHAWK	<b>WKHK/Richmond, VA</b> PD: Mark Richards MD: Rick Campbell 15 MARK WILLS 15 PAM TILLIS 15 RICK TREVINO	<b>WBYT/South Bend, IN</b> PD: Ralph Cherry MD: Lisa Kosti 15 FRAZIER RIVER 5 DOUG SUPERNAW	<b>WFRG/Utica-Rome, NY</b> PD/MD: Chris Atkins 7 BLACKHAWK 7 FRAZIER RIVER 7 TAMMY GRAHAM 7 DOUG SUPERNAW	
<b>KASY/Albuquerque, NM</b> PD/MD: Jim West No Adds	<b>WKLB/Boston, MA</b> PD: Bob Christy MD: Joni Stani 5 LEE ROY PARNELL 5 PAM TILLIS 5 MARK CHESNUTT	<b>KYNG/Dallas, TX</b> PD: Chris Costa MD: Stacey Tackett 20 BLACKHAWK 20 JOHN M. MONTGOMERY 10 JEFF FOXWORTHY	<b>KSKS/Fresno, CA</b> PD: Ken Boesen MD: Chris Costa 7 DOUG SUPERNAW 7 MARCUS HUMMON	<b>WMTZ/Johnstown, PA</b> PD/MD: Brian Cleary 8 ARUNNER 7 GREAT PLAINS 7 FRAZIER RIVER 5 JEFF FOXWORTHY	<b>WWQM/Madison, WI</b> OM/MD: Tom Oakes MD: Mel McKenzie 5 MARK CHESNUTT 5 PAM TILLIS	<b>WOW/Omaha, NE</b> PD: Ken Brooks MD: Tom Scott No Adds	<b>KFRG/Riverside, CA</b> PD: Lee Logan MD: Don Jeffrey No Adds	<b>KORK/Spokane, WA</b> PD: Tim Roberts APD/MD: T.C. Patrick 5 JOHN ANDERSON 8 JEFF FOXWORTHY 8 RICK TREVINO	<b>KJUG/Visalia, CA</b> PD/MD: Dave Daniels 15 BLACKHAWK 15 MAVERICKS 15 DOUG SUPERNAW 7 GEORGE STRAIT 7 JEFF FOXWORTHY	
<b>KRRV/Alexandria, LA</b> PD: Ron Knighton APD/MD: Michael Bailey 12 LONESTAR 12 DOUG SUPERNAW 12 AARON TIPPIN 12 CONFEDERATE RAILROAD	<b>WBLB/Charleston, SC</b> PD: John Lindsay MD: John Dixon 15 MARK CHESNUTT 15 TRACY BYRD	<b>WGNE/Daytona Beach, FL</b> PD: John Rivers MD: Ron P. Jones 10 PAM TILLIS 9 MARK CHESNUTT 5 MAVERICKS	<b>WBCT/Grand Rapids, MI</b> PD: Kelly Ito MD: John Rivers 25 BLACKHAWK 18 LEANN RIMES 5 TRACY BYRD	<b>KBEQ/Kansas City, MO</b> PD: Mike Kennedy MD: T.J. McEntire 18 BLACKHAWK 10 DOUG SUPERNAW 10 PAM TILLIS 5 JEFF FOXWORTHY	<b>KTEX/McAllen, TX</b> PD/MD: Jim Paczkowski 14 MAVERICKS 9 EMILIO 9 MARK WILLS 9 PHILIP CLAYPOOL 9 MANDY BARNETT 9 TRACE ADKINS	<b>WVWK/Orlando, FL</b> PD: Mike Moore MD: Shadow Stevens 17 MARK CHESNUTT 17 NEAL MCCOY	<b>KBEE/Kansas City, MO</b> PD: Les Carter MD: T.J. McEntire 18 BLACKHAWK 10 DOUG SUPERNAW 10 PAM TILLIS 5 JEFF FOXWORTHY	<b>WBEE/Rochester, NY</b> PD: Bob Barnett MD: Coyote Collins 5 MORGAN & RANDALL	<b>WPXI/Springfield, MA</b> PD: Jim Andrews MD: Jennifer Wright 14 JAMES BONAMY 14 MARCUS HUMMON	
<b>KGNC/Amarillo, TX</b> PD: Tim Butler MD: Patrick Clark 22 BLACKHAWK 10 DOUG SUPERNAW 10 ARUNNER 10 AARON TIPPIN	<b>WEZL/Charleston, SC</b> PD: TJ Phillips MD: Gary Griffin 18 BLACKHAWK 10 JEFF FOXWORTHY 7 LEANN RIMES	<b>KYGO/Denver, CO</b> PD: John St. John MD: Jennifer Page 22 JEFF FOXWORTHY 13 PAM TILLIS 13 JOE DIFFIE 13 ARUNNER 5 RICK TREVINO 5 SUZY BOGGOSS	<b>WKSJ/Greensboro, NC</b> PD/MD: Chuck Finley 12 AARON TIPPIN 11 BLACKHAWK 10 FRAZIER RIVER 9 SUZY BOGGOSS 9 DOUG SUPERNAW 6 ARUNNER	<b>KFKF/Kansas City, MO</b> PD: Dale Carter MD: Tony Stevens 8 JAMES BONAMY	<b>WQVI/Memphis, TN</b> PD: Ray Edwards MD: Mark Billingsley 10 JAMES BONAMY 10 TRACY BYRD 10 GREAT PLAINS	<b>WVVO/Orlando, FL</b> PD: Mike Moore MD: Shadow Stevens 17 MARK CHESNUTT 17 NEAL MCCOY	<b>KKAY/Oxnard, CA</b> PD/MD: Mark Hill 9 FRAZIER RIVER 6 DOUG SUPERNAW	<b>KNCI/Sacramento, CA</b> PD: Mark Evans MD: Jennifer Wood 15 BLACKHAWK 6 MARK CHESNUTT 6 JOE DIFFIE 5 LEE ROY PARNELL	<b>KTTS/Springfield, MO</b> PD: Don Paul MD: Warren McDonald 34 DOUG SUPERNAW 5 ARUNNER 5 MARCUS HUMMON 5 MAVERICKS 5 BLACKHAWK	
<b>KASH/Anchorage, AK</b> PD: Dennis Carter MD: Eddie Maxwell 6 DOUG SUPERNAW 6 PAM TILLIS	<b>WSOC/Charlotte, NC</b> PD: Rick McCracken MD: Philip Claypool 5 TAMMY GRAHAM 5 DIAMOND RIO 5 AARON TIPPIN 5 MARCUS HUMMON 5 NEAL MCCOY 5 KEITH GATTIS	<b>KJYY/Des Moines, IA</b> PD: Beverlee Reiter MD: Eddie Hatfield 21 LEANN RIMES 7 TRACE ADKINS	<b>WTSR/Greensboro, NC</b> PD: Paul Johnson MD: Denny Hall 15 LEANN RIMES 5 MARCUS HUMMON	<b>WDAF/Kansas City, MO</b> PD: Ted Cramer MD: Dave Bryan 20 GEORGE STRAIT	<b>WGYW/Memphis, TN</b> PD: Polly Wagg MD: Hephzibah Cassidy 7 CLAY WALKER 7 MARK CHESNUTT 7 RICK TREVINO	<b>WVIA/Anchorage, AK</b> PD: Dennis Carter MD: Eddie Maxwell 6 DOUG SUPERNAW 6 PAM TILLIS	<b>WVVA/Kansas City, MO</b> PD: Ted Cramer MD: Dave Bryan 20 GEORGE STRAIT	<b>WXBM/Pensacola, FL</b> PD: Lynn West MD: Bruce Clark 9 JEFF FOXWORTHY 9 BLACKHAWK 9 MARK WILLS	<b>WKCQ/Saginaw, MI</b> PD/MD: Rick Walker 8 JAMES BONAMY 8 TRACY BYRD 8 STEVE AZAR	<b>WBBS/Syracuse, NY</b> PD: Rich Lauber MD: Meg Stevens 13 PAM TILLIS 13 NEAL MCCOY 5 CLAY WALKER 5 TRACE ADKINS 5 WADE HAYES 5 LINDA DAVIS 5 LEE ROY PARNELL
<b>WUSW/Appleton, WI</b> PD: Mark Lewis MD: Billy Cannon 5 AARON TIPPIN 5 DOUG SUPERNAW 5 SUZY BOGGOSS	<b>WTDR/Charlotte, NC</b> PD: Loyd Ford MD: Alison West 14 MINDY MCCREARY 6 DARYLE SINGLETARY 6 TRACE ADKINS	<b>WWWV/Detroit, MI</b> PD: Mark Hamlin MD: Carl E. No Adds	<b>WRNS/Greenville, NC</b> PD: Wayne Carlisle MD: Dale Knippers 23 BLACKHAWK 15 MAVERICKS 10 MARCUS HUMMON 10 PAM TILLIS 10 PHILIP CLAYPOOL 10 DARYLE SINGLETARY	<b>WMLI/Milwaukee, WI</b> PD: Kerry Wolfe MD: Mitch Morgan 5 PAM TILLIS 5 JEFF FOXWORTHY	<b>WVLA/Knoxville, TN</b> PD/MD: Les Acree 13 BLACKHAWK 13 BROOKS & DUNN 13 RICK TREVINO 13 MINDY MCCREARY	<b>WVVA/Kansas City, MO</b> PD: Ted Cramer MD: Dave Bryan 20 GEORGE STRAIT	<b>WVVA/Kansas City, MO</b> PD: Ted Cramer MD: Dave Bryan 20 GEORGE STRAIT	<b>WXCL/Peoria, IL</b> MD: Joe Cameron 6 BLACKHAWK	<b>WVLA/Knoxville, TN</b> PD/MD: Les Acree 13 BLACKHAWK 13 BROOKS & DUNN 13 RICK TREVINO 13 MINDY MCCREARY	<b>WTNT/Tallahassee, FL</b> PD: Tim Mercer MD: Bill Kelly 12 MORGAN & RANDALL 12 RICK TREVINO 12 BLACKHAWK
<b>WVVA/Kansas City, MO</b> PD: Ted Cramer MD: Dave Bryan 20 GEORGE STRAIT	<b>WVVA/Kansas City, MO</b> PD: Ted Cramer MD: Dave Bryan 20 GEORGE STRAIT	<b>WVVA/Kansas City, MO</b> PD: Ted Cramer MD: Dave Bryan 20 GEORGE STRAIT	<b>WVVA/Kansas City, MO</b> PD: Ted Cramer MD: Dave Bryan 20 GEORGE STRAIT	<b>WVVA/Kansas City, MO</b> PD: Ted Cramer MD: Dave Bryan 20 GEORGE STRAIT	<b>WVVA/Kansas City, MO</b> PD: Ted Cramer MD: Dave Bryan 20 GEORGE STRAIT	<b>WVVA/Kansas City, MO</b> PD: Ted Cramer MD: Dave Bryan 20 GEORGE STRAIT	<b>WVVA/Kansas City, MO</b> PD: Ted Cramer MD: Dave Bryan 20 GEORGE STRAIT	<b>WVVA/Kansas City, MO</b> PD: Ted Cramer MD: Dave Bryan 20 GEORGE STRAIT	<b>WVVA/Kansas City, MO</b> PD: Ted Cramer MD: Dave Bryan 20 GEORGE STRAIT	

183 Total Reporters  
183 Current Reporters  
173 Current Playlists

Reported Frozen Playlist (8):  
KRST/Albuquerque, NM  
WKXC/Augusta, GA  
KATM/Modesto, CA  
WTCM/NW Michigan, MI  
KULP/Portland, OR  
WOKP/Portland, NH  
KCY/San Antonio, TX  
KHM/Tucson, AZ

Did Not Report, Playlist Frozen (2):  
KIKK/Houston, TX  
WITL/Lansing, MI





COUNTRY PLAYLISTS

FIND COMPLETE PLAYLISTS FOR ALL COUNTRY REPORTERS ON R&R ONLINE

Market #11: 98.9 KISS FM WKIS/Miami (954) 431-6200 McKey/Evans. Playlist with columns for plays, artist, and title.

Market #12: 101.5 Kicks WKHX/Atlanta (770) 955-0101 McGINLEY/Gray. Playlist with columns for plays, artist, and title.

Market #12: Y106.7 ATLANTA'S YOUNG COUNTRY WYAY/Atlanta (770) 955-0106 McGINLEY/Gray. Playlist with columns for plays, artist, and title.

Market #13: 94.7 TRMPSE KMPS/Seattle (206) 443 9400 Sledge/Thomas. Playlist with columns for plays, artist, and title.

Market #15: KSON/San Diego (619) 299-1240 Shepard/Upton. Playlist with columns for plays, artist, and title.

Market #16: NEW COUNTRY K102 KEKY/Minneapolis (612) 820-4200 Swedberg/Bauer. Playlist with columns for plays, artist, and title.

Market #16: BOB 100.5 NEW COUNTRY WBOB/Minneapolis (612) 330-0100 Wood. Playlist with columns for plays, artist, and title.

Market #17: WIL 92.5 FM WJL/St. Louis (314) 781-9600 Masie/Langston. Playlist with columns for plays, artist, and title.

Market #17: Kix 106 WKXK/St. Louis (314) 878-1040 Schell/Louis. Playlist with columns for plays, artist, and title.

Market #18: WPOC 93.1 WPOC/Baltimore (410) 366-3693 Moody/Cole. Playlist with columns for plays, artist, and title.

Market #19: Y108 WDSY/Pittsburgh (412) 471-9950 Case/DeCarlo. Playlist with columns for plays, artist, and title.

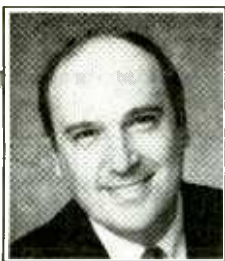
Market #20: CAMEL COUNTRY 108 KMIL/Phoenix (602) 264-0108 Garrison/Foster. Playlist with columns for plays, artist, and title.

Market #20: 3080 AM WYZZ/FM 102.5 KNDX/Phoenix (602) 966-6236 Daniels/Owens. Playlist with columns for plays, artist, and title.

Market #21: WQYK WQYK/Tampa (813) 576-6055 Martin/Roberts. Playlist with columns for plays, artist, and title.

Market #21: Q105 WRBQ/Tampa (813) 287-1047 Lane. Playlist with columns for plays, artist, and title.





MIKE KINOSHIAN

## Is Rhythmic Hot AC The Next Big Trend?

□ EZ Communications kicks out Country KCIN/Seattle to debut its 'flanker,' KBKS

Several recent columns justifiably have been devoted to the growing phenomenon of Alternative-leaning HotAC. However, yet another format offshoot — Rhythmic HotAC — could be looming as our next major force.

WYXR/Philadelphia and KSSK-FM/Honolulu quickly come to mind as examples of stations already in place. And yet another station — KBKS/Seattle (Kiss 106) — has debuted with the budding format.

### The Birth Of A Station

This time last year, EZ Communications President/CEO Alan Box and VP/National PD Doug McGuire concluded that whoever owned two of Seattle's three Country stations would win that format battle. After the dust settled, EZ held all three Country outlets, paving the way for McGuire to spin one to something else.

"It would be a win to reduce the number of stations competing for Country listeners," he remarks. "People initially assumed we'd take Young Country KYCW-FM out of the format because KMPS-FM and KCIN-FM [which changed calls last November from KRPM] were the heritage stations."

But in a January '96 presentation to corporate officials, McGuire stated EZ's future rested with KMPS and KYCW. "There was clear product definition — one was mainstream, and one was more outrageous. The objective was to build a new, successful station that had large ratings potential and a new revenue

stream. We didn't want to rob from Country or Classic Rock sister KZOK-FM."

### Format Guidelines

Several key prerequisites were involved in his new format-search process, including a preference to avoid an expensive and lengthy head-on battle. "We wanted a custom-tailored format that had dominant ratings potential with attractive demos for advertisers. It was also very important to have out-of-the-box ad agency acceptance, and I wanted to give the sales team a victory they could have from day one."

Classical, Hot Talk, and Alternative were among the considerations. "I looked at everything, but there didn't seem to be any holes — except Rhythmic Hot AC."

A fan of Alternative-leaning AC, McGuire rejected it as a Seattle format possibility. "That music's very hot right now, but Alternative KNDD's already playing it. In addition, Hot AC KPLZ leans that way and is very successful. If possible, we wanted to put on something that would be a flanker."

### Closing In

Convinced Rhythmic HotAC was the way to go, McGuire sought input from several industry friends before making his final decision. "I asked consultants Dan Vallie and

Jim Richards to tell me why it was a dumb idea. Instead, they were excited and said we were really on to something."

So on March 25 at 3pm, 12-In-A-Row "Kickin' Country" KCIN officially became KBKS "Kiss 106." KCIN's 3.6 12+ in the fall Arbitron placed it 14th among 33 rated signals.

The new station's core artists include Anita Baker, Boyz II Men, Toni Braxton, Celine Dion, Glo-

**ff**

**Rhythmic Hot AC is a cross-ethnic format targeted to whomever likes this music and wants to come to the party.**

**ff**

ria Estefan, Whitney Houston, Janet Jackson, Jon Secada, and Luther Vandross. In broad terms, McGuire says John Stewart-programmed Kiss 106's target audience is 20-44.

"When we get our 12+ cume to 260,000, the station can be top five women 25-54 and in the top seven among adults 25-54; the potential is there for it to happen quickly. We'll probably pull unserved cume from

## KBKS: Five Steps To Success

Before finalizing Rhythmic Hot AC as KBKS/Seattle's format choice, EZ Communications VP/National PD Doug McGuire felt it was imperative the new format have ...

- Dominant ratings potential
- Attractive demos for advertisers
- Immediate ad agency acceptance
- A day-one victory for sales staff
- No long or expensive head-on battle

about five or six different stations — with no one station getting badly hurt.

"Some currents immediately fit the format, and we cherry-pick them like other HotACs do. If you include currents and recurrences, our current/gold ratio is about 40/60."

Unlike the typical "Best variety of the '70s, '80s, and Today," Kiss 106's slogan, McGuire says, fits the station's overall goal. "We try to keep the station sexy, hip, fun, and upbeat. The songs we play are those that people 'Kiss To, Dance To, and Make Love To.'"

### 'A Clear Difference'

McGuire likens Kiss 106 to the startup days of WBMX/Boston and WYXR. "It's similar to how they both began when they were very focused on that rhythmic sound. But WBMX has broadened, and WYXR is attempting to do the same. We're not identical because Kiss is geared to Seattle."

In addition to Hot AC KPLZ, Seattle is home to Mainstream AC KLSY and Soft AC KRWM. But according to McGuire, "Kiss is different because it specializes in a certain style of sound. People want to put us on the same product ladder as those three other stations, but there's a clear difference."

While Kiss 106's gold library gen-

erally goes back to the late '80s, a '70s category is part of the mix; the station even reaches back for some Motown titles. "Songs like Donna Summer's 'Bad Girls' or the Commodores' 'Brick House' may not come up as often as regular gold, but we'll play them."

"Many people like to listen to fun music with a beat. Unfortunately, 'Rhythmic AC' is a confusing term in Seattle. People thought we were putting on an Urban station. We love that format and have a very successful Philadelphia UC [WUSL (Power 99)], but Seattle's African-American population isn't big enough to put it on a big FM. Rhythmic Hot AC is a cross-ethnic format targeted to whomever likes this music and wants to come to the party."

### More To Come?

Seeing this as the beginning phase of a trend, McGuire admits, "I'm surprised there aren't more Rhythmic Hot ACs. I've been conservative in projecting slow growth, but I might be pleasantly surprised."

"There are three musically similar ACs in Washington, DC [WASH, WRQX, and WEBR], and I could certainly see one of them wanting to be a specialist; Washington's a great town for rhythmic music."

## El Paso Females Say 'Si' To KSII-FM

Meet another "Kiss" with a six-month head start on its Seattle Rhythmic Hot AC counterpart (see story above). Born September 25, 1995, "The All New 93.1 Kiss FM" KSII-FM/El Paso competes in a market where 75% of the market's 540,600 residents are Hispanic.

Among women 18-34 in this winter's Arbitron, Kiss FM boasts a stunning 170% increase over last year, good enough for fourth place behind CHR/Rhythmic KPRR-FM (Power 102), KSII sister Rocker KLAQ-FM, and Spanish KBNA-FM. Approximately 70% of KSII's audience is Hispanic.

"I can see Rhythmic Hot AC as a coming trend, especially in markets like this," remarks PD/afternoon driver Courtney Nelson, who has been in El Paso for the past 10 years. "We try to maintain a balance by blending some pop and rock cuts. That music gives us a little different twist."

### 'Attractive Combo'

Prior to Kiss FM's origin, Power 102 and Soft AC KTSM existed with "nothing in the middle," says Nelson. "That's why we decided to

take from both extremes and give our listeners the best of both worlds.



Courtney Nelson

Our target demo is women 25-34. KLAQ has great male numbers, and we wanted to go after females — making us a very attractive combo buy for ad agencies."

According to Nelson, the choice of the word "Kiss" was the GM's decision. "We kicked around some other ideas like 'Si 93' ['si' means 'yes' in Spanish], 'Mix,' and 'Star' before settling on Kiss."

Artists like Celine Dion and Elton John are heard on the station, so compiling the playlist isn't a black/white issue. "The music we

play covers a broad spectrum, and we try to [pick] songs that will appeal to our audience."

### Quick To React

Nelson claims the competition reacted quickly to Kiss FM. "We believe we began showing up in their research. KPRR had been playing a lot of rap and was very difficult to listen to; now they'll play Celine Dion. [KTSM] was the Neil Diamond/Barbra Streisand station that today plays Janet Jackson — someone they'd never play before. They both did a good job of adjusting to us."

Consulted by Vallie-Richards, Kiss FM plays a ratio of approximately 60% current/40% gold. "The library was tight at the beginning, but we're starting to expand it. The typical hour has seven currents and five '80s/'90s oldies. We've just started to inject some disco and also air a Friday feature where we play forgotten '70s and '80s songs. The reaction has been very good."

# COMPATIBILITY

Dave Koz & AC

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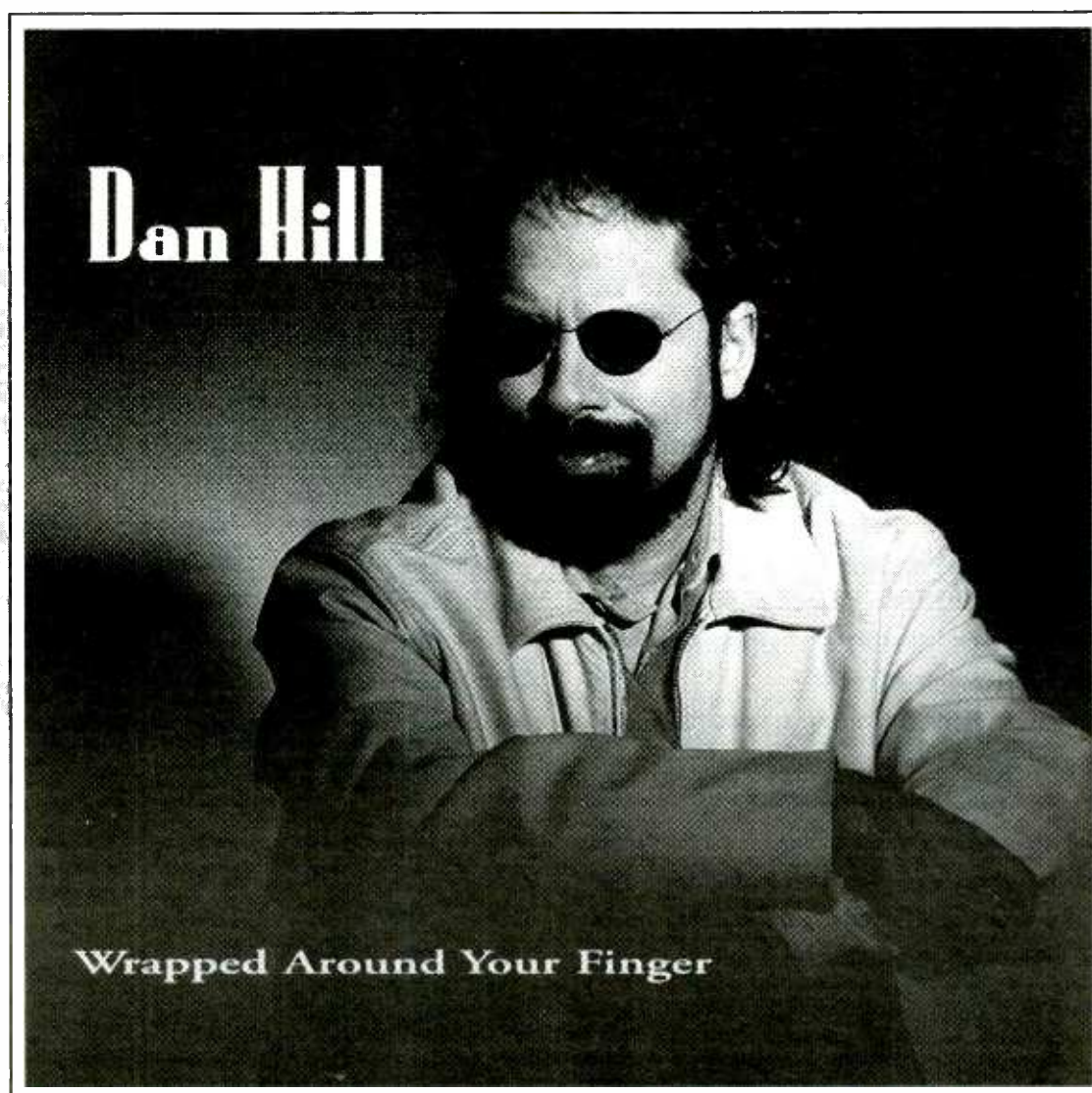
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SW

# DAN HILL

“Wrapped Around Your Finger”



Dan Hill's new single, "Wrapped Around Your Finger", with its soaring vocals, is a stunning new sound for Dan. It is produced by John Jones, the man behind Duran Duran's classic "Ordinary World". "Wrapped..." is from Dan's new album "I'm Doing Fine", to be released in early summer.

"Wrapped Around Your Finger" will be featured in the Orion Pictures film "Listen", due out late this summer starring Brook Langton of the hit TV series "Melrose Place". Dan has also written and produced a scorching new track, "Seduces Me", for Celine Dion's album.

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AND STEVE PROPAS / PMC

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# HOT AC TOP 30

JUNE 7, 1996

3W	2W	LW	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS				TOTAL STATIONS/ADDS
					TW	LW	2W	3W	
1	1	1	1	<b>1</b> CELINE DION Because You Loved Me (550 Music) 2227 2226 2323 2327 60/0					
3	2	2	2	<b>2</b> TRACY CHAPMAN Give Me One Reason (Elektra/EEG) 2131 2023 1986 1824 61/0					
2	3	3	3	MARIAH CAREY Always Be My Baby (Columbia/CRG) 1787 1830 1920 1926 54/0					
5	5	5	4	<b>4</b> GIN BLOSSOMS Follow You Down (A&M) 1617 1522 1553 1602 53/0					
6	4	4	5	HOOTIE & THE BLOWFISH Old Man & Me (Atlantic) 1570 1619 1626 1596 57/0					
8	8	10	6	<b>6</b> TONY RICH PROJECT Nobody Knows (LaFace/Arista) 1446 1328 1404 1456 47/0					
9	10	9	7	<b>7</b> ALANIS MORISSETTE Ironic (Maverick/Reprise) 1402 1338 1359 1448 47/1					
10	9	7	8	JANN ARDEN Insensitive (A&M) 1371 1386 1397 1355 51/1					
7	6	6	9	NATALIE MERCHANT Wonder (Elektra/EEG) 1345 1394 1494 1595 48/0					
4	7	8	10	BODEANS Closer To Free (Slash/Reprise) 1253 1356 1443 1610 48/0					
17	16	12	11	<b>11</b> STING You Still Touch Me (A&M) 1057 937 871 741 49/2					
11	11	13	12	<b>12</b> EVERYTHING BUT THE GIRL Missing (Atlantic) 1043 917 1034 1064 45/0					
14	12	11	13	<b>13</b> GEORGE MICHAEL Fastlove (DreamWorks/Geffen) 1032 1020 982 912 45/0					
<b>BREAKER</b>			14	<b>14</b> NATALIE MERCHANT Jealousy (Elektra/EEG) 837 594 512 376 41/5					
<b>BREAKER</b>			15	<b>15</b> DOG'S EYE VIEW Everything Falls Apart (Columbia/CRG) 809 742 718 703 38/3					
<b>DEBUT</b>			16	<b>16</b> ERIC CLAPTON Change The World (Reprise) 780 — — — 42/42					
13	13	14	17	MELISSA ETHERIDGE I Want To Come Over (Island) 690 845 937 1011 29/0					
12	14	15	18	SEAL Don't Cry (ZTT/WB) 664 747 932 1061 31/0					
27	23	20	19	<b>19</b> BRYAN ADAMS The Only Thing That Looks Good... (A&M) 606 542 511 356 34/3					
30	26	22	20	<b>20</b> CLAYTON & MULLEN Mission: Impossible (Mother/Island) 592 496 420 266 31/6					
20	18	18	21	FOO FIGHTERS Big Me (Roswell/Capitol) 549 648 664 623 28/1					
—	30	27	22	ALANIS MORISSETTE You Learn (Maverick/Reprise) 546 343 278 172 26/9					
—	29	26	23	<b>23</b> CHER One By One (Reprise) 539 417 279 23 28/3					
23	24	23	24	ROBERT MILES Children (Arista) 538 493 483 428 26/2					
26	25	25	25	JARS OF CLAY Flood (Silvertone) 526 453 436 370 26/2					
—	27	28	26	JEWEL Who Will Save Your Soul (Atlantic) 465 334 313 240 24/6					
21	21	21	27	GLORIA ESTEFAN Reach (Epic) 465 522 540 512 21/0					
<b>DEBUT</b>			28	<b>28</b> FUGEES Killing Me Softly (Ruffhouse/Columbia/CRG) 295 225 205 133 11/3					
29	28	29	29	LENNY KRAVITZ Can't Get You Off My Mind (Virgin) 272 288 305 267 15/0					
<b>DEBUT</b>			30	<b>30</b> COLOR ME BADD The Earth, The Sun, The Rain (Giant/WB) 269 228 161 152 14/3					

This chart reflects airplay from June 3-9. Songs ranked by total plays. Highlighted songs indicate Breaker. 64 Hot AC reporters. 60 current playlists. Songs that are down or flat in plays for three consecutive weeks and below No. 15 are moved to recurrent. © 1996, R&R Inc.

**BREAKERS®**  
**NATALIE MERCHANT**  
 Jealousy (Elektra/EEG)  
 TOTAL PLAYS/INCREASE 837/243 TOTAL STATIONS/ADDS 41/5 CHART 14

**DOG'S EYE VIEW**  
 Everything Falls Apart (Columbia/CRG)  
 TOTAL PLAYS/INCREASE 809/67 TOTAL STATIONS/ADDS 38/3 CHART 15

**MOST ADDED®**  
 ARTIST TITLE LABEL(S) ADDS  
 ERIC CLAPTON Change The World (Reprise) 42  
 ALANIS MORISSETTE You Learn (Maverick/Reprise) 9  
 CLAYTON & MULLEN Mission: Impossible (Mother/Island) 6  
 JEWEL Who Will Save Your Soul (Atlantic) 6  
 NATALIE MERCHANT Jealousy (Elektra/EEG) 5  
 NICKS & BUCKINGHAM Twisted (Warner Sunset/WB) 4  
 JOAN OSBORNE St. Teresa (Blue Gorilla/Mercury) 4

**MOST INCREASED PLAYS**  
 ARTIST TITLE LABEL(S) TOTAL PLAY INCREASE  
 ERIC CLAPTON Change The World (Reprise) +780  
 NATALIE MERCHANT Jealousy (Elektra/EEG) +243  
 ALANIS MORISSETTE You Learn (Maverick/Reprise) +203  
 JEWEL Who Will Save Your Soul (Atlantic) +131  
 EVERYTHING BUT THE GIRL Missing (Atlantic) +126  
 CHER One By One (Reprise) +122  
 STING You Still Touch Me (A&M) +120  
 TONY RICH PROJECT Nobody Knows (LaFace/Arista) +118  
 TRACY CHAPMAN Give Me One Reason (Elektra/EEG) +108  
 CLAYTON & MULLEN Mission: Impossible (Mother/Island) +96

**HOTTEST RECURRENTS**  
 ARTIST TITLE LABEL(S)  
 GOO GOO DOLLS Name (Metal Blade/WB)  
 HOOTIE & THE BLOWFISH Time (Atlantic)  
 BLUES TRAVELER Run-Around (A&M)  
 DEL AMITRI Roll To Me (A&M)  
 DEEP BLUE SOMETHING Breakfast At... (RainMaker/Interscope)  
 ROD STEWART So Far Away (Lava/Atlantic)  
 WHITNEY HOUSTON & CECE WINANS Count On Me (Arista)  
 BLUES TRAVELER Hook (A&M)  
 ELTON JOHN Blessed (Rocket/Island)  
 SOPHIE B. HAWKINS As I Lay Me Down (Columbia/CRG)

Breakers: Songs registering 800 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.

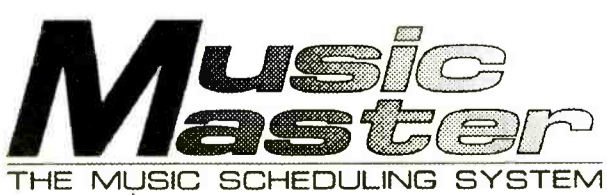
**NEW & ACTIVE**

**LOS DEL RIO** Macarena (RCA)  
 Total Stations: 9, Adds: 3, Plays: 206, WDAQ 15, WRTS 24, WQMZ 15, WMC 13 (11), WKDD 13, WKTI 26 (25), KALC 10 (45), KMXS 28 (30), KFMB 62 (32).  
**SMASHING PUMPKINS** 1979 (Virgin)  
 Total Stations: 9, Adds: 0, Plays: 194, WSNE 14 (14), WRTS 34 (34), WKEE 31 (31), WRQX 24 (28), WKDD 8 (8), WTMX 12 (10), WMMX 20 (10), WAZY 14 (17), KFMB 37 (22).  
**DONNA LEWIS** I Love You Always Forever (Atlantic)  
 Total Stations: 8, Adds: 1, Plays: 192, WQSM 25 (15), KKMY 10, WROE 21 (21), WAZY 18 (16), WKTI 25 (24), KYSR 34 (31), KFMB 49 (30), KMGQ 10 (7).  
**PHILOSOPHER KINGS** Charms (Columbia/CRG)  
 Total Stations: 14, Adds: 1, Plays: 180, WKEE 25 (24), WBLI 11 (11), WRQX 7, WQSM 25 (25), WKYE 13 (7), WWDE 15 (12), WMTX 5 (5), KKMY 18 (18), WKDD 12 (12), WKQI 10 (10), KMAJ 14 (14), KBEE 10 (11), KOSO 5 (5), KMGQ 10 (10).  
**JOAN OSBORNE** St. Teresa (Blue Gorilla/Mercury)  
 Total Stations: 10, Adds: 4, Plays: 157, WRQX 10, WQSM 15, KKMY 10 (10), KHM 10 (17), WKDD 13, WROE 14 (7), WAZY 16 (14), KMAJ 9, KALC 25 (25), KYSR 35 (34).

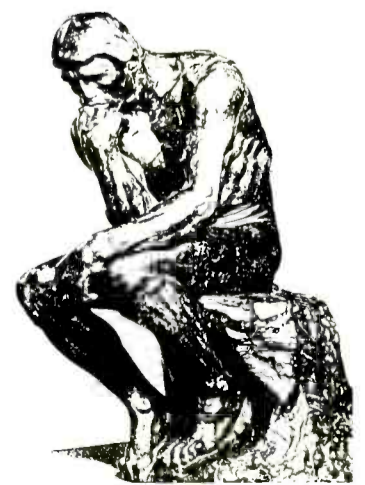
**TONI BRAXTON** Let It Flow (Arista)  
 Total Stations: 10, Adds: 2, Plays: 129, WVAF 21 (21), WHUD 19 (18), WYYY 5, WKYE 10 (10), WXIL 22, WMC 8 (8), KKMY 18 (18), KSII 7, KATF 5 (5), KMAJ 14 (14).  
**EVERYTHING BUT THE GIRL** Wrong (Atlantic)  
 Total Stations: 9, Adds: 3, Plays: 117, WMXV 21 (14), WQMZ 23 (23), WMXC 5, KKMY 10, KHM 11 (19), WKDD 14 (12), WROE 14 (14), KBEE 9, KMGQ 10 (10).  
**MICHAEL ENGLISH** Your Love Amazes Me (Curb)  
 Total Stations: 6, Adds: 0, Plays: 87, WVAF 21 (11), WHUD 11 (5), WKYE 10 (5), WMXS 14 (14), KKMY 10 (10), WROE 21 (21).  
**SORAYA** Suddenly (Island)  
 Total Stations: 6, Adds: 0, Plays: 74, WVAF 5 (5), WHUD 20 (15), WQSM 5 (15), KKMY 25 (25), KATF 5 (5), KMAJ 14 (14).

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

One of the nicest things about MusicMaster is that you already know how to use it.



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# HOT AC PLAYLISTS

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

**MARKET #1**  
**WXXV/New York**  
(212) 704-1051  
Weed/Silver

**PLAYS**

3W	2W	LW	TW	ARTIST/TITLE
40	40	40	40	TRACY CHAPMAN/Give Me One Reason
40	40	40	40	CELINE DION/Because You Loved Me
28	40	40	40	ALANIS MORISSETTE/Ironic
40	28	14	40	GIN BLOSSOMS/Follow You Down
28	40	40	40	NATALIE MERCHANT/Wonder
21	21	28	28	GEORGE MICHAEL/Fastlove
28	40	40	40	JANN ARDEN/Insensitive
28	14	28	28	GOO GOO DOLLS/Name
21	21	21	21	CLAYTON & MULLEN/Mission: Impossible
21	21	28	28	STING/You Still Touch Me
14	28	28	28	BRYAN ADAMS/The Only Thing...
14	28	28	28	NATALIE MERCHANT/Jealousy
-	14	24	28	ROBERT MILES/Children
28	28	28	28	HOOTIE & BLOWFISH/Old Man & Me
28	40	28	28	TONY RICH PROJECT/Nobody Knows
-	14	21	21	EVERYTHING BUT...Missing
-	14	21	21	JARS OF CLAY/Flood
-	14	21	21	ALANIS MORISSETTE/You Learn
-	-	14	14	JEWEL/Who Will Save...
-	-	14	14	ERIC CLAPTON/Change The World
28	10	10	10	EVERYTHING BUT...Missing
40	28	10	10	COLLECTIVE SOUL/The World I Know
10	10	10	10	JOAN OSBORNE/One Of Us
40	10	10	10	BODEANS/Closer To Free

**MARKET #1**  
**WPLJ/New York**  
(212) 613-8900  
Cuddy/Shannon/Preston

**PLAYS**

3W	2W	LW	TW	ARTIST/TITLE
38	38	24	35	GIN BLOSSOMS/Follow You Down
38	38	25	35	ALANIS MORISSETTE/Ironic
40	27	16	35	GOO GOO DOLLS/Name
38	27	35	35	CELINE DION/Because You Loved Me
25	37	25	34	NATALIE MERCHANT/Wonder
25	10	30	33	HOOTIE & BLOWFISH/Time
19	25	14	32	EVERYTHING BUT...Missing
23	24	17	28	TONY RICH PROJECT/Nobody Knows
28	25	23	28	MARIAH CAREY/Always Be My Baby
28	26	18	27	BLUES TRAVELER/Hook
28	26	17	27	JANN ARDEN/Insensitive
20	18	12	26	ALANIS MORISSETTE/You Learn
38	36	26	26	BODEANS/Closer To Free
37	39	18	26	MELISSA ETHERIDGE/I Want To Come Over
36	41	41	53	BODEANS/Closer To Free
29	37	23	26	TRACY CHAPMAN/Give Me One Reason
15	27	17	23	DOG'S EYE VIEW/Everything Falls...
15	18	12	21	BRYAN ADAMS/The Only Thing...
15	20	10	21	JEWEL/Who Will Save...
-	-	15	20	CHELOE/One By One
-	-	15	19	NATALIE MERCHANT/Jealousy
18	19	12	19	JARS OF CLAY/Flood
-	-	16	19	ERIC CLAPTON/Change The World
-	-	17	10	DEL AMITRI/Roll To Me
15	8	5	12	BLUES TRAVELER/Run-Around
11	-	-	10	SEAL/Don't Cry
11	-	-	10	JOHN McLELLAN/Wild Night
18	13	5	10	TLC/Waterfalls
16	17	5	10	GIN BLOSSOMS/Til I Hear It...
10	-	-	9	COLLECTIVE SOUL/December
11	8	5	9	REMBRANDTS/'I'll Be There For...

**MARKET #2**  
**KYSR/Los Angeles**  
(818) 955-7000  
Beasing/Perelli

**PLAYS**

3W	2W	LW	TW	ARTIST/TITLE
41	43	42	43	LENNY KRAVITZ/Can't Get You Off...
42	42	42	42	JANN ARDEN/Insensitive
43	41	42	42	ALANIS MORISSETTE/Ironic
35	25	39	39	JEWEL/Who Will Save...
36	36	36	36	NATALIE MERCHANT/Jealousy
42	40	36	35	RADIOHEAD/High & Dry
35	35	35	35	COLLECTIVE SOUL/The World I Know
34	34	34	35	STING/You Still Touch Me
25	30	34	35	JOAN OSBORNE/St. Teresa
25	30	34	34	OASIS/Champagne Supernova
-	25	31	34	DONNA LEWIS/I Love You Always...
33	36	34	34	JARS OF CLAY/Flood
34	34	34	34	RED HOT CHILI.../Aeroplane
30	30	30	30	ALANIS MORISSETTE/You Learn
-	26	30	30	DOG'S EYE VIEW/Everything Falls...
13	10	10	10	NATALIE MERCHANT/Wonder
-	-	15	10	SEAL/Don't Cry
25	30	25	24	DAVE MATTHEWS BAND/Too Much
30	23	20	20	HOOTIE & BLOWFISH/Old Man & Me
-	13	15	20	EVERYTHING BUT...Missing
-	-	13	15	GOO GOO DOLLS/Name
-	-	15	10	ROAD THE WET.../Good Intentions
10	10	10	10	BODEANS/Closer To Free
15	11	10	10	GIN BLOSSOMS/Follow You Down

**MARKET #3**  
**WTMX/Chicago**  
(312) 946-1019  
James/Kartak

**PLAYS**

3W	2W	LW	TW	ARTIST/TITLE
21	37	36	38	GOO GOO DOLLS/Name
38	40	38	38	SEAL/Don't Cry
-	-	-	-	ERIC CLAPTON/Change The World
37	38	37	37	COLLECTIVE SOUL/December
37	38	38	38	NATALIE MERCHANT/Wonder
37	38	38	38	GIN BLOSSOMS/Follow You Down
23	22	22	22	TRACY CHAPMAN/Give Me One Reason
-	20	22	22	BADLIES/Angelina Is...
23	22	21	21	JEWEL/Who Will Save...
21	22	20	21	COLLECTIVE SOUL/The World I Know
7	20	23	21	ALANIS MORISSETTE/You Learn
15	12	13	15	GIN BLOSSOMS/Til I Hear It...
15	16	15	15	OASIS/Wonderwall
15	15	15	15	NATALIE MERCHANT/Carnival
21	17	14	14	ROAD THE WET.../Good Intentions
14	13	14	14	DEEP BLUE SOMETHING/Breakfast At...
15	15	14	14	TOM PETTY/Waiting For Tonight
14	15	14	14	EVERYTHING BUT...Missing
14	15	12	13	BLUES TRAVELER/Run-Around
15	16	14	13	JOAN OSBORNE/One Of Us
7	12	11	12	DOG'S EYE VIEW/Everything Falls...
9	11	10	12	SMASHING PUMPKINS/1979
23	11	11	11	BODEANS/Closer To Free
37	11	11	11	FOO FIGHTERS/Big Me
37	38	38	38	MELISSA ETHERIDGE/I Want To Come Over
-	10	9	9	COWBOY JUNKIES/A Common Disaster
9	8	9	9	NATALIE MERCHANT/Jealousy
11	12	15	9	MELISSA ETHERIDGE/Come To My Window
37	19	18	7	HOOTIE & BLOWFISH/Old Man & Me
7	9	8	7	STING/You Still Touch Me

**MARKET #4**  
**KIOI/San Francisco**  
(415) 956-5101  
Keating/Lindell

**PLAYS**

3W	2W	LW	TW	ARTIST/TITLE
39	41	41	41	CELINE DION/Because You Loved Me
27	28	28	28	MARIAH CAREY/Always Be My Baby
30	26	38	38	HOUSTON & WINANS/Count On Me
33	35	35	33	HOOTIE & BLOWFISH/Only Wanna Be...
37	39	39	39	CORRS/Runaway
33	35	35	28	HOOTIE & BLOWFISH/Time
27	26	26	26	ELTON JOHN/Blessed
26	26	26	26	JANN ARDEN/Insensitive
22	26	26	26	DEL AMITRI/Roll To Me
24	24	24	24	BLUES TRAVELER/Run-Around
25	23	23	23	TONY RICH PROJECT/Nobody Knows
23	21	24	24	TRACY CHAPMAN/Give Me One Reason
-	20	24	24	PETER CETERA/Forever Tonight
15	20	23	23	SEAL/Don't Cry
-	-	20	20	GIN BLOSSOMS/Til I Hear It...
-	-	20	20	ALANIS MORISSETTE/You Learn
19	19	19	19	SOPHIE B. HAWKINS/As I Lay Me Down
-	-	16	16	REMBRANDTS/'I'll Be There For...
-	-	16	16	ERIC CLAPTON/Change The World
19	19	19	19	BOYZ II MEN/Water Runs Dry
19	17	17	15	BRYAN ADAMS/Have You Ever...
-	-	15	15	MARTIN PAGE/In The House...

**MARKET #5**  
**WYXR/Philadelphia**  
(610) 668-0750  
Knight/Prokz

**PLAYS**

3W	2W	LW	TW	ARTIST/TITLE
24	32	32	34	LA BOUCHE/Be My Lover
53	53	53	53	CELINE DION/Because You Loved Me
34	44	43	43	HOOTIE & BLOWFISH/Only Wanna Be...
53	38	38	38	TONY RICH PROJECT/Nobody Knows
53	53	53	53	MARIAH CAREY/Always Be My Baby
32	33	32	32	DEL AMITRI/Roll To Me
-	-	41	41	HOOTIE & BLOWFISH/Time
32	32	41	41	FUN FACTORY/ Wanna B With U
32	32	41	41	EVERYTHING BUT...Missing
32	32	41	41	ALANIS MORISSETTE/Ironic
38	38	38	38	FUGEES/Killing Me Softly
38	38	39	39	SOPHIE B. HAWKINS/As I Lay Me Down
-	-	30	30	LE CLUCK/Tonight Is The Night
24	24	24	24	NATALIE MERCHANT/Wonder
24	24	24	24	ACE OF BASES/Beautiful Life
-	-	28	28	LA BOUCHE/Sweet Dreams
-	-	27	27	GOO GOO DOLLS/Name
-	-	27	27	ALANIS MORISSETTE/Hand In My Pocket
12	12	12	12	SEAL/Kiss From A Rose
12	12	18	18	NATALIE MERCHANT/Carnival
12	12	18	18	MARIAH CAREY/One Sweet Day
-	-	22	22	BLUES TRAVELER/Run-Around
-	-	18	18	REAL MCCOY/Another Night
12	12	18	18	ALL-4-ONE/Can Love You...
12	12	18	18	ALANIS MORISSETTE/You Learn
32	12	12	18	REMBRANDTS/'I'll Be There For...
10	10	10	18	MARIAH CAREY/Fantasy

**MARKET #6**  
**WKQI/Detroit**  
(810) 967-3750  
O'Brien/Buchalter

**PLAYS**

3W	2W	LW	TW	ARTIST/TITLE
53	53	53	53	MARIAH CAREY/Always Be My Baby
54	51	51	53	REAL MCCOY/Another Night
36	41	41	53	BODEANS/Closer To Free
55	55	55	52	ALANIS MORISSETTE/Ironic
52	54	54	51	CELINE DION/Because You Loved Me
28	37	37	41	TRACY CHAPMAN/Give Me One Reason
36	34	34	36	GIN BLOSSOMS/Follow You Down
24	26	26	35	TONY RICH PROJECT/Nobody Knows
39	36	36	34	EVERYTHING BUT...Missing
35	35	35	32	NATALIE MERCHANT/Wonder
-	18	31	31	GOO GOO DOLLS/Name
-	18	31	31	COLLECTIVE SOUL/December
-	18	31	31	FUGEES/Killing Me Softly
-	-	26	26	ERIC CLAPTON/Change The World
55	52	52	54	TLC/Waterfalls
40	24	24	24	SPIN DOCTORS/Two Princes
25	25	25	22	ALANIS MORISSETTE/Hand In My Pocket
25	25	22	22	DEEP BLUE SOMETHING/Breakfast At...
21	21	21	21	BLUES TRAVELER/Run-Around
18	21	21	21	ALL-4-ONE/Can Love You...
18	18	18	20	SEAL/Kiss From A Rose
16	16	16	20	COLLECTIVE SOUL/The World I Know
-	-	16	16	BRYAN ADAMS/The Only Thing...
14	18	18	12	HOOTIE & BLOWFISH/Old Man & Me
14	18	14	10	CLAYTON & MULLEN/Mission: Impossible
12	12	12	10	DOG'S EYE VIEW/Everything Falls...
10	10	10	10	PHILOSOPHER KINGS/Charms

**MARKET #7**  
**KDMX/Dallas**  
(214) 991-1029  
Money/Ashley

**PLAYS**

3W	2W	LW	TW	ARTIST/TITLE
21	24	29	36	TRACY CHAPMAN/Give Me One Reason
22	18	28	38	ALANIS MORISSETTE/Ironic
40	20	25	38	SARAH McLACHLAN/Will Remember You
37	26	27	38	DEL AMITRI/Roll To Me
39	28	29	35	CELINE DION/Because You Loved Me
35	19	23	32	NATALIE MERCHANT/Carnival
18	-	14	28	HOOTIE & BLOWFISH/Time
26	21	28	23	BLUES TRAVELER/Run-Around
20	13	20	23	MARIAH CAREY/Always Be My Baby
-	-	18	23	JOAN OSBORNE/One Of Us
21	6	4	23	BODEANS/Closer To Free
38	28	27	22	GIN BLOSSOMS/Follow You Down
34	26	18	22	NATALIE MERCHANT/Wonder
26	19	17	22	GOO GOO DOLLS/Name
28	15	19	22	MELISSA ETHERIDGE/I Want To Come Over
24	18	18	22	JANN ARDEN/Insensitive
27	20	22	22	EVERYTHING BUT...Missing
7	10	17	22	ALANIS MORISSETTE/Nobody Knows
20	16	18	22	COLLECTIVE SOUL/The World I Know
8	18	18	21	CLAYTON & MULLEN/Mission: Impossible
26	20	21	20	SEAL/Don't Cry
-	-	12	12	ERIC CLAPTON/Change The World
-	10	10	12	REMBRANDTS/'I'll Be There For...
14	7	16	11	HOOTIE & BLOWFISH/Old Man & Me
10	-	-	11	DIONNE FARRIS/Now
19	9	11	11	HOOTIE & BLOWFISH/Only Wanna Be...
8	10	8	9	GEORGE MICHAEL/Fastlove
16	12	7	9	SOPHIE B. HAWKINS/As I Lay Me Down
-	12	5	8	NATALIE MERCHANT/Jealousy
-	-	7	7	STING/You Still Touch Me

**MARKET #8**  
**MIX 107.3 FM**  
Washington's Best Music Mix

**PLAYS**

3W	2W	LW	TW	ARTIST/TITLE
44	40	42	38	CELINE DION/Because You Loved Me
44	40	42	38	BODEANS/Closer To Free
44	40	42	38	GIN BLOSSOMS/Follow You Down
31	28	42	38	DOG'S EYE VIEW/Everything Falls...
31	28	42	38	TRACY CHAPMAN/Give Me One Reason
31	28	42	38	EVERYTHING BUT...Missing
31	28	42	38	ALANIS MORISSETTE/Ironic
44	40	28	24	COLLECTIVE SOUL/The World I Know
44	40	28	24	NATALIE MERCHANT/Wonder
44	40	28	24	HOOTIE & BLOWFISH/Old Man & Me
31	28	24	24	MARIAH CAREY/Always Be My Baby
31	28	24	24	BLUES TRAVELER/Hook
31	28	24	24	GOO GOO DOLLS/Name
31	28	24	24	SMASHING PUMPKINS/1979
20	15	28	24	TONY RICH PROJECT/Nobody Knows
17	15	28	24	GEORGE MICHAEL/Fastlove
15	14	24	24	OASIS/Champagne Supernova
10	10	10	24	NATALIE MERCHANT/Jealousy
-	-	20	24	CLAYTON & MULLEN/Mission: Impossible
-	-	24	24	ERIC CLAPTON/Change The World
-	-	24	24	ALANIS MORISSETTE/You Learn
20	15	15	15	MELISSA ETHERIDGE/I Want To Come



CAROL ARCHER

# Focusing On Format's Marketing Strengths: Music And Lifestyle

Specialists from KTWV, WNUA, WJZ & KOAI outline traditional event and non-event promotions that work

I asked marketing and promotion experts from some of the format's most consistently successful outlets to share their perspectives on marketing, new revenue sources, and what the future holds for their collective bailiwick.

Participants in the discussion are KTWV (The Wave)/Los Angeles Director/Marketing & Promotion **Debbie Vandermeulen**, WNUA/Chicago Director/Marketing & Promotion **Suzy LeClair**, WJZ/Philadelphia Marketing Director **Jane White**, and KOAI (The Oasis)/Dallas Director/Promotions **Diane McKenna**.

**R&R:** Where does NAC fit in the PROMAX scheme?

**SL:** As much as I see PROMAX [embracing] radio more and more, it's still very television-driven. NAC isn't even listed as a format! This is one of the fastest-growing formats in radio, so it's amazing that it has been overlooked.

**DV:** There's got to be some acknowledgement, even if it's not in a radio format meeting, of the evolution of NAC to identify the fact that PROMAX recognizes NAC's success.

**R&R:** How do you correlate the contribution of station promotion and marketing efforts to NAC's phenomenal growth?

**DV:** When you open a brand new store, you want the shelves stocked with product on the forward part of the shelf with the brand name facing the buyer. You want the lights to be on and everything to look like something you are proud of. That is a PD's contribution to a format. Also, each of our stations have used Broadcast Architecture for music research to get the store perfect. But

how do you get someone walking by a store in a mall to come in? That's the charge of the promotion and marketing person.

**DM:** The things that are most successful and have the most impact for us [at The Oasis] surround the music and performers because that's the strength of this format. We do a July 4 event that draws 75,000 people, and they come for the music — 70% of our events surround live music.

**SL:** In Chicago, it's 80-85%

**JW:** It's the same in Philadelphia.

**DV:** It's 100% in Los Angeles. When [KTWV PD] **Chris Brodie** and [now-Broadcast Architecture CEO] **Frank Cody** pioneered the format, it had a different start than where it is today. One of our challenges is to send messages in promotional pieces that represent the station as it is now, so we've been re-formatting ourselves [promotionally], as the station has evolved. This is a nine million-person metro — just enormous — so I concentrate on database marketing.

Our database is 110,000, and I look at it through a microscope to determine the demographic, geographic, and psychographic charac-

teristics that are similar and identify where those people are. I direct-market to them with a product sample like our cassette mailer. It's a box that features pictures of six artists — **Bonnie Raitt, Pat Metheny, Anita Baker, Sade, Kenny G, and David Sanborn** — with the cassette and a brochure [which includes a database-building bounceback card]. A metro this size also provides many opportunities where jazz is already set up at performing arts centers in various cities that comprise it.

**JW:** Because WJZ is relatively new, we've done very little segmenting of the market as yet. We're still trying to get more people into the ocean. Our efforts at database mar-



Debbie Vandermeulen



Suzy LeClair



Jane White



Diane McKenna

keting are less than a year old and target primarily white, suburban listeners. Our center-city urban audience is already very passionate about the music and supports our events, plus they provide much of our TSL. We need to make more people aware of the product generally, so we're tying into some non-music events like arts festivals and antiques fairs.

**SL:** So much of what we do is music-driven, but it's also lifestyle-driven. In building our cume — and always trying to reach new people with new events involving the arts, dance, theater, or the AIDS Walk — we realize people are not sitting in front of their radios morning, noon, and night.

For example, the gay audience is huge in this market and in our listenership. Although we don't know how to quantify them, we know they show up and support our events, so we try to be their radio station partner as they're enjoying life outside of the station. We accomplish that by putting our name on various events that match their lifestyle [WNUA has dedicated proceeds from its CD samplers to the Chicago AIDS Foundation, as well as sponsoring the AIDS Walk] through our event-marketing division in which we sell sponsorships. We take ownership that way.

**DM:** From a revenue standpoint, some of the huge events we do, like

Fourth of July, are not only fabulous for our listeners, but companies love them as a sponsorship opportunity, which drives revenue for us.

**R&R:** How do those events and other non-traditional means generate a revenue stream, and who directs those efforts — promotion and marketing, or sales?

**DV:** Jane and I recently discussed how to incorporate supermarkets and products into promotions. The answer is you can't — and you shouldn't — because it diminishes the message of the music, even cheapens the music. You must pick your partners carefully. It's up to the marketing and promotion person to guide the sales team and sales management in this endeavor: They see dollar signs and they think there is only one way, the way it's always been done by AOR and CHR stations.

At the Wave, we've established a vendor team. They go to a supermarket to create a cross-promotion, but it is completely self-contained within a commercial spot. I take promotional inventory that would normally have a promotional spot in it and give it back to the sales department, saying, "Here's a promotional spot. I'll give you one an hour."

Therefore, whatever I would have had in that time period is now sales inventory and it's managed by the GSM. The spot would say something like, "Bose and Continental Airlines offer you the opportunity to enter retail shop X, try Bose's Wave [brand] radio and get a chance to win it." This was something to which I attached our logo because the message made sense intrinsically, although I rarely do that with supermarket products. In guiding any effort, it's important that sales management see when something doesn't fit the station.

**DM:** There are a lot of advertisers that want to be on our station, but who don't really fit promotionally for giveaways. Our Non-Traditional Revenues (NTR) Department, which stands alone but works in conjunction with Marketing & Promotion, does a lot of in-spot promoting, which is transparent from the station itself and also works with manufacturers' revenues.

An NTR person might develop a program for Albertson's supermarket where they contact manufacturers to see whether they have money to put forward for a promotion

that is marketed on the station, but isn't necessarily taken on as an Oasis event. We're having a lot of success with this approach and it's generating a lot of additional revenue. We also do sponsorship revenue for all of our events that are promoted on the air, as most stations probably do. Something I wish we did more of is contact a manufacturer like Pepsi for ad dollars we might put on the air when we're doing a promotion or listener-appreciation concert that could qualify them for a sponsorship level. But there are also dollars that are event dollars that we're not going after enough that are in addition to those advertising dollars.

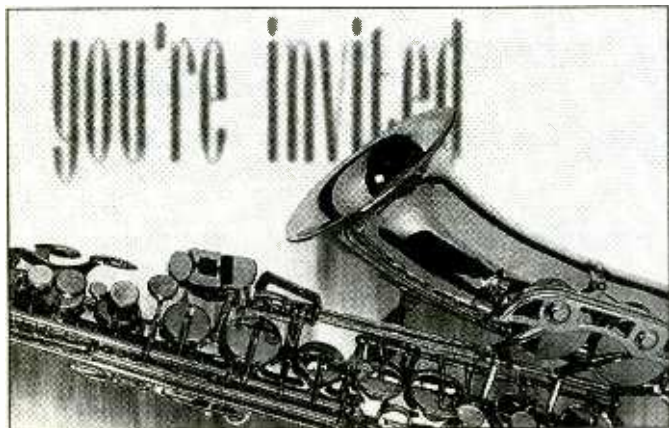
**DV:** Then there's the agency that's got a cost-per-point and the sales team is constantly being told, "Bring the sponsor in at cost-per-point, but what can you do to give them added value?" You've got to walk that line with the ad agency and get them up to speed or go to directly to the manufacturer or client making sure the lines don't get blurred. Many times there are discretionary dollars that aren't committed and you must learn to take advantage of that.

**SL:** In Chicago, we are definitely moving toward non-spot revenues, and we've worked very hard in the past couple of years to teach our sales team that all events do not come into the station from agencies anymore. We've developed close to half a million dollars in completely non-traditional radio — no spot included. When someone comes to us for added value they don't get pitched an event, but they might get pitched a sponsorship on the air. We don't give events away.

For example, Bose had some radio advertising that they were spending on WNUA. But we went back to them and said, "You really should be part of our outdoor Navy Pier series [of concerts]. Your speakers are there. It will cost you \$25,000 to be out there for the whole summer. You'll receive hospitality, you can do a display and sampling to the audience, and you'll get on-air for \$25,000 above and beyond your schedule." We've learned to put together packages and the sales team sees how to get these extra dollars — and it doesn't have anything to do with the agencies.

## TALK BACK TO R&R!

Do you have questions, comments, or feedback regarding this column or other issues? Call me at (310) 788-1665 or e-mail: archer@ronline.com



**AN 'A' LIST INVITATION** — WNUA/Chicago recently created a series of direct-mail pieces inviting workplace listeners to listen and win. The reply card enclosed with the forced listening invitation resulted in a substantial increase in the station's database.

JUNE 7, 1996

3W	2W	1W	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS				TOTAL STATIONS/ADDS
					TW	LW	2W	3W	
			1	<b>DOC POWELL</b> Sunday Mornin' ( <i>Discovery</i> )	535	533	534	528	49/1
			2	<b>HERBIE HANCOCK</b> Thieves In The Temple ( <i>Verve</i> )	528	515	547	541	52/0
			3	<b>RIPPINGTONS</b> Hideaway ( <i>GRP</i> )	525	457	494	504	46/2
			4	<b>COUNT BASIC</b> Joy And Pain ( <i>Instinct</i> )	488	418	485	514	43/0
			5	<b>GEORGE JINDA</b> Just My Imagination ( <i>Shanachie</i> )	471	444	486	489	45/0
			6	<b>ED HAMILTON</b> Gray Day ( <i>Telarc</i> )	442	401	385	400	48/0
			7	<b>HERB ALPERT</b> My Funny Valentine ( <i>Almo Sounds/Geffen</i> )	418	398	416	413	41/0
15	12	12	8	<b>ED CALLE</b> Me And Mrs. Jones ( <i>Sony Latin Jazz</i> )	381	328	338	332	34/0
13	10	9	9	<b>JOE SAMPLE</b> Hippies On A Corner ( <i>Warner Bros.</i> )	374	359	355	335	45/1
6	7	8	10	<b>VIBRAPHONIC</b> Can't Get Enough ( <i>Hollywood</i> )	371	370	409	438	40/0
12	14	11	11	<b>EARL KLUGH</b> Maybe Tonight ( <i>Warner Bros.</i> )	366	342	330	338	46/0
9	9	10	12	<b>PETE ESCOVEDO</b> All This Love ( <i>Concord</i> )	356	351	369	369	38/0
—	30	13	13	<b>MARILYN SCOTT</b> I'm Calling You ( <i>Warner Bros.</i> )	349	316	210	112	42/2
22	19	26	14	<b>RICK BRAUN</b> Club Harlem ( <i>Mesa/Bluemoon</i> )	315	243	276	277	28/0
—	27	19	15	<b>BRYAN SAVAGE</b> Cat Food ( <i>Elation</i> )	300	278	246	212	50/3
<b>BREAKER</b>			16	<b>RICHARD ELLIOT</b> I'll Make Love To You ( <i>Blue Note</i> )	297	202	190	186	33/0
14	11	15	17	<b>JOHN TESH PROJECT</b> Fragile ( <i>GTSP</i> )	296	299	351	335	32/1
<b>BREAKER</b>			18	<b>JOE MCBRIDE</b> Highland Park ( <i>Heads Up</i> )	282	216	146	10	44/3
<b>BREAKER</b>			19	<b>DOUG CAMERON</b> Rendezvous ( <i>Higher Octave</i> )	282	273	264	264	43/0
24	20	16	20	<b>PAMELA WILLIAMS</b> Castine ( <i>Heads Up</i> )	282	282	270	273	43/0
11	13	14	21	<b>GEORGE MICHAEL</b> Jesus To A Child ( <i>DreamWorks/Geffen</i> )	280	307	334	343	36/0
17	15	18	22	<b>BOB MAMET</b> Morningside ( <i>Atlantic</i> )	276	279	306	325	26/0
19	16	21	23	<b>SLIM MAN</b> There For You ( <i>GES</i> )	272	271	290	298	34/0
20	17	17	24	<b>LIONEL RICHIE</b> Don't Wanna Lose You ( <i>Mercury</i> )	266	279	289	296	35/0
—	28	28	25	<b>SPYRO GYRA</b> Heart Of The Night ( <i>GRP</i> )	261	230	239	196	40/2
26	24	24	25	<b>OLETA ADAMS</b> We Will Meet Again ( <i>Fontana/Mercury</i> )	261	247	259	262	34/0
21	18	22	27	<b>TONI BRAXTON</b> Let It Flow ( <i>Arista</i> )	261	267	286	291	29/0
<b>DEBUT</b>			28	<b>BONEY JAMES</b> Lights Down Low ( <i>Warner Bros.</i> )	252	214	124	141	35/4
29	25	23	29	<b>CRAIG CHAQUICO</b> Autumn Blue ( <i>Higher Octave</i> )	248	247	255	245	39/0
28	29	27	30	<b>TONY RICH PROJECT</b> Nobody Knows ( <i>LaFace/Arista</i> )	245	232	236	251	28/0

This chart reflects airplay from May 22-28. Songs ranked by total plays. Highlighted songs indicate Breaker.  
54 NAC reporters. 49 current playlists. © 1996, R&R Inc.

## BREAKERS®

<b>RICHARD ELLIOT</b> I'll Make Love To You ( <i>Blue Note</i> )			TOTAL PLAYS/INCREASE 297/95	TOTAL STATIONS/ADDS 33/0	CHART 16
<b>JOE MCBRIDE</b> Highland Park ( <i>Heads Up</i> )			TOTAL PLAYS/INCREASE 282/66	TOTAL STATIONS/ADDS 44/3	CHART 18
<b>DOUG CAMERON</b> Rendezvous ( <i>Higher Octave</i> )			TOTAL PLAYS/INCREASE 282/9	TOTAL STATIONS/ADDS 43/0	CHART 19

## MOST ADDED®

ARTIST TITLE LABEL(S)	ADDS
<b>DAVE CAMP</b> Torrid Rain ( <i>Blue Orchid</i> )	7
<b>RAMSEY LEWIS</b> Les Fleur ( <i>GRP</i> )	7
<b>BRIAN CULBERTSON</b> Close To You ( <i>Mesa/Bluemoon</i> )	4
<b>BONEY JAMES</b> Lights Down Low ( <i>Warner Bros.</i> )	4
<b>EVERYTHING BUT THE GIRL</b> The Heart Remains... ( <i>Atlantic</i> )	3
<b>JOE MCBRIDE</b> Highland Park ( <i>Heads Up</i> )	3
<b>BRYAN SAVAGE</b> Cat Food ( <i>Elation</i> )	3
<b>TOM SCOTT</b> Tom Cat ( <i>GRP</i> )	3
<b>NESTOR TORRES</b> My Patricia ( <i>Sony Latin Jazz</i> )	3
<b>CHRIS CAMOZZI</b> With Every Beat Of My Heart ( <i>Higher Octave</i> )	2
<b>DAVE CAMP</b> Tinman ( <i>Blue Orchid</i> )	2
<b>DARYLE CHINN</b> My Summer Love ( <i>MoJAZZ/Motown</i> )	2
<b>BILL EVANS</b> The Sunday After ( <i>Escapade</i> )	2

## MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
<b>RAMSEY LEWIS</b> Les Fleur ( <i>GRP</i> )	+104
<b>RICHARD ELLIOT</b> I'll Make Love To You ( <i>Blue Note</i> )	+95
<b>RICK BRAUN</b> Club Harlem ( <i>Mesa/Bluemoon</i> )	+72
<b>COUNT BASIC</b> Joy And Pain ( <i>Instinct</i> )	+70
<b>RIPPINGTONS</b> Hideaway ( <i>GRP</i> )	+68
<b>JOE MCBRIDE</b> Highland Park ( <i>Heads Up</i> )	+66
<b>KEN NAVARRO</b> My Lucky Stars ( <i>Positive</i> )	+63
<b>DAVE CAMP</b> Torrid Rain ( <i>Blue Orchid</i> )	+54
<b>ED CALLE</b> Me And Mrs. Jones ( <i>Sony Latin Jazz</i> )	+53
<b>BRIAN CULBERTSON</b> Close To You ( <i>Mesa/Bluemoon</i> )	+47

Breakers: Songs registering 275 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.

## NEW & ACTIVE

<b>BRIAN CULBERTSON</b> Close To You ( <i>Mesa/Bluemoon</i> ) Total Plays: 237, Total Stations: 37, Adds: 4	<b>RICHARD ELLIOT</b> City Speak ( <i>Blue Note</i> ) Total Plays: 157, Total Stations: 18, Adds: 0	<b>SPYRO GYRA</b> Westwood Moon ( <i>GRP</i> ) Total Plays: 92, Total Stations: 11, Adds: 1
<b>BILL EVANS</b> The Sunday After ( <i>Escapade</i> ) Total Plays: 226, Total Stations: 36, Adds: 2	<b>J MICHAEL VERTA</b> Night Of Orion ( <i>Brainchild</i> ) Total Plays: 148, Total Stations: 21, Adds: 0	<b>DAVE CAMP</b> Torrid Rain ( <i>Blue Orchid</i> ) Total Plays: 88, Total Stations: 22, Adds: 7
<b>MICHAEL ROSS</b> Last Love Letter ( <i>Mihi</i> ) Total Plays: 225, Total Stations: 35, Adds: 0	<b>JOSEPH VINCELLI</b> Friendly Advice ( <i>Breakaway</i> ) Total Plays: 147, Total Stations: 27, Adds: 2	<b>JOE MCBRIDE</b> After Sunset ( <i>Heads Up</i> ) Total Plays: 86, Total Stations: 14, Adds: 1
<b>PAUL TAYLOR</b> Set Me Free ( <i>Countdown/Unity</i> ) Total Plays: 211, Total Stations: 24, Adds: 1	<b>RAMSEY LEWIS</b> Les Fleur ( <i>GRP</i> ) Total Plays: 134, Total Stations: 32, Adds: 7	<b>RICHARD ELLIOT</b> When The Lights Go Out ( <i>Blue Note</i> ) Total Plays: 84, Total Stations: 14, Adds: 0
<b>ANGELA BOFILL</b> All She Wants (Is Love) ( <i>Shanachie/Cachet</i> ) Total Plays: 209, Total Stations: 27, Adds: 1	<b>KEN NAVARRO</b> My Lucky Stars ( <i>Positive</i> ) Total Plays: 115, Total Stations: 20, Adds: 2	<b>LIONEL RICHIE</b> Piece Of Love ( <i>Mercury</i> ) Total Plays: 69, Total Stations: 8, Adds: 1
<b>J. MICHAEL VERTA</b> Time Line ( <i>Brainchild</i> ) Total Plays: 198, Total Stations: 29, Adds: 0	<b>DARYLE CHINN</b> My Summer Love ( <i>MoJAZZ/Motown</i> ) Total Plays: 106, Total Stations: 19, Adds: 2	<b>TINA ARENA</b> Message ( <i>Epic</i> ) Total Plays: 48, Total Stations: 9, Adds: 1
<b>FREDDIE RAVEL</b> Sailaway (Navegando...) ( <i>Verve</i> ) Total Plays: 180, Total Stations: 34, Adds: 0	<b>DOC POWELL</b> Laid Back ( <i>Discovery</i> ) Total Plays: 98, Total Stations: 16, Adds: 2	<b>MARILYN SCOTT</b> Bird Of Beauty ( <i>Warner Bros.</i> ) Total Plays: 46, Total Stations: 8, Adds: 0

Songs ranked by total plays

**ROYCE CAMPBELL**  
A Tribute to HENRY MANCINI

ROYCE CAMPBELL / GUITAR BRUCE BARTH / PIANO  
BILL MORING / BASS TERRY CLARKE / DRUMS

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A Tribute to HENRY MANCINI

**NAC Radio Response!**

"...Royce Campbell's fresh Mancini classics are a welcome addition to the River's playlist..."  
*Doug Wulff/MD/KRVR*

"Royce Campbell's Tribute to Henry Mancini... a Major Release! ... Especially accessible is 'Pink Panther' (Cut/9)"  
*Steve Huntington/PD/WLOQ*

"...Our audience deserves to hear this!... We are playing 'Pink Panther' (Cut/9) 'Charade' (Cut/1) and 'Moon River'(Cut/3)."  
*Bob Miller/PD/WEVZ*

To not play several tracks from Royce's tribute to his mentor, Henry Mancini, would be a musical injustice to any station's audience!  
*Puts Royce on a whole new level!*  
*Terry James/PD/WEBZ*

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Promotion: Don Graham (213) 969-8422

JUNE 7, 1996

3W	2W	LW	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS	W <sup>+</sup> PLAYS	EMPHASIS TRACKS (PLAYS)
1	1	1	1	<b>1</b> RIPPINGTONS Brave New World (GRP)	764	+40	"Hideaway" (525) "First" (158) "Brave" (39)
2	2	2	2	<b>2</b> DOC POWELL Laid Back (Discovery)	696	+8	"Sunday" (535) "Laid" (98) "Dance" (23)
3	3	4	3	<b>3</b> COUNT BASIC Movin' In The Right Direction (Instinct)	636	+71	"Joy" (488) "Move" (121) "Got" (27)
11	8	7	4	<b>4</b> RICHARD ELLIOT City Speak (Blue Note)	623	+96	"Make" (297) "City" (157) "Lights" (84)
6	5	3	5	<b>5</b> HERB ALPERT Second Wind (Almo Sounds/Geffen)	608	+4	"Valentine" (418) "Second" (125) "Wherever" (27)
5	4	5	6	<b>6</b> GEORGE JINDA Between Dreams (Shanachie)	559	+18	"Just" (471) "Dreams" (75) "Brokenhearted" (8)
8	7	6	7	<b>7</b> EARL KLUGH Sudden Burst Of Energy (Warner Bros.)	556	+22	"Maybe" (366) "Wiggle" (47) "Happy" (46)
7	6	8	8	<b>8</b> HERBIE HANCOCK The New Standard (Verve)	529	+13	"Thieves" (528) "Norwegian" (1)
12	9	9	9	<b>9</b> ED HAMILTON Planet Jazz (Telarc)	513	+28	"Gray" (442) "Better" (32) "Planet" (16)
4	11	10	10	<b>10</b> BONEY JAMES Seduction (Warner Bros.)	458	+20	"Lights" (252) "Sunshine" (113) "Camouflage" (37)
—	—	23	11	<b>11</b> JOE MCBRIDE Keys To Your Heart (Heads Up)	454	+90	"Highland" (282) "Sunset" (86) "People" (26)
27	20	16	12	<b>12</b> SPYRO GYRA Heart Of The Night (GRP)	441	+45	"Night" (261) "Westwood" (92) "Surrender" (31)
—	—	17	13	<b>13</b> MARILYN SCOTT Take Me With You (Warner Bros.)	429	+37	"Calling" (349) "Beauty" (46) "Again" (15)
21	16	13	14	<b>14</b> JOE SAMPLE Old Places Old Faces (Warner Bros.)	421	+13	"Hippies" (374) "Places" (35) "Miles" (7)
9	10	11	15	<b>15</b> AVENUE BLUE Naked City (Mesa/Bluemoon)	417	-5	"Conversation" (212) "Naked" (109) "Baby" (54)
10	12	12	16	<b>16</b> VIBRAPHONIC Vibraphonic 2 (Hollywood)	414	-1	"Enough" (371) "Light" (23) "Vibes" (17)
22	23	26	17	<b>17</b> ED CALLE DoubleTalk (Sony Latin Jazz)	407	+56	"Jones" (381) "You" (12) "Autumn" (9)
19	17	15	18	<b>18</b> LIONEL RICHIE Louder Than Words (Mercury)	406	+9	"Lose" (266) "Piece" (69) "Paradise" (30)
18	14	14	19	<b>19</b> FREDDIE RAVEL Sol To Soul (Verve)	400	0	"Sailaway" (180) "Erotika" (148) "Sol" (39)
—	26	20	20	<b>20</b> J MICHAEL VERTA Time Line (Brainchild)	390	+18	"Time" (198) "Orion" (148) "Toys" (25)
25	25	18	21	<b>21</b> PAMELA WILLIAMS Saxtress (Heads Up)	389	+10	"Castine" (282) "Saxtress" (29) "Slow" (16)
—	27	27	22	<b>22</b> BRIAN CULBERTSON After Hours (Mesa/Bluemoon)	383	+34	"Close" (237) "After" (70) "Take" (40)
14	13	21	23	<b>23</b> JOHN TESH PROJECT Discovery (GTSP)	382	+11	"Fragile" (296) "Follow" (38) "Let" (24)
—	28	—	24	<b>24</b> RICK BRAUN Beat Street (Mesa/Bluemoon)	365	+71	"Harlem" (315) "Philadelphia" (14) "Papa" (13)
16	21	24	25	<b>25</b> PETE ESCOVEDO Flying South (Concord)	360	+5	"Love" (356) "Flying" (4)
13	15	22	26	<b>26</b> SLIM MAN Closer To Paradise (GES)	360	-8	"There" (272) "Language" (29) "Another" (19)
24	19	19	27	<b>27</b> CRAIG CHAQUICO A Thousand Pictures (Higher Octave)	358	-16	"Autumn" (248) "Friends" (46) "Sweet" (22)
—	—	30	28	<b>28</b> BRYAN SAVAGE Cat Food (Elation)	349	+22	"Cat" (300) "Paris" (16) "Enchantment" (12)
17	30	—	29	<b>29</b> PAUL TAYLOR On The Horn (Countdown/Unity)	345	+35	"Free" (211) "Meet" (108) "True" (9)
20	24	29	30	<b>30</b> SOUNDTRACK Waiting To Exhale (Arista)	339	-2	"Flow" (261) "Exhale" (31) "Dancin'" (23)

This chart reflects airplay from May 22-28. Albums ranked by total plays, with plays from all cuts from an album combined.  
54 NAC reporters. 49 current playlists. © 1996, R&R Inc.

## NAC NOTES By Carol Archer

**C**ongratulations to Richard Elliot for securing a huge chart move with "I'll Make Love To You" (Blue Note), which debuts at 16\*/Breaker this week. The album jumped 7-4, too. A closer-than-usual look at the NAC Playlists page will reveal dramatic increases in rotation on this track and a few other currents. WJZW/Washington, for example, moved Elliot from five to 31 plays, WVAE/Cincinnati increased play from four to 21, and from seven to 23 at KLJZ/New Orleans.

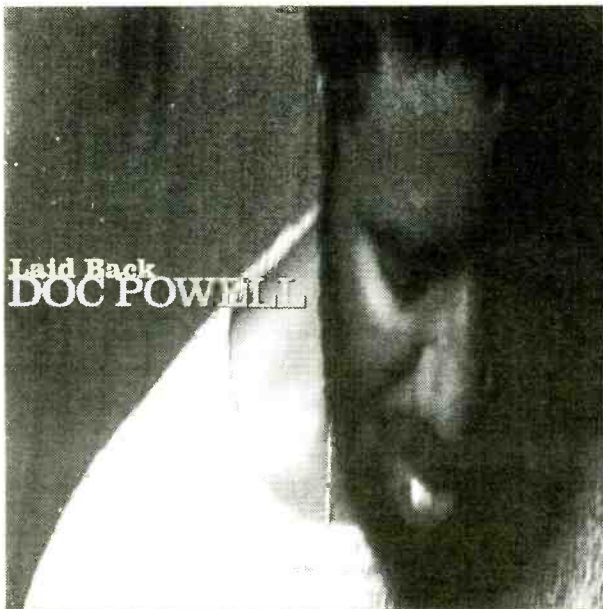
My thanks to KQBR/Sacramento PD Lawrence Tanter for the reminder that, if Ramsey Lewis's "Les Fleur" sounds uncannily familiar, it may be because Lewis

has covered his version that appears on the late-'60s Cadet album, "Mother Nature's Son." It's very hot as top Most Increased at +107 plays and Most Added, too. New play includes an add at WQCD/N.Y. and a move up to 11 plays at WNUA/Chicago.

When the other Most Added track of the week, Dave Camp's "Torrid Rain" (Blue Orchid) also picked up seven new reports, you may be certain that Broadcast Architecture made no recommendations this week. Camp gained +54 plays and new airplay at KYOT/Phoenix, WNWW/Cleveland, and KHHH/Denver, among others.

File this under "music beyond airplay." For a tran-

scendant listening experience, check out Me'Shell Ndegeocello's magnificent new CD, "Peace Beyond Passion" (Maverick/Reprise), especially the track "God Shiva." The amount of editing and remixing involved to make the track acceptably smooth for NAC would be, in the words of KTWV/L.A. APD/MD Ralph Stewart, "sacrilegious." But artistry at this level shouldn't be missed for its sheer beauty and inconoclastism. There isn't a weak cut on the entire album (and how often can you say that?). If I programmed a station in nearly any other format, I'd add the track "Leviticus Faggot" into power rotation so fast, it would make your head spin!



# DOC POWELL

## Laid Back

THE FIRST SINGLE:

### "Sunday Mornin'"

# #1 Track #2 Album

Thanks NAC Radio!!!

Contact: Leigh Armistead  
Discovery Records  
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Stations and their adds by track listed alphabetically by market

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LIONEL RICHIE "Piece"  
SIMPLY RED "Remembering"  
JEFF & JOAN BEAL "Then"  
CHER "One"  
CRAIG CHAQUICO "Navajo"  
JOE MCBRIDE "Chit-Chat"

**KNIK/Anchorage, AK**  
PD/MD: Dean Williams  
KEN NAVARRO "Night"  
RIPPINGTONS "Hideaway"

**WJZF/Atlanta, GA**  
PD/MD: Mark Edwards  
TOM SCOTT "Eyes"  
BONEY JAMES "Sara"  
RIPPINGTONS "Hideaway"  
RAY CHEW "Walked"

**KAJZ/Austin, TX**  
PD: Doc Burns  
MD: Jay Kendal  
WALTER BEASLEY "Sake"  
RAMSEY LEWIS "Goddess"  
ALPHONSE MOUZON "Samba"  
LIONEL RICHIE "Lovers"

**WSJZ/Buffalo, NY**  
PD: Steve Wiersman  
MD: Chris Wittingham  
No Adds

**WFAE/Charlotte, NC**  
PD: Paul Stribling  
MD: Tena Simmons  
No Adds

**WNUA/Chicago, IL**  
PD: Lee Hansen  
APD/MD: Tom Miller  
KENNY G "Champions"  
LIONEL RICHIE "Paradise"

**WNWV/Cleveland, OH**  
PD/MD: Bernie Kimble  
PAUL TAYLOR "Free"  
MARILYN SCOTT "Calling"  
BONEY JAMES "Lights"  
JOE MCBRIDE "Highland"  
DARYLE CHINN "Summer"  
RAMSEY LEWIS "Fleur"  
KEN NAVARRO "Lucky"  
JOSEPH VINCELLI "Friendly"  
BILL EVANS "Sunday"  
DAVE CAMP "Torrid"

**WVAE/Cincinnati, OH**  
PD: Rich McMillan  
No Adds

**WZJZ/Columbus, OH**  
PD: Bill Harman  
DAVE CAMP "Torrid"  
RAMSEY LEWIS "Fleur"

**KOAI/Dallas, TX**  
PD: Michael Fischer  
No Adds

**KHHH/Denver, CO**  
PD: Chris Conley  
MD: Becky Taylor  
DAVE CAMP "Torrid"  
JOHN TESH PROJECT "Fragile"

**WJZZ/Detroit, MI**  
PD: O'Neal Stevens  
MD: Rosetta Hines  
No Adds

**WVMV/Detroit, MI**  
GM/PD: Jeff "Dzzie" Sattler  
No Adds

**WGUF/Ft. Myers, FL**  
PD: Michael Bode  
MD: Greg Hammonds  
MISHA "Moonlight"  
NESTOR TORRES "Patricia"

**KEZL/Fresno, CA**  
PD/MD: Mike Vasquez  
JOSEPH VINCELLI "Friendly"

**KUCD/Honolulu, HI**  
PD: Mahlon Moore  
No Adds

**WFSJ/Jacksonville, FL**  
PD: Hank Dole  
MD: Craig Williams  
RAMSEY LEWIS "Fleur"

**KCIY/Kansas City, MO**  
PD: Bret Michael  
MD: Michelle Chase  
SPECIAL EFX "Sunset"

**WEZV/Lafayette, IN**  
PD/MD: Bob Miller  
BREWER & MCCANDLESS "Santa"  
BREWER & MCCANDLESS "Valentine"

**KTWV/Los Angeles, CA**  
PD: Chris Brodie  
APD/MD: Ralph Stewart  
No Adds

**WALJ/Macon, GA**  
DM/PD/MD: Bob Davis  
ANGELA BOFILL "All"

**WLVE/Miami, FL**  
PD: Shirley Maldonado  
MD: Geoff Fischer  
NESTOR TORRES "Patricia"

**WQFM/Milwaukee, WI**  
PD: Fred Heller  
DAVE CAMP "Tinman"  
MIKE POST "Evening"  
DOC POWELL "Laid"

**KMJZ/Minneapolis, MN**  
PD/MD: Tom Sleeker  
EVERYTHING BUT... "Heart"  
RAMSEY LEWIS "Fleur"

**KSBR/Mission Viejo, CA**  
PD/MD: Terry Wedel  
ED HAMILTON "Planet"  
VIBRAPHONIC "Light"

**KRVR/Modesto, CA**  
PD: Jim Bryan  
MD: Doug Wulff  
ROYCE CAMPBELL "Pink"  
ROYCE CAMPBELL "Charade"  
DOUGLAS SPOTTED... "House"  
DOUGLAS SPOTTED... "Native"  
JEFF ORDER "Stepping"  
BRIAN CULBERTSON "Take"  
JEFF LORBER "PCH"  
JEFF LORBER "State"  
JEFF LORBER "Spaces"

**KXDC/Monterey, CA**  
PD/MD: Scott D'Brien  
CHRIS CAMOZZI "Beat"  
TOM SCOTT "Tom"  
TOM SCOTT "Eyes"  
EVERYTHING BUT... "Heart"  
DOC POWELL "Laid"  
JEFF & JOAN BEAL "Pitter"  
BRYAN SAVAGE "Cat"  
MISHA "Rain"  
EARL KLUGH "Sunset"

**KLJZ/New Orleans, LA**  
PD/MD: Michael Grayson  
No Adds

**Smooth FM/New York, NY**  
APD/MD: Haneen Hunter  
BRIAN CULBERTSON "Close"  
SPYRO GYRA "Night"

**WQCD/New York, NY**  
PD: Fleetwood Gruver  
APD/MD: Steve Williams  
RONNY JORDAN "Closer"  
RAMSEY LEWIS "World"  
RAMSEY LEWIS "Fleur"  
HOUSTON & WINANS "Count"

**WJCD/Norfolk, VA**  
PD: Maxine Todd  
MD: Larry Hollowell  
DAVE CAMP "Torrid"  
JEFF LORBER "Spaces"

**KTNT/Oklahoma City, OK**  
MD: Stephanie Stewart  
CHRIS CAMOZZI "Beat"  
BLUE KNIGHTS "Missing"

**WLOQ/Orlando, FL**  
PD: Steve Huntington  
MD: Bob Church  
NESTOR TORRES "Patricia"  
BOB JAMES TRIO "James"  
RIPPINGTONS "Urban"  
LA VIENTA "Friends"  
KIM WATERS "Mickey"  
TOM SCOTT "Tom"  
BONEY JAMES "Lights"  
MICHAEL TOMLINSON "Alive"  
WAYNE GRATZ "Git"  
ERIC CLAPTON "Change"  
KENNY VANCE "Magic"

**KYDT/Phoenix, AZ**  
PD/MD: Nick Francis  
BRYAN SAVAGE "Cat"  
DOC POWELL "Sunday"  
CHRIS CAMOZZI "Ring"  
DAVE CAMP "Torrid"  
PHIL UPCHURCH "Blues"

**KKJZ/Portland, OR**  
PD/MD: Shaun Yu  
EARL KLUGH "Sunset"  
BONEY JAMES "Washington"  
EVERYTHING BUT... "Heart"

**KQBR/Sacramento, CA**  
PD: Lawrence Tanter  
ALPHONSE MOUZON "Seduction"  
TOM SCOTT "Poem"

**KSSJ/Sacramento, CA**  
PD/MD: Don Langford  
DAVE CAMP "Torrid"

**KCLC/St. Charles, MO**  
PD: Rich Reighard  
MD: Scott Nenninger  
BRIAN TARQUIN "Tribal"

**KBZN/Salt Lake City, UT**  
PD: Rob Riesen  
No Adds

**KCJZ/San Antonio, TX**  
PD: Norm Miller  
MD: Diane Travis  
No Adds

**KIFM/San Diego, CA**  
PD: Bob D'Connor  
MD: Kelly Cole  
BRIAN TARQUIN "What"  
BRIAN TARQUIN "Ghost"  
CHECKFIELD "Calypso"  
BOB JAMES TRIO "Nightcrawl"  
AARON NEVILLE "Imagine"  
TOM SCOTT "Bluestreak"

**KKSF/San Francisco, CA**  
PD: Steve Feinstein  
BRYAN SAVAGE "Cat"  
RAY CHEW "BRC"  
TOM SCOTT "Poem"  
TOM SCOTT "Tom"  
MCGRIFF & CRAWFORD "Movin"  
LIV & LET LIV "Pachelbel"  
PHILIP RILEY "Runes"  
JEFF LINSKY "Nightfall"  
JEFF LINSKY "Miguel"  
JEFF LINSKY "Farewell"  
WAYNE GRATZ "Sunrise"  
JEFF & JOAN BEAL "Gathering"  
JEFF & JOAN BEAL "Then"  
JEFF & JOAN BEAL "Child"  
RON AFFIF TRIO "Sang"

**KJZY/Santa Rosa, CA**  
PD: Gordon Zlot  
MD: Rob Singleton  
GEORGE MICHAEL "Move"  
RAMSEY LEWIS "Fleur"  
JOE MCBRIDE "Sunset"  
SPYRO GYRA "Night"  
SPYRO GYRA "Westwood"

**KWJZ/Seattle, WA**  
MARILYN SCOTT "Calling"  
BONEY JAMES "Lights"  
JOE MCBRIDE "Highland"  
DARYLE CHINN "Summer"  
BILL EVANS "Sunday"  
BRIAN CULBERTSON "Close"

**WSJT/Tampa, FL**  
PD/MD: Ross Block  
BONEY JAMES "Lights"  
TINA ARENA "Message"  
BRIAN CULBERTSON "Close"

**WJZE/Toledo, OH**  
PD/MD: Brian Lorenzen  
HERB ALPERT "Flirtation"  
CHRIS CAMOZZI "Young"  
DAVE CAMP "Saxrap"  
BRIAN CULBERTSON "Close"  
BILL EVANS "Escape"  
JOE MCBRIDE "Highland"  
JOE SAMPLE "Hippies"  
JOHN TESH PROJECT "Let"  
VIBRAPHONIC "Light"

**KOAS/Tulsa, OK**  
DAVE CAMP "Torrid"  
RAMSEY LEWIS "Fleur"  
KEN NAVARRO "Lucky"  
GRADY NICHOLS "Between"

**WJZW/Washington, DC**  
PD/MD: Steve Kosbau  
No Adds

54 Total Reporters  
54 Current Reporters  
49 Current Playlists

Reported Frozen Playlist (3):  
WJZZ/Philadelphia, PA  
KBLX/San Francisco, CA  
WEBZ/Panama City, FL

Did Not Report, Playlist  
Frozen (2):  
WOAZ/Boston, MA  
WTCR/Raleigh, NC

# NAC PLAYLISTS

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FIND COMPLETE PLAYLISTS FOR ALL NAC REPORTERS ON R&R ONLINE

**Smooth Jazz**  
**CD 101.9**  
**MARKET #1**  
**WQCD/New York**  
(212) 210-2769  
Gruber/Williams

PLAYS	SW	ZW	LW	TW	ARTIST/TITLE
12	9	9	12		WHITNEY HOUSTON/Dancin' On...
5	9	9	12		JOE SAMPLE/Hippies On A Corner
3	10	11	12		MARILYN SCOTT/T'm Calling You
10	11	11	12		NAJEE/Wish
12	-	-	12		GEORGE JINDA/Just My Imagination
12	10	10	12		TONI BRAXTON/Let It Flow
12	10	10	12		TONY RICH PROJECT/Nobody Knows
11	-	-	11		JOE MCBRIDE/After Sunset
5	-	-	11		BILL EVANS/The Sunday After
3	-	-	11		ED HAMILTON/Gray Day
9	11	11	11		QUINCY JONES/F/TAMIA/You Put A Move On...
12	-	-	11		HERB ALPERT/My Funny Valentine
11	11	11	10		TOLEDO/Bahia
11	11	11	10		RICHARD ELLIOT/City Speak
10	-	-	10		BRIAN CULBERTSON/Close To You
11	12	12	10		GEORGE MICHAEL/Jesus To A Child
10	10	10	10		LIONEL RICHELIE/Don't Wanna Lose You
10	10	10	10		SPECIAL EPX/Seduction
10	10	10	10		WILL DOWNING/Don't Wait For Love
10	11	11	10		JOHN TESH PROJECT/Fragile
10	8	8	8		MARC ANTOINE/First Rain
7	11	11	9		MICHAEL VERTA/Night Of Orion
10	10	10	8		EARL KLUGH/Maybe Tonight
8	9	9	8		RIPPINGTONS/Hideshow
6	6	6	7		BRYAN SAVAGE/Cat Food
5	5	5	5		J MICHAEL VERTA/Night Of Orion
4	5	5	5		JAZZMASTERS/Slomotion
6	4	4	6		STRANGE CARGO/Ei Ninjo
6	6	6	6		DOUG CAMERON/Rendezvous

**THE WAVE**  
**94.7 KTUV**  
**MARKET #2**  
**KTUV/Los Angeles**  
(213) 466-9283  
Brodie/Stewart

PLAYS	SW	ZW	LW	TW	ARTIST/TITLE
10	11	11	13		ADRIAN GURVITZ/Images
11	13	13	13		ED HAMILTON/Gray Day
12	12	12	12		AVENUE BLUE/Conversation
12	12	12	12		THOM ROTELLA/Talk 2 Me
12	12	12	12		HERBIE HANCOCK/Thieves In...
10	14	11	12		DOC POWELL/Sunday Mornin'
11	9	9	12		GEORGE JINDA/Just My Imagination
9	11	10	12		HERB ALPERT/My Funny Valentine
13	11	11	11		RIPPINGTONS/Hideshow
12	12	14	11		BLUE KNIGHTS/Missing You
7	7	7	11		JOE SAMPLE/Hippies On A Corner
10	11	11	10		PETE ESCOVEDO/All This Love
7	11	9	10		BONEY JAMES/Lights Down Low
10	8	9	10		WHITNEY HOUSTON/She's So Deep (Shoop Shoop)
11	12	9	9		CRAIG CHAQUICO/Autumn Blue
10	9	10	9		STING/It Was Brought To...
8	9	9	8		LIONEL RICHELIE/Paradise
5	8	8	8		TINA ARENA/Message
8	9	8	8		VIBRAPHONIC/Can't Get Enough
9	7	7	8		TONI BRAXTON/Let It Flow
9	7	7	8		BOBBY CALDWELL/Don't Ask Me...
8	8	8	8		STEVE LAURY/Gloria Ann
6	8	8	8		JOHN TESH PROJECT/Fragile
8	8	8	8		J MICHAEL VERTA/Night Of Orion
8	9	8	8		DOUG CAMERON/Rendezvous
9	9	8	8		SIMPLY RED/So Many People
8	8	8	8		RICHARD ELLIOT/Make Love To...
8	8	8	8		MARC ANTOINE/Ei Matador
9	7	7	7		BOB MAMET/Morningside
9	8	7	7		GEORGE MICHAEL/Jesus To A Child

**WNUA 95.5**  
**Smooth Jazz**  
**MARKET #3**  
**WNUA/Chicago**  
(312) 645-9550  
Hansen/Miller

PLAYS	SW	ZW	LW	TW	ARTIST/TITLE
1	9	9	12		SPYRO GYRA/Heart Of The Night
6	11	11	12		BRIAN CULBERTSON/Close To You
8	12	12	11		DOC POWELL/Sunday Mornin'
-	-	-	11		RAMSEY LEWIS/Les Fleur
11	9	9	11		HERB ALPERT/My Funny Valentine
10	9	9	10		BOB THOMPSON/Sometimes I Feel...
8	8	8	10		JOHN TESH PROJECT/Love With Follow
8	8	8	10		SPRAY/Modestly Funny
-	7	7	10		MARILYN SCOTT/T'm Calling You
9	8	8	10		JOE MCBRIDE/Highland Park
9	8	8	10		BONEY JAMES/Lights Down Low
-	-	-	10		KERRY G/The Champions Theme
7	9	9	10		BOBBY CALDWELL/Walk On By
9	10	10	10		RICK BRAUN/Club Harlem
9	10	10	10		BLUE KNIGHTS/Voice Beach
8	6	6	10		OLETA ADAMS/Slow Motion
9	9	9	9		BRYAN SAVAGE/Cat Food
11	9	9	9		PAMELA WILLIAMS/Castine
10	11	11	9		THOM ROTELLA/Don't You Worry
10	10	10	9		RIPPINGTONS/Hideshow
9	10	9	9		PIECES OF A DREAM/For You
7	10	9	9		MAYS/Can We Change...
10	9	9	9		EARL KLUGH/Maybe Tonight
10	10	9	9		HERBIE HANCOCK/Thieves In...
9	10	9	9		ED HAMILTON/Gray Day
9	9	9	9		RICHARD ELLIOT/All I Need
10	9	9	9		BRIAN HUGHES/Pamela
8	9	9	9		EARL KLUGH/Sunset Island
7	7	7	7		LIONEL RICHELIE/Piece Of Love
7	7	7	7		ALEX BIGNARD/Hello My Mind
7	7	7	7		CRAIG CHAQUICO/Just Friends
2	7	7	7		HERBIE HANCOCK/Thieves In...
7	7	7	7		BRIAN HUGHES/Pamela
7	7	7	7		EARL KLUGH/Sunset Island
7	7	7	7		LIONEL RICHELIE/Piece Of Love
7	7	7	7		MICHAEL ROSS/Last Love Letter

**KKSF 103.7 FM**  
**Smooth Jazz**  
**MARKET #4**  
**KKSF/San Francisco**  
(415) 975-5555  
Feinstein

PLAYS	SW	ZW	LW	TW	ARTIST/TITLE
8	10	11	11		DOC POWELL/Laid Back
5	7	7	8		BRIAN CULBERTSON/Take Your Time
7	7	7	8		BILL EVANS/The Sunday After
7	7	7	8		EVERYTHING BUT.../The Heart Remains...
8	8	8	8		GEORGE MICHAEL/Jesus To A Child
7	8	8	8		RIPPINGTONS/Hideshow
8	8	8	8		SLIM MAN/There For You
8	8	8	8		STING/La Belle Dame...
7	8	8	8		PAUL TAYLOR/T'm Meet Again
7	8	8	8		VIBRAPHONIC/Can't Get Enough
-	-	-	7		BRYAN SAVAGE/Cat Food
7	7	7	7		DOUG CAMERON/Endevous
7	7	7	7		DOUG CAMERON/Endevous
7	7	7	7		COUNT BASIC/Joy And Pain
7	7	7	7		COUNT BASIC/Joy And Pain
7	7	7	7		RICHARD ELLIOT/All I Need
7	7	7	7		BONEY JAMES/Lights Down Low
-	-	-	7		JOE MCBRIDE/High Steppin'
-	-	-	7		FREDDIE RAVEL/Sol To Soul
7	7	7	7		JOE SAMPLE/Hippies On A Corner
7	7	7	7		MARC ANTOINE/Ei Matador
6	7	7	7		BLUE KNIGHTS/Voice Beach
7	7	7	7		ALEX BIGNARD/Hello My Mind
7	7	7	7		CRAIG CHAQUICO/Just Friends
2	7	7	7		HERBIE HANCOCK/Thieves In...
7	7	7	7		BRIAN HUGHES/Pamela
7	7	7	7		EARL KLUGH/Sunset Island
7	7	7	7		LIONEL RICHELIE/Piece Of Love
7	7	7	7		MICHAEL ROSS/Last Love Letter

**WJZZ**  
**MARKET #6**  
**WJZZ/Detroit**  
(313) 871-0590  
Stevens/Hines

PLAYS	SW	ZW	LW	TW	ARTIST/TITLE
8	12	12	11		SPECIAL EPX/Night Rhythm
8	10	10	11		BONEY JAMES/Second Nature
9	12	12	10		HERB ALPERT/Second Wind
8	11	11	10		CHRIS CAMOZZI/Goose Young Man
1	9	9	10		GERALD DIMITRI/Island Princess
8	9	9	9		HERB ALPERT/Side Steppin'
8	10	10	9		DARYLE CHIN/La Casaba
9	11	11	9		RANDY CRAWFORD/Cajun Moon
8	9	9	9		RICHARD ELLIOT/City Speak
8	9	9	9		PETE ESCOVEDO/All This Love
9	11	11	9		SPYRO GYRA/Westwood Moon
10	11	11	9		VITAL INFORMATION/Rio-Liz
7	12	12	9		JELISA/Friendly Pressure
11	11	11	10		EARL KLUGH/The Whistle
10	10	10	9		BOBBY CALDWELL/Hello My Mind
10	11	11	9		KEN NAVARRO/When Night Calls
9	10	10	9		DOC POWELL/Laid Back
10	11	11	9		RIPPINGTONS/Brave New World
9	12	12	9		THOM ROTELLA/No
9	11	11	9		J MICHAEL VERTA/Toys
8	12	12	9		PAMELA WILLIAMS/The Matador...
9	11	11	8		MICHAEL DAVIS/Fish Talk
8	11	11	8		PIECES OF A DREAM/Let's Get Smooth
8	9	9	8		RICHARD ELLIOT/Down Hill (Lionel)
8	9	9	8		FOURPLAY/Just Friends
9	9	9	8		HERBIE HANCOCK/Thieves In...
8	9	9	8		GEORGE JINDA/Just My Imagination
1	7	7	8		SLIM MAN/There For You
10	9	9	8		BOBBY CALDWELL/Hello My Mind
8	9	9	8		KEN NAVARRO/Can't Get Enough

**V 98.7 FM**  
**MARKET #8**  
**WVW/Detroit**  
(810) 855-5100  
Sattler

PLAYS	SW	ZW	LW	TW	ARTIST/TITLE
2	2	2	9		PAUL TAYLOR/Set Me Free
11	11	12	12		DOC POWELL/Sunday Mornin'
11	11	11	12		PETE ESCOVEDO/All This Love
11	11	11	12		RIPPINGTONS/Hideshow
11	11	11	11		VIBRAPHONIC/Can't Get Enough
12	12	11	11		HERBIE HANCOCK/Thieves In...
-	-	-	9		BONEY JAMES/Lights Down Low
11	11	11	11		HERB ALPERT/My Funny Valentine
11	12	12	11		ED HAMILTON/Gray Day
11	11	11	11		COUNT BASIC/Joy And Pain
12	11	11	11		THOM ROTELLA/Talk 2 Me
11	11	11	11		ED CALLE/Me And Mrs. Jones
11	11	11	11		BOB MAMET/Morningside
11	11	11	10		JOHN TESH PROJECT/Fragile
12	11	11	10		GEORGE JINDA/Just My Imagination
9	8	8	9		TONI BRAXTON/Let It Flow
7	6	6	9		MAYS/Can We Change...
7	7	7	8		MCDONALD/INGRAM/PACK/Maria
7	7	7	8		RANDY CRAWFORD/Give Me The Night
9	7	7	8		OLETA ADAMS/We Will Meet Again
7	7	7	7		MARILYN SCOTT/T'm Calling You
9	7	7	7		ANGELA BOFFILL/All She Wants...
7	7	7	7		LIONEL RICHELIE/Don't Wanna Lose You
8	8	8	7		SLIM MAN/There For You
8	8	8	7		BRYAN SAVAGE/Cat Food
7	7	7	7		GEORGE MICHAEL/Jesus To A Child
7	7	7	7		TONY RICH PROJECT/Nobody Knows
8	4	4	6		MICHAEL ROSS/Last Love Letter
11	6	6	6		DOUG CAMERON/Rendezvous
6	7	7	6		BRIAN CULBERTSON/Close To You

**THE WAVE**  
**107.5 FM**  
**MARKET #7**  
**KOAI/Dallas**  
(214) 630-3011  
Fischer/Michael

PLAYS	SW	ZW	LW	TW	ARTIST/TITLE
8	8	9	22		RICK BRAUN/Club Harlem
7	10	10	21		COUNT BASIC/Joy And Pain
-	-	-	5		JOE MCBRIDE/Highland Park
9	8	12	18		RIPPINGTONS/Hideshow
-	-	-	9		AARON NEVILLE/Can't Imagine
8	7	8	12		CHANTE MOORE/Way U
9	8	7	11		WHITNEY HOUSTON/Dancin' On...
9	9	9	11		TONY RICH PROJECT/Nobody Knows
6	7	8	11		FOURPLAY/The Closer I Get...
6	6	6	10		SPYRO GYRA/Surrender
7	8	8	10		JOSEPH VINCELLI/Friendly Advice
7	8	8	10		LIONEL RICHELIE/Don't Wanna Lose You
7	9	7	10		BOB MAMET/Morningside
7	8	8	10		GEORGE MICHAEL/Jesus To A Child
7	9	8	10		PHIL COLLINS/Somewhere
10	9	7	10		PAUL TAYLOR/T'm Meet Again
-	-	-	6		BRIAN CULBERTSON/Close To You
5	4	4	9		HERBIE HANCOCK/Thieves In...
7	4	8	9		JOHN TESH PROJECT/Love Will Follow
9	8	7	9		BILL EVANS/The Sunday After
8	6	5	9		PAMELA WILLIAMS/Castine
8	10	9	9		ED HAMILTON/Gray Day
8	6	11	9		DOC POWELL/Sunday Mornin'
-	-	-	6		CHRIS CAMOZZI/Ring Of Gold
6	5	6	8		RICHARD ELLIOT/Make Love To...
9	8	8	8		RICHARD ELLIOT/When The Lights...
9	8	8	8		SPYRO GYRA/Heart Of The Night
5	6	7	8		MICHAEL ROSS/Last Love Letter
6	6	5	8		GEORGE HOWARD/Our Love
8	5	8	8		AVENUE BLUE/Conversation

**WJZZ**  
**105.9 FM**  
**MARKET #8**  
**WJZZ/Washington**  
(703) 683-3000  
Kosbau/Kosbau

PLAYS	SW	ZW	LW	TW	ARTIST/TITLE
11	11	11	34		COUNT BASIC/Joy And Pain
11	11	11	33		RICK BRAUN/Club Harlem
11	11	11	33		RIPPINGTONS/Hideshow
6	4	5	31		RICHARD ELLIOT/Make Love To...
11	11	11	31		ED CALLE/Me And Mrs. Jones
-	-	-	3		BONEY JAMES/Lights Down Low
-	-	-	3		JOE MCBRIDE/Highland Park
3	-	-	12		BRIAN CULBERTSON/Close To You
11	11	11	11		HERB ALPERT/My Funny Valentine
11	11	11	11		GEORGE JINDA/Just My Imagination
4	5	5	11		JOE SAMPLE/Hippies On A Corner
8	11	11	11		HERBIE HANCOCK/Thieves In...
12	11	11	11		DOC POWELL/Sunday Mornin'
12	11	11	11		JOHN TESH PROJECT/Fragile
6	5	5	11		ED HAMILTON/Gray Day
12	11	11	11		BOB MAMET/Morningside
11	11	11	11		PAUL TAYLOR/Set Me Free
-	-	-	11		PETE ESCOVEDO/All This Love
11	11	11	10		VIBRAPHONIC/Can't Get Enough
-	-	-	3		MARILYN SCOTT/T'm Calling You
7	7	6	9		GEORGE MICHAEL/Jesus To A Child
8	8	9	9		



CYNDEE MAXWELL

## A Site For Sore Brains

### Web sites designed by radio people help inspire creativity

Radio people are becoming Internet entrepreneurs faster than you can say World Wide Web. And while most offer their sites free, *membership* is used as a means to track who is accessing the site. Here are three online resources I've encountered in my web travels.

#### Production.Net

**Production.Net** is a free subscription service to radio production directors and creative services directors found at <http://www.production.net>. It was launched by WHJY/Providence Creative Services Director **Rob Schuler**, who says he came up with the idea to



help fill the void in the production and creative services fields. Registration is mandatory for the free site; after choosing a user name and password, you're on your way. At the site, you'll find these sections: Tech Resources; Sound, Music, and Voice Libraries; Chat; and the Ultimate Script Archive.

Production.Net's radio production-related site contains a working list of over 100 links, including such sites as Broadcasting Produc-

tion Weekly (production info for film, TV, commercials, etc.), Radio Rider (radio programming & broadcast cyber-happenings), and Radiospace (radio programming and news bite services).

#### InterPrep Online

Another web resource that's good for sparking radio ideas is **Steve Holstein's Inter-Prep Online**. With 14 sections full of links, the site (<http://interprep.com>) is an excellent reference point, and Holstein's 10 years of morning drive experience are evident. He checks all the links in the Ultimate Prep Site section every month for usability, then gives each a one-to-four-star rating. Holstein also sends

weekly FreePrep via e-mail to subscribers; offers users some extra cash if they can recommend other sites that can be linked to the Prep site; and includes brief Tips for Use that explain the quickest way to gather all the available information.

Holstein started InterPrep in 1994 after getting hooked up to the Internet through a local university. He had wanted to do his own show-prep service for years but

wasn't satisfied with the available delivery options. E-mail, he found, was a great way to send his own personal daily prep to anyone who wanted it.

According to Holstein, Inter-Prep is now one of the world's largest independent daily show prep sheets. It's the world's largest e-mailed show-prep service, with an account list that includes **Armed Forces Radio, ABC Radio Networks, and Jones Satellite Networks**.

The basic web site is free and accessible to everyone, and Holstein also has private, more extensive areas that are accessible for a nominal fee. The one-sheet FreePrep is e-mailed free to about 1500 radio personalities, managers, and consultants worldwide.

#### Almost Radio

The **Almost Radio Network (ARN)**—edited by **Cosmo Rose**, morning host on **WJRZ-FM/Monmouth-Ocean, NJ**—is a free "online swap meet." The only requirement for becoming a member is that each member must contribute one usable bit idea or concept each month (although more are welcome), with all contributions properly credited. Member contributions are the essence of the network, which has over 130 active participants.

Although ARN has a **Prodigy**



**HAPPY HENRY** — Henry Winkler (c), who's making the rounds to talk about children growing up in the '90s, included WXRX/Rockford in his itinerary. Flanking Winkler are WXRX morning host Pete McMurray and News Director Linda Lampert.

address (<http://pages.prodigy.com/almostradio/>), I had no trouble getting to the site. Updated weekly, ARN provides bit ideas, phone starters, stunts, drop-ins, and editorials. Rose says he publishes the site to give broadcasters a place to receive free bit ideas and exchange ideas to help with his own show. He also cites



the fun of doodling with graphics and sound bites.

The Almost Table of Contents includes Almost Bits, Drops of the Week, Almost Editorial, and the Linking Library. Rose employs guilt to help ensure that users contribute ideas, reminding them that if the well runs dry, he'll stop publishing the page and go back to playing solitaire.

#### Link Love

Here are a handful of other online sites you may find useful when you need a place to stir up the old gray matter. All addresses are pre-coded by <http://>

- Funny Firm [members.aol.com/funnyfirm/funny.htm](http://members.aol.com/funnyfirm/funny.htm)
- Humorscope [www.teleport.com/~ronl/horo.html](http://www.teleport.com/~ronl/horo.html)
- Milkman's Radio Prep [www.worldlink.ca/~milkman/](http://www.worldlink.ca/~milkman/)
- Radio Log-On [www.adnc.com/web/scape/radio.html](http://www.adnc.com/web/scape/radio.html)
- Radio Online [www.radio-online.com/](http://www.radio-online.com/)
- RadioSpace [www.radiospace.com/welcome.html](http://www.radiospace.com/welcome.html)
- Robb's Show Prep [www.magic.mb.ca/~rinniss/prep.html](http://www.magic.mb.ca/~rinniss/prep.html)

#### R&R On The Web

If I may be so bold to include R&R's web site at <http://www.rronline.com>, the Passport section includes links to dozens of show prep and broadcasting-related areas, as well as links to radio stations and record companies online.



**BRAVO! BRAVO!** — Members of Arista's Johnny Bravo celebrated the release of their debut album, "Then Again Maybe I Won't," with a rocking party in New York. Mingling are (l-r) the band's Matt Fass and Ansley Lancourt, Ric Ocasek (who produced the album), supermodel Paulina Porizkova (aka Mrs. Ocasek), and Johnny Bravo's Bran Lancourt.



**HOGGING THE AIRWAVES** — There are a few natural hams in this photo of Spacehog at KBPI/Denver. Standing (l-r) are Elektra's Al Tavera, Spacehog's Jonny Cragg, KBPI's Rockfish (Rockhog?), and the band's Antony Langdon and Richard Steele.





# An Open Invitation To The Music Industry

*You are  
invited to  
a benefit  
breakfast*

**The John Hey Foundation -  
Children's Scholarship & Emergency Relief Fund**

June 14, 1996, 8:30-10:30  
The Hard Rock Cafe - 221 W 57th Street, New York City

Ten seatings - \$5,000  
One seating - \$500

Name \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City/State/Zip \_\_\_\_\_

Yes, I will attend the John Hey Foundation Breakfast. Enclosed please find my check for \$ \_\_\_\_\_ for \_\_\_\_\_ person(s).

I regret I will not be able to attend the breakfast, but please find my check enclosed for \$ \_\_\_\_\_.

Please bill my credit card     
circle one

Credit Card # \_\_\_\_\_

Expiration Date \_\_\_\_\_ Amount \$ \_\_\_\_\_

Signature \_\_\_\_\_

RSVP Attendees to  
**Jackie Bodner, Album Network 818-955-4000**

Please make your check payable to the John Hey Foundation  
c/o Jackie Bodner/Album Network 120 North Victory Blvd.,  
Burbank CA 91502

to mark the establishment of the **John Hey Foundation** and meet the winners of the first annual Big Bear Rock Music Awards. The event will be held on Friday, June 14, at The Hard Rock Cafe in New York City, from 8:30-10:30am, and will be hosted by Redbeard from KTXQ.

John Hey started his promotion career working at Amherst Records in Buffalo, where he contributed to the success of many acts including Johnny "Guitar" Watson and Spyro Gyra. From Amherst Records, John became one of the founding staffers at EMI America Records, rising from Local Promotion Rep to the head of the Rock Promotion department. John went on to become Vice President Rock Promotion at MCA and Impact Records before starting his own independent promotion firm, Big Bear Music. John was involved in the successes of Richard Marx, Tom Petty, Red Hot Chili Peppers, J. Geils Band, Stray Cats, Little Steven, David Bowie, among many others during his tenure at the labels.

John Hey was always passionate about his job and the bands and music he promoted during his more than 25 years in the record business. He stood behind the artists 100%, always with compassion and sensitivity.

As you are probably aware, John passed away on April 19 from cancer leaving behind the true loves of his life, his two children, Katie (13) and Jeremy (10). Those of us who loved John want to help make sure these two children are given every opportunity in life, starting with a college education. To promote this cause, we are putting together this benefit breakfast on June 14 to raise money toward a college trust fund for John's children and to establish the John Hey Foundation to benefit members of the Rock Record and Radio industry who are in need.

Beginning with this kick-off event, The John Hey Foundation (a non-profit organization) will provide assistance for medical expenses, college costs, or living expenses for industry members who are too sick to work and have no personal safety net. One hundred percent of all monies raised will go directly to those in need. You can be part of the ripple effect from knowing John Hey. In the years to come, we intend to help members of the Music Industry and their families, at the same time saluting excellence by presenting Big Bear awards to the Best Rock Artist, Best Rock Promotion Person, Best Rock Label and Best Rock Radio Station.

We hope you will be a part of this extraordinary new project and the opportunity to help someone in our own community. We look forward to seeing you on June 14.

*Sincerely,*

- Jackie Bodner
- Doug Dombrowski
- Allen Kovac
- Little Steven
- Barry Lyons
- Bruce Moser
- Carol Peters
- Steve Smith



3W	2W	LW	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS				TOTAL STATIONS/ADDS	
					TW	LW	2W	3W		
—	8	2	①	METALLICA Until It Sleeps (Elektra/EEG)	2199	1975	1339	—	74/0	
1	1	1	2	DISHWALLA Counting Blue Cars (A&M)	2064	2104	2079	2097	76/0	
5	4	4	③	SOUNDGARDEN Pretty Noose (A&M)	1942	1836	1801	1787	77/0	
3	2	3	4	VAN HALEN Humans Being (Warner Sunset/WB)	1842	1848	1862	1874	63/0	
18	11	8	⑤	STONE TEMPLE PILOTS Trippin' On A Hole... (Atlantic)	1691	1391	1183	978	74/5	
8	6	7	⑥	ALICE IN CHAINS Again (Columbia/CRG)	1506	1394	1416	1299	72/0	
12	9	9	⑦	TRACY BONHAM Mother Mother (Island)	1384	1316	1336	1199	59/0	
10	10	10	⑧	DEF LEPPARD Work It Out (Mercury)	1379	1299	1290	1252	61/0	
4	5	5	9	COLLECTIVE SOUL Where The River Flows (Atlantic)	1376	1608	1769	1846	59/0	
2	3	6	10	BUSH Machinehead (Trauma/Interscope)	1342	1563	1837	1906	57/0	
19	17	14	⑪	REFRESHMENTS Banditos (Mercury)	1062	1019	1007	976	60/0	
15	12	13	12	VERVE PIPE Photograph (RCA)	1037	1045	1130	1057	56/0	
14	14	12	13	DAVE MATTHEWS BAND Too Much (RCA)	1028	1082	1095	1074	43/1	
6	7	11	14	OASIS Champagne Supernova (Epic)	1011	1243	1399	1457	47/0	
29	21	17	⑮	JERRY CANTRELL Leave Me Alone (Work/CRG)	981	864	850	682	67/2	
16	15	15	16	CRANBERRIES Salvation (Island)	920	1012	1054	1053	41/0	
26	25	18	⑰	HUNGER Vanishing Cream (Universal)	893	797	768	736	57/2	
40	32	24	⑱	GOO GOO DOLLS Long Way Down (Metal Blade/WB)	836	678	629	463	55/8	
24	24	19	⑲	EVERCLEAR Heartspark Dollarsign (Capitol)	832	784	798	788	55/3	
28	26	21	⑳	JARS OF CLAY Flood (Silvertone)	792	762	748	683	41/2	
33	33	30	㉑	HAZIES Skin & Bones (EMI)	739	620	610	552	52/4	
9	13	16	㉒	SEVEN MARY THREE Water's Edge (Mammoth/Atlantic)	725	894	1119	1269	43/0	
34	35	32	㉓	SCORPIONS Wild Child (Atlantic)	651	614	604	539	44/0	
30	28	26	24	OZZY OSBOURNE I Just Want You (Epic)	649	658	698	676	38/1	
<b>BREAKER</b>	17	22	25	⑳	GIN BLOSSOMS Day Job (A&M)	644	573	569	497	36/1
11	19	22	27	SMASHING PUMPKINS In The Meantime (HiFi/Sire/EEG)	623	676	843	1006	43/0	
35	34	33	㉓	GRAVITY KILLS Guilty (TVT)	621	725	914	1199	36/0	
20	27	28	29	EVERCLEAR Santa Monica (Watch The World Die) (Capitol)	594	581	610	525	46/1	
38	38	36	⑳	RAGE AGAINST THE MACHINE Bulls On Parade (Epic)	584	635	735	922	38/0	
42	40	38	⑳	DADA I Get High (IRS)	575	557	558	496	52/0	
41	41	37	⑳	IMPERIAL DRAG Boy Or A Girl (Work/CRG)	572	490	482	440	40/3	
32	36	35	33	SCREAMIN' CHEETAH WHEELIES Hello From Venus (Atlantic)	564	508	471	443	44/2	
7	16	20	34	STONE TEMPLE PILOTS Big Bang Baby (Atlantic)	564	566	570	564	40/3	
<b>DEBUT</b>	13	18	27	⑳	GREEN DAY Walking Contradiction (Reprise)	548	775	1009	1305	37/0
<b>DEBUT</b>	37	41	41	STABBING WESTWARD What Do I Have To Do? (Columbia/CRG)	539	301	112	68	44/7	
<b>DEBUT</b>	37	41	41	SMASHING PUMPKINS Tonight, Tonight (Virgin)	531	635	922	1133	37/0	
<b>DEBUT</b>	38	41	41	SPACEHOG Cruel To Be Kind (HiFi/Sire/EEG)	518	291	220	130	49/25	
25	29	31	39	NIXONS Sister (MCA)	503	285	47	14	41/5	
—	47	41	⑳	PORNO FOR PYROS Tahitian Moon (Warner Bros.)	496	619	697	762	34/0	
21	20	23	41	MARILYN MANSON Sweet Dreams... (Nothing/Interscope)	468	425	393	311	33/4	
43	42	43	⑳	PAUL WESTERBERG Love Untold (Reprise)	441	681	857	887	40/0	
—	50	46	⑳	GOLDFINGER Here In Your Bedroom (Mojo/Universal)	428	401	446	421	24/0	
<b>DEBUT</b>	44	46	⑳	SOUNDGARDEN Burden In My Hand (A&M)	404	361	351	298	25/0	
31	31	39	45	BADLEES Angeline Is Coming Home (Polydor/A&M)	401	249	175	—	27/5	
—	—	50	⑳	SUPER 8 King Of The World (Hollywood)	397	470	630	613	27/1	
<b>DEBUT</b>	47	46	⑳	ALANIS MORISSETTE You Learn (Maverick/Reprise)	384	323	292	205	33/1	
23	30	40	48	HOOTIE & THE BLOWFISH Old Man & Me (Atlantic)	381	322	262	131	16/0	
<b>DEBUT</b>	49	45	50	BUTTHOLE SURFERS Pepper (Capitol)	368	445	633	840	20/0	
49	48	45	50	HOLY BARBARIANS Brother Fights (Beggars Banquet/Reprise)	366	247	160	107	30/6	
					361	389	381	354	29/0	

This chart reflects airplay from May 27-June 2. Songs ranked by total plays. Highlighted songs indicate Breaker. 78 Active Rock reporters. 76 current playlists. © 1996, R&R Inc.

### NEW & ACTIVE

- WHITE ZOMBIE** Blood, Milk And Sky (Geffen)  
Total Plays: 350, Total Stations: 36, Adds: 1
- WALLFLOWERS** 6th Avenue Heartache (Interscope)  
Total Plays: 337, Total Stations: 27, Adds: 5
- SPOT** Moon June Spoon (Ardent/Interscope)  
Total Plays: 297, Total Stations: 26, Adds: 0
- CRACKER** Nothing To Believe In (Virgin)  
Total Plays: 287, Total Stations: 27, Adds: 5
- RED HOT CHILI PEPPERS** Coffee Shop (Warner Bros.)  
Total Plays: 277, Total Stations: 20, Adds: 2
- PRONG** Rude Awakening (Epic)  
Total Plays: 269, Total Stations: 29, Adds: 2

- SPONGE** Wax Ecstatic (To Sell Angelina) (Columbia/CRG)  
Total Plays: 258, Total Stations: 56, Adds: 56
- BRYAN ADAMS** The Only Thing That Looks Good On You Is Me (A&M)  
Total Plays: 246, Total Stations: 13, Adds: 0
- PATTI ROTHBERG** Inside (EMI)  
Total Plays: 237, Total Stations: 14, Adds: 1
- ZAKK WYLDE** Between Heaven And Hell (DGC/Geffen)  
Total Plays: 235, Total Stations: 25, Adds: 9

Songs ranked by total plays.

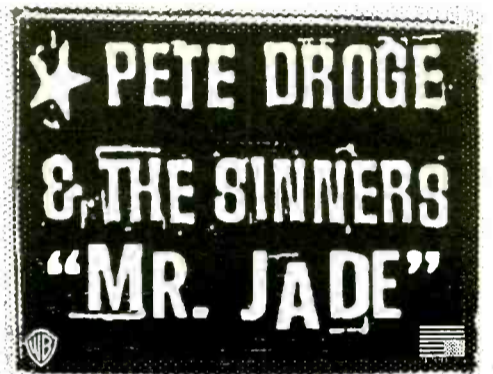
### BREAKERS

**GIN BLOSSOMS**  
Day Job (A&M)

TOTAL PLAYS/INCREASE: 644/71  
TOTAL STATIONS/ADDS: 36/1  
CHART: 25

### MOST ADDED

- SPONGE Wax Ecstatic (To Sell Angelina) (Columbia/CRG) 56
- SMASHING PUMPKINS Tonight, Tonight (Virgin) 25
- KENNY WAYNE SHEPHERD Aberdeen (Revolution) 18
- STABBING WESTWARD Shame (Columbia/CRG) 18
- METALLICA Ain't My Bitch (Elektra/EEG) 15
- NIXONS Wire (MCA) 15
- METALLICA 2 X 4 (Elektra/EEG) 13
- METALLICA Hero Of The Day (Elektra/EEG) 13
- METALLICA King Nothing (Elektra/EEG) 9
- ZAKK WYLDE Between Heaven And Hell (DGC/Geffen) 9



### MOST INCREASED PLAYS

- STONE TEMPLE PILOTS Trippin' On A Hole... (Atlantic) +300
- SPONGE Wax Ecstatic (To Sell Angelina) (Columbia/CRG) +258
- GREEN DAY Walking Contradiction (Reprise) +238
- SMASHING PUMPKINS Tonight, Tonight (Virgin) +227
- METALLICA Until It Sleeps (Elektra/EEG) +224
- SPACEHOG Cruel To Be Kind (HiFi/Sire/EEG) +218
- STABBING WESTWARD Shame (Columbia/CRG) +166
- GOO GOO DOLLS Long Way Down (Metal Blade/WB) +158
- SOUNDGARDEN Burden In My Hand (A&M) +152
- BUTTHOLE SURFERS Pepper (Capitol) +119
- HAZIES Skin & Bones (EMI) +119

### HOTTEST RECURRENTS

- SEVEN MARY THREE Cumbersome (Mammoth/Atlantic)
- SMASHING PUMPKINS 1979 (Virgin)
- GREEN DAY Brain Stew (Reprise)
- PEARL JAM I Got Id (Epic)
- ALICE IN CHAINS Heaven Beside You (Columbia/CRG)
- TOADIES Possum Kingdom (Interscope)
- RED HOT CHILI PEPPERS Aeroplane (Warner Bros.)
- SMASHING PUMPKINS Bullet With Butterfly Wings (Virgin)
- COLLECTIVE SOUL The World I Know (Atlantic)
- BUSH Glycerine (Trauma/Interscope)

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.

**NOW, ROCK IS HEAVIER THAN EVER.**

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# ACTIVE ROCK PLAYLISTS

June 7, 1996 R&R • 75

## FIND COMPLETE PLAYLISTS FOR ALL ACTIVE ROCK REPORTERS ON R&R ONLINE

**MARKET #1**  
**WAXQ/New York**  
(212) 575-1043  
Valeri/Marino

**PURE ROCK**  
**Q104.3**

**PLAYS**

SW	ZW	LW	TW	ARTIST/TITLE
22	23	31	35	NIRVANA/Marigold
13	30	34		NIXONS/Sister
36	32	34		DISHWALLA/Counting Blue Cars
32	35	34		STONE TEMPLE PILOTS/Trippin' On A Hole...
35	35	33		ALICE IN CHAINS/Again
35	35	33		SMASHING PUMPKINS/Tonight, Tonight
-	-	-	-	METALLICA/Until It Sleeps
28	28	34		TRACY BONHAM/Mother Mother
20	20	32		PORNO FOR PYROS/Tahitian Moon
34	34	32		SOUNDGARDEN/Pretty Noose
16	16	23		NO DOUBT/Just A Girl
26	26	23		STONE TEMPLE PILOTS/Big Bang Baby
26	26	24		EVERCLEAR/Santa Monica...
23	23	29		SMASHING PUMPKINS/Zero
9	9	19		BUTTHOLE SURFERS/Pepper
28	28	20		BUSH/Machinehead
20	28	16		VAN HALEN/Humans Being
22	22	15		EVERCLEAR/Heartspark...
36	36	31		COLLECTIVE SOUL/Where The River...
19	19	18		RAGE AGAINST...Bulls On Parade
22	22	19		JERRY CANTRELL/Leave Me Alone
36	36	21		VERVE PIPE/Photograph
15	15	14		GRAVITY KILLS/Guilty
19	19	12		FOO FIGHTERS/Down In The Park
-	-	-	-	SOUNDGARDEN/Burden In My Hand
-	-	-	-	NIRVANA/Dumb
-	-	-	-	SPONGE/Wax Ecstatic (To...)
-	-	-	-	RED HOT CHILI.../Warped
-	-	-	-	SILVERCHAIR/Tomorrow
-	-	-	-	SMASHING PUMPKINS/Here Is No Why

**MARKET #2**  
**KLOS/Los Angeles**  
(310) 840-4836  
Curelop/Wilde

**KLOS 95.5**

**PLAYS**

SW	ZW	LW	TW	ARTIST/TITLE
-	-	-	-	SOUNDGARDEN/Burden In My Hand
-	-	-	-	METALLICA/Until It Sleeps
27	25	25		DISHWALLA/Counting Blue Cars
18	26	24		STONE TEMPLE PILOTS/Trippin' On A Hole...
32	28	21		VAN HALEN/Humans Being
29	19	15		JARS OF CLAY/Flood
-	-	-	-	GIN BLOSSOMS/Day Job
24	21	16		DAVE MATTHEWS BAND/Too Much
15	19	15		SMASHING PUMPKINS/Tonight, Tonight
15	19	10		CRANBERRIES/Salvation
29	25	18		SOUNDGARDEN/Pretty Noose
7	9	6		ALICE IN CHAINS/Again
20	18	13		SCORPIONS/Wild Child
7	6	7		HUNGER/Vanishing Cream
9	11	6		SMASHING PUMPKINS/1979
30	14	9		SMASHING PUMPKINS/Zero
22	20	13		DEF LEPPARD/Work It Out
14	10	9		BUSH/Machinehead
14	9	9		PEARL JAM/Jot Id
12	13	8		BAD RELIGION/A Walk
-	-	-	-	BADLES/Angeline Is...
17	13	10		FOO FIGHTERS/Big Me
8	8	7		REFRESHMENTS/Banditos
11	9	6		STONE TEMPLE PILOTS/Big Bang Baby
9	6	7		RAGE AGAINST...Bulls On Parade
8	8	6		MARILYN MANSON/Sweet Dreams...
-	-	-	-	JOAN OSBOURNE/St. Teresa
23	21	9		OASIS/Champagne Supernova
-	-	-	-	FOO FIGHTERS/Alone & Easy Target
10	10	6		KENNY WAYNE SHEPHERD/Deja Voodoo

**MARKET #3**  
**WRCX/Chicago**  
(312) 861-8100  
Richards/Robinson

**ROCK 103.5**

**PLAYS**

SW	ZW	LW	TW	ARTIST/TITLE
63	48	40		METALLICA/Until It Sleeps
47	42	44		VAN HALEN/Humans Being
34	40	40		ALICE IN CHAINS/Over Now
26	35	37		BUSH/Machinehead
23	25	34		SOUNDGARDEN/Pretty Noose
44	41	40		EVERCLEAR/Santa Monica...
15	18	26		GRAVITY KILLS/Guilty
20	21	24		STONE TEMPLE PILOTS/Trippin' On A Hole...
19	21	24		DISHWALLA/Counting Blue Cars
14	21	22		HUNGER/Vanishing Cream
-	-	-	-	SMASHING PUMPKINS/Tonight, Tonight
16	20	19		ALICE IN CHAINS/Again
-	-	-	-	SOUNDGARDEN/Burden In My Hand
23	22	20		SEVEN MARY THREE/Water's Edge
21	19	20		DEF LEPPARD/Work It Out
20	20	18		JERRY CANTRELL/Leave Me Alone
18	18	19		SEVEN MARY THREE/Cumbersome
14	16	18		FOO FIGHTERS/This Is A Call
18	15	18		TOADIES/Possum Kingdom
16	18	17		COLLECTIVE SOUL/Where The River...
43	21	16		GREEN DAY/Brain Stew
-	-	-	-	GOO GOO DOLLS/Long Way Down
20	15	16		STONE TEMPLE PILOTS/Big Bang Baby
18	14	14		KISS/Rock And Roll All...
11	14	13		AC/DC/Balbreaker
38	39	16		SMASHING PUMPKINS/Zero
12	9	12		PEARL JAM/Jot Id
15	8	14		SMASHING PUMPKINS/Bullet With...
20	15	9		NIXONS/Sister

**MARKET #6**  
**WOZR/Detroit**  
(810) 589-7900  
Bevilacqua

**102.7 WDZR**  
DETROIT'S ONLY **ROCK** RADIO

**PLAYS**

SW	ZW	LW	TW	ARTIST/TITLE
-	-	-	-	METALLICA/Until It Sleeps
28	28	32		GRAVITY KILLS/Guilty
16	17	30		ALICE IN CHAINS/Again
27	28	31		VAN HALEN/Humans Being
27	28	30		STONE TEMPLE PILOTS/Trippin' On A Hole...
29	28	32		REFRESHMENTS/Banditos
26	29	30		BUSH/Machinehead
-	-	-	-	SMASHING PUMPKINS/Zero
10	12	22		SPONGE/Wax Ecstatic (To...)
16	14	27		ZZY OSBOURNE/Just Want You
16	16	16		HOLY BARBARIANS/Brother Fights
28	26	18		NIXONS/Sister
16	17	15		HUNGER/Vanishing Cream
14	16	15		DEF LEPPARD/Work It Out
15	17	14		EVERCLEAR/Heartspark...
28	27	14		STABBING WESTWARD/What Do I Have To...
-	-	-	-	JERRY CANTRELL/Leave Me Alone
16	16	14		CLUTCH/Bio News
16	16	14		RAGE AGAINST...Bulls On Parade
13	13	15		KICKING HAROLD/Kill You
29	28	27		SOUNDGARDEN/Pretty Noose
28	28	19		VERVE PIPE/Photograph
14	15	14		PRONG/Rude Awakening
16	14	14		MARILYN MANSON/Sweet Dreams...
13	13	14		DISHWALLA/Counting Blue Cars
11	11	13		LOCAL H/Half-Fiving MF
11	13	10		WHITE ZOMBIE/Blood, Milk And Sky
5	12	10		RED HOT CHILI.../Coffee Shop
16	15	10		INTERVIEW/Man, Nice Shot
8	9	9		DEFONES/Bored

**MARKET #6**  
**WRIF/Detroit**  
(810) 542-0101  
Potel/Washington

**WRIF 104.1**  
DETROIT'S ONLY **ROCK** RADIO

**PLAYS**

SW	ZW	LW	TW	ARTIST/TITLE
28	31	34		EVERCLEAR/Santa Monica...
28	32	34		VAN HALEN/Humans Being
-	-	-	-	BUSH/Machinehead
-	-	-	-	METALLICA/Until It Sleeps
23	18	31		STONE TEMPLE PILOTS/Trippin' On A Hole...
14	20	25		NIXONS/Sister
22	24	23		DEF LEPPARD/Work It Out
22	22	22		STABBING WESTWARD/What Do I Have To...
24	25	25		SEVEN MARY THREE/Water's Edge
25	23	24		STONE TEMPLE PILOTS/Trippin' On A Hole...
23	23	23		VERVE PIPE/Photograph
27	31	34		STONE TEMPLE PILOTS/Big Bang Baby
-	-	-	-	SOUNDGARDEN/Burden In My Hand
2	6	7		ALICE IN CHAINS/Again
-	-	-	-	SPONGE/Wax Ecstatic (To...)
23	20	14		SPACEHOG/In The Meantime
8	11	13		SMASHING PUMPKINS/1979
9	8	7		HOLY BARBARIANS/Brother Fights
9	10	12		INTERVIEW/Man, Nice Shot
8	6	11		REFRESHMENTS/Banditos
9	10	12		HUNGER/Vanishing Cream
9	10	11		GREEN DAY/Brain Stew
8	10	12		LIVE/!/Over You
9	12	11		TOADIES/Possum Kingdom
27	11	9		KISS/Rock And Roll All...
5	10	-		PEARL JAM/Jot Id
9	10	10		COLLECTIVE SOUL/Where The River...
-	-	-	-	RAGE AGAINST...Bulls On Parade
-	-	-	-	ZZY OSBOURNE/See You On...
-	-	-	-	BUSH/VtLife Things

**MARKET #7**  
**KTXQ/Dallas**  
(214) 528-5500  
Lockridge/Redbeard

**Q102**  
THE ONLY **ROCK** RADIO

**PLAYS**

SW	ZW	LW	TW	ARTIST/TITLE
42	40	42		VAN HALEN/Humans Being
39	38	40		TRACY BONHAM/Mother Mother
25	24	40		STONE TEMPLE PILOTS/Trippin' On A Hole...
-	-	-	-	METALLICA/Until It Sleeps
41	40	40		DISHWALLA/Counting Blue Cars
22	21	39		GRAVITY KILLS/Guilty
34	36	41		CRANBERRIES/Salvation
40	40	28		TOADIES/Unattractive
29	29	26		RAGE AGAINST...Bulls On Parade
17	22	24		EVERCLEAR/Heartspark...
23	20	24		DEF LEPPARD/Work It Out
-	-	-	-	SOUNDGARDEN/Burden In My Hand
41	36	23		DAVE MATTHEWS BAND/Too Much
7	16	23		DAVE MATTHEWS BAND/So Much To Say
42	33	24		SOUNDGARDEN/Pretty Noose
22	22	22		PAUL WESTERBERG/Love Untold
22	21	21		TABLET/Canceled
25	22	20		GOLDFINGER/Here In Your Bedroom
20	18	19		SMASHING PUMPKINS/Bullet With...
22	17	19		BUTTHOLE SURFERS/Pepper
14	17	18		PORNO FOR PYROS/Tahitian Moon
19	17	-		GIN BLOSSOMS/Day Job
15	17	18		FREEWHEELERS/Best Be On Your Way
16	16	16		SUPER 8/King Of The World
-	-	-	-	BLUES TRAVELER/But Anyway
21	19	18		JERRY CANTRELL/Leave Me Alone
-	-	-	-	HOLE/Gold Dust Woman
-	-	-	-	JOHNNY POLONSKY/Love Lovely Love
18	17	18		SPIN DOCTORS/She Used To Be Mine
12	17	16		HUNGER/Vanishing Cream

**MARKET #9**  
**KLOL/Houston**  
(713) 526-6855  
Beaubien/Bennett

**ROCK 107.3 FM**

**PLAYS**

SW	ZW	LW	TW	ARTIST/TITLE
34	34	35		GALACTIC COWBOYS/Fear Not
24	34	35		SOUNDGARDEN/Pretty Noose
-	-	-	-	METALLICA/Until It Sleeps
32	34	35		PUSHMONKEY/Caught My Mind
22	23	25		ALICE IN CHAINS/Again
24	23	25		IAN MOORE/Society
23	24	22		SMASHING PUMPKINS/Zero
12	23	22		HOWLII MAGGIE/Alcohol
24	23	24		DISHWALLA/Counting Blue Cars
-	-	-	-	BROTHER CANE/Stain
14	23	23		EVERCLEAR/Heartspark...
12	11	24		VAN HALEN/Humans Being
11	10	16		BROTHER CANE/Breadmaker
13	15	11		KING'S X/Sometime
-	-	-	-	GOO GOO DOLLS/Long Way Down
21	24	14		JERRY CANTRELL/Leave Me Alone
17	16	14		AC/DC/Hard As A Rock
16	13	12		SMASHING PUMPKINS/Bullet With...
15	16	17		FOO FIGHTERS/This Is A Call
16	14	12		IAN MOORE/Bar Line 99
14	12	15		ZZY OSBOURNE/Perry Mason
8	11	11		STONE TEMPLE PILOTS/Trippin' On A Hole...
23	13	11		DEF LEPPARD/Work It Out
12	11	11		HOLY BARBARIANS/Brother Fights
7	7	8		KISS/Rock And Roll All...
-	-	-	-	ALICE IN CHAINS/Grind
34	30	10		BROTHER CANE/Voice Of Euzena
-	-	-	-	PANTERA/Drag The Waters
11	9	9		BROTHER CANE/Fools Shine On
34	12	6		STABBING WESTWARD/What Do I Have To...

**MARKET #10**  
**WAAF/Boston**  
(617) 236-1073  
Douglas/Osterlind

**WAAF 107.3 FM**

**PLAYS**

SW	ZW	LW	TW	ARTIST/TITLE
35	40	39		ALICE IN CHAINS/Again
32	35	38		DISHWALLA/Counting Blue Cars
-	-	-	-	METALLICA/Until It Sleeps
36	38	36		CRANBERRIES/Salvation
24	31	36		PORNO FOR PYROS/Tahitian Moon
37	40	36		COLLECTIVE SOUL/Where The River...
41	34	32		SOUNDGARDEN/Pretty Noose
-	-	-	-	STONE TEMPLE PILOTS/Trippin' On A Hole...
20	21	32		RAGE AGAINST...Bulls On Parade
36	35	32		GOLDFINGER/Here In Your Bedroom
29	33	29		HUNGER/Vanishing Cream
-	-	-	-	SMASHING PUMPKINS/Tonight, Tonight
-	-	-	-	RED HOT CHILI.../Coffee Shop
21	34	36		HOLY BARBARIANS/Brother Fights
-	-	-	-	GREEN DAY/Walking...
20	26	21		OASIS/Champagne Supernova
13	22	24		SELF/So Low
34	19	20		JERRY CANTRELL/Leave Me Alone
17	15	14		EVERCLEAR/Santa Monica...
17	21	20		DADA! Get High
12	17	19		BUSH/Machinehead
14	13	18		BUTTHOLE SURFERS/Pepper
20	18	16		MARILYN MANSON/Sweet Dreams...
36	37	16		SPACEHOG/In The Meantime
13	12	14		PANTERA/Drag The Waters
13	13	15		GOD LIVES UNDERWATER/All Wrong
26	16	15		NIXONS/Sister
37	18	15		TRACY BONHAM/Mother Mother
14	9	14		GOD LIVES UNDERWATER/Don't Know How To Be
16	14	14		SEVEN MARY THREE/Cumbersome

**MARKET #11**  
**WZTA/Miami**  
(305) 654-9494  
Steele/Hess

**94.9 ZETA**

**PLAYS**

SW	ZW	LW	TW	ARTIST/TITLE
23	31	36		SOUNDGARDEN/Pretty Noose
19	34	36		FOO FIGHTERS/Down In The Park
20	21	29		STONE TEMPLE PILOTS/Trippin' On A Hole...
14	26	38		JARS OF CLAY/Flood
21	37	37		COLLECTIVE SOUL/Where The River...
-	-	-	-	METALLICA/Until It Sleeps
22	19	21		HOLY BARBARIANS/Brother Fights
14	13	27		DEF LEPPARD/Work It Out
17	20	27		SPOT/Moon June Spoon
36	33	34		DISHWALLA/Counting Blue Cars
19	25	29		PORNO FOR PYROS/Tahitian Moon
7	12	13		ALICE IN CHAINS/Again
21	25	22		VAN HALEN/Humans Being
23	20	21		TRACY BONHAM/Mother Mother
-				

REPORTERS

Stations and their adds listed alphabetically by market

ACTIVE ROCK

KEYJ/Abilene, TX
OMP/D: Randy Jones
MD: Dave Andrews
STONE TEMPLE PILOTS "Trippin'"
SPONGE "Wax"
SMASHING PUMPKINS "Tonight"

WARQ/Columbia, SC
PD: Austin Keyes
MD: Susan Groves
1 FOO FIGHTERS "Ain't No"
PRIMITIVE RADIO GODS "Standing"

WRUQ/Gainesville, FL
PD: Harry Guscott
MD: Doug Taylor
SPONGE "Wax"
ERIC CLAPTON "Change"

WAXQ/New York, NY
PD: Ron Valeri
AP/DMD: Vinny Marino
14 SPONGE "Wax"
RED HOT CHILI "Coffee"

KIOZ/San Diego, CA
PD: Greg Stevens
MD: Shannon Leder
10 SOUNDGARDEN "Burden"
5 PANTERA "Suicide"

WPYX/Albany, NY
OMP/D: Fred Horton
MD: John Cooper
3 ERIC CLAPTON "Change"
GOO GOO DOLLS "Long"

WRKI/Danbury, CT
PD/M/D: Lou Rizzo
6 OZZY OSBOURNE "Just"
PRIMITIVE RADIO GODS "Standing"

WKQQ/Lexington, KY
PD: Tony Titford
MD: Dennis Dillon
2 GOO GOO DOLLS "Long"
1 METALLICA "Bitch"

WHYJ/Providence, RI
PD: Bill Weston
MD: Sharon Schifano
5 ERIC CLAPTON "Change"
WALLFLOWERS "Heartache"

WAOR/South Bend, IN
PD: Bill Martin
OM/D: Sue Frey
KEMY WAYNE SHEPHERD "Abandon"

78 Total Reporters
78 Current Reporters
76 Current Playlists
Did Not Report, Playlist Frozen (2):
KEGL/Dallas, TX
WMFS/Memphis, TN

ROCK

WAPL/Appleton, WI
OMP/D: Garrett Hart
MD: Bob Baron
3 ERIC CLAPTON "Change"
KEMY WAYNE SHEPHERD "Abandon"

WKLS/Atlanta, GA
PD: Michael Hughes
MD: Beth Kipple
KEMY WAYNE SHEPHERD "Abandon"

WQZZ/Duluth, MN
PD: Paul St. Andrew
AP/DMD: Bill Jones
6 RUSH "Machine"
KEMY WAYNE SHEPHERD "Abandon"

WBAB/Long Island, NY
PD: Jeff Lavine
MD: Ralph Tortora
19 ERIC CLAPTON "Change"
5 BILL PERRY "Blues"

WXUS/Springfield, MO
PD: Todd Holman
MD: Tim Austin
9 ERIC CLAPTON "Change"
KEMY WAYNE SHEPHERD "Abandon"

78 Total Reporters
82 Current Reporters
79 Current Playlists
Reported Frozen Playlist (1):
KTAL/Shreveport, LA
Did Not Report, Playlist Frozen (2):
KKEG/Fayetteville, AR
WRCN/Long Island, NY
Did Not Report For Two Consecutive Weeks; Data Not Used (2):
WCKW/New Orleans, LA
WTBB/Panama City, FL



# ROCK TOP 50

JUNE 7, 1996

3W	2W	LW	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS				TOTAL STATIONS/ADDS
					TW	LW	2W	3W	
1	1	1	1	<b>1</b> VAN HALEN Humans Being (Warner Sunset/WB)	1820	1778	1904	1844	82/0
5	4	2	2	<b>2</b> DISHWALLA Counting Blue Cars (A&M)	1583	1513	1479	1333	74/0
6	6	3	3	<b>3</b> DEF LEPPARD Work It Out (Mercury)	1424	1407	1370	1234	80/0
4	5	5	4	<b>4</b> DAVE MATTHEWS BAND Too Much (RCA)	1356	1267	1382	1348	70/1
—	14	8	5	<b>5</b> METALLICA Until It Sleeps (Elektra/EEG)	1299	1044	656	—	76/1
3	3	4	6	<b>6</b> COLLECTIVE SOUL Where The River Flows (Atlantic)	1282	1379	1498	1508	63/0
7	7	7	7	<b>7</b> BADLEES Angeline Is Coming Home (Polydor/A&M)	1092	1143	1214	1154	65/0
13	9	9	8	<b>8</b> OASIS Champagne Supernova (Epic)	1042	1043	1025	916	52/0
11	8	10	9	<b>9</b> BUSH Machinehead (Trauma/Interscope)	1027	1020	1066	1015	57/1
2	2	6	10	<b>10</b> HOOTIE & THE BLOWFISH Old Man & Me (Atlantic)	1020	1185	1505	1572	54/0
12	12	12	11	<b>11</b> SOUNDGARDEN Pretty Noose (A&M)	896	868	928	928	68/0
18	15	14	12	<b>12</b> GIN BLOSSOMS Day Job (A&M)	836	724	648	550	57/2
10	11	11	13	<b>13</b> EVERCLEAR Santa Monica (Watch The World Die) (Capitol)	776	885	983	1083	51/0
39	32	21	14	<b>14</b> STONE TEMPLE PILOTS Trippin' On A Hole... (Atlantic)	701	523	416	305	58/7
27	19	17	15	<b>15</b> SCREAMIN' CHEETAH WHEELIES Hello From Venus (Atlantic)	686	597	590	490	59/1
20	16	15	16	<b>16</b> OZZY OSBOURNE I Just Want You (Epic)	680	651	642	524	55/4
28	24	18	17	<b>17</b> WALLFLOWERS 6th Avenue Heartache (Interscope)	673	575	522	441	63/7
9	10	13	18	<b>18</b> SPACEHOG In The Meantime (HiFi/Sire/EEG)	636	831	996	1092	53/0
30	23	19	19	<b>19</b> SCORPIONS Wild Child (Atlantic)	609	575	539	396	51/3
26	25	20	20	<b>20</b> JARS OF CLAY Flood (Silvertone)	550	533	522	492	38/1
<b>BREAKER</b>			21	<b>21</b> BRYAN ADAMS The Only Thing That Looks Good... (A&M)	510	480	477	326	36/1
17	17	23	22	<b>22</b> SEVEN MARY THREE Water's Edge (Mammoth/Atlantic)	495	510	614	707	36/0
29	33	26	23	<b>23</b> ALICE IN CHAINS Again (Columbia/CRG)	492	454	414	410	50/1
24	22	24	24	<b>24</b> VERVE PIPE Photograph (RCA)	492	487	551	498	47/2
40	35	29	25	<b>25</b> WHY STORE Lack Of Water (Way Cool Music/MCA)	482	413	395	300	44/4
31	31	27	26	<b>26</b> REFRESHMENTS Banditos (Mercury)	465	441	434	381	44/2
8	13	16	27	<b>27</b> STONE TEMPLE PILOTS Big Bang Baby (Atlantic)	462	616	836	1119	40/0
16	18	22	28	<b>28</b> KENNY WAYNE SHEPHERD Bom With A Broken Heart (Revolution)	437	516	601	738	37/0
23	29	32	29	<b>29</b> SEVEN MARY THREE Cumbersome (Mammoth/Atlantic)	427	380	446	499	46/0
—	48	40	30	<b>30</b> GOO GOO DOLLS Long Way Down (Metal Blade/WB)	409	291	232	179	42/5
22	28	30	31	<b>31</b> NIXONS Sister (MCA)	397	397	455	509	33/0
—	42	35	32	<b>32</b> JERRY CANTELL Leave Me Alone (Work/CRG)	375	326	268	139	39/4
14	20	33	33	<b>33</b> SON VOLT Drown (Warner Bros.)	356	377	588	829	32/1
21	30	31	34	<b>34</b> DOG'S EYE VIEW Everything Falls Apart (Columbia/CRG)	355	394	437	510	28/0
19	26	34	35	<b>35</b> ALICE IN CHAINS Heaven Beside You (Columbia/CRG)	346	373	485	537	36/0
15	21	28	36	<b>36</b> KISS Rock And Roll All Nite (Mercury)	317	429	578	806	31/0
48	44	37	37	<b>37</b> TRACY BONHAM Mother Mother (Island)	306	297	257	215	28/0
<b>DEBUT</b>			38	<b>38</b> ZAKK WYLDE Between Heaven And Hell (DGC/Geffen)	301	138	44	1	30/1
—	—	45	39	<b>39</b> HAZIES Skin & Bones (EMI)	287	230	188	145	38/7
—	—	48	40	<b>40</b> EVERCLEAR Heartspark Dollarsign (Capitol)	287	211	154	92	30/5
33	37	38	41	<b>41</b> SMASHING PUMPKINS 1979 (Virgin)	270	296	356	370	33/0
—	46	42	42	<b>42</b> HUNGER Vanishing Cream (Universal)	269	260	236	181	30/1
35	41	44	43	<b>43</b> COLLECTIVE SOUL The World I Know (Atlantic)	265	232	281	349	38/0
25	34	41	44	<b>44</b> ALANIS MORISSETTE Ironic (Maverick/Reprise)	242	274	409	493	24/1
<b>DEBUT</b>			45	<b>45</b> ALANIS MORISSETTE You Learn (Maverick/Reprise)	232	164	44	14	17/4
38	38	39	46	<b>46</b> GREEN DAY Brain Stew (Reprise)	229	296	315	312	19/1
50	45	43	47	<b>47</b> COREY STEVENS & TEXAS FLOOD Gone Too Long (Eureka)	216	243	242	204	18/0
<b>DEBUT</b>			48	<b>48</b> SMASHING PUMPKINS Tonight, Tonight (Virgin)	213	168	134	77	26/12
44	49	50	49	<b>49</b> OASIS Wonderwall (Epic)	199	206	226	252	24/0
<b>DEBUT</b>			50	<b>50</b> SOUNDGARDEN Burden In My Hand (A&M)	198	94	27	—	28/9

This chart reflects airplay from May 27-June 2. Songs ranked by total plays. Highlighted songs indicate Breaker. 84 Rock reporters. 79 current playlists. © 1996, R&R Inc.

### NEW & ACTIVE

**PETER WOLF** Long Line (Reprise)  
Total Plays: 191, Total Stations: 16, Adds: 1

**PAUL WESTERBERG** Love Untold (Reprise)  
Total Plays: 186, Total Stations: 22, Adds: 0

**SPACEHOG** Cruel To Be Kind (HiFi/Sire/EEG)  
Total Plays: 165, Total Stations: 26, Adds: 8

**ERIC CLAPTON** Change The World (Reprise)  
Total Plays: 153, Total Stations: 30, Adds: 30

**IMPERIAL DRAG** Boy Or A Girl (Work/CRG)  
Total Plays: 152, Total Stations: 24, Adds: 2

**SUPER 8** King Of The World (Hollywood)  
Total Plays: 149, Total Stations: 26, Adds: 5

**BLUES TRAVELER** But Anyway (A&M)  
Total Plays: 133, Total Stations: 17, Adds: 5

**DADA** I Get High (IRS)  
Total Plays: 125, Total Stations: 14, Adds: 0

**KING'S X** Sometime (Atlantic)  
Total Plays: 114, Total Stations: 14, Adds: 3

**GREEN DAY** Walking Contradiction (Reprise)  
Total Plays: 109, Total Stations: 15, Adds: 2

Songs ranked by total plays.

### BREAKERS®

**BRYAN ADAMS**

The Only Thing That Looks Good... (A&M)

TOTAL PLAYS/INCREASE 510/30 TOTAL STATIONS/ADDS 36/1 CHART 21

### MOST ADDED®

ARTIST TITLE LABEL(S)	ADDS
KENNY WAYNE SHEPHERD Aberdeen (Revolution)	34
ERIC CLAPTON Change The World (Reprise)	30
SPONGE Wax Ecstatic (To Sell Angelina) (Columbia/CRG)	22
SMASHING PUMPKINS Tonight, Tonight (Virgin)	12
METALLICA Hero Of The Day (Elektra/EEG)	9
METALLICA Ain't My Bitch (Elektra/EEG)	9
SOUNDGARDEN Burden In My Hand (A&M)	9
METALLICA Mama Said (Elektra/EEG)	8
SPACEHOG Cruel To Be Kind (HiFi/Sire/EEG)	8

### MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
METALLICA Until It Sleeps (Elektra/EEG)	+255
STONE TEMPLE PILOTS Trippin' On A Hole... (Atlantic)	+178
ZAKK WYLDE Between Heaven And Hell (DGC/Geffen)	+163
ERIC CLAPTON Change The World (Reprise)	+153
GOO GOO DOLLS Long Way Down (Metal Blade/WB)	+118
GIN BLOSSOMS Day Job (A&M)	+112
SOUNDGARDEN Burden In My Hand (A&M)	+104
WALLFLOWERS 6th Avenue Heartache (Interscope)	+98
BLUES TRAVELER But Anyway (A&M)	+96
DAVE MATTHEWS BAND Too Much (RCA)	+89
SCREAMIN' CHEETAH WHEELIES Hello From... (Atlantic)	+89

### HOTTEST RECURRENTS

ARTIST TITLE LABEL(S)
BUSH Glycerine (Trauma/Interscope)
GOO GOO DOLLS Name (Metal Blade/WB)
KENNY WAYNE SHEPHERD Deja Voodoo (Revolution)
PEARL JAM I Got It (Epic)
RED HOT CHILI PEPPERS Aeroplane (Warner Bros.)
GIN BLOSSOMS Follow You Down (A&M)
DON HENLEY You Don't Know Me At All (Geffen)
BUSH Comedown (Trauma/Interscope)
ZZ TOP She's Just Killing Me (Los Hooligans/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.



## THE WHY STORE

Top Researching Record at WRZX  
 Top Requesting Record WNNK, KBCO, WRZX, KEDG  
 Most Played Record WFBQ, WRZX, KBCO, WQMF, KENZ,  
 WDVE, KYYS, KQRS

Soundscanned Over 11,000 In Just 5 Weeks!

## “LACK OF WATER”

Just Added: WEBN, 91X, WPLR, KWOD, WDHA, KTCL, KZZK, KLPX,  
 & On These Fine Stations: KISS, WNNX, KEGL, KLBJ, WIOB, KFOG, KSCA, WFBQ, KMTT, KOPT, KFMG, KBCO, WHCN, KTYO

R&R Adult Alternative 11 - 8

R&R Rock 29 - 25



# ROCK PLAYLISTS

FIND COMPLETE PLAYLISTS FOR ALL ROCK REPORTERS ON R&R ONLINE

94WYSP

**MARKET #5**

**WYSP/Philadelphia**  
(610) 668-9460  
Sabean/Thompson

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
32	33	33			VAN HALEN/Humans Being
25	23	35			SOUNDGARDEN/Pretty Noose
33	33	37			BUSH/Machinehead
33	33	37			COLLECTIVE SOUL/Where The River...
17	24	25			SEVEN MARY THREE/Water's Edge
26	24	27			HUNGER/Vanishing Cream
25	24	27			OZZY OSBOURNE/Just Want You
25	25	26			DEF LEPPARD/Work It Out
26	25	28			SMASHING PUMPKINS/Tonight, Tonight
22	22	22			METALLICA/Until It Sleeps
21	19	27			STONE TEMPLE PILOTS/Trippin' On A Hole...
22	26	25			DISHWALLA/Counting Blue Cars
-	-	-			SPONGE/Wax Ecstasiz (To...)
-	-	-			KING'S X/Sometime
12	13	12			ALICE IN CHAINS/Agan
12	13	12			EVERCLEAR/Santa Monica...
24	22	29			STABBING WESTWARD/What Do I Have To...
16	14	13			SPACEHOG/In The Meantime
16	12	14			ALICE IN CHAINS/Over Now
10	10	11			ALICE IN CHAINS/Heaven Beside You
11	14	11			SEVEN MARY THREE/Cumbersome
13	12	13			SON VOLT/Down
-	-	-			WHITE ZOMBIE/More Human Than...
5	6	13			GOO GOO DOLLS/Long Way Down
12	14	10			TOADIES/Possum Kingdom
9	9	7			BUSH/Glycerine
12	13	12			SMASHING PUMPKINS/Bullet With...
12	8	11			SMASHING PUMPKINS/1979
10	7	8			COLLECTIVE SOUL/December

103rock

**MARKET #12**

**WKLS/Atlanta**  
(404) 325-0960  
Hughes/Kepple

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
33	33	-			SON VOLT/Down
-	-	-			STONE TEMPLE PILOTS/Trippin' On A Hole...
35	35	-			SEVEN MARY THREE/Cumbersome
35	35	-			ALICE IN CHAINS/Heaven Beside You
11	11	-			NIXONS/Sister
3	3	-			COLLECTIVE SOUL/Where The River...
8	-	-			BUSH/Machinehead
8	-	-			DISHWALLA/Counting Blue Cars
21	21	-			VAN HALEN/Humans Being
-	-	-			METALLICA/Until It Sleeps
10	10	-			SEVEN MARY THREE/Water's Edge
10	10	-			SOUNDGARDEN/Pretty Noose
9	9	-			FREEWHEELERS/Best Be On Your Way
-	-	-			GREEN DAY/Brain Slew
-	-	-			HAIZIE/Skin & Bones
1	7	-			SCREAMIN' CHEETAH.../Hello From Venus
1	1	-			KENNY WAYNE SHEPHERD/Born With A Broken...
-	-	-			ALICE IN CHAINS/Heaven Beside You
6	6	-			WALLFLOWERS/6th Avenue Heartache
11	11	-			STEVE EARLE/Feel Alright
-	-	-			JERRY CANTRELL/Leave Me Alone
20	20	-			DAVE MATTHEWS BAND/Too Much
9	9	-			DEF LEPPARD/Work It Out
-	-	-			KENNY WAYNE SHEPHERD/Born With A Broken...
-	-	-			SOUNDGARDEN/Burden In My Hand

WBAB

**MARKET #14**

**WBAB/Long Island**  
(516) 587-1023  
Levine/Tortora

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
27	25	25			DOG'S EYE VIEW/Everything Falls...
22	21	21			NATALIE MERCHANT/Wonder
28	24	24			TRACY CHAPMAN/Give Me One Reason
24	24	24			HOOTIE & BLOWFISH/Old Man & Me
16	14	20			WALLFLOWERS/6th Avenue Heartache
-	-	-			ERIC CLAPTON/Change The World
18	19	18			FOO FIGHTERS/Big Me
10	13	18			VAN HALEN/Humans Being
-	-	-			STING/You Still Touch Me
14	15	16			BRYAN ADAMS/The Only Thing...
7	5	5			CLAYTON & MULLEN/Mission: Impossible
18	15	15			BADLEES/Angeline Is...
14	15	14			GIN BLOSSOMS/Follow You Down
16	12	14			PETER WOLF/Long Line
10	13	10			MARK KNOPFLER/Don't You Get It
5	5	5			SCREAMIN' CHEETAH.../Hello From Venus
7	8	9			DEF LEPPARD/Work It Out
10	10	7			BADLEES/Angeline Is...
10	10	7			WALLFLOWERS/6th Avenue Heartache
6	10	7			JOHN HIATT/Shredding...
6	10	7			MARK KNOPFLER/Imedia
7	5	5			HOOTIE & BLOWFISH/Sad Caper
5	7	7			KENNY WAYNE SHEPHERD/Born With A Broken...
7	7	5			KENNY WAYNE SHEPHERD/Born With A Broken...
5	5	5			KENNY WAYNE SHEPHERD/Deja Voodoo
5	5	5			KILLING JOKE/Democracy
5	5	5			PAUL WESTERBERG/Love Untold
-	-	-			WHY STORE/Lack Of Water
-	-	-			BILL PERRY/Lost In The Blues
-	-	-			BILL PERRY/Fade To Blue

107WBVE

**MARKET #19**

**WBVE/Pittsburgh**  
(412) 937-1441  
Romano/Winter

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
-	-	-			REFRESHMENTS/Banditos
27	25	26			JARS OF CLAY/Flood
15	16	23			VERVE PIPE/Photograph
24	24	24			DISHWALLA/Counting Blue Cars
23	21	20			EVERCLEAR/Santa Monica...
18	18	20			ALICE IN CHAINS/Heaven Beside You
20	23	23			SEVEN MARY THREE/Cumbersome
18	23	19			NIXONS/Sister
18	23	19			CLARKS/Caroline
15	16	14			PAUL WESTERBERG/Love Untold
19	18	18			OZZY OSBOURNE/Just Want You
14	16	15			VAN HALEN/Humans Being
11	13	17			WHY STORE/Lack Of Water
9	8	12			COLLECTIVE SOUL/Where The River...
13	10	15			KENNY WAYNE SHEPHERD/Born With A Broken
8	11	14			BUSH/Machinehead
12	15	14			BADLEES/Angeline Is...
-	-	-			STONE TEMPLE PILOTS/Trippin' On A Hole...
6	7	8			GREN DAY/Brain Slew
7	9	13			SEVEN MARY THREE/Water's Edge
-	-	-			GOO GOO DOLLS/Long Way Down
19	15	17			GOO GOO DOLLS/Naked
6	10	9			WALLFLOWERS/6th Avenue Heartache
10	11	13			KENNY WAYNE SHEPHERD/Deja Voodoo
20	13	13			BONEPONY/Where The Water's...
17	12	-			SON VOLT/Down
12	11	7			GATHERING FIELD/Are You An Angel
5	4	3			KENNY WAYNE SHEPHERD/Deja Voodoo
-	-	-			ZACK WYLDE/Between Heaven...
-	-	-			DAVE MATTHEWS BAND/Ants Marching

KDKB

**MARKET #20**

**KDKB/Phoenix**  
(602) 897-9300  
Maranville/Peterson

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
15	15	41			DEF LEPPARD/Work It Out
31	41	38			SCORPIONS/Wild Child
18	18	25			BRYAN ADAMS/The Only Thing...
28	28	20			BADLEES/Angeline Is...
16	16	28			VAN HALEN/Humans Being
31	31	41			HOOTIE & BLOWFISH/Sad Caper
-	-	-			BLUES TRAVELER/But Anyway
-	-	-			GOO GOO DOLLS/Long Way Down
-	-	-			ALANIS MORISSETTE/You Learn
-	-	-			DAVE MATTHEWS BAND/Too Much
-	-	-			ZACK WYLDE/Between Heaven...
10	10	9			BUSH/Glycerine
10	10	9			BUSH/Comedown
6	6	9			REFRESHMENTS/Banditos
9	9	8			BROTHER CAME/And Fools Shine On
-	-	-			FREDDY JONES BAND/In A Daydream
16	16	41			CRACKER/Sweet Thistle Pie
6	7	8			DISHWALLA/Counting Blue Cars
6	7	8			GIN BLOSSOMS/Day Job
9	9	9			BLUES TRAVELER/Run-Around
8	8	9			COLLECTIVE SOUL/The World I Know
8	8	9			GOO GOO DOLLS/Name
6	6	10			OSASIS/Champagne Supernova
6	6	10			ZZ TOP/She's Just Kiling...
8	8	7			ALANIS MORISSETTE/Tronic
8	8	8			DOG'S EYE VIEW/Everything Falls...
17	17	3			EDWIN MCCAIN/Soldado
7	7	9			EVERCLEAR/Santa Monica...
7	7	9			SPACEHOG/In The Meantime
8	8	12			EDWIN MCCAIN/Alve

WEBN

**MARKET #23**

**WEBN/Cincinnati**  
(513) 621-9326  
Hardin/Reinhart

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
34	32	32			BUSH/Machinehead
27	27	31			GREEN DAY/Brain Slew
-	-	-			METALLICA/Until It Sleeps
19	19	27			SEVEN MARY THREE/My My
29	23	23			SEVEN MARY THREE/Water's Edge
15	26	23			STONE TEMPLE PILOTS/Big Bang Baby
19	18	19			VAN HALEN/Humans Being
-	-	-			SOUNDGARDEN/Slow Up
-	-	-			JERRY CANTRELL/Leave Me Alone
16	16	16			EVERCLEAR/Santa Monica...
17	14	16			SEVEN MARY THREE/Devil Boy
20	19	16			SOUNDGARDEN/Pretty Noose
-	-	-			SOUNDGARDEN/Burden In My Hand
14	14	14			NIXONS/Sister
15	14	15			TOADIES/Possum Kingdom
26	21	15			SPACEHOG/In The Meantime
9	14	15			ALICE IN CHAINS/Heaven Beside You
24	17	17			SEVEN MARY THREE/Cumbersome
-	-	-			STONE TEMPLE PILOTS/Still Remains
14	14	14			LIVE/Alone
-	-	-			BUSH/Comedown
-	-	-			LIVE/It's
-	-	-			STONE TEMPLE PILOTS/Plush
17	15	13			ALICE IN CHAINS/Agan
33	31	31			STONE TEMPLE PILOTS/Trippin' On A Hole...
-	-	-			MARILYN MANSON/Sweet Dreams...A Hole...
16	13	13			COLLECTIVE SOUL/Where The River...
9	10	10			VERVE PIPE/Photograph
-	-	-			METALLICA/King Nothing
19	20	20			DISHWALLA/Counting Blue Cars

96ROCK

**MARKET #27**

**KCAL/Riverside**  
(909) 793-3554  
Shaw/Mathews

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
-	-	-			METALLICA/Until It Sleeps
36	26	25			VAN HALEN/Humans Being
15	21	25			SCORPIONS/Wild Child
22	23	26			DISHWALLA/Counting Blue Cars
10	14	13			SEVEN MARY THREE/Water's Edge
24	27	27			KENNY WAYNE SHEPHERD/Born With A Broken...
11	11	14			GIN BLOSSOMS/Day Job
23	21	20			COLLECTIVE SOUL/Where The River...
19	19	17			ALICE IN CHAINS/Agan
28	24	21			SOUNDGARDEN/Pretty Noose
21	19	15			DEF LEPPARD/Work It Out
15	19	14			OZZY OSBOURNE/Just Want You
20	23	21			GOO GOO DOLLS/Naked
-	-	-			SPACEHOG/Cruel To Be Kind
14	11	13			EVERCLEAR/Santa Monica...
8	9	12			GREEN DAY/Walking...
8	9	12			SMASHING PUMPKINS/1979
12	10	12			SEVEN MARY THREE/Cumbersome
-	-	-			PETER WOLF/Long Line
10	10	11			RANCHID/Myopia, WA
10	8	10			STONE TEMPLE PILOTS/Trippin' On A Hole...
6	6	9			JERRY CANTRELL/Leave Me Alone
-	-	-			KISS/Dominio
2	6	9			SOUNDGARDEN/Burden In My Hand
-	-	-			ZACK WYLDE/Between Heaven...
14	15	9			KISS/Rock Bottom
12	8	9			COLLECTIVE SOUL/The World I Know
26	26	14			BUSH/Machinehead
14	9	12			SPACEHOG/In The Meantime
12	11	10			STONE TEMPLE PILOTS/Big Bang Baby

94HJY

**MARKET #31**

**WHJY/Providence**  
(401) 438-6110  
Weston/Schifino

PLAYS	3W	2W	LW	TW	ARTIST/TITLE
-	-	-			METALLICA/Until It Sleeps
26	24	17			ALANIS MORISSETTE/Tronic
25	27	27			BUSH/Machinehead
14	20	17			OSASIS/Champagne Supernova
15	20	12			EVERCLEAR/Santa Monica...
16	17	23			DISHWALLA/Counting Blue Cars
14	17	10			PETER WOLF/Long Line
29	24	19			SPACEHOG/In The Meantime
14	11	14			COLLECTIVE SOUL/Where The River...
28	24	17			VAN HALEN/Humans Being
11	15	11			DEF LEPPARD/Work It Out
15	14	8			JEWEL/Who Will Save...
-	-	-			JOAN OSBORNE/Sl. Teresa
17	10	10			DOG'S EYE VIEW/Everything Falls...
20	18	9			RED HOT CHILLI.../Aeroplane
26	19	9			SMASHING PUMPKINS/1979
16	9	15			SPIN/DOCTORS/She Used To Be Mine
-	-	-			BADLEES/Angeline Is...
6	11	5			SMASHING PUMPKINS/Tonight, Tonight
19	15	10			THE PRESIDENTS OF.../Peaches
14	14	13			LIVE/Alone
-	-	-			ALANIS MORISSETTE/Hand In My Pocket
16	12	9			KISS/Rock And Roll All...
-	-	-			LIVE/Alone
-	-	-		</	

# ALTERNATIVE REPORTERS

June 7, 1996 R&R • 79

## Stations and their adds listed alphabetically by market

<b>WEOX/Albany, NY</b> PD: Ian Harrison APD/MD: Marc Alighini RED HOT CHILI... "Coffee" OASIS "Angel" WALLFLOWERS "Heartache" SPONGE "Wax" HAYDEN "Bad"	<b>WEND/Charlotte, NC</b> PD: Jack Daniel MD: Kim Monroe No Adds	<b>KFRF/Fresno, CA</b> PD: Don O'Neal APD/MD: Kozman 5 GOO GOO DOLLS "Long" SMASHING PUMPKINS "Tonight" DAVE MATTHEWS BAND "Say"	<b>WXZZ/Lexington, KY</b> PD: Peter Deloro MD: Tony Doolin GREEN DAY "Walking" SMASHING PUMPKINS "Tonight" DAVE MATTHEWS BAND "Say"	<b>WZRH/New Orleans, LA</b> PD: Jack Snyder MD: Darren Gauthier PATTI SMITH "Cannibals" SPONGE "Wax" ASH "Goldfinger" YUM YUM "Aplary" TOADIES "Tyler" STABBING WESTWARD "Shame"	<b>WDST/Poughkeepsie, NY</b> PD: Dave Leonard APD: Dave Doud MD: Nic Harcourt PATTI SMITH "Cannibals" EVERYTHING BUT... "Wrong" SALT "So" STONE TEMPLE PILOTS "Trippin" YUM YUM "Aplary" ASH "Goldfinger" DAVE MATTHEWS BAND "Say" SUPER 8 "King" ELEPHANT RIDE "Wash" BLUES TRAVELER "But"	<b>XTRA/San Diego, CA</b> DM: Tim Dukes MD: Todd Shannon OASIS "Angel" GOO GOO DOLLS "Long" WHY STORE "Water"	<b>WQXX/San Francisco, CA</b> VP/Programming: Richard Sands MD: Roland West 10 POE "Angry" PRONG "Rude" STABBING WESTWARD "Shame"	<b>KOME/San Jose, CA</b> OM: Ron Nanni PD/MD: Jay Taylor 20 SOUNDGARDEN "Burden" 15 SPONGE "Wax"	<b>KJEE/Santa Barbara, CA</b> MD: Eddie Gutierrez MD: Deanne Saffren 8 OASIS "Angel" 8 BECK "Where" 4 SPONGE "Wax" 2 GREEN DAY "Walking"	<b>KNDD/Seattle, WA</b> PD: Rick Lambert MD: Marco Collins 12 SCREAMING TREES "Know" 8 BECK "Where" HOLE "Gold" PATTI SMITH "Cannibals" REACHAROUND "Char" GOODNESS "Goodbye"	<b>WHMP/Springfield, MA</b> PD: Adam Wright MD: Nick Danjer OASIS "Angel" JOAN OSBORNE "Teresa" GOO GOO DOLLS "Long" SALT "So" TOADIES "Tyler"	<b>KTOZ/Springfield, MO</b> MD: Julie Babra 11 SEMI-SOONIC "Delicious" BLUES TRAVELER "But" SPONGE "Wax" STABBING WESTWARD "Shame" FLEMING & JOHN "Love"	<b>WXSX/Tallahassee, FL</b> PD: Rick Schmidt APD: Evan Detaney MD: Chaz 43 METALLICA "Stumps" 20 JOAN OSBORNE "Teresa" 20 GARBAGE "Stupid" 17 GARBAGE "Stupid" 27 BECK "Where" 17 BLUES TRAVELER "But" 14 CURE "Mint" 14 BLINK 182 "What A Mess" 6 LOVE SPT LOVE "Soon" NIXONS "Wre" NADA SURF "Popular" SPACEHOG "Cruel"	<b>KFMA/Tucson, AZ</b> PD: Sazie Dunn 5 JEWEL "Saves" 1 ASH "Goldfinger" 1 SUPER 8 "King"	<b>KMYZ/Tulsa, OK</b> PD: Paul Krieger MD: Jane Shassercorra 16 SPONGE "Wax" 9 GREEN DAY "Walking" 3 GRAVITY HILLS "Enough" 1 SUPER 8 "King"	<b>WPBZ/West Palm Beach, FL</b> PD: Amy Doyle MD: Robert English SELF "Low" SPONGE "Wax" CURE "Mint" JARS OF CLAY "Liquid" GARBAGE "Stupid" OASIS "Angel"
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## NEW & ACTIVE

<b>POE Angry Johnny (Modern Atlantic)</b> Total Plays: 511, Total Stations: 35, Adds: 1	<b>JOHNNY BRAVO Used To Be Cool (Arista)</b> Total Plays: 303, Total Stations: 23, Adds: 0	<b>3 LB. THRILL Something Will Come (57/550 Music)</b> Total Plays: 252, Total Stations: 22, Adds: 2
<b>SOUTHERN CULTURE ON THE SKIDS Camel Walk (DGC/Geffen)</b> Total Plays: 490, Total Stations: 24, Adds: 0	<b>HOLE Gold Dust Woman (Hollywood)</b> Total Plays: 291, Total Stations: 24, Adds: 8	<b>FOO FIGHTERS Alone &amp; Easy Target (Roswell/Capitol)</b> Total Plays: 250, Total Stations: 16, Adds: 0
<b>OASIS Don't Look Back In Anger (Epic)</b> Total Plays: 483, Total Stations: 53, Adds: 30	<b>SPONGE Wax Ecstatic (To Sell...) (Columbia/CRG)</b> Total Plays: 287, Total Stations: 48, Adds: 45	<b>PRONG Rude Awakening (Epic)</b> Total Plays: 236, Total Stations: 27, Adds: 3
<b>DADA I Get High (IRS)</b> Total Plays: 459, Total Stations: 35, Adds: 1	<b>WHY STORE Lack Of Water (Way Cool Music/MCA)</b> Total Plays: 283, Total Stations: 24, Adds: 4	<b>TRIPLE FAST ACTION Revved Up (Capitol)</b> Total Plays: 235, Total Stations: 22, Adds: 1
<b>FUGEES No Woman, No Cry (Ruffhouse/Columbia/CRG)</b> Total Plays: 400, Total Stations: 26, Adds: 3	<b>SPACEHOG Cruel To Be Kind (HiFi/Sire/EEG)</b> Total Plays: 273, Total Stations: 32, Adds: 12	<b>WALLFLOWERS 6th Avenue Heartache (Interscope)</b> Total Plays: 224, Total Stations: 19, Adds: 4
<b>SOUNDGARDEN Burden In My Hand (A&amp;M)</b> Total Plays: 385, Total Stations: 25, Adds: 3	<b>AFGHAN WHIGS Going To Town (Elektra/EEG)</b> Total Plays: 272, Total Stations: 25, Adds: 2	<b>JOAN OSBORNE St. Teresa (Blue Gorilla/Mercury)</b> Total Plays: 197, Total Stations: 12, Adds: 4
<b>NADA SURF Popular (Elektra/EEG)</b> Total Plays: 306, Total Stations: 30, Adds: 8	<b>POSIES Please Return It (DGC/Geffen)</b> Total Plays: 267, Total Stations: 15, Adds: 0	

Songs ranked by total plays.



# Self "SO LOW"

From The Album Subliminal Plastic Motives  
Produced By Matt Mahaffey

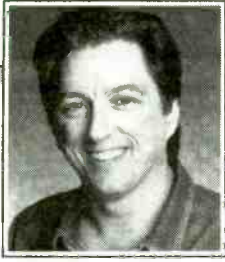
### Alternative Chart 34

New At:  
**WIBF, XHRM, WPBZ, KRZQ, KFBI**

Requesting At:  
**KTbz WLUM WRlg WBZu KTOZ KNRK WEND KNCC WMAD**

### INTO SELF:

<b>WXRK</b>	<b>LIVE105</b>	<b>KTbz</b>	<b>WfnX</b>	<b>99X</b>	<b>WGRD</b>
<b>KEGE</b>	<b>KREV</b>	<b>KPNT</b>	<b>WENZ</b>	<b>KBbt</b>	<b>KNRK</b>
<b>WAQZ</b>	<b>KISF</b>	<b>KLZR</b>	<b>KCXX</b>	<b>WLUM</b>	<b>WDGE</b>
<b>WEND</b>	<b>WZRH</b>	<b>WEDG</b>	<b>WRXQ</b>	<b>WRLG</b>	<b>WXNu</b>
<b>WRAX</b>	<b>WXZZ</b>	<b>KORB</b>	and SOo many more!		



SKY DANIELS

## Entercom: A Commitment To The Format

□ COO/CFO David Field on how consolidation has shaped the company's operations

Continued from Page 1

intend to make any radical moves with the brand images of each outlet," Field states. "We look to optimize the situation regarding the performance of the properties, while retaining the individual identities of each."

What happens when stations that were formerly locked in a fierce competitive battle suddenly become erstwhile partners? Field believes a new era of learning brand management is finally happening at radio. "The challenge is to maintain the passion that was once fueled by a sense of battle. While it's critical for each station to retain the focus to superserve its target, the key for owners to win today is creating powerful clusters in each market.

"This is a paradigm shift for many programmers. We're fortunate that we have people in Seattle who view the opportunity with enthusiasm. Maybe one day we'll look back and miss the old days where we could 'rumble in the back alley.'"

Having collected stations that represent the rock franchise in Seattle from top to bottom, does Field consider wielding aggregate clout in relations other than sales — namely the stations' ability to influence the rock-music success of major labels in the market? "We recognize a great deal of opportunity in that regard. We're not going to be arrogant about it. We intend to unify the respective strengths of the stations and get past the wasted time and effort caused by political battles."

### Brain Trust

Field describes how the Seattle programmers — and those from the other group properties — interface. "We're involved in regular internal company dialogue on a departmental level. We have a great brain trust of people who share their ideas. We've resisted viewing our strengths on a national basis because we still believe you achieve success on a market-by-market basis.



**The trouble I have with Alternative today is it has become the 'format du jour.' Radio's great problem is we have a lemming-like mentality that causes us to oversaturate whatever musical genre is hot that year.**

"We're building a strong corporate culture with the brilliant strategic and technical minds at our properties in the rock arena, in particular at Alternative. The peer awareness can only help drive even the strongest player to do better."

Can Field see a day when one member of his hierarchy will influence the chain uniformly? "We have been a company that has resisted

building layers of management, preferring to empower people in the field. Bureaucracy is not one of our leading concerns. We do look forward to our next national meeting, which — fortunately for us — is in January. Recently, you haven't been able to count on long lead-times for invitations to chain meets."

### 'Format Du Jour'

Field acknowledges Entercom's increasing commitment to the Alternative format. "Back in 1986, we knew this was a viable approach in San Francisco. While it may not have played then in Kalamazoo, we watched it grow steadily over the years. The trouble I have with Alternative today is it has become the 'format du jour.' Radio's great problem, in my mind, is we have a lemming-like mentality that causes us to oversaturate whatever musical genre is hot that year.

"Country went through this a couple of years ago; Alternative is going through it now. There's no question in my mind that the fragmentation in Alternative in some markets is getting ridiculous. My concern is our brands will begin to lose identity and the images will blur. We risk losing the passion of our core listeners when they have three essentially identical options in a market. The risk is there to destroy the listener's passion that made this a great format."

How can Alternative's newfound strength be preserved? Field is blunt in his assessment: "Owners must think in terms of new format directions as opposed to glomming on to this one. If you can own a brand in a market, fine. But to be the second or third Alternative in a market is absurd."

Field regards the newest flavor — Alternative AC — as "an exciting programmer concept. But all the research we've looked at and the empirical evidence we've seen indicate it remains questionable as a business opportunity. The number of true P1 core listeners for the approach is limited. It's a niche of a niche."

### 'Prudent Decisions'

Field wants Entercom to remain involved with Alternative. "We love the format, we've had great success in the format, and we have every intention of continuing to support the format. But we're going to make prudent business decisions regarding all options. Groups in the past that became too enamored of any one format — convincing themselves they 'knew' the format better than anyone — created hubris that led to many problems."

Prudent business decisions in radio are a source of overall concern for Field. "Today's consolidation

## Creating 'Powerful' Clusters

According to Entercom's David Field, the objective of ownership in the post-telecom era is to "create powerful clusters in each market." And Entercom is doing just that in these two Northwest markets:

### Seattle

KBSG-AM & FM (Oldies)  
KMTT-AM & FM (Adult Alternative)  
KISW-FM (Active Rock)  
KNDD-FM (Alternative)

### Portland

KFXX-FM (Sports/Talk)  
KGON-FM (Classic Rock)  
KNRK-FM (Alternative)

Other Entercom properties include:

KITS-FM/San Francisco (Alternative)  
KLDE-FM/Houston (Oldies)  
WYUU-FM/Tampa (Oldies)  
WISP-FM/Tampa (Easy Listening)  
WKTK-FM/Gainesville, FL (AC)

fervor is unique to radio now, but by no means unique to business. It's typical when consolidation is stimulated through deregulation or changing economics. Are there dumb deals being made? Yes, there are deals based on intangibles that might not make sense.

"We need to make prudent decisions on our approach to acquisitions. The deal we did with Viacom in Seattle [to acquire KNDD] and now the three-way swap with Secret and Nationwide are aggressive deals. But overall, they will enable us to grow rapidly without being seduced into excessive economic transactions."

These "excessive economic transactions" — deals based on perceived stick value — tend to create pressures for middle management, generating anxieties as to how they will live up to the tenets of the deal. Field is empathetic, allowing, "You have to recognize that, with this paradigm shift, there is also new opportunity to take radio from a market basis of 7% or 8% to being a 10% or 11% medium.

"If we are successful in that endeavor, these deals are going to look fabulous for all of us. If, however, we revert to the old model of slashing each other to shreds, we'll look pretty silly. You can't compare this to the late '80s when prices went up and values didn't. We can substantially grow radio's share of the advertising dollar, while eliminating unnecessary and wasteful expenditures."

### Separate Management

Sometimes personnel read into those "wasteful expenditures" and believe them to mean job cuts. Field is quick to dismiss such a shakeout: "I can understand the anxiety when owners acquire more properties in a market. The brand is sacrosanct and,

as such, we will always maintain separate brand management at each station. I believe you will see new job opportunities because the scale of the operations justifies new value-added services and management positions that were heretofore impractical.

"We have looked at creating positions for talented people to advance their careers, whereas in a single- or even two-station environment those jobs would never be created. There have been such limited opportunities for management. Now there can be compelling, well-compensating growth for talented individuals."

Field says Entercom not only is concerned with its own employees' welfare, but he wants the company to be as socially conscious as possible. "Entercom wants to have a sense of community service and responsibility. We have established a partnership with the Wilderness Society, a preeminent environmental organization that helps preserve American public lands and wildlife. We do a lot of events with them, resulting in our being their largest corporate contributor for the last two years. We're not General Motors or Coca-Cola, just a radio group.

"I'm not saying this to seek recognition, but rather to demonstrate what power radio has to make positive contributions to our society. Unfortunately, media in general have tended to hinder the civility of our society. There is a current lack of values and cynicism that is extremely regrettable. I don't want to get up on a high horse by saying this because we're not rigid thinkers. We're progressive enough to embrace owning Alternative stations, aren't we? In the end, as owners, we have certain goals. When I die, I don't want my tombstone to read, 'Made budget 36 out of 39 quarters.'"

**Yum-Yum**  
**"Apiary"**

**When was the last time you scratched 'n' sniffed?**

"The best record of the year... end of quote." —Aaron Axelson, MD, Live 105

"The best new artist to be released in 1996." —Alexa Tobin, APD, WXRK/NY

TAG RECORDINGS



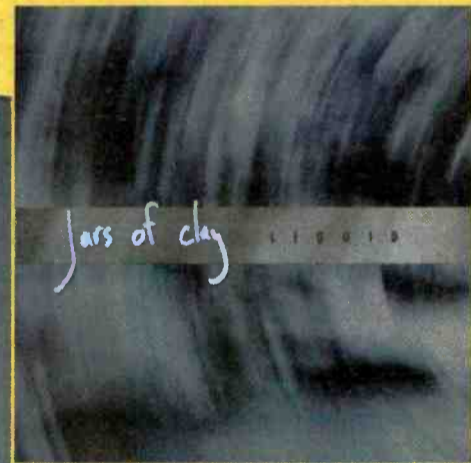
The follow-up single to the  
Alternative breakthrough hit  
"Flood"

From the **Gold** debut album  
Jars Of Clay

# Jars of Clay

## liquid

On your desks now



42384-2/4

Don't miss Jars Of Clay breaking live:

06/08 Carefree Theater/West Palm Beach, FL  
06/10 Pyramid Club/Ft. Meyers, FL  
06/14 99X Festival/Atlanta, GA  
06/15 616 Club/Memphis, TN  
06/16 City Stages/Birmingham, AL  
w/Cowboy Junkies  
06/18 Embassy/Orlando, FL  
06/20 Elbow Room/Columbia, SC  
06/21 Sound Factory/Charlotte, NC  
06/23 The Brewery/Raleigh, NC  
06/25 Mercury Lounge, New York, NY

07/01 Cleveland • 07/02 Pittsburgh  
07/03 Detroit • 07/06 Del Mar/San Diego  
07/08 LA/House Of Blues • 07/09 Las Vegas  
07/10 Albuquerque • 07/11 Salt Lake City  
07/13 Winter Park CO w/Big Head Todd  
07/15 Portland • 07/16 Spokane  
07/18 Bellingham • 07/19 Seattle

**SILVERTONE**  
RECORDS

Produced by Adrian Betew



essential

Management: Randy Lovelady

1996 Brunswick Music, Inc. 41500-2/4

JUNE 7, 1996

3W	2W	LW	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS				TOTAL STATIONS/ADDS
					TW	LW	2W	3W	
			<b>1</b>	TRACY BONHAM Mother Mother (Island)	2790	2732	2789	2725	90/0
			<b>2</b>	CRANBERRIES Salvation (Island)	2627	2617	2861	3036	86/0
			<b>3</b>	DISHWALLA Counting Blue Cars (A&M)	2499	2440	2536	2492	86/0
			<b>4</b>	SOUNDGARDEN Pretty Noose (A&M)	2306	2287	2431	2373	83/0
			<b>5</b>	DAVE MATTHEWS BAND Too Much (RCA)	2199	2212	2373	2408	80/0
			<b>6</b>	GOLDFINGER Here In Your Bedroom (Mojo/Universal)	2164	2009	2078	1960	88/0
			<b>7</b>	ALANIS MORISSETTE You Learn (Maverick/Reprise)	2127	1940	1877	1685	77/1
			<b>8</b>	VERVE PIPE Photograph (RCA)	2055	2029	2231	2174	87/0
			<b>9</b>	NO DOUBT Spiderwebs (Trauma/Interscope)	1863	1665	1601	1488	78/3
			<b>10</b>	REFRESHMENTS Banditos (Mercury)	1859	1688	1649	1560	77/4
			<b>11</b>	BUSH Machinehead (Trauma/Interscope)	1855	2008	2230	2384	64/0
			<b>12</b>	STONE TEMPLE PILOTS Trippin' On A Hole... (Atlantic)	1802	1557	1407	1100	79/8
			<b>13</b>	BUTTHOLE SURFERS Pepper (Capitol)	1771	1560	1505	1279	79/6
			<b>14</b>	PORNO FOR PYROS Tahitian Moon (Warner Bros.)	1759	1578	1585	1392	85/2
			<b>15</b>	JEWEL Who Will Save Your Soul (Atlantic)	1643	1489	1433	1320	75/1
			<b>16</b>	EVERCLEAR Heartspark Dollarsign (Capitol)	1597	1599	1541	1589	82/3
			<b>17</b>	RAGE AGAINST THE MACHINE Bulls On Parade (Epic)	1437	1398	1443	1361	79/0
			<b>18</b>	GIN BLOSSOMS Day Job (A&M)	1430	1402	1422	1328	76/1
			<b>19</b>	CURE Mint Car (Fiction/EEG)	1383	1091	876	527	80/11
			<b>BREAKER 20</b>	GARBAGE Stupid Girl (Almo Sounds/Geffen)	1302	864	563	317	77/11
			<b>21</b>	PAUL WESTERBERG Love Untold (Reprise)	1302	1379	1494	1462	67/1
			<b>22</b>	SMASHING PUMPKINS Tonight, Tonight (Virgin)	1204	1010	866	697	67/17
			<b>BREAKER 23</b>	PRIMITIVE RADIO GODS Standing Outside... (Ergo/Columbia/CRG)	1091	713	444	242	63/11
			<b>24</b>	NIXONS Sister (MCA)	1042	1313	1533	1686	49/1
			<b>BREAKER 25</b>	SOLUTION A.D. Fearless (TAG)	1009	896	863	745	63/4
			<b>26</b>	GREEN DAY Walking Contradiction (Reprise)	969	676	232	95	60/8
			<b>27</b>	PATTI ROTHBERG Inside (EMI)	962	886	914	899	57/2
			<b>28</b>	OASIS Champagne Supernova (Epic)	957	1429	1870	2338	53/0
			<b>29</b>	IMPERIAL DRAG Boy Or A Girl (Work/CRG)	912	990	1040	885	57/1
			<b>DEBUT 30</b>	BECK Where It's At (DGC/Geffen)	898	183	—	—	69/30
			<b>31</b>	STONE TEMPLE PILOTS Big Bang Baby (Atlantic)	889	1036	1349	1657	46/0
			<b>32</b>	METALLICA Until It Sleeps (Elektra/EEG)	885	787	337	—	43/1
			<b>33</b>	GRAVITY KILLS Guilty (TVT)	815	876	980	983	46/0
			<b>34</b>	SELF So Low (Spongebath/Zoo)	795	768	708	683	58/4
			<b>35</b>	CRACKER Nothing To Believe In (Virgin)	779	713	684	606	48/1
			<b>36</b>	SUPERDRAG Sucked Out (Elektra/EEG)	742	705	661	564	51/2
			<b>37</b>	JARS OF CLAY Flood (Silvertone)	727	777	889	1013	30/0
			<b>38</b>	MAGNAPOP Open The Door (Priority)	716	562	424	165	54/6
			<b>39</b>	MARILYN MANSON Sweet Dreams... (Nothing/Interscope)	700	882	1072	1093	52/0
			<b>40</b>	ALICE IN CHAINS Again (Columbia/CRG)	669	595	574	521	41/1
			<b>41</b>	SPACEHOG In The Meantime (HiFi/Sire/EEG)	659	742	887	996	41/0
			<b>42</b>	EVERCLEAR Santa Monica (Watch The World Die) (Capitol)	657	701	826	882	38/0
			<b>43</b>	COWBOY JUNKIES A Common Disaster (Geffen)	644	803	1013	1257	32/0
			<b>44</b>	SUPER 8 King Of The World (Hollywood)	623	556	527	457	53/4
			<b>45</b>	GOO GOO DOLLS Long Way Down (Metal Blade/WB)	599	525	525	449	46/8
			<b>46</b>	LUSH Ladykillers (4AD/Reprise)	596	844	1062	1287	32/0
			<b>47</b>	SEVEN MARY THREE Water's Edge (Mammoth/Atlantic)	584	643	680	754	33/1
			<b>48</b>	FOO FIGHTERS Big Me (Roswell/Capitol)	577	685	770	1006	36/0
			<b>49</b>	SMASHING PUMPKINS Zero (Virgin)	551	659	889	1103	27/0
			<b>DEBUT 50</b>	311 Down (Capricorn)	525	434	299	160	49/5

This chart reflects airplay from May 27-June 2. Songs ranked by total plays. Highlighted songs indicate Breaker.  
93 Alternative reporters. 92 current playlists. © 1996, R&R Inc.

## BREAKERS®

GARBAGE		
Stupid Girl (Almo Sounds/Geffen)		
TOTAL PLAYS/INCREASE	TOTAL STATIONS/ADDS	CHART
1302/438	77/11	20

PRIMITIVE RADIO GODS		
Standing Outside... (Ergo/Columbia/CRG)		
TOTAL PLAYS/INCREASE	TOTAL STATIONS/ADDS	CHART
1091/378	63/11	23

SOLUTION A.D.		
Fearless (TAG)		
TOTAL PLAYS/INCREASE	TOTAL STATIONS/ADDS	CHART
1009/113	63/4	25

## MOST ADDED®

ARTIST TITLE LABEL(S)	ADDS
SPONGE Wax Ecstatic (To Sell...) (Columbia/CRG)	45
BECK Where It's At (DGC/Geffen)	30
OASIS Don't Look Back In Anger (Epic)	30
SMASHING PUMPKINS Tonight, Tonight (Virgin)	17
STABBING WESTWARD Shame (Columbia/CRG)	13
SPACEHOG Cruel To Be Kind (HiFi/Sire/EEG)	12
CURE Mint Car (Fiction/EEG)	11
GARBAGE Stupid Girl (Almo Sounds/Geffen)	11
PRIMITIVE RADIO GODS Standing... (Ergo/Columbia/CRG)	11
ASH Goldfinger (Reprise)	10
BLUES TRAVELER But Anyway (A&M)	10
PATTI SMITH Summer Cannibals (Arista)	9



## MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
BECK Where It's At (DGC/Geffen)	+715
GARBAGE Stupid Girl (Almo Sounds/Geffen)	+438
PRIMITIVE RADIO GODS Standing... (Ergo/Columbia/CRG)	+378
GREEN DAY Walking Contradiction (Reprise)	+293
CURE Mint Car (Fiction/EEG)	+292
SPONGE Wax Ecstatic (To Sell...) (Columbia/CRG)	+280
STONE TEMPLE PILOTS Trippin' On A Hole... (Atlantic)	+245
BUTTHOLE SURFERS Pepper (Capitol)	+211
NO DOUBT Spiderwebs (Trauma/Interscope)	+198
SMASHING PUMPKINS Tonight, Tonight (Virgin)	+194

Breakers: Songs registering 1000 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.



# KMFDM

# "POWER"

# BEFORE THE BOX:

# WOXY • X96



# ALTERNATIVE PLAYLISTS

FIND COMPLETE PLAYLISTS FOR ALL ALTERNATIVE REPORTERS ON R&R ONLINE

**92.3 K-ROCK MARKET #1**  
**WXRK/New York**  
 (212) 750-0550  
 Kingston/Milkman

PLAYS	SW	ZW	LTW	ARTIST/TITLE
37	39	37	38	BUSH/Machinehead
35	26	38	38	TRACY BONHAM/Mother Mother
9	24	33	33	PRIMITIVE RADIO GODS/Standing Outside...
15	18	34	34	BUTTHOLE SURFERS/Pepper
-	-	10	27	CURE/Mint Car
23	24	20	23	SMASHING PUMPKINS/Tonight, Tonight
22	26	26	26	GARBAGE/Stupid Girl
41	32	23	26	NO DOUBT/Spiderwebs
36	32	26	26	PORNO FOR PYROS/Tahitian Moon
32	40	24	26	STONE TEMPLE PILOTS/Big Bang Baby
39	40	25	25	SOUNDGARDEN/Pretty Noose
-	14	24	25	METALLICA/Until It Sleeps
17	23	26	24	ALICE IN CHAINS/Again
24	26	22	23	CRANBERRIES/Saveation
32	25	24	23	STONE TEMPLE PILOTS/Trippin' On A Hole...
35	28	22	22	NIRVANA/Marigold
40	40	28	22	RAGE AGAINST.../Bulls On Parade
24	26	16	21	GOLDFINGER/Here In Your Bedroom
-	-	21	21	SPONGE/Wax Ecstatic (To...)
-	-	21	21	BECK/Where It's At
39	38	21	21	SMASHING PUMPKINS/Zero
24	23	19	21	OASIS/Don't Look Back...
-	-	20	20	SOUNDGARDEN/Burden In My Hand
29	23	18	19	FUGEES/No Woman, No Cry
21	21	14	19	JEWEL/Who Will Save...
-	19	22	18	RADIOHEAD/Street Spirit
21	24	16	18	NIXONS/Sister
22	27	13	16	MARILYN MANSON/Sweet Dreams...
25	23	16	16	VERVE PIPE/Photograph
-	17	22	15	CRACKER/Nothing To Believe...

**KROQ/LOS ANGELES MARKET #2**  
**KROQ/Los Angeles**  
 (818) 567-1067  
 Weatherly/Sandblom/Worden

PLAYS	SW	ZW	LTW	ARTIST/TITLE
9	24	23	35	PRIMITIVE RADIO GODS/Standing Outside...
8	23	28	33	TRACY BONHAM/Mother Mother
38	26	20	20	NO DOUBT/Spiderwebs
33	30	24	27	JEWEL/Who Will Save...
22	20	14	27	FUGEES/No Woman, No Cry
-	-	7	25	BECK/Where It's At
31	39	22	25	STONE TEMPLE PILOTS/Big Bang Baby
35	27	15	24	SMASHING PUMPKINS/Zero
12	15	19	24	BUTTHOLE SURFERS/Pepper
-	6	11	23	CURE/Mint Car
15	20	16	22	PORNO FOR PYROS/Tahitian Moon
35	27	22	22	BUSH/Machinehead
27	24	21	21	GARBAGE/Stupid Girl
-	-	7	19	SPONGE/Wax Ecstatic (To...)
-	-	5	19	SOUNDGARDEN/Burden In My Hand
42	36	21	19	RAGE AGAINST.../Bulls On Parade
-	18	21	18	RADIOHEAD/Street Spirit
30	36	14	18	SOUNDGARDEN/Pretty Noose
27	19	25	19	STONE TEMPLE PILOTS/Trippin' On A Hole...
13	23	25	17	SMASHING PUMPKINS/Tonight, Tonight
20	23	18	17	CRANBERRIES/Saveation
36	26	14	16	LUSH/Ladykillers
21	20	14	15	OASIS/Don't Look Back...
-	11	15	11	ALICE IN CHAINS/Again
20	20	20	15	NIRVANA/Marigold
-	12	10	15	311/Down
13	7	7	15	DISHWALLA/Counting Blue Stars
14	16	10	14	VERVE PIPE/Photograph
18	19	11	14	GOLDFINGER/Here In Your Bedroom
21	19	12	14	JARS OF CLAY/Flood

**Q101 MARKET #3**  
**WKOX/Chicago**  
 (312) 527-8348  
 Gamble/Shuminas

PLAYS	SW	ZW	LTW	ARTIST/TITLE
59	58	62	49	BUSH/Machinehead
31	18	30	49	SOUNDGARDEN/Pretty Noose
38	36	41	47	RAGE AGAINST.../Bulls On Parade
27	42	56	30	SMASHING PUMPKINS/Tonight, Tonight
25	36	30	36	NO DOUBT/Spiderwebs
26	27	30	35	GRAVITY KILLS/Guilty
13	33	31	34	ALANIS MORISSETTE/You Learn
39	39	33	34	EVERCLEAR/Santa Monica...
35	42	35	32	CRANBERRIES/Saveation
33	31	33	31	NIRVANA/Marigold
15	26	31	31	DAVE MATTHEWS BAND/Too Much
33	34	32	31	STABBING WESTWARD/What Do I Have To...
23	20	19	31	JEWEL/Who Will Save...
36	35	34	29	STONE TEMPLE PILOTS/Trippin' On A Hole...
15	18	20	27	PRIMITIVE RADIO GODS/Standing Outside...
-	15	29	27	STONE TEMPLE PILOTS/Big Bang Baby
-	24	28	26	BECK/Where It's At
24	28	21	26	OASIS/Champagne Supernova
10	10	10	25	FOO FIGHTERS/Alone & Easy Target
15	18	16	25	GARBAGE/Stupid Girl
20	20	23	24	BUTTHOLE SURFERS/Pepper
-	16	27	23	SOUNDGARDEN/Blow Up
34	27	35	21	TRACY BONHAM/Mother Mother
20	24	25	20	EVERCLEAR/Heartsark...
31	31	32	19	SEVEN MARY THREE/Summerside
37	34	8	18	SMASHING PUMPKINS/Zero
35	11	12	18	GOLDFINGER/Here In Your Bedroom
15	23	16	16	GREEN DAY/Walking...
21	25	20	16	OASIS/Don't Look Back...
22	20	18	15	PORNO FOR PYROS/Tahitian Moon

**LIVE 105 MARKET #4**  
**KITS/San Francisco**  
 (415) 512-1053  
 Sands/Alright

PLAYS	SW	ZW	LTW	ARTIST/TITLE
26	28	31	31	PRIMITIVE RADIO GODS/Standing Outside...
25	32	30	30	TRACY BONHAM/Mother Mother
28	26	17	30	BUTTHOLE SURFERS/Pepper
22	17	28	27	BUSH/Machinehead
-	-	8	26	BECK/Where It's At
-	-	10	24	ELECTRONIC/Forbidden City
18	10	26	22	GOLDFINGER/Here In Your Bedroom
12	16	28	22	LUSH/Ladykillers
28	7	8	22	CRANBERRIES/Saveation
16	25	30	21	JEWEL/Who Will Save...
10	23	20	21	CURE/Mint Car
18	19	19	19	GARBAGE/Stupid Girl
29	20	18	19	PORNO FOR PYROS/Tahitian Moon
5	24	25	18	STONE TEMPLE PILOTS/Trippin' On A Hole...
-	14	15	17	DISHWALLA/Counting Blue Stars
-	16	17	17	YUM YUM/Apary
14	29	16	16	STONE TEMPLE PILOTS/Trippin' On A Hole...
22	26	25	15	RAGE AGAINST.../Bulls On Parade
17	18	18	15	NO DOUBT/Spiderwebs
5	9	15	15	311/Down
8	16	14	15	FUGEES/No Woman, No Cry
-	16	15	15	LOVE SPLIT LOVE/How Soon Is Now?
-	12	12	12	SOUNDGARDEN/Blow Up
7	6	5	12	OASIS/Don't Look Back...
7	9	12	12	PRODIGY/Firestarter
5	10	10	10	AFGHAN WHIGS/Going To Town
20	17	12	10	SAMMY/Neptune Ave...
17	17	19	10	MAGNAPOP/Open The Door
-	-	-	10	POE/ANGY Johnny
-	-	-	18	HOLE/Gold Dust Woman

**103.9 FM WDRB MARKET #5**  
**WIBF/Philadelphia**  
 (215) 884-9400  
 McGuinn

PLAYS	SW	ZW	LTW	ARTIST/TITLE
40	39	39	44	TRACY BONHAM/Mother Mother
40	38	38	42	DAVE MATTHEWS BAND/Too Much
40	39	39	41	CRANBERRIES/Saveation
37	42	42	39	STONE TEMPLE PILOTS/Big Bang Baby
31	39	39	38	DISHWALLA/Counting Blue Stars
37	37	37	37	BUSH/Machinehead
39	38	37	37	GOLDFINGER/Here In Your Bedroom
25	39	38	38	NO DOUBT/Spiderwebs
27	27	27	28	PORNO FOR PYROS/Tahitian Moon
28	24	24	26	EVERCLEAR/Heartsark...
31	30	30	26	REFRESHMENTS/Bandits
15	26	26	25	CURE/Mint Car
28	26	24	24	JOAN OSBORNE/Right Hand Man
19	24	24	24	COWBOY JUNKIES/A Common Disaster
18	25	24	24	CAST/Alright
26	26	26	23	SPIN DOCTORS/She Used To Be Mine
21	23	23	22	SMASHING PUMPKINS/Tonight, Tonight
22	24	24	22	NIRVANA/Marigold
28	27	27	21	TOADIES/Tyler
18	17	17	20	SOUNDGARDEN/Pretty Noose
18	17	17	18	SOLUTION A.D./Fearless
18	17	17	18	GARBAGE/Stupid Girl
18	17	17	18	ALANIS MORISSETTE/You Learn
18	19	19	18	DADAJ/Get High
13	13	13	17	RAGE AGAINST.../Bulls On Parade
17	20	20	17	GIN BLOSSOMS/Dad Job
-	17	17	17	NIXONS/Wire
8	17	17	17	SOUTHERN CULTURE.../Came! Walk
-	17	17	16	RED HOT CHILI.../Coffee Shop
18	16	16	16	LUSH/Ladykillers

**Y100 MARKET #6**  
**WPLI/Philadelphia**  
 (610) 565-8900  
 Knapp/Tisa

PLAYS	SW	ZW	LTW	ARTIST/TITLE
31	43	42	41	JEWEL/Who Will Save...
46	45	41	40	DOG'S EYE VIEW/Everything Falls...
34	28	29	40	DAVE MATTHEWS BAND/Satellite
36	44	42	40	EVERCLEAR/Santa Monica...
46	47	30	39	ALANIS MORISSETTE/You Learn
31	32	20	37	DISHWALLA/Counting Blue Stars
46	32	12	36	FOO FIGHTERS/Big Me
12	29	32	30	NIXONS/Sister
46	44	32	29	OASIS/Champagne Supernova
-	-	20	28	SMASHING PUMPKINS/Tonight, Tonight
16	14	21	27	STONE TEMPLE PILOTS/Big Bang Baby
14	30	21	27	JARS OF CLAY/Flood
9	16	19	27	RED HOT CHILI.../Aeroplane
25	10	17	26	GARBAGE/Only Happy When...
12	15	11	25	BUSH/Machinehead
20	5	7	24	CRANBERRIES/Saveation
25	42	19	24	SPACEHOG/In The Meantime
29	30	16	24	LENNY KRAVITZ/Can't Get You Off...
12	13	10	23	COWBOY JUNKIES/A Common Disaster
25	17	22	22	DAVE MATTHEWS BAND/Too Much
27	24	16	22	ALANIS MORISSETTE/ironic
30	27	15	22	TRACY BONHAM/Give Me One Reason
30	16	20	22	TORI AMOS/Caught A Lite Sneeze
28	16	8	20	OASIS/Wonderwall
11	14	11	19	TRACY BONHAM/Mother Mother
12	11	10	18	GOLDFINGER/Here In Your Bedroom
-	-	-	18	CLAYTON & MULLEN/Mission: Impossible
-	-	-	18	SOUNDGARDEN/Pretty Noose
-	-	-	19	CURE/Mint Car
-	-	-	19	CRANBERRIES/Free To Decide

**89X MARKET #6**  
**CIMX/Detroit**  
 (313) 961-9811  
 Canova/Brookshaw

PLAYS	SW	ZW	LTW	ARTIST/TITLE	
63	64	62	63	SOUNDGARDEN/Pretty Noose	
60	64	61	58	BUSH/Machinehead	
15	34	60	55	STONE TEMPLE PILOTS/Trippin' On A Hole...	
24	42	41	55	NIXONS/Sister	
45	42	49	49	RAGE AGAINST.../Bulls On Parade	
27	38	47	48	VERVE PIPE/Photograph	
40	41	42	41	BUTTHOLE SURFERS/Pepper	
-	-	-	4	39	GARBAGE/Stupid Girl
31	38	38	37	JEWEL/Who Will Save...	
38	37	37	38	SMASHING PUMPKINS/Zero	
54	58	45	36	CRANBERRIES/Saveation	
44	40	41	35	TRACY BONHAM/Mother Mother	
44	42	42	34	PORNO FOR PYROS/Tahitian Moon	
25	32	27	30	EVERCLEAR/Heartsark...	
-	-	-	29	SPONGE/Wax Ecstatic (To...)	
27	27	27	28	ALANIS MORISSETTE/You Learn	
30	29	31	28	ALICE IN CHAINS/Again	
-	-	-	6	27	PLUTD/Paste
-	-	-	6	29	NO DOUBT/Spiderwebs
7	29	27	26	SUICIDE MACHINE/No Face	
22	22	22	25	SMASHING PUMPKINS/Tonight, Tonight	
22	21	27	25	JALE/Ali	
25	22	26	25	COWBOY JUNKIES/A Common Disaster	
24	21	24	24	RUSTY/California	
24	25	23	23	HAYDEN/Bad As They Seem	
25	29	25	21	TRAGICALLY HIP/Ahead By A Century	
10	10	8	20	OASIS/Don't Look Back...	
33	27	27	19	MARILYN MANSON/Sweet Dreams...	
15	14	11	10	GIRLS AGAINST BOYS/Super-Fire	

**47 MARKET #6**  
**WHYY/Detroit**  
 (313) 871-3030  
 Michaels/Tear

PLAYS	SW	ZW	LTW	ARTIST/TITLE
43	36	36	40	SPACEHOG/In The Meantime
44	45	45	38	GIN BLOSSOMS/Follow You Down
41	41	41	37	NIXONS/Sister
43	29	29	37	OASIS/Champagne Supernova
23	20	20	35	BUSH/Machinehead
34	39	39	33	NATALIE MERCHANT/Wonder
26	23	23	32	JEWEL/Who Will Save...
15	31	31	29	DISHWALLA/Counting Blue Stars
6	25	25	29	JOAN OSBORNE/Sl. Teresa
5	5	5	28	ALANIS MORISSETTE/You Learn
32	32	32	28	COLLECTIVE SOUL/The World I Know
33	28	28	27	DAVE MATTHEWS BAND/Too Much
11	16	16	27	TRACY BONHAM/Mother Mother
16	20	20	27	CRANBERRIES/Saveation
37	32	32	27	EVERYTHING BUT.../Missing
44	44	44	26	ALANIS MORISSETTE/ironic
15	14	14	26	REFRESHMENTS/Bandits
36	31	31	26	VERVE PIPE/Photograph
30	32	32	25	OASIS/Wonderwall
28	28	28	25	HOOTIE & BLOWFISH/Old Man & Me
29	29	29	25	SOUNDGARDEN/Pretty Noose
34	41	41	24	BODEANS/Closer To Free
44	31	31	24	EVERCLEAR/Santa Monica...
28	25	25	23	FOO FIGHTERS/Big Me
26	25	25	23	GREEN DAY/Brain Stew
29	36	36	21	DOG'S EYE VIEW/Everything Falls...
13	27	27	19	PAUL WESTERBERG/Love Untold
-	10	10	19	CURE/Mint Car
6	8	8	18	PATTI ROTHBERG/Inside
-	-	-	17	SMASHING PUMPKINS/Tonight, Tonight

**94.5 EDGE MARKET #7**  
**KDGE/Dallas**  
 (214) 770-7777  
 Folger/Michaels

PLAYS	SW	ZW	LTW	ARTIST/TITLE
41	42	40	46	BUSH/Machinehead

# ALTERNATIVE PLAYLISTS

FIND COMPLETE PLAYLISTS FOR ALL ALTERNATIVE REPORTERS ON R&R ONLINE

the X 105.9 MARKET #19 WXDX/Pittsburgh (412) 846-4100 Winter/All	
PLAYS	ARTIST/TITLE
3W 2W LW TW	
27 26 27 30	GOLDFINGER/Here In Your Bedroom
28 27 29 30	DISHWALLA/Counting Blue Cars
27 29 26 28	DAVE MATTHEWS BAND/Too Much
26 27 26 28	VERVE PIPE/Photograph
26 26 25 28	BUSH/Machinehead
26 27 27 28	SOUNDGARDEN/Pretty Noose
26 28 28 28	CRANBERRIES/Salvation
24 26 25 28	STONE TEMPLE PILOTS/Trippin' On A Hole...
21 23 25 28	EVERCLEAR/Heartspark...
17 25 24 27	REFRESHMENTS/Banditos
28 25 28 27	JARS OF CLAY/Flood
28 23 27 27	COLLECTIVE SOUL/Where The River...
18 24 24 27	GOO DOLLS/Long Way Down
26 27 25 26	TRACY BONHAM/Mother Mother
- 20 26 28	NO DOUBT/Spiderwebs
- 14 24 26	METALLICA/Until It Sleeps
26 25 26 26	GREEN DAY/Walking...
19 17 15 25	TOADIES/Away
27 27 24 24	GRAVITY KILLS/Guilty
8 18 21 24	BUTTHOLE SURFERS/Pepper
8 21 24 23	HUNGER/Vanishing Cream
9 20 19 19	IMPERIAL DRAG/Boy Or A Girl
19 19 21 18	ALANIS MORISSETTE/Right Through You
20 23 21 18	PAUL WESTERBERG/Love Untold
16 15 15 18	RAGE AGAINST.../Bulls On Parade
- 13 15 18	ALANIS MORISSETTE/You Learn
- 17 15 18	MAGNAPOP/Open The Door
- 10 10 14	JERRY CANTRELL/Leave Me Alone
14 15 15 14	LOCAL H/High-Fiving MF
- 13	PRIMITIVE RADIO GODS/Standing Outside...

THE EDGE 101.5FM MARKET #20 KEDJ/Phoenix (602) 266-1360 Hart/Patyk	
PLAYS	ARTIST/TITLE
3W 2W LW TW	
55 48 56 61	TRACY BONHAM/Mother Mother
31 32 35 80	SOUNDGARDEN/Pretty Noose
26 25 56 56	CRANBERRIES/Salvation
26 56 55 55	RAGE AGAINST.../Bulls On Parade
22 49 56 55	SMASHING PUMPKINS/Zero
51 48 58 54	BUSH/Machinehead
55 24 30 53	GREEN DAY/Brain Stew
- 16 35	METALLICA/Until It Sleeps
33 31 31 32	BUTTHOLE SURFERS/Pepper
18 26 31 31	MAGNAPOP/Open The Door
26 24 26 29	GOLDFINGER/Here In Your Bedroom
- 10 27	BECK/Where It's At
27 56 28 27	VERVE PIPE/Photograph
9 23 25 26	PORNO FOR PYROS/Tahitian Moon
26 20 24 25	NO DOUBT/Spiderwebs
49 27 23 25	EVERCLEAR/Santa Monica...
24 26 28 24	ALICE IN CHAINS/Again
21 20 21 24	REFRESHMENTS/Banditos
20 21 22 23	STONE TEMPLE PILOTS/Big Bang Baby
56 24 28 21	MARILYN MANSON/Sweet Dreams...
30 17 28 21	STONE TEMPLE PILOTS/Trippin' On A Hole...
14 19 18 20	ALANIS MORISSETTE/You Learn
13 54 47 28	JEWEL/Who Will Save...
21 17 20 20	EVERCLEAR/Heartspark...
15 17 20 19	GRAVITY KILLS/Guilty
18 5 11 17	SMASHING PUMPKINS/Tonight, Tonight
- 5 10 14	GARBAGE/Stupid Girl
- 17 13	GREEN DAY/Walking...
13 12 18 13	CLAYTON & MULLEN/Mission: Impossible
17 20 13 12	IMPERIAL DRAG/Boy Or A Girl

107.9FM MARKET #20 KZON/Phoenix (602) 258-8181 Ebbott/Smith	
PLAYS	ARTIST/TITLE
3W 2W LW TW	
27 27 26 29	DISHWALLA/Counting Blue Cars
26 27 27 29	REFRESHMENTS/Banditos
11 11 33 28	GIN BLOSSOMS/Day Job
27 26 28 27	CRANBERRIES/Salvation
28 26 26 27	DAVE MATTHEWS BAND/Too Much
26 26 27 27	DOG'S EYE VIEW/Everything Falls...
27 29 24 26	ALANIS MORISSETTE/You Learn
13 13 25 28	VERVE PIPE/Photograph
27 26 25 25	RED HOT CHILI.../Aeroplane
14 16 13 15	GOO DOLLS/Long Way Down
- 11 15	MAGNAPOP/Open The Door
14 15 15 15	NIXONS/Sister
- 10 14 15	PORNO FOR PYROS/Tahitian Moon
14 12 15 15	RUST/Not Today
11 14 12 14	EVERCLEAR/Santa Monica...
12 12 13 14	LUSH/Ladykillers
9 8 8 14	MYSTERIES OF LIFE/Going Through...
13 15 11 14	NIRVANA/Marigold
27 28 16 14	OASIS/Champagne Supernova
- 11 13	GREEN DAY/Walking...
14 15 14 13	HOOTIE & BLOWFISH/Old Man & Me
- 7 8 13	JEWEL/Under The Water
15 14 16 13	NO DOUBT/Just A Girl
12 13 15 13	STONE TEMPLE PILOTS/Lady Picture Show
- 9 16 12	CRACKER/Nothing To Believe...
- 17 9 12	EVERCLEAR/Heartspark...
11 13 13 12	GARBAGE/Stupid Girl
- 12 12	GOLDFINGER/Here In Your Bedroom
15 14 12 12	SATCHEL/Suffering
6 8 7 11	IMPERIAL DRAG/Boy Or A Girl

107.9FM MARKET #22 WENZ/Cleveland (216) 861-0100 Neumann/Robertson	
PLAYS	ARTIST/TITLE
3W 2W LW TW	
46 42 46 44	TRACY BONHAM/Mother Mother
42 43 44 44	VERVE PIPE/Photograph
43 41 45 44	DAVE MATTHEWS BAND/Too Much
43 42 44 44	BUSH/Machinehead
40 40 44 44	SOUNDGARDEN/Pretty Noose
47 21 44 44	CRANBERRIES/Salvation
42 44 43 44	DISHWALLA/Counting Blue Cars
22 43 44 44	ALANIS MORISSETTE/You Learn
20 45 41 41	GRAVITY KILLS/Guilty
22 24 22 20	EVERCLEAR/Heartspark...
15 24 21 20	SUPER & King Of The World
17 24 20 20	PAUL WESTERBERG/Love Untold
21 22 20 20	HOWLIN' MAGGIE/Alcohol
19 22 20 20	SUPERDRAG/Sucked Out
18 22 20 20	COLLECTIVE SOUL/Where The River...
18 20 20 20	CURE/Mint Car
22 24 19 20	PRIMITIVE RADIO GODS/Standing Outside...
19 22 19 20	SOUTHERN CULTURE.../Camel Walk
19 20 19 20	CLARKS/Courtesy
- 20 19 20	STONE TEMPLE PILOTS/Trippin' On A Hole...
22 28 18 20	PORNO FOR PYROS/Tahitian Moon
19 21 18 20	WHY STORE/Lack Of Water
21 20 18 20	GIN BLOSSOMS/Day Job
- 10 18 20	BARENAKED LADIES/The Old Apartment
- 18 20	NO DOUBT/Spiderwebs
- 18 20	REFRESHMENTS/Banditos
- 20 20	GARBAGE/Stupid Girl
- 20 20	MAGNAPOP/Open The Door
- 20 20	SOLUTION A.D./Fearless
- 20 20	GREEN DAY/Walking...

wms 100.5 FM MARKET #22 WMMZ/Cleveland (216) 781-9667 Gorman/Kubinski	
PLAYS	ARTIST/TITLE
3W 2W LW TW	
33 34 39 45	DISHWALLA/Counting Blue Cars
43 42 42 42	NIXONS/Sister
45 40 41 42	JEWEL/Who Will Save...
- 9 35 41	METALLICA/Until It Sleeps
30 31 36 39	ALANIS MORISSETTE/You Learn
39 40 38 37	BUSH/Machinehead
22 29 33	REFRESHMENTS/Banditos
30 29 33	SOUNDGARDEN/Pretty Noose
40 45 31 32	SEVEN MARY THREE/Water's Edge
20 25 30 32	OASIS/Hey Now!
33 30 28 32	JARS OF CLAY/Flood
31 33 31 32	GIN BLOSSOMS/Day Job
32 29 27 31	SPACEHOG/Cruel To Be Kind
17 21 31 31	NO DOUBT/Spiderwebs
19 24 30 30	EVERCLEAR/Heartspark...
35 33 33 30	TRACY BONHAM/Mother Mother
9 34 40 29	ADAM SANDLER/Do To My Car
35 33 29 29	CRANBERRIES/Salvation
40 42 36 29	POE/ANGRY JOHNNY
- 42 18 26	STONE TEMPLE PILOTS/Big Bang Baby
- 42 18 26	STONE TEMPLE PILOTS/Trippin' On A Hole...
9 16 19 24	BUTTHOLE SURFERS/Pepper
29 25 23 23	EVERCLEAR/Santa Monica...
26 23 18 21	GOLDFINGER/Here In Your Bedroom
32 32 23 19	PATTI ROTHERBERG/Inside
19 18 20 10	GOO DOLLS/Long Way Down
- 14 10	WALLFLOWERS/6th Avenue Heartache
- 13 10	PORNO FOR PYROS/Tahitian Moon
- 17	SMASHING PUMPKINS/Tonight, Tonight
30 34 27 17	IMPERIAL DRAG/Boy Or A Girl

KTCL MARKET #23 KTCL/Denver (303) 571-1232 Hayes	
PLAYS	ARTIST/TITLE
3W 2W LW TW	
30 31 31 31	CRANBERRIES/Salvation
24 17 17 30	JEWEL/Who Will Save...
20 22 22 30	ALANIS MORISSETTE/You Learn
- 18 18 29	GARBAGE/Stupid Girl
21 28 29 29	NO DOUBT/Spiderwebs
28 29 28 28	PORNO FOR PYROS/Tahitian Moon
23 24 24 27	DISHWALLA/Counting Blue Cars
21 23 23 26	VERVE PIPE/Photograph
10 17 24 24	PRIMITIVE RADIO GODS/Standing Outside...
- 24 24	FUGEES/No Woman, No Cry
- 24 24 24	CURE/Mint Car
8 16 24 24	MAGNAPOP/Open The Door
- 23 23	BECK/Where It's At
30 30 30 30	REFRESHMENTS/Banditos
24 22 22 22	IMPERIAL DRAG/Boy Or A Girl
20 24 24 22	PATTI ROTHERBERG/Inside
21 23 23 22	LOVE AND ROCKETS/Sweet Lover Hangover
30 27 27 26	SMASHING PUMPKINS/Tonight, Tonight
27 27 27 15	GIN BLOSSOMS/Day Job
- 10 14	EVERCLEAR/Heartspark...
6 10 10 12	YUM YUM/Apiary
- 6 6 11	SUPER & King Of The World
- 23 11	SPECIALSA Little Bit Me...
31 29 19 18	DAVE MATTHEWS BAND/Too Much
- 6 10	APPLES IN SILVER/Tidal Waves
25 21 21 10	TORI AMOS/Talula
6 8 8 9	STONE TEMPLE PILOTS/Trippin' On A Hole...
6 6 6 8	POESIES/Please Return It
10 8 8 8	GOLDFINGER/Here In Your Bedroom
9 9 9 8	SOLUTION A.D./Fearless

THE GREAT 97 AM MARKET #24 KBBT/Portland, OR (503) 222-1011 Numme/Scott	
PLAYS	ARTIST/TITLE
3W 2W LW TW	
39 34 44 40	TRACY BONHAM/Mother Mother
33 40 38 40	JEWEL/Who Will Save...
31 33 33 39	RAGE AGAINST.../Bulls On Parade
37 34 31 38	SMASHING PUMPKINS/Tonight, Tonight
- 18 31 38	NO DOUBT/Spiderwebs
28 23 42 33	SOUNDGARDEN/Pretty Noose
17 22 18 32	GOLDFINGER/Here In Your Bedroom
22 20 19 31	ALICE IN CHAINS/Again
33 37 46 30	STONE TEMPLE PILOTS/Trippin' On A Hole...
- 19 23 28	REACHAROUND/Big Chair
- 18 27 27	CURE/Mint Car
- 19 27	SPACEHOG/Cruel To Be Kind
24 22 28 28	BUTTHOLE SURFERS/Pepper
23 26 32 24	ALANIS MORISSETTE/You Learn
21 23 18 23	DISHWALLA/Counting Blue Cars
25 20 15 23	PORNO FOR PYROS/Tahitian Moon
- 20 23	NADA SURF/Popular
23 24 16 22	POE/ANGRY JOHNNY
38 48 38 22	BUSH/Machinehead
12 20 20 22	GRAVITY KILLS/Guilty
23 18 19 21	SOLUTION A.D./Fearless
26 16 14 21	POESIES/Please Return It
- 8 29	DADA! Get High
22 16 19 28	SUPER & King Of The World
- 6 20	CRACKER/Nothing To Believe...
- 15 28	311/Down
21 17 17 28	GIGANTIC/Disenchanted
25 16 22 19	VERVE PIPE/Photograph
- 19 21 19	GARBAGE/Stupid Girl
9 19 19 19	MAGNAPOP/Open The Door

KNSR MARKET #24 KNSR/Portland, OR (503) 223-1441 Hamilton/Souther	
PLAYS	ARTIST/TITLE
3W 2W LW TW	
35 37 38 38	BUSH/Machinehead
37 38 38 38	BUTTHOLE SURFERS/Pepper
14 38 38 38	REFRESHMENTS/Banditos
37 37 38 38	ALANIS MORISSETTE/You Learn
37 38 38 38	PORNO FOR PYROS/Tahitian Moon
21 38 38 38	TRACY BONHAM/Mother Mother
- 20 34 34	STONE TEMPLE PILOTS/Trippin' On A Hole...
35 31 32 32	JEWEL/Who Will Save...
5 28 27 27	COWBOY JUNKIES/A Common Disaster
- 25 25	HOLE/Gold Dust Woman
24 23 25 25	SUPER & King Of The World
- 12 25	BECK/Where It's At
- 24 24	GARBAGE/Stupid Girl
23 24 24 24	GIN BLOSSOMS/Day Job
- 24 24	GREEN DAY/Walking...
21 26 24 24	CURE/Mint Car
25 24 23 23	IMPERIAL DRAG/Boy Or A Girl
25 25 23 23	SELF/So Low
- 21 22 22	PATTI ROTHERBERG/Inside
22 22 22 22	POE/ANGRY JOHNNY
- 19 28	MAGNAPOP/Open The Door
- 19 19	SPACEHOG/Cruel To Be Kind
17 17 17 17	RAGE AGAINST.../Bulls On Parade
12 12 13 13	DISHWALLA/Counting Blue Cars
26 24 13 13	GOLDFINGER/Here In Your Bedroom
35 23 12 12	SOUNDGARDEN/Pretty Noose
14 13 12 12	SUPER DELUXE/She Came On
11 9 11 11	DAVE MATTHEWS BAND/Too Much
11 11 11 11	GRAVITY KILLS/Guilty
25 24 11 11	SPONGE/Sucked Out

107.7 FM MARKET #25 WAOZ/Cincinnati (513) 621-9326 Harris/Schiesler	
PLAYS	ARTIST/TITLE
3W 2W LW TW	
42 38 38 45	COWBOY JUNKIES/A Common Disaster
36 44 44 44	JARS OF CLAY/Flood
27 41 41 39	BUSH/Machinehead
31 44 44 39	TRACY BONHAM/Mother Mother
- 23 38	DAVE MATTHEWS BAND/Too Much To Say
39 43 43 44	OASIS/Champagne Supernova
40 41 41 41	CRANBERRIES/Salvation
24 26 34 34	DISHWALLA/Counting Blue Cars
45 39 39 33	TRACY CHAPMAN/Give Me One Reason
11 21 30 30	NATALIE MERCHANT/Jealousy
- 10 30	CURE/Mint Car
- 24 30	ALANIS MORISSETTE/You Learn
32 39 39 28	NO DOUBT/Just A Girl
28 23 23 20	PATTI ROTHERBERG/Inside
23 20 20 20	PAUL WESTERBERG/Love Untold
- 11 11 11	CRACKER/Nothing To Believe...
- 18 18	BECK/Where It's At
13 10 11 11	REFRESHMENTS/Banditos
15 20 10 11	PORNO FOR PYROS/Tahitian Moon
- 17 17	FUGEES/No Woman, No Cry
16 15 15 17	SELF/So Low
- 18 18	NO DOUBT/Spiderwebs
- 18 18	MAGNAPOP/Open The Door
21 22 22 15	MARILYN MANSON/Sweet Dreams...
- 14 14	GIN BLOSSOMS/Day Job
8 8 8 14	GREEN DAY/Brain Stew
22 25 15 13	LOVE AND ROCKETS/Sweet Lover Hangover
19 19 19 12	CLAYTON & MULLEN/Mission: Impossible
- 12 12	EVERCLEAR/Heartspark...
23 20 20 12	CAST/Airight

97X WQX MARKET #25 WOXY/Cincinnati (513) 523-4114 Bellmann/Fyffe	
PLAYS	ARTIST/TITLE
3W 2W LW TW	
21 21 15 22	TRACY BONHAM/Mother Mother
21 21 15 22	BOB MOULD/From Knox, King...
3 3 15 21	TRACIALIY HIP/Head By A Century
- 8 20	GRANT LEE BUFFALO/Homespun
- 11 11 11	CURE/Mint Car
2 2 8 11	PATTI ROTHERBERG/This One's Mine
11 11 8 11	DADA/Sick In Santofin!
11 11 8 11	GUIDED BY VOICES/October Inman...
- 1 11	STONE TEMPLE PILOTS/Trippin' On A Hole...
2 2 8 11	MYSTERIES OF LIFE/I Guess I'm In Luck
10 10 8 11	CRANBERRIES/Salvation
- 2 11	AMMONIA/In A Box
11 11 8 11	AFGHAN WHIGS/Bame, Etc.
11 11 8 11	DAVE MATTHEWS BAND/So Much To Say
11 11 7 11	LUSH/500
10 10 8 11	LUSH/Runaway
11 11 8 11	ASS PONY'S/And She Drowned
11 11 8 11	BAD RELIGION/Out Of This World Song
11 11 8 11	SEMISONIC/I Run
10 10 10 10	CURE/The 13th
21 21 10 10	PATTI ROTHERBERG/Inside
21 21 10 10	PORNO FOR PYROS/Tahitian Moon
11 11 8 11	CRACKER/Nothing To Believe...
10 10 8 10	CRACKER/How Can I Live...
10 10 8 10	D

## NEW MUSIC SPECIALTY SHOWS

### This Panel's Got The 'Power' Of KMFDM

**K**MFDm puts even more rhythm "Power" in the panel with its Most Played status this week. Led by KXRK/Salt Lake City, KREV/Minneapolis, WLUM/Milwaukee and more, the pulse on this one is racing. Yum Yum's "Apiary" has had believers like WKQX/Chicago for some time; this week, KITS/San Francisco, WEQX/Albany, and KKNB/Lincoln were among those watching the birdy. The Butthole Surfers' full-length found new friends for "Cough Syrup" and "Jingle" like KTBZ/Houston, XHRM/San Diego, and WCHZ/Augusta.

**WEQX/Albany**  
NEW MUSIC SHOW  
Thursday, May 23



**PORNO FOR PYROS** Good God's://Urge (Warner Bros.)

**ANI DIFRANCO** Outta Me Onto You (Righteous Babe)

**FUN LOVIN CRIMINALS** Scooby Snacks (EMI)

**BUTTHOLE SURFERS** Cough Syrup (Capitol)

**LOVE SPIT LOVE** How Soon Is Now? (Columbia/CRG)

**PORNO FOR PYROS** 100 Ways (Warner Bros.)

**COCTEAU TWINS** Tishbite (Capitol)

**3 DAY WHEELY** Mud (Che Orrore!/IRS)

**HUNGER** Vanishing Cream (Universal)

**PORNO FOR PYROS** Kimberly Austin (Warner Bros.)

**ARCWELDER** Doubt (Touch & Go)

**YUM YUM** Apiary (TAG)

**BIF NAKED** Daddy's Getting Married (Futurist)

### SIGNIFICANT ACTION

Here is a look at the top artists from R&R's exclusive panel of specialty reporters:

- KMFDM** (TVT)
- YUM YUM** (TAG)
- BUTTHOLE SURFERS** (Capitol)
- DASHBOARD PHOPHETS** (No Name)
- ANI DIFRANCO** (Righteous Babe)
- JALE** (Sub Pop)
- NADA SURF** (Elektra/EEG)
- ROCKET FROM THE CRYPT** (Interscope)
- SOUL COUGHING** (Slash/WB)
- ASH** (Reprise)

### GAINING MOMENTUM

- JONNY POLONSKY** (American)  
Airplay Includes: KJEE, WZRH, XHRM
- GRANT LEE BUFFALO** (Reprise)  
Airplay Includes: KKNB, WLUM, WRLG 311 (Capricorn)  
Airplay Includes: WEJE, WQXA, WROX
- JOHNNY BRAVO** (Arista)  
Airplay Includes: KKNB, KXRK, WROX
- MAGNAPOP** (Priority)  
Airplay Includes: KTBZ, WEJE, WQXA
- GROVER** (Zero Hour/Universal)  
Airplay Includes: WEJE, WLUM, WRLG
- FISHBONE** (Rowdy/Arista)  
Airplay Includes: KPNT, KUKQ, WROX
- CHIXDIGGIT** (Sub Pop)  
Airplay Includes: KJEE, WEJE, WFNX
- JAWBOX** (TAG)  
Airplay Includes: KTBZ, WFNX, WQXA
- SUPER 8** (Hollywood)  
Airplay Includes: KREV, KUKQ, WROX

## NEW MUSIC SCENE



- **Artist:** Magnapop
- **Track:** "Open The Door"
- **LP:** "Rubbing Doesn't Help"
- **Producer:** Geza X
- **Label:** Priority

• **Essentials:** The band Oh-Ok was supposed to make it just because it was from fashionable Athens, GA. Vocalist Linda Hopper found out things don't always go according to plan when her former band didn't "arrive." Now a member of Magnapop, Hopper has a chance to really discover how glorious life in rock is. Joined by guitarist/vocalist Ruthie Morris, bassist Shannon Mulvaney, and drummer Mark Posgay, Magnapop has delivered a song that works on two very different levels: It has an irresistible pop jangle hook that camouflages a chilling lyrical statement on drug-addled, AIDS-era frustration. The music may be appealing, but the message will ultimately have the impact.

If there is a natural progression from former Magnapop producers Michael Stipe and Bob Mould to current boardmaster Geza X, it's Magnapop's interest in not being someone else's manufactured vision.

They met Geza on their own terms in the confines of his home studio. The result is a record that always represents more than one agenda.

• **Influences:** Sonic Youth, B-52's, Nick Cave, R.E.M.

• **Artist POV:** "This is a record about voices and energy," says Morris. "One of the things I always loved about some punk bands was the way they used alternative melodies as well as lead vocals. It's just what I've been wanting to do: great counter melodies with Linda, but without making it — you know — girl."

— Sky Daniels

New Music Scene highlights breaking artists charting for the first time.

## SPECIALTY SHOW REPORTERS

Shows and their Top 5 songs listed alphabetically by market

<p><b>WEQX/Albany, NY</b> New Music Show Thursday 11pm-midnight Mark Dark</p> <p>Arcwelder "Doubt" 3 Day Wheely "Mud" Cocteau Twins "Tishbite" Fun Lovin' Criminals "Scooby Snacks" Butthole Surfers "Cough Syrup"</p> <p><b>WCHZ/Augusta, GA</b> Renegade Radio Sunday 9pm-10:30pm Steve Bingham</p> <p>Pink Noise Test "All The Shame To Me" Yum Yum "Apiary" Jale "All Ready" Driver Eight "Cheers" Almighty Ultrasound "Panic Slide"</p> <p><b>WFNX/Boston, MA</b> Moods For Moderns Sunday 8-10pm Jason Steeves</p> <p>Chimera "Catch Me" Money Mark "Cry" He Name Is Ake "What Are You Wearing Tomorrow?" Superfurry Animals "God! Show Me Magic" Posies "Please Return It"</p> <p><b>WEJE/Ft. Wayne, IN</b> New Music Show Sunday 8:30-9:30pm Weasel</p> <p>Cardigans "Carnival" Grover "Yeah, I'm Dumb" KMFDM "Power" Nada Surf "Popular" Torcher "I Want More"</p>	<p><b>WQXA/Harrisburg, PA</b> The Sunday Morning News Sunday 8-10am Bill Hanson</p> <p>Holy Barbarians "Brother Fights" Imperial Drag "Boy Or A Girl" Veruca Salt "Shimmer Like A Girl" Melting Hopefuls "Turn On The Turn Off" Spinanes "Lines &amp; Lines"</p> <p><b>KTBZ/Houston, TX</b> Lunar Rotation Sunday 7-9:30pm David Sadof</p> <p>Tracy Bonham "Every Breath" Jawbox "Mirrorful" King's X "67" Mind Science Of The Mind "Infidels" Nada Surf "Popular"</p> <p><b>KKNB/Lincoln, NE</b> Laltitudes Sunday 9-10pm Junior</p> <p>Cardigans "Carnival" Rocket From The Crypt "On A Rope" Beck "Where It's At" Jale "All Ready" Johnny Bravo "Used To Be Cool"</p> <p><b>KROQ/Los Angeles, CA</b> Rodney On The RQ Sunday 10pm-1am Rodney Bingenheimer</p> <p>Bis "Kandy Pop" NY Loose "Trash The Given Chance" Buzzcocks "Totally From The Heart" Pink Fuzz "Out Of This World" Camille's Blues Box "New Pair O'Shoes"</p>	<p><b>WXNU/Louisville, KY</b> Out Of The Box Sunday 11pm-midnight Rick Jamle</p> <p>Yum Yum "Uneasy" Babe The Blue Ox "Memphis" Harvester "She Don't Mind That" Joe Henry "Trampoline" Pavement "Live It A Day"</p> <p><b>WLUM/Milwaukee, WI</b> Sunday Night Music Revolution Sunday 7-11pm Terry Havel</p> <p>Ani Difranco "Outta Me, Onto You" Chixdiggit "Where's Your Mom?" Prophets "S.L.O.A. (Sick Of It All)" China Drum "Can't Stop These Things" Raincoats "Only Tonight"</p> <p><b>KREV &amp; WREV/Minneapolis, MN</b> Counter Revolution Wednesday 10-11pm Christine Kass</p> <p>Son Volt "Route" Soundgarden "Burden In My Hand" Patti Smith "Summer Cannibals" Carpetbaggers "My Jeannie's In A Bottle" Ida "Back Burner"</p> <p><b>WRLG/Nashville, TN</b> Thunderground Radio Sunday 6-8pm Jason Moon</p> <p>Beck "Where It's At" Grant Lee Buffalo "Hyperion And Sunset" Posies "Please Return It" Perfect "Sometimes" Lambchop "Ovary Eyes"</p>	<p><b>WZRH/New Orleans, LA</b> Beyond The Charts Sunday 8-11pm Trey Blossman</p> <p>Paul Westerberg "Ain't Got Me" Chance The Gardener "The Sky Is Big Here" 3 Lb. Thrill "Baby Comes Clean" Jonny Polonsky "Love Lovely Love" Love Nut "She Won't Do Me"</p> <p><b>WROX/Norfolk, VA</b> Nocturnal Transmissions Monday 11pm-2am Al Mitchell</p> <p>Sammy "Neptune Avenue Ortho Hi-Rise" Underworld "Pearl's Girl" Cocteau Twins "Tishbite" Johnny Bravo "Used To Be Cool" Lee Harvey Oswald Band "Green Like The Color Of Blood"</p> <p><b>KUKQ/Phoenix, AZ</b> Generation U Sunday 7-9pm Larry Mac</p> <p>Suicide Machines "New Girl" Speed Caesar "Pov" Sonic Youth "Little Touble Girl" Ho Hum "Don't Go Out With..." Blink "Cello"</p> <p><b>WDST/Poughkeepsie, NY</b> Indie Flux Thursday 10pm Nic Harcourt</p> <p>Jack Drag "Velour" Grant Lee Buffalo "Hyperion And Sunset" Mommyheads "Singham's Hole" Fierce Nipples "Sitcom" Johnathan Fireater "Give Me Daughters"</p>	<p><b>WVGO/Richmond, VA</b> Outer Limits Sundays 9-11pm Mad Dog</p> <p>Southern Culture On The Skids "Camel Walk" Loveinreverse "I'm A Contradiction" Voice Of The Beehive "Scary Kisses" Archers Of Loaf "What Did You Expect" Beat Angels "The Most Beautiful Loser In Town"</p> <p><b>KPNT/St. Louis, MO</b> New Music Sunday Sunday 7-9:30pm Les Aaron</p> <p>Cecil "My Neck" Blur "St. Louis" Ocean Colour Scene "Day We Caught" Smugglers "Especially You" Chance The Gardener "The Sky Is Big Here"</p> <p><b>KXRK/Salt Lake City, UT</b> Now Hear This Sunday 9-10pm, Tuesday 10-11am Sean Ziebarth</p> <p>Red Five "Flash" Beck "Where It's At" Soul Coughing "Soundtrack To Mary" Butthole Surfers "Cough Syrup" Meicas "Uncool"</p> <p><b>XHRM/San Diego, CA</b> The Flash Zone Saturday 9pm-2am Greg Pearson</p> <p>Bomb The Bass "One To One Religion" Pet Shop Boys "Before" Republica "Ready To Go" Slate of Grace "Hello" Squeeze "This Summer"</p>	<p><b>KITS/San Francisco, CA</b> Transmitter Adjustment Sunday 10pm-midnight Rick Stuart &amp; Steve Masters</p> <p>Ash "Goldfinger" Loveinreverse "I'm A Contradiction" Pulp "Something Changed" Crumb "Shoogaz" Yum Yum "Apiary" Super Furry Animals "Gow! Show Me Magic"</p> <p><b>KJEE/Santa Barbara, CA</b> Dissonate Tendrils Sunday 10:20pm-midnight John Schroeter</p> <p>Apples In Stereo "Tidal Wave" Soul Coughing "Soundtrack To Mary" Jonny Polonsky "Love, Lovely Love" Jeremy Toback "The Word Behind Words" Perfume Tree "My Worst Friend"</p> <p><b>KNDD/Seattle, WA</b> Loudspeaker Sunday 10-11pm Bili Reid</p> <p>Nine Inch Nails "Burn" Fu Manchu "Asphalt Risan" Rocket From The Crypt "On A Rope" J. Mascis "Boy With The Thorn..." Schium "Run"</p> <p><b>WHFS/Washington, DC</b> Now Hear This Sunday 8-10:30pm Dave Marsh</p> <p>Elevator Drops "Car 11" Steroolab "Motoroller Scalatron" Lag Wagon "Sleep" Getty "Limb" Velocity Girl "One Word"</p>
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# Does The Latest Crop Of Currents Stack Up?

□ Three programmers discuss whether new music meets their expectations

The previous Adult Alternative column ("Alternative AC: Friend Or Foe?", R&R 5/24) focused on a new format competitor in a growing number of markets. While the Alternative AC tack is to take tracks that are already hits, what's the story with music at Adult Alternative — the format that develops new songs and artists?

## Album Expose

One of the format's benchmark stations, **WXRT/Chicago**, has probably the most difficult job when it comes to choosing new music because of its tri-fold nature. MD **Patty Martin** says, "I get 200 CDs a week, and the majority of them don't fit the parameters of the station since we're made up of elements of three different formats. A lot of the music that comes in either just doesn't fit us at all or it just isn't good enough. We get full

choose from that we don't need to play the mediocre, sound-a-like bands that might be doing well chartwise but don't stack up for us. We've always looked for career artists — those whose songs will make it into our library — and not just looked to fill a current slot."



Patty Martin

of the few stations able to continue the time-honored tradition of album radio. Says Martin, "We're an album radio station; we continue to focus on the albums. When we play multiple tracks we'll usually focus on one of the tracks, but it's not necessarily the label's designated single. With **Dave Matthews** we are focusing on one track, which happens to be the single. But that's not always the case. We're playing three **Paul Westerberg** songs that the jocks chose at their own discretion, and it's the same with **Hootie & The Blowfish** and **Elvis Costello**. We're really most interested in exposing albums. We don't rotate songs a lot on a daily basis, but once we support an album we'll play it for six months so that eventually they will become familiar with the audience."

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## In The Highest Plays

**CIDR/Detroit (The River)** became Adult Alternative in November of '94 and PD **Murray Brookshaw** believes that "right now there's more good music to choose from than ever before in this format." While previously

Adult Alternative has been regarded as the dumping ground for records that didn't fit any other format, Brookshaw says it's different today. "In this market, we're starting a lot of records by playing them first, such as the **Wallflowers**. Our objective is to play new music first, get it started, and take ownership by spinning those records high enough to do that.

"That's when the quasi-top 40 station like [crosstown] **WHYT** takes the song and starts to play it. Today it's the reverse of the dumping-ground era; records are starting in the format then moving outward, rather than just being the graveyard for music that doesn't fit anywhere else. We spin our records a little



Murray Brookshaw

more than most Adult Alternatives, but I think it's our responsibility to take ownership of the music styles and the songs that we want to own. Our highest plays right now are on the **Wallflowers** at 32 plays, and we're outspinning 'HYT on that record."

Brookshaw believes there is substance behind the new releases, too. "There's a lot of variety of new music which is one of the keys in the format. Our slogan is 'Quality rock, real variety' so you have all different types of sounds. We'll dabble in the new **J.J. Cale** album which also fits with the **Billy Mann** song, which probably five or six years ago would have been one of those classic AC songs, but is cool enough that we can play it."

Brookshaw also balances a singles philosophy with depth in the right places. "If we think the single is the best song available, then we'll play it. But if we find another track on the album that we think is better than the single, then we'll go with the other track — and we'll go deeper as well. We will rotate multiple album tracks especially in MD/middays **Ann Delisi**'s show. I

**Bombarding people with three songs at one time prevents them from becoming familiar with any of it.**

—Jennifer Vanderslice

give her a lot of freedom to experiment and do different things and she'll go deeper on some album tracks. But we've always taken this approach. My philosophy is that there's a main road you drive on with songs people know. Then we take them off on little side roads and explain what we're doing, so that people can bear with you and don't feel uncomfortable with listening."



**CAPRICORN'S STRAW** — Syd Straw visited Club R&R and entertained the troops recently. Pictured (l-r) are Capricorn's Jeff Cook, R&R's Erica Farber and Kristy Reeves, Straw, and R&R's Missy Haffley, Cyndee Maxwell, and Sky Daniels.

Still bullish on the format, Brookshaw remarks, "The wonderful thing about Adult Alternative is that it's unique in every market it's in and there isn't a cookie-cutter station everybody copies. By allowing each market to shape itself, it makes for some pretty good radio and that's what we're in the business to do. In our situation of owning both [Alternative] **CIMX** and **The River** — both 100,000-watt stations on the Alternative side — we've had tremendous support from the labels because most everything can fit on one station or the other."

## Focus On Singles

**WMAX/Rochester, NY Co-PD Jennifer Vanderslice** agrees that there's a lot of good music to choose from today. She says, "Especially lately it seems like everything that's been coming in has a pretty cool sound for us, and it fits our format along with crossing over and doing big things in other places. What's neat for me is being a younger programmer for Adult Alternative I was into the Alternative bands of the '80s and many of them are coming back now: The solos efforts from **Midge Ure** from **Ultra-vox**, **Stan Ridgeway** from **Wall Of Voodoo**, and all those kinds of blasts from the past as well as **Squeeze** putting out their new album."

Vanderslice says that in any era there will always be sound-a-like clones of successful artists, "but at the same time there are some unique things out there, too. The **Why Store** is an example of something that no matter what kind of music you like you can't help but sing along to 'Lack Of Water.' It's catchy and doesn't fit into any niche category — it's bluesy, it's poppy, etc. You do get the unique songs that hit you over

**The wonderful thing about Adult Alternative is that it's unique in every market it's in. There isn't a cookie-cutter station everybody copies.**  
—Murray Brookshaw

the head every once in a while." WMAX has adjusted its musical philosophy from a year ago. Vanderslice explains, "While we do go deeper on some CDs, we're more singles-focused now because it's what works. People need to hear a song repeatedly before it catches on with them. We'll obviously go deeper on a **Dave Matthews**, however we still need to start out with a familiar song before going deeper instead of deciding to add four new tracks at once. We used to do that to help show our variety and depth. But I think you can show your depth by playing two tracks off a CD because it's more than anyone else in town is going to do. "The singles approach is what's going to get us the biggest audience possible. At the same time, we'll be the first station to go deeper on the big artists like **Dave Matthews** or **Hootie & The Blowfish**, but we'll do so one track at a time. Bombarding people with three songs at one time prevents them from becoming familiar with any of it."

## TALK BACK TO R&R!

Do you have questions, comments, or feedback regarding this column or other issues?

Call me at (310) 788-1668 or e-mail: max@rronline.com



# ADULT ALTERNATIVE TOP 30 TRACKS

JUNE 7, 1996

3W	2W	LW	TW	ARTIST TITLE LABEL(S)	TOTAL PLAYS				TOTAL STATIONS/ADDS
					TW	LW	2W	3W	
1	1	1	1	<b>HOOTIE &amp; THE BLOWFISH</b> Old Man & Me ( <i>Atlantic</i> )	717	747	764	707	35/0
2	2	2	2	<b>DAVE MATTHEWS BAND</b> Too Much ( <i>RCA</i> )	653	670	709	701	35/0
3	3	3	3	<b>STING</b> You Still Touch Me ( <i>A&amp;M</i> )	592	563	587	520	33/1
8	4	4	4	<b>JEWEL</b> Who Will Save Your Soul ( <i>Atlantic</i> )	525	510	463	374	30/0
9	6	5	5	<b>PATTI ROTHBERG</b> Inside ( <i>EMI</i> )	478	461	431	366	35/1
16	13	10	6	<b>ALANIS MORISSETTE</b> You Learn ( <i>Maverick/Reprise</i> )	450	350	328	289	27/1
6	5	6	7	<b>MARK KNOPFLER</b> Don't You Get It ( <i>Warner Bros.</i> )	398	407	439	434	30/0
11	9	11	8	<b>WHY STORE</b> Lack Of Water ( <i>Way Cool Music/MCA</i> )	397	340	362	333	30/3
15	12	8	9	<b>PAUL WESTERBERG</b> Love Untold ( <i>Reprise</i> )	382	364	343	296	30/0
14	11	9	10	<b>BADLEES</b> Angeline Is Coming Home ( <i>Polydor/A&amp;M</i> )	362	352	344	317	29/0
—	19	13	11	<b>ELVIS COSTELLO</b> You Bowed Down ( <i>Warner Bros.</i> )	343	313	273	102	33/1
18	16	17	12	<b>LOS LOBOS</b> Can't Stop The Rain ( <i>Slash/WB</i> )	330	288	298	255	26/1
24	21	18	13	<b>WALLFLOWERS</b> 6th Avenue Heartache ( <i>Interscope</i> )	327	276	259	218	30/1
7	7	7	14	<b>JARS OF CLAY</b> Flood ( <i>Silvertone</i> )	315	392	403	399	17/0
22	20	19	15	<b>DISHWALLA</b> Counting Blue Cars ( <i>A&amp;M</i> )	284	271	271	229	16/1
<b>BREAKER</b>	16	16	16	<b>DAVE MATTHEWS BAND</b> So Much To Say ( <i>RCA</i> )	283	243	184	153	29/1
5	10	12	17	<b>COWBOY JUNKIES</b> A Common Disaster ( <i>Geffen</i> )	278	331	353	441	22/0
10	14	20	18	<b>FOO FIGHTERS</b> Big Me ( <i>Roswell/Capitol</i> )	266	270	308	346	16/0
4	8	14	19	<b>DOG'S EYE VIEW</b> Everything Falls Apart ( <i>Columbia/CRG</i> )	263	310	401	447	21/0
12	18	16	20	<b>OASIS</b> Champagne Supernova ( <i>Epic</i> )	262	289	275	328	15/0
13	15	15	21	<b>JACKSON BROWNE</b> Looking East ( <i>Elektra/EEG</i> )	256	296	306	324	23/1
—	27	24	22	<b>CRANBERRIES</b> Free To Decide ( <i>Island</i> )	235	220	183	106	23/3
30	30	27	23	<b>CURE</b> Mint Car ( <i>Fiction/EEG</i> )	235	185	153	139	21/2
23	23	23	24	<b>NATALIE MERCHANT</b> Jealousy ( <i>Elektra/EEG</i> )	229	224	215	220	15/0
21	22	21	25	<b>TRACY CHAPMAN</b> Give Me One Reason ( <i>Elektra/EEG</i> )	225	249	243	231	15/1
28	—	29	26	<b>GIN BLOSSOMS</b> Not Only Numb ( <i>A&amp;M</i> )	198	181	152	151	18/0
17	17	25	27	<b>GIN BLOSSOMS</b> Follow You Down ( <i>A&amp;M</i> )	182	207	283	279	14/0
26	29	30	28	<b>TODD SNIDER</b> I Believe You ( <i>Margaritaville/MCA</i> )	179	169	162	158	17/0
29	—	—	29	<b>TORI AMOS</b> Talula ( <i>Atlantic</i> )	171	162	145	145	17/0
25	28	28	30	<b>CRANBERRIES</b> Salvation ( <i>Island</i> )	169	182	181	200	14/0

This chart reflects airplay from May 27-June 2. Songs ranked by total plays. Highlighted songs indicate Breaker.  
44 Adult Alternative reporters. 43 current playlists. © 1996, R&R Inc.

## NEW & ACTIVE

**PHILOSOPHER KINGS** Charms (*Columbia/CRG*)  
Total Plays: 168, Total Stations: 20, Adds: 2

**DOG'S EYE VIEW** The Prince's Favorite Son (*Columbia/CRG*)  
Total Plays: 155, Total Stations: 23, Adds: 6

**REFRESHMENTS** Banditos (*Mercury*)  
Total Plays: 146, Total Stations: 10, Adds: 1

**TRACY CHAPMAN** Smoke And Ashes (*Elektra/EEG*)  
Total Plays: 139, Total Stations: 19, Adds: 4

**CRACKER** How Can I Live Without You (*Virgin*)  
Total Plays: 138, Total Stations: 16, Adds: 0

**KENNY WAYNE SHEPHERD** Born With A Broken Heart (*Revolution*)  
Total Plays: 136, Total Stations: 13, Adds: 1

**SUBDUDES** Do Me A Favor (*High Street*)  
Total Plays: 134, Total Stations: 15, Adds: 3

**AMANDA MARSHALL** Birmingham (*Epic*)  
Total Plays: 126, Total Stations: 15, Adds: 0

**PRIMITIVE RADIO GODS** Standing Outside... (*Ergo/Columbia/CRG*)  
Total Plays: 117, Total Stations: 12, Adds: 1

**NEVILLE BROTHERS** Fire On The Mountain (*A&M*)  
Total Plays: 105, Total Stations: 13, Adds: 1

Songs ranked by total plays.

## BREAKERS®

**DAVE MATTHEWS BAND**  
So Much To Say (*RCA*)

TOTAL PLAYS/INCREASE	TOTAL STATIONS/ADDS	CHART
283/40	29/1	16

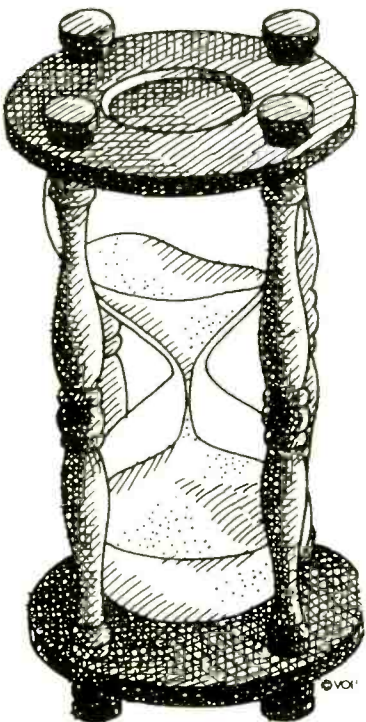
## MOST ADDED®

ARTIST TITLE LABEL(S)	ADDS
ERIC CLAPTON Change The World ( <i>Reprise</i> )	23
LYLE LOVETT Private Conversation ( <i>Curb/MCA</i> )	19
PATTI SMITH Summer Cannibals ( <i>Arista</i> )	14
BLUES TRAVELER But Anyway ( <i>A&amp;M</i> )	12
DOG'S EYE VIEW The Prince's Favorite Son ( <i>Columbia/CRG</i> )	6
SMASHING PUMPKINS Tonight, Tonight ( <i>Virgin</i> )	6
TRACY CHAPMAN Smoke And Ashes ( <i>Elektra/EEG</i> )	4
ELECTRONIC Forbidden City ( <i>Warner Bros.</i> )	4
SQUEEZE This Summer ( <i>IRS</i> )	4

## MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
ERIC CLAPTON Change The World ( <i>Reprise</i> )	+100
ALANIS MORISSETTE You Learn ( <i>Maverick/Reprise</i> )	+100
WHY STORE Lack Of Water ( <i>Way Cool Music/MCA</i> )	+57
WALLFLOWERS 6th Avenue Heartache ( <i>Interscope</i> )	+51
CURE Mint Car ( <i>Fiction/EEG</i> )	+50
BLUES TRAVELER But Anyway ( <i>A&amp;M</i> )	+48
LYLE LOVETT Private Conversation ( <i>Curb/MCA</i> )	+44
LOS LOBOS Can't Stop The Rain ( <i>Slash/WB</i> )	+42
DAVE MATTHEWS BAND So Much To Say ( <i>RCA</i> )	+40
MAGNAPOP Open The Door ( <i>Priority</i> )	+32
PATTI SMITH Summer Cannibals ( <i>Arista</i> )	+32

Breakers: Songs registering 250 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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JUNE 7, 1996

Table with columns: Rank, Artist, Title, Label, Total Stations/Adds, Total Plays, +/- Plays, and Emphasis Tracks (Plays). Lists top 30 albums including Hootie & The Blowfish, Dave Matthews Band, Sting, Mark Knopfler, GIN Blossoms, Alanis Morissette, Jewel, Patti Rothberg, Cranberries, Dog's Eye View, Los Lobos, Paul Westerberg, Cowboy Junkies, Why Store, Oasis, Elvis Costello, Tracy Chapman, Jars of Clay, Badlees, Jackson Browne, Wallflowers, Cure, Dishwalla, Subdues, Joan Osborne, Natalie Merchant, Foo Fighters, Tori Amos, Cracker, and Todd Snider.

This chart reflects airplay from May 27-June 2. Albums ranked by total plays, with plays from all cuts from an album combined. 44 Adult Alternative reporters. 43 current playlists. © 1996, R&R Inc.

REPORTERS: Stations and their adds by track listed alphabetically by market. Grid of 24 market boxes listing station call letters, PD, MD, and track numbers. Markets include KGSR/Austin, TX; WBOS/Boston, MA; WMVY/Cape Cod, MA; WMXR/Charlotte, NC; WXRT/Chicago, IL; KFXD/Boise, ID; WNCB/Burlington, VT; WRNR/Baltimore, MD; WVRV/St. Louis, MO; KENT/Salt Lake City, UT; KJZZ/Portland, OR; KXPK/Denver, CO; WTTS/Indianapolis, IN; KMBY/Monterey, CA; KTHX/Reno, NV; KFOG/San Francisco, CA; KMTT/Seattle, WA; KXPT/Las Vegas, NV; KFMG/Des Moines, IA; KPIG/Monterey, CA; KSCA/Los Angeles, CA; WMMM/Madison, WI; WSHE/Miami, FL; WJEX/Fl. Myers, FL; WNDG/Gainesville, FL; KTCZ/Minneapolis, MN; KQPT/Sacramento, CA; WVRV/St. Louis, MO; KENT/Salt Lake City, UT; KJZZ/Portland, OR; KUPR/San Diego, CA; KRSR/Santa Rosa, CA.

catie curtis "RADICAL" Truth from Lies An ocean of honesty. WRNR KFMG KRSH WDST WDST WXLE KTHX KLRF WNCB WNCB WMMM KUMT WOXY KLRF CIDR KFXD WOXY WRLT KINK. Includes Guardian logo and address: 810 Seventh Avenue, New York, NY 10019.



# ADULT ALTERNATIVE PLAYLISTS

June 7, 1996 R&R • 89

FIND COMPLETE PLAYLISTS FOR ALL ADULT ALTERNATIVE REPORTERS ON R&R ONLINE

**MARKET #1**  
**102.7 FM WNEW**  
WNEW/New York  
(212) 489-1027  
Winslow

PLAYS	SW	ZW	LW	TW	ARTIST/TITLE
15	16	13	19		HOOTIE & BLOWFISH/Old Man & Me
15	18	15			DAVE MATTHEWS BAND/Too Much
15	18	15			JARS OF CLAY/Flood
15	18	15			JOAN OSBORNE/Big Me
14	15	15			MARK KNOPFLER/Don't You Get It
14	15	15			ELVIS COSTELLO/You Bowed Down
14	15	15			STING/You Still Touch Me
10	11	10			SPIN DOCTORS/She Used To Be Mine
13	7	5			DOG'S EYE VIEW/Everything Falls...
13	7	5			GIN BLOSSOMS/Not Only Numb
13	7	5			ERIC CLAPTON/Change The World
11	8	7			PAUL WESTERBERG/Love Untold
11	8	7			PETER WOLF/Long Line
11	8	7			MOUNTAIN/Man's World
13	17	13			BRYAN SETZER ORCH./Rumble In Brighton
14	17	13			PATTI ROTHBERG/Inside
14	17	13			COWBOY JUNKIES/A Common Disaster
14	17	13			PATTI SMITH/Summer Cannibals

**MARKET #2**  
**KSCA/Los Angeles**  
(213) 845-1600  
Morrison/Kelly

PLAYS	SW	ZW	LW	TW	ARTIST/TITLE
24	22	15	20		STING/You Still Touch Me
12	12	8			DISHWALLA/Counting Blue Cars
21	23	16			DAVE MATTHEWS BAND/Too Much
9	7	8			JOAN OSBORNE/SL Teresa
9	7	8			SOUTHERN CULTURE.../Carnel Walk
9	7	8			WHY STORE/Lack Of Water
9	15	8			ELVIS COSTELLO/You Bowed Down
13	12	9			SUBDUDES/All The Time...
21	19	11			LOS LOBOS/Can't Stop The Rain
10	13	9			WALLFLOWERS/6th Avenue Heartache
8	7	11			GIN BLOSSOMS/Not Only Numb
11	7	10			KENNY WAYNE SHEPHERD/Born With A Broken...
9	8	7			RED HOT CHILI.../Aeroplane
21	12	7			JEWEL/Who Will Save...
12	7	10			HOOTIE & BLOWFISH/Earth Stopped...
11	11	8			CRANBERRIES/Free To Decide
12	12	15			HOOTIE & BLOWFISH/Old Man & Me
12	12	15			PRIMITIVE RADIO GODS/Standing Outside...
8	10	7			EVERYTHING BUT.../The Heart Remains...
8	10	7			ALANIS MORISSETTE/You Learn
13	12	8			COWBOY JUNKIES/A Common Disaster
23	23	16			JARS OF CLAY/Flood
11	10	8			Lenny Kravitz/Can't Get You Off...
12	11	7			MARK KNOPFLER/Don't You Get It
10	10	8			PHILLOSOPHER KINGS/Charms
11	13	7			JOAN OSBORNE/Spider Web
14	12	8			BADLEES/Angeline Is...
9	12	7			OASIS/Don't Look Back
9	9	7			TRACY CHAPMAN/Smoke And Ashes
13	13	7			PAUL WESTERBERG/Love Untold

**MARKET #3**  
**93.1 FM RADIO CHICAGO**  
WKRT/Chicago  
(312) 777-1700  
Winer/Martin

PLAYS	SW	ZW	LW	TW	ARTIST/TITLE
11	7	12	11		TRAGICALLY HIP/Ahead By A Century
9	8	11			SMASHING PUMPKINS/Rocket
8	10	9			PAUL WESTERBERG/Too Much
9	10	10			GIN BLOSSOMS/Day Job
10	11	10			SUBDUDES/Do Me A Favor
4	6	5			JOAN OSBORNE/Ladder
10	10	10			GIN BLOSSOMS/Not Only Numb
9	8	10			HOOTIE & BLOWFISH/Old Man & Me
8	5	7			VERVE PIPE/Photograph
8	7	10			DAVE MATTHEWS BAND/So Much To Say
10	8	9			PAUL WESTERBERG/Aln't Got Me
8	8	9			SOUL ASYLUM/Black Gold
9	8	9			LOS LOBOS/Can't Stop The Rain
8	8	9			ERIC CLAPTON/Change The World
8	7	6			MARK KNOPFLER/Don't You Get It
8	8	9			HOOTIE & BLOWFISH/Earth Stopped...
7	8	9			PAUL WESTERBERG/Love Untold
7	3	5			TRACY CHAPMAN/Tell It Like It Is
6	7	8			ELVIS COSTELLO/You Bowed Down
6	7	8			JOLENE/Bridland
8	9	8			HOOTIE & BLOWFISH/Honeyscrew
6	9	10			WALLFLOWERS/One Headlight
7	9	9			CRACKER/How Can I Live...
11	13	11			DAVE MATTHEWS BAND/Too Much
5	10	8			CURE/Want
5	10	8			ANDERS OSBORNE/Burning On
7	7	6			MYSTERIES OF LIFE/Going Through...
8	6	4			CRACKER/How Can I Live...
4	5	7			BUDDY GUY/I've Got My Eye...
9	5	7			LOS LOBOS/Mas Y Mas

**MARKET #4**  
**KFOG 104.5 97.7**  
KFOG/San Francisco  
(415) 543-1045  
Marszalek/Edwards

PLAYS	SW	ZW	LW	TW	ARTIST/TITLE
18	19	18	21		LOS LOBOS/Can't Stop The Rain
14	19	21			PATTI ROTHBERG/Inside
19	16	17			DOOS/Satisfied
18	17	20			SUBDUDES/Do Me A Favor
18	17	20			ELVIS COSTELLO/You Bowed Down
19	18	19			GIN BLOSSOMS/Not Only Numb
19	18	19			MARK KNOPFLER/Don't You Get It
6	14	17			DAVE MATTHEWS BAND/So Much To Say
18	19	17			ERIC CLAPTON/Cryin'
18	19	17			HOOTIE & BLOWFISH/Old Man & Me
6	13	17			JOHN WESLEY HARDING/Kiss Me Miss Liberty
14	17	16			STING/You Still Touch Me
6	7	15			CRANBERRIES/Free To Decide
16	16	15			DAVE MATTHEWS BAND/Too Much
6	9	7			BRYAN SETZER ORCH./Hoodoo Voodoo Doll
6	7	7			CRACKER/How Can I Live...
19	18	17			JACKSON BROWNE/Looking East
6	9	8			TRAGICALLY HIP/Ahead By A Century
4	6	8			WALLFLOWERS/6th Avenue Heartache
6	8	7			WHY STORE/Lack Of Water
6	7	8			DADA/No One
7	6	8			PAUL WESTERBERG/Love Untold
5	6	7			SYD STRAW/Love And The Lack...
5	6	6			FOO FIGHTERS/Big Me
5	4	5			MYSTERIES OF LIFE/Going Through...
5	4	5			NIL LARAI/Will Be Free
6	5	7			STING/Hung My Head
6	3	6			TAJ MAHAL/Over Her With
6	5	6			KENNY WAYNE SHEPHERD/Dupa Voodoo

**MARKET #6**  
**RIVER 93.9 FM**  
CIDR/Detroit  
(519) 258-8888  
Brookshaw/Delisi

PLAYS	SW	ZW	LW	TW	ARTIST/TITLE
29	32	30	32		PATTI ROTHBERG/Inside
23	25	25			TODD SNIDER/I Believe You
31	31	31			JOAN OSBORNE/Ladder
31	30	30			HOOTIE & BLOWFISH/Old Man & Me
31	32	30			DAVE MATTHEWS BAND/Too Much
22	24	22			NATALIE MERCHANT/Jealousy
21	24	24			WALLFLOWERS/6th Avenue Heartache
3	23	27			GIN BLOSSOMS/Not Only Numb
23	24	27			JEWEL/Who Will Save...
12	13	13			LOS LOBOS/Can't Stop The Rain
23	20	22			DOG'S EYE VIEW/Everything Falls...
20	21	22			PAUL WESTERBERG/Love Untold
12	11	11			EVERYTHING BUT.../Aeroplane
32	31	20			COWBOY JUNKIES/A Common Disaster
16	16	19			WILD STRAWBERRIES/Don't Want To...
10	8	16			NIL LARAI/Baby
20	22	19			CATIE CURTIS/Radical
13	20	19			WHY STORE/Lack Of Water
22	25	19			JACKSON BROWNE/Looking East
19	19	19			ALANIS MORISSETTE/You Learn
18	23	20			DAR WILLIAMS/As Cool As I Am
17	19	18			SOUL ATTORNEY/These Are The Days
13	16	18			JANN ARDEN/Insensitive
16	17	18			PHILOSOPHER KINGS/Charms
16	17	18			TRAGICALLY HIP/Ahead By A Century
22	21	18			ELVIS COSTELLO/You Bowed Down
14	14	17			BRYAN SETZER ORCH./Play Like Prima
21	19	17			CRANBERRIES/Free To Decide
12	9	10			GOD STREET WINE/Rud Real?

**MARKET #10**  
**WBOS 92.9 FM**  
WBOS/Boston  
(617) 254-9267  
Herron

PLAYS	SW	ZW	LW	TW	ARTIST/TITLE
24	24	33	33		JEWEL/Who Will Save...
33	33	33			DAVE MATTHEWS BAND/Too Much
33	33	33			HOOTIE & BLOWFISH/Old Man & Me
24	33	33			DISHWALLA/Counting Blue Cars
24	33	33			ALANIS MORISSETTE/You Learn
8	8	24			LOS LOBOS/Can't Stop The Rain
14	24	24			BLUES TRAVELER/But Anyway
8	8	24			DOG'S EYE VIEW/The Prince's...
8	8	24			PATTI ROTHBERG/Inside
24	24	24			BRYAN ADAMS/The Only Thing...
14	24	24			PETER WOLF/Long Line
24	24	24			STING/You Still Touch Me
24	24	24			NATALIE MERCHANT/Jealousy
24	24	24			SEVEN MARY THREE/Cumbersome
24	24	24			ELVIS COSTELLO/You Bowed Down
12	12	12			HOOTIE & BLOWFISH/She Crawls Away
12	12	12			DAVE MATTHEWS BAND/So Much To Say
12	12	12			CRANBERRIES/The Rebels
12	12	12			COLLECTIVE SOUL/When The Water Falls
12	12	12			GIN BLOSSOMS/Virginia
12	12	12			JARS OF CLAY/Sinking
3	3	3			PRIMITIVE RADIO GODS/Standing Outside...
3	3	3			DANIEL TASHIAN/Whisper Like...
3	3	3			CURE/Mini Car
3	3	3			VERVE PIPE/Photograph
3	3	3			SPACEHOGS/In The Meantime
3	3	3			NIXONS/Sister
14	14	8			CRANBERRIES/Salvation
14	14	8			GARBAGE/Stupid Girl
3	3	3			ZACK WYLDE/Between Heaven...

**MARKET #10**  
**RIVER 92.5 FM**  
WXRW/Boston  
(508) 374-4733  
Doody/Mullaney

PLAYS	SW	ZW	LW	TW	ARTIST/TITLE
1	7	9	21		ELVIS COSTELLO/You Bowed Down
12	23	24	21		DADA/No One
12	11	19	21		OASIS/Don't Look Back
12	14	17	18		WALLFLOWERS/6th Avenue Heartache
11	8	12	18		LODEA/eggs & Arms
8	11	19	18		LOS LOBOS/Mas Y Mas
11	8	13	15		FLEMING & JOHN/Delusions Of...
5	5	16	15		HOOTIE & BLOWFISH/Sad Caper
10	13	14			STAN RIDGWAY/Big Dumb Town
1	13	14			BARNEKED LADIES/The Old Apartment
4	6	14			BRYAN SETZER ORCH./Rumble In Brighton
2	5	13			CRANBERRIES/In A Sill...
3	5	10	13		DAVE MATTHEWS BAND/So Much To Say
19	15	13			DUNCAN SHEIK/Barely Breathing
1	7	12	13		RICHARD THOMPSON/Dark Hand Over My...
10	7	12	12		JARS OF CLAY/Flood
20	20	17	12		WHY STORE/Lack Of Water
8	13	13	12		LETTERS TO CLEO/Dangerous Type
11	10	12	12		EVERYTHING BUT.../The Heart Remains...
14	11	12	12		PATTI ROTHBERG/Inside
10	12	12	12		SCUD MOUNTAIN.../Penthouse In...
6	9	12	12		POIESIS/Phase Return II
9	4	11	11		CRANBERRIES/Salvation
10	13	8	11		GIN BLOSSOMS/As Long As It...
8	13	10	11		GIN BLOSSOMS/Follow You Down
12	13	8	11		JOY ASKEW/Corrine
14	13	11	11		GOD STREET WINE/Rud Real?
14	12	16	10		COWBOY JUNKIES/Come Calling (His.)
11	8	12	10		JARS OF CLAY/Liquid

**MARKET #11**  
**WSHE**  
WSHE/Miami  
(305) 587-1035  
Stewart

PLAYS	SW	ZW	LW	TW	ARTIST/TITLE
45	46	47			COLLECTIVE SOUL/The World I Know
46	46	48			OASIS/Wonderwall
46	46	48			HOOTIE & BLOWFISH/Old Man & Me
46	46	48			GIN BLOSSOMS/Follow You Down
46	46	48			BODANS/Closer To Free
46	46	48			MELISSA ETHERIDGE/I Want To Come Over
46	46	48			ALANIS MORISSETTE/You Learn
32	31	32			JARS OF CLAY/Flood
32	31	32			RADIOHEAD/High & Dry
31	32	32			TRACY CHAPMAN/Give Me One Reason
31	31	32			NATALIE MERCHANT/Jealousy
31	32	31			JANN ARDEN/Insensitive
30	31	31			FOO FIGHTERS/Big Me
32	32	31			STING/You Still Touch Me
32	32	31			JEWEL/Who Will Save...
32	32	31			PHILOSOPHER KINGS/Charms
32	32	31			SPECIAL/S.A. Little Bit Me...
32	32	31			ERIC CLAPTON/Change The World
32	32	31			SMASHING PUMPKINS/Tonight, Tonight
32	32	31			NO DOUBT/Just A Girl
32	32	31			DISHWALLA/Counting Blue Cars
32	32	31			CLAYTON & MULLIN/Impossible
32	32	31			FUGEES/No Woman, No Cry

**MARKET #13**  
**The Mountain 103.5 FM**  
KMTT/Seattle  
(206) 233-1037  
Mays/Carlson

PLAYS	SW	ZW	LW	TW	ARTIST/TITLE
7	7	13			LOS LOBOS/Revolution
17	17	11			DAVE MATTHEWS BAND/Too Much
17	17	11			HOOTIE & BLOWFISH/Old Man & Me
15	18	14			LOS LOBOS/Can't Stop The Rain
18	14	12			MARK KNOPFLER/Media
18	14	12			PATTI ROTHBERG/Inside
18	14	12			HOOTIE & BLOWFISH/Old Man & Me
6	9	11	12		JEWEL/Who Will Save...
19	12	11			MARK KNOPFLER/Don't You Get It
6	10	11			JOAN OSBORNE/Dracula Moon
8	11	11			DAVE MATTHEWS BAND/So Much To Say
11	11	11			HOOTIE & BLOWFISH/Tucker's Town
18	13	11			STING/You Still Touch Me
6	8	10			WHY STORE/Lack Of Water
15	9	9			JACKSON BROWNE/Looking East
7	8	9			ALEJANDRO ESCOVEDO/Put You Down
5	7	9			PRIMITIVE RADIO GODS/Standing Outside...
6	7	9			WALLFLOWERS/6th Avenue Heartache

# OPPORTUNITIES

## OPENINGS

## OPENINGS

## OPENINGS

## OPENINGS

### NATIONAL

## WE RESPECT TALENT

Douglas Whitley is our radio placement coordinator. He has thirty-two years' ON AIR EXPERIENCE. He is courteous and knows how to talk to talented people like yourself, and he knows how to get you a radio job. IF YOU ARE READY FOR A MOVE, call Douglas for registration information. JUST ONE TALENT HELPING ANOTHER.

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Stations... Call for Talent Today

ACT NOW!



## Job Tip Sheet



We're the largest, most complete job listing service in radio offering over 400 of the hottest jobs weekly for air talent, P.D., M.D., news, talk, sports, production, promo & more, in all markets/all formats. 22 years of on-air experience helps me understand your needs. Whatever level of your experience...we can help. Call now to subscribe. You have the talent...We have the jobs!!

**800-231-7940** 937 WILD GINGER TRAIL, WEST CHICAGO, IL 60185

(Stations: List jobs for free/cover EEO responsibility)

### EAST

Seeking production director at "1996 Station of the Year". T&R: WLZV, Randy Jay, Box 950, Utica, NY 13503 (6/7) EOE

Erie, PA News/Talk station seeks on-air PD. T&R: WLKK, 18 West 9th Street, Erie, PA. Phone: 814-456-7034 (6/7) EOE

HAC seeks afternoon air talent. Minimum 3 years' experience. T&R: WXLO, Steve Gallagher, 250 Commercial Street, Worcester, MA 01608 (6/7) EOE

Commodore Media seeks fulltime promotions director. Send resume and portfolio to: Personnel Director, Box 2186, Huntington, WV 25722 (6/7) EOE

WOSR/Baltimore has two immediate parttime openings. T&R: WOSR, Steve Drepper, APD, 305 Washington Ave., Towson, MD 21204 (6/7) EOE

Seeking on-air talent. Come join a growing company. T&R: WENU, Jay Scott, 251 Quaker Road, Queensbury, NY 12804 (6/7) EOE

Seeking experienced production director/copywriter. T&R: WLEV, EEO-TD, Box 25096, LV, PA 18002 (6/7) EOE

Inspirational Christian FM network in upstate NY has openings in news and announcing. Minimum three years experience. Competitive salary & benefits. Send tape and resume to Family Life Network, P.O. Box 506, Bath, NY 14810. EOE

### MORNING DRIVE

Southern N.E. Alternative seeks experienced morning host/team. Top notch production & remote skills and ability to relate to 25-34 a must. FedEx T&R: Communications Inc., 123 Highland Ave., Needham, MA 02194. EOE

Commodore Media stations WFAS AM/FM & WVYB seek production director/air talent. Strong copywriting skills a must. Send resume, aircheck, production, and copywriting samples to: Personnel Director WFAS, 365 Secor Road, Hartsdale, NY 10530. Women and minorities encouraged. Equal Opportunity Employer.

### OPENINGS FOR OM/AM DRIVER, PM DRIVE & NITES!

Bill Hennes & Associates, Inc., a program consulting firm, is seeking an organized OM and creative morning drive talent for a '90s Country station in a small/medium market. In addition, we have openings at stations for a creative PM driver and energetic night talent. Must be good on phones. Rush T&R to 5009 Crosswinds Dr., Wilmington, NC 28409 EOE

WCBS-FM has an immediate opening for a director of marketing & promotion. Responsibilities include all aspects of audience and advertiser promotions, event marketing and public relations. Qualified candidates must have a minimum of three years' experience in promotions/marketing. Please send resume to: WCBS-FM, 51 West 52nd Street, 17th Floor, New York, NY 10019, Attn: Marie Mason, VP/General Manager (212) 975-3736 (212) 975-6064 EOE

WWDB-FM in Philly seeking compelling morning talk show host. Ability to talk issues with a sense of humor a must. Rush T&R to: Matt Zucker, WWDB, 166 E. Levering Mill Rd., Bala, PA 19004. No calls please. EOE

DAME MEDIA needs air personalities and news anchors. Our formats include Rock/AC/CHR/New Country. If you are topical, can relate and sound good, you have a future with one of the fastest-growing broadcast groups in the northeast. Send materials ASAP: Tom Benson, Group PD Dame Media, P.O. Box 6477, Harrisburg, PA 17112. EOE

Dame Media is looking for another quality performer for the River, 99.5 WRVE in Albany, NY. We're searching for our next evening pro for our Arrow-type station in this beautiful and competitive market. If you have an adult, but energetic, on-air persona as well as good production and personal appearance skills, rush your T&R to: Randy McCarten, WRVE Operations Manager, 1 Washington Square, Albany, NY 12205 No beginners please. EOE

OPPORTUNITY KNOCKS  
in the pages of R&R  
every Friday  
CALL: 310-553-4330

Top-rated Country station in a top 75 northeast market seeks on-air program director to lead the station to the next level. Also in need of top-notch morning talent. Music intensive, but still plenty of room for personality. Good company, good bucks, and plenty of growth potential. We're picking our candidates soon so get your tapes and resumes in ASAP! Radio & Records, 10100 Santa Monica Bl., #930, 5th Floor, Los Angeles, CA 90067. EOE



#1 Hot AC seeks regional talent for rare PM drive opening... good phones, production, and remotes. No card readers. T&R: Bill Trotta, Program Director, 98Q, 198 Main St., Danbury, CT 06810. No calls please... EOE.

### SOUTH

Seeking 7pm-midnight love song air talent. T&R: KSLI, Courtney Nelson, 4150 Pinnacle, #120, El Paso, TX 79902. No calls (6/7) EOE

Seeking morning talent for Alternative reporter in top 15 market. Individual or team. T&R: Radio Personnel, Box 15018, New Orleans, LA 70175 (6/7) EOE

Air talent/programming positions for experienced pros available. T&R: Curtis Media Group, 3012 Highwoods Blvd. Raleigh, NC 27604 (6/7) EOE

### Why do those we've placed

contact us when they're ready to move? Our HONESTY — OEOICATION — PASSION FOR PLACEMENT and our CONTACTS! We've placed small markets to TOP-50 and need you if you're in or near GA, ID, FL, IL, NY, CA, CO, IN, KS, MI, OH, NC, TX, WA. OUT or ready for the next level? Let us assist. More stations hearing your tape is the key to getting what you're seeking. Call for free information.

STATIONS, HEAR AIRCHECKS NOW

## NETWORK

(407) 679 8090

WBT/Charlotte, needs experienced anchor/reporter. Women and minorities encouraged. T&R to: John Stokes, 1 Julian Price Place, Charlotte, NC 28208 EOE

## WANTED

### A CREATIVE TOP-40 PROGRAM DIRECTOR (WHO'S ALSO A CAREFUL STRATEGIC THINKER)

For one of our quality clients' Top 40 major-market radio station. We need a pro who can balance the successful basics with new creative concepts. Medium/major market success a must, but your present format doesn't have to be CHR. Just be good, open-minded and a team player. EOE Tapes and resumes to Vallie-Richards Consulting, 4443 Brookfield Corporate Drive, Suite 120, Chantilly, VA 22021. No phone calls until after package is received.

94.5/KDGE The Edge Dallas seeks parttime on-air talent. Minimum three years in New Rock Alternative format required. Please call for application. Mary Young, Director/Human Resources, 214/770-7777. An Equal Opportunity Employer.

Looking for fulltime, experienced, creative-writing and production pro for AM and 100-thousand watt FM combo. No beginners. Send T&R and copy samples to: John Christopher, WKBC, P.O. Box 938, North Wilkesboro, NC 28659. EOE

OPERATIONS MANAGER: WYAY-FM. Programming management experience necessary with a proven track record. Must have excellent management skills and be able to work with a talented and aggressive air-staff. Send resumes only to Norm Schrutt, President & General Manager, Capital Cities/ABC, Inc., 210 Interstate North, 6th Floor, Atlanta, GA 30339 EOE

Fun personalities needed in one of the South's premiere markets. Morning, midday, and overnight open. Appearances, attitude, and hard work a must! Equal Opportunity Employer. Radio & Records, 10100 Santa Monica Bl., #943, 5th Floor, Los Angeles, CA 90067. EOE

### COUNTRY MORNINGS

Growing group in great southern medium market looking for creative, community-involved, humorous, morning host. Great phones a must! Teamplayer needed now! T&R: Radio & Records, 10100 Santa Monica Bl., #922, 5th Floor, Los Angeles, CA 90067. EOE

Small-market station seeks morning host. Perfect opportunity with a great company for someone hungry. Salary \$15,000 a year. Radio & Records, 10100 Santa Monica Bl., #942, 5th Floor, Los Angeles, CA 90067. EOE

## MIX 97.3

Savannah's BEST MIX of the 80s and 90s

One of the Southeast's most successful stations in one of America's finest cities... Savannah, GA is looking for an Operations Manager.

We're looking for someone to manage all on-air operations for two FMs and co-host the mix morning show. We seek outstanding leadership and communication skills, digital savvy, and commitment with proven track record of quality content and staff development. Great compensation and benefits. Rush cover letter with tape and resume to: Daniel Gorby, GM, MIX 97.3, 24 W. Henry St. Savannah, GA 31401. EOE

## OPENINGS

### MIDWEST

Seeking computer-friendly PM drive Classic Rock pro. Rush T&R: KKSJ, Tim Adams, 416 East Main, Ottumwa, IA 52501 (6/7) EOE

Seeking experienced morning players: newsreader/sidekick and a producer. T&R: WFMS, David Wood, 8120 Knue Rd., Indianapolis, IN 48250 (6/7) EOE

Accepting AC T&R's for possible future openings, 3 years' experience. T&R: WLDR, Vic Browning, 118 South Union, Traverse City, MI 49684 (6/7) EOE

Seeking newperson. If you're hungry and can write for the '90s. T&R: WHFB, 2100 Fairplain, Benton Harbor, MI 49022 (6/7) EOE



### PROGRAM DIRECTOR NEEDED

Great opportunity for oldies PD at Omaha's top-rated KGOR-FM, an American Radio Systems station. Great company, great city, great station. Apply to: Bryan Jackson, KGOR-FM, 5010 Underwood Ave., Omaha, NE 68132 EOE

You wanna rock? We're looking for a high-voltage jock to light up nights. If you're creative, into the music and are good at messin' with the phones, we want you. Rock and CHR jocks are invited to apply to this medium market legend. Be our next star! T&R: Radio & Records, 10100 Santa Monica Bl., #941, 5th Floor, Los Angeles, CA 90067. EOE

We've just promoted our night guy to afternoons, now we need to find America's best up-and-coming night talent!!! If you're a charismatic, outgoing female friendly personality who can work the phones, and do excellent production, we'd like to hear from you today. In return, you'll be provided with an excellent working atmosphere, a new digital on-air and production facility, good salary, nice benefits, and the ability to advance within the company at our top-rated, P-2 CHR T&R, picture to: Radio & Records, 10100 Santa Monica Bl., #928, 5th Floor, Los Angeles, CA 90067. EOE

WIN 98.5 seeks air talent with strong phones and production to heat up evenings. Rush tape and resume to: Pamela Lacey, WIN 98.5 6021 S. Westnedge, Kalamazoo, MI 49002. Women and minorities encouraged. EOE

## OPENINGS

Country mornings at 92.3 KOEL-FM. #1 rated with a 22 share — can you do better? Need morning host and sidekick. Great benefits/competitive salary. Females/minorities encouraged. No beginners. C/R to Wes McShay, OM, 1259 Park Road, Oelwein, IA 50662 EOE

Oldies 104, Sioux City's Oldies station, needs an on-air PD to add to our strong numbers. We are also looking for air talent who can give us 25-54 and keep them. Oldies 104 will soon be a Saga Communications Inc. station. Send tape and resume to Brian Norton, Operations Manager, WNAX, 1609 East Highway 50, Yankton, SD 57078. EOE

### WEST

Growing company seeks daytime air talent to round out a solid team. Experience a must. T&R: KNFR, Jay Daniels, 300 E. 3rd, Spokane, WA 99202 (6/7) EOE

The West is best! Classic Rocker. Seeking adult who lives the music with 3-5 years' exp. T&R: KMGN, PD, Box 1930, Flagstaff, AZ 86002 (6/7) EOE

Central CA AC seeks adult communicators. T&R: KLLY, Russ Davidson, 3651 Pegasus Dr., Suite 107, Bakersfield, CA 93308 (6/7) EOE

### SEATTLE NEWS PERSONALITY

Growing radio family seeks experienced, dependable newperson who can also interact, in an entertaining way with our multiformat music show host. Prefer someone who has already determined that Seattle is a great place to live and play. Send recent tape, resume, and sample of your community involvement to: Bob Dearborn, KIXI/KLSY/KWJZ/KEZX, 12011, NE 1st. Street, Bellevue, WA 98005 EOE

### AFTERNOON DRIVE/EVENINGS

KVYN Napa Valley's Hot AC seeking both positions; DBL in promotions a plus. Also some weekends, must be upbeat with 2 yrs on-air. Send T&R and other details to: Gareth J. Nicholas, 1124 Foster Rd., Napa, CA 94558 No Calls, FAX: 707-226-7544 EOE

## OPENINGS

Highly rated, 25-54 demo Phoenix radio station is accepting tapes & resumes for creative morning and production talent. Pros only! Send winning material to Radio & Records, 10100 Santa Monica Bl., #939, 5th Floor, Los Angeles, CA 90067. EOE

### The Research Group

Are you a medium or small-market PD/MD looking for your next opportunity? The Research Group, the world's foremost strategic advisors to radio, is actively searching for music programmers to recommend for future openings at radio stations across the country. Ideal candidates would possess strong music knowledge and music scheduling experience using Selector. Understanding of strategy and format execution a plus. Send or fax resume and references to: Strategic Marketing Center, 2601 Fourth Avenue, Suite 250, Seattle, WA 98121. Attention: Roger Douglass. FAX: (206) 443-3990. No calls please. EOE

Southwest major-market station looking for experienced promotion director with marketing savvy & people skills. Must know how to create and implement franchise events. Send resumes to Radio & Records, 10100 Santa Monica Bl., #940, 5th Floor, Los Angeles, CA 90067. EOE

Great opening for program director at KKRQ in Iowa City/Cedar Rapids. Big Ten college town, highly rated Classic hits station and a manager who believes programming is as important as sales. If you can motivate the airstaff and program a top radio station this may be the place for you. Excellent pay and benefits and a great place to work. Includes on-air work. Tapes and resumes to Steve Winkey General Manager, KKRQ P.O. Box 2388, Iowa City, IA 52240. EOE NO CALLS PLEASE.

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CALL: 310-553-4330

## POSITIONS SOUGHT

### POSITIONS SOUGHT

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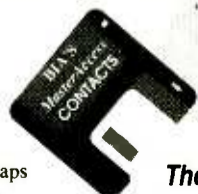
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## POSITIONS SOUGHT

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

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To appear in the following week's issue, your ad must be received by **Thursday noon (PDT)**, eight days prior to issue date. Free Opportunities listings should be typewritten or printed on 8 1/2"X 11" company/station letterhead and are accepted only by mail or fax: 310-203-8727. Address all 20-word ads to R&R Free Opportunities, 10100 Santa Monica Blvd., Fifth Floor, Los Angeles, CA 90067.

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## RADIO & RECORDS

10100 Santa Monica Blvd., 5th Floor, Los Angeles, CA 90067

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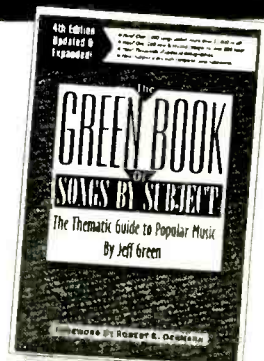
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### CHR/POP

LW	TW	Artist	Track	Label
1	1	CELINE DION	Because You Loved Me	(550 Music)
3	2	TRACY CHAPMAN	Give Me One Reason	(Elektra/EEG)
4	3	FUGEES	Killing Me Softly	(Ruffhouse/Columbia/CRG)
2	4	MARIAH CAREY	Always Be My Baby	(Columbia/CRG)
5	5	ALANIS MORISSETTE	Ironic	(Maverick/Reprise)
6	6	HOOTIE & THE BLOWFISH	Old Man & Me	(Atlantic)
7	7	DOG'S EYE VIEW	Everything Falls Apart	(Columbia/CRG)
8	8	TONY RICH PROJECT	Nobody Knows	(LaFace/Arista)
9	9	COLOR ME BADD	The Earth, The Sun, The Rain	(Giant)
11	10	LA BOUCHE	Sweet Dreams	(RCA)
10	11	GEORGE MICHAEL	Fastlove	(DreamWorks/Geffen)
13	12	A. CLAYTON & L. MULLEN	Mission: Impossible	(Mother/Island)
19	13	ALANIS MORISSETTE	You Learn	(Maverick/Reprise)
14	14	GIN BLOSSOMS	Follow You Down	(A&M)
15	15	JANN ARDEN	Insensitive	(A&M)
12	16	FOO FIGHTERS	Big Me	(Roswell/Capitol)
24	17	OASIS	Champagne Supernova	(Epic)
26	18	LOS DEL RIO/BAYSIDE BOYS MIX	Macarena	(RCA)
22	19	JARS OF CLAY	Flood	(Silvertone)
25	20	NATALIE MERCHANT	Jealousy	(Elektra/EEG)
16	21	BODEANS	Closer To Free	(Slash/Reprise)
23	22	ROBERT MILES	Children	(Arista)
27	23	BILLIE RAY MARTIN	Your Loving Arms	(Sire/EEG)
18	24	SMASHING PUMPKINS	1979	(Virgin)
21	25	BRANDY	Sittin' Up In My Room	(Arista)
17	26	EVERYTHING BUT THE GIRL	Missing	(Atlantic)
31	27	JEWEL	Who Will Save Your Soul	(Atlantic)
20	28	COLLECTIVE SOUL	The World I Know	(Atlantic)
32	29	BRYAN ADAMS	The Only Thing That Looks...	(A&M)
28	30	NO DOUBT	Just A Girl	(Trauma/Interscope)

CHR begins on Page 31.

### HOT AC

LW	TW	Artist	Track	Label
1	1	CELINE DION	Because You Loved Me	(550 Music)
2	2	TRACY CHAPMAN	Give Me One Reason	(Elektra/EEG)
3	3	MARIAH CAREY	Always Be My Baby	(Columbia/CRG)
4	4	GIN BLOSSOMS	Follow You Down	(A&M)
5	5	HOOTIE & THE BLOWFISH	Old Man & Me	(Atlantic)
10	6	TONY RICH PROJECT	Nobody Knows	(LaFace/Arista)
9	7	ALANIS MORISSETTE	Ironic	(Maverick/Reprise)
7	8	JANN ARDEN	Insensitive	(A&M)
6	9	NATALIE MERCHANT	Wonder	(Elektra/EEG)
8	10	BODEANS	Closer To Free	(Slash/Reprise)
12	11	STING	You Still Touch Me	(A&M)
13	12	EVERYTHING BUT THE GIRL	Missing	(Atlantic)
11	13	GEORGE MICHAEL	Fastlove	(DreamWorks/Geffen)
19	14	NATALIE MERCHANT	Jealousy	(Elektra/EEG)
16	15	DOG'S EYE VIEW	Everything Falls Apart	(Columbia/CRG)
—	16	ERIC CLAPTON	Change The World	(Reprise)
14	17	MELISSA ETHERIDGE	I Want To Come Over	(Island)
15	18	SEAL	Don't Cry	(ZTT/WB)
20	19	BRYAN ADAMS	The Only Thing That Looks...	(A&M)
22	20	A. CLAYTON & L. MULLEN	Mission: Impossible	(Mother/Island)
18	21	FOO FIGHTERS	Big Me	(Roswell/Capitol)
27	22	ALANIS MORISSETTE	You Learn	(Maverick/Reprise)
26	23	CHER	One By One	(Reprise)
23	24	ROBERT MILES	Children	(Arista)
25	25	JARS OF CLAY	Flood	(Silvertone)
28	26	JEWEL	Who Will Save Your Soul	(Atlantic)
21	27	GLORIA ESTEFAN	Reach	(Epic)
—	28	FUGEES	Killing Me Softly	(Ruffhouse/Columbia/CRG)
29	29	LENNY KRAVITZ	Can't Get You Off My Mind	(Virgin)
—	30	COLOR ME BADD	The Earth, The Sun, The Rain	(Giant)

AC begins on Page 60.

### CHR/RHYTHMIC

LW	TW	Artist	Track	Label
1	1	FUGEES	Killing Me Softly	(Ruffhouse/Columbia/CRG)
2	2	BONE THUGS-N-HARMONY	Tha Crossroads	(Ruthless/Relativity)
3	3	SWV	You're The One	(RCA)
4	4	MARIAH CAREY	Always Be My Baby	(Columbia/CRG)
5	5	CELINE DION	Because You Loved Me	(550 Music)
8	6	TONI BRAXTON	You're Makin' Me High	(LaFace/Arista)
6	7	COOLIO	1,2,3,4 (Sumpin' New)	(Tommy Boy)
7	8	R. KELLY	Down Low (Nobody Has To Know)	(Jive)
9	9	QUAD CITY DJ'S	C'mon 'N Ride It...	(Quadra Sound/Big Beat/Atlantic)
11	10	TEVIN CAMPBELL	Back To The World	(Qwest/WB)
17	11	PUFF JOHNSON	Forever More	(Work/CRG)
13	12	BRANDY	Sittin' Up In My Room	(Arista)
20	13	TOTAL	Kissin' You	(Bad Boy/Arista)
18	14	GEORGE MICHAEL	Fastlove	(DreamWorks/Geffen)
14	15	MONICA	Why I Love You So Much	(Rowdy/Arista)
10	16	ANGELINA	Release Me	(Upstairs)
24	17	R. KELLY	I Can't Sleep Baby (If I)	(Jive)
15	18	COLOR ME BADD	The Earth, The Sun, The Rain	(Giant)
16	19	LA BOUCHE	Sweet Dreams	(RCA)
19	20	ALANIS MORISSETTE	Ironic	(Maverick/Reprise)
34	21	KEITH SWEAT	Twisted	(Elektra/EEG)
12	22	MC LYTE I/XSCAPE	Keep On Keepin' On	(Flavor Unit/EastWest/EEG)
23	23	CASE I/FOXXY BROWN	Touch Me Tease Me	(Def Jam/RAL/Mercury)
21	24	JODECI	Get On Up	(Uptown/MCA)
22	25	TONY RICH PROJECT	Nobody Knows	(LaFace/Arista)
25	26	DELINQUENT HABITS	Tres Delinquents	(Loud/RCA)
31	27	J'SON	I'll Never Stop Loving You	(Hollywood)
26	28	JOE	All The Things (Your Man Won't Do)	(Island)
29	29	EVERYTHING BUT THE GIRL	Missing	(Atlantic)
33	30	ROBERT MILES	Children	(Arista)

CHR begins on Page 31.

### AC

LW	TW	Artist	Track	Label
1	1	CELINE DION	Because You Loved Me	(550 Music)
2	2	MARIAH CAREY	Always Be My Baby	(Columbia/CRG)
4	3	GLORIA ESTEFAN	Reach	(Epic)
3	4	TONY RICH PROJECT	Nobody Knows	(LaFace/Arista)
7	5	JANN ARDEN	Insensitive	(A&M)
5	6	LIONEL RICHIE	Don't Wanna Lose You	(Mercury)
6	7	WHITNEY HOUSTON & CECE WINANS	Count On Me	(Arista)
11	8	TONI BRAXTON	Let It Flow	(Arista)
12	9	TRACY CHAPMAN	Give Me One Reason	(Elektra/EEG)
10	10	GEORGE MICHAEL	Fastlove	(DreamWorks/Geffen)
8	11	EVERYTHING BUT THE GIRL	Missing	(Atlantic)
9	12	SEAL	Don't Cry	(ZTT/WB)
15	13	SORAYA	Suddenly	(Island)
16	14	MICHAEL ENGLISH	Your Love Amazes Me	(Curb)
13	15	SELENA	I'm Getting Used To You	(EMI)
19	16	CHER	One By One	(Reprise)
17	17	STING	You Still Touch Me	(A&M)
14	18	ROD STEWART	So Far Away	(Lava/Atlantic)
20	19	WYNONNA	To Be Loved By You	(Curb/MCA)
—	20	ERIC CLAPTON	Change The World	(Reprise)
21	21	HOOTIE & THE BLOWFISH	Old Man & Me	(Atlantic)
23	22	JANE KELLY WILLIAMS	Breaking In To The Past	(Parachute/Mercury)
27	23	GIN BLOSSOMS	Follow You Down	(A&M)
26	24	MICHAEL W. SMITH	I'll Lead You Home	(Reunion/Arista)
—	25	BLESSID UNION OF SOULS	All Along	(EMI)
—	26	PETER CETERA	One Clear Voice	(River North)
—	27	NATALIE MERCHANT	Jealousy	(Elektra/EEG)
—	28	LINDA RONSTADT	Dedicated To The One I Love	(Elektra/EEG)
—	29	COLOR ME BADD	The Earth, The Sun, The Rain	(Giant)
—	30	FOURPLAY	The Closer I Get To You	(Warner Bros.)

AC begins on Page 60.

### URBAN

LW	TW	Artist	Track	Label
1	1	MONICA	Why I Love You So Much	(Rowdy/Arista)
2	2	FUGEES	Killing Me Softly	(Ruffhouse/Columbia/CRG)
4	3	JODECI	Get On Up	(Uptown/MCA)
5	4	TOTAL	Kissin' You	(Bad Boy/Arista)
6	5	R. KELLY	I Can't Sleep Baby (If I)	(Jive)
11	6	TONI BRAXTON	You're Makin' Me High	(LaFace/Arista)
7	7	BONE THUGS-N-HARMONY	Tha Crossroads	(Ruthless/Relativity)
3	8	SWV	You're The One	(RCA)
9	9	MEN OF VIZION	House Keeper	(MJJ/550 Music/Epic)
13	10	CASE I/FOXXY BROWN	Touch Me Tease Me	(Def Jam/RAL/Mercury)
10	11	FAITH EVANS	Ain't Nobody (Who Could...)	(Bad Boy/Arista)
12	12	MICHAEL JACKSON	They Don't Care About Us	(Epic)
18	13	KEITH SWEAT	Twisted	(Elektra/EEG)
8	14	HORACE BROWN	One For The Money	(Motown)
14	15	IMMATURE	Please Don't Go	(MCA)
21	16	MONIFAH	You	(Uptown/Universal)
17	17	QUINDON	It's You That's On My Mind	(Virgin)
29	18	TEVIN CAMPBELL	Back To The World	(Qwest/WB)
23	19	112	Only You	(Bad Boy/Arista)
26	20	KENNY LATTIMORE	Never Too Busy	(Columbia/CRG)
30	21	MONTELL JORDAN	I Like	(Def Jam/RAL/Mercury)
20	22	KINO WATSON	Bring It On	(Columbia/CRG)
22	23	PUFF JOHNSON	Forever More	(Work/CRG)
28	24	SOLO	He's Not Good Enough	(Perspective/A&M)
32	25	DONELL JONES	In The Hood	(Untouchables/LaFace/Arista)
19	26	MARIAH CAREY	Always Be My Baby	(Columbia/CRG)
31	27	GERALD & EDDIE LEVERT SR.	Get Your Thing Off	(EastWest/EEG)
25	28	JOE	All The Things (Your Man Won't Do)	(Island)
35	29	LADAE	Party 2 Nite	(Motown)
15	30	MC LYTE I/XSCAPE	Keep On Keepin' On	(Flavor Unit/EastWest/EEG)
—	36	2PAC	How Do You Want It?	(Death Row/Interscope)

URBAN begins on Page 43.

### ACTIVE ROCK

LW	TW	Artist	Track	Label
2	1	METALLICA	Until It Sleeps	(Elektra/EEG)
1	2	DISHWALLA	Counting Blue Cars	(A&M)
4	3	SOUNDGARDEN	Pretty Noose	(A&M)
3	4	VAN HALEN	Humans Being	(Warner Sunset/WB)
8	5	STONE TEMPLE PILOTS	Trippin' On A Hole In...	(Atlantic)
7	6	ALICE IN CHAINS	Again	(Columbia/CRG)
9	7	TRACY BONHAM	Mother Mother	(Island)
10	8	DEF LEPPARD	Work It Out	(Mercury)
5	9	COLLECTIVE SOUL	Where The River Flows	(Atlantic)
6	10	BUSH	Machinehead	(Trauma/Interscope)
14	11	REFRESHMENTS	Banditos	(Mercury)
13	12	VERVE PIPE	Photograph	(RCA)
12	13	DAVE MATTHEWS BAND	Too Much	(RCA)
11	14	OASIS	Champagne Supernova	(Epic)
17	15	JERRY CANTRELL	Leave Me Alone	(Work/CRG)
15	16	CRANBERRIES	Salvation	(Island)
18	17	HUNGER	Vanishing Cream	(Universal)
24	18	GOO GOO DOLLS	Long Way Down	(Metal Blade/WB)
19	19	EVERCLEAR	Heartspark Dollarsign	(Capitol)
21	20	JARS OF CLAY	Flood	(Silvertone)
30	21	HAZIES	Skin & Bones	(EMI)
16	22	SEVEN MARY THREE	Water's Edge	(Mammoth/Atlantic)
32	23	SCORPIONS	Wild Child	(Atlantic)
26	24	OZZY OSBOURNE	I Just Want You	(Epic)
34	25	GIN BLOSSOMS	Day Job	(A&M)
25	26	SPACEHOG	In The Meantime	(HiFi/Sire/EEG)
22	27	SMASHING PUMPKINS	Zero	(Virgin)
33	28	GRAVITY KILLS	Guilty	(TVT)
28	29	EVERCLEAR	Santa Monica	(Watch The World Die/Capitol)
36	30	RAGE AGAINST THE MACHINE	Bulls On Parade	(Epic)

ROCK begins on Page 72.



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## NATIONAL AIRPLAY OVERVIEW JUNE 7, 1996

Breakers In Blue

### URBAN AC

LW	TW	Artist	Title	Label
1	1	ISLEY BROTHERS	Let's Lay Together	(Island)
3	2	TONI BRAXTON	You're Makin' Me High	(LaFace/Arista)
5	3	WHITNEY HOUSTON & CECE WINANS	Count On Me	(Arista)
10	4	R. KELLY	I Can't Sleep Baby (If I)	(Jive)
4	5	JOE	All The Things (Your Man Won't Do)	(Island)
6	6	MARIAH CAREY	Always Be My Baby	(Columbia/CRG)
2	7	LIONEL RICHIE	Don't Wanna Lose You	(Mercury)
8	8	FUGEES	Killing Me Softly	(Ruffhouse/Columbia/CRG)
15	9	KENNY LATTIMORE	Never Too Busy	(Columbia/CRG)
12	10	MEN OF VIZION	House Keeper	(MJJ/550 Music/Epic)
20	11	TEVIN CAMPBELL	Back To The World	(Qwest/WB)
9	12	SWV	You're The One	(RCA)
11	13	ART N' SOUL	Ever Since You Went Away	(Big Beat/Atlantic)
7	14	QUINCY JONES	Slow Jams	(Qwest/WB)
13	15	CHANTAY SAVAGE	I Will Survive	(RCA)
17	16	JODECI	Get On Up	(Uptown/MCA)
14	17	D'ANGELO	Lady	(EMI)
16	18	GERALD & EDDIE LEVERT SR.	Get Your Thing Off	(EastWest/EEG)
19	19	SOLO	He's Not Good Enough	(Perspective/A&M)
23	20	MICHAEL JACKSON	They Don't Care About Us	(Epic)
22	21	PUFF JOHNSON	Forever More	(Work/CRG)
18	22	RANDY CRAWFORD	Cajun Moon	(Bluemoon/Atlantic)
21	23	TONI BRAXTON	Let It Flow	(Arista)
24	24	ANN NESBY	I'll Do Anything For You	(Perspective/A&M)
28	25	KEITH SWEAT	Twisted	(Elektra/EEG)
26	26	TOTAL KISSIN' YOU	Bad Boy	(Arista)
25	27	KIRK FRANKLIN	Melodies From Heaven	(Gospo Centric)
—	28	MONICA	Why I Love You So Much	(Rowdy/Arista)
—	29	CASE I/FOXXY BROWN	Touch Me Tease Me	(Def Jam/RAL/Mercury)
29	30	JORDAN HILL	For The Love Of You	(143/Atlantic)

URBAN begins on Page 43.

### COUNTRY

LW	TW	Artist	Title	Label
3	1	BRYAN WHITE	I'm Not Supposed To...	(Asylum/EEG)
2	2	COLLIN RAYE	I Think About You	(Epic)
4	3	TOBY KEITH	Does That Blue Moon Ever Shine	(A&M)
5	4	TRACY LAWRENCE	Time Marches On	(Atlantic)
6	5	TERRI CLARK	If I Were You	(Mercury)
7	6	MINDY MCCREADY	Ten Thousand Angels	(BNA)
8	7	ALAN JACKSON	Home	(Arista)
9	8	DAVID LEE MURPHY	Every Time I Get Around You	(MCA)
1	9	GEORGE STRAIT	Blue Clear Sky	(MCA)
10	10	JEFF CARSON	Holdin' Onto Something	(MCG/Curb)
11	11	REBA MCGENTIRE	Starting Over Again	(MCA)
12	12	VINCE GILL	High Lonesome Sound	(MCA)
14	13	SHANIA TWAIN	No One Needs To Know	(Mercury)
15	14	SAMMY KERSHAW	Meant To Be	(Mercury)
13	15	WYNNONA	Heaven Help My Heart	(Curb/MCA)
16	16	SAWYER BROWN	Treat Her Right	(Curb)
18	17	RICOCHET	Daddy's Money	(Columbia/CRG)
17	18	PAUL BRANDT	My Heart Has A History	(Reprise)
19	19	PATTY LOVELESS	A Thousand Times A Day	(Epic)
20	20	RHETT AKINS	Don't Get Me Started	(Decca)
22	21	DIAMOND RIO	That's What I Get For...	(Arista)
25	22	LEANN RIMES	Blue	(MCG/Curb)
21	23	MARTINA MCBRIDE	Phones Are Ringin' All Over...	(RCA)
23	24	MARTY STUART & TRAVIS TRITT	Honky Tonkin's What...	(MCA)
26	25	LORRIE MORGAN & JON RANDALL	By My Side	(BNA/RCA)
27	26	WADE HAYES	On A Good Night	(DKC/Columbia/CRG)
28	27	CLAY WALKER	Only On Days That End In "Y"	(Giant)
29	28	LINDA DAVIS	A Love Story In The Making	(Arista)
31	29	NEAL MCCOY	Then You Can Tell Me Goodbye	(Atlantic)
30	30	TRACE ADKINS	There's A Girl In Texas	(Capitol)

42 RICK TREVINO Learning As You Go (Columbia/CRG)

COUNTRY begins on Page 50.

### NAC

LW	TW	Artist	Title	Label
1	1	DOC POWELL	Sunday Mornin'	(Discovery)
2	2	HERBIE HANCOCK	Thieves In The Temple	(Verve)
3	3	RIPPINGTONS	Hideaway	(GRP)
5	4	COUNT BASIC	Joy And Pain	(Instinct)
4	5	GEORGE JINDA	Just My Imagination	(Shanachie)
6	6	ED HAMILTON	Gray Day	(Telarc)
7	7	HERB ALPERT	My Funny Valentine	(Almo Sounds/Geffen)
12	8	ED CALLE	Me And Mrs. Jones	(Sony Latin Jazz)
9	9	JOE SAMPLE	Hippies On A Corner	(Warner Bros.)
8	10	VIBRAPHONIC	Can't Get Enough	(Hollywood)
11	11	EARL KLUGH	Maybe Tonight	(Warner Bros.)
10	12	PETE ESCOVEDO	All This Love	(Concord)
13	13	MARILYN SCOTT	I'm Calling You	(Warner Bros.)
26	14	RICK BRAUN	Club Harlem	(Mesa/Bluemoon)
19	15	BRYAN SAVAGE	Cat Food	(Elation)
—	16	RICHARD ELLIOT	I'll Make Love To You	(Blue Note)
15	17	JOHN TESH PROJECT	Fragile	(GTSP)
30	18	JOE MCBRIDE	Highland Park	(Heads Up)
20	19	DOUG CAMERON	Rendezvous	(Higher Octave)
16	20	PAMELA WILLIAMS	Castine	(Heads Up)
14	21	GEORGE MICHAEL	Jesus To A Child	(DreamWorks/Geffen)
18	22	BOB MAMET	Morningside	(Atlantic)
21	23	SLIM MAN	There For You	(GES)
17	24	LIONEL RICHIE	Don't Wanna Lose You	(Mercury)
28	25	SPYRO GYRA	Heart Of The Night	(GRP)
24	26	OLETA ADAMS	We Will Meet Again	(Fontana/Mercury)
22	27	TONI BRAXTON	Let It Flow	(Arista)
—	28	BONEY JAMES	Lights Down Low	(Warner Bros.)
23	29	CRAIG CHAQUICO	Autumn Blue	(Higher Octave)
27	30	TONY RICH PROJECT	Nobody Knows	(LaFace/Arista)

NAC begins on Page 67.

### ROCK

LW	TW	Artist	Title	Label
1	1	VAN HALEN	Humans Being	(Warner Sunset/WB)
2	2	DISHWALLA	Counting Blue Cars	(A&M)
3	3	DEF LEPPARD	Work It Out	(Mercury)
5	4	DAVE MATTHEWS BAND	Too Much	(RCA)
8	5	METALLICA	Until It Sleeps	(Elektra/EEG)
4	6	COLLECTIVE SOUL	Where The River Flows	(Atlantic)
7	7	BADLEES	Angeline Is Coming Home	(Polydor/A&M)
9	8	OASIS	Champagne Supernova	(Epic)
10	9	BUSH	Machinehead	(Trauma/Interscope)
6	10	HOOTIE & THE BLOWFISH	Old Man & Me	(Atlantic)
12	11	SOUNDGARDEN	Pretty Noose	(A&M)
14	12	GIN BLOSSOMS	Day Job	(A&M)
11	13	EVERCLEAR	Santa Monica (Watch The World Die)	(Capitol)
21	14	STONE TEMPLE PILOTS	Trippin' On A Hole In...	(Atlantic)
17	15	SCREAMIN' CHEETAH WHEELIES	Hello From Venus	(Atlantic)
15	16	OZZY OSBOURNE	I Just Want You	(Epic)
18	17	WALLFLOWERS	6th Avenue Heartache	(Interscope)
13	18	SPACEHOG	In The Meantime	(HiFi/Sire/EEG)
19	19	SCORPIONS	Wild Child	(Atlantic)
20	20	JARS OF CLAY	Flood	(Silvertone)
25	21	BRYAN ADAMS	The Only Thing That Looks...	(A&M)
22	22	SEVEN MARY THREE	Water's Edge	(Mammoth/Atlantic)
26	23	ALICE IN CHAINS	Again	(Columbia/CRG)
24	24	VERVE PIPE	Photograph	(RCA)
29	25	WHY STORE	Lack Of Water	(Way Cool Music/MCA)
17	26	REFRESHMENTS	Banditos	(Mercury)
26	27	STONE TEMPLE PILOTS	Big Bang Baby	(Atlantic)
22	28	KENNY WAYNE SHEPHERD	Born With A Broken Heart	(Revolution)
32	29	SEVEN MARY THREE	Cumbersome	(Mammoth/Atlantic)
40	30	GOO GOO DOLLS	Long Way Down	(Metal Blade/WB)

ROCK begins on Page 72.

### ALTERNATIVE

LW	TW	Artist	Title	Label
1	1	TRACY BONHAM	Mother Mother	(Island)
2	2	CRANBERRIES	Salvation	(Island)
3	3	DISHWALLA	Counting Blue Cars	(A&M)
4	4	SOUNDGARDEN	Pretty Noose	(A&M)
5	5	DAVE MATTHEWS BAND	Too Much	(RCA)
7	6	GOLDFINGER	Here In Your Bedroom	(Mojo/Universal)
9	7	ALANIS MORISSETTE	You Learn	(Maverick/Reprise)
6	8	VERVE PIPE	Photograph	(RCA)
11	9	NO DOUBT	Spiderwebs	(Trauma/Interscope)
10	10	REFRESHMENTS	Banditos	(Mercury)
8	11	BUSH	Machinehead	(Trauma/Interscope)
15	12	STONE TEMPLE PILOTS	Trippin' On A Hole In...	(Atlantic)
14	13	BUTTHOLE SURFERS	Pepper	(Capitol)
13	14	PORNO FOR PYROS	Tahitian Moon	(Warner Bros.)
16	15	JEWEL	Who Will Save Your Soul	(Atlantic)
12	16	EVERCLEAR	Heartspark Dollarsign	(Capitol)
19	17	RAGE AGAINST THE MACHINE	Bulls On Parade	(Epic)
18	18	GIN BLOSSOMS	Day Job	(A&M)
22	19	CURE	Mint Car	(Fiction/EEG)
30	20	GARBAGE	Stupid Girl	(Almo Sounds/Geffen)
20	21	PAUL WESTERBERG	Love Untold	(Reprise)
24	22	SMASHING PUMPKINS	Tonight, Tonight	(Virgin)
37	23	PRIMITIVE RADIO GODS	Standing Outside...	(Ergo/Columbia/CRG)
21	24	NIXONS	Sister	(MCA)
26	25	SOLUTION A.D.	Fearless	(TAG)
42	26	GREEN DAY	Walking Contradiction	(Reprise)
27	27	PATTI ROTHBERG	Inside	(EMI)
17	28	OASIS	Champagne Supernova	(Epic)
25	29	IMPERIAL DRAG	Boy Or A Girl	(Work/CRG)
—	30	BECK	Where It's At	(DGC/Geffen)

ALTERNATIVE begins on Page 79.

### ADULT ALTERNATIVE

LW	TW	Artist	Title	Label
1	1	HOOTIE & THE BLOWFISH	Old Man & Me	(Atlantic)
2	2	DAVE MATTHEWS BAND	Too Much	(RCA)
3	3	STING	You Still Touch Me	(A&M)
4	4	JEWEL	Who Will Save Your Soul	(Atlantic)
5	5	PATTI ROTHBERG	Inside	(EMI)
10	6	ALANIS MORISSETTE	You Learn	(Maverick/Reprise)
6	7	MARK KNOPFLER	Don't You Get It	(Warner Bros.)
11	8	WHY STORE	Lack Of Water	(Way Cool Music/MCA)
8	9	PAUL WESTERBERG	Love Untold	(Reprise)
9	10	BADLEES	Angeline Is Coming Home	(Polydor/A&M)
13	11	ELVIS COSTELLO	You Bowed Down	(Warner Bros.)
17	12	LOS LOBOS	Can't Stop The Rain	(Slash/WB)
18	13	WALLFLOWERS	6th Avenue Heartache	(Interscope)
7	14	JARS OF CLAY	Flood	(Silvertone)
19	15	DISHWALLA	Counting Blue Cars	(A&M)
22	16	DAVE MATTHEWS BAND	So Much To Say	(RCA)
12	17	COWBOY JUNKIES	A Common Disaster	(Geffen)
20	18	FOO FIGHTERS	Big Me	(Roswell/Capitol)
14	19	OOG'S EYE VIEW	Everything Falls Apart	(Columbia/CRG)
16	20	OASIS	Champagne Supernova	(Epic)
15	21	JACKSON BROWNE	Looking East	(Elektra/EEG)
24	22	CRANBERRIES	Free To Decide	(Island)
27	23	CURE	Mint Car	(Fiction/EEG)
23	24	NATALIE MERCHANT	Jealousy	(Elektra/EEG)
21	25	TRACY CHAPMAN	Give Me One Reason	(Elektra/EEG)
29	26	GIN BLOSSOMS	Not Only Numb	(A&M)
25	27	GIN BLOSSOMS	Follow You Down	(A&M)
30	28	TODD SNIDER	I Believe You	(Margaritaville/MCA)
—	29	TORI AMOS	Talula	(Atlantic)
28	30	CRANBERRIES	Salvation	(Island)

ADULT ALTERNATIVE begins on Page 86.



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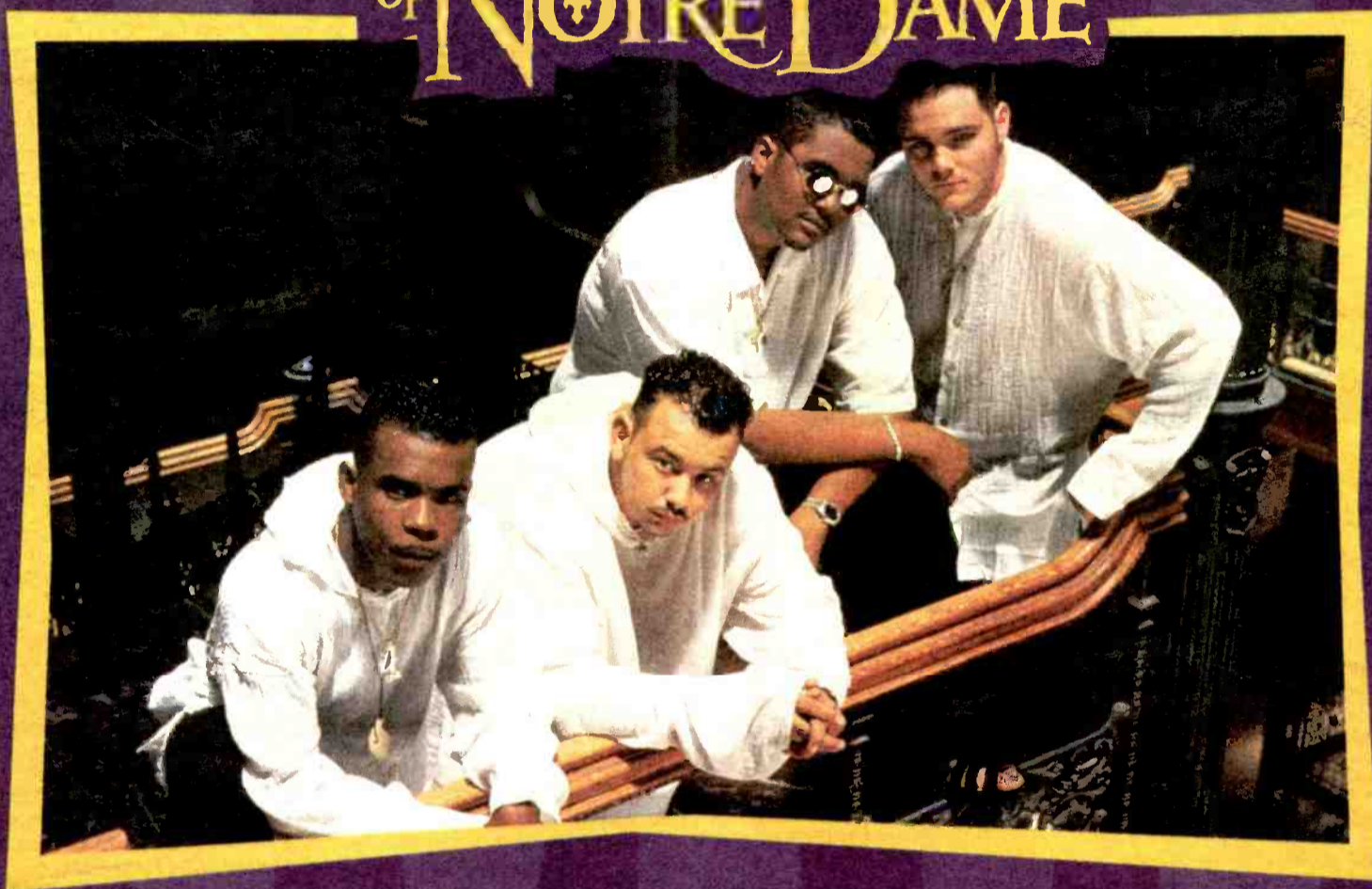
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