## Country Isn't Missing Out

Continuing the success of "I Don't Want To Miss A Thing," the monster hit from Aerosmith featured in this year's
 blockbuster movie Armageddon, Decea recording artist Mart Chesmutit has released his rendition of the power ballad, racking up 70 adds and enterino this week's R\&R
Country chart at No. 36.


THE INDUSTRY'S NEWSPAPER

NOVEMBER 20, 1998


A year in the making. R\&A's 25th Anniversary special accompanies this issue for our R\&R subscribers. It's a year-by-year retrospective of the events, people, artists. songs, call letters, and labets that made nows in R\&R. We also visit with key executives and personalities in both industries for their perspectives on the last quarter century.


## Like You've

Never Heard Her Before!

# Whitney Houston my love is your love 

# Her First Studio Album In <br> Eight Years 

Featuring
When You Believe
The smash hit duet with Mariah Carey from The Prince Of Egypt

Heartbreak Hotel
With Faith Evans and Kelly Price

and 11 more cutting edge tracks by superstar ' producers: Wyclef Jean,<br>Babyface, Lauryn Hill, Missy Elliott.<br>David Foster, Rodney Jerkins and Soulshock \& Karlin.

## I N S I D E

STROLLING MEMORY LANE In conjunction with our 25th anniversary special issue, many of R\&R's formai editors this week present related columns. We asked all of them to bring in a 1973-era photo of themselves for the top of the page. They're a hoot! Among this week's columns:

- CHR: Tony Novia chronicles 25 years of Y-100MMiami, Page 1
- Country: Lon Hetton visits with former R\&R Country Editors Jonathan Fricke and Jim Duncan, Page 64
- AC, MAC: Mike Kinosian and Carol Archer ask their constituents where they were 25 years ago, Pages 75, 81
- Rock: Cyndee Maxwell reprises a 25 year-old R\&A interview with former KLOS/L.A. PD Tom Yates, Page 86
- Alternative: Jim Kerr goes one-on-two with R\&R's previous Alternative Editors, Shawn Alexander and Sky Daniels, Page 92


The holidays are coming! Are you prepared for the impending stress? Personnel consuttant Linda Madonnaoffers some tips. Also, management guru Dick Kazan has four things great managers should be thanktul for these days.

Begins page 10
ETH TME NEWS

- Ketth Cunningham to program Channel 103.1/L.A.
- Eduardo León VP/Programming at Liberman, Pepe Gara PD for L.A. stations
- Chris Snebel named PD of new Big City/Chicago CHR simulcast

Page 3
THIS \# WEEK
CHAPOP

- Numis morassertie Thank $U$ (Maverickriopise)

CHP/RHYTHMIC
 URBAN

- Fanth amiss love lite this (bace soyinist)

URBAN AC

- decornh cox modody's Supposed To be here (nista)

COLNTRY
 AC

- shama numm fiom This Moment on (Mertuy)
hot AC
- revis monessette thank U Mavericiciepopise)

NAC/SMOOTH JAZZ

ROCK

- Lamir cowitz fy awar (Virión)

ACTIVE ROCK
-Lemi commir fy Away Moin)
altermative

- CNEE Never There (Capicom Mercuy)
adULT ALTERMATIVE
- R.E.m. Daysleeper (Werner Bros.)


NOVEMBER 20, 1998 Rush Set For RaR Talk Seminar

- Luctoff roceoves Litetime Achievement//ward By Al. Petieson RHR NEWSTALK EDTIO

Ronh Limbough - the man widely credited as a leading force behind Talk radio's phenomenal growth over the past decade - is set to address RER's fourth annual Talk Radio Seminar. to be held Feb. 18-20. 1999 in Washington. DC:s Grand Hyatt Hotel. Limbaugh. who shares his

Lnmbaven/see Paye 16


## Arbitron Forms Coalition To Measure Internet Listening

COLUMBIA. MD - Among the months prior to the survey be-oft-asked questions on Ar- ing taken, and they're expectbitron front lines these days ed to grow exponentially in the are those that relate to the In- near-term as well. ternet. How many people have The company is expected to access to the web? How many people can hear streaming audio on the Internet? What are update this research within the nexi six months. But there the listening
levels to $\ln$ ternet broadcasts?

Arbitron
attempled to answer some of these questions with its

More Arbitron News: - People Meter gets live tests in England - Asian-listener measurement top concem - New software versions set for '99 study of $\ln$ ternet usage, the results of which were unveiled at the NAB Radio Show in October. Among the findings: Nearly one-third of the populace have access to the Internet. but just a sliver have listened to a broadcast over the Internet. But those numbers are changing - fast. Some $\mathbf{4 0 \%}$ of users with Internet access acquired that access in the six
seems to be no question that
the use of streaming audio will eventually become as commonplace as radio usage is today. And that's why Arbitron has aligned itself with Real Networks, Magnitude Network, and Engage Technologies to measure and report $\ln$ ternet audio usage.
Real Networks is the pioneering company that invented RealAudio. the web plug-in that receives streaming audio broadcasts. Engage provides

Anermandsee Page 23

## American Tower, OmniAmerica Merge In $\$ 397$ Mili. Deal

By Mart Senciar
Rak W ASHINGTON BURENU
Americm Tower Corp. looked westward in expanding its vertical real estate holdings this week. It gobbled up broadcast tower competitor OmniAmerica Isc. on Monday in a stock-for-stock swap merger valued at $\mathbf{\$ 3 9 7}$ million.
OmniAmerica owns 246 towers and has contracts to build 470 more sites, giving American Tower approximately 3892 towers owned, managed. or in development when the deal closes, probably in the first quarter of 1999. The company now has three core businesses, according to Chairman and former broadcaster Steve Dodge: tower ownership and leasing. construction and installation services (through the Specialty Telecon-

Tewenerseo Pay 18

## After 25 Years, It's Still 'Y'iami <br> David Ross reflects on a quarter-century of CHR programming in America's melting pot

By TONY NONLA
RAR CHR EDTTOR

It was in carly 1984 when a brash young promotion director stood up during the weekly promotion meeting at Metroplex Communications* WHYI (Y100 )/Miami and asked the general manager to put up a S2.6 million guarantee to buy out a Jacksons Victory Tour appearance, ensuring a date at the Orange Bowl. Without the guarantec. the hit-or-miss tour was not coming to South Florida.
After the initial laughter in the room died down. the always promotion-minded GM began to think that maybe

this wasn't such a crazy idea. While the tour flopped in a few markets. including what turmed out to be 3 ta wMMsclerece. tand. many in the rom fer stronesiy than sount flotide was sampatco of Cm . thusiasm for the Jacksons. especially the glowed one. It wasn t long after that meeting that the GM wrote a "rubber" deposit check for $\$ 150.000$ (the station's bank account didn't contain nearly that amount when it was issued), not knowing that one of the largest and most successful pro-

Sex Pey 37

## Most Groups Still Refuse Liquor Ads

 By Jerwey Yomace RAR WASHINKITON BUREAL CHIEFIt was two years ago this week that an R\&R headline read: "Hard Liquor Group Opens Door To Radio. TV Advertisements." It was prompted by a decision by the Distilled Spirits Council of the U.S. (DISCUS) to change its 62 -year-old advertising code to include radio and television. It was also the beginning of a months-long campaign to change the culture of the broadcasting industry, which had. for the most part. gladly accepted commercial messages from the world of wine and beer, but steadfastly refused to give or sell - the time of day to hardliquor entities.

While there have been some cracks in the wall against hard liquor. it still appears that most large groups have a policy
alcomolsee paye 23

# B O Y Z I I M E N "I WILL GET THERE" 


the PRINCE OF EGYPT

## November 24th! On Your Desk Now!

## Cunningham: Channel 103.1's Prog. Mgr.

## Keith Cunningham has been

 tapped as Program Manager for Jacor's Los Angeles-area Adult Alternative simulcast of KACD-FM/ Santa Monica and KBCD-FM/ Newport Beach. effective Dec. 7. Cunningham takes over day-to-day programming duties from sister KBCO/Denver PD Dave Benson. who will continue to work closely with Cunningham on programming issues. Cunningham joins "Channel 103.1" from Jacor's Active Rock KBPI/Denver, where he was Asst. PD and Director/Marketing \& Promotions."Keith and I have worked together before, and I am happy to have him on board." Benson said. "He has worked for some very successful radio stations, and we feel he's the perfect Program Manager for Chamiel 103.1. He also has a tremendous understanding of the 'World Class Rock' format that will

CUNWIWGHAM/See Paye 29

## Liberman Taps Loón As VP/Programming

Spanish-language programming consultant Eduardo León has joined Los Angeles-based Liberman Broadcasting as VP/Programming. In his new post, León will oversee Spanish News/Talk KKHJ-AM. Regional Mexican simulcast KBUA-FM \& KBUE-FM (Que Buena), and Spanish AC KWIZ-FM (Radio Exitos).
"León will be involved with all the programming elements for all of our stations." Liberman Corporate VP Andy Mars told R\&R. "He will be working with the sound, the DJs. and the overail presentation for 'Radio Exitos' and KKHJ, in addition to 'Que Buena.' His first focus, however. will be on Que Buena, and he"ll be involved in all elements of that station. He's had an amazing track record, and we felt it was time to make the com-

LEDMSet Page 18

## Clarification

Redio Modoma Moxicema, nol JaCor, is the license holder for XHRMSan Diego (R\&R 11/13).

## R\&R Observes <br> Thanksgiving

n observance of the Thanksgiving Day holiday, ReR's Los Angeles, Nashville, and Washington, DC offices will be closed Thursday. Nov. 26 and Friday, Nov. 27


And they did. Execs from One-On-One Sports and United Stations were on hand in Chicago to celebrate the duo's recent sales representation agreement. Participating in a group handshake are (1-r) One-On-One Sports Exec. VP/Director of Network Sales Bill Peterson; United Stations VP/Sales, Mitwest Region Rich Baum; One-On-One Chairman. President CEO Chris Brennan; and US Sr VP/Sales Jim Higgins and President'CEO Nick Verbitsky

## Waggoner Now ABC/Winneapolis Pres./GM

ABC Rixdio has promorod Amy Wagenoner to the newly created President/ GM position for its Minneapolis radio properties: Adult Alternative KQRS. FM. Rock KXXR-FM, and Alternative trimukast KZNR-FM, KZNT.FM a KZNZ-FM. She had been Station Manager for the group since Oct. '97.

tion Group President Mark Steinmetz told R\&R. "In her capacity as Station Manager in the past year. she has demonstrated her abilities to lead the entire staffs of all three radio stations. She is especially deserving of this new job tithe as General Manager and President."
Waggoner has also held
"Amy's been an effective leader and manager with ABC for the past 12 years." ABC Radio Sta neapolis.

## Shebel PD As Chicago Gets New CHR/Pop

On Nov. 14, after two days of stunting. Big City Radio's Chicago-area 92.7 simulcast of WBRO/ Kankakee, IL. and WCBR/ Arlington Heights, IL dropped their crosstown simulcast of sisters WXXYFM \& WYXX-FM's "Heart \& Soul" format in favor of CHR/Pop. using the handle "Kiss-FM" and playing 10.000 songs in a row. Former WDRV/Pitshurgh PD Chrts Shebet has been named PD and will handie an carly aftemoon shift.
Big City staffer Harry Legg has been tapped as Asst. PDMD. The stations have a signal upgrade pending that will give them coverage of $80 \%-90 \%$ of the Chicago metro. They also will be moving to new studios on Michigan Avenue in the city.
"We have two 3 kw stations right now," Shebel told R\&R. "In the first quarter, both stations are being upgraded to 6 kw signals and a tall-


Shebed all of the tools, including weekly callout, to help these stations become winners in this market. Meanwhile. I am searching for the best talent in America."
Shebel began his radio career doing nights at WPDR/Portage. WI. He also did middays at WSPT/ Sievens Point, WI; mornings at WXGT/Columbus: middays at WLS-FM/Chicago: and momings at KDKB \& KTZP/Phoenix. He began his programming career at WLXR/a Crosse. WI: was PD at WDJX/Louisville; and - prior to Pittsburgh - was PD at WPROFM/Providence.
er tower, which should provide a good signal to the majority of the metro. The areas where the signal will be weak will not be partisan to Top 40 radio anyway.
"Fornat-wise, this is going to be a traditional Top 40 station with all of the bells and whistles. We have done our research and have

Clyell BPCOII
Classic Hit wSFRA isvilic PD Greg Bergen has been named to a similar post at Entercom; Rock KYYS/Kansas City, effective Dec. 1. He succeeds Larry Moffitt. who has opted to concentrate fully on the morning show. GM Bob Zuroweste noted. "99.7 KY has a tremendously innovative and passionate staff. and Greg Bergen is just the kind of guy we need to lead this talented group. to create great radio. and to develop a parnership with the airstaf!."


Bergen told R\&R "K is a legendary, heritage Rock station, so l've got my work cut out for me to solidify the position and further the branding of a great radio station. And with the help of Jacobs Media, Bob Zuroweste. Larry Moffitt, and the great KY staff, there is still room to grow. I'm grateful for this exciting oppontunity."
Bergen has programmed WSFR for the last 11 moniths. Previously he spent four years at KRZ7/Wich ita - two as MD and two as PD.

| CIRCULATION: | 310-788-1625 | 310-203-8727 ${ }^{\circ}$ | moreinfo erronline com |
| :---: | :---: | :---: | :---: |
| HEWE PESK: | 310-788-1699 | 310-203-9763 | newsroom erronine.cem |
| On OMLume sumvicest | 310-788-1875 | 310-553-4056 | ]ine rrontion.com |
| ADVEntreameracter | 310-553-4330 | 310-203-8450 | hmowry eronine com |


| OPOONTUNTTEEEMARKETMLACE | 310-788-1621 | 310-203-8727 | kmumaw erronline.com |
| :---: | :---: | :---: | :---: |
|  | 310-553-4330 | 310-203-9763 | mailroome rronline com |
| matmatom, DC eumats | 202-463-0500 | 202-463-0432 | rroce rronline.com |
| maswricte memakn | 815-244-8822 | 615-248-6655 | memon 9 rrondine.com |

## Dex Allen Back In Business With Commonwealth II

## $\square$ New radio group will target smaller markets

By Jfremy Sifweder
In the grand scope of radio deals, a $\$ 2$ million purchase hardly registers. It's even less earth-shattering when the transaction involves two stations in the tiny El Centro-Mexicali, CA, market.

But last week's purchase of KKSC-AM \& KSIQ-FM/Brawley. CA. may have turned a few heads. because it represented the first transaction for Dex Allen's new radio group. Commonwealth II.
If life was a movie. Allen's recent re-emergence as a radio group owner might be called "Dex II: The Coneback." Allen. a self-described radio junkie who ran Commonwealth Broadcasting from 1984 to 19\%6. sold his entire group's assets in 1996 when the market was ripe. He went to work for Capstar as President of the 41 -station Pacific Star Region.
Less than two years later, he is back running his own company. He never really left the industry, he just took a taste of corporate life. While Allen said that Capstar treated him well, he realized that he worked berter in a smaller, more entrepreneurial environment.

## Hands-On Approach

"I think that once people have been in business for themselves, it's
very hard for them to be in a corporate structure," suggested Tom McKinley of Media Services Group. Allen's broker in the Brawley, CA deal. "If you're an entrepreneur, then that's what you have to do."
And Allen is an entreprencur. He started in radio in the 1960 s as a jock and moved up the ranks from sales manager to general manager to eventual owner. At its height, Commonwealth Broadcasting had eight stations in five markets: Las Vegas. Sacramento. Albuquerque, River-side-San Bemardino, and Yuma, AZ. Allen estimates that he and his partners invested $\mathbf{\$ 2 7}$ million in the stations and reaped a $\mathbf{\$ 5 0}$ million return.
"He has good business sense and he knows how to operate stations too." McKinley said. "He's able to operate the stations and get people to work hard for him."
Allen's current radio group. Conmonwealth II, will target small- and middle-market stations in the Western U.S. In the post-consolidation age, smaller markets are really the
only remaining unchartered territory, Allen said.
"There's inventory there." he said from his San Diego office. "There is very little inventory in the top 50 markets because all of the consolidation has occurred. I think you've got to be fishing where there is fish." That's exactly what some major companies have already done, like Cumulus Media and Regent Communications. which have had success targeting small markets. Allen's strategy is another example of the growing trend of experienced group owners entering "mom and pop" markets.

## Money To Burn

Commonweatth II has about $\mathbf{\$ 3 0}$ million it can use toward station purchases. Allen said. The group is backed by Boston-baved Alta Communications. Allen said he currently has four markets lined up for radio deals.
But finding good deals hasn't been easy. In the consolidation age. fewer stations are available for purchase. "You've got to look under rocks right now," he said. "People aren't calling you and saying.

ALLEWSEe Paje 8

## Supreme Court To Consider Media Coverage Of Raids

## $\square$ Decision could affect reporter ride-alongs

The U.S. Supreme Court said last week that it would look at two cases that may determine if news crews can accompany police on raids.
The cases stem from raids in 1992 and 1993 where reponters or camera crews accompanied police onto a person's private propeny. In both cases. the law enforcement agents were sued for allowing the news crews to invade those people's privacy.
The Supreme Courn case has implications for news organizations including radio stations - to continue "ride-alongs" with police officers.

Kathy Kirby. legal counsel for RTNDA. told R\&R. "I think it's important to any news organization. It's the first case to do with newsgathering lechniques that has conve before the Supreme Court in 10 years. If the Supreme Court decides government agents can be held liahle for inviting media people to come along. I guess that's going to chill their inclination to do so."

The 1992 case involved a Wash ington Post reporter and photographer who accompanied police into the home of a man wanted on weapons charges. During the raid. the man's parents said that the photographer took pictures of them while they were scantily clad, even though the pictures were never published. In the 1993 case. a CNN cameraman participaled in a U.S. Fish and Wildlife Service search of a Montana ranch where a man was suspected of illegally killing eagles.

- Jeremy Shweder


## Bloomberg

## SCLSMNIES5

 BRIUEFES
## Infinity Shares To Sell For About $\$ \mathbf{\$ 0 . 5 0}$

CBS Corp. expects to receive nearly $\$ 3$ billion when it offers infinity - Broadcasting stock earty next month. According to its filing with the Securities and Exchange Commission last week, shares will be priced from $\$ 19$ to $\$ 22$. At the $\$ 20.50$ midpoint range, the 135 million Class A common shares could fetch the new CBS Corp-owned radio and billboard operation $\$ 2.8$ billion before expenses, or about $\$ 2.7$ billion after costs are figured in.
The IPO, which will trade on the NYSE as INF, is expected to be the fourth-largest initial public offering in U.S. history. CBS will retain $84 \%$ of Infinity, worth about $\$ 14.4$ billion, and will hold $96 \%$ of the voting power in the radio unit.
Meanwhile, on Tuesday CBS closed on its sale of the Westinghouse Electric Corp. process control unit to Emerson Electric Co. for $\$ 265$ million. CBS is selling the government operations unit - the only major Westinghouse industriai operation remaining - to a joint venture led by Mornis Knudsen.

## Chancellor, Citadel Debt Get 'B' Ratings

C
hancellor Media Corp. 's $\$ 750$ million bond sale, announced last week. was given a "Ba2" rating by Moody's, while the company's $9 \%$ senior subordinated notes were downgraded to " 81 " from "B2." This places both issues in the speculative, or junk," reaim. Moody's said the ratings reflect the leverage and "integration risk" associated with Chancellor's acquisition spree over the past few months. Meanwhile, Citadel Communications Corp.'s $\mathbf{1 0 . 2 5 \%}$ subordinated debt was rated "B-" by Standard \& Poor's. which rated the company as a whole as "B+" and "stable."

## CD Radio Getts sco0 Million Backing, Ints Globecomm Uplinht Doal

A
Hfiliates of Apotlo Managernent LP will buy up to $\$ 200$ million of $C D$ Radio stock, the satellite radio company announced Monday. New York Clit-based Apolio, headed by financier Leon Black, will purchase $\$ 135$ million in stock initially, with CD Radio holding an option on the sale of an additional S 55 million to Apotlo belore October 1999. With the stock sale. CD Padio has raised $\$ 900$ million, neatly achieving its pre-pperational capital requirement of $\$ 965$ million. Just a month ago, Prime 66 Parners LP invested $\$ 100$ million in CD Radio. CD Radio was rated "strong buy" in new coverage by analyst Armand Musey at CE Unterberg Towbin. Also, CD Radio recently awarded Giobecomm Systems Inc. a $\$ 2.9$ million contract to build an uplink system to CD Radio's satellites.

Continued en Page 8

## R\&R/Bloomberg Radio Stock Index

This weighted index consists of allpublicly iraded companies that dertive more than $5 \%$ of gross revenues trom radio advertising.

|  | Ond fien Amo | Ome Werd Aso | H10w ${ }^{\text {a }}$ | Change Since Omar biar troo One Wiret Aso |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Radio Index | 173.63 | 204.13 | 212.45 | +17.57\% | -3.92\% |
| Dow Industrials | 7881.07 | 8919.59 | 8975.46 | +13.18\% | -.62\% |
| S\&PP $5(0)$ | \$63.09 | 1125.72 | $11 \pm 1.01$ | +16.89\% | -1.44 |



## Sure, you've got research...

## NOW, WHAT'S YOUR STRATEGY?

You've done perceptual research and it's fine...but is there still a gap between where you are and where you want to be? Can we share something with you?
Over the past 20 years, we've been privy to the intimate details of hundreds of radio battles. In many cases, we've witnessed tremendous victories; in others, disappointing failures. In nearly every instance, both the winners and the losers had someone do perceptual research for them. So, what made the difference? The winners almost always had three things in common:

- They created a smart strategy that took advantage of an opportunity.
- They allocated the resources necessary to implement that strategy.
- They stayed with the strategy (updating and revising their tactics as battle conditions changed) until the goal was achieved.

That's why, at Moyes Research Associates, we specialize in just two things:


Advanced perceptual studies that we custom-design and conduct for each station; and


The application of our 7 STEP SMART ${ }^{\text {n }}$ SYSTEM... a system that's a sure path to a truly smart strategy for every client we work with.

Strategic research and guidance is all we do at our company. And we do it for some of the most successful stations in large markets like Los Angeles, Philadelphia, Phoenix, Tampa, Chicago, Denver, Boston, Detroit, San Diego, Seattle, San Francisco, Washington and Pittsburgh, and other markets the size of Orlando, Knoxville, Tucson, Omaha, Columbus, Greensboro, Nashville, Birmingham, Wichita and Spokane.

Before you spend more money on perceptual research, call us. We're not right for every situation, but let's talk and see if - as partners - we can help get you where you really need to be.


Mike Shepard Senior VP


Bill Moyes President


Don Gilmore Executive VP

## Moyes Research Associates

AMERICA'S LEADING STRATEGICADVISORS
205 EAST CHEYENNE MOUNTAIN B́LVD.
COLORADO SPRINGS, CO 80906
719.540 .0100


## DEAL OF THE WEEK

- KKSS-FMMSanta Fe (Albuquerque) $\$ 5.5$ million


## 1998 DEALS TO DATE

 Dollars To Date: $\$ 8,237,281,915.73$(Last Year: $\$ 13,148,870,825$ )

## Dollars This Weok: <br> \$12,049,471 <br> (Last Year: $\mathbf{3 9 3 . 3 0 0 . 0 0 0 )}$

## Stations Traded This Year: 1813 <br> (Last Year: 2187)

Stations Traded This Woak:
15
(Last Year: 33)

## TRAUSNGTIDNS

## Simmons Adds Seventh Station In Albuquerque

Suntroup Broadcasting sells MKCs-FM for $\$ 5.5$ million

## Deal Of The Week

## KKSS-FMSanta Fe

## (Albuquerque)

PRICE: $\$ 5.5$ million
TERMS: Asset sale for cash
BUYER: Simmons Media Group Inc.. headed by President G. Craig Henson. It owns 17 other stations, including KDZZ-AM, KIVA-AM, KEZF-FM, KIOTFM, KRZN-FM \& KZKL-FM/Albuquer.
que. Phone: (801) 322-2500 SELLER: SUnGroup Broadcasting of New Mexico Inc., headed by President John Biddinger. Phone:(941) 377-6710 FREQUENCY: 97.3 MHz POWER: 100kw at 1875 feel FORMAT: CHRVRtythmic COMMENT: SunGroup had originally contracted to sell this station to Trumper Communications through Sunburst Media LP. That deal was canceled; and the sale to Simmons has taken its place.

## Alabama

## WGMZ-FMGGiencoe

## (Gadsden)

PRICE: $\$ 900,000$
TERMS: Asset sale for cash
BUYER: Capstar Broadcasting Corp, headed by CEO Thomas Hicks. It owns 463 stations, including WAAX. AM \& WQEN-FM/Gadsden. Phone: (512) $340-7800$

## Winter Weather's Wrath Can Drive Ratings.

Leverage America's most respected brand of weather in your 1999 rating strategy. The Weather Channel gives you customized local forecasts designed to complement your format.

Call now to capitalize on this winter's actiye weather. Get the expertise listeners expect from The Weather Channel... and get it on a barter basis.

For more information call.
Norm Zeller, Vice President, Syndication - 770-226-2320.
Jennifer Looney, Syndication Manager • 770-226-2657

## TRANSACTIONS AT A GLANCE

- WGMZ-FMGGiencoe (Gedsden), AL $\$ 900.000$
- KKSC-AM \& KS1O-FMBrawiley (EI Centro-Mexicall), CA $\$ 2$ million
- WROD-AMDaytona Boech $\$ 1.01$ million
- WWGN-FMOOttawa, IL $\$ 250.000$
- KHFX-FMBall, LA $\$ 100,000$
- WZFL-FMC entreville, MS No cash consideration
- WBFD-AMBectord, PA 529,000
- WBUX-AWDoylestown, PA $\$ 1$ milfion
- WMAP.FWPPogelend, SC S105,471

- WAVL-FMCMriatiansed, VI $\$ 275,000$
- WTJZ-AM/Hewport News, VA $\$ 380,000$

SELLER: Appalachian Broadcasting Co. Inc., headed by President Barbara Fincher. Phone: (256) 549-0931 FREOUENCY: 93.1 MHz POWER: 1.65 kw at 620 feet FORMAT: Nostalgia

California
KKSC-AM \& KSIQ-FM
Brawley (EI Centro-

## Mexicali)

PRICE: 52 million
TERMS: Asset sale for cash BUYER: Commonweatth II, headed by Dex Allen. Phone: (619) 233-3515 SELLER: Stodelle Broadcasting Corp., headed by Steve Stodelie. FREQUENCY: 1300 kHz ; 96.1 MHz POWER: 1 kw day/500 watts night; 50 kw at 294 leet
FORMAT: Sports; CHR/Rhythmic BROKER: Tom McKinley of Media Services Group.

## Florida

WROD-AM/Daytona Beach
PRICE: $\$ 1.01$ million
TERMS: Asset sale for cash
BUYER: Gore-Overgaard Broadcast-
ing Inc., headed by President Cordell Overgeard. It owns four other stations. Phone: (561) 231-8928
SELLER: La Paz Brondcasting Inc, No phone number listed. FREQUENCY: 1340 kHz
POWER: 1kw
FORMAT: Nostalgia
BROKER: Kempff Communications

## Illinois

## WWGN-FMOOtawa

PRICE: $\$ 250,000$
TERMS: Asset sale for cash
BUYER: American Family Association Inc., headed by President Donald Wildmon. Phone: (601) 844-8888
SELLER: Corneratone Community Redlo inc., headed by President Richard Van Zende. Phone: (217) 487-7711
FREQUENCY: 88.9 MHz
POWER: 1.5 kw at 700 feet FORMAT: Religious

## Louisiana

## KHFX-FMMBall

PRICE: $\$ 100,000$
TERMS: Assumption ol debt
BUYER: Cajun Communications of Texas Inc., headed by President Rogor Cavaness. Phone: (318) 487-1035 SELLER: Shelly Cavaness. Phone: (212) $387-8307$

FRECUENCY: 105.5 MHz POWER: 3 kw at 328 leet FORMAT: Odies

## Mississippi

WEAFLFMMCentreville
PFICE: No cash conemideration TERMES: The terme of mis transaction meto than the buyer muas construce en
antenna lower at least 531 leet high and allow the seller to use the tower for WPAE-FM at no cost for 20 years. BUYER: Southwest Broadcasting Inc., headed by President C. Wayne Dowdy. He owns five other stations, including WAZA-FM/Liberty. Phone: (601) 783-6600

SELLER: Port Allen Educational Broadcasting Foundation, headed by Willie Kennedy. It owns two other stations, including WPAE-FMCentreville. Phone: (504) 627-4578
FREQUENCY: 104.9 MHZ
POWER: 3 kw at 300 reet
FORMAT: This station is currently silent

## Pennsylvania

## WBFD-AM/Bedford

PRICE: $\$ 29,000$
TERMS: Asset sale for cash BUYER: John Cessna. He also owns WOOX-AM, WAYC-FM \& WWCW-FM Bedford. Phone: (814) 623-0994 SELLER: Paul Imgrund. Phone: (814) 623-5131
FREQUENCY: 1600 kHz POWER: 5 kw day/28 watts night FORMAT: Religious

## WBUX-AM/Doylestown

PRICE: $\$ 1$ million
TERMS: Asset sale lor cash BUYER: Holy Spirtt Redio Foundation Inc., headed by President Dale Meier. Phone: (215) 493-5885 SELLER: Network Broadcasting Corp., headed by President Marion Wesley. Phone: (215) 598-7770 FREQUENCY: 1570 kHz
POWER: 5 kw day/1 kw night FORMAT: News/Talk

## South Carolina

WMAP-FM/Pageland
PRICE: $\$ 105,471$
TERMS: Forgiveness of balance on promissory note
BUYER: Robert Broadcasting Inc., headed by President Earl Haas. Phone: (843) 672-2336

SELLER: Roldan Broadcasting Corp., headed by President Adolito Roldan. Phone: (843)672-2336 FREQUENCY: 102.3 MHz POWER: 3 kw at 299 feet FORMAT: Religious

## Tennessee

WJAK-AMJJackson \&
WZDQ-FW/Humbolt
(Jackson)
PRICE: $\$ 500,000$
TERMS: Assel sale for cash
BUYER:Womo Communications inc., hoeded by President dames Wolto dr. He also owns WFKX-FMHHenderson ( mackion). Phone: (901) 427-@616

## Automated school closings



Schools cancel themselves...you just read the list!

| $\ulcorner$ RCS storm center |  |  |  | User : ics | malx |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Elle | Beports | Iolephory | Abouk |  |  |



PLUS: make money with StormCenter's additional "1-900" module. Parents and kids call a separate number to hear sponsor message and school info, bothering nobody at the station.

## $A^{s}$ seen at the

schutomated

$$
\begin{aligned}
& \text { Automated } \\
& \text { school closings }
\end{aligned}
$$

## Get StormCenter now...before the snow hits the fan!

Simplify your life and your morning show. Fax to RCS at 914-428-5922
Yes! Mail me fax me call me now with StormCenter info.
Name: $\qquad$ Title: $\qquad$ Actual Call Letters: $\qquad$
Address: $\qquad$ City: $\qquad$ State: $\qquad$ Zip:
Phone: $\qquad$ Fax: $\qquad$

## RADIO COMPUTING SERVICES

## 12 Water Street

White Piains, NY 10601 USA
(914) 428-4600 Fax (914) 428-5922

Info ©rcsworks.com www.rcsworks.com
Sound Software

## ERPNWGS

## Thiathon Hits Record Revenues in 42

S
an Diego-based Triathion Broedcasting Co. (NASDAO: TBCOA), which owns 32 radio stations, reported second-quarter nei revenues of $\$ 10.2$ million, up $9 \%$ from $\$ 9.4$ milion in the same period of 1997. Broadcast cash flow grew $16 \%$ in the quarter to a record $\$ 3.9$ million, compared to $\$ 3.4$ milition in the second quarter of 1997. Triathlon CEO Norman Feuer credited strong performance from stations in Colorado and Washington State for the record growth. For the first nine moniths of 1998, Triathion reported net revenues of $\$ 28.7$ million, a $25 \%$ nise from the previous year, while broadcast cash flow increased $37 \%$ to $\$ 9.3$ million in that time. Triathion recently announced that it would merge with Capstar. That deal should close in the second quarter of 1999.

Big City Radio Inc. (AMEX: YFM) posted a nel loss of $\$ 4.2$ million for the third quarter of 1998, an improvement on the $\$ 6.2$ million net loss In the third quarter of 1997. The radio group, which owns'stations in major markets such as New York, Los Angeles, and Chicago, reported 1998 thirdquarter net revenue of $\$ 4$ million, up $42 \%$ from the same period last year. Broadcast cash deficit was at $\$ 425,000$, compared to a $\$ 166,000$ deficit in the third quarter of 1997. Big City Radio CEO Michael Kakoyiannis said that same-station revenue grew $30 \%$ in the quarter.

C
nildren's Broadcasting Corp. (Nasdaq: AAHS) had a net loss of $\$ 4.1$ milion ( 69 cents per share) for the third quarter of 1998, compared to a net loss of $\$ 2.8$ milion (44 cents) for the same penod in 1997. Loss before interest, taxes, depreciation, amortization, and corporate charges was $\$ 570.269$ tor the quaner, compared to $\$ 408.559$ for the same quarter in 1997. Minneapolis-based CBC had an active quarter, selling all of its radio stations and winning up $10 \$ 40$ million from Disney and ABC in a court verdict. CBC's CEO Christopher Dahi said that completing the radio deals and the court case aliows the company to execute its business plan. which involves television commercial production.

Broadcast studio products manutacturer Pachic Resoerch : Engineering (AMEX: PXE) reported that sales fell 13\% duning the third quarter to $\$ 3.1$ million from $\$ 3.5$ million during the same period in 1997. The company attributed the decline to the timing of systems profects." PR\&E CFO Larry Eyler told RaR that the company doesn't record revenue for its systems profects until they are finished, and there were a few instances in this quarter in which projects were not delivered according to their projected timetables. The company said it addressed these problems through hiring a new president, Don Naab, and restructuring management. Sales were up 29\% for the first nine months of ' 98 to $\$ 11.7$ million from $\$ 9.1$ milion last year.

D
uring the third quarter, American Tower Corp. (NYSE: AMT) continued to reap the rewards of consolidation in the tower industry: The company's net revenues climbed to $\$ 30.5$ million from $\$ 4.5$ million during the same penod last year, while its cash flow grew to $\$ 13.8$ million from $\$ 2.2$ milition. For the first nine months of 98 , net revenues increased io $\$ 71.5$ milifon from $\$ 7.9$ milition, white cash flow grew to $\$ 29$ milhon from $\$ 4.3$ milion.

## Bloomberg <br>  <br> $2 \cdot 12=5$

Continowd fram Pace 4

## ABC, MUSET WIII Rotwn To Table

Eollowing conversations with Labor Secretary Alexis Herman last weekend, ABC and the National Association of Broadcast Employees and Tectricians have agreed to resume collective bargaining talks. This week, the company and the union will present their sides to wo lederal negotiators. NABET has been locked out by ABC since Nov. 3. the day atter the union staged a one-day strike over health plan issues.

## AFIBN-Seattle Settles Bargaining Agromant With Entorcom Stations

A ther more than a year of negotiations, 54 AFTRA members at stations KNWX-AM \& KIRO-AM \& FMUSeattie voted to accept a one-year agreement with owner Entercom. The employees, made up of on-air taient and offair producers, editors, and board operators, agreed on a contract with wage scale increases that guarantee most employees additional income, among other benefits, said AFTRA-Seattle Exec. Director John Sandifer. As partof the deal, employees will atlow Entercom to use their work on five other stations in the Seattle cluster. The proracted discussions had never led to a work stoppage. Sanditer told \& A that AFTRA should sign the agreement this month

## ITV Group StIII Working On DAB Standard

A
working party comprised of industry and govemmental members of the Intemational Telecommunications Union met two weeks ago in Geneva and decided that it is still far from ready to recommend an intemational digital radio standard to the ITU. FCC Planning and Negotiations Division Deputy Chief Larry Oison said the group may have a preliminary recommendation to the ITU by Aprit. In the meantime, it is possible that France, Germany, and other Westem European nations could adopt an IBOC standard-though Britain has already begun implementing a system that uses L-band spectrum. Last month, USA Digital Radio asked the FCC Io estabish IBOC as the U.S. standard. The FCC set Dec. 23 as the deadine for public comment on USADR's petition.

## Emmis Donates Commercial Land To Minority Councll

E
mmis Communications will give the Indiana Regional Minority Supplier Devehoment Council three pieces of property in downtown Indianapolis that currently house Emmis WTLC-AM \& FM.
For over 25 years, the Indiana Council has provided a much-needed service of partnering majority corporations with minority businesses," said Emmis Chaiman/CEO Jeffrey Smulyan. This gith speaks in real terms to Emmis commitment to minority business development."
Emmis CFO Howard Shroll tod R\&R the company has not put a dollar value on the properties. Emmis will put its thiree FMs, two AMs, and magazine publishing group under one root in downtown Indianapolis in earty December.

## FCC

## Continued from Page 4

'Please cone buy my station."
In fact, it was Allen's extensive industry connections that gave him the-apportunity to purchase the Brawley stations. Allen had been friends with former station owner Jack Stodelle, who transferred the assets to his son Steve when he passed away a few years ago. Then. about a year ago. while he was still at Capsiar, Allen ran into Stodelle and told him that he would be interested in buying the stations. In June, just after Allen had left Capstar, Stodelle called him, ready to sell.
Some might call it a lucky deal. Not Allen, who said. "Luck is the residue of good planning."

## TRANSACTIONS <br> continued frim paye 6

SELLER: Quality Brandcasting of Tennescee inc., headed by President James McAfoe Jr. Phone: (707) 9556103
FREQUENCY: 1460 kHz ; 102.3 MHz POWER: 1 kw day/ 128 watts night: 6 kw at 308 feet
FORMAT: Religion; AC

## U.S. Virgin Islands

## WAV-FMChristiansed

## PRICE: $\$ 275,000$

TERMS: Asset sale for cash BUYER: EI Morro Broedcesting inc. headed by President Lule Molia. He owns five other stations. Phone: (787) 798-7878
SELLER: SL. Croix Wrobes Co. hre., headed by President John Galanses.

Phone: (787) 725-6842 FREQUENCY: 93.5 MHz POWER: 9.6 watts at 807 feet FORMAT: Urban

## Virginia

## WTJZ-AMNewport News

## PRICE: $\$ 380,000$

TERMS: Asset sale for cash
BUYER: Chesapeake-Portsmouth Brosdcasting Corp, headed by President Nancy Epperson. She has interests in 47 other stations, including WCPK-AMChesapeake \& WPMHAM/Portsmouth. Phone: (336) 7657438
SELLER: Broadcasting Corp. of Virginia, Dabtor in Posecteion. Phone: (757) 490-1601

FREOUENCY: 1270 kHz
POWER: 1kw
FORMAT: Religious

# Audio Architecture" <br> The first next generation production library for film, television, radio and new media. 

## Hey, you want a demo?

Make it yourself. We'll send you a free sample disc.
call 972/406-6800 or e-mail: tmcietmcentury.com

# Does Vidpak Work for AC? 

##  Minem" vineo milors.

As 1999 approaches, many AC stations are talking about Vidpaks as an alternative to TV and direct mail. Tom Jackson, OM of WLNK, Charlotte and Rob Harder, PD of KISC, Spokane talk about how this new medium worked for them.
T. Why did you decide to use Vidpak in the first place?

RIE Well, we'd heard some good things about results that other stations had been getting and decided to be one of the test cases for Triathlon Broadcasting. We were looking for a solution to our declining cume which had been eroding for about 3 or 4 months and thought this might be a
 good way to get us back on track.

Th: We needed to get the station known as quickly as possible by as many people in the target demo as possible. We thought Vidpak could do that because it can be very targeted. and we would get several minutes to

## $G$

I think if you need and want a quick, blg impact, Vidpak would be hard to beat. -Tom Jackson
really explain to people what we were doing. It was also really unique in that you're receiving a videotape in the mail, which is still very novel. People would say. 'Jeez, who sent me this tape? Let's see what's on it'. And, of course, the contesting element that we put into it was an added incentive to put it in your VCR and watch it.

T4: Tell me how the contest aspects worked?
T.J. Well, for a start, we really wanted to get people's attention. 1 believe the novelty of receiving

T\& We were pleased and pleasantly surprised at the initial reaction when the tapes started arriving. which I guess took about 10 days. For a couple of weeks we were constantly hearing from listeners or people that we know in the community that they or someone they knew had gotten the tape. We did a pretty good mailing, because we really wanted to cover our target demo Women 25-44. It just proves

## 4

## We knew then that wo were really onto something big, because normally the response rate is pretty low for direct mall contests that wo've done in the past. -Rob Harder

how impactful something like this can be when you select your target right and then go after it.

T5: And what results did you see?

Ril: In the numbers, the first month that the videos went out. which was the second phase of the Spring book, the quarter hours only moved up just a little bit. but our cume just went through the roof. And the next month we got the payoff, with a quarter hour increase from an 8.4 to a 21.6.
T.L. Well, we mailed in February and the contest stretched the promotion into March. When you look back at our discrete months. they were the two biggest months of this entire year. February was. by far, our biggest, March was the second biggest of the year. We got a huge infusion of both cume and time spent listening.

T: And then how did the advertising community respond?

RIt Actually very good. The salespeople came back with

## (The first month) our cume just went through the roof. And the next month we got the payoff, with a quarter hour increase from an 8.4 to a 21.6. -Rob Harder

 who had
received our video in the mail and were impressed with the quality of the video and the promotion we were doing. Actually. I believe we probably got some new clients because of it $\mathbf{t 0 0}$. people calling in who were potential advertisers who had seen the video and wanted to jump on the bandwagon.

T4. How would you compare Vidpak to other media?

RIt: Well, we've tried traditional television advertising and billboards. We've done direct mail. We've tried just about everything you can think of to give us a
cume and quarter hour hit. This got the biggest cume increase I've ever seen on any promotion we've ever done. I would just have to say if anybody's looking for a quick fix or needs a good bump I would highly recommend trying Vidpak. If you've tried everything else. this could be the winner you're looking for.

Td. 1 think if you need and want a quick, big impact. Vidpak would be hard to beat. It really gets people's attention. It worked for us and I think it'll put your station on the map if that's what you're looking for.

## Sell-llquidation <br> How U.tank pays for itsoll

Each Vidpak videocassette can carry up to 30 single sheet coupons, plus up to 30 minutes of video tape. That adds up to a potent capability to not only allow Vidpak to pay for itself but also to create a new NTR stream. We estumate that the combination of revenue from coupons and selling infonsercial-based sponsorships can quickly put Vidpak in the plus colurnn. As you plan for 1999 ask younself. "What oher marketing choice gets dramatic results, pays for itself and can even make money?

For more information on Vidpak self-liquidation visit the website with all the answers

Vibpar

For more information on Vidpak. contact: Tony Quin at IQ television group Telephour: 404-255-3550 Fax: 404-255-8152
E-mail: iqıveradioiq.com

## MANAGEMENT

# Copme wrinulum smiss whit woiriace 

Advice for when you'd rather deck co-workers than halls



Ready or not, the holiday season is again upon us. Whether a person marks this season with religious or secular celebration, or even none at all, additional stress is a holiday byproduct for most people. From November through January, there are usually greater demands on our time, unavoidable disruptions to our daily routine, and an added charge on our emotions. Not surprisingly, this stress can result in the holiday "blues."

As always, the events that occur in our personal lives often have a trickle-down affect on our job performance. As a result, during the holidays companies may see higher levels of absenteeism, below-average work performance, and a loss of focus by some employees. All of these slow productivity and result in higher costs to the employer. What can be done?

To cope with seasonal depression on both a professional and personal level, we must acknowledge the phenomenon of holiday blues, then try to help ourselves and support ourcoworkers through what may be a difficult period. Know that repressing difficult or painful emotions - or suggesting that others do so - will only prolong the healing process.

First, let's try to understand what causes holiday blues. In broad terms, three different factors usually contribute to these feelings - some psychological, some financial, and others physical.

Psychologically, the holidays are a challenging time. The seasom brings memories, both good and bad, and repressed feelings often come flooding to the surface. Employees who have lost a loved one, are chronically overworked or physically ill, or those who struggle with substance abuse are all high-risk candidates for holiday depression. However, everyone is susceptible, as reality often falls short of our overinflated expectations of the holiday experience. What's more, feelings of depression and fatigue are often exacerbated by the guise of holiday cheerfulness that we sometimes feel we must wear.

Financial concerns are another source of anxiety during the holidays. The temptation to spend above our means is fed by advertising, our children's wish lists, our desire to look our best ait social gatherings, and the general materialistic fog that sometimes clouds the true meaning of the season. Credit card bills and debt are concerns any time of year, but around the already stressful holiday period, they can become a major source of anxiety.

And finally, the holiday season can be a physically draining time. The added demands of shopping cooking and socializing sometimes result in less sleep and poor exercise habits. Add to this the typical holiday overindulgence in frod and drink, and it's no wonder our bodies are stressed! When we're run down physically, it is more difficult to deal with life's day-to-day challenges.

So how can you tell if you or one of your colleagues may be suffering from the holiday blues? Some of the symptoms to look for include irritability, anxiety, exhaustion, unexplainable crying the inability to cope, a sense of hopelessness, and physical complaints like headaches, backaches, or insomnia. If you suspect that you or someone you know may be experiencing seasonal
depression, there are strategies to help get through this period. Here are some suggestions.

Stay in a routine. Change is always stressful, so the more you can follow your normal routine, the less additional stress. This is one area in which the normal demands of your work can actually act as a stabilizing influence. But remember, it's not a good idea to increase workload or deadline demands for you or your employees during the holidays.

Set realistic expectations. If your family doesn't quite fit Norman Rockwell standards, get over it. Try to accept your family as they are, and save criticism or problems for another time. As much as possible, keep yourself grounded in the here and now, appreciating things as they are - not as they were in the past or the way you hoped they would be.

Share responsibilities.Don't invite stress into your life by taking too much on by yourself. Ask for help when and where you need it, and don't be afraid to say no. Apply this strategy to both your personal life and professional
 life, when appropriate.

Plan ahead. Make a schedule, setting days and time limits for shopping, cooking, and visiting, as well as any work-related obligations. This eliminates the worry of fitting everything in and allows planned time for relaxation. Setting a holiday budget should also be part of the plan.

Maintain a healthy lifestyle. A sound mind starts with a strong body. Although it may be difficult, try to eat and drink in moderation, keep up your exercise routine (or fit a long, brisk walk into your day), and leave plenty of time for rest and relaxation. If you do give in to temptation, save it for a few favorite indulgences.
Combat loneliness. If you find yourself feeling lonely during the holiday season, seek the company of friends and family, or participate in the various social or religious activities that often surround the holidays. Coworkers can also be a great source of after-hours or lunchtime camaraderie if you extend an invitation or suggest a group activity.

Give unto others. Though it sounds like a cliché, helping others remains one of the best ways to help ourselves out of depression and loneliness. People are often surprised by the level of joy and personal fulfillment gained by offering service to others.

If you follow this advice, the holiday blues should be temporary and manageable. However, if your depression lasts longer-or you simply feel you need additional help to get through the season - talk to your company's employee assistance program, a clergyman, or a trained mental health professional.

As the holidays draw closer, it is important to be sensitive to the symptoms of the blues inboth yourself and your co-workers. A compassionate understanding of the problem is usually all that is needed to get through the season with minimal damage. And at best, the introspection that accompanies melanctooly emotions could actually lead to personal growth, deepened relationships, and a remewed sense of purpose.
Linde Medonme is the director of Corporato Family Notwork, a Now York-based independent employee assistance program provider specializing in the medio and advertising induatries. She can be reeched at (212) $300-9361$.

## Harbor Federal Savings Bank

SITUATION: Harbor Federal Savings Bank needed an advertising campaign it could literally take to the bank. With 22 branches across the state of Florida, Harbor Federal Savings was an old hand at staging grand-opening ceremonies. In this Instance, the bank needed to make an immediate impact in the Port Orange area. OBjective: Harbor Federal Savings determined that it needed to appeal to a family-type audience in promoting the new branch opening. By advertising on radio, it knew it could reach this demographic segment. According to Public Relations Coordinator Anne Satterlee, the bank chose WGNE-FM/Daytona Beach because "the famity-oriented crowd is one of their stronger audiences." CAMPAGN: Harbor Federal Savings and WGNE teamed up for an intensive advertising blitz. In addition to a schedule of commercials. the station and bank planned a live broadcast on the day of the grand opening. WGNE morning co-host "Super" Dave Terry and station mascot Jeremian B. Frog appeared at the remote to help publicize the event. In addition, WGNE provided T-shirts and a variety of other prizes to be given away at the bank's opening. "The station went above and beyond what we expecied of them," Ms: Satterlee said. "They were a pleasure to work with."
RESULTS: "The day of the event. people started coming while we were still setting up," Ms. Satterlee explained. Within two hours, nearly 1000 people had visited the newest Harbor Federal Savings branch. "The bank did more than $\$ 250,000$ in transactions that day. The event exceeded even our wildest expectations. The excitement generated by the station was unlike anything I have ever seen." Obviously, the decision to use WGNE in promoting the grand opening paid big dividends for everyone involved.


More marketing information and resources from the RAB

## FROM MEDU TARGETING 2000

Savings account holders are evenly split between males and females. Forty-one percent eam over $\$ 50,000$ per year, and $35 \%$ are college graduates. This group spends an average of $48 \%$ of its daily media time with radio.

## FROM RAB CATEGORY FILES

"Untll there is a universe of one, there will always be heavy competition. Image advertising is essential to establishing your new position, and so that is a good portent for the advertising industry." (David J. Totaro, Chief Marketing Officer, Dime Savings Bank Of New York: Crain's New York Business) Savings Bank Of New York: Crain
IMSTAwT BACnghound - Bawns
Twenty-six percent of U.S. consumers believe it is extremely important" for their primary financial institution to have local owners. Those who share these sentiments, by region: Northeast, 20\%; Midwest. 30\%; South, 24\%; West, 31\% (Aragon Consulting Group/USA Today, July 23, 1998).
For more information, call RAB's Member Service Helpline at (800) 232-3131 or $\log$ an to RadioLink at www.rab.com.

## What We're Buying Online

The Christmas shopping season is almost here, and Americans seem to have more confidence in buying on the Intemet. Online transactions increased $34 \%$ between April and August ' $98 ; 80 \%$ of consumers have shopped, while $63 \%$ have actually bought something. Online auctions are popular. $41 \%$ have participated. Here are the most popular online transactions:


## By Dick Kazan

"So many people walk around with a meaningless life. They seem half-asleep even when they're busy doing things they think are important. This is because they're chasing the wrong things. The way you get meaning into your life is to devote yourself to loving others, devote yourself to the community around you, and devote yourself to creating something that gives you purpose and meaning." So said Morrie Schwartz, who for more than 30 years was an immensely popular professor at Brandeis University. shortly before he died. ${ }^{1}$

Why do I share his observation with you? Because as you'll see, it can make you much more successful and so much happier in your life. But first, let's consider what we're thankful for.

## (1) You're alive.

Often, I hear bored workers say, "I'm doing OK for a Monday," or, "I can't wait till 5pm." This is unfortunate, because life is precious. Recently, a 27 -year-old police officer was killed in the line of duty. At the funeral, as I saw his widow tearfully holding their baby and their little girl standing alongside her, the reality that his life was over became starkly clear. She wished they could have even a few more minutes together, but unfortunately, his time had ended. Not yours. You can enjoy the pleasure of being with others and create exciting opportunities for yourself. Life is brief, so live each day to the fullest. Put a smile on your face, a cheer in your voice, and lift the spirits of everyone around you.

## (2) You have people who care about you.

In September, I met two homeless men. Robert is 40, a college graduate and former engineer who's dropped out. Yet with his command of the language and in his pink sweater, dark slacks, and neatly trimmed brown beard, he could pass for a computer executive. Russell is 49, graying blond hair, husky build. For many years he was a construction worker, until alcohol took him from the work force. Neither man knows the other, but both live in parks, are lonely, and have no close relationships.

# FOUR THNGS GREAT MANAGERS SHOULDBE THANKFUL FOR 

Health and employment status go a long way toward happiness

Unlike Robert and Russell, you not only have a home, but also food in your refrigerator, money in your pocket, and people who care. Tell them how much they mean to you, and if you can also find it in your heart, stop by a homeless shelter and share a little happiness.

## (3) You're needed.

Each day, as you go to work, you have a sense of purpose and the potential to do something outstanding. In a letter to a newspaper (Torrance, CA Daily Breeze 10/29/98), the wife of a recently retired banker talked of how her husband continues to visit the bank to see his former co-workers and to feel like a part of the organization at which he'd spent the past 29 years. He was disheartened when the person who'd replaced him as the boss discouraged his involvement.

The columnist wisely encouraged him to develop an outlet for his financial knowledge, such as brokering loans or giving others monetary advice. This would allow him to stay active in a field he loves and give him the contact with people that he and nearly all of us need.

## 4) You're healthy.

For 14 years, my dad has battled colorectal cancer. He's had numerous surgeries, chemotherapy, and radiation. Each day he has pain and/or miserable side effects, yet he counsels others with the disease, lives a productive life, and hopes to regain his health.
Many people take their health for granted, but if you or someone close to you has battled cancer or another debilitating disease, you know the toll it can take. You're thankful for every day you feel good and sensitive to those who are not so fortunate.

As a great manager, you're also thankful for hard-working, loyal employees whose dedication will make or break your business and, therefore, directly affect your career. These people are also an essential. part of the community around you that Morrie Schwartz unged you to devote yourself to if you want your life to have meaning. Thanksgiving is a wonderful time to express your appreciation to them.

Tuesdays with Morrie, Mitch Albom, 1997
Dick Kazan is a successtul entrepreneur who founded one of the largest computer leasing corporations in the United States. He created and hosis. The Road To Success, the first radio talk show to other on-air business consulting to business owners and employees. E-mail your comments or questions to him at rkazaneix.netcom.com.


## TV SPOTlight



What is it gind? "What's wrong?"


I think she's trying to tell us something!"

"Woof!"

"He"s back."


When Classic Rocker WXCD/Chicago hired Kevin Matthews for mornings a few months ago, it faced the challenge of letting Matthews' legions of listeners know that the former WLUP and WMVP personality was on a new station and back in mornings.

To get the point across, Film * House went retro, bringing a couple of Hollywood's legendary leading ladies together for a reunion. June Lockhart and Lassie, of course, starred together on the original Lassie series, and the mostly black-and-white spot spoofs the old show, with Lassie arriving on the scene with that look of urgency in her eyes.

Of course, Lockhart and "Timmy" watch in amazement as Lassie once again finds a way to communicate her message. The message that Matthews is back is then reiterated with a voice-over and logo.

The spot proved to be so
doggone popular that it spawned a follow-up!

If you'd like to see your station's ad in the IV SPOTight. send at least three screen shots and a description or videotape copy of the spot to MMS Editor Jett Axelrod at R\&A. 10100 Santa a description or videotape copy of the spot to MMS
Monica Bivd. Firth Floor, Los Angeles, CA 90067 .

## This TV SPOTlight brougifit to you ty <br> FOCUSTV <br> (800) 581-3277

## SPIRIT OF GIVING STILL STRONG

Over $\$ 143$ billion worth of charitable donations were made last year, an increase of $7.5 \%$ over 1996 figures. About three-quarters ( $76 \%$ ) came from individuals, with businesses accounting for $6 \%$, and the remainder split evenly between bequests and foundations.

Most households with annual incomes lower than $\$ 100,000$ give between $1.5 \%$ and $2 \%$ of their incomes to charity. For those who earn more than that, the flgure jumps to $6 \%$, and interestingly, those with incomes in the top $1 \%$ account for $10 \%$ of all donations.

Gifts to religious organizations have increased $75 \%$ over the last 10 years, and they account for nearly half of all contibutions received. Educational institutions received $\$ 21.5$ billion last year, followed by health organizations ( $\$ 14$ billion) and human service organizations ( $\$ 12.7$ billion).

Funding for the arts actually dropped $\$ 300$ million in 1997 . from $\$ 10.9$ billion to $\$ 10.6$ billion.

Source: AAFRC Trust for Philanthropy

| THE FOUR <br> MOST IMPORTANK |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
|  |  |  |  |  |
| TasMlits 28.9 cilusel |  |  |  |  |
|  |  |  |  |  |
| V | t cown | 2 CLL | 8 COT |  |
| 209 + | 2.99 |  |  |  |
| 586+ | 2.89 | 2.89 |  |  |
| 1,000 + | 2.79 | 2.79 | 2.69 |  |
| 1,500+ | 2.69 | 2.69 | 2.79 | 2.79 |
| 2,500 + | 2.59 | 2.59 | 2.59 | 2.59 |
| 8,000 + | 2.49 | 2.49 | 2.49 | 2.49 |
| 10,000 + | 2.39 | 2.99 | 2.39 | 2.39 |


|  |  |
| :---: | :---: |
|  | FREE CATMCN! FRIE saMME! CJLL MOWI |



ROLL-A-SIGN Cost-effective plastic banners for your station. We print any piclure, logo, or design in up to four colors. Perfect for concerts, public appearances, expos and giveaways. Packaged on a roll and easy to use.


- Sef up/iakedown in less then 10 minutes
- Lightwaight/portable
- Easity fits into trunk of cor
- Plenty of spoce for artwort/logos

1 1: Confoct: Lenny froed
330.273 .3200 eut. 137

Copmon mon scrusto mavima inc.





## promotions that rock!


we deliver
CUSTOMIZED SCREEN SAVERS
that link your listeners directly to your website!
call mahion moore @ 808.739.2662

## STONEWARE CANISTER

4.15 each minimum 288 pcs.
one color imprint $\$ 45$ serup

$R^{\text {s }}$ RESULTS MARKETING CREATIYI PROMOTIQMS 800-786-8011 • www.resultsmarketing.com

## WHE WORRLDS COLIDE... ONHEAR!

EA Radio-Media discussion

What happens when a programming-sales feud spills onto a station's airwaves? One such example recently became a Radio-Media topic.

This recently happened at the station where I work. A member of our afternoon team got into an argument on the air with the GSM. They said stuff to the listeners like, "If you're a businessman, and someone from the sales staff calls you, watch out," and [called them] "a bunch of shysters and thieves."

It really was unbelievable. As of now, no action has been taken by management - and I don't think that any will, because it's a successful and profitable show: Any comments?

- soundcage@erols.com

This talent's show is only profitable if sales will sell it. If sales decides to get even, someone is going to be out of a job. All they have to do is tell management that clients don't want to advertise on the show. Air talent is easier than ever to come by these days.
My former mentor had the highest-rated morning show in the area and ripped the sales depart-
ment one day (on-air) for something they did. Apparently, the sales department had plagiarized one of his show's characters to use in a spot without his permission.
The sales department should not have tried to get even with him, but he did lose his job. Yell all you want to in the conference room, but keep it off the air.

- Mike Eastland

I was fascinated by this account of an alleged onair argument. If this was on the level, I doubt that management would let such a thing pass without taking action. The author's description of the program as a "successful and profitable show" leads me to suspect that this was orchestrated purely to generate street talk and hype. I guess it can work, depending on the parties involved and the characteristics of that particular radio market.

Personally, $l^{\prime} d$ be uncomfortable about it, and I would at least insist that the sales staff be in on the joke. If this was not a joke, then I'm stunned that no other action was taken. The sales staff is entitled to a great deal more respect than that!

> - Andy Pal, GSM

WCLZ-FM/Portland, ME
Radio-Media is a free newsletter, delivered by e-mail only, which covers the media planning for, and the busing and selling of. radio advertising. To subscribe, send an e-mail message to Ra-dio-Media Qadsong.com or call (800) 647-1315.

## MARK YOUR CAIENDARS

Important dates and events in the coming months

- December 16 - Fall Arbitron ends.


## 1999

- January 7-March 31 - Winter Arbitron
- January 11 - 29th Annual American Music Awards. Shrine Auditorium, Los Angeles; (213) 931-8200.
- January 31 - Super BowI XXXIII. Pro Player Stadium. Miami; (212) 450-2000.
- February 4-7 - RAB' 99 Mktg. Leadership Conterence \& Exec. Symposium. Hyatt Regency Atlanta; (800) 722-7355.
- Feltruary 18-20 - R\&R Talk Radio Seminar. Grand Hyatt Washington; (310) 553-4330.
- Fellruary 24-41st Annual Grammy Awards. Shrine Auditorium, Los Angeles; (310) 392-3777.
- Fobruary 26-27 - Dan O'Day's Morning Show Weekend. Summit Hotel, Bel Air, CA; (310) 476-8111.
- March 8-11 - 41st Annual NARM Convention. Las Vegas Hilton; (609) 596-2221.
- March 10-13 - 30th Country Radio Seminar. Renalssance Hotel Convention Center, Nashville; (615) 327-4487.
- March 17-21 - South By Southwest. Hyatt Regency, Austin: (512) 467-7979.
- April 1-Jume 23-Spring Arbitron.
- April 19-22 - NAB Radio Show '99. Las Vegas Convention Center; (202) 429-5420.
- June 10-12 - R\&R Convention '99. Century Plaza Hotel, Los Angeles; (310) 553-4330.


## FOUR W EEKS FORWARD Sales \& Promotion Planning Calendar. DECEMBER 13-19

December 13-19: Int'I Language Week, Tell Someone They'rs Doing A Good Job Week

## (13)

Ice Cream 8 Violins Day
Natil Cocoa Day
New: Zealand
discovered (1642)
First savings bank
opens in U.S. (1816)
$14-$
Screw patented
(1798)
Paul Revere's famous
ride (1774)
First miniature oor
course opens (1929)

Screw patented (1798) ride (1774) First miniature gory course opens (1929)

| 15 |  |
| :---: | :---: |
| Bill Of Rights adopted (1791) | Eat What You Want Day |
| First street cleaner goes into service (1854) | Nat'I ChocolateCovered Anything Day |
| Watt Disney dies. goes into cryogenic retrigerator (1966) | Boston Tea Party (1773) |

Bill Of Rights adopted (1791)
into service (1854)
Walt Disney dies. goes retrigerator (1966)

18-
Underdoe Day
U.S. abolishes slavery
(1865)
First Sunday
newspaper published
(Bahtimore Monitor.
1796)
19
Nat' Oatmeal Mutfin
Day
First NHL games
played (1917)
George Wasnington
leads troops to Valley
Forge (1777)

## - Custom Production - Callouts \& Montages

## - Digital, Clear, Consistent

## - 45,000+ Song Library

## - All Formats \& International Tittes

## - On-Time Delivery



UNLIMITED
The World's Premier Music Hook Service

Email: hooks@hooks.com
hooksunlimited@compuserve.com http: www.hooks.com FAX: (573)443-4016 200 Old 63 South, \#103 Columbia, MO 65201-6081

## For The Best Auditorium Test Hook Tapes



You have 1,500 new competitors on the Internet and your audience is listening.

## What are you doing about it?

Free from Arbitron: The Internet Listening Study.
Now available at www.arbitron.com.
Your future depends on it.
Arbitron: Helping Grow Radio's Share

## NPR Gets Klose As New President/CEO

Kevin Klose has been named PresidenvCEO of National Public Radio. The former Moscow and Chicago bureau chief for The Washington Anst will join the noncommercial onetwork in mid-December.
Klose currently is Director of the U.S. International Broadcasting Bureau. He replaces Detano Lewis. who left NPR in August.
"Kevin Klose hrings to NPR his proven leadership in public affairs broadcasting, his strong commitment to journalistic excellence. and his wide experience as a correspondent. editor. and media executive," said NPR Board Chairman Kim Hodgson. "He has a keen understanding of the technofogical and economic forces that are changing the environment in which public raklio operates, and of the unique nole our member stations play in bringing great radio programming to communities throughout the country."

## Cromwell/Nashville Names Nunley OM

Jay Nunley has been named OM for Cromwell Radio Group's Nashville stations: Religious WCTZ. AM. CHR/Pop WQZQ-FM, and Country WZPC-FM. He shifts from a similar position at the company's Peoria. IL cluster.
In addition to his new duties. Nunley and consultant Brian Krysz will continue to work logether on all of the Cromwell stations. Nunley's main emphasis will be on the Rock. Allemative, and CHR stations in the group.
"Not only has Jay donce a fantastic job in building our Peoria stations into ratings leaders, he also assembled an excellent and very capable staff." stated Cromwell COO Bob Reich. "This enabled us to promote from within in Peoria by naming Russ Schenck OM:"
Schenck will oversee WFYRFM, WGLO.FM \& WIXO-FM He previously was WIXO's PD.

## Wilson To Asylum As VP/Sales \& Mikty.

Former Capitol/Nashville Exec. VP/GM Walt Wison has been appointed VP/Sales 8 Marketing for Nashville-biased Asylum, a label he's worked with as an independent consultant for the last few months. The position is new; marketing duties were previously handled by former coPresident Joe Mansfield, who lett Asylum in April.
in Apri. $\quad$ MCANashville - prior to
Asylum President Evetyn Shriver leaving the label in May ' 95 to join commented. We are delighted that Capitol as Exec. VP/GM.

## Gomes Elevated To VP/GM At Back Bay

Former WARA-AM/Alteboro. MA GM Bonnic Gomes has been pronxxed to VP/GM for Back Bay Broadcasters, the parent company of CHR/ Rhythmic simukast WLKW-AM, WAKX-FM \& WWKX-FM/Providence.
"Bonnie Gomes is a fundamental building block in Back Bay's growith plan," said President/COO John McGuire. "She is a remarkably gifted individual, and we look forward to her leading the Back Bay Brosdcasting team."
Gonves previously has served as Director/New Business at Telemedia Broadkasting. She also worked in Providence as $\mathrm{Co}-\mathrm{Op} /$ Vendor Director at WWBB and AE at WHJJ \& WHJY.
In related news, former WHKK-FM. WPRO-FM \& WXEX-FM/Providence GSM Donna Ieach has been named Director/Sales for Back Bay.

## Limbaugh

## Continued from Page 1

self-proclaimed "taient on loan from God" with more than 20 million listeners across the U.S. every week, will be the featured speaker al a special session exclusively for TRS '99 attendees on Saturday, Feb. 20.

The thene of TRS '99 is "Talk Radio: The Next 10 Years." So it's only fitting that Limbaught who just celebrated his IOh year as the host of America's highest-rated radio talk show, will offer attendees a look back at the trials and triumphs of the decade gone by and a look ahead to the new millennium and the format's future from his unique vantage point and perspective.
In announcing Limbaugh's appearance at TRS '99, R\&R Publisher/CEO Erica Farber commented. "After each Talk Radio Seminar, we
ask our attendees for a "wish list' of speakers they most want to hear, and Rush Limbaugh has consistently been No. I on that list. We're thrilled he has accepted our invitation. and I know he'll provide tremendous notivation for all of our attendees."

TRS '99 will mark the first-ever awarding of R\&R's Talk Radio Lifetime Achievement Award. The award has been set up to recognize and honor those who have made significant contributions to the success of the NewsTTalk radio format. The first recipient of this prestigious award will be ABC Radio's KGO \& KSPO/ San Francisco President/GM Mickey Luckoft.

This past year saw Luckoff celebrate both his 40th year in the radio business and an unprecedented 81 consecutive No. 1 Arbitrons at the legendary KGO. Called "the

Wall has officially joined the team. In the few months that we have already worked together, he has been an invaluable asset to our staff. Watt brings with him a weath of tabel experience - not only in sales and marketing, but also in the day-lo-day operation of a record company. Wilson spent 15 years with MCA - seven with MCANashville - prior to


Wibon

- FX Radio Network has elevated Vernon Wright to VP/GSM. He had - been VP/Urtan Sales since 1993 for the company, which recently changed its name from SUS Entertainment.
Vernon's strong 25 -year marketing and sales beckground has played an integral part in making our Unban programming division the best in the industry", said Exec. VPIGM Ted Utz. We're booking forward to utilizing these same strengths for all of SFX Radio Network's sales. programming. and marketing effors."

Wright has also worked for American Urban Radio Networks. J. Watter Thompson, and Burrell Advertising.

## Robinson Will Head Maverick Media Relations

Taverick Recording Co. has named veteran publicity exec. Meldi Enten Robinson as its new Head/Media Relations. Based in Los Angeles. she reports to GM Russ Rieger.

We're proud to have Heidi join Maverick," Rieger commented. "Her wealth of experience combined with her exuberance to continually find new avenues that help create exposure for an artist make her a rare find in any field."

Prior to joining Maverick, Robinson spent seven years as VP/Media Relations for American Recordings. Between 1981-91, she worked as an independent publicist, first with her own company. Exposure. and then as VP/Account Executive for Jensen Communications. Between 1973-80, she was a publicist with Warner Bros. Records. Prior to that, she was a publicist at Capitol Records and a publicity assistant at Columbia Records. where she began her career in 1970.
best manager in the business" by his peers. few would argue that anybody in Talk radio history has contributed more to the format's success than Mickey Luckoff. Admired by both those who have worked with him and those who have competed against him. Luckoff was the unanimous choice to receive this Lifetime Achievement Award. TRS

99 attendees will salute Luckoff and enjoy a rare opportunity to hear
him speak at a special luncheon to be held in his honor on Saturday. Feb. 20.
Look for complete Talk Radio Seminar registration details in next week's edition of R\&R and on the Workt Wide Web at нพห:menline.cou.
$\qquad$

## EXECUTIVE ACTION

## Central Star Selects Wood Davis As SVP/Sales

- entral Ster Communications has named Lindsay Wood Davis Sr . VP/Sales. He most recently was aVP at the Chris Lytle Organization and has man aged radio stations in Illinois, Virginia, and Vermont.
"Lindsay is a veteran broadcaster who has been rec. ognized as one of the finest in our industry", said PresidenUCEO Mary Quass. His exceptional talent and energy will greatly enhance our sales program."

Central Star is Capstar Broadcasting's regional operating division, which runs 25 stations in lowa, llinois, Michigan, andWisconsin.


## Wright Rises To VP/ESM At SFX Radio Network

$$
\begin{aligned}
& \text { Fill out and return this form to } \\
& \text { request new listings for your } \\
& \text { company in the all new R\&R } \\
& \text { Directory. Verification forms for } \\
& \text { existing listings are in the mail } \\
& \text { today to program suppliers. All } \\
& \text { other companies with curent } \\
& \text { listings will receive verification } \\
& \text { via fax in December. The } \\
& \text { editorial closing is } \\
& \text { January } 15 \text {. } \\
& \text { FAX BACK TO } \\
& \text { 310-203-8727 }
\end{aligned}
$$

## DOWT MISS YOUR RRE ISIING!

## PLEASE FILL OUT COMPLETELY

## CONTACT \& TILE

## COMPANY NAME

## ADDRESS



## Steele Segues To PD At WRWW/Nashville

Capstar's WZEE/Madison, WI PD Jimmy Steele has been appoinied PD at co-owned CHR/Pop WRVW/Nashville, effective Dec. 14. Steele replaces Tom Peace, who steps down to concentrate on his aftemoon shift and Asst. PD duties.
Capstar/Nashville OM Charlie Quinn told R\&R, "Jimmy is competition-tested, someone who has multipie programming successes behind him, and I felt comforable being able to walk away and take care of the larger assignment I have. He knows how to do this job and move this station forward.
Steele added. "I have an enormous amount of respect for Jack Taddeo and the people at Capstar who promote from within, and that says a lot about the company. I look forward to working with whom I consider to be the best in the business: Buddy Scott, Charlie Quinn. and John King. As a team, we will be able to get everyone on the same page; fine-tune, focus, and image this radio station; and create a strong brand name. I am really excited about this project and fully expect us to do some great things next year."

Steele began his career as afternoon driver at WBEN \& WMJQ/ Buffalo. He also held OM/PD posts at KIXY/San Angelo. TX and WHHY/Montgonery. AL. Prior to joining WZEE, Steele was Asst. PD/ afternooner at WALC \& WKBQ/St. Lomis.

## Towers

## Continued from Page 1

Stuctons business that OmniAnkerica acquired in April). and component sales.
The Boston-hased American Tower has been the largess independent tower operator in the U.S. since it nerged with Anmerician Tower Systems (ATS) in June. Dodge hopes to take the company even higher, telling anatysts on Monday that its goal of reaching 10,000 towers by 2005 will be escalated thanks to this deal. The blistering pace will begin next year, he said. with the company conserncting $1600-2000$ new sites.
Dodge louted the synergies Amerkan Tower is achieving through the menger. "Our company's site acquis. tion and zoning skills will now be combined with OmniAmerica's unparalleled constuction skills," he said. The deal also marks the firs major fixay of Anverican Tower - whose sites are mosely located in the Eass imo the Western U.S.

## More Broadcasting Partners?

OmniAnnerica stockholders will receive 1.1 shares of Ancrican Tower's class A common stock for each share they own. American Tower - which is trading a total of 17.7 million shares for 16.1 million shares of OmmiAmerica - will have abxont 131.2 million shares outstanding after this deal and its $\$ 185$ milliori acquisition of Telecom Towers LLC, also announced Monday.
American Tower is also inheriting abour $\mathbf{\$ 6 0}$.million in OmniAmerica

## Hawes-Saunders Ups Boston To VP/Ops

W
ROU-FM/Dayton Director/Program. ming $\&$ Production and alr talent Stan Boston has been elevated to the VP/ Operations postlor parent compary Hawes-Saunders Broadcast Properties. In his new post. Boston will add oversight responsibilities tor sister WRNPFMDOyton.
Company Presidenv GM Ro Nita Hawes-Saunders commented. Stan has proven to be a valuable assel to this company. His commitment and expertise in all areas of the broadcast industry are evident in every business decision. This promotion enhances the overall mission of the company

to remain a viable and competitive media oullet in this market:
Boston, a 19 -year indus. try veteran, told R\& R, "As we look for growth as a black-owned radio independent company in the '90s and the next millennium, that's where the new responsibilities will rest. As we look to grow and make purchases and acquisttions oursetves, I will be a key figure in that planning process."
Boston joinedWROU in May 95 as PD. He also served as PD of WNHC-AMNow Haven, was Asst. PD of WJMO-AM/Cleveland, and worked al WPLZRRichmond.

## Jacor/Louisville Resets Dillon's Duties

Alternative WILRS/Louisville PD Dennis IVillon has been named PD for Jacor Classic Hits sister WSFR while also assuming OM duties for WLRS. Dillon mowes into the new positions on Nov. 30, when outgoing WSFR PD Greg Bergen becomes PD al Rock KYYS/Kansas City (see story. Page 3).
Jacor/Louisville Director/Operations C.C. Mathews told R\&R, "Greg did a fabulous job during his tenure here at WSFR. We needed sometody with the same skills he possessed for the imaging of the station, and fell that Dennis has those talents. Plus. Dennis has experience in the Louisville market and knows of the competitive situation here."
Dillon arrived at WSFR last year after stints in Lexington. KY at WXZZ and WKQQ.
Jacor/Cincinnati Group MD Rick Jamie had been named interim PD at WLRS Jamie retums to Louisville, where he previously programmed WQMF and WXNU.
debl, which is included in the \$397 million price tag. (That sum places a 19\% premiun on OmniAmerica's closing price of $\$ 17.50 \mathrm{on} \mathrm{Now}$. 13.)
Wall Steneer rewarded both companies for the deal on Monday: OmniAmerica closed up $\$ 6$ to $\$ 23.50$. whik Anverican Tower was up $\$ 3.50$ to $\$ 22.50$.

Albuquerque-based OmniAnterica was launched by ex-radio owner Carl Hirsch in September 97, backed by $\$ 100$ million in finaming from Hicks. Muse. Tate \& Furs. It hegan trading as OmniAmerica in Septernber on the Nasday exchange.
Hinsch's role in the new Anerican Tower had inx been decided at press time. Dodge toid analysts only that Hirsch would participate in the connpany's acquisitions efforts. Hicks. Muse partner Jack Funs will join the American Tower boand of directors.
Chancellor Media and Capstar Broadcasting backer Hicks. Muse is not the only broadcasting heavyweight that will now have an equity stake in Anerican Tower. Ckear Channel Communications already owns $9 \%$ of the company, whike Cox Enterprises (parent company of Cox Ridio) will get a piece of American Tower through Cox's invesment in Tekecom Towers. Dodge hinted that more broadcasten mighi come on buard as well. "But we have to prove we can put an attractive proposal on the table that these companies would embrace," he told analysts.

ATS was spun off in June from American Radio Systems - which Dodge also helmed - after the consummation of its merger with CBS Cop.

## León

Continued from Page 3 mitment to a tremendous leader. We think it's a tremendous satement to the community."
Concumently, former KLAX/LA. PD Pepe Garza has accepted similar duties at KBUA \& KBUE. He replaces Fidel Fuusto. who has pursued ocher interests. Mars said of Garza. "He is kind of the godfather of Que Buena's (presemation) in Guadalajara. We have tremendous faith in him here with cur stations." León and Garza are presently reviewing the current Que Buena airstaff:
León most recently served as a corporate-kevel programming consultant for Spanish Broadcasting System's WLEYKChicago and KRIOSan Antonio, in addition to serving as a Chicago-based programmer for KLBN-FM/Fresno and KIWI-FM/ Balkenfield. He also opernued the LA.hased radio consultancy Radio Ideas.
KBUE. located in Long Beach. recently increased its power from 1200 wats to 3000 watts. With this power increase and the personnel changes at Que Buena. Liberman hopes to lead the charge against SBS' KLAX and Heftel's KSCAFM in the L.A. batte for Regional Mexican listeners. Mars said. -These moves have demonstrated to the marketplace that we're committed to the community and to the format. We want to win in Los Angeles. We have a tremendous marketing effor, and now we feel we have the right manpower behind it." KBUA \& KBUE was rated $1.512+$ during Arbitron's summer ' 98 ratings period, putting it in 21st place.

## UPDATE

## Levy, Lytle Become VPs At Virgin/Nashville

S
usan Levy and Lorie Lytie have been appointed VPs of Artist Development and Publicity, respectively, at Virgin/Nashville. They formerly held similar posts at CapitolNashvile. The move reunites them with VirgirN Nastivile President Scoll Hendricks, who previously was President of CapitolNash ville.
Susan has an uncanny ability to see the overall artist development picture when dealing with a
 project,' Hendricks said. "Conceptually, from the imaging and alloum artwork to positioning an artist in the marketplace. Susan seems to have a true sense of each artist's individuality and the talent to translate that image to the consumer in a very effective way.
"People naturally love working with Lorie. Her enthusiasm and inturition are qualities that serve her well in the publicity fietd and will surely be an asset to us. With her experience and strong relationships with members of the media, she will be a valuable part of this label."
Levy began her music industry career in 1985 as a publicist with MCA in Los Angeles, transterring to MCANashville in 1989 and joining Capitol in 1995. Lytle spent five and a hall years with MCANash ville prior to moving to Dallas to launch the PR firm Rocket Science Media. She joined Capitol in June 95.
Also atVirginNashville: Regina Stephens has been appointed Manager/ Publicity \& Artist Development. She spent three years as Exec. Asst. at Capiol/Nashville, which she left last July.

## RCA Turns To Wright For VP/Vrban Mktg. Duties

$\mathbf{R}^{c}$
CA Recorts has tapped Briw Whight as VP/Urban Marketing \& Artist Ronner.
"Brett's crealive vision and markeling savy make him a tremendous asset to this company." Rovner said. "Im thrilled to have him on the RCA team."

Prior to joining RCA. Wright headed his own marketing and management compary, Yo! B Consulting. which had RCA among its clients. Betore that, the was VP/GM, Uman Music for Volcano Entertainment. He began his music industry career as Sr. Director/Marketing for Uptown Records, later moving to Loud Records as VP/Marketing.

## Kamperschroer Sccress 'MAQ Dir.Sports Mity. Post

WMAOChicago has hired John Kamperschroer for its nowly created Director/Sports Marketing position. He'll oversee the sports marketing stafl when he joins the CBS News/Sports station on Now. 30.

We're ecstatic to add John to our team," said GSM Julie Kirby-Donohue, to whom Kamperschroer reports. "He brings tremendous sports marketing experience to the company and, as a local guy, he has a great understanding of the traditions of Bears football and Blackhawks hockey."

Kamperschroer most recently was Sr. VPMarketing \& Sales for Major League Soccer's San Jose Clash. Prior to that, he spent nearty a decade in the Oakland A's marketing department.

## Tiahrt Now Metro News Bureau Chief/Baltimore

P etro Networks has appointed Mat Tlaht News Bureau ChietBatimore. The 15-year radio news veleran most recently was News Bureau Chief in Norfolk. He's also worked for Metro Networks in Washington. DC.
"As our news operation continues to grow, it's essential to find a person who has the knowledge, experience, and leadership to entance it," commentedVP/Allantic Region Benson Riseman. That has many years of experience in this industry, and he will be a great asset in helping to moet our atfikate needs."

In relaled news, Metro has named Serre Johnson Asst. Director/Operations, Seattie. Johnson spent seven years as an airborne Iraffic reporter for Metro and crosstown KING-AM.

Katz Copp. Communications Welcomes Wyer Lave
athicen Wher Lene has joined Katz Media Group as VP/Corporate
Communications. She's worked in marketing and communications for Sony Music, General Motors, and Seagram's Gin, among others.

Kathieen's excellent and diversified corporate communications, public relations, and event marketing experience will undoubtedly benefit Katz and our clients going forward," said CFO Rich Vendig. "Her fresh and dynamic perspective will provide a renewed tocus to our business."

Wyer Lane also spent 10 years in sales management with Xerox. She later held corporate communications and sales positions for HBO.

## Need we say more?



JUNE 10-12, 1.999

## Radio

- FRANK MINIACI has joined Broadway Entertainment to administer efforts for the Radio's Hollywood Edge service offered by the company's entertainment division. Miniaci will also sit on the company's board of directors. Broadway Entertainment ofters morning show prep and marketing and promotional support both domestically and abroad. Miniaci previously served as R\&R Radio Editor.

Records


- adam mirabelLa has been elevated from Nat'I Dir $\downarrow$ Sales to Sr. Natil Dir! Sales at Attantic.

Mirabella

- TIM PEARSON has been namedVP/ Sales \& Marketing of Sony Music Di rect, a direct-to-customer division of the music conglomerate. Pearson most recently served as VP/Business Devel. opment of PoyGram Video/PoryMedia.


## Mational Radio

- SFX RADIO networks has launcted a new daily service, Undan Radio Homire, that inctudes lax and au-


## CHRONICLE

## Condolences

WOJO-FM/Jackson, MS APD and legendary WABBMObile talent Brlañ Harrigan (a.k.a. Morgan Gunn), November 14.
KKIX/Fayeneville, AR mid dayer John Anthony, November 12.
dio features for Uman $A C$ prepared by Cameron Turner. Daily information includes timely entertainment news, music news, sports, and interview leads.
-(212) 679-3200

- WESTWOOD ONE's askMartha, a

90 -second daily feature with Martha Stewart, will feature the following Thanksgiving-oriented schedule for the following week:

Monday (11/23): Cranberries
Tuesday The basics of turkey
Wednesday: Sweet potatoes and yams

Thursday:Mashed potatoes
Friday: Potato prints
Additionally. WW1 will present the following NFL games on Thanksgiving Day (11/26):
Pittsburgh Steelers at Detroit Lions, 12:15pm ET
Minnesofa Vikings at Dallas Cowboys, 3:45pm ET

- (212) 641-2057
- mal broadcasting's Starline
presents an evening with Martina

McBride. Listeners can interact via phone or e-mail with Martina live during the 90 -minute broadcast set for December 2. This program is available on a barter basis.
-(212) 896-5256

- LUTHERAN HOUR MINISTRIES has expanded its holiday programming to include radio dramas based on its animated television specials The Puz zie Club Christmas Mystery and Red Boots For Christmas. The programs are scheduled to afr nationwide on the Children's Sonshine Network at a date to be determined.
- (800) 442-0324


## - ABC RADIO NETWORKS presents

Christmas in America With Bob Kings ley. a six-hour music-intensive radio special available on CD for broadcast between December 19-26.
-(972) 448-3376

- ABC: RADIO TODAY ENTERTAIN-

MENT offers the following upcoming holiday specials:

Thanksgiving-Dick Bartey Salutes The Godden Gir Groups, November 2529, two hours on CD.
Big Bang Country Special - Tisha Yeanwood Live From Wall Disney Wortd. weekends of December 12 and 19, wo hours on CD.
Christmas - Merry Christmas From Walt Disney World, hosted by Jason Alexander, week of December 21, wo hours on CD.

Christmas With Rick Dees, airing Christmas Eve or Christmas Morning. four hours on CD
-(212) $581-3962$

## Changes

Industry: Michmel Knox is elevated to VP/Productions. Artist-Writer Development ai Warner/Chappell Music in Nashville ... Wayne Brayfiedd is upped to President of McFadden \& Assoc. Booking Agency DeMers Programming names Elien Costello MD of the firm N2K's Music Boulevard partners with Yahoo! Japan to create the largest online music store in both the U.S. and Japan ... Jason Padgitt is upped to Sr . AE at Rogers \& Cowan

Jesse Piatte Jr. is now VP/Domestic Sales, Broadcast Products at TFT Inc. ... Jennifer Brody has been named Sales Mgr./Northeast for Dormont Technologies ... Stephen Sampson heads up Custom Business Systems luc.'s (CBSI) overseas launch of the company's Digital Universe System ... Don Spragg becomes AM Radio Product Manager/Broadcast Systems at Harris Corporation ... Ellen Zoe Golden has opened a new office for her music publicity company, EZG Media \& Marketing. located at 53W. 23rd St.,

## PROS ON THE LOOSE

Scott McKay (Marinoff) - Atternoons WiNP-AM Newport, KY (513) 821-1708

Daniel Polimino - Mornings KKFNDerver (303) 733-4688

11th floor. New York. NY 10010. Phone: (212) 590-2155; Fax: (212) 590-2151.

Sales: Drew Korzeniewski is named GSM for KNKI-FMDallas: Fl. Worth ... WKQQ/Lexington. KY GSM Tim Wagner exits ... WXEX/ Providence taps Bill Brady Sales Mgr. ... H. Robert Muzac is named NSM and Darrin Broderson takes AE duties at WQHTNY ... Kevin Hayes becomes AE/Detroit for Westwood One.

Marketing \& Promovions: Beki Gomez becomes Pronoo Dir. for KCBS/ L.A. ... Michael Gardner joins KSON/San Diego as Promotions Dir. ... WOGY/Memphis pan-úmer Mark Anthony rises to Promo Dir.

Jim Sellers is named Promo Dir. at WRFX/Charlote.

Adult Alternative: Keith Andrews is now interim MD at WXRV/Boston.

## AC: Carrie Owens and Màt Caín

 join Hot AC KRSK-FM (rosie 105 V Portland for mornings and afternoons, respectively ... WVOR/ Rochester weekender Dean Amsler exits ... WJBR-FM/Wilmington. DE MD Dave Banks exits :.. Brad Kelly becomes MD/middays at Hot AC WAEV-FM/Savannah. GA ... Bob Maxwell is new to overnights at WNSN/South Bend, IN ... Hot AC WCGQ-FM/ Columbus, GA's new programming hotline is (706) 660-4637.Allernative: Kristen Pettus is named interim MD at WEND/Charlote ... WAVF/Charleston. SC's Sunday evening specialty show, The Citting Edge. will now be hosted by Janda ... WRXR/Augusta, GA's new fax number is (803) 279-1418.

CHR: WZOK/Rockford. IL MD David J adds APD duties. Cheryl West joins 'ZOK for middays, accepting the nom de aire "Jenna West."

Country: Marty McFly signs an agreement to co-host Nashville Nights, a joint venture between Capstar and Jones Radio Network. He starts on December 7 ... At KSON/San Diego: APD Greg Frey adds the MD duties of Steva Barnes, who takes full-time air duties from 9anı-noon. Longtime KSON vet Nick Upton is now doing noon-3pm, and Kimo Jensen handles afternoons ... WKIX \& WKXU/Raleigh-Durham MD/ mornings Travis Moore joins WHSL/Greensboro for afternoons, station imaging, and creative services ... New to KHKI/ Des Moines are Bob James for wake-ups (effective 12/14) and JC Walker as MD/middays (effective 11/30).

Oldies: KCMG (Mega 100) relocates to 6500 Wilshire Blvd.. Suite 650, Los Angeles. CA 90048. Phone: (323) 852-1003: Fax: (323) 866-1256.


Rock: WONE/Akron drops the Bob \& Tom Show. Former morning hosts Jim Chenot and Kathy Vogel return to that slot. PD J.D. Kunes segues from afternoons to middays, night slammer Tim Daugherty is upped to aftemoons, and overnighter Tara Kamman rises to nights. WAMX/Huntington, WV morning hos Quinn and afternooner Bob Ball exit. Rob Kimball joins as local producer for the Johm Boy \& Billy Big S/row, night slammer Robin Wildes rises to middays. Production Dir. Jason Steel picks up 2 4 pm duties, PD Debbie Wylde covers the $4-7 \mathrm{pmin}$ slot, and Erik Raines joins for nights ... KRBR/Duluth, MN picks up Bob \& Tom for mornings ... Afternoon driver Chopper Harrison exits WRQC/Minneapolis ... KAZRDDes Moines, IA weicomes Jo Michaels for middays and "Clutch" (a.k.a. Jeff Witzke) for nights ... WWWV/Charlotes-
ville, WV afternooner Kurt Foster exits ... WTPT/Greenville, SC welcomes Taylor for nights ... exKISW/Seattle personality Jon Ballard joins WWDC/Washington for pm drive ... Rob Hamilton joins WCHZ/Augusta, GA as Promo Dir/middays/webmaster.

Nat'I Radio: The Associated Press reopens its Havana bureau. It was closed in 1969 by Cuba's communist government.

Records: Dee Murphy rises to Special Markets Sales Dir. at Rhino Records ... Colleen Andersen is named Acct. Mgr. for EMI Music Special Mkts. ...Andrea OKin is now Assoc. Dir./Talent Analysis for Sony Music Enterainment ... John Ber. man is named Sr . Dir/Mkig. Services and Matt Wishnow is appointed Mgr./Mktg. Services, Editorial for Elektra Entertainment Group.

## WIUSIC \& MIO WIES <br> CURRENT

- THE WATERBOY (Hollywood)

Single: Feed ItiCandyskins (Vervel)
Other Featured Artists. Goldtinger, Lenry Kravita, Joe Walah
I STLLL KNOW WHAT YOU OND LAST SUMMER (143WMmer Broe.)
Single: Bive Monday/Orgy (Elementree/Reprise)
Other Featured Artists: Gremt Leo Buffalo, Reel Tight, Imogen Hoeep

- PLEASANTVILLE (Clien SteteWork)

Single: Across The Universe/Fiona Apple
Other Featured Artisis. Elvis Presloy, Etta James, Buddy Holly

- PRACTICAL MAGIC (Reprise)

Singles. II You Ever Did Believe/Stevie Nicks This Kiss/Faith Hill
Other Featured Artists: Marvin Gaye, Harry Nilsson

- RUSH HOUR

Single. How Deep is Your Love/Dru Hill thedman (Del JamiRAL/sland) belly (Def Jam)
Featured Artists: D'Angelo. Sparkle, Noreaga IMaze
BRIDE OF CHUCKY (CMC international)
Featured Ardists: White Zombie, Monster Magnet, Stabbing Westward

- VELVET GOLDMINE (London)

Featured Artists: Roxy Music, Venus in Furs, Placebo

- SIMON BIRCH (Epic)

Single: You Were There/Babylace
Other Featured Artists: Peggy Lee, James Brown, Marvin Gaye DR. DOLITTLE (AHantic)
Single: Are You That Sombody?/Aaliyah
Other Featured Artists: Jody Watiey, Ginuwine, 69 Boyz

- SLAM (Sony Music Soundrax)

Featured Artists. Mobb Deep, Or Dirty Bastard \& Coollo

- hOW STELLA GOT HER GROOVE BACK (Flyto TymeMCA)

Single: Beautitul Mary J. Blige
Other Featured Artists: Diana King, K-Ci \& Jovo

## COMING

THE AUGRATS MOVE (merecope)
Single: Take Me There/Blackstreet al Myo timpen...
Other Foatured Artists. Lien Loet, Devo, Bueta Rinymee

## - JACK FAOST

Single Father's Love/Bob Certleto (Jive)

- THE PRNCE OF EGYPT (Drean Works)

Single. When You Believe/Whitney Houston a Martah Cerroy
rOUVE GOT MALL (Merner Suncovattentic)
Featured Aftists. Harry Nimeeon, Roy Orbleon, Sineed O'Comnor

## CM: ERSMARE

Hol, new music-related World Wide Web sites, cool cyberchats. and other points of inter est along the information superhighway.

## 'Net Chats

- 'N Syme participate in a live online chat on Monday (11/23) at $7 \mathrm{pm} \mathrm{ET} / 4 \mathrm{pm}$ PT ( mwn .200 g disneycom).
- Chat with Jay-Z Tuesday evening (11/24) at 7 pm ET/4pm PT (www. sonicnetcom). ichat(1) plug-in required.
- Talk it up with Garbage Wednesday evening (11/25) at 8:30pm ET/5:30pm PT (www. rollingstone.com). Then, stay tuned for a live webcast beginning at 10 pm ET/7pm PT.


## On The Web

- Catch Grant Lee Butfialo in a taped performance tonight (11/20) at 8pm ET/5pm PT (www.rollingstone.com).
- Depectre mode discuss it all in a live on-camera chat and interview Tuesday ( $11 / 24$ ) at 7:30pm ET/4:30pm PT (www. jamncom).
- Enioy a recent pertormance by the Cardigans live from Now York's Bowery Ballroom Wednesday (11/25) at 9:30pm ET/ 6:30pm PT (www.iveconcerts. com).


## MIESIC DATEBOOK

MONOAY, NOVEMBER 30
1969AT\&T cancels its sponsorship of the SImon \& Garfunkel TV special when it becomes aware of the show's Vietnam War coverage.
1977David Bowie appears on Bing Crosby Christmas special and sings Littie Orummer Boy" with the host.
1994Tmpar Shakur survives five bullet wounds during a robbery attempt outside a Manhattan recording studio.
1996/Tiny Tim, 64, dies
Born: Oick Clark 1929, Roger Glovar (Deep Purple) 1945, Billy LaOl 1955 Reieases: Sty \& Tive Family Stone's "Everyday People" 1968, the Eagles' "Best Of My Love" 1974

## TUESDAY. DECEMBER

195/"Buddy Holly s The Crickets appear on the Ed Sulivan Show.
976Taunted by a BBC-TV talk show host during a live interview, members of the Sex Pistols respond with a barrage of prolanity, ultimately prompting EMI to cancel their recording contract.


Never mind the censors, here's the Sex Pistols!

1981/Vince Clarke abandons Depeche Mode to form Yaseo with Alison Moyet.

1997/Menny G secures a Guiness Book Of World Records achievement when he maintains a 45 -minute E flat note.
Borr: Lou Rawls 1935. Bette Midier 1944 Releases: John Lennon \& Yoko Ono's War is Over" 1971, lan Durr's "Hit Me With Your Rhythm Stick" 1978. Michael Jackson's Thriler 1982

## WEDNESDAY. DECEMBER 2

1973/The Who are failed overnight in Montreal for causing $\$ 6000$ in hotel damages.
1986/ Jerry Lee Lowis enrolls in the Betty Ford Clinic for pain medication addiction.
1991/Pawl MeCartney is commissioned by the Liverpool Royal Philharmonis to write The Liverpool Oratorio to celebrate the orchestra's 150 th anniversary.
Born: Rick Savage (0ef Leppard) 1960 -Releases: Carty Simon's "You're So Vain" 1972
THURSDAY, DECEMBER 3
1971/The Montreux Casino burns to the ground during a Frank Zappa of The Mothers 01 Invention concent Opening act Deep Purple later express this tragedy in their song "Smoke On The Water,"
1976In Jamaica, ounmen fire buliets into Bob Marley's home, injuring the singer, his wife, and several of the Wanters. Also ... A 40-100t inflatabie pig being photographed for a Pink Fiopd album cover breaks loose and floats above the city of London.
1979EEleven fans are tatally crushed in an attempt to secure "unreserved" seating at a Cincimati Whe concert

## Borm: Oxy Oftowime 1946

Releases: Ringo fivir's "You're Siteen" 1973

## FRIDAY, DECEMBER 4

1956/Sun Records artists Elvis Presiey. Carl Partins, Jerry Lee Lewis, and sohnny Cash record together as the Million Dollar Quartet. Material from this impromptu session will be released 25 years later.
1988/In Akron, Roy Orblson, 52, performs for the last time. He dies two days later of hean tailure.
1991/Hsomi and Wynonna Judd pertorm together for the last time.
1993/Frnan 2appa. 52 , dies trom pancreatic cancer.
Born: the late Demis Wilson 1944, Gary Rossington (Lymyrd Skymyd) 1951
Releases: Gone Chandier's "Duke Of Earf" 1961

## SATURDAY. DECEMBER 5

1961/Ray Charles is arrested and charged with narcotics possession.
1968 Grinam Nest exts the Hollies when he disagrees with the band's plans to record an altum of Boo Dytan songs.
1994/Gloria Estelan and her husband/ manager: Emilio, become parents to daughter Emily Marie
Bom: Litile Richard 1935 SUNDAY, DECEMBER 6
19697The Rolling Stones perform a tree concert for 300,000 at the Attamont Freeway in California. Four fans die at the hastily organized event. including a young Atrican American who is fatally stabbed by Hell's Angels security guards. Gimme Shelter, a film documenting the concert. premieres exactiy one year later.

- 1980/At the Rita in New York, U2 perform in the U.S. for the first time.
Borm: Poter Bect (R.E.M.) 1956, the late Ranty Rhoats (Ozy Osbourne) 1956
- Mant Secruvicen


# ZINE SCENE <br> Whitney Houston: You Don't Know Me! 

Whitney Houston lays down the law in an interview with Newsweek. On her alleged drug use, she says, "No, l'm not a drug addict, and neither is my husband If that were so, you'd get less work out of me." On the start of those rumors because of her no-show on The Rosie O'Donnell Show "I was very ill around that time, and my father was very slick ... Rosie knows nothing about me, and don't know nothing about Rosie So nobody can talk anything about me that ain't in my house. I was sick - it happens - forget what you heard."

## Communication Breakdown

I communicate in a certain way because of where and how I was brought up. I talk about street shit. I talk about black people shit, and unless you been brought up in an onvironment like that, it's going to take some time for you to decipher where I'm coming from"-Busta Rhymes contuses us more (Spin).

I do things to keep people talk ing. To bring is sues that the average temale $M C$ ain't raising. To talk about things average females talk about. [Females have] been fight ing for respect, we've been fighting for equality since back in the Bessie Smilth days. You have people that are just into party music, you have rappers who are street I'm just Foxy" - Rapper Foxy Brown explains why she doesn't sing about world peace (Vibe)

It seems a brutal knockdown dragout backstage fight between Ginger Splce (Geri Halliwell) and Scary Spice (Mel B.) led to the walkout of Ginger, according to an Insider. Apparentity, after the giris sacked their manager, Ginger and Scary lought over who would be the boss. The rest of the girls sided with Mel B. (National Enquirer)

## Don't Stand So Close To Me

At Puff Daddy's big birthday celebration, Mariah Carey ran into old flame Derek Jeter. Sources say the Yankee slugger ignored the beauty's loving caresses and whispers in his ear, finally telling her: "You're crazy. Stop pushing me. Carey reluctanlly went back to her date (Globe, Star).

jewels true grit - the growing exposure of Jewel, from best-seliing alloums to books to a feature movie role, is examined in Newsweek's mo-page spread on the antist. Says Attantic Exec. VP Ron Shapiro. "Regardless of how prefty she is this girl got hersett from poverty and living in a van to 10 million records sold, a poetry book, and a movie career. What shes about is this core of ambition: Offers Jewel, The idea of (current single] Hancs' wasn't that there arent any probterns. It's how you deal with problems that establishes your grin as a person.: Time also heatures jewel - and other superstars Garth Brooks, Whitney Houston, ice Cube, Method Man, and Mariah Carey - in its article on Super Tuesday releases.

## Far From The Maddening Growd

"When we were doing 'Fuckin' With My Head' or 'Loser,' that terrain was a lot less explored. The drums, the break beats, the folk element - it was really novel .. Now everybody and their mother is there. Trespassers! Mijackersl It was a beautiful playground, but it's a little crowded now" - Beck reflects on simpler times (Rolling Stone).

Celine Dion is profiled in TV Guide, where she talks about wanting to retire from touring for a while.

## The Real Dark Side

II you pick up the album and look at the song tities, you might shudder and move on to Putl Daddy. These are subjects that people don't want to deal with. Marllyn Manson and Nine Inch Nails are supposedly the dark side, but that's the sate dark side, because it's over the top. This is the rea dark side" - Eele's frontman E en courages us to feel his pain (Jane).

Each week R\&R sneaks a poek through the nation's consumer magazines in search of everything from the sublime to the ridicu lous in music nows. R\&R has not verified any of these reports.


|  | $\pi=12$ |
| :---: | :---: |
| TOP TEN SHOWS NOVEMBER 9-15 |  |
| Toul Audience ( 95.9 million households) |  |
| $1 E R$ |  |
| 2 Priance |  |
| 3 Mondey Nught Footbal (Packers vs. Stoeters) |  |
| 4 Truched By An Angel |  |
| 5 Fracer |  |
| - Jome |  |
| 7 Veronica's Cloeet |  |
| -60 Minutios |  |
| 9 Movie (TMeediay) (Mama Flora's Family. P. 2) |  |
|  |  |
| 10 NYPD Blue |  |
| Adutts 18-49 |  |
| 1 ER |  |
| 2 Friends |  |
| 3 Fravier |  |
| 4 teas |  |
| 5 the $x$-flios |  |
| 6 Veronicats Clioet |  |
| 7 Mondey Night Foothal |  |
| - The Drow Carry Show |  |
| 9 Ally micead |  |
| (tie) When Good Puts Go And |  |
| Source: Niesisen Mode Pesemen |  |
|  | Coming nexr Ween |

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

Collone Dion hosts and performs on These Are Special Times, an hour-tong CES special that also teatures Andrea Bocelll (Wednescay, $11 / 25.9 \mathrm{pm})$.

## Friday, 11/20 <br> - Hanson guest-star on CBS' Buddy Faro (9pm).

Video Playlist
idesornw cox nesooys Supposec to Be here (Arise) Falthemis low Lian Ths (Biod BoyArista) ONWE Latey (Ponditurvi Red Ant) J. Durar a m. Carir S weetheat (So So Det Cotembea)
 manoy have roution (Actarbe
recifl My lime Secre (So So Dovcoumbia)



Weo dendist trawn from week ending for 20

## Rap City Top 10

## oumust mosa Pats (Lafecentisia)

HIE Mex: Tu Maser (lowd)


 mone nea Supertivg Pamery Tommy 80a

 Mam sexamw IAnithor' H (Duox Down) Hos def veluleotinion Rembes)


21 milfor nousenotcts
Pewer Conen.
vpprogramming


## National Top 20

aemonne cex macoon's sudposec To Be Here (Avista) na deeners scause OTru (Morown)



 verces or thetirw wherew You Gol MOL AAMAAnt Offermine Prety Py (for A wnte Guy) (Columbin)


chucua comerer sammy (Pates Univess)
 prominulsor you knoct the ou fuu Work)
 owne Latar Penoummiac An) dise pural You (Sesmica)
 FWTH Ewns Low ike This (facd soyinista) onamer Hane Voo Ever (Atunte)
 Mos resuested from sue mout anding hov 15

- Jonny Leng. The Tonight Show With Jay Leno (NBC, check local listings).
- Todd Rundgren sits in with the band on The Lane Show With Devid Letterman (CBS, check local listings).
- Everclear, Late Nightwin Co nan O'Brien (NBC. check local listings).

Saturday, 11/21

- Etvia Coettilo and Burt Becharach pertorm on PBS Sessions At West 54 in (check local listings).
- John Anderson, Mark Colife, and Lee Roy Parnell guest-star on CBS' Walker, Texas Ranger(10pm)
- Beastie Boys. Saturday Night Live (NBC, 11:30pm).


## Sunday, 11/22

- AaronTippin and the Marehat Tucker Band periorm on TNN's Buckmasters Country Jam '98 (7:30 pm ET/4:30pm PT).


## Monday, 11/23

- Buly Dean, Prime Time Coun try (TNN, 8pm ET/6pm PT)
- Otxie Cricks. Jay Leno


## Tuesday, 11/24

- Cher, lay Leno.
- Roger Daltrey, David Letherman.
- Gerth Brooks Conan O'Bnien


## Wednesday, 11/25

- Neil Diamond, Jay Leno.
- Bonnio Rami, David Letterman
- Howard Stern sidekick Stuttering John Melendez, Conan OBrien


## Thursday, 11/26

- Randy Travis pertorms at halftime when the Minnesota Vikings play the Dallas Cowboys at Texas Stadium (Fox, check local listings).
- Any Grant, Coce Winans, Michaol w. Smith, Steven Curtis Chapman. and others periorm on Pax-TVE two-hour Gospe's Greatest (check local listings).
- John Plizarelll pertorms on A\&E's Holiday At Poos (9pm ET/ 6pm PT).
- Jewel, David Letterman.



## FILMS

## WEEKEND BOX OFFICE

 NOV. 13-151 The Witerboy
$\$ 24.43$ (Buena Vista)
21 Sill Know What $\$ 16.52$ You Did Lait Summer (Sony)*
3 Moof Joe Black 515.01 (Universal)"
4 The Sioge
58.10
(Fox)
5 Antr
54.01
(DreamWorks)
6 IW Be Homp For $\$ 3.89$ Christmas
(Buena Vista)*
7 Proesantwille
$\$ 3.67$
(Now Line)

- The Wizend Or Oz $\$ 3.26$
(Warner Bros. reissue) 9 Living Out Loud $\$ 2.60$ (New Line)
10 Prictican Magic $\$ 1.91$ (WB)

All figures in mitions<br>- First woek in retoase<br>Source: ACNietsen ED

COMING ATTRACTIONS:
This week's openers include The Rugrats Movie, an animated film with voices by E.G. Daily, Christine Cavanaugh, and recording artist Busta Rhymes. The movie's interscope soundrack sports 'This World Is Something Now To Me ," an ensemble song performed by En Vogue's Dawn Robinson; Lise Loeb; Cypress Hill's B Real; Patt Smith; Lou Rawls; Laurie Anderson: Violent Femmes Gordon Gano; Fred Schneider, Kate Pierson, and Cindy Wilison of the B-52's; A Tribe Called Quest's Phife; Lenny Kravitz; Beck; the Wallilowers' Jakob Dyian and Iggy Pop. Besides various songs by cast members. the ST also contains No Doubt t/EIvis Costallo's "I'l Throw My Toys Around, Blackstreet \& wy thase a Blinky Blink's "Take Me There," Lisa Loeb's "All Day," Rakim w/Danny Saber's "Take The Train," Busta Rhymes' "On Your Marks, Gel Set, Ready, Go! (The Danny Saber Remix)," 1000 Clowns Kevl fllisa Stone's "Wild Ride," and Devo's Witch Doc tor." Devo frontman Mark Mothersbaugh also wrote original music for the movie.
Also opening this week is Celebrity, starring Hank Azaria and Leonardo DiCaprio. The film's Milian soundtrack features Littie Jack Littie's You Oughta Be In Pictures," Janet Marlow's "Kumbayah," Liberace's "Fascination," Teddy Wilson's \% Got Rhythm; Erroll Carner's Will You Still Be Mine" and "Lullaby Of Birdland," Jackie Gleason 1 His Orchestra's "On A Slow Boat To China," Carmen Covallero's "Cocktails For Two." and Ray Coher's "Soon" and "For All We Know.:

## Adbitron

Continued from Page 1
website developers the technology to anonymously profile their online cus. tomers. It claims to have profites of some $\mathbf{3 0}$ million web surfers. Mag nitude designs websites for radio sta tions

The first order of business for this consortium is to recruit as many streaming audio sites and aggregators for measurement as possible. It will then develop measurement and reporting standards that will be compatible with curren Arbitron numbers. That way, as Atbitron GM Pierre Bouvard stated. "a radio station will be able to go to one source to find out what its local audience is and then what its streaming audio audience is."

News of the ratings initiative was announced at Arbitron's annual con-

sultant fly-in here at its headquaters. Mcohol

## People Meter Alive

Among other things discussed al the fly-in:

Bouvard said the People Meter. first unveiled six years ago. is finally in live user-testing in Manchester, England. Some 50 people are being scrutinized as they deal with the device in their daily lives. That number will expand to 300 next year. Artitron chose Manchester because the numher of TV and radio stations is rather manageable compared to a similarly sized A merican city. Most broadcasters (including the BBC) have agreed to encode their programming so that it can be "sniffed" by the meters. Arbitron has previously stated it will need to measure more than radio in order to make a go of the People Meter. Once it is implemented. usen will carry the device for a longer perod than the one-week diary, and its information will be merged with diary data (much the way Nielsen uses both diary and meter data for its TV service).

Measurement of Asian listeners is becoming important in certain markets such as San Francisco (where the Asian population makes up $18 \%$ of the population). Los Angeles ( $13 \%$ ). San Diego ( $10 \%$ ), Scattle ( $7 \%$ ) and New York (6\%); but Arbitron has not found an easy way to measure the Asian ethnic groups that speak divergent languages. Chinese. Filipinos. Koreans. and Japanese constitute the largest of these groups, but there are a number of other Asian ethnicities to be considered as well. including Asian-Indians. Vietnamese, Cambodians. and Likoians. anvong others. And, while an Asian diarykeeper has to understand English in order to fill out a diary. it's impossible to determine their proficiency at English. They do seem to use radio at lower levels than the rest of the population. however. No specific initiatives regardingAsian listening are forthcoming anytime soon.

- Arbitron also reminded its customers that new questions will be included in the fall 98 diaries. Most important among them is the diarykeeper's workplace ZIP code. The addition of that piece of data will allow radio stations to attach a listener's atwork listening to a specific geographic location. which it wasn't abie to do previously. when only the household ZIP code was captured.
- The company is coming out with new versions of its Arbitrends and Maximiser software. Arbitrends for seeable future." quor advertising. here to that policy:" ing is imminent: vision of Arbitron.


## Continued from Page

against accepting the controversial spots. "We have no new policy." CBS spokesman Dana McClintock told R\&R. 'CBS continues to have a policy of not airing hard-alcohol advertisements on CBS-owned stations. Beer and wine ads. that's it. It's the policy we've had, the policy we have. and the policy we "ll hold in the fore-

Ditto for ABC, where spokeswoman Julie Hoover said, "Our policy has not changed. We do not take hard li-

Jefferson-Pilot's WQXI-AM \& WSTR-FM/Atlanta VP/GM Mark Kanov said. "We do not accept any liquor advertising on any of our JP stations. [Group President) Clarke Brown is the only guy who can make that decision [to change policy], but I think Clarke is feeling we're going to stick with that policy. Some stations really need the bucks. and they're willing to do what may not be in the best incerests of the industry over the long haul. But. fortunately. we're not in a position like that. We can do what we think is right and not worry ahoui the almighty dollar. We feel we have a responsibility to our audience and we choose to ad-

Cox Broadcasting's Nick Trigony said that. while beer and wine are acceptable, the radio stations are not air ing liquor ads. Asked if he anticipates a change in policy, he said. "We continuously review our policies on everything we do at our stations. Noth-

Capstar Broadcasting spokeswom

Windows. featuring a modest set of improvements, will debut sometime in the first quarter of next year. The main reason for the update: The current DOS vesion is not year- 2000 compliant. "Max 98." the current incarnation of Maximiser. will go away and be replaced by "PD Advantage." Salespeople will find their favorite Maximiser functions in updated versions of Tapscan. which is now a di-

- Artitron said it will tes a back of-diary question asking a listener to list the station they listened to mosi six months ago. Users of Strategic Media Research's AccuTrack know this as "Recalled Former Share."
- Ron Rodrigues


## 

Omnilamertea inc. (NASOAO: XWMT) which owns about 800 Iransmission lowers. reported quarterly reverwes of $\$ 24.44$ mimion for the form ended Sept 30 , up $91 \%$ from the same period lest year. EBTDA was $\$ 3.15$ million tor the quarter, a $71 \%$ jump from last year. Ater-tax cach flow increased $77 \%$ to $\$ 2.21$ million ( 14 cents per atiluted share) in the most recent quartior. Albuquerque-based OmniAmerica's CEO Cerl thinch said that the compeny's gains were partly due to a new strategy of bulding and scoutring towers for OmniAmerica theeff, rather then for a tuird party.

Direct-reeponse TV compeny Metional Macti Copa. (NYSE: NM) strunk Its EBITDA iose in the tird quarter by $47 \%$ to $\$ 8.2$ milion from $\$ 11.7$ milion during the same period last year. The compery reduced its EBITDA defick for the first ebx montise of 1808 by $70 \%$ to $\$ 8.6$ militon from 522.1 milition. Not reverues were up $58 \%$ during the quapter 10588.7 million from $\$ 54.6 \mathrm{mim}$ on. For the firse sbx montis of the year, nut revenues geined $40 \%$ to $\$ 169.8$ mmion from $\$ 121.7$ mmion. Former Premiere Redio Networks ctivel Sive Lehrien is CheirmanCEO of National Modla, whoee investors include incor Communications Cheirmen Sem Zell and CEO Rendy Micheele.
an Rachel Lee said. "We don't take hard-alcohol ads. and I don't think it's going to change anytime soon. even after the rollout with Chancellor." referring to Chancellor's purchase of Capstar. which should happen about April 15. The two companies share the same financial backers and many of the same policies. particularly when it comes to liquor ads.
Al Susquehanna Radio - which has outlets in Atlanta, San Francisco. Cincinnati, and Dallas - PresidenU COODavid Kennedy said the group's policy has not changed. "We still do not accept liquor ads. We will work with them in terms of nontraditional promotional opportunities as we always have, but not 60 -second spos:.
Salem Communications COO Eric Halverson said his group has an even stricter policy. "We will not run liquor or beer and wine. I expect the policy to remain exacily the same. It's a corporate decision."

## Testing The Waters

While Jacor has said it will follow Clear Channel's lead and not carry liquor spots, some groups such as Emmis have tested the waters but have not made a decision whether to loosen the "no acceptance" policy. But even noncommercial National Public Radio has a relatively liberal policy about accepting liquor underwriting.
"We do accept underwriting fron producers of distilled products." said NPR spokeswoman Siriol Evans. "That is, under the condition that any on-air acknowledgements not describe or name particular brands of distilled spinits.

Here and there, more commercial stations are listening to the lobby and testing the waters.
"We're finding more and nore stations are accepting liquor advertisements." DISCUS Sr. VP Mary Young told R\&R Tuesday. "The distilled spirits industry has been airing broudcast ads for nearly two years now. and
there has been no public outcry. This is encouraging to us and should also be encouraging to the stations."

That there has been litte. if any public outcry from listeners seems to be a key weapon in distillers' war chest to change broadcasters' opinion against airing the "legal product." as they are so often reminded by the boose kobby. Just last week, while addressing group heads at the RAB's Board of Directors' meeling in Rye. NY. Seagram America's Exec. VP/ Marketing \& Stralegy Arthur Shapiro said a growing number of radio stations are taking liquor ads, and there have been no complaints. He bet broadcasters that if they ran spots. they'd be met by "a resounding sound of silence."

Such silence is clearly an enticing aspect. But there is the economic angle. and that card is also being played In his impassioned plea. Shapiro almost seemed as if he were taunting broadcasters with. "I'd hate to leave this money on the table." DISCUS' Young told R\&R. "We believe it is to a station's benefit. economically. to understand that distilled spirits advertising should not be treated any differently than beer and wine advertisenments. We encourage broadcasters to judge all beverage akcohol ads on whether they are responsible, not on whether they are for beer, wine. or distilled spirits."

From a public-relations point of view, a privately held company might be more inclined to accept the ads, because they know they won't get an angry uprising at the next public stockholders meeting. For instance. Bill Sherard. President of privately held Spring Broadcasting. told R\&R that if he had the opportunity to air liquor spots on his four adult-formatted Atlantic City stations. "we definitely would take them. If it was in the right context, and the creative was right, sure."

## Formats

Continued Irom Page 1
The events of that day sparked what seemed to be an unlimited amount of debate on Talk radio enough to propel the format to its highest-ever summer numbers and retum it to the top of the national formal rankings, according toArbitron's national diary database. AC, which was No. 1 in the spring. fell to second place.
The Lewinsky scandal may not have been News/Talk radio's only friend during the summer rating period. Mark McGwire and Sammy Sosa were gunning for Roger Maris' home-run record, and baseball's profile was very high.
Here's a rundown of other format highlights during the summer.
AC: There's remarkable year-to-
year stability in the format. with the traditional side faring slightly better than Hot AC when compared to last year.

CHR: The resurgence continues. CHR/Pop is four-tenths better than a year ago: CHR/Rhythmic is off just one-tenth.

Oldies/Classic Rock: Best show: ing since lass summer.

Urban: The fornat pulled a 9.4 in six of the last seven rating periods. but mainstream Urban is performing about as well as it ever has, white Urtan AC and Urtan Oldies took a notable 4.6-4.0 book-to-book dip.

Country: A 5\% decline in listening year-to-year came primarily at the hands of $25-34$ listeners.
Rock: This format landed au either a 5.1 or 5.2 in the last six rating periods. It picked up a 5.1 in the summer.

## Gmaniaghan

Continued from Page 3
enable him to bring valuable experience to the station."
Cunningham added. "I'm looking forward to this challenge. It's a very competitive market with some great radio stations. but I think there is a huge hole for the World Class Rock
format in L.A. I've seen first-hand how powerful this format can be when it's marketed and programmed properly."

In addition to his experience at KBPI. Cunningham has worked as Marketing Director of KBCO/Denver. as well as U.S. Director/Public Relations \& Adverising for Bolle America.

## Columbia To Start New Label In '99

> I doesn't have a name yet, and there have been no staff appointments, but the Columbia Records Group is in the process of preparing a new imprint for launch early next year. According to CRG, the new label will launch "with a diverse roster of artists culled from the current ranks of the CRG labels on a project-by-project basis." Look for staffing announcements to start rolling out next month.

## - 'NEW Look Doesn't Include A Legend

When Scott Muni joined WNEW/New York, Lyndon B. Johnson was president, man had not yet walked on the moon, and the Beatles were still together. That was in 1967. But Friday the 13th marked the end of an era for the heritage Rock outlet. After 31 years with the station as a personality and, for a while, its PD, Muni left the station in a shake-up that also claimed the job of morning man Dave Herman. Carol Miller moves from the noon-3pm slot to nights, and Lisa Garvey is temporarily covering middays. A new lineup will be announced shortly.

At Jacor Country WGAR/Cleveland, 10year PD Denny Nugent is out. Also, the station eliminates an entire airshift - John Arthur and Erin Weber's 4-8pm slot - by expanding the other jocks' shitts. Jacor Dir./ Country Programming Jaye Albright and Jacor/Cleveland OM Kevin Metheny will oversee WGAR's programming until a new PD is hired. Speaking of Albright, look for her to relocate from her present Las Vegas location to someplace further east. The exact destination is unknown, though Jacor's Cincinnati HQ seems a logical possibility.

Thirty-year Country radio vet Les Acree, who's spent the last eight years programming WIVK-FM/Knoxville, resigned to form the new Hill-Acree consultancy with Keith Hill. Acree will be bringing WIVK-FM along as a client. Meanwhile, Dick Broadcasting/Knoxville OM Mike Hammond adds WIVK PD responsibilities now that Acree has left.

## Former Most May Sue KFI/L.A.

An article in the Los Angeles alternative tabloid New Times this week reports that Tammy Bruce plans to sue her Cox-owned former employer. In her first interview since being fired in July, she's quoted as saying, "I can be as thick-skinned as the next person, but the situation there had gotten completely out of hand. It wasn't only a hostile work environment, but it was detrimental to how listeners related to me. My own employer was allowing fellow employees to destroy me professionally." The story chronicles the feud between the former evening talker and station management and staff, including some unsavory allegations about bad behavior by the staff. When contacted by ST, KFI GM Howard Neal declined to comment.

Former KXPKDDenver PD Gary Schoenwetter joins Gold-based Pop/ Alternative KLDZISan Jose as PD. He started as soon as his plane touched down Wednesday....

With plenty of free time on his hands now that the lockout has delayed the start of the NBA season, Milwaukee Bucks head coach George Karl will begin co-hosting a one-hour weekly show Monday nights on KIRO-AM in Seattle, where he formerly coached the SuperSonics.

Continued on Page 26

## Rumors

- Is Regent Communications considering a $\$ 100$ million acquisition that could double the size of the company?
- Will Cox flip Religious WTLN (95.3VOrlando to a Hispanic-leaning CHR? Has Phil Michaels, APD/ MD at co-owned WHOTMiami, already been offered the job?
- During Casey Kasem's recent vacation, wasn't that KBIGL.A. PD and Chancelior Media programming honcho Steve Strett counting down the hils?
- Will WOMG/Columbia, SC PD Tim Miller wind up programming WBBF/Rochester and WRFO \& WXLY/Charleston, or opt to stay with Bloomingtion Broadcasting?


## What does it all mean?

 Nif Mutrition Mowe reports on the breaking stories in the world of nutrition and health. Available FREE OF CHANAE, no cash, no barter, no commercial content. Five times a week, 60 -seconds MARKET EXCLUSIVE, delivered by satellite for maximum timeliness and quality. Catch Total Nutrition News every Friday. Bulk toed at 3:00 p.m. Eastern time. SATCOM C-5, transponder 23, SEDAT channel 13.


# MADONNA 




R\&R CHR/Pop 21-(17
Closeout Adds At:
B97
WIFC WMXB KVMX WKRZ WDBR WVTI KBEE KAMX

Huge Callout + Huge Sales $=$ Huge Rotations
Z100 72x - Callout/Phones/Sales
Y100 58x-Callout/Sales
WXXL 43x - Callout
WWZZ 27x - Callout/Sales
WXKS 25x - Callout/Sales
WKTU 20x - Callout/Phones/Sales
KRBE 45 x - Callout/Phones/Sales
KZOZ 25x - Callout/Sales
WZJM 38x - Callout/Sales
WDRQ 34x - Phones/Sales ...and more
Madonna has spent ine ast nonth Top 3 n reseach The Potver Ot Good-Bve is going io spend the rest al
98 in Power Rotaion for Y 100 Rob Roberis PD Y 100 Miarmit Every week the callout ranking geis higher and higher No\% top 5 in callout Top 10 phones Frankie Blue WKTU Nery York

What s interesing is that it S really more $18-24$ in callout than it is Adults at this point which you wouldn t expeci from an adult artist. Felicity is making this quality song a hit

Guy Zapoleon. Zapoleon Media Sirategies

Continued from Page 24

Meanwhile, former Boston mayor Ray Flynn is also going behind the mic. He'll host a three-hour Saturday talk show on WRKO, starting Nov. 21. And, Jacksonville Mayor John Delaney is also starting a new talk show once a month on WVOJ-AM.

## $>$ WGST Starting From Scratch?

WGST-AM \& FM/Atlanta PD Mike Rose and ND Tammy Lloyd both left the News/ Talk combo last week. Jacor's Gabe Hobbs told the Atlanta Journal-Constitution the stations are trying to evolve back to their "former glory as a dominant force in the market" and that "a complete change in middle management was necessary." "Complete" may be the operative word: Rose's and Lloyd's departures follow the recent resignation of Promotions Dir. Anda Camp and the retirement of Mktg. Dir. Arnie Katinsky.

WXTB-FM (98 Rock)/Tampa's Bubba
The Love Sponge is donating his weight in Thanksgiving turkeys to The Spring, a shelter for battered women and their children in the Tampa-St. Pete area. The more than


BRLLOONEY TUNES - WNCUCOIUTBUS Was so happy about hometown hero John Glenn's historic return to space, the statt got a intte carried away More specifically. morning show stunt boy "Cable Guy" got carried away atter he was attached to 50 six-10ot helium balloons! At his highest alitude. 'NCI's resident space cadet could be seen from 25 miles away.

## Rumbles Pt. 1

- wMBXWest Palm Beach PD Kovin Calmehen exits the Pop/Ahemative station.
- WPBZNost Pam Beach PD John O'Connell adds OM duties. Den O'Eriten is promoted to APD/ MD.
- Greg Foeter is named OM for Citadel's five AM stations in Wikes Barre-Scranton. He'll continue to program WARM \& WKOV, adding oversight duties at WAZL WCDL \& WEMR.
- KBOS (B95)/Fresno PD Stove Wall exits. Coowned KPZR programmer E. Curtis Johnson is B95's interm $P D$.
- Plenty of changes at KSON/San Diego: APD Greg Frey has boen elevated to APOMD; MO Steva Barnes is relinquishing the MD post to take a tult-time on-air post (9am-noon); Nick Upton segues to the noon-3om siot, with Kimo Jensen handling afternoons; and Michaed Gardner, former Promotions Manager at Alternative XHRM, joins as Promotions Director.
- WSNXGGrand Rapids interim PD Todd Michaels officiatly gets the nod as PD.
- WRFY/Reading, PA APDMD Scott St. John exits. PD A Burke adds music duties.
- KSMB/Lafayente. LA morning driver Bobby Novoeed reclaims PD duties from Larry LeBlanc, who takes over atternoons from the exiting Diane Ducey. Former middayer Cheryl Robichaux also returns to her old shitt.
- AIWOWB \& WOWZUtica, PD/middayer Donna Jeftries exits. NightifmerSucy Gercia segues to middays, and swinger Dana Doe moves to nights.
- WOXY/Cincinnati MD Doreio Fyfto resigns, effective next Friday (11/27), to pursue his music career.
- Ian Harrison officialily exits WEOX/Aibany. GM owner Brooks Brown assumes the interim PDMD role as he searches for a replacement.
- KMYXSacramento promotes Asst Promo Dir. Todd Micheots to MDPPromo Dir.
- Val Porter is named MD aIWOVE/Pitsbburgh.
- Brad Kelly leaves Hot AC KVUU/Colorado Springs to become MD/afternoon driver at Hot AC WAEV/Savannah, GA.
- PD Thom Robineon exits WAFY/Frederick. MD.
- WJBR-FMWifmington, DE MD Deve Banks has left the business.
- WIXO/Peoria, IL promotes morning host Jeff Williams to MD.
- PDMD Greg Travis exits Atternative WBZVI Blacksburg-Christiansbutg. VA. CO-owned WPSK's Jack Douglas is interim MD.
- WEND/Chartone MDRick Brewer resigns to take a post with 550 Music. Kristen Pettus is interim MD.

400 lbs . of turkey will be in addition to the canned goods, potatoes, vegetables, and bread that Bubba's listeners are donating to the holiday dinner.

Continued on Page 28


PROMO OF THE WEEK - Kind of a dragon: To mark the release of Dru Hill's new Enter The Dru CD, Island issued a set of holographic lenticular trading cards ... you know, the kind with the pictures that change when you see them at difterent angles. On these, the bandmembers'pictures dissolve into the image of the group's signature serpentine.

# VOURR HOLIDAV THEMES SONINO 

$$
\begin{aligned}
& \text { ROBERTEAREKEEN } \\
& \text { "HAPDVHOLIDAVR V'ALI' } \\
& \text { ON YOU R DESSK NO W }
\end{aligned}
$$

"This is a wonderful, honest
sometimes humorous disc that deserves some major attention."
*** $1 / 2$ - New York Post 10/27/98
"Long one of the
country's great writers.
Keen reaches a new peak...
$* * * 1 / 2$ - USA Today 11/3/98
*149 debut Billboard Top 200
*3 debut - Billboard Heatseekers


# Lenny Kravitz "Fly Away" 

 R\&R Alternative \#2 Modern AC - \#28* Great New Addd At:
$\begin{aligned} & \text { WSTR } \\ & \text { WTWR KSKM WXYV KCHZ } \\ & \text { WPTE WSPK WBS }\end{aligned}$ On Over 75 Pop Stations Including: KBKS KALC KFMB WBMX KFMB WSSR WKCI WPRO KLLC KBBT WPNT KZHT WLCE WZPL KVSR WZNE WKRZ KPEK WTMX KLLY WSTW KLAZ WABB WEZB WJET WZNY KTNP ....AND MANY MORE


## STREET TALK.

## Rumbles, Pt. 2

- WFRE Frederick, MD PD Tom Gibbons retires. - WKIX \& WKXU/Raleigh MD/morning personality Travis Moore exits to join WHSL/Greensboro for afternoons, station imaging, and creative services.
- WNDU/South Bend, IN flips calls to WNDZ. No format or staff changes will be made.
- KSLZSI. Louis personality Chrte Ot joins WABB Mobile as MD/nighttimer.
- WLUM-FMMiwaukee becomes the newest Mancow's Morning Madtruse affiliate.
- Some of the former WRCX/Chicago jocks are finding new homes: Atternooner Eddie Webb segues to the same shift at crosstown WLUP, WLZRMMIIwaukee picks up Jullo to replace Scom Ozzbourne in nights, and WKOX/Chicago hires Chris Payne tor weekend/swing duties.
- "Jammin' Oldies" KTXQ/Dallas sets its new onair lineup: Former WMGKPhilly morning taient Benana doe Montione (morning divive). Sammi G. (middays), former KPLX jock "Fast Eddie" Coyle (allernoons), Kevan Browning (evenings), and Rick DoVoe (overnights).
- WTEM-AMIDC afternoon drivers Kevin Klley a Chuck Booms exit after 10 months. They're replaced by a tape-delayed broadcast of ESPN Racho middayer (and Washington Post Columnist) Tony Kornholear.
- Classic Rock waXV/Columbus adopts new calls WEGE to more closely match its "Eagle" moniker. The station also hires Dwight Burgess, most recently a play-by-play announcer at crosstown WBNS, for mornings
- Former KFRU-AMColumbia, MD Product Mgr/ producer Joe Scialfa joins News/Talk WTMJ-AMMiwaukee as Exec. Producer. WTMJ also welcomes exWAXX \& WAYY/Eau Claire, WI ND Russ Kirkpatrick 10 its news team
- KISS/San Antonio afternoon driver Slats exits for a similar shift atWMMS/Cleveland. PD Kevin Vargas takes Slats' place on the air.
- WONE/Akron dumps The Bob \& Tom Show. Jim Chenot and Kathy Vogel reunite for mornings.
- Look for KLOS/L. A. afternoon host Garth Kemp to exin, focusing on his weather gig at KABC-TV. ExKLOS atternoon host Geno Michellini becomes VP/ Radio Ops of the ton Radio Network, a new syndication company. He'll aiso co-host its first offering, That's The Blues, with Danny Ray.


ARMAGEDD-KIHN? - Just as Orson Welles spooked the world on Halloween 50 years ago, KUFX/San Jose morning man Greg Kihn took advantage of this week's spectacular Leonid meteor shower to indulge in some theater of the mind. Tuesday morning (11/17). Kihn's show was a stunning account of a meteorite plummeting to Earth on I880, teaturing "eyewitness" reports, "live" press conterences, and accounts of traffic accidents caused by falling celestial debris. Kihn had plenty of people fooled ... until he started talking about the giant tentacled creature crawing from the space rock. Police in San Jose and Milphas reported getting calls from concerned listeners, and Milpitas mayor called the station to denounce the stunt. In a case of the stars beling in alignment, Kihn is seen here promoting his new book. Big Rock Beat, with R\&R's Jeft Gelb, who was promoting his new book. Hot Blood X.


Seymour Stein set as Sire Records Group PresidenVCEO.

- Rick Puters chosen as PresidentCEO of Southem Star - James Alexander tapped as WCHB/Detroit PD. - Vern Anderson upped to WGAY Washington PD - KIBB/Los Angeles debuts new "Jammin" Oldies" format
- Mick Anselmo appointed Corporate VP ior Shamrock Broadcasting.
- Garett Michaels recruited as WPLY/Philadelphia PD - KOBR/Sacramento goes NAC with Ricky Tatum as PresidenVGM and Lawrence Tenter as VP/Dir. of Programming.

- Ronald Stratton set as Director/Radio Division for Bahakel
- Judy Ellis elevated to WOHT/NY Station Manager - Aleta Dwyer-Carpenter upped to VP/GM of KDIA Oakland-SF.
- Eiroy C. Smith tapped as KMEZDallas PD. - Hugh Surratt selected as Dir./Natil Alburn Promotion for RCA

- Frank Sciortino named Exec. Editor of WINS. New York. - Tim Fox recruited as KPKE/Denver PD.
- OM Jeff Kelly assumes PD duties atWDMTICleveland - Billwise tapped as Asst. PD of WFBQ/ndianapolis.
- NBC sels three new GMs into place: Dan Griftin at WYNY/New York, Dick Penn atWKQX/Chicago. and Ray Yorke at WKYSWashington.
- Ruth Ann Meyer named Program Development

Director for NBC Radio.

- Barry Mayo appointedWGCI-FMChicago PD
- Buzz Bennett terminated as Heftel Broadcasting Nat'IPD.
- Tom Dooley joins KHW/L. A for 9pm-midnight shift.


## Records

- Following last week's public speculation about the future of its music operations. Seagram has undertaken a dramatic restructuring that realigns the company into four core units: Universal Studios Inc., Universal Music Group, the Seagram Spirits and Wine Group and the Seagram Chateau \& Estate Wines Company UMG chaimanCEO Doug Monits now reports directly to Seagram PresidentCEO Edgar Brontman Jr., while Universal Studios PresidentCOO Ron Meyer now assumes control of the movie, TV. and recreation group (Morris formerly reported to Meyer.) Concurrently Universal Chairman/CEO Frank Biondi Jr. resigns.
- Jive Records launched a new electronica imprint. Jive Electro. Heading up the new unit are former fifr London AsR exec Neil Harris and former Concrete Marketing exec Jennifer Ryan
- Reprise ups Alex Coronfly to Sr. Dir/Adult Formats, New York local Ann Marie Foley to Assoc. Dir」 Adut Formats, and promo assistant Tommy Page to New York local.


# DIANA KRALL 

Thave yourself a merry little Christmas


2co

# Looking At The Latest Report Card 

WMJUCleveland's climen to the tep highlights Summer Artitren books

With the arrival of the summerArbitron book, the latest report card showed the numbers for Oldies and Classic Rock stations remaining relatively flat overall. And while few Oldies stations blew the doors off the competition. WMJ/Cleveland ascended to the rule the city that is home to the Rock \& Roll Hall of Fame.
Moving up from an 8.5 second-place overall finish in the spring. WMJl hit No. 1 with a 9.0 in the summer book. That success comes as previous market leader Urban WZAK dropped 9.0-8.7 for a secondplace tie with News/Talk WTAM-AM.
Other Oldies success stories include KOLL/Little Rock, which went 4.8-6. 1 to jump from eighth to fourth place in the city where Bill Clinton once served as governor. WGLD/Indianapolis is that market's fifth-place station, but jumps 5:0-6.0 - which is impressive for a stadion that celebrated its one-year anniversary as an Oldies outlet during the summer book.
In Spokane, Classic Rock KKZX-FM experienced a ratings decline, but still came in first place. Crosstown Oldies KEYF went 5.6-7.1 to slide into fourth place. On the Classic Rock front. WDGL/Baton Rouge went $5.5-8.1$ to tie for first place with Country WYNK. which has dominated the top slot for many years.
Here's a random sampling of the summer Arbitrons from the top 100 markets. Due to space restrictions. all markets are not listed. However, this should provide an overview of what's going on in the world of Oldies, Classic Rock. and Classic Hits. The ranking reflects the station's overall position in its market.

## Culticiny (Formal)

WFOX-FMNAtlanta (Oldies) WZGC-FM/Atlanta (Classic Hits) KEYI-FWAustin (Odies) KPEZ-FM/Austin (Classic Rock) WOSR-FWBaltimore (OIdies) WOCT-FMBaktimore (Otdies) WDGL-FMBaton Rouge (Classic Rock) WZRR-FMBirmingham (Classic Rock) WODL-FWBirmingham (Oldies) WODS-FMBBoston (Oldies) WZX FWBoston (Classic Rock) WROR-FMBoston (O'dies) WEGQ-FWBoston (Oldies) WGRF-FM/Buttalo (Classic Rock) WHTT-FM/Buttalo (Otdies) WRFX-FMCharlotte (Classic Rock) WWMG-FMCharlotte (Oidies) WSSS-FMCharlotte (Oidies) WJMK-FMChicago (Oldies) WGRR-FMCincinnati (Otdies) WOFX-FM/Cincinnati (Classic Rock) WMIIFMCIEveland (Oldies) WNCX-FWCliveland (Classic Rock) WBNS-FMColumbus (Oidies) KZPS-FWDailas (Classic Rock) KLUV-FMDalias (Oidies) WiNG-FMDayton (Classic Rock) KRFX FWDOnver (Classic Rock) KOKL-FWDenver (Oidies) KKHK-FMDenver (Classic Rock) WOMC-FWDDetroit (Oidies) WCSX-FMDetrot (Classic Rock) KLDE-FM/Houston (Oldies) KKFW-fMHouston (Classic Hits) WFBO-FMIIndianapolis (Classic Rock) WGLD-FMMIndianapolis (OIdies) WHAP-fMMIndianapolis (Ciassic Hits) KCFX-FMKKansas City (Classic Rock) KCMO-FMMKansas City (Oidies) KOLL + MM Littie Rock (Oldies) KOLL-FMMLttie Rock (Odies)
KKPT-FM/ ittle Rock (Classic Rock) KRT-FML ttle Rock (Classic Rock
KRTH-FMLOS Angeles (Oldies) KCMG-FMM os Angeles (Ondies) Whax FWM Miami (Ovies) WBGG-FMMMiami (Classic Rock) WKLH-FMMHilwaukee (Classic Rock) WZTR-FMMIIwaukee (Oidies) KOOL-FMMMinneapolis (Oldies) WNRO-FWNashvile (Classic Rock) WRMX-FMNashville (Oidies)


## The Music Remains Fresh After 25 Years

Veteran programmers will tell you that the key to adoing later music to a ' 60 s-based Oldies format is making sure your selections fit into the station's overall sound. With that in mind, your playlist is likely to contain several songs from 1973, the year RaR published its very first issue.

By 1973, the Eagles had landed and begun work on their second aloum, but it was also the era that brought Gladys Knight \& The Pips Winnight Train To Georgia." the Spinners' "Could it Be I'm Faling in Love," the Stytistics' Break Up To Make Up." and Dobia Gray's "Drif Away" On the pop side, the world was boppin' to Elion Johris "Crocodile Rock," while Todd Rundgren had a breakthrough with "Hello. fis Me.

The yoar 1973 also brougit torth a bounly of Classic Rock staples, too, including Lymyrd Stymyrd's debut album and the Rolling Stones' "Angie."

Ol course, when RMR was in its planning stages a litte more than 25 years ago, some of the other hits of the day included King Harvest's Dencing in The Moonlight' and Hurricane Smith's "On Babe, Whe Would You Smy.

Whatever happened to Hurricane Smith, anyway? One-hit wonders are a fascinating phenomenon. But, as PAR celebrates its 25 th amiversary. it's clear that 1973 only signaled the beginning of a longlasting succees story.

Cumeriny (Formex)
WGFX-FMNashvilte (Classic His) WCBS fluniew York (Oidies) WAFX-FMNorfolk (Classic Rock) WOGL-FMPYhiladelphia (OIdies) WMGK-FMPhiladelphia (Classic Hits) KOOL flMPhoenix (Oidies) WWSW-AF/Pittsburgh (Oidies) WZPT-FMPittsburgh (Oidies) WRRK-FWPittsburgh (Classic Rock KKSN-FMPOortland (Oldies) KGON-FWPortland (Classic Rock) WWBB-FMProvidence (Oldies) WWRX-fMProvidence (Classic Rock) KOLA-FMRiverside (Oldies) WBEF-FWRochester (Oldies) WORVFWMRochester (Classic Rock) KHYL-FM/Sacramento (Oldies) KSEG-FMSacramento (Classic Rock) KSHE-FMSI Louis (Classic Rock) KLOU-FMSt Louis (Oldies) KIHT-FMSS: Louis (Classic Hits) KSO-FMSt. Louis (Classic Rock) KODJ-FMSall Lake City (Oldies) KURR-FMS Salt Lake Ciny (Classic Rock) KZEP.FM/San Avtonio (Classic Rock) KONO-AFFSan Antonio (Oidies) KGB-FMSan Diego (Classic Rock) KBZT-FWWSan Diego (Oldies) KPLN-FWSan Diepo (Classic Hits) KFRC-AM \& FMWSan Francisco (Oldies) KFRC-MF/San Jose (Oldies) KBSG-AM \& FMWSeattie (Oidies) KJR-FM/Seatio (Oidies) KKOX-fMS Spotane (Classic Rock) KEYF-AM \& FWUSpokane (Oldies) WTBTfMTampa (Classic Rock) WCOF-FWITampa (Classic Hits) WYUU-FMTampa (Oldies) WBIG-FMWashington (oidies)

Sporing we Stimmer Rentiong

| Sparing | Sumpr | Ranting |
| ---: | :---: | ---: |
| 4.3 | 3.6 | 10 |
| 4.6 | 4.2 | 5 |
| 5.8 | 4.9 | 8 |
| 4.9 | 4.9 | 6 |
| 4.1 | 4.1 | 9 |
| 4.4 | 4.0 | 11 |
| 6.1 | 6.2 | 4 |
| 4.5 | 3.6 | 12 |
| 3.2 | 3.0 | 13 |
| 5.8 | 6.1 | 3 |
| 4.8 | 5.3 | 5 |
| 5.8 | 6.2 | 4 |
| 3.3 | 3.3 | 11 |
| 4.6 | 4.6 | 4 |
| 4.7 | 5.4 | 5 |
| 2.4 | 2.3 | 12 |
| 4.3 | 4.1 | 8 |
| 3.7 | 3.8 | 11 |
| 4.7 | 4.7 | 6 |
| 3.9 | 4.5 | 7 |
| 3.1 | 3.0 | 12 |
| 2.4 | 2.8 | 13 |
| 5.3 | 4.9 | 6 |
| 3.6 | 3.9 | 10 |
| 7.7 | 7.4 | 3 |
| 5.5 | 4.9 | 8 |
| 4.3 | 3.5 | 11 |
| 3.1 | 3.0 | 13 |
| 2.5 | 2.5 | 15 |
| 3.5 | 3.4 | 7 |
| 2.6 | 3.9 | 4 |
| 5.8 | 5.1 | 4 |
| 2.7 | 3.1 | 14 |
| 11.3 | 9.1 | 1 |
| 5.6 | 7.1 | 4 |
| 5.5 | 6.2 | 4 |
| 3.6 | 3.1 | 14 |
| 2.9 | 3.0 | 15 |
| 3.7 | 4.5 | 5 |
|  |  |  |



Al PETERSON

## Mort Crim: Purveyor Of The Positive

$\square$ Veteran newsman/commentator has no 'second thoughts' abour his new carreer

What would you say if someone pitched this new talk feature? It would offer content that was motivational. inspirational, and often humorous. It would sound a positive note in an often negative world and strive to highlight heroes - not necessarily big names in the news, just ordinary people who accomplish extraordinary things. You'd probably say that anyone pitching this idea in a world where Talk success is frequently measured by its ability to confront and shock hasn't been around very much.

But Mort Crim has been around. In fact, he's been around
 the broadcaasting business for over three and a half decades. To say the veteran news anchor and commentator has reached a number of professional milestones in his career would be an understatement.
As a national correspondent for ABC Radio Networks. Crim Iraveled the world. reporting on historymaking events from Poland. Russia Germany, Italy. Latin America, and the Middle East. including covering the Yom Kippur War. He was in Vietnam with President Lyndon Johnson and at Cape Canaveral for most of the Apollo moon voyages. In fact it was Crim's voice that millions heard describing Neil Armstrong's moon landing to ABC's national radio audience. Add to all of that a career that includes TV news-anchor jobs in Louisville, Baltimore. Philadelphia. Chicago, and Detroit, along with a four-year stint as the perma-

> My goal from the first day has been to rekindle a faith in ourselves that I think has been kind of lost in our world today. I want people to believe they can make a difference in the world.

nent vacation substitute for the venerable Paul Harvey, and you can easily see why Crim is indeed a guy who's been around!
In 1994, Crim gave up traveling the world and began to phase out of the daily TV anchor grind to start Mort Crim Communications, because he wanted to devote his full time to a project he had long felt could be successful. By the end of that year. Mort Crim's

## )

s

Secomd Thouglits, a 90 -second daily feature focusing on the positive aspects of human nature. had debuted on about 55 radio stations. Today, the show is heard on more than $\mathbf{5 0 0}$ stations across the U.S. and internationally on $\mathbf{7 0 0}$ stations through the Armed Forces Radio Network.
Crim's dream of offering positive, common-sense messages in a media world where negative messages are so prevalent has become a successful reality. I recently spoke with this businessman. CEO. author, and radio commentator and found that. with Mort Crim. what you hear is definitely what you get.

R\&R: What motivated you to pursue the Second Thoughts project?
MC: I once read a book written by a football coach where, using a football analogy. he said his life was divided into two halves. The first half was about success. and the second half was about significance. My career in broadcasting has been. in my view. pretty successful. Now I'm at the point where I would like the rest of my life to be about significance. So I decided I wanted to develop Secand Thoughts.
R\&R: How would you define what Second Thoughts is all about?

MC: One of the greatest needs today is to find ways to counter some of the negativism. sensation-
$G$


#### Abstract

Just because wo have the right to say or do something doesn't moan that we always should do It. I think that's where we in journalism should be a little more careful.


alism, and confrontation that seem to be such a big part of the media. I don't say this to fault the media. After all. I've been a part of that process for a long time. The nature of news is that it always has been - and always will be - more negative than positive. But with the explosion of News/Talk radio. 24 -hour cable news channels. more and more print publications. and now the Internet. today you just can't get away from it. We have the same negative news we always had qualitatively. but quantitatively we simply have so much more than we've ever had. And that has helped create a kind of national mood of cynicism. despair. and anger.
So. instead of trying to change the news. 1 wanted Second Thoughts to ofier something that was an addition to the news, something that would offer a counterpoint to the negativism. yet still stand on its own. Instead of trying to reform something that was. I felt the best opportunity was to create something that wasn't

R\&R: Why do it on radio? Why not just incorponate that philosophy into your successfill TV news life?
MC: Radio immediately came to mind as the most flexible medium. because I could deal with ideas and not have to worry about pictures. The idea of being able to sit down. write stories, and deal with ideas and concepts such as values.
principles. and heroes - not the names you read about in the news. but the real heroes out there who you may never have heard of - really appealed to me. So I wrote and recorded five dennos. took it to a friend who was, at the tine. chairman of Kmart. and asked if they would consider sponsoring it. It took several months to get everyone on board. but eventually it happened, and we began to get the show on the air around the country. Kmart is still our sponsor today. along with Chryiser.

R\&R: Who are you targeting with Second Thoughts?
MC: The conventional wisdom was that this program would skew toward an older audience. But. hased on the hundreds of letters and requests for scripts we get every week. it seems that young women. including many young mothers. and a lot of young people in general seem to have quite an interest in this program. I think that's because I'm dealing with values they typically are not hearing about in the media, such as honesty in relationships, truthfulness, and self-discipline.
It may sound old-fashioned. but if you can put these things in contemporary terms and talk about people today who are living these kinds of principles - and doing so successfully - it really rings a bell with people. My goal from the first day has been to rekindle a faith in ourselves that I think has

Conlinued on Page 32

# Your Talk Station will dominate the demos you select. Discover the power of Targeted-Talk: 

It's working on AM: WISN Milwaukee! It's working on FM: NJ 101.5!
it will work for you.
Get the facts about Targeted-Talk ${ }^{\text {© }}$
programming strategies.

## Mort Crim: Purveyor Of The Positive

Continued from Page 31
been kind of lost in our world today. I want people to believe they can still have some control and the ability to accomplish something with their life, and that they can make a difference in the world.

R\&R: When I listen to the program, I sense you are optimistic about the future. Are you really as optimistic as yon sound?
MC: Yes, absolutely. The other thing I hope to accomplish with the program is to inspire hope for the funte. A lot of us worry about our kids and the kind of world they are growing up in, but there are so many reasons out there to be hopeful about their world and their future. Yes, it is a cliché, but it's the old analogy of the glass that is either half emply or half full. depending on your viewpoint. I think there is a real need to get people to take their eye off of all of this negative stuff we are exposed to daily that depresses us and makes us feel hopeless and anxious about the future, even if it's just for a couple of moments a day.

I call it Second Thoughts, because your first thought is what you get when you hear the headlines and all the other scary stuff that's going on out there. But if you back off and think twice about it. you realize there's so much more reality beyond the headlines. I like to say I look for the stories that aren'i newsworthy, they're just worthy.

R\&R: You were once the permanent fill-in for the legendary Paul Harrey. Would it be fair io

## TALK BACK TO R\&R!

If you have questions or comments that you'd like to add, call AI Peterson at (619) 4867559, fax (619) 486-7232, or e-mail alpeterson aol.com.
say you have been influenced by his style and his obvious optimism about the human spirit?
MC: Paul was a mentor to me when I was in college. I was a student and was also working at a small station in Indiana that carried his shows. I was seeking a direction for my career and my life, and I really admired Paul Harvey as a broadcaster. So I wrote him a letuer, hoping that perhaps he would respond to it. Not only did he reply, but he actually invited me to come up to Chicago and sit in to watch his broadcast. After the show. he

64

> I like to say I look for the stories that aren't newsworthy, they're just worthy.

$\pm$
asked me to join him and his wife. Angel, for Junch. He said. "Angel is my No. I advisor, and I thought perhaps she could be helpful to you, too." They both spent about an hour and a half with me in a restaurant that this young kid could have never afforded.
In retrospect. I realized what a valuable gift that was, to take that much time out of his schedule to spend time with this young student who was trying to figure out his life. We became friends over the years and have remained friends until this day. Paul Harvey is the greatest storyteller in America. He says more with fewer words and greater impact than anyone I know.
R\&R: Can you comment on the
state of news coverage today?
MC: First. I believe $100 \%$ in freedom of information and freedom of the press. I have known and observed reporters who have worked under totalitarian regimes and state-sponsored media. and I wouldn't trade our system for anything else in the world. Having suid that. I realize that excess is the price we pay for that freedom. Just because we have the right to say or do something doesn't mean that we always should do it. I think that's where we in journalism should be a little more careful.
I don't think we've been real careful during this whole Ken Starr-Monica Lewinsky mess. There's a story that needed to be reported. and the facts needed to be told. But we have moved so far into tabloid journalism over the past few years. that today the line between news and entertainment hasn't been blurred, it's been crased.
R\&R: What's your opinion of Talk radio today?
MC: I think Talk radio is at its best when hosts are thoughtful and intelligent and go into their show with a good grasp of the issues. As a newsman. nothing disturbs me more than hearing hosts play fast and loose with the facts just so they can get people stirred up by saying things that clearly are only partially true. Sometimes I think a host knows better, but they're simply exploiting the audience. And other times I believe they're jusi absolutely ignorant and don't know what they're talking about. But. done well. I think the Talk format is wonderful.
Talk radio has certainly had its good effects by opening up a dialogue among the masses. But I also think there has been a tendency to exploit anger and frustration rather than trying to get any serious dialogue going on: I think we


HURAY UR, EH, MY HORSE IS DOUBLE PARKED - Canada-based talker Rtona Raskin hostod 'Phona's Canadian Pajama Party' while broad casting her syndicated Ahona AI Night show at the recent NAB gathering in Seatte. Forgetting their pi's but partying anyway are (l-r) WLIP-AM \& Will-FMKenosha, WI GM Kira LaFond; Rhona; Constable Wally Lee of the Royal Canadian Mounted Police; and Pride Communications Managing Partner Jim Hooker.

## 66

> Nothing disturbs me more than hearing hosts play fast and loose with the facts just so they can get people stirred up by saying things that clearly are only partially true. But, done well, I think the Talk format is wonderful.

## $\pm$

could use more understanding and less yelling. more dialogue and less dialribe.

R\&R: As we appmach the year 2000, any thoughts on News/ Talk's furure?
MC: When I first started Second Thoughts. I was told that. in a Howard Stern radio world, it just wasn't going to work, that it just would not shock anybody enough. I was told it offered no controversy, because nobody would argue with the values and principles we were talking about. I think that rear-view-mirror ap-
proach - where you look al what has worked in the past instead of looking out over the hood of the car to see what opportunities might be down the road - is part of what is missing in the creative approach of many who make the decisions in broadcasting today. What has worked should be instructive, but what's going to work, or what might work. is much more important. And that's going to require people with courage and foresight who are willing to take some chances, and people with intuition who are willing to get out there and work hard to understand what the American public is feeling. thinking, and wanting to talk about.
And I am absolutely convinced that. as much as people have wanted someplace to air their frustrations and their anger about Washington and other political matters, today they're looking for hope. they're looking for faith. and they're looking for self-confidence. I think the programs that can reach out and touch those people are the ones that will resound with the American public and become successful.

Vou can reach Mort Crim at (248) 358-4700, or via e-mail at second thoughts emortcrim.com


## TALK Showtase



## The View From The Top

Four label chiefs discuss the state of the music industry at CMJ '98

Given that this issue officially marks R\&R's 25th anniversary serving the radio and record communities, I thought it might be fun to share some of the comments made by a quartet of label chiefs during the CMJ ' 98 convention, held in New York on November 4-7.

Billed as
$*$ A Conversation With The Presidents." the panel was moderated by MTV's Chris Connelly and featured MCA Records President Jay Boberg, DGC/Geffen Records Presi-
 dent Bill Benuett. Reprise Presi-


Mark Kates


Blli Benneft
dent Howie Kkin. and Grand Royal President Mark Kates. As expected, nothing revolutionary was espoused during the session. Nonetheless, the comments provide an ideal backdrop to the observations made by industry luminaries in this issue who helped build today's music industry.

> Fewer
> Major-
> Label

> The economics at
> IRS were in line, and the acts' expectations were in line as well. - Jay Boberg

agreed would continue in the near future. As to why he had MCA cut back the number of releases since his arrival - from around 90 to 40 this year Boberg summed it up this way: "Because most of the records were shit."

That's a pretly blunt assess. ment. but given the rapidly escalating costs of marketing and promoting re-

## Releases

The discussion
began with talk
about the decision by many of the major labels to release fewer records than in previous years. It's a trend the three major-label chiefs with albums viewed as having lit tle commercial viability. Boberg and the rest of the execs agreed that labels with focused cam-
paigns stand the best chance of succeeding. That means not spreading employees too thin, chasing "iffy" projects.

The proverbial "throwing everything against the wall and seeing what sticks" method is one
 most labels can ill afford to utilize, stressed the label heads. While undoubtedly there will be releases label execs absolutely believe in that fall short of achieving anticipated success. Boberg noted. "It's about be-
ing more focused and making sure all the selup gets done. Those are the ones that have the best shot at achieving their potential."

Not surprisingly, Grand Royal's Kates (whose label was formed by the Beastic Boys) believes a scaled down major-label landscape plays right into the indies" hands. Fewer releases means fewer major-label signings, which means the indies have a chance to sign better acts. "It's already happening." Kates said. "As the big get smaller. the smaller get bigger."

## Lowered Expectations

While the record industry landscape is indeed
changing. one



BUSTA, OZZY dECLARE WAR':-Busta Rhymes and Ozzy Osbourne foined forces to put a rap spin on the Black Sabbath classtc Hron Man." The new joint, refilied This Means War," fealures wocals by Busta and Ozry music by Lordz OI Brooklyn, and production work by DU Clark Keni. The song appears on Rtymes' 10 thicoming new album, E.L.E., which hits retail on December 8. Pictured (1-r) are Lordz OI Brooklyn's Mike Kraves." Osbourne, Rhymes' manager Webb. Lordz Of Brooklyn's Adamoney, Rimmes, engineer Vinny Nicolefti, and assistant engineer Darren Rapp.
thing remains constant: the competition to sign acts. Recalling his days at IRS. the label he co-founded with Miles Copeland. and why the indie

> Bands with a loyal following boting something to raclio. Bands like Phlsh
> boring thelr audionce to radio.

Boberg noted.
"The economics were in line. and the acts' expectations were in line as well." He said that today, when labels make $\$ \mathbf{3 0 0 , 0 0 0} \mathbf{\$ 4 0 0 , 0 0 0}$ deals for new bands, "centain expectations are built into" the business plan. placing added pressure on the company. Bidding war signings, he stressed. "very rarely pan out."
Interestingly, the notion of "expectations" arose several times during the session. most notably in regard to sales for follow-up albums and the expectations of artists themselves after signing to a major label. radio." ists too quickly."


MAKE SURE TO TAKE YOUR 'HAPPY PILL' -Maverick Recording. WEA. and Warner Bros. Records execs and Candlebox yuk it up after the band's recent pertormance in Los Angeles. The band is touring in support of its latest alloum. Happy Pills. Pictured (l-r) are Maverick Artist Relations exec Michael Pontecorvo; WEA's Kevin Carey; Candiebox members Dave Krusen, Pete Klett, Bartie Martin, and Kevin Martin; Maverick's Guy Oseary: Warner Bros. National Director/Rock Promotion Dave Lombarol; Maverick sales exec Kenny DiDia: Warner Bros. VP/Rock Promotion Mike Rittberg: and Maverick promo exec Darren Eggleston.

With regard to the former, Reprise's Klein stated. "One good thing about the current business climate is that people are less quick to judge" an album as a failure if it sells one to two million copies and the previous disc sold several million. Green Day, noted a few panelists.
s in a much $C \subset$
better position
now with Nim-
rod than it was when it released Insomniac. the follow-up to their breakthrough album, Dookie. Part of that. agreed panelists. is that artists are doing a beiter job of selting up previous and cur-
rent albums. As for artist expectations. Boberg cautioned acts about "getting ready for the arena tour" even though the album was just released.
On the radio front, the presidents stressed the need for artists to build loyal followings. While all agreed that radio and video remain the principal sales drivers. acts that have built a tour hase are seen as better invest. ments in today's penny-pinching environment. Klein stated. "Bands with a loyal following bring something to radio. Bands like Phish bring their audience to

Bennett, however, cautioned against making hasty judgments about bands breaking mostiy on airplay. Many people in the industry didn't think "Wham! and Beck were long-term artists initially." he noted. That short-term thinking increases "the risk of dismissing art-

## The Web Wild Card

As for the potential of the In -
ternet, all panelists concurred that it's here to stay. Arists have become incredibly adept at capitalizing on the 'Net to sell music and promote their shows. Start-up multimedia firms and enterainment conglonerates have climbed aboard the web juggernaut, too Yel the labels still have some catching up to do. Bennetu said. The Internet is a part of nearly every marketing plan, the Geffen president said. but, he asked. "Have we made efficient use of the web?
53 While the web holds enormous potential, the label heads still expressed concern about piracy issues. Boberg said the web fosters a culture in which an artist's music doesn't really belong to somebody. "People don't see anylhing wrong with downloading pirated music. They view it as stealing from a corporation and not a person."
Nonetheless. Klein, who supports copyright legislation. voiced some concern about letting politicians write the rule book. Commenting on his appearance on Capitol Hill. Klein said he was "appalled by the ignorance" of many politicians about the Internet.
Looking forward. moderator Connelly expressed some concern that there currently aren't enough artists laying the foundation for new types of music to emerge in the future. The label heads, however, said that many innovators work below the mainstream media radar screen. Klein compared a band like the Ramones to the fictional character Johnny Appleseed - just because they didn't break into the mainstream doesn't mean they didn't influence another generation of mu= sicians. Kates notes. "Not only do we not know what the nexi big thing is. we don't know where it's coming from."

RR LAUNGHING PAD

## Neil Finn Continues To Have His Way

Neil Finn has managed to survive in an industry where it's often all or nothing when it comes to success. Parn of that is because of his ability to create a unique style of songwniting and music that continues to skirt any defining syle. Is it pop? A litele. Alternative? At times. Adult Al-

temative? Mayte. And there's the rub. Depending on who you are talking to. that could be a challenge or a badge of antistic integrity.

Actually, in Finn's case. it is not a negative position. In fact, during his $\mathbf{2 0 +}$ year tenure in the business, he's managed to parlay his love of performing and writing into three incamations: first with brother Tim in Splii Enz (he penned the group's firsi U.S. success, "I Got You"), then Crowded House ("Don 'I Dream It's Over"). and now as a solo artist crealing a new path. In between the latter two projects, he's managed to release a CD with Tim as the Finn Broblers

His newest effor, Ty Whistling This, bowed las June and immediately found a honve at Aduli Alternative stations, itcluding WXRV/Boston, WRNR/Baltimore, WHPT/Tampat, WXRT/Chicago, WRLT/Nushville, KGSR/Austin, and KMTT/Seattle, with the first single, "Sinner." KINK/Portland PD Dennis Constantine says he quickly added "Sinner" as soon as it was available, and the reaction was immediate and enthusiasic. Constamine says the song will definitely be a 98 top 10 song for his station. "Listeners respond very favorably to his work, whether it's been Crowded House. the Finn Brothers. and now his solo effort. We added 'She Will Have Her Way' in October, and it's the perfect song for us. It's a really strong album for us, and we"ll go four or five deep on it."

WXPN/Philadetphia OM/PD Bruce Ranes concurs. "It's been a strong album with us. Neil's a very strong herituge artist who is already extablished with Crowded House and Split Enz. We began playing 'She Will Have Her Way' before it was established as a single. While this is a projection, if $m$ sure it will be a top 50 of 98 with listeners."

Finn has been supporting $\boldsymbol{T r} \boldsymbol{y}$ Whisting This with a full-band tour that included his 16 -year-old son Liam on guitar. He then organived a string of starstudded acoustic performances featuring his "friends." Some of those friends have included Eddie Vedder, Wendy Melvoin (of Wendy \& Lisa), Slieryl Crow. Grant Lee Phillips (of Grant Lee Buffalo), and forner Crowded House member Mark Hart. Finn comments, "t started doing acoustic shows in Europe, and given that

I nommally only come to Anerica once every three to four years, it seened like a good idea to conce back and have another run at it in orcher lo surprise the fans -and also to keep the record visible to some degree."

Finn signed with Sony's Work in 1997, after Crowded House broke up and his deal with Capitol ended. "I've known [co-Presidents] Jeff Ayeroff and Jordan Harris since Split Enz was on A\&M When the deal ended with Capitol. they were the firss ones to put their hands up and say we want to do sonkething with you. I didn't really cas a nel aronnd that much. The good thing ahout Jeff and Jordan was they were unconditional about wanting to do it: they didn't want to hear demos. After this long, it's kind of comforting to think that somebody is taking yous on the hasis of your body of work rather than any amicipation of being the next big thing. Mind you, I'm sure they would like that to be the case. They ve taken on my carcer as an artist as opposed to a hil-making machine, and that's comforting."

As for people recognizing the Finn name, he suggests. "People are more familiar with the songs than the names. I think. I's sasically establishing a tradenuark. It means more to people than perhaps seems logical, the name that bears the music."

Finn realizes the might the making things a little harder on himself by nuintaining his residence in New Zealand although he recorded his album in New York. II like feeling like an ousider to sonne degree when I cone here. There is so much going on here, and Anmerica dessn't look outward very much. So, unless you're amongst the faces here. you're easily forgoten."

It is exactly this hurdle that one needs to leap in order to keep Finn's name lop-of-mind in the overcrowded release marker. But as Work VP/Prommuison Pam Eswards points out. that's precisely why they went straigh to Adult Alternative with his first single. "Our firss strategy was to get to those who were already fans of Crowded House and Split Enz and knew who Neil Finn was."

Those fans are devxed, as evidenced by the reaction at radio and his live shows. It is just that situation that continues to perplex Finn. who admits it's hard to find a niche for his music. "It's mysterious in a way. You have a show that feels like the kind of show you have when you've gor a hit record. where the crowd is hanging on every word. and there's a joyous feeling in the room. So, to some extent, it doesn 't seem that logical as to why that can't spread beyond that room. Usually any success I ve had over the years has been hard-fought and over a long campaign."

Edwards says the next move for Finn's album is Hot AC, where the label will be working 'She Will Have Her Way." That song is currently airing on the music video channel M2.

Finn is amused by radio's need to identify exacily who the people are who listen to specific formats. "I don't think that the formats do service to any body. I
think they actually tend to underestimate the public. I mean. Idon't know anybody - apart from maybe teenagers when they' re a Marilyn Manson fan - who is into only one type of music. Generally. once people get to the age of 20 or so. they'Ill listen to maybe a bit of NeilYoung in the morning. Jimi Hendrix in the afternoon, and Prodigy at night when they go dancing. Nobody is one-dimensiortal, as they seem to be given credit for by radio.

The temss that radio uses are kind of weird, because nobody else uses them. It's really kind of all beyond me, and Idon't like to think about it too much. People tell ne, 'You're Triple A. This is where we're going.' I'm thinking. 'What does that mean? One muss resiss being defined. even if it's in your own mind. You have to remain distant from that process."

What maters to Finn is the end result, the music. The title track. "Try Whisting This," is one of Finn's favorites on the album. "It's got quite a different type of structure and atmosphere to whal I've done before." Finn says his songs are a mixture of impressions that sometimes include personal experiences, het mostly reflect whatever pops into his head. For example, he says two lines in "Try Whisting This" refer to an incident that happened during a Crowded House concert in Milan between Neil and drumnwer Paul Hester. "We got into a fight and stomned offstage. As I was leaving the dressing room, he pushed me through the door, and I ended up at the feet of these fans. As he pushed me. he said, 'Conve here,' which is impossible to do - and I put that in the song.
"The lines come from weird. different places, and I don't know how they necessarily relate to other lines in the song. But they seem to come from the same place. so I trust them. I deliberately leave them open ended, but as soon as you start talking abut them, it seems to limit what they might neean. People have ingenious and amazing interpretations of certain lives."

Finn will be returning to New Zealand in a week, but says he'll probably be back stateside sometime in 1999. Despite his ambivalence about the industry, it will never dissuade him from his desire to write and perform. "There are basically a lot of frustrating aspects in the way the industry tends to want to narrow the parameters of what's going on all the time so that they can define it and sell it. Yet. they cannot keep good music down forever. Great. inventive, and creative things do rise through it all, so there's comfort in that. There's a lot of exploitation and manipulation and buying into the system involved in being a musician releasing records. You have to find your way within so as not to lose your integrity and feel like you have a worth beyond what your currency is in the market at the time. You have to have an inner confidence."

Neil Finn's performance tomigh (II) 20) from the Dexuble Door in Chicago will be anvilable via the Morld Wide Weh. To access the live webrust at 11:45pm ET/ 8:45pm PT, visit www.rollingstone.com.

- Margo Ravet

R\&R Associate Fditor

## Music News \& VIEws

## Stones Sot To Tour With No Security

It's official: The Rolling Stones will embark on a 24 city tour on January 25, 1999, beginning in Oakland, CA. The Tommy Hitfiger-sponsored tour, in support of the band's seventh live album, No Security, will hit only indoor arenas. It's the first indoor tour the Stones have done since the late ' 70 s . Mick and the boys will visit mostly top markets, with support acts such as Goo Goo Dolls, Jonny Lang, and the Corrs. Other opening acts are expected to be announced soon ... In other tour news, country-rock act Golden Smog - which features members of Soul Asylum, Wilco, and the Jayhawks - embarks on a club tour in support of its new album, Weird Tales, on December 2 in Toronto.

## Blondie Returns With The Great Beyond

Beyond has slated February 23, 1999 as the in-store date for Blondie's new album, No Exit. In the meantime, look for the reunited group to perform the album's title track with Coolio on the 26th annual American Music Awards on January 11 - the band's first televised appearance in 16 years. They re also expected to appear on several New York-based TV talk shows during the month. The official add date for the first single, "Maria," is Lanuary 5 - for all formats.

## Studlo Outtakes

Bush is currently mixing its next album, slated for a spring release ... Hard-rock band Limp Bizkit is in the studio, working on new material. The group hopes to have a new disc ready by mid-'99 ... Julian Lennon will release his latest album, Photograph Smile, on February 23, 1999 on Fuel 2000/Universal Records. It's Lennon's first album since 1991 and his fifth overall ... Public Image Ltd. gets the boxed-set treatment with a fourCD package set for an early ' 99 release ... Tom Waits' new Slow River/Rykodisc album, Extremely Cool, arrives at retail on February 2 ...The new Fun Lovin' CrimInals album, 100\% Columbia (which has already been released overseas), shows up on store shelves on January 26 ... The Bottlerockets have signed with Austinbased indie Doolittle Records and will release an album of new material early next year:

## Business Briefs

Newsweek reports that Michael Jackson is mulling a $\$ 100$ million bond offering backed by his extensiye music publishing catalog. If the deal goes through, former EMI North America chief Charles Koppelman and Prudential Securities would underwrite the bond issue. Newsweek also reports Koppeiman expects to announce similar deals in the near future ... The online music retail sector saw the entry of a pair of new competitors over the past week. Kmart has teamed with music/video distributor Handleman Entertainment to launch MusicFavorites com, a website designed to allow customers to sample and buy over 100,000 titles. Concurrently. BMG Entertainment has formed e-taller Getmusic.com, which sells both BMG and music from other labels.

## Tube Tops

Gloria Estefan and Stevie Wonder will headline the halttime show during Super Bowl XXXIII, set for January 31, 1999 from Miami ... Canadian act BranVan 3000 has recorded the music for a Gap Kids holiday commercial. The ad will be shown in Canada, the UK, Japan, Germany, France, and the U.S.

| NOVEMBER 20, 1998 |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
| L* |  |  | ר | ToTes |
|  | A MMS MOPissetit Thank U (MaverickRepris | 1785 | 1784 | 41/ |
|  | SHERYL CROW My Favorite Mistake (A\&M) | 1784 | 1701 | 420 |
| 23 | EMCLEEYE CHERAY Save Tonight (Work) | 1741 | 1702 | 42010 |
|  | SHAWN MIULWS Lutaby (Cokumbia) | 176 | 1233 | 41/0 |
|  | BAREMUMED LADES One Week (Reprise) | 1592 | 1591 | 330 |
|  | THPiD EYE BLED Jumper (Elekta/EEG) | 1400 | 1402 | 421 |
|  | Jever Hands (Attantic) | 1387 | 1384 | 4000 |
|  | G00 600 DOULS Slide (Wamer Bros.) | 1298 | 1240 | 391 |
|  | GOO GOO DOLLS Iris (Wamer SunsetReprise) | 1186 | 1337 | 300 |
|  | EVE 6 Inside Out (RCA) | 1005 | 964 | 340 |
|  | SARNH MCLACHLAN Angel (Wamer SunsetReprise/Arista) | 1000 | 824 | 33/3 |
|  | U2 Sweetest Thing (Island) | 968 | 934 | 394 |
|  | EVERYTHNG Hooch (Blackbird Sire) | 945 | 960 | 27/0 |
|  | Matcreax 20 Back 2 Good (Lava/Atlantic) | 859 | 74 | 324 |
|  | NEW Radicals You Get What You Give (MCA) | 829 | 758 | 385 |
| 1316 | MATCYB0X 20 Real World (Lava/Atlantic) | 812 | 891 | 20.0 |
|  | FASTBALL Fire Escape (Hollyood) | 736 | 771 | 290 |
|  | Evercuear Father Of Mine (Capitol) | 645 | 558 | 2911 |
|  | SIXPENCE MONE THE PICHER Kiss Me (SquintColumbia) | 594 | 507 | 24.2 |
| 19 | SEMISONIC Closing Time (MCA) | 557 | 625 | 200 |
| This chart refects aiplay from November 9 -15. Songs renked by total plays. Contrituting stations combine from the Custom Chart function on RAR ONLINE. O 1998, RAR inc. |  |  |  |  |



## New $\&$ Active

R.E.W. Daysleeper (Warner Bros.)

Tote Mers 552 . Towe Sutions 27. Aocs 0
DAVE MATTIEWS BaMO Crush (RCA) Tow Plons \$82 Jotel Sutions 27, ndos 2
MRNLE MERCMMT Break Your Heart (EloviraEEG) Tou Pene 465 Tom Surions 29 Aocs 1

LEwny trawtz fy Away (Virgin)

SEML Human Beings (Warne Bros.)


## CanE Never There (CapricornMercury) roter Peye 321, Toter Stations 17, adots 2

MOOTIE \& THE BLOWFISH Only Lonely (Atantic) Tota plays 303 Towe Sextoms 20. anos 5

seminome Singing In My Sleep (MCA)


FATH ImL This Kiss (Warner Bros.) fote freve 159, tome Stions 6. Auts: 0

## Contributing Stations

|  |
| :---: |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |



KZZO Secramento, CA (MAC)

 Fingem ampe carme) nucemfremen cainc mareme Calmel
 merantie. R (w (0)
 mannomine mima

42 Totel Stetion:


## O() Brodley (STAR 98.7-LA) is joined

 each week by a celebrity guest well known from movies or TV(6) Our celebrtiy guest "acts out"
ascene from apoplarmovie
cyour ilsteners callio to guess which movis

## (O) Prizegive-aways

# After 25 Years, It's Still 'Y'iami 

motions in the top-rated station's history was about to take place.
For almost an entire Artitron ratings period. Y-100 worked closely with the city of Miami, which maintains the Orange Bowl. and controlled local media starved for Jacksons updates. The promotion created a market frenzy that helped yield tirree sold-out Jack sons shows and a $12+$ share of 9.4 for $\mathrm{Y}-100$, one of the highest in the station's history. That GM. David Ross. is now VP of Clear Channel South Florida and oversees 24 stations in addition to a marketing arm. Clear Results. White $\mathrm{Y}-100$ is no longer across from Six Flags' Atlantis on North 29hh Avenue in Hollywood (Adlantis isn't even there anymore) Ross is still based out of the station's offices and studios.
And, by the way, that brash young promotion director was yours truly.

## Miami's Amazing FM

In October 1973, a quasiBeautiful Music station known as WMJR-FM/Ft. Lauderdale made a colorful transformation. Under owner Cecil Heftel. the station changed calls to WLQY, and then to WHYI. In doing so, it adopted a Top 40 format playing a wide variety of hits, including those from Minnie Ripperton. Sammy Johns. and the Doobie Brothers.

Following initial consulting from Buzz Bennett. John Rook wook over those duties, and Bill Tanner joined as PD/morning man. In January 1975, Tanner shifted to Heftel's 13Q in Pittsturgh, and Robert W. Walker took on programming and wake-up duties.
Along with other outstanding managers such as Ross and Matt Mills (now VP/GM at WJMN/Boston) and the help of the likes of $E$. Alvin Davis and Lee Masters (now E! Network President), this talented group of people developed the widely copied formula of compelling personalities, incredibly high energy, exciting music and presentation, and "Oh wow!" promotions that helped make $\mathrm{Y}-100$ famous as
far back as 1974.
It was in 1977 that Ross joined $\mathrm{Y}-100$ under then-owner Metroplex, run by Norman Wain and Bob Weiss. Ross describes the 1977 sound of WHYI as "teenfocused. Ft. Lauderdale-based, high-energy CHR. While the station was an almost instant ratings hit from the time it went on. it was in financial disarray by the time Metroplex arrived on the scene that year." Ross estimates $\mathrm{Y}-100$ was losing $\$ 300,000$ a year. "At the

time, the GM was dealing with Cecil Heftel, who was based in Hawaii and running a very different operation. Y-100 had big ratings, a great moming show. and the best DJs. but it was just a mess financially. ${ }^{\text {a }}$

When Ross arrived from KEZK/ St. Louis in August '77, Wain had placed two piles of paper on Ross. desk: the emergency file and the "super emergency" pile. Needless to say, his first challenge was to get his arms around the station and its personalities and make $\mathrm{Y}-100$ a real money-making machine. Ross instilled in the staff that they could still have a lot of fun and remain promotionally aggressive. but they also had to have fiscal responsibility.

Looking back. Ross attributes a lot of his early success at Y-100 to the fact that he didn't know any hetter. He had just come off a big promotional success as GM of a Beautiful Music station and simply applied the same formula at $\mathrm{Y}-100$.
'Tanner, Bennett and I struck up a friendship. They weren't quite sure what to think of me. The first


TANWEA-HWTHE-MNIUNA - Longtime Y 100 PO/moming diver Bill Tanner was so tamous for handing out K - 100 dollar bills that the station decided to print some tunny moner' with his mug on it!
thing that happened was that Bill and I locked homs. He felt he could go to upper managenent, and they basically said. No you deal with Dave.
"Once Bill and I established boundaries and got to know each other, he realized that I was also in the game to protect the product. He also was assured that I was going to be a promoter. Our goal together was to build a financial picture that would allow us to progress forward and not have to sell. Our first book logether was one of the largest books in the history of the station, and it bought confidence on the part of the programming people that I was on their team. With a trained and talented sales department managed by Matt Mills, we went from a negative $\$ 300,000$ to a positive $\$ 1.2$ million cash flow in my first year."
This week, as R\&R celebrates its 25th anniversary. $\mathrm{Y}-100$ does as well. Ross, one of the key figures behind WHYI's long-term success, joined the station as GM when he was 25 years old in an almost unheard-of situation. Twenty years later. I caught up with my old boss for a look at the past and furure of the station

R\&R: What helped propel Y-100 frun being a small Ft. Louderdale station is a Miami, Ft. Landeriale. and West Palm Becch powerhouse?
DR: When I got to see Miami, it was a culture shock. Here was this huge melting por of African Americans, Hispanics, Anglos, and more. It was the height of the drug era as portrayed in Miami Vice years later. but it was certainly Dodge City. I just felt that being niched as a Ft . Lauderdale teen-hased radio station was never going to get us very far. So. Tanner and I decided to anack Dade County.
I atribute a large part of our success to those early bumper-sticker promotions where we would put half a million bumper stickers on cars and give away incredible amounts of cash and prizes. The Hispanic audience responded very quickly, and almost instantly $\mathrm{Y}-100$ became a tri-county and tri-culture radio station.
R\&R: $\gamma-100$ contimued to be a promotional powerhouse and maintained huge ratings and revenues for almost eight yeurs. Then, the market began to change, and the station run into tough times. What happened?
DR: We grew year after year, and it kind of culminated for us after the Jacksons tour at the end of 1984. How much higher could we have gone than a 9.4? We took the ultimate gamble, and it paid off. Those were the largest three days


STILL SPACY AFTER ALL THESE VEARS - Why is this man smiling? VPClear ChannelSouth Florida David Ross looks, well, happy to be at the center of Girl Power! (L-r) Sport), Posh. Scary, Baby. and former Spice Girl Ginger power pose with Ross.
in tour history. When you tuned inio $Y$ - 100 . from moment to mo ment you never knew what was go ing to happen in terms of predictability. Bill [Tanner) used to call it "predictable unpredictability."
As the leader, I was willing to take the gamble. Sometimes it worked, and sometimes it didn't. but we stayed the course. At a certain point, it slanted to fizale on us New competitors were coming in and suddenly there were musical allematives to $\mathrm{Y}-100$. I also think our audience was starting to grow past us a litte bit. We hit a cross road and had to make a decision: what to do with Y-100.
R\&R: While yon'd done a low of things right up of this point. a PD and direction change didn's burn ont to be what vour expected. What well wrong?
DR: During the late '80s. we stumbled for a few years and attempted to relaunch ourselves with something called the four-ways promotion. It was probably the dumbest thing I've ever done. It was bom from a research project and turned out to be a classic case of misapplying research. We looked at the audience that had kind of grown past us, and the research said that we no longer had the new music images. So. we came up with the four ways that we were going to fix ourselves. Then, we went on the air and told people.
It turned out to be our own CocaCola fiasco. Why change Classic Coke when everybody loved it? It just needed some repackaging. For almost two years we suffered with ralings and revenue declines. It was kind of a shock! We were also strained internally, fighting a license challenge that later proved to be unwarranted. We fought that out and won.
R\&R: What helped bring it back
DR: We woke up and realized that $\mathrm{Y}-100$ is a classic! It is a classic radio station - it's a jewel. Why were we telling everybody we were screwed up? I ripped the TV ads off the air in the middle of the campaign, fired the PD. and said, "We are going to do $Y$ 100 classics." We went deeper into our gold and started playing those great records that had made us a No. I radio station. To the people who had grown up with this radio station, we became the
station for "who you are now" and becane more of an adult CHR

We said. "Let's be famous for something!" and we became famous for $25-34$-year-old women. I don't think we have ever relinquished that position. We've had some close batles with the ACs, but they couldn't compete with us promotionally or otherwise. Ten years later, we are coming off another recordbreaking year after surviving morning show changes and more, further proving that Y - 100 is truly a radio dynasty.
R\&R: Earlier, we discussed the station's expansion in the late '70s from being a Fort Lauderdale station to serving Miami. Ft. Laiderdale, and the Pulm Beaches. It was successful, but a lot has happened since then. Is the perception true that the station pulled back and hunded the melting por of Miami to stations like WPOW (Power 96). WEDR (99Jumz). and WHQT (Hot 105)?

DR: No. Any moves we have made are not geographic. They are more ZIP code- and ethnicallyoriented. In other words. if a lowcost provider or specialist like Hot 105 or Power 9 comes in and specializes in Urban or with Hispanics, we say, "Fine. You take Hispanics in Miami-Dade County who want to listen to that music, and we'll take Hispanics and others who want to listen to pop music and are of a very different socioeconomic level."

We didn'i retreat back to Ft. Lauderdale. We just said, "Look. Dade County is $51 \%$ Hispanic. A portion of that Hispanic audience is going to want to dance all the time, and they are going to love the rhythm of Power 96. Let 'em have it!" We know it's going to be young and very Hispanic. Our game plan is to try to mirror the marketplace ethni cally. We still overachieve with His panics. We haven't done that well with African Americans because we are probably the third or fourth choice. We absolutely didn't wan to forsake any audience. We just realized who we could have and who we couldn't.
RR: If's alwouss annzed me thus though the ratings ups and downs. for the most part, you've always been able to keep moving the neve.

- November 174h Worid Premilere of "nil. I Hive To enve" vidao on MTV.
- VH-1's STORYTELLERS featuring Tomy Bonneth and Bachstruet Boys.
- Performances on: THE 1998 DICK CLARK'S NEW YEAR'S ROCINT BEE 1090, THE AMIERICAN MUSIC AWARDS AND THE OPRAH WINFREY SHOW.
- SHOWTIME PAY-PER-VIEW concert special January 17, 1999.
- "A NIEHT OUT WITH THE BACKSTREET BOVS" noll home video shipping double platinum.
- Brand new album Aprill 1999.


CNuout Aucricias song selection is based on the top tittes from the R\&R CHR/Pop chart for the airplay week of October 26 -November 1 .

| mintime neelis) |  |  |  |  |  |  | Tora |  |  |  |  |  |  |  | $\left\lvert\, \begin{aligned} & \text { Gallout Amancan } \\ & \text { Bot Scores } \\ & \text { Br Tony Novin } \end{aligned}\right.$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | w | เw | ${ }^{2 w}$ | - |  |  | 12.1 | $\underset{\substack{18.24}}{\text { Hown }}$ | 25.34 | East |  |  | west |  |
| Mulvah Are You That Somebody? (Atantic) | 4.0 | 3.7 | 2.0 | 2.71 | 7.4 | 26.8 |  | 4.0 | 4.8 | 2.00 | 2.58 | 4.10 | 4.91 | 4.00 | 3.0 |  |
| erawor have You Ever? (atantic) | 2.82 | 2.E5 | 2.0 | 2.22 | 47.2 | 5.7 | 2.8 | 4.2 | 2.4 | 2.7 | 2.0 | 3.m | 3.6 | 4.17 | new information. For example. |
| Ovime Latay (Pendulumitad Am) | 2.0 | 2.01 | - |  | 50.9 | 8.8 | 2.00 | 4.17 | 2.78 | 3.55 | 2.M | 2.80 | 2.E5 | 2.17 |  |
| Eve $\mathrm{E}^{\text {Inside Out (RCA) }}$ | 2.0 | 2.78 | 2.17 | 3.m | 0.4 | 12.1 | 2.0 | 4.0 | 2.79 | 2.70 | 2.4 | 3.73 | 4.0 | 3.00 | ing up 3.73-3.75 over the past two |
|  | 2.00 | 2.11 | 2.78 |  | 4.7 | 4. | 2.00 | 4.11 | 1.0 | 2.0 | 4.E | . 1. | 2.07 | 2.7 |  |
| mcout Make it hot (Gote M Mind EastWesteec) | 2.00 | 2.0 | 2.6 | 2.65 | 5.0 | 10.4 | 3.4 | 3.0 | 2.0 | 3.00 | 2.8 | 2.0. | 3.\% | 3.E | 1269 spins the song had received |
| SHuma Twum From This Momem On (Mercuny) | 2.80 | 2.74 | 2.4 | . 3.74 | 31.8 | 18.3 | 2.6 | 3.91 | 2.70 | 3.m | 2: | 2.50 | 4.C5 | 2.17 |  |
| Encle-te CHERRY Save Toniot (Work) | 3.2 | 2.75 | 3.78 | 2.07 | 7.8 | 15.4 | 2.1 | 4.0 | 2.6 | $2 . n$ | 2.74 | 2.68 | 2.8 | 2.91 | 129 toxal spins in new |
| Tunid the sumo Jumper (EloditaEEG) | 2.0 | 2.01 | 2.E4 | 2.0 | 4.0 | 18.0 | 2.0 | 4.0 | 2.65 | $2 . n$ | 2.0. | 2.8 | 2.1 | 2.0 |  |
| BRREMAXED LODES One Week (Reopise) | 3.76 | 2.57 | 2.09 | 2.72 | 6.1 | 26.2 | 2.76 | 2.7 | 2.79 | 2.00 | 4.m | 3.7 | 2.68 | 3.00 |  |
| suaw mulums Lutaby (Cownbia) | 2.7 | 2.74 | 2.00 | 2.2 | 75.5 | 6.4 | 1.7 | 2.0. | 2.8 | 2.7 | 2.0 | 2.58 | 8.M | 2.7 |  |
| momen the First Night (Avist) | 1.\% | 2.67 | 2.n | 2.62 | 4.7 | 17.5 | 2.75 | 4.87 | 3.68 | 3.8 | 2.0 | 3.0 | 2.00 | 2.57 | New music shines in this week's |
| wul smin Miami (Cotumbia) | 2.71 | - |  |  | 5.7 | 0.0 | 2.70 | 2.2 | 2.62 | 2.0 | 2.7 | 2.51. | 2.74 | 2.74 |  |
| m DeGrees because Of You (Motom) | 2.59 | 2.51 | 2.68 | 3.59 | 48.1 | 12.8 | 2.59 | 3.74 | 2.42 | 2.01 | 2.5 | 2.24 | 2.55 | 2.4 |  |
| Bucxsmeer cgrs ril werer Break Your Hear (Jive) | 3.59 | 2.53 | 3.55 | 2.57 | 0.0 | 1.8 | 2.50 | 3.75 | 2.56 | 3.45 | 2.11 | 3.0 | 2.43 | 2.62 |  |
| Lewwr kravitr fy Away (Virgin) | 2.5 |  |  |  | 50.5 | 0.2 | 2.56 | 3.50 | 2.4 | 3.4 | 3.36 | 3.48 | 2.52 | 3.75 | tra hit, "Fly Away." is picking up |
| 600600 dous slide (Wamer Bros.) | 3.52 | 8.74 | 3.53 |  | 37.0 | 0.7 | 3.52 | 2.3 | 3.07 | 2.55 | 2.76 | 3.51 | 3.3 | 3.52 |  |
| ERITMEY SPEARS ... Bzoy One More Time (Jive) | 3.51 | 3.4 | 3.39 | 2.07 | 3.2 | 0.7 | 3.51 | 3.61 | 3.43 | 2.45 | 3.E | 3.39 | 2.37 | 3.4 | 6 with wommen 12.17 and a 3.64 |
| FASTEML Fire Escape (Hormwood) | 2.51 | - |  |  | 3.2 | 7.8 | 2.51 | 2.2 | 2.58 | 2.70 | 2.45 | 2.47 | 2.03 | 3.47 |  |
| JEWMIER PAGE Crush (Edeel Americartollmwod) | 3.51 | 3.42 | 3.43 | 3.8 | 4.8 | 31.9 | 3.51 | 3.50 | 2.37 | 3.50 | 2.59 | 2.0 | 2.8 | 3.40 |  |
| mowirah Touch II (Uprownunversal) | 3.51 | 2.75 | 2.73 | 2.60 | 4.4 | 12.8 | 2.51 | 2.58 | 2.55 | 3.88 | 2.49 | 3.3 | 3.4 | 2.0. | \%x: |
| 'W sruc Tearin' Up My Hear (RCA) | 3.45 | 2.43 | 2.51 | 3.58 | 3.9 | 33.9 | 3.8 | 3.6 | 2.31 | 3.41 | 3.61 | 3.35 | 3.39 | 2.51 | women 25-34. And it was cer- |
| U2 Sweetest Thing (iscond) | 2.0. | - | - | - | 21.1 | 8.2 | 1. 1. | . 22 | 2.68 | 3.4 | 2.0 | 3.11 | 3.25 | 3.91 | Thing" (Lhemd), which entex the |
| rwel Hands (Atanfic) | 2.45 | 3.43 | 3.42 | - | 7.0 | 19.7 | 3.45 | 3.0 | 3.8 | 3.29 | 3.41 | 3.43 | 3.50 | 3.68 |  |
| SHEPM CROW My Favorte Mistike (ASM) | 3.45 | 3.m | 3.4 | 2.22 | 6.2 | 20.9 | 2.45 | 3.2 | 3.4 | 3.0 | 3.54 | 3.23 | 2.07 | 2.0.4 |  |
| maoomm The Power Of Good-Bye (MeverickWB) | 2.43 | 3.43 | 3.20 | 2.0 | 03.3 | 10.2 | 3.43 | 3.6 | 3.35 | 3.48 | 2.4 | 3.50 | 1.27 | 2.55 |  |
|  | 3.m | 2.21 | 3.87 | 1.37 | 81.5 | 24.7 | 1.0. | 3.20 | 2.68 | 2.0.4 | 3.45 | 2.1 | 2.05 | 3.52 | body?" (Atlantic) surges hack to a |
| $L^{\text {a }}$ Mer Go Doep (Virgin) | 3.8 | 2.37 | 3.42 | 2.25 | 2.7 | 27.3 | 3.39 | 3.45 | 3.51 | 2.40 | 2.56 | 2.28 | 3.41 | 2.38 | cr" |
| EVERYTHMO Hooch (Bucckoridesime) | 3.31 | 3.2 | 3.51 | 3.23 | 0.4 | 2.0 | 3.24 | 3.25 | 3.34 | 2.12 | 3.8 | 2.18 | 3.52 | 3.24 |  |
| ALawis monaseite Thank U (MaverickReprise) | 3.25 | 3.36 | 3.30 | 2.38 | $\omega .1$ | 35.3 | 3.25 | 2.8 | 2.24 | 2.03 | 3.21 | 2.4 | 3.19 | 3.21 |  |
|  Toted bumbinly represents the percentage of respondents who recognized the song. Thted herw 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 lavorably to a CHRPPop musical montage in the following regions and markets: EAST: Baltimore, Boston, Long Island, New York, Philadelphia, Pitsburgh, Providence. Washington, DC. SOUHH: Allanta, Charlotte. Dallas, Mouston, Miami, Orlando. Tampa. Mmpwest. Cincinnati, Cleveland, Columbus. Indianapolis. Kansas City, Miwwaukee, Minneapolis. St. Louis. WEzT. Los Angeles, Portand, Sacramento, Salt Lake City, San Diego, San Francisco, Seattle. Songs are removed from Callout America after 26 weeks of testing. © 1998, REA me. |  |  |  |  |  |  |  |  |  |  |  |  |  |  | 3.90. But top seller Lauryn Hill's "Doo Wop" (Rufthouse/Columbia) and Nicole's "Make It Ho" (Gold Mind/Enst West/EEG) are also healing up the battie at 3.89 and 3.88 . respectively |



## NEW \& ACTIVE

WWI Every Tome Migin)
Total Plays 595, Total Stations: 53, Ados: 11

HOOTE E THE LOWFSH Ony LONety (Atentic)
Total Plays: 528. Total Stations. 40, Adocs: 3

OFFsimers Pretly Py (For A White Guy) (Coumbia) Total Pleys: $\mathbf{4 7 3}$. Total Sutions: 55. Ados: 33
owe mathews bavo Crush (RCA)
Total Plays 450. Iotal Sutions: 55. Adots 19

Lewr Mrewit Ay Avay Mrgin)
Total Plays: 448. Total Staitions: 39, Ados: 8

EmLM Big Big Wortd (unversal)
Total Plays 304 , Total Sutions 55 . Adots: 35

IT Wesside (CloodWork Epic)
Total Plays: 290, Total Slations: 21, ados: 5

IWYZ Hard Knock Line (Roc-Afetedor vanMercuy) Total Plays. 251, Total Stations: 24, Ados: 16
(CXER Beteve (Mamer Bros.)
Totail Plays: 239, Total Stations 30, Ados: 11

TMLOR CNOE Unstoppasie (Piver Nortil)
Total Pbys: 169. Total Stations: 14, Adds 1
maicy Pu urchouno Shery fraser (capial)
Total Pbeys: 152. Total Stations: 11, Ados: 0

FATH ENus Love Like This (Bed Bogidista)
Total Plays iz3. Total Stations 21, Ados: 8

JOMFER LOVE HEWTT HOW DO 1 OVel (143W8)
Total Plags 122. Total Stations: 36. Ados: 32
antemed ladies its al been Done (Reprise)
Total Plays: 109. Total Stations: 14, Ados: 14

DEBORHy cax Nobody's Supposed To Be Here (Avista) Total Plays: 98, Total Sutions: 21, Ados: 16

FIS Gat You (Where I Want You) (Traumadofious Vind) Total Plays: 87, Total Stations: 29, Ados: 19

## Songs ranked by total plays

## After 25 Years, It's Still ' $\gamma$ 'iami

Continued from Page 37
nue needle upwards. I's almost like it didn's matter what programming delivered.

DR: It has always been born out of necessity. Nobody pays you any more money because you go back ward. and I didn't go to Harvard to figure this out! I was just fortunate in my training in the business to look at the selling process as fulfilling the customers' needs. If you can make the cash register ring. you will deliver more. No matter if the ratings were good or bad. 1 always knew Y-100 had a huge cume, so if average quarter-hour shares were down. I just had to use more commercials or more promotion.

I was one of the first to build a large promotion department and a large fleet of vehicles. At one time we had 12 or 13 vehicles whęn other stations had one van We always had so much in the way of toys and a repertoire of things we could do for clients. We really had them looking beyond the numbers. If it was a great book. they could justify it. If it was a bad book. they could justify it by our promotion. No mater what has happened, people know if we have a bad book, we are still going to come back. Nobody has ever kept us down. Our core audience has changed a litte, but we have maintained that core.

RR: So much has happened so fast since the passage of the Telecom Act. Can you reflect on some of those changes?

DR: In October 1992, we did one of the first major-market LMAs, with WAXY-FM. We stumbled into the process without knowing what lay ahead of us. We took WAXY and used it as an offensive weapon against Sconnix's Oldies WMXJ, which was very successful at first. We ended up cutting them in half in one year. So, for a small investment on our part, we were able to bring in huge cash flow and drive the market forward and help stabilize $\mathrm{Y}-100$. That was the
early days of consolidation for us.
Today, all I can tell you is that mass consolidation, which we are into in a big way, is giving us the best days of our lives. I'm probably working harder and longer hours than I have for the last 10 years. The challenges of consolidation create opportunities to take these chess pieces and actually make them more pure, less hybrid, and better radio stations. I am very proud of the fact that Rob Roberts and Grege Steele were Clear Channel's Program Directors of the Year (for 1998). Consolidation is the primary reason why they have learmed how to work together.

## C

## Consolidation is the primary reason why they have learned how to work together. All of our stations right now are better radio stations than they were a year ago. They are more pure, focused, targeted, and better stations overall.



All of our stations right now are better radio stations than they were a year ago. They are more pure. focused, targeted. and better stations overall. I think everyone wins, especially the listeners and advertisers, because they are getting better products. The advertisers also win. because we have additional inventory, so they can use radio like it should be used to help them move products off their sheives.

R\&R: What mole do you play unday within

NEW RELEASES

## Adds November 24

## BACKSTREET BOYS .... All I Have To Give (Jive)

NATALIE IMBRUGLIA Smoke (RCA)

| N SYNC | Merry Christmos, Happy Holidays (RCN) |
| :--- | :--- |
| PM DAWN | Foith In You (Gee Street/V2) |
| SPICE GIRLS | Goodbye (Virgin) |



A WINNER ON LAND, AIR, ANO SEA - As part of the Y-100 armada of toys, Including vans, cars, blimps, live broadcast vehicles, and more, Ross became a champion speedboat driver, further playing up the $\gamma-100$ image of sleek, cool, and exciting.

Clear ChannelSouth Florida?
DR: I ant the VP of Clear ChanneL/South Florida. Peter Ferrara runs our region, and I oversee 24 radio stations from Key West north to For Pierce. If you can imagine this, with these stations, I run a company that is the size of the largest broadcast company five years ago. Y- 100 alumni David Harris runs the Keys for us, and Rona Woulfe is the VP/GM of all the Dade and Broward properties. She runs them on a day-to-day basis and is responsible for them financially.

I see my position as the "Walt Disney" role. I work on the products, the promotion. and the strategy - I guess you can say I am the "Chief Synergist." My job is to try to identify all of the symergies vertically and horizontally and to come up with ways our properties can work together and work with our marketing company. This allows us to offer a more regional approach to programming. promotions. and marketing:

R\&R: Reflecting back throughout the. years. what ane some of the things that stamd out in your mind?
DR: I would have to say the two most menorable things in my life were certainly the Jacksons tour, in which you and I had more fun than a barrel of monkeys. That promotion put us in the center of the univense. The other was the "School Spirit" contest you did. I remember offering to buy soda and pizza to count the hallots after work one day. If actually took us almost two weeks, and we had to borrow bank counting machines. The fire marshall closed down the station because of the ammunt of paper in the offices. hallways, andestudios. The $\mathrm{Y}-100$ birinday concerts of the last two years have been remarkable events and achievements. The best part of it. for me, is that we produced the shows through our own company. Clear Results Marketing.
R\&R: Yow have to be very proud of the talent thas has come tinnagh your doors.

DR: I have been very fortunate to rec-
ognize, hire, and hang onto some very talented people. When you look at names like Buzz Bennett. Quincy McCoy. Bill Tanner, Robert W. Walker, Foory. Sonny Fox, Ron Heresy, Doug Dunbar, Kid Curry, Don Cox. Mark Shands, and, of course. Tony Novia - just to name a few - I am so honored to have worked with them. I'm even prouder of the people who still work at $\mathrm{Y}-100$ and are the heart and soul of what we do-Iongtine $Y$ - 100 staffers like John Caras. Connie Smith. Rob Roberts, Kevin Cerencia, Al Chio, Cindy Walker, and Julie Wilson-Watson, who runs our marketing company, and so many more. These are truly the people who make it happen, and we could not do it without them.

R\&R: You almost buugh Y-100 when Mermplex sold is to Clear Chumel, and you have more than enough money to hit the shopes of Aspen. What comtimues to drive ym?

DR: I tried to pick up the station_but I was always a little shor of funds. Having equity in the deal, it was better for me to sell than to buy. I was fortunate to take Clear Channel stock in the deal when we sold, which was certainly one of the better days in my life.

I am 48 now, and when [Clear Channel's] Mark Mays offered to put as many profit centers in my hands as he could. I realized that I still love getting up every day and going into a radio station. The privilege of working with all of these brands and these people was something $I$ just couldn't turn down. Bob, Norman, and I were together for 23 years. Those were great years, and I have a great deal to thank them for. I was taught the best of two worlds - sales and the programming /promotional world - and they always treated me like a parner. Through the Mays, I am being given the opportunity to trailblaze. Right now. life could not be better.

NOVEMBER 20, 1998

## BREAKERS


winst mily lagels)
matchisox 20 Real World (Lava/Atlantic)
SEMISOMC Closing Time (MCA)
MATALE IMBRUCLLA TOTM (RCA)
FASTBALL The Way (Hollywood) MATCEBOX 20 3am (Lava/Atlantic)
BRANDY \& MONICA The Boy Is Mine (Attantic) USHER My Way (LaFace/Arista) K-CI\& JO5O Al My Lite (MCA) SAVAGE GARDEN Truly Madly Deeply (Columbia) SHama TWANM You're Still The One (Mercury)



 153 CHR/Pop reporters. 148 current playlists. Songs below No. 25 are moved to recurrent after 26 weeks. © 1998, R\&R Inc.

- \#24 modern atulif monitor
- \#81 adulf top 40 monitor
- Top 10 modern rack monitor
 custom

heavy


## Querraleair father of mine

over 100 stations includity:
WSTR KRBE KZHT KKRZ KSLZ

WKRQ KALC KBBT KOZN WNCI
WSHE KBKS KZZP WEZB KZON
WTMX WSSR WPNT WKSE WXSS
KUMX WPRO WROX WXXM and
WPST WDCG WSTW WKRZ more!

- KRBE/Houston - \#4 18-24 Females \#8 overall - 100\% familiar 34-40 spins per week
- WKRQ/Cincinnati - Top 10 Research after 115 total spins
- WE2B/New Orleans - \#13 overall 78\% familiar
- KZHT/Salt Lake City - Top 5 Phones
- WSHE/Orlando - Top 5 Phones
- WZNY/Augusta - Top 5 Phones
-WSTW/Philadelphia - Top 5 Phones for the last two weeks


## Stotions and their alds listed alphabetically by markot



FIND COMILETEPLMMSTS FOR NLL CHRPOP REPORTERS OW RAROMLME





|  | wamb |
| :---: | :---: |
| 1081N:FM |  |

nivis iv iv mivicms







$\begin{array}{ll}43 & 41 \\ 45 \\ 45 \\ 24 \\ 12 & 37 \\ 12 & 4 \\ 13 & 13 \\ 24 & 40\end{array}$
$\begin{array}{lll}12 & 13 \\ 16 & 40^{\circ} \\ 16 & 14 \\ 21 & 24 \\ 21 & 23\end{array}$


ONAEABM

简 frex

: wasionitime cirymon route.






## nam











FWO COWP LETE PLAYLSTS FORNLL CHRPOP REPORTERS ON R\&R ONLIME


## 532122 <br> man <br> Mill


remyn
























${ }^{218} 28676$






$\qquad$
an mon
On meo
for mox

$$
\text { memen } 0
$$


$\qquad$
$\qquad$

 | 15 |
| :--- |
| is |
| 24 |
| 24 |

FWO COMP LIE PLMMLSTS FORNLL CHRPOP REPORTERS OW RAR OMLME





4.68.8

unversalwide

|  |
| :---: |




gBPKY


| navi | ма13\%mт! |
| :---: | :---: |
| 747265 | suewerd lorsome wea |
| ${ }^{23} 676662$ | mal smerstere fiver |
| 73686651 | c00 c00 doush |
| 7169 65 Et | ITHER muciciom |
| 69334545 | micriecx zomer maty |
| 73706659 | town mocient st |
| 138203380 | nams monsse teanmida |
| 48293741 | Smin mutim kas |
| 25 38 3841 | nammen for |
| 26384040 | 1 sucieme 4 wim |
| 24.414338 | eviner spies suy one Mon. |
| 23475737 | EROSUTins Dant wen io |
| 15212938 | crum star onovisum fu He wa |
| 16313044 | A mes morsseme Thm 1 |
| 10182231 | Theo me anoumper |
| ${ }_{9}{ }^{23} 20$ | Stam crowney fore uise |
| 19 28 288 | semsomccoome time |
| 182129 | Ematweo be wom |
| 1772585 | mostulut way |
| 678848 | Crate devitura rout in |
| $\begin{array}{lllll}12 & 15 & 24 \\ 7 & 26\end{array}$ | 9 arexisemen a rou |
| 1224 | srumm maimshimay |
| 14 16 83 |  |
| 132120 | mocrilm a |
| 12 2121 <br> 19  | ca0 ca0 doussim |
| 131517 | OKE mm |
| 18.2016 | Sucie manimama |
| 13 g is | mcaimer ina |
| 14 is is | moonutre Pran ar |
| 141413 | maxmino may |
| 131112 |  |
| 18.9218 | smenames |
| ${ }^{21} 272212$ | stwir muwhom the momen on |
| 121411 | momantraco : |
| 7510 | summ nciar whod |
| 121218 | mil minumi |
| 2210 | rouston 4 carymmon tow Bara. |
| 1611 |  |
| 5 s 51 |  |
| 78 | urocer remat 2 cost |



## 48 CHR/RHYTHMIC TOP 50 <br> NOVEMBER 20, 1998

| $3 \mathrm{w} \mathrm{2w}{ }^{\text {a }}$ | Tw | ARTSTTTLE LMELS | Tw | เ. | "w | \% | total statiomsadas |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 22 | - |  | 2769 | 2720 | 2547 | 2231 | 50/0 |
| 111 | 2 | LAURYN HMLL Doo Wop (That Thing) (Ruffhouse/Columbia) | 2721 | 2841 | 2636 | 2596 | 50/0 |
| $4{ }_{4}^{4} 3$ | 3 | DIVINE Lately (Pendulum/Red Ant) - | 2281 | 2146 | 2044 | 1953 | 48/0 |
| 10 | 4 | BRaNOY Have You Ever? (Allantic) | 2263 | 1997 | 1746 | 1461 | 48/1 |
| $3 \quad 4$. | 5 | MONIFAH Touch It (Uptown/Univetsal) | 2074 | 2111 | 2043 | 2090 | 37/0 |
| $13 \quad 1110$ | 6 | JAY-Z I/AMIL AND JA Can I Get A... (Det Jam/RALMercury) | 1623 | 1490 | 1283 | 1031 | 37/1 |
| $6 \quad 5 \quad 6$ | 7 | XSCAPE My Little Secret (So So Det/Columbia) | 1600 | 1798 | 1914 | 1896 | 36/0 |
| 569 | 8 | AALIYAH Are You That Somebody? (Atlantic) | 1420 | 1564 | 1751 | 1949 | 36/0 |
| 787 | $\stackrel{9}{ }$ | MYA ISLLKK THE SHOCXER Movin' On (University/nterscope) | 1389 | 1596 | 1640 | 1789 | 36/0 |
| $16 \quad 13 \quad 12$ | (10) | JaY-2 Hard Knock Life (Roc-A-Fella/Def JamMercury) | 1377 | 1267 | 1053 | 895 | 40/0 |
| - 9 | 11 | MONICA The first Night (Arista) | 1274 | 1580 | 1628 | 1780 | 340 |
| 1011 |  | T0 Westside (ClockWorkEpic) | 1196 | 1272 | 1457 | 1573 | 32/0 |
| $15 \quad 16 \quad 14$ | 13 | FANTH EVANS Love Like This (Bad Boy/Arista) | 1148 | 1078 | 907 | 895 | 41/1 |
| $11 \quad 12 \quad 13$ | 14 | NEXT I Still Love You (Arista) | 1085 | 1177 | 1209 | 1142 | 28/0 |
| 3 | 13 | BLACHSTREET \& MYA VMASE... Take Me There (Interscope) | 1000 | 626 | 287 | 103 | 40/7 |
| $28 \quad 22 \quad 17$ | 10 | WILL SMITH Miami (Columbia) | 1024 | 810 | 697 | 582 | 38.2 |
| $12 \quad 14 \quad 15$ | 17 | NICOLE Make It Hot (Gold Mind/EastWesteEG) | 908 | 1050 | 1050 | 1077 | 23/0 |
| 3719 | (13) | TMMBNLND Uussy \& mmeno Here... (BlackGround/Atlantic) | 840 | 790 | 442 | 178 | 345 |
| $14 \quad 15 \quad 16$ | 19 | UUTME HLI Cant Take My Eyes Off You (RumhouseCatmbia) | 835 | 936 | 909 | 943 | 25/0 |
| $21 \quad 19$ | 20 | MAstrioy Mlicx lost In Love (Upstairs) | 753 | 785 | 769 | 700 | 182 |
| 4830 | 0 | 'M SMMC (God...) A Little More Time... (RCA) | 734 | 558 | 342 | 103 | 292 |
| $19 \quad 18$ | 22 | TAMIA So Into You (OwestWB) | 713 | 740 | 774 | 837 | 180 |
| - 362 | (23) | OUTMAST Rosa Parks (LaFace/Arista) | 709 | 585 | 442 | 344 | 24/3 |
| meaklo |  | 2PAC Changes (Death Row/Itterscope) | 707 | 214 | - | - | $3 \times 15$ |
| EREAKER |  | mowich Angel Of Mine (Anista) | 705 | 309 | 123 | 54 | 31/4 |
| $\begin{array}{llll}38 & 26 & 23\end{array}$ | (20) | REEL TIEHT Wanna Ride (G-FunkRestless) | 699 | 665 | 606 | 471 | $28 / 1$ |
| $27 \quad 23 \quad 21$ | ${ }^{27}$ | KURUPT We Can Freak It (Out) (Antra/A\&M) | 679 | 694 | 652 | 594 | 17/0 |
| $\begin{array}{lll}29 & 24 & 24\end{array}$ | 28 | 112 ITMASE Love Me (Bad Boy/Arista) | 649 | 650 | 647 | 562 | 27/1 |
| $4{ }^{41} \quad 27 \quad 25$ | 29 | Luwt Every Time (Virgin) | 631 | 639 | 576 | 449 | $32 / 2$ |
| Ereakrs | (30) | A. MELLY TKEITH MURRAY Home Alone (Jive) | 624 | 484 | 413 | 200 | $32 / 4$ |
| EnSAKER | (1) | Dezorah cox Nobody's Supposed To Be Here (Arista) | 536 | 460 | 277 | 188 | $20 / 4$ |
| $\begin{array}{llll}30 & 28 & 27\end{array}$ | 32 | MICOLE tmocha I Can't See (Gold Mind/EastWestEEG) | 527 | 601 | 584 | 560 | 240 |
| $20 \quad 178$ | , | J. DUPRI \& M. CAREY Sweetheart (So So DeflColumbia) | 526 | 589 | 783 | 812 | 190 |
| 34 | (1) |  | 510 | 502 | 211 | - | $33 / 2$ |
| 37.333 | 35 | VOICES OF THEORY Wherever You Go (H.O.L.A.Red Ant) | 400 | 511 | 465 | 485 | 23,0 |
| $\begin{array}{llll}50 & 39 & 39\end{array}$ | 36 | BRINN MCXMGHT Hold Me (Motown) | 448 | 453 | 441 | 357 | 23/0 |
| $26 \quad 34 \quad 36$ | 37 | BACKSTREET BOYS I'll Never Break Your Heart (Jive) | 446 | 462 | 464 | 609 | 140 |
| $24 \quad 2531$ |  | GINUWINE Same Ol' G (Atlantic) | 441 | 521 | 640 | 642 | 140 |
| - 4 | 39 | MO THUGS FAMILIY Ghetto Cowboy (Relativity) | 438 | 400 | 266 | 253 | $16 / 2$ |
| DEBUT | (10) | ICE CJUE AMR. SHORT MODP Pushin'... (Lench MobPrionty) | 407 | 300 | 213 | 67 | 25/4 |
|  | 41 | DIXX YFATH EVAWS How's it Goin' Down? (Def Jamimercury) | 392 | 406 | 455 | 498 | 11/0 |
| DEBUT | (12) | DRU HILL These Are The Times (island) | 388 | 325 | 250 | 285 | 23/8 |
| 48 | 43 | 98 DEGREES Because Of You (Motown) | 360 | 348 | 265 | 201 | 10\% |
| ${ }^{22} \quad 32 \quad 40$ |  | TATYAMA ALI Daydreamin' (MUWWork) | 354 | 451 | 509 | 696 | 14/0 |
| $\begin{array}{lll}18 & 21 & 32\end{array}$ | 45 | KEITH SWEAT 1/SNOOP DOGG Come And Get... (Eleetra/EEG) | 34 | 518 | 708 | 875 | 15/0 |
| $25 \quad 2941$ | ${ }^{6}$ | JENNIFER PAIGE Crush (Edel America/Hollywood) | 343 | 413 | 524 | 612 | 90 |
| DEBUT | (1) | TATYANA ALI Boy You Knock Me Out (MUWork) | 342 | 274 | 174 | 135 | $28 / 6$ |
| - 4546 | 48 | JON 8. 1 Do (Whatcha Say Boo) (Yab Yum/550 Music) | 341 | 396 | 379 | $2 \%$ | 17/0 |
| 32318 | 49 | SWEETBOX Everything's Gonna Be Alright (RCA) | 329 | 398 | 511 | 534 | 120 |
| $40 \quad 40 \quad 42$ | 50 | 2PAC Unconditional Love (Death Row/Breakaway) | 317 | 410 | 427 | 458 | 80 |

This chart reflects airplay from November 9-15. Songs ranked by total plays. Highlighted songs indicate Breaker 52 CHR/Rhythmic reporters. 52 current playlists. Songs below No. 25 are moved to recurrent after 26 weeks. © 1998, RAR inc.

## BREARERS

Changes (Death Rowinterscope) tota marsmcaease total stanomiados

| $707 / 493$ | $38 / 15$ |
| :---: | :---: |
|  |  |
|  |  |
|  |  |

R. MEAY TRETH MMRYY

Home Alone (Jive)
Totm marsmerease total stanionsindos
624/140
32/4

Nobody: Supposed To Bo Here (Arista) TOTM MLAYSMCREASE TOTAL stanowsados 536/76

## MOST ADDED

antist tile were/s)
2PAC Changes (Death Row/Interscope) MROW MMLL All The Places (I Will...) (MCA) SMMRO Good Love (Noo TrybeVirgin) Dind ImL These Are The Tumes (island)
 SHME JOWES Talk Show Shhh! (Universal) TATYAMA ALI Boy You Knock Me Out (MUWWork)


## MOST INCREASED <br> plays

2PAC Changes (Death Row/Interscope) +493
 momen Angel Of Mine (Arista) Brunay Have You Ever? (Attamtic) Whil simith Miami (Columbia) 'W sYic (God...) A Little More Time... (RCA) R. KELYY YMEIH MUBRAY Home Alone (Jive) DMME Latery (PendulumRed Ant) MY-Z Unim MD MA Can I... (Det JamRALMercury) +133 OUTLust Rosa Panks (LaFace/Anista)

## HOTTEST RECURRENTS

## antet tile veals

MEXT Too Close (Arista)
BRANDY \& MONICA The Boy is Mine (Attantic) K-CI \& 5000 All My Lite (MCA)
WIL suith Just The Two of Us (Columbia) USHER Nice \& Slow (LaFace/Arista) USHER You Make Me Wanna (LaFace/Arista) DESTETrs Cim No, No, No (So So DetColumbia) WHL StiTH Gettin' Jiggy Wit II (Columbia) Braw mexment Anytime (Morown) MOTORiOUS 8.I.6. Mo Money Mo Problems (Bad Boy/Arista)



CHRRHYTHMIC REPORTERS
Stations and their adds listed alphabetically by market

| HCSSMABuquerque，m <br>  <br> $0 \operatorname{mon} \min$ <br> Hixutiver |  |  |  | worrmour rat Mr man hay <br> 盟 | KEGURmarion CA ramo dere bion i Maticicantion <br> wus／mosnoke，滑 |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| mantuquerqua．min Maroc．know yainm |  |  |  |  |  <br> Wivulfocivestor，WY <br> Pe：fract Antoroce | muelsen frumetice．CA mo com |  |
| momikuatin， $\mathbf{T X}$ －Mat men wo men c minu － 4 | Pe E Coctat <br>  <br> grmousi $-1 . G^{2}$ <br> Wetidoymon OH | wmeMGreensboro，MC rec．himem oregin mo mer Kit | KPWFRLES Anpoles．CA <br> Wheme：ston sum <br> do Damion reem <br> Mo．EM＊ | reagornard．CA re omemerm <br> mo conem mearn zime <br> －stak me socan luta | wor mintion KBMB／Secramento，CA romo iramin＂tivo sumit 1）\％ink | MYD／sen Francieco，CA Fe．mictaol more <br>  | WOWZAIIC．WY omeo $1 \cdot \mathrm{Pman}$ <br>  10＂Mriow in 4italso |
| KISVBakersfield，CA <br> 野：Mat foution <br> 5 me ane sat <br> Hocturr om Tia | KOKSDenver，CO | $1:$ <br> KIKIMONolulu，HI Pa，Nan ote |  |  | KSFM／Sacramento，CA －tat wera mo mint Cape | KWWVSen Lus Otispo．CA re meser | WPGCNashington，DC <br>  <br> Thaing marce Deven |
|  |  | KBXXHouston，TX per Ret Scenio 20 Grat Head <br>  | WPOW／Miami，FL <br> Ro．Kincmy <br> apo Tom Tin Tie <br>  | 4．Ance 5l Jemes <br>  <br> oflowncos $\qquad$ <br> Wwoup Providence，RI Pe．min maide |  | KUBESeattle，WA <br> PO Ent Pouren <br>  | KOGS／Wichita，KS <br> co swo 0 omen <br> wo：niearto charty <br> ma．A．mont <br> 1 pens on trat |
| WERQ．8ahimore，MD bele lom Cabcoct mo．Oanen brm |  |  | －KDONMMonterey，CA <br> P0．Scenter D．Stome <br> mo mare |  | KTFMSan Antonio， $\boldsymbol{T X}$ | KWIN Stoction，CA PO Jet Corrtites |  |
| WBH／Birmingham，AL Wo Mictor jotemen Whong omina parter | KPRREI Paso，TX P0．Jate Cmiolatia －k Yetir Sta ananion | WHHHMndianapolis，II Po scon wnocer co Corlo <br>  | WKTUNEW Yort，WY po Pretto Bre APDMO ATHED 1 | KWWZRENO，NV <br>  yin ons |  |  | 52 Total Reporters 52 Currem Reporiers 52 Current Playlists |





I
$\square$
$\begin{aligned} & \text { Dap } 1 \text { i ras } \\ & \text { man }\end{aligned}$
anur conomin
${ }_{31}^{37}$ pminizy
$\begin{aligned} & \text { - wancriane } \\ & 000000 \text { dish }\end{aligned}$
24 Hostom a cinevin $m$

8181
78
70
70 2
 repta sio ion wo
 ant twislo or

11162
 scractil Uumiseno caf neimestamery 32 3534 in suar ne storant ant




Sinctiond lam




FWO COMPLETE PLMULSTS FOR RLL URRAN REPORTERS ON RAR ONLIE





|  |
| :---: |




 12 rimation wis

 roremssy morr：





## KOA等： 

 veoren covemanar subsored

 aku wax cams for dort $\begin{array}{ll}11 & n \\ 21 & 21 \\ 21\end{array}$

## Mor 975

（1004） 755


| 边 |  |
| :---: | :---: |
|  | \％ |
|  |  |
|  |  |
|  |  |
| － |  |
| 込 |  |
|  | 2x |
|  | $=$ |



|  |  |
| :---: | :---: |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |





，

# How WBLK Broke Through In Buffalo 

$\square$ The CBS Urban outlet bridges the gap with a mixture of RBB and hip-hop

It takes time to build loyalty for any product. and a radio station is no different. Your station, its format, and your presentation are your brand in your market. The Buffalo market has been a hard one to crack for the Urban format, but now it seems that WBLK-FM has not only made it into the mix, but also into the hearts and minds of the city's residents. It has become "the bridge" between all cultures in the Buffalo-Niagara Falls area, including nearby Toronto, Canada.

WBLK made a strong move in the Summer '98 Arbitrons, increasing its share from a 7.5 overall to an 8.0. Its ranking also improwed from No. 6 in the market to No. 3. I'll share other significant ratings numbers a little later.

## A Litte History

WBLK is now part of the CBS cluster in the Buffalo market. but the call letters still have heritage in the
 African-Anverican community from the early days of the station's presence, when WUFO-AM was the only other station targeting blacks in that part of the country. PD and veteran broadcaster Skip Dillard has been at the forefront of WBLK's serious rise. along with VP/ GM Jeff Silver and the staff they put rogether over the past few years.

Dillard started in the industry working part-time al WOW/Nortolk back in 1988 while still a student at Hampoon University. He has a BA in mass communications. This is his third opportunity to program. His first success was at WYLD-FM/New Orleans, and he also programmed WMXD/Detroit prior to assuming his current position.
What are his thoughts about the increase in ratings in the summer ' 98 book? "We've been working very hard at trying to grow the radio station and its audience," he says. "I know for a fact that we've been out in the community more this year than ever before. One of our goals is to be in the streets so people in this community see us at positive events and doing positive things for our citizens besides what we do on the air daily. We've also tried to keep the radio station tight. yet fun. Today. you really have to focus on having fun. yet you still have to be able to get the music in. That's something we're getting better at."
Keeping the radio station tight could mean a number of things. 1 ask Dillard to clarify. "Having the music and other "things correct," he explains. "Ten in a now is nice. but what's in between the records manters a lox more. That's a big factor.

- Did the station do any big promotions during the summer to help boost its ratings? "Yes, we did;"

Dillard replies. "We did several big ones that were all very successful, We had 'Unity Day' at a major theme park, where we featured national recording antists. We also did our 'Block Panty,' which this year attracted 11,000 people and starred the groups Next and Public Announcement. We had vendors selling everything from African wares to Caribbean food.
"The response was tremendous. It seems these summer outdoor events are growing each year, and we have to move to bigger and bigger locations. Sometimes it gets sort of taxing. and it's a lot of work. but I would put my pronkotions department up against anyone anywhere. because they are creative. and they work so hard to make these things happen for us."

## A Bridge That Brings

People Together
Buffalo, like a number of other cities. has had its problems in the area of racial division among its citizens. So something has obviously happened in mind-sets of people in that area if WBLK has beconne the contemporary hit music station in the market. Only Country WYRKFM and Classic Roch WGRF-FM have higher ratings as music stations in Buffallo. What does Dillard think has made the masses embrace WBLK at this point in time?
"Well, it's no secret that, with about a $\mathbf{3 0 \%}$ black population over the entire metro. you have to cater to a larger listening audience than just the black community, which is our core audience," he says. "Really, I think it's the trend we are seeing everywhere. Black músic is popular just about everywhere you go these days."
Truly. I noxe, it's the pop music of the "90s, like "Soul" and the music known as "Motown" were back in the late '60s and early ${ }^{\prime} 70$ s. Music made the difference at black and white gatherings during that time in this country. "You're right" Dillard agrees. "It has become the pop music of tive "90s. and that is one of the

## T

Well, it's no secret that, with about a $30 \%$ black population over the entire metro, you have to cater to a larger listening audience than just the black community, which is our core audience.


GLAD TO SEE VAI - WBLKBUHalo stalfers welcome listeners to Block Party '98."


THE NEXT EXPERTENCE - As USUal, Arista recording antist Next turned tr out! T.Low, R.L, and Tweety made temperatures rise in Buffala, as they pertormed songs from their allem, Rated Next.


EXCUSE ME, PLEASE - Over 11,000 people attended the concert which took place on Buttala's watertront.
biggest things we focus on - the music. We image the stars, and we bring the acts to town in concert as much as we can. We really do try to fit the musical lifestyle, and thankfully the racial division hasn't kept people from enjoying the music. I'm hoping that if one thing will bring us all together, the music will be it."

## As Good As It Gets

Earlier, I gave you some basic information ahout the Summer 98 Arbitron as it pertained to WBLK's overall numbers. Now, I'd like to share some other significant results focused on the older demographics that are all-important to increased advertising revenues for any station in any format in our industry.
In 18-34, WBLK made it into the double-digit category, scoring a 10.3. It is tied with Alternative WEDGFM at No. 3 in that demo. In 25-54. it continues to be strong with a 7.0 and is tied for fifth with AC WMJQFM. As you can see. WBLK has found spots in the top 5 in the most important sales demographics. I. for one, applaud its efforts and its successes in all arenas, because there's certainly more to all of this than the numbers!

## Count The Units <br> And You'll Know

The number of commercial units being programmed on stations of all formats these days has increased. When 1 pose a question about this. Dillard does his best to answer, which I know is not easy. considering that senior management doesn't look favorably on public dissemination of this kind of information.

We really do try to fit the musical lifestyle, and thankfully the racial division hasn't kept people from enjoying the music. Pm hoping that $H$ one thing will bring us an together, the music whll be it.
"What I will say on the subject." he begins. "is that my general mantager. Jeff Silver, has worked in the format for many years. He started as the GSM at KMJQ (Majic 102) down there in Houston some years ago. He has always been. I guess yow could say, a rochio GM. and nox your typical sales GM. He respecis the station and the product on the sta. tion, meaning what we put on air our sound.
-I'min not allowed to say how many units, but I can say it's less then nowa stations are running. You can talk to him about it if you'd like. I can also tell you - which is important that he does respect TSL A lox of GMs forget about that when they re sticking in an abundance of additional units. If you do that, how are you going to maintain or build your TSL? I'm blessed that my GM has a real understanding."

# YOU AIN'T GETIN' NADA BUT 

instant phones - WVEE, KBXX, WCDX, WTLZ, WBLK, WPHI mad requests - WSOJ, WKYS, KRRQ, KIPR crazy callout - WHTA, WPEG, WJMH, WOWI, WJHM, KMEL


# CHETPSKAIE 

Produced by Ski for Roc-A-Blok Productions.
Management: Shot Gallas Ent., Big Phil Jordan \& Chris "Hitman" Thomas.

## FROM THEIR DEBUT ALBUM "SIREET CINEMA"

$\qquad$




12




ALGCA KEYS
CASSIE
BLAOUE


|  |  |  |  |  |  | toral |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Aftst tile laels | Tw | เพ | $2{ }^{*}$ | נw | stationsiad |
| 6 - 21 | FAITH EVANS Love Like This (Bad Boy/Arista) | 3512 | 3314 | 3083 | 2886 | 88/1 |
| , | deborah Cox Nobody's Supposed To Be Here (Arista) | 3482 | 3250 | 3028 | 2631 | 86/2 |
| 3113 | DIVINE Lately (Pendulum/Red Ant) | 3226 | 3444 | 3480 | 3182 | 88/0 |
| $2 \quad 2 \quad 3$ | DRU HILL TREDMAN How Deep Is... (Def JamRALMercury/sland) | $3063$ | 3282 | 3312 | 3184 | $80 / 0$ |
| 118 | KIRK FRAMKLIN Lean On Me (Gospo Centric) | 2818 | 2682 | 2573 | 2413 | 80/0 |
| $\begin{array}{llll}22 & 11\end{array}$ | BRANDY Have You Ever? (Attantic) | 2646 | 2292 | 1959 | 1616 | 821 |
| 121 | MRON MMLL All The Places (I Will...) (MCA) | 2591 | 2518 | 2401 | 2393 | 7/0 |
| 14.129 | JYY-Z U/AMIL ANO $A$ Can I Get A... (Det JamRALMercury) | 2535 | 2383 | 2155 | 1957 | $81 / 1$ |
| $1{ }^{1} 6$ | MARY J. BLIGE Beautiful (Fyte Tyme/MCA) | 2469 | 2625 | 2651 | 2583 | 740 |
| i3 313 | 112 tmase Love Me (Bad Boy/Ansta) | 2345 | 2235 | 2147 | 1975 | 85/1 |
| $\begin{array}{lll} 39 & 21 & 14 \end{array}$ | R. KELLY IMEETH MURRAY Home Alone (Jive) | 2254 | 1937 | 1597 | 1974 | 41 |
| 22 is 15 | TOTAL IMMSSY ELIOTT Trippin' (Bad Boy/Anista) | 2117 | 1937 | 1754 | 1633 | 24/3 |
| $\begin{array}{\|lll} 18 & 16 & 16 \end{array}$ | Bran mcxawaht hold Me (Motown) | 1990 | 1928 | 1904 | 1783 | $73 / 2$ |
| $\begin{array}{lll}19 & 17\end{array}$ | KEmw Lammore Days Like This (Columbia) | 1854 | 1872 | 1812 | 1753 | 68.12 |
| - 3520 | DRU HML These Are The Times (Island) | 194 | 1618 | 1212 | 600 | 85/0 |
| 3-30 22 | CASE 1/JOE Faded Pictures (Def Jam/RAL Mercury) | 1850 | 1545 | 1316 | 1163 | 841 |
| $33^{3} 1311$ | LUURYW HILL Doo Wop (That Thing) (RufthouseColumbia) | 1840 | 2049 | 2491 | 2937 | 54/0 |
| $\begin{array}{llll}23 & 20 & 19 & 18\end{array}$ | TQ Westside (ClockWorkEpic) | 1770 | 1709 | 1694 | 1608 | 702 |
|  | JON B. I Do (Whatcha Say Boo) (Yad Yumb50 Music) | 1756 | 2524 | 2645 | 2580 | 61/0 |
| meaker | JaY-Z Hard Knock Life (Roc-A-Fella/Def JamMercury) | 1684 | 440 | 365 | 256 | 74/55 |
|  | OUTIKAST Rosa Parks (LaFace/Anista) | 1684 | 1455 | 1242 | 959 | 7411 |
| $\begin{array}{llll}31 & 24 & 21 & 22\end{array}$ | JanEt The Velvet Rope (Virgin) | 1665 | 1568 | 1482 | 1228 | 771 |
| $\begin{array}{\|llll} 20 & 19 & 18 & 23 \end{array}$ | NICOLE IMMOCHA I Can't See (Gold MindEastWesteEG) | 1663 | 1768 | 1736 | 1668 | 65/0 |
| $\begin{array}{lll} 26 & 26 & 24 \end{array}$ | CHICO DEBARGE Virgin (Kedar/Universal) | 1654 | 1496 | 1452 | 1308 | 67/2 |
| 40 $\begin{array}{llll}33 & 27 & 29\end{array}$ | GERALO LEVERT Taking Everything (EastWesteEG) | 1588 | 1388 | 1237 | 1054 | 79/2 |
| $\begin{array}{llll}32 & 23 & 23 & 60\end{array}$ | MACK 10 I/GERALO LEVERT Money's Just... (Hoo-Bangin'Priority) | 1567 | 1506 | 1376 | 1220 | 75/4 |
| $\begin{array}{lllll}52 & 37 & 33 & (27)\end{array}$ | SHAE JONES Talk Show Shhh! (Universal) | 1520 | 1288 | 1122 | 962 | 74/4 |
| $\text { - } 443428$ | TIMBALAND LMISSY : magoo Here We Come (BlackGroundAtantic) | 1370 | 1130 | 813 | 257 | 771 |
| - - 35 | HOUSTON \& CAnEY When You ... (Arsta Coumbia OreamWorks Geften) | 1355 | 1117 | 492 |  | 85/0 |
| - 50 36 | TYRESE Sweet Lady (RCA) | 1267 | 1085 | 730 | 184 | 76/3 |
|  | LUTHER VANDROSS I Know (LVNirgin) | 1227 | 1459 | 1465 | 1414 | 54/0 |
| GREAKER 32 | MONICA Angel Of Mine (Ansta) | 1172 | 522 | 84 | 25 | 74/8 |
| $1{ }^{1} 10{ }^{33}$ | KEITH SWEAT USNOOP DOGG Come And Get With Me (ElentraEEG) | 1156 | 2321 | 3269 | 3003 | 43/0 |
| EREAKER | MONTELL JORDAN When U Get Home (Def Jam/RAL Mercury) | 1126 | 818 | 319 | - | 78/2 |
| CREAKER | TATYAMA all Boy You Knock Me Out (MuWork) | 1125 | 984 | 742 | 257 | 680 |
| EREAKER | WILL SmITH Miami (Columbia) | 1119 | 93 | 855 | 724 | $64 / 2$ |
| CREAKER | BLACKSTREET \& MYA TMMSE... Take Me There (Interscope) | 1092 | 89 | 653 | -24 | 623 |
| CREAKER | mun $x$ Whatcha Wanna Do? (No LimitPriority) | 1049 | 21 | 75 | 42 | 57/0 |
| EREAKER | CAM'ROW ThSHER Feels Good (UntertainmentEpic) | 1042 | 24 | 671 | 427 | 7en |
|  | DESTINY'S Cmid Immanand get On The Bus (EastWesteEG) | 1114 | 1292 | 1214 | 1132 | 46/0 |
| DEEBUT 919 | JESSE POWELL You (Silas MCA) | 97 | 743 | 539 | 143 | 71/5 |
| 45 39 to 17 | VOICES OF THEORY Wherever You Go (H.OLLA.Red Ant) | 957 | 955 | 922 | 890 | 54 |
| $\begin{array}{llll}46 & 41 & 39\end{array}$ | LEVIUTIL Somebody To Love (White Labie) | 67 | 5 | 45 | 46 | 41/1 |
| $=\quad 4845$ | III FRIM THA SOLL Brack Superman (RCA) | 48 | 4 | 76 | 678 | 529 |
| DEBUT | ICE CUEE Unm. SHOMT MHOP Pushin' Weight (Lench Mob/Prionity) | \% 5 | 64 | 42 | 16 | c911 |
| - 4749 | FIPMODE SOUAD Cha Cha Cha (Viodator/Elektra/EEG) | 47 | 512 | 76 | 3 | 530 |
| DEQUT | Meuly price Secret Love (T-Heck/sland) | 44 | 350 | 35 | 36 | 6944 |
| $1{ }^{1} 103$ | MEXT I Still Love You (Arista) | 73 | 1391 | 2452 | 354 | 330 |
| DEBUT | RICXY EELL When Will I See You Again (SO SO DofColumbia) | 759 | 62 | 554 | 331 | 418 |
| 40 10 4  | DANESHA STAEB As Long As I Live (Micon/interscope) | 72 | 83 | 50 | 831 | 441 |

89 Unten reporters. 82 curent plytits. Songs the are down in ptige for three convecitive weake end below No. 25 are moved to recurrent. 01898 , psi hac

## NEW \& ACTIVE

## gramue Orwial Make This A Night To Remember (TWisM/ABM)

loo hans 697 . low Sutions 56 ados
mun Denis Only You (Red Ant)
weo Pless 696 roter Stuons 53 . Acos: 3
net Inary Wanna Ride (G-FunkRestiess)

Westen P 1/5w00P 006G... Thug Girl (No LimitPriority)
rea Pring 'Em Out ( 1 an

meter P Kenas Dead americ
MSTER P Kenny's Dead (AmericanColumbia)

- KK THE SHOCYEP ExpHess Yo

michelit Can Gel a Witess
ICHELLE Can I Get A Witness (Death Aow/Priority)

LEVERT Where Woudd $18 e$ (Virgin)
Row fers 532 Towi Sutions sa wass 6
low fays 532 . Towi Strions sa woes 66
new Of Van Do You Foel Me? (...Freak You) (MuWWork)

mome Get At Me (fitersound)
Sotal Pays 500 toel semone 33 A Aoss ?
Sponty Thw IZ Cheapskate (You Aint...) (Roc-A-BlokRumbousaColumbia)

KUNUPT Ask Yourself A Question (Antra/A\&M)

foue Pays .01, Toral Stations 42 ados 0
BRaNOY Angel in Disquise (Atlantic)
Tota Plons $3 \pi$, Tota Statons 9 , Ados ?

BREAKERS.

Hard Knock Llie (Roc-A-Fella/Def Jam/Mercury)
potal plarsmectease total stationsinoos
1684/1244 74/55 $\qquad$
MONICA
Angel Of Mine (Arista)


MONTELL SORDAN
When U Get Home (Del tamRAL/mercury)

| Toral Pursmichease $1126 / 306$ | Total stariowsia00s |
| :---: | :---: |

tatrama all
Boy You Knoct Me Out (mu/Wort)

| $\begin{gathered} \text { Total marym cine } A \text { SE } \\ 1125 / 141 \end{gathered}$ | rotm stanowsin00s $68 / 0$ | CMAAT |
| :---: | :---: | :---: |
|  | Wull smin |  |
|  | Miami (Columbia) |  |
| total mansmcmease | total stanowsidos | cmant |
| 1119/136 | 64/2 | 35 |


$\qquad$

## CAM'RON TUSHER

Feels Good (Untertainment/Epic) total platsinchease total starionsinoos 1042/199 70/1

## MOST ADDED.

antst The Latis)
JaY-2 Hard Knock Lite (Roc-A-Fella/Def JamMercury) 55 bIZZY BONE Nobody Can Stop Me (Relativity) TRIIH--TEE 5:7 You Can Always (B-Rite/interscope) 41 SNOOP DOGG I Can't Take The Heat (HO LimitPrionity) 40 SHARO GOOD Love (Noo TrybeNirgin) TEMPTATLOLUS This Is My Promise (Motown) momina Anged Of Mine (Arista)
TMESTA \& sped miot... Moostabity (Eig BeaviAtantic) OJ QUEm Hand N' Hand (Profie/Arista)
LEVERT Where Would I Be (Virgin)
dEsse POWEL You (SilasAMCA)

## MOST INCREASED PLAYS

wint The welis)
MY-Z Hand Knock Lic (Roc-A-folader JamMercury) +124 momea Angel of Mine (Arista)
meli Y Price Secret Love (T-Meckilsland) LEVERT Where Would I Be (Virgin)
$-+301$

MEN OF VIZOW Do You Feel Me?... (MUWWork) + 375
ERMDOY Have You Ever? (Atantic)
( +354 DRU HML These Are The Times (Island) $\mathbf{3 2 6}$ h. KELLY MKETH MUBRAY Home Alone (Jive) MONTEL JOPDNW When U... (Der JamRALMercury) +30s

averted to sonje peining plays owe the previous wed. II Heo songe eve tied in number of pleys. mo song boing piared on more stutions is pleced hrst mose increesed Pheyt lists the songs with the greatest ONLIME.


## ARTIST BREAKDOWN

## aftist Kino wation

label ICHIBAN

0kay, ladies, picture this: A beautiful Monday morning, the sun is shining, but it's not too bright. Your bedroom window is open just enough to feel the cool breeze caress body parts not covered by the comforter. Your significant other kisses you gently on the lips to awaken you, then, as he stares into your eyes, he says, "Stay with me, don't you go nowhere. Call your hoss, tell him you won't be there. You're my breakfast in bed." (Speed dial. "Hello, it's Tanya. I can't come in, got pneumonia. See ya tomorrow.") Ichiban recording artist Kino Watson is sure to make temperatures rise with the chorus to his single "Breakfast In Bed." (Can'i start your day without a good breakfast.)
"Breakfast ..." is a very sensual, romantic ballad that packs a punch lyrically. Urban AC should embrace this single, and mainstream might just wrap an arm around it during its Quier Storm-type shows. With great lyrics
that are not so "in your face," ladies all around the country are going to be making breakfast reservations.

Written and produced by Watson and Sean Davis, this song contains a smooth melody, which is simple yet does the job. The treasure of the song is its lyrics. With a voice that fits this song to a T. Watson doesn't overpower the melody with yelling or forced emotion. He simply gives props to the woman who satisfies him and who he loves to satisfy. And to sweeten the deal, Watson adds "I'll pay you for the day." (Would that fee be net or gross?)

Females will love this sensual song filled with praise and love. (Okay, and sex, too, but in a loving way). "Breakfast In Bed" is not demanding or intrusive with jits sexual message. It subily eases itself into your mind and heart the catchy chorus may be the reason for that. The line to quote: "I don't need no hotcakes, all I need is your warm embrace." (Call me Aunt Jemima!) Peace.

- Tanya O'Quinn Asst. Urban Editor


# INMYOPINON 

with Paul Perry
Pete Rock
"Soul Survivor"
Loud
MD - WYNNFForence, SC

The upcoming solo venture from Pete Rock, which has him deviating from his "Pete Rock/C.L. Smooth" doys, is dope - top to bottom. Featuring such artists as my man Method Man, Rock is also retuming to the old school with Mcintosh from Loose Ends. These ore very tight tracks. The schematics of the tracks are very original, very "Pete Rock," but with a "90s, more hip-hop/urban flavor that fits today's hip-hop radio sound. I find myself mesmerized and transcending as I listen to the CD. Each track brings a littie something different. And, surprisingly - and I soy that with all due respect to Pete Rock - his flow is very fight. I never had the opportunity to hear him really get down and do his own thing. This project will highlight him as a rapper and a production guru. I think anyone who decides to purchase this CD will find themselves truly surprised by his tyrical quality and by the advancement of his production skills. Pete Rock is back. Soul Survivor is large. It's going to blow up, and I'm looking forward to it.


Giving you forr wornung These are the singles that are going for odds on Monday ( 1 I /23 and Tuesday (I 1/24)

```
BEFORE DARKCome Correct(RCA
```

BUSTA RHYMES Gimme Some More'Elekłra EEG

IERMAINE DUPRI (KEITH SWEAT \& R O C Goung Home With Me (So So Def, Columbio) REDMAN I'll Be That (Def Jam, Mercury

2PAC Changes (Interscope




FIND COMPLETE PLAYLISTS FOR ALL URBAN AC REPORTERS ON R\&R ONLINE


if 70


## KEITHSWEAT <br> T'M NOT READY

The follow-up to the smas: $r$ : COME AND GET WITH ME
From the alt $\mu^{n}$. STILL IN THE GAME
Already platinum.


Produced by JK
Representation: David Passick Entertainment

Visit Us At: www.verveinteractive.com
Urban AC IMPACT DATE...NOVEMBER 30TH


This chart reflects airpiay from November 9-15. Songs ranked by total plays. Highighted songs indicate Breaker,
39 Uban AC reporters. 37 current playlists. Songs that are down in plays for three consecutive weeks and below No. 15 are moved to recurrent. - 1998. R8R inc

## NEW \& ACTIVE

CECE WINANS Slipping (PMG/Atlantic)
Total Plays: 240, Total Stations: 19, Adds: 0
TEMPTATIONS This Is My Promise (Motown)
Total Plays: 234, Total Stations: 26, Adds: 22
WHLIER BEASLEY Do You Wanna Dance (Shanachie) Total Plays: 224, Total Stations: 17, Adds: 0

LEVERT Where Would I Be (Virgin)
Total Plays: 207, Total Stations: 25, Adds: 2
FANTH EVANS Love Like This (Bad Boy/Arista)
Total Plays: 206, Total Stations: 14, Adds: 4
R. KELLY \& CELINE DION I'm Your Angel (Jive)

Total Plays: 198, Total Stations: 13, Adds: 0

JESSE POWELL You (Silas/MCA)
Total Plays: 165, Total Stations: 20, Adds: 3
REME When U Want Me 2 (Rufftown) Total Plays: 134, Total Stations: 12, Adds: 0

JanIT The Velvet Rope (Virgin) Total Plays: 134, Total Stations: 8, Adds: 0

MONICA Anget Of Mine (Arista)
Total Plays: 129, Total Stations: 12, Adds: 1

## BREAKERS.

## Mo Somess Quallified For Breaker Status This Week

## MOST ADDED.

antst tine waels)
TEMPTANIONS This is My Promise (Motown)

TRIN-I-TEE 5:7 You Can Always (B-Rite/nterscope) 13
CEORGE BEASOW Back To Love (GRP)
Arithu framuluw How Many Times (Arista) PHMLUS HMMMN Tell Me... (Philadelphia Intemational) Mminn sommers Promise Me (GeminiUniversal) FATH EVNNS Love Like This (Bad Boy/Arista) UNCLE SAN When I See You Smile ( 550 Music) DRU HLL These Are The Times (Island) LES NUBLANS Makeda (OmTownVirgin) JESSE POWELL You (Silas_MCA)

## most increased

 PLAYSantist mile heelsi
TEMPTATIONS This is My Promise (Motown) LEVERT Where Would I Be (Virgin) DRU HILL These Are The Times (island) LES NUBIANS Makeda (OmTownVirgin) KIRK FRRNKLIN Lean On Me (Gospo Centric) MAXWELL Matrimony: Maybe You (Columbia) MONICA Angel Ot Mine (Arista)
MONICA The First Night (Arista) TRIN:I-TEE 5:7 You Can Always (B-Rite/Interscopa) +58 UNCLE SAM When I See You Smile ( 550 Music) +57

## HOTTEST RECURRENTS

antst tme weelis)
KELUY PRICE Friend of Mine (T-Neck/Is/and) BOYZ II MEN Doin' Just Fine (Motown) R. KELLY Half On A Baby (Jive) SOLO Touch Me (Perspective/A\&M) JK Ain't It Good To Know (Verve/Motown) BRLAN MCKNIGHT Anytime (Motown) ARETHA FRNNKLIN A Rose Is Still A Rose (Arista) K-CI \& JOjo All My Life (MCA)
maxwell Luxury: Cococure (Columbia) LUTHER VAMOROSS Nights in Hartem (LVNirgin)

 Wo liod in mumber of plays. the song boing ploped on more stations in



## Thank You Urban AC Radio For "The Gift") Most Added: KJLH WVAZ KMJK KATZ KJMS WBHK WKJS WDLT WPAL WFLM WRBV WLVH KXZZ WUVA <br> For Service Contact: Eric Talbert 310-358-4844

Stations and their adds listed alphabetically by market



## Stations and their adds listed alphabetically by market



## LON HELTON

# Silver Celebration Memories Of R\&R Country 

## Former Country Editors reminisce about the format's past and the people who made it grow and flourish

Three other Country Editors - Jonathan Fricke, Jim Duncan, and Carolyn Parks Shindler - have graced these pages since $\mathbf{R \&} \mathbf{R}$ debuted 25 years ago. As part of our silver anniversary celebration, I thought it would be fun to reminisce a bit and get their thoughts on the format during their tenure.
$I$ asked the trio to write ahout the state of the format and the issues facing programmers at the time. They had so many and such good memories, the tribute had to be split into two parts. So, this week Fricke and Duncan take us from the mid'70s through the mid- 80 s, and Carolyn and I will wrap it up next week.

## Day One-1974

Jonathan Fricke was a renowned Country programmer when R\&R founder Bob Wilson close him as R\&R's firs Coummy Editor, a post Fricke held for about a year after R\&R's inception. He lefi R\&R to manage Wamer Bmos.' new Country division in Nashville. After that. he ran his own indie promotion firm and also programmed several Country stations. In 1981, he co-founded Tiune-In mugazine, which he sold in 1987. For the past 4 I/2 years he has been with Idea Advertising Group in Houstom, where he was promot. ed to President last August.
Here are his thoughis on Comntry during his watch as R\&R's Country Edior.

## The Early Vision, Chart 'Graphs'

Bob Wilson's vision was to produce a weekly magazine that dealt only with the radio industry and record business. I was honored and felt privileged to be his first country editor. Since 1 was also programming KFOX/Long Beach. Bob let me set up my office in the spare bedroom of my apartment and limit my travel into the main office to once a week. But whether one trekked into the main office every day or not. Bob always made people at R\&R feel as though they played a key mole in the suceess of the organization. It was one big family. He would constantly have company gatherings at his home. One time 1 remember Bob secured an advance copy of the movie American Grafifii. A private screening, complete with hot buttered popcom! What could be beter?
Wilson wanted to make sure Country was covered as well and given as much space as any other format in R\&R. He believed in the format and felt that other trades were overlooking its importance and role in broadcasting. The emerging "Country Giants" were

labeling their stations "nodern" or "cross country" and claimed to be playing the newest artists while at the same time scratching their heads, trying to figure out how Hank Snow could have such a strong record with "Hello Love."
$\mathbf{R \& R}$ was unique in the way it presented the charts each week. Instead of just a number signifying this week's position vs. last week's. R\&R would "graph" the record's progress so one could easily see how it was doing. Originally, all the formats in R\&R presented the information this way, but they slowly evolved back to a more traditional form of reporting, with Country being the last format to change.
Tracking and reporting country songs was really enjoyable. My wife. Nancy, who had worked in the music industry with Shelby Singleton and later promoted such artists as Don Williams and Allen Reynolds (now Garth Brooks' producer) for Jack Clements; JMI label, would work with me. If prowided a unique and wonderful way to stay in weekly contact with many of the top programmers and music directors in the country.
Some of those people were Tom Allen at WILSi. Louis, KLAC/Los Angeles PD Hal Smith and MD Carson Schreiber, WJJD/Chicago PD Craig Scott, and WIRE/Indianapolis PD Bill Robinson and MD Lee Shannon. Billy Parker was doing the all-night show at KVOO/ Tulsa, and Bill Mack was talking to all the truckers listening to WBAP/ Dallas-Ft. Worth Andy Witt, WTSO's MD, was trying to stay warm in Madison, Wl. and a new. comer to the radio business, Jay AIbright, was in charge of the music at KUZZJBakersfield. Con Schader held the MD posi for years at KLAKIDenver. I moved to program KFOX/Long Beach from a real Country giant, WMC/Memphis, where Les Acree was the MD and Bob Young from KHEY/EI Paso
took over as PD. I believe Ed Salamon was PD of WEEP-AM/Pittsburgh at the time. Jay Hoffer was at KRAK/Sacramento.
Country music was still struggling to prove it could be a dominant format. Most of the powerful stations were AM, but FM was starting to awaken. The new FCC rules and regulations required different programming on the FM for so many hours per day, depending on station size and population served. There were stations such as KIKK-AM/Houston doing as well as any Country station in the U.S., despite the fact it was a 250 -watl daytimer ( 650 Khz ). Bill Bailey. now a constable, was the PD, and Joe Ladd, now Mark Chesnult's manager, was the MD.
Management still hadn't decided what to do with the FM, so they tracked albums on it all day long. Houston was one of the few "dual" country markets - that is. a city with more than one Country station. Batting KIKK was KENR,

## 6

The 'old school' believed Country was a religion and needed to be presented that way. The new 'bucks' said it was time to know your audience through honest research.
-Jim Duncan
with Ric Libby as PD and Bruce Nelson as MD. Houston actually had a third Country station, too. KNUZ.
I have been very blessed through the years, having held a lot of different jobs and various positions. l've worked with some great people and wonderful organizations. such as Bob Wilson and R\&R.

## Jim Duncan — 1974-1982

Duncan is a 32-year veteran of the radio business. He was PD/ MD/momings at KSON/San Diego when he became R\&R's second Country Edisor, joining the company in late 1974 and holding that job for eight yeans. He then spent three years as VP/GM of R\&R Entertainment.
During all of his R\&R years, Duncan comitinued to work on the air, pulling weekend/fill-in shifis at KFOX/long Beach, KLACRos Angeles, KHJ/Los Angeles, and KZLALos Angeles.
He joined Westwood One in 1981 and still oversees the production and engineering of most of its major holiday specials as well as

> Bob Wilson wanted to make sure Country was covered as well and given as much space as any other format in R\&R. He believed in the format and felt that other trades were overlooking its importance and role in broadcasting.

$\rightarrow$ Jonathan Fricke
incredible growth was the Coun try Radio Seminar. The founders and early supporters such as Tom McEntee. Frank Mull. Ed Salamon, John Chafee, and others helped form a union of broadcasters that still sets the standards of education for the radio business.
During our "Direct From Duncan" $^{\prime \prime}$ columns, we interviewed the stars of our business. In appreciation for what they had achieved, we also talked with past innovators. But mostly we looked at the hot stars of the future. Some of the names that come to mind are Ed Salamon, Pam Green, Bill Ward, Don Langford. Carson Schreiber. Bob Pittman, Craig Scoll, Mike Owens, Larry Daniels, Don Nelson, Bill Robinson. Dan McKinnon, Bert Whalen, Gary Perkins, Mike Shepard, Bob Young, Les Acrec, John Chafee, Ron Jones, Ron Rogers. Bob Mitchell. Ted Cramer, Al Greenfield, Joe Ladd. Bruce Nelson, Marty Sullivan, Mike Hoyer, Perry St. John, Jack Kresse, Billy Parker, Jaye AIbright, Ben Peyton, Jay Hoffer,
a number of weekly shows. He does morning drive and is the wice of WWI's "Hot Country" format. does afternoon drive for KZLAA LA., is the Ops. Dir of KLAC-AM LA. and the image wice for the Las Angeles Lakers. He also owns his own prodiction cownany.
Somehow. with all of that, he managed to find sime to reflect on his years as R\&R's Country Edi tor.

## New Levels Of Education

It was a dark and stormy night. (That has nothing to do with anything, other than the fact I always wanted to start a column that way.) In all reality, it was a time of innocence. learning. and growth. It was a time when Country radio exploded on the national scene in a very big way. due in part to a new level of education. with thanks to R\&R for being a forum to open up discussions about the future of the music and the format. Another reason for the

Dugg Collins. Sammy Taylor, Charlie Cook, Dene Hallam, Dan Halyburion. Bill Figenshu. Charlie Ochs, and Dave Donahue

Old Vs. New

## Programming Ideas

It was a time when people in ra dio wanted - and needed - to learn from each other for the survival of the format. You had the "old school" that believed country music and radio were a religion and almost needed to be presented that way. On the other side were the new programming "bucks." saying you had to take time to know your audience. The way they suggested was through honest research of not only the audience. hut the music.
It was WMAQ's Bob Pittman who drove the majority of the attendees at one of the early Count try Radio Seminans crazy by sug gesting the national music chant were bogus because of the cycle of non-research radio created. The stations would use the trade charts to determine their music and then jus report back to them what they had copied from the trades. He was al most booed off the stage for sug. gesting that the radio and record industries were the cause of this bogus information. It was the reason Bob and I becane friends.

By the way. he later went on to help stan MTV - an idea L. told him (over a few beers and shots of tequila in a hotel after a Willie Nelson picnic in San Antonio) would never happen! "Who wants to see a song? I guess that shows what kind of vision I had.
As the Country Radio Seminar grew. so did the format. It proved that education, meaningful discussion, and the gathering of minds on all levels were the key to our continued growth. During my tenure at $\mathbf{R \& R}$, it was the best of times and the worst of times (1 always wanted to write that too). Seriously. it was a time of rebirth and focus. It was a time of fun and knowledge. Let's never lose that desire to talk Country radio and ourselves to the next level of greatness!
In addition to the many radio names 1 mentioned, I feel it is important to mention one name that was very important to the success of Country radio in the last 25 years: It is Bob Wilson, the founder and original publisher of R\&R. It was Bob who gave Country radio the space to create a new level of communication. He helped to make sharing ideas on the issues of the day and the future a reality. Thank you, Bob. And thank you. Erica and Lon, for carrying on the tradition of excellence set by "BW:"


## It's Only Love RANDY SCRUGGS

## Going for immediate aiplay

written by Randy Scruggs and Mary Chapin Carpenter produced by Randy Scruggs for Randy Scruggs Productions
from the Randy Scruggs album Crown Of Jewels on Reprise Nashville cassettes and compact discs

$$
(4 / 2.46930)
$$

## Country Is Everywhere You Look

From Brazilians in Nashville to Nashvillians in London, country music is everywhere and we have the photos to prove it. Along the way, you'll even find the perfect photo for Lonestar to sign the next time you run into them.


THERE S YOUR HIT - Songwriters Tia Sillers and Mark Selby were recently nonored by BMI for their success in witing the Dixie Chicks "There's four Troubte" and Kenny Wayne Shepherd's "Blue On Black" "Pictured at the Nashville event are (l-r) BMI VP Roger Sovine, Dixie Chicks Emily Enwin and Martie Seidel, Sillers, Selby, Dixie Chick Natalie Maines, and BMI President CEO Frances Preston.


SIN CITY - Diamond Rio pulled out a few musical tricks in Las Vegas during a recent appearance on Penn \& Teller's Sin City Spectacular. Fortunately, the magicians had nothing up their stoeves at the photo op during the taping tor the FX cabte channel. Happy taces include (1-r) Diamond Aio's Jimmy Olander; Penn Gillette; Diamond Riot' Gene Johnson; Teller; and Diamond Rio's Brian Prout, Marty Roe, Dana Wiltiams, and Dan Truman.


YOUNG MANI - Thar's not the Village People. With some closer scrutiny you'll see that it's really Lonestar. To celebrate a Halloween night show at an Oklahoma City club, the BNA recording act donned some familiar-looking gart to dress up as the disco icons. Playing up the joke to the hil, Lonestar even opened the show with -YMCA. Pictured in a potentially embarrassing pose in the tront row are (1-r) Lonestar's Michael Britt, backing group members Robbie Cheuvront and Jeremy Moyers; Lonestar's Richie McDonald, Keech Rainwater, and Dean Sams; and backing group member Kurt Baumer. Keeping tabs on the incident from the top row are (1-r) KTST/Oklahoma City MD "Crash" and BNA rep Christian Svendsen.


THE BOYS FROM BRAZL - Michael Poterson and Marty Stuart wore the onty domestic repnesentatives pertorming during a recent Brazilian and American Songwiters Night at Nastrille's Buabird Cate. Sponsored by CMT intemational and Warnerichappell Music. the solt-out show was by CMT intematoonal and Warnert Chappeil Music, the sold-our show was Pictured are ( $1-$-) Reinaldo Barrga, Cesar Augusta. Peterson, Cosar Lemos, Danimar, and Stuart.

faMOUS FACES - RODa MCEntire recently made a trip to London to promote her now CD compilafion that was released in Europe. - McEntire also embarks on her first-ever European tour earty noert first-ever European lour carty next year. During a visit to the BBC,
MCEntire (1) ran into GOs supermodel Twiggy

## Shannon Brown

## NEW ARTIST FACT FILE

Current Single: "I Won't Lie"
| Current Album, Label: A Tour Of My Heart, Arista
| (early 1999 release)
Influences: Barbara Mandrell, Barbra Streisand,
Dolly Parton

## Background

As a toddier growing up in the small town of Spirit Lake, IA, Shannon Brown sang into a hairbrush, prelending to be onstage. By the age of 17 , she was holding a real microphone to sing at her parents' nightclub.
Most parents encourage their children, but Brown realizes that few go as lar as suggesting music as a full-time protession. My story is pretty unique when It comes to that," she tells R\&R. "It was my father's first mention that I should pursue it that encouraged me to do it." A rock and country musician, he was all in lavor of his daughter taking a job in the lounge of a steak house in Worthington, MN, just 45 miles away from Spirt Lake.

When I started working prolessionally, I only sang country mu-sic,- Brown says. The job in Worthington led to Brown performing two weeks a month for the next year. After that, her parents helped her develop a loyal fan base at shows throughout Minnesota, Iowa, and South Dakota. They also assisted her in recording iwo self-released albums, which she sold at her shows.

## Nashville Move

Even afier moving to Nashville in 1994, Brown spent a bot of time commuting - first driving, then tlying - to the Midwest for weekend gigs. "1 played lots of small towns in the summer, id do street dances and tairs. Most of the time it was just small bars, some that only held 100 people."
Becoming friends with Nashville musicians and congwriters, Brown eventually began singing songwriter demos - a path previously taken by a number of successful artists, including Trisha yearwood and Joe Diffie. Brown says, "When I got into singing demos, that's when some eyes and ears opened up." Brown sang the original demos on songs that later became album tracks for Lee Ann Womack and Linda Davis.
If those demos began getting the attention olmusic executives. the recordings also played an im-
| portant role in Brown's artistic development. "It helped form my style and helped me become a better singer, in general. I would always get the demos and try to listen for things 1 liked and things I could do differenty.'.

Atter hooking up with producers Norro Wilson and Brian Tank| ersly, Brown landed a developI ment deal with a major label. Unfortunately, the chemistry was not


Shannon Brown
right for her. "They had quite a tew lemales on theif roster," she says "I thought maybe I wasn't going to get the attention I needèd. It wasn't like we had a big argu ment." She parted company with the label, but "ortunately for me, It worked oul better. Fate had its way, and three days later I had a deal with Arista. I was meant to be at Arista.:
Brown made a bit of Arista hisory when she signed with Tim DuBois, the label chiet who has operated the Nashville division since ins inception. I was the first act Tim ever signed without seeing live," Brown says. "I ended up performing for the label about three months after I signed."

## The Music

In embarking on her first album for a major label, Brown realized how tar she had progressed from her seit-released projects. "The first one I cut was only six songs I was so green. l'd only been sing ing for about six months and thought I was about to change the world with that. It was a learning process.:
That first independent album reatured "Lite "99," a song later recorded by Martina McBride Browr says, "A few yearstater, was watching television and saw her singing that song. I guess in some sense I had pretty good ears when we started. I picked a hit for rry demo
Norro and Tankersly co produced Brown's forthcoming Arista debut album, A Tour Of My Heart. Of "I Won't Lie," which be came the first single, Brown says, "I thought it had a great feel. You don't hear songs that often with that kind of lyrical content. I guess twas sort of a risk to take, in a sense, because there are some in-your-tace lyrics."
As was the case when she re corded "Lite "9," Brown learned she had picked a strong song in I Wor't Lie." She says, "The song was pitched to us first, and we pu it on hold. Then it was played for Trisha Yearwood, so we had to make a quick decision whether or not to put it on the album. Of course, that always puts a hittie edge on your decision-making.

## GB COUNTRY TOP 50 <br> NOVEMBER 20, 1998

| ${ }^{210}$-1/ | Aftist Tme Lest (S) | sumomemos | now | nom | Hes | Nown | toms |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 522 | LEE MNW WOMACK A Litte Past Little Rock (Decca) | 205/0 | 1 | 7059 | -75 | 33095 | 440 |
| 13 | TY HERMDON It Must Be Love (Epic) " | 207\% | 2 | 7042 | +274 | 32887 | +1503 |
| 101 | FANTH HiLL Let Me Let Go (Wamer Bros.) | 207/0. | 3 | 6946 | +426 | 32492 | +1937 |
| 115 | COLLIN RaYE Someone You Used To Know (Epic) | 2040 | 4 | 6591 | +196 | 30037 | +958 |
| 866 | george strait We Reall Shouldn't Be... (MCA) | 20610 | 5 | 6545 | +247 | 30477 | +1187 |
| - 81 | brooks \& DUNW Husbands And Wives (Arista) | 2070 | 6 | 6379 | +187 | 30202 | +1051 |
| 12.8 | TERRI Clabk You're Easy On The Eyes (Mercury) | 205/0 | 7 | 6273 | +324 | 28987 | +1499 |
| $\begin{array}{llll}3 & 1 & 1\end{array}$ | DIXIE CHICKS Wide Open Spaces (Monument) | 183/0 | 9 | 5647 | -1454 | 26891 | -779 |
| 141109 | ALAN JACKSON Right On The Money (Arista) | 207/0 | 8 | 5740 | +295 | 26750 | +1314 |
| - 4.1 | GARTH BROOKS It's Your Song (Capitol) | 207/2 | 10 | 5639 | -450 | 26643 | -1971 |
| 12 | CLay walker You're Beginning To Get To Me (Giant) | 203/3 | 11 | 5478 | +343 | 25381 | +1525 |
| 16 | WADE HAYES How Do You Sleep At Night (DKCCOolumbia) | 195/1 | 12 | 5282 | +154 | 24161 | +744 |
| $\begin{array}{llll}20 & 15 & 13\end{array}$ | martima mCBRIDE Wrong Again (RCA) | 202/2 | 13 | 4974 | +273 | 23631 | +1389 |
| $22 \quad 17$ - 15 | AARON TIPPIN For You I Will (Lyric Street) | 198/2 | 14 | 4742 | +208 | 2176 | +1187 |
| 1816 cch - 1 | DEAMA CARTER Absence of The Heart (Capitol) | 203/0 | 15 | 4640 | +134 | 21602 | +481 |
| 19 | BLaCKHawk There You Have it (Arista) | 196/4 | 16 | 4579 | +247 | 21348 | +1352 |
| 24.21 | RANDY TRAVIS Spirit Of A Boy... (DreamWorks) | 203/3 | 17 | 4481 | +309 | 20985 | +1561 |
| 4 | TIM MCGRAW For A Little While (Curb) | 195/7 | 18 | 3966 | +456 | 18272 | +2270 |
| ${ }^{27} 24$ | JOHN MICHAEL MOUTGOMERY Hold On To Me (Atantic) | 190/3 | 19 | 3955 | +232 | 18070 | +1120 |
| $25 \quad 23$ | TOBY KEITH Getcha Some (Mercury) | 186, | 20 | 3936 | +249 | 17766 | +1243 |
| $\begin{array}{lll}28 & 26 & 20\end{array}$ | jo oee messina Stand Beside Me (Curb) | 193/5 | 21 | 3793 | +287 | 17560 | +1483 |
| 35 | 2 REBA MCENTIRE Wrong Night (MCA) | 188/22 | 24 | 3422 | +638 | 16202 | +3188 |
| $\begin{array}{llll}26 & 25 & 22\end{array}$ | 3 TRAVIS TRITT If I Lost You (Wamer Bros.) | 180/2 | 23 | 3478 | +135 | 15946 | +711 |
| 3430 | OIAMOND RIO Unbelievable (Arista) | .177/11 | 25 | 3337 | +373 | 14315 | +1647 |
| $\begin{array}{lllll}33 & 34 & 30\end{array}$ | Sara evans No Place That Far (RCA) | 172/8 | 28 | 259 | +276 | 11986 | +1403 |
| 29 | ( VINCE GILL Kindly Keep It Country (MCA) | 161/2 | 27 | 2650 | +36 | 11858 | +98 |
| $\begin{array}{llll}32 & 33 & 29\end{array}$ | MICHAEL PETERSON By The Book (Reprise) | 167\% | 29 | 2577 | +177 | 11467 | +876 |
| $\begin{array}{llll}30 & 31 & 28\end{array}$ | WARREN BROTHERS Guilty (BNA) | 157/ | 30 | 2509 | +118 | 11153 | +451 |
| $\begin{array}{llll}31 & 32 & 31\end{array}$ | OERYL OODD A Bitter End (Columbia) | 168/9 | 32 | 2448 | +148 | 10948 | +686 |
| $\begin{array}{lll}39 & 36 & 32\end{array}$ | WILKINSONS Fly (The Angel Song) (Giant) | 166/8 | 33 | 2436 | +207 | 10772 | +934 |
| greaker | BILLY Ray CYRuS Busy Man (Mercury) | 145/23 | 37 | 1963 | +397 | 9064 | +1711 |
| 37 37 <br> 8  | LARI WHITE Take Me (Lyrịc Street) | 141/3 | 39 | 1763 | +226 | 7691 | +964 |
| EREAKER | KINLEYS Somebody's Out There Watching (Epic) | 129/17 | 41 | 1502 | +193 | 6642 | +1093 |
| 38 | STEVE WARINER Every Little Whisper (Capitol) | 1097 | 44 | 1339 | +102 | 5906 | +410 |
| $4{ }^{39}$ | SAMMY KERSHAW One Day Left To Live (Mercury) | 1137 | 45 | 1299 | +120 | 5472 | +569 |
| DEBUT | MARK CHESWUTT I Dorit Want To Miss A Thing (Decca) | 79/0 | 53 | 1022 | +896 | 4827 | +3986 |
| is is | MARK MESLER Slow Down (Asy/um/EEG) | 106/5 | 49 | 1136 | +86 | 4755 | +332 |
| $12{ }_{43} 180$ | CLINT DAMIELS When I Grow Up (Arista) | 89/1 | 54 | 971 | +7 | 4517 | +15 |
| 43 | DAVID KERSH Something To Think About (Curb) | 97/3 | 52 | 1041 | +42 | 4501 | +174 |
| So 17 | (1) LINOA DAVIS I'm Yours (DreamWorks) | 103/12 | 51 | 1053 | +161 | 4365 | +624 |
| 4816 | T. GRAHAM BROWN Wine Into Water (Intersound) | 56/3 | 55 | 899 | +103 | 4008 | +512 |
| 4945 | CHAD BROCK Ordinary Lite (Wamer Bros.) | 64/5 | 58 | 711 | +50 | 3310 | +215 |
| OEEUT | 3 TRISHA YEARWOOD Powerful Thing (MCA) | 63/63 | 57 | 726 | +726 | 3013 | +3013 |
| 3839 | TRINI TRIGGS Straight Tequila (MCG/Curb) | 460 | 63 | 595 | 626 | 2854 | -2440 |
| 20 | KENHY CHESMEY I Will Stand (BNA) | 23/0 | 67 | 504 | -1386 | 2567 | . 6136 |
| - 50 | LEANN RIMES These Arms Of Mine (MCG/Curb) | 57/38 | 59 | 659. | +421 | 2547 | +1623 |
| - - 8 | gany fllan I'll Take Today (Decca) | 69/15 | 62 | 608 | +151 | 2438 | $+675$ |
| 50 | SHANNON BROWN I Won't Lie (Arista) | 63/7 | 65 | 565 | +65 | 2228 | +262 |
| 47816 | JENWY SIMPSOW Ticket Out Of Kansas (Mercury) | 440 | 69 | 408 | -325 | 1571 | -1493 |
| - 9 | LISA BROXOP When You Get To Be You (Columbia) | 35/0 | 74 | 28 | - | 1151 | - |

This chart reflects airplay from November 15-22. Songs ranked by total points. Highlighted songs indicata Breaker. 207 Country reporters. 192 current playists. Songs that are down in points for tree conseculve weeks and below Na 1 are moved to recurrent O 1998, RAR Inc.


## BREAKERS.

## BLIY RAY CYRUS

 Busy Man (Mercury)$70 \%$ of our reporters on in (1,45 stations) 23 Adds • Moves 34-31

KMEYS
Somebody's Out There Watching (Epic)
$62 \%$ of our reporters on H (129 stations) 17 Adds • Moves $38-33$

## MOST ADDED.

NuTsT Tns wells)
mafk crieswrit I Doni Want To Miss A Thing (Decca) 70
TRISHA YEARWOOD Powertul Thing (MCA)
LEANW RIMES These Arms of Mine (MCG/Curb) BILYY RAY CYRUS Busy Man (Mercury) REBA MCENTRE Wrong Night (MCA) RICOCHET Can't Stop Thinkin" "Bout That (Columbia) alabama keepin' up (RCA)
KIMLEYS Somebody's Out There Watching (Epic) gary allaw ril take Today (Decca)
SOOTH SXTY FVE A Random Act OI Senseless.. (Altaricic) 14

## MOST INCREASED PLAYS

antist fite lagelis)
Now
MARK CHENUIT I Donit Want To Miss A Thing (Deccaa) +896 TRISHA YEARWOOD Powertul Thing (MCA) heba mCentire wrong Night (MCA) TIM MCGRAW For A Little While (Curb) FANTH HILL Let Me Let Go (Warner Bros.) LEANN RIMES These Arms Ot Mine (MCaCurb) BILLY ray CYRuS Busy Man (Mercury) OLAMOND RID Unbelievable (Ansta)
CLAY walker You're Beginning To Get To Me (Giant) +343 TERRI CLARK You're Easy On The Eyes (Mercury) +324

## MOST INCREASED

 POINTSabTISt tite wael/S
Mupx Cresuart I Dont Wart To Mis A Thing (Dooca) +3986 REEA MCEMTIAE Wrong Night (MCA)
TRISH YEARWOOD Powertul Thing (MCA) TIM MCGRAW For A Little While (Curb) FATH MLl Let Me Let Go (Wamer Bros.) BiLLY RAY CYRas Busy Man (Mercury) DLAMOND RMO Unbelievable (Arista) LEam RMMES These Arms Of Mine (MCGCUrt) +1623 RANDY TRAVS Spirit Ot A Boy... (DreamWorks) +1561 CuY WALIER Youre Begining To Get To Me (Giont) +1525

## HOTTEST RECURRENTS

artist time nael/is)
Alabama how Do You Fall In Love (RCA)
MARK WILLS Don't Laugh At Me (Mercury) IIM MCGRAW Where The Green Grass Grows (Curb) SHANLA TWAIN Honey, I'm Home (Mercury) GARTH BROOKS You Move Me (Capitol) LOMESTAR Everything's Changed (BNA) REEA MCEMTIRE Forever Love (MCA)
TRACY BYRD I Wanna Feel That Way Again (MCA) GEORGE STRATT True (MCA)
BROOKS \& DUNW How Long Gone (Arista)








# The New Album Gallery 

In Stores：November 24， 1998



## Deryl Dodd Deryl Dodd（columbia）

When Deryl Dodd released his 1996 debut album．One Ride In Vegas，critics centered on his traditional approxich to country．Dond says，＂They called me a＂throw back．，and I＇d joke that it meant they could throw me back if they didn＇t like me．But I am country，it＇s how I walk and talk．When I go back to my family＇s farm in Comanche，TX，I know that＇s where my soul feels at home．＂
In planning his self－titled sophomore album，Dodd teamed with producers Blake Chancey and Chip Young to＂make a record that，when it was done，I could look back and not want to change anything．＂A former guitarist in Martina McBride＂s touring band，Dodd wrote or co－wrote five of the 10 songs on his new alhum．＂I had the whole record in my head for more than a year before we started recording．＂he explains．Aside from assembling a strong collection of songs for the album．Doxd says．＂90\％of what I love about my work is performing．And I recorded this album thinking about how it would sound live．＂

Much of Doxd＇s approach to his career was heavily influenced by his father．He says． －My dad took pride in heing an electrician．That was his job．I want to see my work like that．I＇ve spent the last year finding out who I am and realizing that whatever happens is up to me．I＇ve learned the things I can＇t compromise．I want a career that＇s solid，that huilds slow and steady．I＇ve always liked artiss who，when they put out alhums，you can see how they＇ve grown，both as a perforiner and a person．＂The alhum contains Dodd＇s current single，＂A Bitter End．＂

## COING总ADDS November 23， 1998

## H laborma＂Keepin＇Up＂

aCA：Shority atter pertorming all 11 of ther Mo．I hiss duving a parper－riew special in las kegas，Nabama topped the charss for the
 the second new single from ite compilation，was mitten by Mabama members handy Owen and leddy Geentry with Grę forver and Soonie Aogens．

## Joe Dilfie＂Behind Closed Doors＂

Epic：Theres a potential danger in making a new restion of a classis recording．but joe Offfe fires up to the chalienge with－Bethind
 the song as his convibution to the meent inbere to Irdifion allum．

## Jom Feandanli＂She Don＇t Believe In Fairy Tales＂





## Yyyonman＂Freedom＂

OreamWorks／Curb：Written by laptian Armot and Bunny Hell．＂Freedom＂is the first single from The Prince of Eppet－Hashivile，
 ＂The soog itself is so simple，and thars what I bove about it foure not going of kam ampthing new here，but youre going to see morcell in the seat mather it think，freedom．What thes that mean to mer＂
When I firat heard that Thrls Cheanutt would be
coyerinc Aerosmich＇s＂I Don＇t viant To Miss 日
Thinge，＂Ihought，＂Oh yeah，whict＂But after IIeten－
ing to it．I honeetly think it malzes a better country
cong．Lyrically，it itemnmazingcountiry ballad．It＇o
un inetant＂Out of the Box＂for und IInrk Chemnutt
has a great wry of gecting folk in the mood for
pretty＂honky－tonk＂muelc，but he can aleo quitet
doven a crovid with a really nice ballad too！And thic
will definitely be one of the ballads he will be re－
membered for，We＇ve had inetent caller reaction on
this reoord．It＇e gorgeoun！I le cimply mails thie eong：
And it is already familitar with our listenerm，which
is great．I think this is moing to be his biqgest hit
EYER！And it fill certainly become a elgnature
mong that he will be doing for yeoure．
Bhannon Brown deliverw esamay，up－tempo mong with her debut single．＂I Yion＇t Eite．＂The mong hat all the mint ingrediente to mahe a country hit：a great melody，Ifrely lyrica，and a powerful mand that you want to turn back to．The hook really eticke vilth you，and chac＇e important for the cemual Hetener．Every time this record is played，the phonea ane coing crayy：Listenert want to know who the is，where she＇s from，and when they can hear it agaln．Bhe hat a beantiful voice and an amazing vocal sound！People ahould dofinitely give this song and this artist a chance．＂I Wion＇t Lile，＂this onc＇e a hitt

MARE CHESNUTT<br>＂I Don＇t Want To Miss A Thing＂（Decca）



## NEW \& ACTIVE

RICOCHET Can't Stop Thinkin' 'Bout That (Columbia) Total Stations: 33, Total Points: 1151, Total Adds: 22, Including: WOMX 18, WIBW 15, KJJY 12, WKDO 12, WKKT 10, WMTZ 10, WOVK 10, WNCY 9, KVOO 8, KEAN 7, KHEY 7, KKJG 7, WWGR 7, WTCR 6 , KYCY 5, WBBS 5, WDEN 5, WHSL 5, WKSF 5, WUSO 5, WWZD 5, WXXO 5
Plays Include: KBEO 18 (18), WWYZ 15 (5), KXKC 10 (10)

ALABA情A Keepin' Up (RCA)
Total Stations: 20, Total Points: 1056, Total Adds: 20, Including: WAMZ 28, WESC 18, KLLL 17, WNKT 17, KFKF 15, WTHI 15, WKKX 14, WOXK 14, WAXX 10, WCOS 10, WLLR 10, KSOP 7, KWJJ 7, WROO 7, WGNE 6, WCTK 5, WCTO 5, WDEZ 5, WWYZ 5, WXXO 5
R. CROWELL \& J. CASH I Walk The Line (Revisited) (Reprise) Total Stations: 17, Total Points: 876, Total Adds: 2, Including: KUPL 7 WHSL 5
Plays Include: WAMZ 28 (28), WKDO 25 (25), KWJJ 17 (17), KJUG 15 (15), WDEN 15 (15), WWJO 11 (7), WKKT 10 (10), WOVK 10 (10), WWYZ 10 (5), KVOO 8 (8), KSOP 7 (7), WSSL
7 (7), WTCR 6 (6), KFDI 5 (5), KTTS 5 (5)

## KEITH MARLING Write it In Stone (MCA)

Total Stations: 27, Total Points: 796, Total Adds: 9, Including: WAIB 14, WCTO 12, KJJY 7, KKJG 7, WWGR 7, WWOO 7, KFDI 5. WBBS 5, WHSL 5

Plays Include: KJUG 15 (15), WUSY 13 (13), WXCL 12 (12), WAXX 10 (10), WMTZ 10 (10), WOVK 10 (10), WWYZ 10 (5), KVOO 8 (8), KSOP 7 (7), WMSI 7 (7), WTCR 6 (6), KTTS 5 (5), WDEN 5 (5), WKKT 5 (5), WNKT 5 (5), WRKZ 5 (5), WTCM 5 (5), WUSO 5 (5)

MONTY HOLMES Leave My Mama Out Of This (Bang II) Total Stations: 22, Total Points: 792, Total Adds: 3, Including: WAIB 14, KUBL 9, KBUL 5
Plays Include: WHSL 25 (10), KASH 15 (5), WTHI 15 (15), WKDO 12 (12), WOVK 10 (10), WTCR 10 (10), WWYZ 10 (5), WUSY 9 (9), KVOO 8 (8), WIRK 6 (6), KFDI 5 (5), KTTS 5 (5), WDEN 5 (5), WESC 5 (5), WGH 5 (5), WRKZ 5 (5), WYNK 5 (5)

BILLY DEAN Innocent Bystander (Capitol)
Total Stations: 24, Total Points: 718, Total Adds: 7. Including: KBEO 18, KSOP 7, WWJO 7, KASH 5, KLLL 5, WRKZ 5, WXXO 5 Plays Include: WGTR 14 (14), WUSY 13 (13), KRWO 11 (5), KKNU 10 (10), WMTZ 10 (10), WOVK 10 (10), WPUR 9 (8). KVOO 8 (8), KIZN 7 (7), WOW 6 (6), WTCR 6 (6), KBUL 5 (5),
KTTS 5 (5), WBCT 5 (5), WDEN 5 (5), WUSO 5 (5)

TRACTORS Shortenin' Bread (Arista)
Total Stations: 15, Total Points: 709, Total Adds: 7. Inciuding: KWJJ 17, KHEY 7, KSOP 7, WTCR 6, KZKX 5, WDEN 5, WWYZ 5 Plays Include: KTST 35 (35), KVOO 30 (8), KUPL 15 (15), WYNK 13 (13), WOVK 10 (10), KFDI 5 (5), KRWO 5 (5), KTTS 5 (5)

SOUTH SXXTY FVE A Random Act Of Senseless... (Atlantic) Total Stations: 18. Total Points: 568, Total Adds: 14, Including: WPUR 12, KKNU 10, WAXX 10, WOVK 10, WYYD 10, KIZN 7, WGTR 7, WWJO 7, WTCR 6, KTTS 5, WCTO 5, WDEN 5, WHSL 5. WKKT 5

Plays Include: KJUG 15 (15), KSKS 12 (6), WWYZ 10 (10), KBUL 5 (5)

SUZY 80GGUSS From Where I Stand (Capitol)
Total Stations: 11, Total Points: 300, Total Adds: 9, Including: WOVK 10, KGNC 7, KSOP 7, WIRK 6 , WTCR 6 , KRWO 5 , WBBS 5, WDEN 5, WWYZ 5
Plays Include: KUPL 7 (7)

Songs Ranked By Total Points

## NATIONAL RADIO FORMATS

## ABC RADNO METWORKS

## Ceast-To-Coast

Mart Edwards • (972) 991-9200 Ande:
maxi chesmutr IDoni Want to Miss A Thing tRISHA YeAmw000 Powertul hing Moftest:
TIM mCGRMw for A Litle While TEARI CLAAK You're Easy On The Eyes

## Real Country

Dave Nicholson • (602) 966-6236
ades:
Gary MLLAM II Take Today
MARK CNESMUTT I Don I Want To Miss A Thing
Hettest:
BROOKS 8 DUWN Husbanas And Wives GEORGE STANT We Realty Shouldn't Be Doing This fanth mill Let Me let go
DOw whu uns Gracker Jack Diamond ALN ACKISOW Right On The Money

## ALCERMATIVE PROGRAMMMMGG

Steve Knoll • (800) 231-2818 Gary Knoll
ANEs:
CARY MLCMII Take Toder
stummon crowniwontlie
man cresmurt I Dont Want To Miss A Thing LEwn nuras These Arms OI Nine Thain Yeckweco Powertu Iting Dutinet:

aumainamo Unbelevate

RiN1 NMT Fintenveres
Wohter Powers • (800) 426-9082

Men Mouftrie
atere:
Rea meaintit Wrong Night
Wurumem fy (The Angel Song)
Dettert:
 Tila ycentw Where The Green Grass Grows IT HEMmDOW Husbanas And Wives core cricus Wide Open Spaces ceulmine Someone fou used To Know
Mainstrean Conniny
L.d. Smith
andes
Mo adds
Herient:
TV KEmuon it Must Be Love
cmoris a mum Husbanas And Wres
LEE Mom momerx ALitute Pass I me fock
exconet sthar we Rewly Shouldrit Be Doing This
doxis Curcus Whde Open Spaces
Inver Cemelty
L.d. Smith

MAS:
Mo adds
Mottest:
coulm rave Someone You used To know
DIXIE CHCLIS Wide Open Spaces
FNTH HILL Let Me Let GO
CEORGE STRANT We Really Shoulont Be foing Thes bRoows a Duwn Husbands And Wives

## JOMES RADIO METWORK

Jim Murphy • (303) 784-8700
U.S. Country

Penny Mitchell


## Ads:

Mrame Keepir' Up
GARY ALLAM FII Take Today
marK cresmurt I Dont Want to Miss A Ining
Thisha reanwood Powerful Ihing

## Hottest:

TERRI Clanax You'te Easy On The Eyes
TT Herndon la Must Be Love
FATH MILL Let Me Let Go
Ge orge strant we Really Shoulant te Doing this
LEE ANN womacra litie Past Litete Rock

RADIO OWE COUNTEY PLAYLST
Jim Barbee - (970) 949-3339
Adts:
REBA MCENTIRE Wrong Nigh
TRACTORS Shortenim" Bread

## Meftest:

TVHernnoow it Must Be Love
anclormun There You Heve In
DIXE CHicus Wide Open Spaces
george sthant we Really Shoutani Be Doing This
COLIW RMVE Someone You Used To know

WESTWOOD OTE RABNO METWORUS
Charlie Cook • (805) 294-9000
Tracy Thompson
Mainstream Cenentry
David Felter
alts:
culy mir ctulas busy ion
sinurninis no place That $5 \times$
Motinet:
Dexis Curese Wide Open Spaces
LEX Hen moncer A Litte Past Line Rock
cmones e oum Husbands And Whes
eeonce STMTT we Realy Shoutarit Be Doing This

Mot Comity
David Felher
Altes
nemes Somebotys Out There Watching
UAMmite laze Me
Theia rearwice powerth ithing
limetuet:
LEE amu momacra A imte Past Litte Rock
FATH MILIL Let Me La Go
TY Manmour in Must be Love
coumanie someone rou used to know
TERescuan You're Easy On The Eyes


SAMmy renshaw One Day Lef to Live
travis tritt il Lost You
TOBY XETTH Getcha Some
TERRI CLARK You're Easy On The Eyes

## TMN <br> 60.2 miltion thousenots Thac lowet <br> Mamaow Video Programming

## ADDS

Farth mill let Me Le co (Warner Bros) JoHM micuart montogomery hotion to me (Adtantic) SHOWA Twam From This Mortent On (Mercury)

## TOP 10

Buack I. CRAHAM BROWNWMe into Water (Intersound) DEACA CARTE A Absence OI The Hean (Cypra) FATH HILLL Ler Me Let Go (Wamer Bros ) TOBY KEITHGEerta Some (Mercung) WILIE MEL SOM I Never Canco for You fistend) MRON TIPAMF O Y Y U I Will (lyme Steen) rewor travis Soirt $O$ A A Boy Wiscom poream Worts)
 LEE AnH womucka Linte Past Lnte Roch (Dacea)

Intormution curtent as of Hovenber is.


12 milton housethoids
Chris Parr: Drectol Programming
Paul Hastabe VPGM

## ADDS



## 70P 10

quanema how do You Fall in Low (RCA)
oree cences Wiot Open Saxices (Momument) TEMNT CLar vourneasy on The Ews (Morcury) LEE Mm mamaci a Late Past Lese Roch (beca) suma Tmum Honge. I'm Home (imeran) Winmanaman To women (AghemeEG) Manow Tirnalior toul Will (Lyme Strme) reay kemw Gexcia Some (mincary) max mus donit Laghar Me (Mercuy)


## HEAVY

Lacrownex There rou hive if (Nista)

 dree criens wice Open Sowes (momumenty) Smin mul Let Ne La Go (Wamer Bros) TeEI KEDW Getcha Some (Mrown)
 newer thuis Spert OXA Box, Wiscom_ (Dreamworis) suma 7 numu Honex I'm Home (rivory) LEE Am wnuct A Lite Past Lite Aock (Ducca)



## HOT SHOTS

cant aluant Iate loday (Duccal)
 SHamom chownimont Le (Arsta)
 Lmoa owis if Yours iDreamWorts) anmomo noo Unbeterabie (Aista)
DOE DIFFit Poor Ne (Enc) shar tmus no Place ind far (RCA)
 ALLSOM MOORER NaDama SONg (MCU) a. ma wewton-jowim Prectous Love (nca) WILAIMSOWS Fiv/ (The Angel Song) (Gourt)

Heary rotation songs receive 28 plays pet weth Hot Shots receve 21 plays per weel
imbormation curremt as of November its.

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









5050 so 58 ,
$\begin{array}{ccccc}50 & 50 & 50 & 50 \\ 50 & 50 & 50 & 50 \\ 50\end{array}$





\section*{29\%} WLARE:31 | 124151526.2400 |
| :--- |
| Pnatips Fiver |


$\qquad$ scuaces a Tamia

|  |
| :---: |
|  |






## nims manis <br> 



5555

is is is That amplition for 0

 20
0





cotor


FIMD COMPLETE PLAYLISTS FOR ALL COUNTRY AEPORTERS ON RAR ONLINE

31 munisons mex in




| nans <br>  | antimitime |
| :---: | :---: |
| 181818 |  |
| 323232 |  |
| 3232323 | Trubricom husi be com |
| 183232 |  |
| 18 is 18 | Num rasomave on tim Money |
| 1818232 |  |
| 18 1838 | crance Struitw fut |
| ${ }^{32} 23232$ | mex muscomi indin ily |
| 323232 | Le ner momatia le pre. |
| 10 18 18 |  |
| 3232 |  |
| 18 is 18 | dema cartevoma of to men |
| 18 is is | tepar anartour liay or. |
| 18 18 18 | waye herstran do versio. |
| ${ }^{18} 1818$ | goer heriveratra same |
| 109 | matme mceriocmiomy ham |
| 18 | Tm nccrumio A Liey |
| \$ 1010 |  |
| 10 18 18 | unor tippmia milm |
| 10 18 18 | trime trucossmina tram |
| 181818 | Cur muerraill apomin. |
| 181818 |  |
| 101818 | Lar mitrom m |
| 101010 | t caraw zaow wre mio was |
| $35$ | Ownowo moveritate. |
| 5 5 1 | asem dou0ia mat the |
| 51010 | Spat imiswo Pay mefy |
| 1010101 | vara givatimol. |
| 51 |  |
| 10 |  |
| 1010 | Max M SLERSOW Dom |
| 1010 | ancr frms sore ia may- |
| 1010.10 | Times tamm lay you |
| . | amy pur capustary lom |
| 59 | amen wrashsometior in. |
|  | rouris Sombeosi io. |
| . 5 | nocuel mitrsowey tra boat |
| 55 | STME warasafiny lie mixee |
| -. 5 |  |



 min
\%in


FIMO COMPLETE PLAYLSTS FOR NLL COUMTRY REPORTERS OM RAR OMLIME










| 1 |  |
| :---: | :---: |
|  |  |
| ${ }^{3} 53535$ | mot marsmam do you se |
| ${ }^{25} 353535$ |  |
| ${ }^{8} 585{ }^{35}$ |  |
| \% \% \% 8 \% | MaCm ramio railim |
|  | Mrichoom hat lion |
|  |  |
| ${ }^{35} 35358$ |  |
| \% 5 35 3 | di na momoxa lei pac. |
| ${ }_{3}^{5} 8$ \% 258 | PIM Mckithenome lon |
| \% $85 \%$ |  |
| 35 35 35 25 | dom amasma com sman |
| ${ }^{5} 883$ | amor ramssoinabor |
| \% \% \% | o DaE uesseusind me |
| ${ }^{5} 8858$ |  |
|  | Num rasomept on ine mony |
| ${ }^{8} 2525$ | Numution do tor fil |
| ${ }^{15} 15$ 15 8 | Owome riourmise |
| 15 is is 8 | muasorsor fin mis seme |
|  |  |
| \% 2785 | Wovel mitasomen the |
| 15 \% 58 | manem matherscam |
| 15 1528 | TMucoverat a |
| \% \% 258 |  |
| 8 5858 |  |
| ${ }^{8} 888$ | warta Mcenco Mroy 1 |
| 2838 | atoma stanima |
| 15 15 | feamanate |
| 28 |  |
| 15 is is 18 | Ofem docou mex mo |
| ${ }^{15}$ is is is | ant oweismolicom |
| is is is is | un memitaim |
| is is is is is | vackincar mel |
| 15 15 is is |  |
| is is is is |  |
| ${ }^{15} 5$ is 15 is is | Lea densim tars. |
| 15 is 15 | cimerssommays an |
| $\bigcirc$ | ary par craus arar me |
| ${ }_{15}^{15}$ |  |


|  |
| :---: |
|  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |



alabama Keepin' Up (rCA)
Prod: Don Coot Alabamia Wr: Randy Oven. Tedoy Gentry, Greg Fomter. Ronnie Rogers Marnegenem Music ansion of Wildcountry ine YRoute Sur Music Mgr: Dase Morris

GARY ALLAN lill Take Today (Decca 72079 )

Music Will Robisongeling Musc, he. Mor Lyte Menagement

## — B

8Lackuluwn there You Have It (Arista 3134)
Prod: Mark Eigit Tim Dubois Wr: Stere Bogard. Ruck Gilos Pub: Wainer-Tameriane
 Musc (BMt) M. Mr. Mere Roterison Meragemiert

SUZY BOGGUSS From Where I Stand (Capitol 7087)

 (BMM MIry. Lef Berik Management

CHAD BROCK Oroinary Lite (Warner Bros 9526)
Prat: Nomo Wison Butay Camon Wr Bomie Belic) Connie Herngton Pe:


GARTH BROOKS It's Your-Song (Capitol 12373)
Music (emmpan Fo Gold Music (BMII) (Main by Coppright Maragement Mc) Mg: GB Management

BROOKS $\&$ DUNN Husbands And Wives (Arista 3143)
Prod: Don Cook, Kir Brooks. Ronne Durn Wr: Rober Milee Puo: Sony/iatv Songe


SHANNON BROWN I Won't Lie (Arista 3144)
Prod: NorroWhimon. Brian Tankerstey Wr: Bruco Bouton. Hebsy Lindsay Pdo: EMI Aprt Musce inc. Pedethead Music (Win nopts tox Pedathaad Muscic are controtiod and admmestered by EM A Aoril Music inc Fomoun Music Copporation (ASCAP)

## C

DEAMA CNPTER Absence Of The Hean (Capitol 12364)
Prod: Chris Foven Doana Cartel wr. Dearia Cerw, Chris Farien, Chuct Jones Pwo: EMI Pirhosion Streel Music (cdm by EMM ApIt MOsic) (ASCAPMFul Koor MeicCa


MARK CHESMUUTI I Don't Want To Miss A Thing (Decca 72078)
Prod Mart Whatu Wr. Dune Warren Pub: Rowhongs (AScAP) Mir Mrod. Marant
R. CROWELL I J. CASH I Walk The Line (Revisited) (Reprise 9494) Prod: Rooney Crowei wr Rochey Cromell Jotroy Cesin Pub: Somplat Y fineitiouse a casn (

BILLY RAY CYRUS Busy Man (Mercury 226)
Prod: Jom Ketton Keam Siecal Wri Bot Recgan Georpe toren Pub: BMG Senge. nef Siera Home Music (ASCAP). Zombe Songs Me fomill Up Music (Bul)

## D

CLINT DANIELS When I Grow Up (Arista 3137)
Prod. Lavon Pendergrass Im Scherer wr: Toryy Marth. Cal Sweat Pib: Hamstein Cumbenmand Music Bmby Man MusicCo Hemt Music Group (BM) Mgr: Cip Paes

LINDA DAVIS I'm Yours (DreamWorks 5109) Proot James Stroud, leten King Wr Phility Colemen Carchm Dawn Jornson Pub:

BILLY DEAN Innocent Bystander (Capitol 7087)


## DIAMOND RID Unbelievable (Arista)

Prod: Mcktaed OClw. Diamond Rio Wr. A Anderson Jelrey Steete Pub: Mghty Nice Music AN Andersongst Longitude Music Ca. My Lith's Wark Music (BMI) Mgr ion Ten Maragement (Bary Cobum)

JOE DIFFIE Behind Closed Doors (Epic 41734)
Prod: Jornmy Slate Joe Ditie Wr, Kemy ODel Put: Warner House OI Music (BMI) Mge: 3rd Roct Management

DIXIE CHICKS Wide Open Spaces (Monument 78810)


SARA EVANS No Place That Far (RCA 65583)
Prod: Norro Wison Budoy Cannon Wr: Sara Everu. Tom Shapiro tony Marto Put: Soom Norro Wison Buctey Cannon Wri: Sara Evais. iom Strapira Kony Martin Put: Managemperthe.

VINCE GILL Kindly Keep It Country (MCA 72072
Music (BMI) Mge: Flegerudo Hartiey Compeny Mgr: Fragenado-Harthen

WEIH HARLWG Write it in Stone (MCA 72081
 Putianing (BMI) Mr: MoCinticit Herris Moniegoment

TY HERMDON It Must Be Love (Epic 78983)
Prod: Doug Jormeon Wr. Crip Picichert Jock Sundrund Pub: Amo Music Corn (ASCAP)Criog Brictered (ASCAP)Megrasong Music Pucoishing (EMA)ADod Oill Music

## FATH MML Let Me Let Go (Columbia 41434)

Prod: Dern Humf Faim hefl wr: Steve Dianond. Demis Morgen Pub: Diamond Mine Muci ASCMP/ Min Shop Morgensongsicio Morgan Music Group inc.jeill Mer. Borman Entertaincment

## $\square \mathrm{J}$

ALAN JACKSON Right On The Money (Arista 3136)
Prod: Kath Stegar Wr. Charie Black Phil Vassar


## K

TOBY MEIfH Getcha Some (Mercury 220)
 TMO Arbst Maragemem

DAMD KEREH Something To Think About (Curb T7905)
Prod: Pu Mclesion wr: Fory Merin. Tim Nichos
PLo: EMI Blackwooc Mhaicify Lind Music (BMilimamstein Cumberiand Music isMily Beor Mare Music (BMi) Mgr: Mari typoner

SAminy Kershaw One Day Left To Live (Mercury 221)
 Rose Music, inc. Thels A Smash Musicintice Curb Music (BMati: CPN Mussic (ASCAP)

KimLEYS Somebody's Out There Watching (Epic 41593)
Proot: Fory Haselden, Ruses Zavision Wr Pooin Lernet Framne Golto. Steve Boover Prod: Kony Haselden Ruas Zambion Wr Aobin Lernec Franne Golto. Sieve Booker
 US. ind Canide by Windswept Pacitic Songs (BMI) My. Firgeralo-Hartioy Co

## $\square$ <br> CHRIS LEDOUX Bang A Drum (Capitol 7087) <br> 

PATTY LOVELESS Like Water Into Wine (Epic 41540) Prod Emory Gocex is Wr Grechon Peters Pue SonjatV Tunes LC dow Cross

## M

MARTINA McBRIDE Wrong Again (RCA 65528)
Prod: Martina McBride Paul Wortey We tormy Loe dames Cymma Weil Puo Stul Whoring for The Man Musici he. Dyed Music limmo (BMin) mgr: Bruce Alen Management

## AEBA MeENTIRE Wrong Night (MCA 72075)

Prod David Maloy, Acba McEntro Wr, Jost Lea Fick Bowns Pud: Womoo Tamerlane Pubtishing Co forimen Music Sturutuck Angel Musici inc. Oead Sold Perloct Music (BMI) Mge: Starstrud Entertainment

IIM McGRAW For A Little While (Curb)
Prodi Byron G More. Lames Stroud Tim McGraw Wr: phi vassac Steve Mandive arry Vandve Pue: Ciscee Park MusiriSESACVMaizco Music (BMIVEMI Blachwood Music Inc.PMil This Music (BMI) Mor: RPM Management

JO DEE MESSINA Stand Beside Me (Curb 1479)
Prod: Byron Gadimore Tim McGrew Wr. Sepphen Alien Davs Put: Hamstoin Cumcertanc Musci (BMin m- Retroes Management internationa

ALLISON MOORER Alabama Song (MCA 72077)
Prod: Kenny Greenberg Wr: Alison Mocrex. Dave Primm Pub: Windswecl Pacitic


## N

MARK NESLER SIow DOwn (AsylumLEG 1188)
Prod: Jerty Cutchneid Kyte LOMing Wr Mark Nestion Tory Marm Pets Cimedisn
 mor sury Cruchtiala


COLLW RaYE Someone You Used To Know (Epic 41368)



Mencuict Can' Stop Thinkin' 'Bout That (Columbia 41504)




LEANH RIMES These Arms Of Mine (Curb 1483)
Prod: Wibur C. Rimes Wr: Jofl milt Geil Thomoson
Put: Curb Songaikinetic Diamond II (ASCAP) (edm by Curb Songs) (ASCAPMEmilau (BMI) Mar: Wibur Rimes

## 5

SOUTH SUTTY FIVE A Random Act Of Sensetess Kindess (Atantic 8734)
 Pub: Oove Stars Musci Josn Nex Music Zomba Emerprises inc. ASCAPROMbe Sones inc.inneover Music BMM

SHANE STOCKTON Gonna Have To Fall (Decca 72060)
Prod: Maxh Wrigti Wr. Shane Stockion Pub: We Donl Remp Pigs Music Warne Tamprlane Music Pudiaring Comp (Bul) Mgr: Susen Burns Managemem

GEORGE STRNT We Really Shouldr't Be Doing This (MCA 72071) prod: Jong Brow. Georoe Stral Wr Jin Levierdite
What vigiv Nice Music l sucersongs (Bin) Aom by Biwewater Music Corp Mgr: Env
$\square T$

TRAMS TRITT It I Lost You (Warner Bros. 9456)
 Prowishing Buluedimo Music ASCAP Myr: Fucon Gocomen Managemem

## W

CLAY WMLKER You're Beginning To Get To Me (Glant 9405)
Prod: James Stroud. Clay Waller Wr. Fom Shapira, Aaron Bavier Puber Humstein Cumberand Music Tom Shapiro Muricieind Scarrow MusicO-Tex Music Buli Mgr: En Woolven

STEVE WARIMER Every Litte Whisper (Capiol 7087)
Prod Stove Warinè Wr. Bity Kirsch, Steve Warnoer
Prb: Mammsseien Cumbortand Muscic (Bemikoaluie Music (BMIVSWivo Waine Muste

WARREN BROTHERS Guitry (BNA 65551 )
WARREN BROTHERS Guity (BNA 65551)


LARI WHITE Take Me (1ytric Street 10844)
 Caree Mangoment

WILKINSDNS Fly (The Angel Song) (Giant)
Prod Tony Hassediden Russ Zavision Doug Johnson Wr: Steve Wilumeon. Fory Michaed Bourke Put: Golden Phomio Music Corp Miayasongs Music Putishing SOCANRory Bourke Music Compery BMI Mgr: Ftizgerab-Hattey Co

LEE ANN WOMACK A Little Past Little Rock (Decca 72068)
Prod: Mank Wngit Wr: Jess Brom, Tony Lime. Bret Jones Pub. Almo Music Cono Tin Creens Music inc. Jjess Brown Music Fomous Music Corporation (ASCAP) Mer En Whotsey Aponcy


IRISHA YEARWOOD POWertul thing (MCA 72079)
Prod: Toryy Brown Trisha Woanwood Wr. A Anderson Sharon vaughn
Pre: Meqtiy Nice Music A1 Anoorsongs (ENimMCA Music Putisting a Onision of Unvera Studos inc/Frofeamel Music (ASCAP) Mgr Ken Kragen

# If I Could Turn Back Time 

## $\square$ The way they were

In light of our gala silver anniversary celebration, the pages of this week's issue are drenched with nostalgia. In keeping with that spirit, I thought you'd enjoy seeing what some of our friends in the AC radio and record communities were doing 25 years ago (October/November, 1973).

## Adult Contemporary

KYMG/Anchorage, AK PD Devan
Mitchell: Grand Valley State
College (MI) student/part-time
factory worker.
WFPG-FM/Atiantic City, NJ OM/
PD Iick Fennessy: Afternoons
on WBCBMevittown. PA.
WBBQ/Augusta, GA PDMD John Patrick: Norfolk Catholic High School freshman.
WLIF/Baltimore OM/PD Gary Ralabon: College student/parttime air talent.
WMJJ/Birmingham PDMD John Stuart: Gulf Breeze. FL sixthgrade student.
WHBC-FM/Canton, OH PD Terry Simmons: Layton, UT high school sophomore.
KDAT/Cedar Rapids. IA PD Dick Stadlen: Middays al WDAV/ Chicago.
WDEF/Chartanooga. TN PD Danny Howard: 10 years old. "listening - "Comvoy: my favorite song." WLIT/Chicago VP/Programming/ MD Mark Fdwards:
Indianapotis junior high sctiool surdent "spending way 100 much time enjoying Grand Funk Railnad on WIFEAndianapolis." WRRM/Cincinnati OM/PD T.J. Holland: 8 years old.
WDOK/Cleveland PD Sue Wikon: Freshman at Akron's St. Vincent High School.
WTCB/Columbia. SC PD/MD
Brent Johnson: Elberton. GA fourth-grader.
WGSY/Columbus. GA PD/MD Alan Quin: A 3-year-old "obsesved with unilerstanding how that stack of 45s dropped and played one at a time."
WSNY/Columbus. OH PD Chuck Kinight: Sioux City, IA high school studemt "taking driver's education and popping zits." KVIL/Dallas PD Bill Curtis: Third-grade student in Sault Ste. Maric. MI.
WLQT/Dayton OM Mary Fkenor: University of Arkansas freshman. WOOF/Dothan. AL GM/PD Ieigh Simpson: Sixth-grade student
*amping envelopes at my mon's radio station (WOOF)." KAIF/Dubuque, IA PD Tim Dillon: "No borm yet"
WIKY/Evansville, IN PD/MD Mark Boker: WSBA/York. PA news/sportswriter.
KITA/Fargo, ND PDMD John Austin: Third-grade student. KFZAFayetteville, AR OM/PD Chip Arledge: Clarkshurg. OH eighth-grader.
WCRZ/Flint. MI OM/PD J.
Patrick: University of Michigan student.

KTRR/Font Collins, CO PD/MD Mark Callaghan: Elementary school in Walnut Creek, CA WAI/Fi. Wayne, IN PD Barb Richards: Fort Wayne high school junior.
Former WAFY/Frederick, MD PD Thom Robinson: Font Knox, KY Army PFC.
WMAG/Greensboro PDMD Nick Allen: Yooktown. VA high school junior..
WMYI/Greenville. SC PD Gary
Jackson: University of South
Carolina student-WQOK/ Gíreenville parn-timer.
WRCH/Hartford PD Allan Camp: Rutland High School (VT) senior KSSK-FM/Honolulu PDMD Jefl Silvers: Third-grade student. WAHR/Huntsville, AL MD Abby Kay: Rock Falls, IL firs-grader. WTFM/lohnson City PD/MD Mark McKinney: Family business in Knoxville.
WGLM/Lafayette. IN PDMD Dan McKay: Sophomore at
University High School
Westwood, CA, 'hanging out at [KHJ/Las Angeles] and getting excited about radio."
KM7QMas Vegas PD Burke Allen: First-grade student in Logan. WV. KSNE/Las Vegas PD Tom Chese: First radio job at KRLC/ Lewiston. ID.
WALKAong Island APD Rob Miller: 1 year old.
KOST/Los Angetes Station Manager/ PD Jhani Kaye: Los Angeles air talent at KKDJ and KUTE.
WPE $/$ Macon. GA PD Laura
Worth: High school seniorWBML/Macon weekender. WMGN/Madison, WI VP/ Programming Pat $\mathbf{O}^{+}$Neill: Rochester. MN eighth-grade student and KWEB/Rochester PD Denny l.uell's "unpaid gopher." Former KVLY/McAllen PD Dave Collins: 8 years old in Lincoln. IL. "rying to imitate [WLS/ Chicago's] Larty Lujack." WLRQ/Melhourme PD/MD Mark Iander: Sixth-grade student in Sarnia, Ontario.
WRVRMemphis MD Key Mankey: Junior high school student where radio "wasn't even a thought in my head."
WLTQ/Milwauker PDMD Stan Atkinson: Eaton. IN fourth-grade student.
WLTE/Minneapolis PDMD Gary Nolan: Looking for his first radio job, "which I got in January 1974."

KJSN/Modesto, CA PDMD Gary
Michack: Arizona State
University freshman.
KWAV/Monterey PDMD Bernie

Moody: Harrishurg (PA) High School senior.
KMGLOKlahoma City PD Kathi Yeuger: 5 years old. "anxiously waiting for Santa."
KEFMOmaha PDMD Steve Albertson: Exira. IA high school sophomore.
WMCF/Orlando PD Ken Payue:
High school sophomore "interning at [WMMR/Philadelphia] - what a year it was!"
WSWT/Peoria, LL PDMD Randy Rundle: LaSalle. IL high school junior-nights at WGSY/Peru. IL (now WLRZ).
WSHH/Pitshurgh PDMD Ron
Antill: Monroeville. PA high school junior.
WWLI/Providence PD Tom Holt: PD/aftemoons al WZID Manchester, NH:
KRNOReno, NV PDMD Alam
Cook: Bloomington. MN middle schood student.
KEZK-FM \& KYKY-FMSt. Louis OM PD Smokey Rivers: Dickinson College (PA) junior.
KSFI/Salt Lake City PD Dam
Criz: 10 years old.
Former KIOUSan Francisco PD Bob Hamitton: Shepard Broadcasting National PD. KSBLSanta Barbara, CA PDMD Peter Bie: Moming drive news on KRTHM as Angeles.
KLSY/Seatle PD Barry McKay: Fort Hill High School Cumberland, MD freshman
"trying to win WTBO-AM's "Pepsi Cola Contest Time.""
KELO-FM/Sioux Falls, SD OM/PD Reid Hoksen: Mankato, MN high school freshman.
WNSN/South Bend. IN PD Phil Britain: Western Michigan University/Kalamazoo studentaftemoons at WYYY/Kalamazoo WMAS-FM/Springfield. MA PD Paul Cannom: Ford dealership parts manager.
WRVF/Toledo PD/MD Bill
Michacels: "Still breast-feeding."
KMXZ/Tucson PDMD Robby
Rich: Late-nights at KHJ/Los Angeles.
KOOIVIler. TX OM/PD Dave Moreland: Aftermoons on KJCS Nacogdoches. TX.
WIZW/Ntica, NY PD/MD Randy Jay: Third-grade student.
WEAT-FM/West Palm Beach OM/ PD Les Howard Jacoby: PD/ afiernoons at WQPD/Lakeland. FL.
WRMF/West Palm Beach MD Dave Brewster: "Writing my letter to Santa for a new bike." WKWK/Wheeling. WV PD/MD Doug Daniets: Grove City, OH seventh-grader.
KRBB/Wichita PD Larry London: 13 years old in Detroit, "listening to [CKLW's] Super Max and buying 'Crocodile Rock,' my first 45."

WJBR-FM/Wilmington, DE PD/ MD Michacl Waite: WMEE \&

## Record Promotion

Ansta VP/AC Mark Rizzo: Eighth-grade student in Elmhurst Queens (NY) in love with Martha Howard and the New York Mets."

Columbia VP Promotion/Adult Formats Elaine Locatelli: RCA promotion department secretary.

- Elektra Sr. Director/National AC Promotion Linde Thurman: Florida junior high school student Tistening to music - Instead of pushing nt.
Jive National Promotion Manager/AC Karen McLellan: Attending kindergarten in Wilkes Barre, "istening to the Bee Gees and Elton John after school."


## Jerry Lembo Entertainment Group President Jerry Lembo: Hosting

 IV Bingo for the North Bergen (NJ) Cable TV Network.RCA National Director/Adult Top 40 Promotion Cheryl Khener: Woodbury, NY sixth-grade student where "the Rolling Stones' Angie' was in power rotation in my bedroom."

Warner Bros. National Director/AC Promotion Viterle Moese: "Just recently promoted from receptionist at Warner Bros. Records/New York to assistant to VP/Black Music. but still - and always - in Now Vork."

WMEF/R. Wayne, IN News
Dinector.
WSRS/Worcester, MA PD Steve
Peck: Fourth-grade student in Southbridge, MA.
WARM-FM/York, PA MD Rick Sten: Hemptield High School/ Lancaster PA sophomore with "absolutely no aspirations to be in radio in any capacity"'

## Mot AC Pop/altermative

KKOB-FM/Albuquerque PDMMD Roger Scott: 10 years old. living in Tucson.
Pop/Alternative KPEK/Albuquerque PD Mike Parsons: Fourth-grade student.
Pop/Alternative KAMX/Austin acting
PD fect Stevems: "Playing in
some day-care center. I'm sure."
KKYS/Bryan. TX PD Ryan
O'Brien: 8 years old and "sitting in the principal's office for being a clown."
WQMZ/Charlontesville, VA PD/
MD Angje Lagan: Collinsville.
VA firs-grade student.
Pop/Alternative WTMX/Chicago VP/Progranming Barry Janves: Mt. Carmel. IL high school senior-WVJC/Ms. Carmel weekender "hitting on cheerleaders with no luck whatsoever."
WQALCleveland PD Mary Filken Kachinske: Cleveland junior high school student.
KVUUKColorado Springs OM Rundy Hill: Eighth-grade student in a "small Nebraska country school"
KSTZADes Moines PD Jim
Schwefer: 13 years old in Neenah. WI, "playing radio contests and listening to [WLS/ Chicagol."
WQSM/Fayetteville. NC PD Rick O'Shea: Just fntered kindergarten, and "The Six Million Dollar Man was my favorite TV show:"
WIKZ/Hagerstown. MD PD Rick Alexunder: Hershey. PA seventhgrade student.
Pop/Ahermative KYSR/as Angetes APDMD Chris Ebbott: Indianapolis preschooler. NKTI/Milwaukee PD Danny Clayton: Delivering The Escanaba (MI) Daily Press and being "obvessed with WLS/ Chicago.
Pop/Ahemative KOSOModento. CA

OM/PD Max Milker: Oklahoma State University student-KVRON Stillwater, OK newspervon, when mot "pursuing my major, which was heer and fooshall."
WJLK/Monmouth-Ocean PD Mike Kaplan: A todder "listening to AM radio."
Pop/Alternative KCDU/Monterey PD) Chris White: High school freshman in Aliquippa. PA.
WPIJ/New York MD Tony Mascara: Windsor Locks, CT eighth-grade student.
KBBY/Oxnard, CA OM/PD Mark Fillott: Weirton. WV eighthgrader.
WSNE/Providence PD Bal Hess: Warminster, PA high school senior "hosting à weekly inschool TV news show:"
KMXG/Quad Cities. IA-IL PD Matt Willams: "Getting up from a nap just in time for Semume Sireet."
WRAL/Raleigh PD Steve Reynolds: "Skipping gym" as a Newhurgh, NY ninth-grader. KNEV/Reno, NV PD Bill Tanner: Salt Lake City fourth-grade student.
WVOR/Rochester PD Dave
LeFrois: "Looking at Karen Ferrara in fourth grade."
Pop/Altemative WZNE/Rochester PD/ MD Rick MacKenvie: Cumberland. RI high sehool senior/Providence recods store part-timer.
WIOG/Saginaw, MI MD Keith Kelly: Dewitt. MI second-grader. KSMG/San Antonio PD Andy Holt: Junior high school stukent "nursing a broken leg"
Pop/Ahemaive KMHXSimea Rosa CA MD Heather Btack: Santa Rosa third-grader.
WAEV/Savannah. GA APD Rick Hunter: Eighth-grader "raveling with a gospel quartet."
WAKSTampa PD Mason Dixon: Aftemoon drive on WAVZNew Haven.
KEYW/Tri-Cities. WA PD/MD Paul Drake: 8 yeans old, "listening to Three Dog Night on KJR/Seatle."
Pop/Alternative K7PT/Tucson PD Darla Thomas: 3 years old. Pop/Alternative WMBX/West Palm Beach PD Kevin Callahan: 2 years old. "playing in the dint with my Tonka trucks."
Pop/Alternative WXLO/Worcester, MA MD Amy Navarro: "Riding my Inchworm.


This chart reflects airplay from November 9-15. Songs ranked by total plays. Highlighted songs indicate Breaker
115 AC reporters 114 current playlists. Songs that are down or flat in plays for three consecutive weeks and below No. 15 are moved to recurrent

- 1998, R\&R inc


## NEW \& ACTIVE

ROD STEWART Superstar (Warner Bros.)
Total Sutions: 26, Ados: 3. Pays 188, including WRCH 8 (5), WWLI 5 (5), WSRS 8 (8) WHiU 4, WKWK 10 (10), WTVR 5 (6), WMUY 12. WDEF 13 (13), WTFM 11 (12), WE2 5 (5), KMGL 4 (4), KOOI 11 (12), WLOT 5, WFMK 10 (10), WGLM 7 (5), WTTO 3 (3), WSWT 7 (5), WRWC 17 (17), WRVF 4 (4), KLIA 7 (7), WOLR G, KEFM 5 (5), KELO 12 (12), KOSI 4 (4), KWAV 5 (5).

TEMPTATIONS Stay (Motown)
Total Slations: 34, Adds: 10, Plays: 169, including wwLI 10 (5), WLIF 15 (15), WeEB 6 , WSHH 2, WKWK 5, WARM 8, WIRO 4, WTVR 6, WOEF 2 (1), WOOF 13 (14), WAHR 5 (5), WTFM 7, WEZ 5, WRVA 5, KVIL 7, KMGL 3, WLIT 7, WLOI 6 (6), WFMK 10, WGLM 7 (7), WLTO 2, WSWT 4, WRWC 5, WLTE 6 (3), KOSI 3 (3), KISN 5, KWAV 5 (5), KKCW 6 (12).
HOOTIE \& THE BLOWFISH Only Lonely (Atlantic)
Total Stations: 13. Adose 2. Plays: 149, Including WCSY 7 (15), WTCB 17 (4). WSLO 17 (17). WOOF 7 (2). WRVA 7 , WHBC 14 (14). WMGN 17 (15). WNSA 13 (10). WAVF 13 (1). WOR 19 (16), KMAJ 18 (18).

PEABO BRYSON My Heart Belongs To You (Windham Hill)
Total Stations: 20, hots 1, Plays 133, WRCH 6 (8), WLW 10 (5). WMKK 5 (5), wuiy 18 (18), WDEF 4 (4), WAHR 5 (5), WJXB 5 . KVYY 6 (8), WOOK \& (99), WAI 5 (5), WFMK 20 (20), WGLM 6 (6), WLTO 3 (3), WSWT 5 (5), WRWC 5 (5), WOLR 3 (4), KEFM 5 (4). KSOF 7 (7), KUSN 2 (3), KWAV 5 (5).
MONICA Angel Ot Mine (Ansta)
 5. WICB 3. WOEF 3 (5), WOOF 8 (1). WTIM 7, MMY 7, NMGL 3. WIT II (4), WLHT 5. WFMK 10. WGLM 4 (1), WTO 2. WSWT 7, WIE 3. KELO 4, KWAV 15 (15). KISC 5.

BOB CARLISLE Father's Love (Jive)
Total Sutions: 23. Adots 4, Plays: 117, including WuI 5 (5). WPCH 9 (11), WGSY WMGF 5 (4), WGNM 7, WDEF 4 (2), WHE 5 , WRVA 8 (7), KVY 6 (6), WRRM 6 , WLO 5 (5), WAII 5 (5), WGLM 7 (3), WLTO 5 (3). WSWT 7 (5), WAWC 5 (5), KLTA 3, KUDL 5 . KGBX 8, KWAV 5 (5).
KEMWY LITIMORE WNEATHER HEADLEY LOVE Will Find... (Columbia) Total Stations: 17, Ados: 2, Plays: 114, WRCH 4 (6), WWI 5. WLRO 4 (5). WTVR 6. WMJY 12 (12), WAHR 5, WIT 9 ( 9 ), WOOK 8 (8), WAII 10 (10), WFMK 10 (10), WTO 3 (3), KATF 13 (14), KUDL 5 (5), WLTE 8 (8), KELO 5 (4), KOSI 4 (5), KWAV 3.

## sRuMDY Have You Ever? (Atlantic)

lotal Stations: 13, Addt: 1, Pays: 97, WWL 5 (5), WBEB 7 (9), WTCB 5 (6), WLRO 10 (10), WTVR $5(5)$, WOEF 5 (5), WOOF 15 (16), WAHR 5 (5), WRVR 7 (7), WFMK 10 (10). WIE 6 (6), KWAV 5 (5), KKCW 12.
BRENDA DOUMANI w/PHILIP INGRAM If You Believe (DMG)
 WAS 5 (5), WTO 3 (3), WRWC 17 (17), WLE 8 (8), KOSI 7 ( 7 , KSSK 5 (5), KWAV 3 (5).
 Iotal Strations. 12. Adds: 4, Plays: 65. including WMI i5 (10), WIIF 8 ( 8 ), WKWK 5 , WMUY 12 (12), WOEF 2 WGLM 7 (5), KELO 6 (4), KOSI 7 (8), KWAV 3 (3). CRYSTAL BERMARD Don't Touch Me There (River North) Total Stations 13, Adas: 4. Pays: 64, including WMLI5 (5), WLF I5(8). WXWK 5, WTVR 10 ( 6 ). WOOF 7 (8), WGLM 3 (3), WSWT 4, WRVF 3 (1), KWAV 2 , KKCW 10 (4).


## BREAKERS.

## Wo Somes Quallitied For Breaker Status This Weak

## MOST ADDED.

antst tile veelis) acos
Sapar macuchlay Angel (Wamer SunselReprise/Arista) 14 MONICA Angel Of Mine (Ansta)
CAROLE KING Anyone At All (Warner Sunsev/Atlantic) 10 TEMPTATIONS Stay (Motown)
Davo cassior no Bndge I Wouddnt Cross (Stamagma) 6 JEwEL Hands (Atlantic)
gloria estefan oon't Let This Moment End (Epic) CRYSTAL BERMURD Donit Touch Me There (River Norti) BOB CARLISLE Father's Love (Jive)
HOUSTON \& CAPEY When (Ast Ca mbis OramHOASGeltor) i
J. OSBORNE \& S. EASTON The Place... (Windham Hill) 4 LIONEL RICHIE I Hear Your Voice (Mercury)
MARILYW SCOTT The Last Day (Warner Bros.)

## MOST INCREASED

 PLAYSaRTST TITE LaELIST
 R. KrLLY \& CELINE DION L'm Your Angel (Jive) +215 GLORIA ESTEFAN Don't Let This Moment End (Epic) +163 SHANLA TWAN From This Moment On (Mercury) +152 JEWEL Hands (Atlantic)
PHIL COLLINS True Colors (Atlantic) LEANN RIMES Feels Like Home (Curb) LIONEL RICHIE I Hear Your Voice (Mercury) $+130$ SAPAH MCL ACH LAN Angel (Wame Surset ReprseAnisa) +105 MARILYW SCOTT The Last Day (Warner Bros.)

## HOTTEST RECURRENTS

amtst the welus)
ERIC CLAPTON My Father's Eyes (DuckReprise) JOHN MELLEMCNMP Your Life is Now (Columbia) GARTH BROOKS To Make You Feel My Love (Capitol) backstreet boys As Long As You Love Me (Jive) ElTON JOHW Something About The Way... (Rocketisland) SARAH MCLACHLAN Adia (Arista)
DON TENH UMES MCPM Gve Me Forever (-) (GISPMerany) PquLA COLE I Don't Want To Wait (ImagowB) LEAW RIMES Looking Through Your Eyes (Curt/Atlantic) LEAWM RIMES How Do I Live? (Curb)

Brabera: songe roplotering ats pleys of mors for the frat time.


 ctiont appere on Man orvime.


## FMO COMPLIE PLAMLSTSTORALLAC REPORTERS ON RAR OMUME




## NOVEMBER 20, 1998

| - ${ }^{\text {ax }}$ aw | nw | antistime cheels) | TIT | tw | mavs | 37 | $\begin{gathered} \text { тотa } \\ \text { stanomenados } \end{gathered}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\begin{array}{lll}2 & 1 & 1\end{array}$ | 1 | ALAWS MOPISSETTE Thank U (MaverickReprise) | 3364 | 3277 | 3239 | 3067 | 91/0 |
| 3 |  | SHERYL CROW My Favorite Mistake (A\&M) | 3292 | 3186 | 3117 | 2974 | 93/0 |
| N0 |  | SHAWN MULLINS Lullaby (Columbia) | 2995 | 2776 | 2441 | 2163 | 89/4 |
| 4 | 4 | BAREMAKED LADIES One Week (Reprise) | 2916 | 2908 | 2998 | 2924 | 76/0 |
| 12 | 5 | G00 G00 DOLLS Iris (Warner Sunset/Reprise) | 2900 | 3024 | 3180 | 3068 | 79/0 |
| 7 | 6 | JEWEL Hands (Atlantic) | 2793 | 2699 | 2569 | 2471 | 89/0 |
| 9 7 | B | EAGLE-EYE CHERRY Save Tonight (Work) | 2750 | 2607 | 2413 | 2176 | 76/2 |
| 1412 | 8 | THIRD EYE BLIND Jumper (Elektra/EEG) | 2180 | 2061 | 1899 | 1778 . | 74/3 |
| $1{ }^{1} 8$ | 9 | MATCHBOX 20 Real World (Lava/Atlantic) | 2064 | 2240 | 2295 | 2447 | 68/0 |
| $12 \quad 1111$ | (10) | EVERYTHING Hooch (Blackbird/Sire) | 1869 | 1862 | 1903 | 1852 | 59\% |
| $\begin{array}{llll}20 & 17 & 15\end{array}$ | (1) | G00 GOO DOLLS Slide (Warmer Bros.) | 1767 | 1617 | 1447 | 1217 | 69/1 |
| $13 \quad 14$ | 12 | EDWIN MCCAIN I'll Be (Lava/Atlantic) | 1747 | 1763 | 1737 | 1785 | 57/0 |
| 6 $6 \quad 10 \quad 10$ | 13 | AEROSMITH I Don't Want To Miss A Thing (Columbia) | 1726 | 2025 | 2192 | 2482 | 59/0 |
| $\begin{array}{llll}16 & 13 & 12\end{array}$ | 14 | FAITH HILL This Kiss (Wamer Bros.) | 1718 | 1785 | 1770 | 1698 | 54/0 |
| $22 \quad 20 \quad 18$ | $(15$ | U2 Sweetest Thing (Island) | 1494 | 1373 | 1175 | 982 | 68/2 |
| EREAKER | (16) | SARAH MCLACHLAN Angel (Wamer Sunset Reprise/Ansta) | 1452 | 1166 | 922 | 718 | 6719 |
| $55^{5} 98$ | 17 | HOOTIE \& THE BLOWFISH I Will Wait (Atlantic) | 1410 | 1772 | 2264 | 2644 | 50/1 |
| $\begin{array}{lll}11 & 15 & 17\end{array}$ | 18 | SEMISONIC Closing Time (MCA) | 1300 | 1386 | 1678 | 1896 | 48/0 |
| $\begin{array}{llll}21 & 21 & 20\end{array}$ | 19 | SHANIA TWAIN From This Moment On (Mercury) | 1160 | 1208 | 1154 | 1053 | 50/1 |
| $\begin{array}{llll}26 & 23 & 23\end{array}$ | (20) | EVE 6 Inside Out (RCA) | 1127 | 1047 | 944 | 849 | 46/2 |
| $\begin{array}{llll}24 & 22 & 22\end{array}$ | (2) | FASTBALL Fire Escape (Hollywood) | 1108 | 1063 | 1014 | 948 | 54/1 |
| - 2725 | (22) | MATCHBOX 20 Back 2 Good (Lava/Atlantic) | 1029 | 848 | 724 | 646 | 47/4 |
| 26-26 $\quad 24$ | 23 | NATALIE MERCHANT Break Your Heart (Elektra/EEG) | 955 | 885 | 796 | 711 | 61/2 |
| - 2926 | (2) | NEW RADICALS You Get What You Give (MCA) | 931 | 768 | 581 | 365 | 52/9 |
| $\begin{array}{lll} \\ 7 & 25 & 27\end{array}$ | 25 | BACKSTREET BOYS I'll Never Break Your Heart (Jive) | 667 | 768 | 805 | 854 | 26/0 |
| - 3030 | 26 | SIXPENCE NONE THE RICHER Kiss Me (Squint/Columbia) | 655 | 485 | 410 | 373 | 31/4 |
| $30 \quad 28 \quad 28$ | ${ }^{27}$ | BRUCE HORNSBY Great Divide (RCA) | 629 | 671 | 708 | 663 | 39/0 |
| - - 29 | 23 | SEAL Human Beings (Warner Bros.) | 627 | 496 | 289 | 73 | 44/11 |
| DEBUT | 29 | EVERCLEAR Father Of Mine (Capitol) | 575 | 480 | 338 | 225 | 32/2 |
| DEBUT | (30) | HOUSTON \& CAREY When... (Ansta Columbia DreamWorns Geften) | 562 | 377 | 173 | - | 27/2 |

This char reflects aiplay from November 9-15. Songs ranked by total plays. Highighted songs indicate Breaker.
94 Hot AC reporters. 89 current playlists. Songs that are down or flat in piays for three consecutive weeks and below No. 15 are moved to recurrent. - 1998, R\&R inc.

## NEW \& ACTIVE

## R.E.M. Daysleeper (Warner Bros.)


 WWMU 5 (6). KSI2 21 (21), Kuxe 15. KMXS S (5). KL(Y 22 (29), KOSO 20 (20), KCOU S. KBBY 12, *B8T 13 (85), KZ20 32 (31). KLLC 21 (19), KMHX 35 (33).
A. KELIY \& CELme Dwow I'm Your Angel (Jive)

29. WPJ 29 (26). WFRR 8 (8). KBRU 30 ( 30 ). WWOE 10 . WOUX 16 (55). WKIL 17 (17). WAEV 25
 (11). Waxic 12 (19) kMY 12 (12). WVUU 6 (6). KISW 27 (29).

WOOTE \& TIE ELOWFIEM Only Lonely (Attantic)



 GWE IMITHEWS EAWOCrush (RCA)



 KCDU 5 (1). KBBI 21 (16). KLLLC 7 (1)
MOO. Whe Tower Of Good-Bye (MiverickWB)

 MYY 2 (2). KCIX 25 (25). KALC 9 (5). KISM 12 (35), KEBY 15 (12).

SEMISONIC Singing In My Sleep (MCA)
Tolal Sations 14, Aods 1, Peys 264, WOMP f(5). WSHE 24 (22). WXXM 37 (33), WUXB 20, KPEK 20 (2t), WTMX 13 KST2 20 (19). KSRZ 41 (40). KACC 5 (6). KLIY 12 (10). KOSO 15 (15), KCDU 15 KRUZ 14 (9)
LENNY KRMITZ Fly Away (Virgin)


mocen HEAP Come Here Boy (Amo Sounds/Interscope)
 37 (28). WOG 15 (11), KLiY 5 , KOSO 30 (38), KCOU 5 (5). KZ72 20 (19). KLLC 17 (19).
WMilet No Mercy (Hollywood)

 BREMAKED Lanizs It's All Been Done (Reprise)


CAKE Never There (Cepricom/Mercury)

 Doty Sutions \& Mests Bite Your Tongue (Aftantic)

Max 4 (4). WON is (15). Wat 6 (6)




## BREAKERS.

## SABNH melacy an

Angel (Wamer SunseVReprise/Arista)

1452/286 67/9
a00s
XHALEEL No Mercy (Hollywood)
HOOTIE \& THE BLOWFISH Only Lonely (Atlantic)
SEAL Human Beings (Warner Bros.)
SARAH MCLACHLAN Angel (Wamer Sunset Reprise/Ansta) 9
NEW RADICALS You Get What You Give (MCA)
BAREMAKED LADIES It's All Been Done (Reprise)
EMILIA Big Big World (Universal)
MADONNA The Power Of Good-Bye (MaverickWB)
MATCHBOX 20 Back 2 Good (Lava/Atlantic)
DAVE MATTHEWS BAND Crush (RCA)
SHAWN MULLINS Lullaby (Columbia)
SIXPENCE NONE THE RICHER Kiss Me (Squint/Columbia) 4

## MOST INCREASED

 PLAYSARTST Titic Laelis)
SARAH MCLACHLN Angel (Wamer SUnsetReprise/Arista) +286 HOOTIE \& THE BL OWFISH Only Lonely (Atiantic) +231 SHAWN MULLINS Lullaby (Columbia) $+231$
 MATCHBOX 20 Back 2 Good (Lava/Atlantic) +181 SDOPGCE MONE THE PCYER Kiss Me (SquntCoumbia) +170 NEW RADICALS You Get What You Give (MCA) +163 G00 G00 DOLLS Slide (Wamer Bros.)
KHALEEL No Mercy (Hollywood)
EAGLE-EYE CHERRY Save Tonight (Work)

## HOTTEST RECURRENTS

м mast mis ueck
JEmuFER PAGE Crush (Edel America:Holliwood)
MATALE Imeruclua tom (RCA)
Fastenll the Way (Hollywood)

 MTTALE MEACHMNT Kind \& Generous (EletraEEG) matcumox 283 am (LavaAAlantic)
shova тwim You're Still The One (Mercury)
MITMLE IMBRUGLLA Wisthing I Was There (RCAL
Everclenr I Will bly You A new Lite (Capitol)





## SIXIENCE NONETHE RICHER



R\&R Hot AC 30-26 +170 Plays "Sixpence is one ot my tavorites. R\&R Pop/Alternative Debut 19 Monitor Modern AC 26*
Monitor Adult Top 40 36* and is in the Top 5 testing records
for the last 3 months. 'Kiss Me' is a hit!"
Louis Kaplan PD KLLC San Francisco
New:
Major Airplay At:
KLLC/San Francisco Top 5 Callout overall!
KBEE WKSL WPNT KAMX KENZ KOMB
WPLT WSHE KVSR KZZO KLLC KOZN
WVRV KISN WKOI KALC WSSR WPTE

|  |
| :---: |
|  |



CAROL ARCHER

## wokwg back

## Where Were You 25 Years Ago?

This week, $\mathbf{R \& R}$ celebrates 25 years of service to the radio and music industries with a special commemorative issue. We thought it would be interesting - and fun - to ask some of this format's participants on both sides of the business what they were doing at the time of this publication's birth.

In November 1973. KTWV/L.A. PD Chris Brodie was MD of KKDJ/L.A. (now KIIS-FM), an unusually responsible gig, she says. for a 10 -year-old.
WJZW/Washington PD Kenny King was a 6 -year-old first-grader living in Pilusburgh, PA. He says he used to listen to KDKA on his dad's car radio and was completely obsessed, imagining what happened inside a radio station.
KYOT/Phoenix PD Nick Francis was living in Santu Cruz CA "just hangin' out," he recalls. He'd make an occasional trip up to San Francisco, perhaps to catch a Grateful Dead and New Riders Of The Purple Sage concent at Kezar Stadium.

KWIZ/Seatle PD Carol Handky was an eighth-grader living in Sequim. WA who showed quarter horses and was listening to Elton John's "Benny And The Jets."
i.e. music Pres. Mark Wexler was a marketing major at Ohio State University and was listening to the music of Charlie Parker, the Bealles, the Stones, Led Zeppelin. and John Coltrane.
KJZY/Santa Rosa, CA MD Rob Singleton was a copywriter and receptionist at KRE/Berkeley. CA. a station he would later go on to program.

Broadcast Architecture's Lorraine Rergman was an 8 -year-old second-grader in Weathersfield. CT who took ballet class, watched The Brady Bunch and Happy Days on TV. and listened to Top 40 radio to
hear the Beatles, Sammy Davis Jr.'s "The Candy Man," and other hits of the day.

WNWV/Cleveland PD Bernic Kimble was programming AOR WCMF/Rochester and had just married his wife. Charley

WNUA/Chicago PD Beb Kaake was a freshman science/biology major at Colby College in Waterville. ME with the intention of pursuing a career in environmental studies. He got hooked on college radio, instead.

Wamer Bros.' Deborah Lewow had just left a job with a rubber stamp manufacturer and been hired by ABC Records, where she would work her way up through the promotion ranks.

KNIK/Anchorage GM Dean Williams was working seven days a week playing trombone and guitar - and singing and writing hom charts - for a funk band playing at Filthy McNasty's, a club on the fabled Sunset Surip.
Vervefi.e. music VP/Promotion Bud Harner was a recent college graduate who had just noved to Nashville, where he was the drummer for the country act Tompall \& The Glaser Brothen. This was before stints touring the world with Paul Anka and, later, Barry Manilow.
WSJT/Tampa PD Ross Block was a high school senior in Plainview, NY, where he played saxophone in the school's jazz band before he became a music major in college.

KIFM/San Diego APD/MD Kelly Cole was a 13 -year-old junior high school student. Not many years later. she got her first job as a board op at KIFM, where she has worked ever since.
NuGroove Records VP/Promotion David Kunert was a high school sophomore in York, PA and was listening to Stevie Wonder records.
Broadcas Architecture's Renee De Puy was 3 years old, living with her family in Staten Island. NY. Sie says some of her earliest musical memories are of Stylistics songs such as "Betcha By Golly Wow."
KSBR/Mission Viejo. CA PD
Terry Wedel was a senior at La Habra High (CA), where he used character voices over the school's public-address systems when he wasn't listening to his idol, Jimmy Rabbit, on KROQ-AM/L.A.
KTWV/L.A. APD/MD Ralph Stewart was in seventh grade at Seatle's Denny Jr. High. He says his older sister turned him on to FM radio, and especially the J. Geils Band
KOAI/Dallas PD Mike Fischer was 13. had just been bar mitzvahed. and "was heavy into James Taylor, the Beatles' White Album.' Todd Rundgren's Unopia. and Kiss."
Zebra Records Pres. Ricky Schultz was "working on the air at one of the coolest radio stations in America, free-form KRNW/Boulder (now KBCO)," and listening to fusion music like Mahavishnu and Return To Forever

After he was hit by a car in Venice, CA, KIFM PD Mike Vasquez's family wanted him to grow up in a safer place. so they moved to Fresso, where he was a first-grider


SMOOTH MAZZ GOES SULTPY - In KKSFISen Francisco's dramatic now oundoor campaign, Vanessa wiliams image is juxtaposed with the station's logo. Other artists featured in the series are Luther Vanctocs, George Benson. Sade, and Anita Baker. These boards ara brenketing the Bay Aree for 'y significart showing," says KKSF VP/ Prog. Paud Goldstain.

# WVMV'S Direct-Mail Campaign 

# Fall promotion designed to bulld workplace listening, cume, and database 

WVMV/Detroit's recent direct-mail campaign entices listeners to enter to win a trip to Aruba in the company of morning host Alexander Zonjic and midday personality Madison Leigh (a.k.a. Leigh Smith). 'We don't just send listeners," says VP/GM Ozzie Sattler, "we take them on an adventure."
"Listeners are asked to listen io Alexander Zonjic's show each weekday morning at 7:45am," says Dir. Mktg. \& Promotions Suzanne Bellinger, "because we think it's beneficial to make an appointment and make it as easy for people to win as possible. That's when he'll tell them the time later in the day that the trip will be given away.

Listeners already in the database are notified of the contest on-air and through ads in 'VMV's station magazine. But to build cume and enlist future partisans, the mailing is being sent to targeted prospective listeners. "We'll be giving away up to 30 trips to Aruba," Bellinger adds, which, as anyone familiar with Detroit's climate knows, is a welcome respite from the northern latitudes.
 Smooth Jazz V98.7 FM. We're giving away a trip every weekday to ARUBA!

who listened to Motown records and Top 40 radio
KHIH/Denver PD Becky Taylor was a ninth-grader in Pueblo. CO. where she says she had the biggest afro in her school. She watched American Bandstand and Soul Train on TV when she wasn's listening to Steely Dan, War, and Stevie Wonder.
Higher Octave's Scott Bergstein was a broadcast/film major at Anmerican University, music director of WAMU, and worked as a clerk at Empire Music in Bethesda. MD.

As a first-grader in Downer's Grove. IL. WHRL/Albany PD Brant Curtiss' main focus was perfecting cursive handwriting and listening to "Puff The Magic Dragon," unaware, he says, of the song's drug overtones

WJZI/Milwaykee PD Chris Moreau was 14 and already held his first radio gig at WFNY/Racine. He'd ride his bike to cut the station's grass on Thursdays and return to run taped religious programming each Sunday.
GRP VP/Promotion Suzanne Berg was a seventh-grader in Grand Rapids. She says she was into "weird shit" like Aerosmith. Alice Cooper, and the Guess Who.
N2K Encoded Music VP Urban Java Promotion Eults Cuthey was a college student in Dayton and had
a jazz radio show three nights a week. He says be was such a wild ly enthusiastic jazz fan that it was at that same time he decided music would be - had to be - his career.
WVMV/Detroit PD Tom Skeker was doing afternom drive on a Top 40 station in Arkadelphia. AR while completing his junior year al Henderson State Univensity

WFSJ/Jacksonville PD Hank Dole was working his way through a marketing major at University of Alabama by working his first radio job on-air for PD (and, later, NAC SJ format pioneer) Russ Davis at Rock WTBC/Tuscaloosa. AL

Jones Radio Network NAC PD Steve Hibbard says he not only had hair, he had long hair, and was PD of Top 40 WSSV-AM Petersburg. VA, a station that played a radio edit of Herbic Hancock's "Chameleon." His favorite artists of the day included James Taylor, Carole King, and Scals \& Crofts.
KKSF/SF VP/Prog. Paul Goldstein was a 12 -year-old living in La Jolla. CA who listered to Top 40 KCBQ/San Diego (and, he says, "was being totally inspired by Jack McCoy") and to records in his parents" collection, such as those by the Beatles, the Stones, Al Green. and folk singers like loan Baez and Pete Seeger.

## 82

| 3w 2w ${ }^{\text {w }}$ | antsi tie neas: | " |  |  | T |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 21 , | RICK BRAUN Hollywood \& Vine (Attantic) | 983 | 1001 | 959 | 918 | 4900 |
| 122 | GEORGE BEWSON Fly By Night (GRP) | 856 | 925 | 958 | 1054 | 470 |
| $4{ }^{4} 3$ | BRINN BROMBERG Hero (Zebra) | 855 | 819 | 805 | 767 | 45/1 |
| 56. | PEIER WHTE VG. WASHMGTON, NR. Midnight in... (Columbia) | 801 | 730 | 669 | 660 | 48/0 |
| 554 | CHUCK LOEB Beneath The Light (Shanachie) | 778 | 794 | 773 | 759 | 427 |
| 335 | BONEY MMMES Innocence (Warmer Bros.) | 716 | 732 | 822 | 910 | $42 / 0$ |
| 1087 | ERIC MARIENTHAL Here In My Heart (I.ENerve) | 669 | 663 | 602 | 558 | 44/0 |
| 12.9 | PHIL COLLIMS True Colors (Atlantic) | 605 | 611 | 566 | 526 | 41/0 |
| 14 | WARREN HILL Turn Out The Lights (Discovery) | 593 | 551 | 473 | 422 | 47/2 |
| 14 | WALTER BEASLEY I Feel You (Shanachie) | 568 | 548 | 516 | 485 | 43/0 |
| 780 | KEIXO MATSUI Forever, Forever (Countdown/Unity) | 554 | 623 | 625 | 622 | 40\% |
| $17 \quad 16$ | GRANT GEISSMAN Did I Save? (Higher Octave) | 536 | 505 | 435 | 397 | 41/0 |
| is $\quad 1313$ | BRYAN SAVAGE Soul Temptation (Higher Octave) | 506 | 493 | 476 | 456 | 34/1 |
| $28 \quad 18 \quad 16$ | PATII AUSTIN Don't Go Away (Concord Vista) | 478 | 432 | 378 | 244 | 36/2 |
| meakiz | MAEE Room To Breathe (Verve Forecast) | 427 | 373 | 270 | 213 | 44/4 |
| 11 | LUTHER VANDROSS I Know (LVNirgin) | 424 | 476 | 530 | 586 | 33/0 |
| meaker | OAVE KOZ Illi Be There (Blue Note) | 411 | 394 | 364 | 295 | 35/1 |
| $\begin{array}{lll}25 & 23 & 20\end{array}$ | JK Off The Hook (Verve) | 358 | 339 | 318 | 279 | 31/0 |
| 1115 | JIM BRICXMNN IDAVE K02 Partners in Crime (Windham Hili) | 316 | 406 | 458 | 553 | 310 |
| 10 | SOUL BALLET Blu Gird (Countdown/Unity) | 313 | 443 | 532 | 608 | 320 |
| - 2724 | JaNET Every Time (Virgin) | 300 | 292 | 268 | 191 | 22/0 |
| $26 \quad 29$ | GREGG KARUKAS Cruisin' Your House At... (I.E.Nerve) | 299 | 287 | 261 | 265 | 32/6 |
| $\begin{array}{ll}18 & 20\end{array}$ | JOE MCBRIDE Midnight in Madrid (Heads Up) | 298 | 337 | 355 | 381 | 26/0 |
| $19 \quad 3123$ | BRIAN MCKNIGHT Anytime (Motown) | 298 | 300 | 347 | 369 | 23/1 |
| $29.35 \quad 27$ | RAMSEY LEWIS Love's Serenade (GRP) | 286 | 286 | 272 | 242 | 30/2 |
| $\begin{array}{llll}30 & 24 & 25\end{array}$ | BOBBY CALDWELL Good To Me (Sin-Drome) | 283 | 289 | 274 | 237 | 200 |
| ${ }^{27}$ | RICHARD ELLIDT Here And Now (Metro Blue/Blue Note) | 272 | 279 | 258 | 263 | 270 |
| 21 22 <br> 1  | CHMOUICO \& FREEMNW Riders Of... (PeakWindham Hill daz) | 271 | 311 | 324 | 310 | 270 |
| DEBUT | STEVE COLE Where The Night Begins (Bluemoon/Atlantic) | 235 | 156 | 115 | 7 | 28/3 |
| DEBUT | KIRK WHALUM Ascension (Warner Bros.) | 226 | 149 | 95 | 31 | 30/8 |

This chart reflects airplay from November 4-10. Songs ranked by fotal plays. Highlighted songs indicate Breaker.

## BREAKERS.

Room To Breathe (Vorve Forecast)
totm phatsmichease toth
$427 / 54 \quad 41 / 4$
DAVE KCR
IIII Be There (Blue Note)

411/77 35/1

## MOST ADDED.

antis The welis)<br>1005

MARC ANTONE Concache (GRP)
LEE RITEMOUR This is Love (I.ENerve) KIRK WHALLM Ascension (Wamer Bros.) GRECG MAPUUMS Cruisin' Your House At... (IENerve) foURPLAY Vest Pocket (Warner Bros.) MNEE Room To Breathe (Verve Forecast) KIM WATERS Easy Going (Shanachie) STEVE COLE Where The Night Begins (Bieemoon/Atantic)

## MOST INCREASED PLAYS <br> antist tite veelis) <br> poral plar merease

LEE RITENOUR This Is Love (I.ENerve) +133 STEVE COLE Where The Night.. (BhemooniAtantic) KIRK WHAL UM Ascension (Warner Bros.) KIM WATERS Easy Going (Shanachie) $+79$ PRIR MHIE $\because G$ JEFF LORBER Midnight (Zebra)
CHRIS STANDRING Steven (Instinct)
NWEE Room To Breathe (Verve Forecast) PATII AUSTIN Don't Go Away (Concord Vista) WARREN HILL Turn Out The Lights (Discovery)

Bumbere Songs registering 400 pleyy or more for the first time. Botiets

 incrueses in lotas pleys Weightuc ehar appoers on REM ONLINE.

## NEW \& ACTIVE

CRAIG CHAOUICO Holding Back The Years (Higher Octave) Total Plays: 224, Total Stations: 20, Adds 1

CHAKA KHAM You \& I Are One (Zebra)
Total Plays: 179, Total Stations: 11, Adds: 0
LEE RITENOUR This Is Love (I.E.Nerve)
Total Plays: 173. Total Stations: 25, Adds: 8
CHRIS STAMDRIMG Steven (Instinct)
Total Plays: 172, Total Stations: 18, Adds: 0

FOURPLAY Vest Pocket (Wamer Bros.)
Total Plays: 169, Total Stations 19, Adds: 4
MARILYN SCOTT Avenida Del Sol (Warner Bros.)
Total Plays: 156, Total Stations: 11, Adds: 1
JEFF LORBER Midnight (Zebra)
Total Plays: 152. Total Stations: 15, Ados. 2
SHAKATAK Blue Azure (Instinct)
Total Plays: 146, Total Stations: 19, Adds: 2

KIM WATERS Easy Going (Shanachie)
Total Plays: 140, Total Stations: 21, Adds: 4
RICIY JOWES Still In Love (Cherry/Universal) Total Plays: 129, Total Stations: 11, Adds 0

MARCUS JOHWSON The Nock Factor (NEK Encoded Music) Total Plays: 105, Total Stations: 12, Adds: 1

Songs ranked by total plays


This chart reflects aimplay from November 4-10. Aloums ranked by total plays, with plays from all cuts from an abum combined. 49 NAC reporters. 48 current playlists. O 1998, R\&R Inc.

## NAC NOTES By Garol Archer

Mare Antoine's "Concache" (GRP) tops Most Added. with KKSF/SF, KIFM/San Diego, and seven others joining heavyweights like WNUAVChicago and WJJ7/Philadelphia, who led the pack last week. "Concache" will be a hit.
Lee Ritenour's silky smooth "This is Love" (L.E. / Verve) is not only Most Increased with +133 plays. the track also tied for top Most Added as well. Eight stations, including KHIH/Denver, KIFM, and KWJZ/ Seatle. join last week's early believers.
Tied with Ritenour for Most Added is Kirk Whalum's "Ascension" (Warner Bros.), which makes its debut at $3 \mathbf{0}^{*}$. Sixty-ore percent of our panel are
playing this fine track, with eight new adds, including KTWV/L.A. And at KSSJ/Sacramento. Steve Williams is already giving Whalum 22 plays!
Jefl Lorber's Midnight (Zebra) is starting to make moves. Despite some promotional - and programming - teetering around the record's release. its quality is speaking to programmers and listeners. The initial emphasis track, the ballad "Watching The Sunset." was added this week at KKSF and is still being played at such outlets as WLVEMiami. WJCD/Norfolk, and JRN. The title track is New \& Active and among Most Increased with airplay at KSSJ, KMGQSanta Barbara, KWSJ. WCCJ/Charktte. and ratings giant WJZT/Tallahassee, among others. Both
tracks are great: just choxse.
For a transcendant listening experience, find - or better yet, buy - a copy of Yungchen Lhamo's recording Coning Home (Real World/Narada). The exiled Tibetan singer/songwriter's extraordinary songs and deeply expressive vocals combine to evoke both exhilaration and contemplation in the listener. Lhamo's work is enhanced by the contributions of Peter Gabriel and producer Hector Zazou, especially on the track "Happiness is...."
My favorite new Christmas release, hands down: Diana Krall's "Have Yourself A Merry Little Christmas" (GRP).


The INoustry's Newspaper
51 weeks of R\&R ( $\$ 330.00$ valve) 2 semi-annual R\&R Directories (\$150.00 value)

# THE RER ANNUAL SUBSCRIPTION PACKAGE DELIVERS THE MOST FOR YOUR MONEY! SUBSCRIBE AND SAVE OVER \$190.00! 

(U.S. Only)


## Extend your on-air image! CrowdCruiser



## BROADCAST PRODUCTS <br> INCORPORATED <br> 1-800-433-8460

P.O. Box 2500

Elkhart, IN 46515
USA
(219) 293-4700

## NACFMOOTH JAZZ PLAYLISTS



# 'It Was 25 Years Ago Today' 

Revisiting a vintage interview with heritage KLOS/L.A.

It was the third issue of R\&R. October 19, 1973, that featured the following interview. It's always interesting to see where-we came from as we move forward into a new era.
(Tom Yates has been Program Director at Los Angeles' ABC "O\&O" KLOS-FM for iwo years. since the progressive station's last major format change. He talks about the general evolution of progressive radio and about the KLOS operation in particular.)
MUSIC: "We tend to fall under the heading 'progressive," because we program a lor of album cuts. Ba sically, we program from a combination of albums and singles that we feel have a proven ability to draw listeners. What we try to do, as much as possible, is let the listeners be the program directors."
EVOLUTION OF FREEFORM: "The way we all got together for KLOS was, a bunch of people sat around and said, 'Hey. freeform ain't making it. Nowhere in the country has freeform ever done a killer job of getting a big audience." and we felt like there was an appeal to the basic approach that was good, that could be worked with. The concept of people conscientiously searching for an alternative to Top 40 was valid. particularly if you remember back in 1968 when Top 40 was in pretty poor shape in lots of places but still had all the numbers.
"The way freeform had been practiced, it seened to go a little too far: there was to0 much esoterica and so little discipline that it seemed to tune a lot of people out. What
velopment for the ABC AM stations: and Tim Powell. who helped Allen set up a lot of the basic music styles. We juss sal down with the basic album format and decided to play some singles as well. The tendency had always been. pre-1971. that no matter who the arist was, if Top 40 played him, you dropped him. This is the kind of thing that had a lot of FM stations turning their backs on Cream (after 'Sunshine Of Your Love" was picked up on AM), on the Jefferson Airplance, and on Judy Collins after they got Top 40 hits.
"We weren'l quite that reactionary, but there was a definite tendency to say. 'Well. they're an AM group. Let's not play them anymore."'
GOOD MUSIC IS GOOD MUSIC: *We never used to play Three Dog Night, for instance. It was what I call 'hip elitism.' We got very snobbish and said. 'Well, people just don't like that kind of suff. 30 we won't play it.' But the basic fact is: People like good music. That's the common denominator. So we decided to try some mixes of hit alloums $a n d$ hit singles and see what happened. And we've gove in both directions.
"We started off being very conservative, playing only a few crossover Top 40 cuts. Three Dog was the only group we handied that we hadn't handled before. We were very selective on our albums. We had some nice audience figures that Oct.-Nov. 71 book."

SUGGESTED CUTS: "As far as interpreting our research data and coming up with suggested cuts on a given althom, we work together. Generally speaking, lots of times you just hear a cut and know in's going 10 go right to the top and everybody's going to want to hear it. Like, the new Elton John LP came in the other day. We sat down Paula. who's our MD, and Shelley, her assistant, myself. and whatever jocks were around at the time, and we went through the album. We pulled out half a dozen dynamite cuts right away."
MARKET RESEARCH: "Around that tince. we started doing research and kind of seesawed back and forth. We started out running the same basic kind of format, just sort of playing everything. 20 hours a day of music, and we started amassing an audience. We sarted to notice things like, we were super strong in men and not so strong in women. and we stopped and began considering the kind of programming we were doing at different times of days and who the audience was. etc. We began making the kinds of common-sense considerations a lot of contemporary radio

## Where is He Now?

He is llwing the dream! Tom Yates and Vicky Watts own KOZT "The Coast 95-3" in Mendocino County, CA. The pair purchased it in 1990 and flipped it from satellite AC to an adult Rock station. In the eight years they've owned the station, they have brought it from ranking lowest out of 31 stations in the Arbitron County book to their recent 1998 success: No. 1 12+6am-midnight, MondayFriday. On weekends, they share that position with a Country station.


The Coast's website is www.kozt.com, and the e-mall address is thecoast e kozt.com. You can call Yates or Watts at (707) 964-7277.
people made years ago. And from that point we got into research. We do heavy local research, surveying reports on albums and singles from about 100 stores every week."

THE ABC CHAIN: "The overall success of the ABC FM operation is the fact that it's a broadcasting company with lots of people working in
1 whom
you can
call on in
problem
ROCK N STEREO situations. If you run up against a
situation that really stumps you say, a good way to handle a news break - you can call somebody up at one of our stations, one that might be $150 \%$ removed from your format, and get good advice. You might talk to some guy who'll know the answer right off, and it's perfect. There's an open, friendly communication between people."
PROMOTION: "There's no question but that big money campaigns help the quarter-hour, but our feeling is that we want to stay away from that. ABC doesn't give away a dime. doesn't promote outside of billboards, and yet has done amazingly well. Somebody in the company once described our format as being like a comforiable pair of old shoes. You may have a fancy pair that you go to Hollywood in. but when your feet get tired. you go back to your old comfortable pair. As we say, none of the format changes here have been really major We've maintained the basic image of the station, we've kept the same logo. we haven't jingled." PERSONNEL: "Our situation at KLOS presently is one where all of our people came from freeform stacions. In fact. Tim Powell, who's now head of program development
back in New York, was MD at the original underground station in San Francisco, KMPX. We both worked there as jocks. I was PD. Paula here was our traffic girl there. Jim Ladd comes from KNAC, J.J. Jackson from WBCN, Demian's from KYMS. Jeff Gonzer, of course, is an old KPPC grad. Jerry Longden's from KNAC We sort of came together after a lot of trial and enro.' PERSON ALITY: -One of the big problems we saw with the FM stereo formats was a tendency for the jocks to talk an awful lot, to get musicological. political. off the wall. And the concept we arrived at was, it's a big party, and the jock is the kid with the record player. So all the jocks ever talk about is the kind of thing you'd talk to a friend about if you were playing a record for him. And if the record's 'Maggie May, what do you say about it at this point in time that hasn't abready been said?
"On the other hand, with the new Rod Stewart record. "Oh No Not 'My Baby, it might be of interest for the jock to tell his listeners that the song's an old Carole King tune. That's allowable. Any thing that helps keep the flow of the music going and the entertainment value up.
"If a guy's good at that type of thing and knows what to say, we encourage him. We don't give him struc. tured things to say, and I thint that's what s helped all of our
guys get more comfortable in their roles. There's a cohesive. family feeling to the whote thing, and we think people respond to that kind of positive presentation We don't want to come off sound ing phony or "announcerish."

| ** 2w | T\% | antistmieluea/s) | T\% |  | " | 31 | $\begin{gathered} \text { rotal } \\ \text { statomeadios } \end{gathered}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 1 |  | LENHY KRAVITZ Fly Away (Virgin) | 1859 | 1768 | 1603 | 1424 | 81/0 |
| 33 |  | G00 G00 DOLLS Slide (Wamer Bros.) | 1733 | 1704 | 1542 | 1504 | 7911 |
| 19 |  | METALLICA Turn The Page (Elektra/EEG) | 1622 | 683 | - |  | $85 / 2$ |
| $5 \quad 5 \quad 4$ |  | JONWY LaNG Still Rainin' (A\&M) | 1592 | 1530 | 1416 | 1370 | 730 |
| 28 |  | BLACX CROWES Kicking My Heart Around (AmericanCoumbia) | 1519 | 1232 | 402 |  | 821 |
| 123 |  | CREED What's This Life. For (Wind-up) | 1439 | 1570 | 1598 | 1727 | 66.1 |
| 183 |  | BLACK SABbath Psychó Man (Epic) | 1208 | 1199 | 1095 | 1065 | 7600 |
| 243 |  | RISS Psycho Circus (Mercury) | 1203 | . 1487 | 1507 | 1562 | 700 |
| 1110 |  | HOLE Celebrity Skin (DGC/Geffen) | 1105 | 1037 | 992 | 985 | 640 |
| 668 | 10 | EVE 6 Inside Out (RCA) | 1096 | 1135 | 1189 | 1206 | 540 |
| 989 | , | SCREAMIN' CHEETAH WHEELES Boogie...(CapricomMercury) | 1016 | 1122 | 1077 | 1040 | 640 |
| 1311 | (12) | CANDLEBOX 10,000 Horses (MaverickWB) | 984 | 886 | 728 | 667 | 68/2 |
| $\begin{array}{llll}27 & 16 & 14\end{array}$ | 13 | FLYS Got You (Where I Want You) (Trauma/Delicious Vinyl) | 771 | 729 | 691 | 582 | $61 / 5$ |
| $20 \quad 20 \quad 16$ | (14) | MOTLEY CRUE Bitter Pill (Motley/Beyond) | 757 | 708 | 640 | 633 | 61/3 |
| 12 | 15 | JOHN MELLENCAMP Your Life Is Now (Columbia) | 755 | 885 | 1063 | 1192 | 38/0 |
| $\begin{array}{llll}15 & 14 & 15\end{array}$ | 16 | R.E.m. Daysleeper (Warner Bros.) | 698 | 728 | 721 | 720 | 55/1 |
| 1817 | 17 | ROB 20mbie Dragula (Geffen) | 696 | 698 | 652 | 594 | 53/1 |
| $10 \quad 12 \quad 13$ | 18 | DaYs OF THE NEW The Down Town (Outpost/Geffen) | 695 | 752 | 818 | 1006 | 46\% |
| (3) 24 | 19 | KEWWY WAYIE SHEPHERD Everything is... (Revolution Reprise) | 693 | 551 | 221 | 104 | 56/14 |
| $24 \quad 22$ | (20) | OFFSPRING Pretty Fly (For A White Guy) (Columbia) | 649 | 590 | 518 | 471 | 43/1 |
| $\begin{array}{lll}25 & 25 & 25\end{array}$ | (1) | MOON DOG MANE Turn it Up (Eureka) | 548 | 545 | 478 | 461 | 47/2 |
| $14 \quad 15$ 18 | 22 | U2 Sweetest Thing (Island) | 535 | 695 | 709 | 728 | 38/0 |
| EREAKER | (23) | BRUCE SPRINGSTEEN I Wanna Be With You (Columbia) | 531 | 480 | 339 | 69 | 37,0 |
| $\begin{array}{lll}31 & 26 & 26\end{array}$ | (2) | RUSH Spirit Of Radio (Anthem/Atlantic) | 529 | 521 | 465 | 345 | 56/6 |
| 17 | 25 | FASTBALL Fire Escape (Hollywood) | 499 | 637 | 663 | 659 | 33/0 |
| 1120 | 26 | KENHY WAYNE SHEPHERD Somehow... (RevolutionReprise) | 494 | 638 | 819 | 975 | 38/1 |
| $32 \quad 2930$ |  | FUEL Bittersweet ( 550 Music ) | 468 | 449 | 382 | 332 | $50 / 5$ |
| $34 \quad 35 \quad 33$ | ( | TRAN Free (Aware) | 455 | 390 | 319 | 253 | 44/9 |
| $33 \quad 34$ | (29) | ANOUK Nobody's Wife (Columbia) | 408 | 388 | 329 | 287 | 44/3 |
| 2931 | 30 | SECOND COMMNG Soft (Capitol) | 404 | 416 | 368 | 355 | 40/1 |
| $13 \quad 21 \quad 27$ <br> 08001 |  | AEROSMITH What Kind Of Love Are You On (Columbia) | 386 | 518 | 635 | 878 | 26/1 |
| DEEBUT | 32 | PEARL JIM Elderly Woman Behind... (Epic) | 384 | 79 | - | - | 44/11 |
| $\begin{array}{llll}36 & 39 & 36\end{array}$ | 33 | ECONOLINE CRUSH Surefire (Never Enough) (Restless) | 348 | 329 | 270 | 268 | 48/8 |
| $43 \quad 4135$ | 3 | PETER WOLF Turnin' Pages (Mercury) | 345 | 354 | 257 | 228 | $37 / 4$ |
| - 46 | 35 | ROLLING STONES Gimme Shelter (Virgin) | 340 | 206 | 47 | - | 40/10 |
| 3788 | $(30)$ | INDIGENOUS Now That You're Gone (Pachyderm) | 323 | 293 | 286 | 234 | $27 / 2$ |
| $\begin{array}{llll}28 & 34 & 37\end{array}$ | 37 | FINGER ELEVEN Quicksand (Wind-up) | 280 | 319 | 323 | 376 | 31/0 |
| $23 \quad 23 \quad 32$ | 38 | JACKYL We're An American Band (Geffen) | 279 | 396 | 533 | 522 | 24/0 |
| $47 \quad 4 \begin{array}{lll}47 & 43\end{array}$ | - | GODSMACX Whatever (Republic/Universal) | 255 | 234 | 211 | 184 | $30 / 2$ |
| - 4649 | 4 | MONSTER MAGNET Powertrip (A\&M) | 247 | 199 | 182 | 155 | 28/4 |
| $\begin{array}{llll}16 & 19 & 28\end{array}$ | 4 | SEmISONIC Singing in My Sleep (MCA) | 245 | 493 | 642 | 702 | 19\%0 |
| $\begin{array}{llll}33 & 36 & 30\end{array}$ | 42 | MARILYN MANSON The Dope Show (Nothing/interscope) | 234 | 260 | 319 | 320 | 19/0 |
| 5045 | 43 | FEEDER Descend (Echo/Elektra/EEG) | 209 | 210 | 157 | 155 | 270 |
| $39 \quad 42$ H | 4 | STABBING WESTWARD Sometimes It Hurts (Columbia) | 202 | 231 | 248 | 248 | 23/0 |
| 50 $49 \quad 47$ | 45 | PUSHMONXEY Handslide (Arista) | 200 | 203 | 163 | 162 | 26/2 |
| - - 30 | 46 | PHISH Birds Of A Feather (Elektra/EEG) | 179 | 174 | 147 | 137 | 20/1 |
| DEBUT | (1) | BETTER THAN EZRA At The Stars (ElektraEEEG) | 171 | 151 | 93 | 17 | 170 |
| $3{ }^{3} \quad 3888$ | 48 | CANDLEBOX It's Alright (MaverickWB) | 167 | 203 | 273 | 312 | 16/0 |
| DEBUT | 49 | VAST Touched (Elektra/EEG) | 161 | 171 | 140 | 139 | 220 |
| DEBUT | (50) | EVERLAST What It's Like (Tommy Boy) | 159 | 131 | 49 | 18 | 19/8 |

This chart reflects airplay from Novernber 9-15. Songs ranked by total plays. Highlighted songs indicate Breaker. 86 Rock reporters. 84 Current playlists. Songs below No. 25 are moved to recurrent atter 26 weeks. O 1998, R\&R inc

| EIG HEAD TOOO \$ THE MOWSTER8 Tangerine (GLantReprise) |  |
| :---: | :---: |
|  |  |
| Huw stand Every Lime Thing Counts (Earache/Trauma) |  |
| fotel Pleys 152, iow Strions 23. Aoss 2 |  |
| OASIS Acquiesce (Epric) |  |
| Toxal Puys 141, Toal Sumions 15. Ados 1 |  |
| JERTY CavTREL Dickeye (Columbla) |  |
| 100w Peys. 137, Total Sutions. 13, Adas 0 |  |
| FIREWATER Dropping Like Fies (Cherry/Universal) |  |
| Total Puys 112. Toxa Sutions 13. Adas O |  |
| NEW RADICALS You Get What You Give (MCA) |  |
|  |  |

## BREAKERS.

| BRUCE SPRTMESTEEM |  |
| :---: | :---: |
| I Wanna | Be With You (Columbia) |
| Totu mavemcmase | , totas matromy |
| 531/51 | 370 |

## MOST ADDED.

antist tile wecls)
KEWN wanie Srapterd Eveyting... (RevoutionReprise) 14
PEARL JAM Elderly Woman Behind... (Epic)
ROLLING STONES Gimme Sheiter (Virgin) TRANN Free (Aware)
ECONOLINE CRUSH Surefire (Never Enough) (Restless) 8
EVERLAST What It's Like (Tommy Boy) DC TALK My Friend (So Long) (Virgin)
MMMY PAGEROOERT PLANT When The Word... (Attantic) 6 RUSH Spint Of Radio (Anthem/Atlantic)

## HOTTEST RECURRENTS

antist mit watis)
MONSTER MAGMET Space Lord (A\&M) KEWY WAME SHEPHERD Bure On Black (RevoutionReprise) G00 G00 DOLLS Ins (Warner Sunset Reprise) FUEL Shimmer ( 550 Music) CREED My Own Prison (Wind-up) AEROSMITH I Don't Want To Miss A Thing (Columbia) DAYS OF TIE MEW Touch, Peal, And Stand (Outpost Geffen) semisonic Closing Time (MCA)
DAYS DF THE NEW Shett In The Room (OutpostGeften) MATCHEOX 20 Real Wonld (Lava/Atlantic)

Onchers: Songe requetering seop pays ee more tor the firat time. Bultots ewerced to songe goining preys over me previous woik. II tho eongt
 to-moot increeses in total pleys. Weighted cher appears on RIA OWLINE,


FIND COMPLETE PLAYLSTS FOR ALL ROCK REPORTERS OW R\&R OMLNE

| 0 | w: |
| :---: | :---: |
| CR 102.7FM |  |






our matimesws mpactios
RuSNSMCA 0
 avac spmasintin wine or wom
















Stations and their adds listed alphabetically by market



PLaceso Pure Morning (HutVirgin)
Total Plays 186, lotal Stutions 25. Ados. 4
OISHWALLA Stay Awake (ASM)
lota Pleys 186. Tota Sutions 14, Ades.
Defromes Around The Fur (Maverichw

Incunas New Skin (Immortavepic)
lobe Puent 172. Tota Stations 18. Ados 2
ongy Blue Monday (Elementree/Reprise)
lota peans 157, Tota Setoons: 25, Aoos 11

## Second Coming "Sofi" R\&R Active Rack 12 Geting Phones: WLZR, WBZX, KLBJ, WJJO, WWWV, KISW, KNJY, WMFS <br> MOST INCREASED PLAYS

antst tite veslas)
METALLICA Tum The Page (ElektraLEEG) PEARL JAM Elderly Woman Behind... (Epic) EVERLAST What It's Like (Tommy Boy)
LCX CiON'S Koding My Heert.. (AmericarCotmbia) +179 MENY WMNE SFEFBD Everything. (PevationReprice) +144 FEBiY FAFPGI : D.V.DA Hot Lava (AmericanCoumbia) +103 ORgY Blue Monday (Elementree/Reprise) MDOICT Nobody Knows (Big CalV2) SpRinin Imaniey Super Breakdown (Surtdogitalywood) +55 SOUL COUGHING Circles (SlashWB)

## HOTTEST RECURRENTS

ants tme ueas
stabbimg westward save Yoursell (Columbia)
FUEL Shimmer (550 Music)
CREED Tom (Wind-up)
aEROSMTH What Kind Of Love Are You On (Columbia) FOO FIGHTERS My Hero (Roswell Capilol)
KEMY WAYME SHEPHERD Buve On Beck (RevoitionReprise LOCNL H All The Kids Are Right (Island) dars of The wew Touch, Peel, And Stand (Outpost Geftem ramustem du Hast (Slasht ondon/sland) FOO FIGHTERS Everlong (RoswellCapiol)






SHAWM mulums Lullaby (Columbia)
Totar Ploye 131, foel Stations 5. Aods: 0
PERRY FARRELI I D.V.D.A. Hot Lava (American/Columbia)
Totar Pleys 130. rotar Setions: 20, hooss 10
CETTER TMM EZAn At The Stars (EientraEEG)

moow DOQ mate Turn it UD (Eureka)
Toul Pays. 112. lotal Slations. 11, Noots 2

- CEABTE EOY' Intergalactic (Grand RoyalCapitol)
toed Plays so. Toter Stutions: 8. ndes: Eonge randed by toted pinge


## BREAKERS.

EVERUAST
What ti's Like (Tommy Boy)


## MOST ADDED.

EvERLAST What ti's Like (Tommy Boy)
PEARI Jum Elderty Woman Behind.... (Epic) ORGY Bive Monday (ElementreeRReprise)
 wous STMPM Every Litte Thing Counts (EaracheTrouma) 7 spruug movicy Super Braekdown (Surtrog Fitallwwod) 1 KID ROCK I Am The Bullood (LavaAAtantic) pLaceeso Pure Morning (HutVirgin) QuEENS OF THE STOWE AGE If Only (Lossegroove) rammstew Sehnsucht (Slasth ondonisland) -

## $+89$


#### Abstract




## Audio Architecture* <br> The first next generation production 1 ibrary for film , television, radio and new media.

Demo schmemo, this production library is so good we'll send you a
free sample disc! Just call us.
call 972/406-6800 or e-mail: tmcietmcentury.com
8 imply mow erfull
 (500





# From New Rock To Alternative 

## When I started out, there was no format dedicated to cutting-edge music. In fact, the opposite was taking place. Rock radio was in the throes of going from free-form to AOR, with the emphasis on 'tightening up.'

—Sky Daniels

## $\square$ Two former column editors walk us down memory lane

This week, R\&R celebrates its 25th anniversary of serving the radio and record industries. To look back at how the publication has appnoached the relatively young Altemative format, I have enlisted my predecessors, Shawn Alexander (founding ediror, 1989. 1996) and Sky Daniels (editor, 1996-1998), to give us their views on its development - in both husiness and personal terms.

## Clearing The Land,

Laying The Track
by ShaiwnAlexander
At first, the R\&R Alternative section (which was initial ly called "New Rock") was comprised of a Top 20 tracks chart. However, that didn't last long, because at the time most stations weeren'! playing the same songs. Most labels didn't even service singles to radio back then. As a result, for most of the first five years the chart was based on albums. Stations reported albums by rotations heavy. medium, and light. Of course. a heavy album at one station might be the equivalent of a light album at another.
Also, many of you probably renember that stations were ranked by population size and divided up into three parallels: PI, P2, and P3. During the early days, since there were so few reporters. the chart would fluctuate drastically at times. A PI station dropping an album would sometimes knock it right off the chart. Needless to say. many record reps would attempt to manipulate the chart by asting stations to change rotations as a last-dich effor to save their projects.

As the panel bulked up a litte, all college reporters were given P3 staus. regardless of market size. This
move was made to give the commer cial stations more significance Eventually, with the growth of the pancl and an increasing amount of musical variety between college and commercial radio. the college stations were gradually removed from the panel Part of the evolution in volved incorporating some of the early Adult Alternative stations on the Aliernative panel. These stations included WWCD/Columbus. WKOC/Norfolk. KGSR/ Austin. WRLT/Nashville. and WVGO/Richmond. All of them had a lot of similar-ities with boh AOR and Alternative, but tended to lean a little in favor of the latter.

## Although the Altermative format was around throughout the '80s, there were just 27 commercial stations that existed before the magical breakthrough year of 1992.

-Shawn Alexander $\square$


## A Turning Point

Although the Alternative format was around throughout the ' 80 , there were just 27 commercial stations that existed before the magical breakthrough year of 1992. The turning point was when Jacobs Media began a strong marketing push for their "Edge" formal. Their firs success story was KEDG/Las Vegas (now defunct, which remarkably hit No. 118 34 in its firss full book under PD Don Parker. This was the big success story the format desperately needed.

This was the sáme year thal KROQ Los Angeles hired Kevin Weatherly as PD, which surprised a lot of people because of his CHR background. There was a lot of scrutinizing in the heginning. Rumors swifled that KROQ was going to start playing some Top 40 recork. The reality. however, was that Weatherly hrought his CHR philosophy. bot left the music behind. He made the station more currenintensive, tughtened the playlist, and rotated the currents move frequently. The move paid quick dividends. as KROQ had its bes book since 1987 in the Sumner ' 92 Arbitron, scoring a $4.012+$ and ranking No. $1 \quad 18-34$

Eight stations switched to Altemative in 1992. The real explosion happened between 1993-1995, when more than 80 stations flipped to the format. Despite this astounding growith, there were still five top 50 markets and over 30 markets in the top 100 without a commercial Alternative station.

Although the format expanded by leaps and bounds. there were a loy of growing pains along the way. Many stations operated on shoestring budgets and had inferior signals. Yes, more owners were giving the format a chance. bur they were behind the eight ball out of the box due to signal deficiencies. It contributed to the demise of sone great stations - KNNC/Austin. WZRH/New Orleans. WRLG/ Nashvilie, and the first incarmation of KFMA/Phoenix.

Some of the major iscues during the fornat's infancy were the misconception of the word "alternative," low ratings, selling the format, lack of promolional support from record labels, and stations that were too unfamiliar. In the early days, there were a lot of Alternative programmers who wouldn't touch a record if Rock or Top 40 played it firs. It wasi't deemed "altemative" if the crossowir station was playing if. It also wasn't uncommom for stations to drop a crossower song immediately. In the beginning, many stations were catering to a very loyal core audience.
Needless to say, ditching this philosophy became a winning formula for many stations. The key ingredient proved to be decreasing the number of currents and rotating them more frequently.

On The Kid In The Bedroom by Sky Daniels
It was apropos that I would begin writing this following the premiere screening of director Todd Haynes glam epi Velvet Coldmine at CMJ. I started my radio carcer in the ${ }^{7} 70$, as an avid proponent of all bunds glam: Roxy Music (my all-time heroes). Mott The Hoople. T. Rex's Marc Bolan, David Bowie. Here I was years liater al CMJ, still trying to stay abreas of what would be next (perthaps a full-fledged glam $r e$ vival - ask Marilyn Mansori)
Seeing a movie al CMJ in 1998 that paid homage to that period of music made me rellect on my ride in this business. I stanted oun as an advocate of punk and glam in Midwest mill towns and suffered losses of livelihood and almos my life (thanks to a sab wound from some irute "Southem rock" fan outside an air studio. He apparently didn't like the Poychedelic Furs' "India").
When I started out, there was no format dedicated to cuting-edge music. In fact. the opposite was taking place. Rock radio was in the throes of going from free-form to AOR. with the emphasis on 'tightening up." Glamt. punk, new wave - these were all valiant challenges to the prevailing corporate/classic rock. The proponents of said challenges weren t lionized, they were astracized.

Recently, I had a dinner with a coupie of the Altemative forman's moss respected label executives, and the talk urned to the current state of the format. These were two of the more enlightened. sensitive, and dedicaled young execs (in contras to the self-promoting, maniptlative, and overly ambitious variety). These thoughtiul execs were reflecting on the courses of their own careens. They regaled me with stories of how promising the altemative arena seemed in the late " 80 s and carly " 90 :
"Back then. it was all ahoun the music." launented one. "We weren't in it for the moncy, and neither were the programmer. We wanted our music to get its due." The other exec was even more neful: "I wonder if all this consolidation at radio and coporace thinking al labels has killed the prospect of nusic conning first? Is it wo late to regain that spark?
In my tenure as Alternative Editor at R\&R. I had many conversations of this kind with both programmers and label reps alike. I can honestly say the biggest reward I got out of the position was being able to mentor younger pros on the promises and pitfalls they would face. 1 used to joke with WPL.Y/Philadel. phia's Jim McGuinn. "Why should you step on the land mines? I already lost a leg. Let me show you where they're planted."
This, however, was a different conversation, and I offered a different response, one that started the
execs. I got indignant and railed. What do you mean, it's over? You can't quit! You've only been doing this for eight years. I've taken a beat ing for over $\mathbf{2 0}$. I'm nox going to sit here and let you stop fighting!"
It's readily apparent that. as an in dustry, not a lot of people ane in the mood to fight for any sanctimoxious cause. Yet, despite the public spindoctoring about chart-share, advenising revenue, and ratings, there exiss a wariness that we just aren't connect ing with the audience in any meaningful fashion.

This point was driven home to me recently in a comernation I had with the fiery president of a mujor label. In discussing the state of radio, he launched into a tiraxte of frustration to ward whal he believed was a prevailing mind-set. "There is more cynicism at radio than l've ever witnessed. The shorsightedness, the 'what have you done for me lately? attitude is revolt ing. No one cares about artiss beyond getting them to play a fextival date.
The intensity of the diatribe was pro nounced. This was one of the titans of industry, someone who came up through the ranks counting on relationships al rodio. He chatlenged me. "This isn't like when you were in radio. They don't care, and there's nothing you call do to make them care:
This is the point where I've alway gotien myself into trouble. When every one else around me tels me to quir figh ing. I get a self-nghteous altulude that makes me fight even harder. This isn'। a case of heing Don Quixote, ilting at cultural windmulks. I know exactly what I'm fighting for.

So. while everyone around ime speculates on both the importance and essence of Altemative. on what it needs 10 do to succeed. I ask if they are willing to continue the "fight." I harken back to what brought me into this business a long time ago. It's whal drove every shifi I pulled as a disc jockey. every decision I made as a programmer, and every dollar I spent as a label executive.
It has lirte to do with ratings. revearth or revenue. It has even less to do with profin. power, or prexige. It's a simple concepx. It goes back to remembenng that lonely kid in his hedrown, listening to the radio. Rock music was built on speaking to the angs of adolescence. At its height, radio offered a sense of belonging to that kid.

You don't need all the current advances in technology to compike a database on this hid. It doesn't take muxt research to find onn what psychographic he belongs to. You don't need to sell a million records to get his attention Contrary to pretailing wisdom. he's nat dissracted by the Imemet, video gamex or 175 channets on TV. He's just wair. ing to be told that everything is going to be all right. He juss wants to hear a song that makes him believe in the power of music. He wans you to tell him that you sill believe.

I know, because all these years tal. er. I'm still thal kid.

## WITHOUT YOU I'M NOTHING RELEASED 11/3

## PLACEBO. PURE MORNING

Blowout first week sales in New York: 943 pieces
WXRK is breaking Placebo! After adding the import one month early every week "Pure Morning" has been one of the Most Requested songs

II loved this song after I heard the impont and my instincts were right! After four weeks of airplay it jumps from \#10 to \#6 on our playlist and is \#3 Most Requested with calls and emails coming in.

Tim Sciavelli, WBRU (21x)
"Pure Morning' means instant phones. This song is shaping up to be a smash.
Murray Brookshaw, 89X (40x)
"Great song and great phones." Rod Ryan, KKND (23x \#11 callout)
In the first few weeks we had huge phone response. We've never seen this type of response from an unkown artist. We think 'Pure Morning' is a smash and it covers every age demo.

Shelli Scott, KTOZ (14X Top 5 phones)

ALSO MOST RFSUZTED
KOGE, KNDO, LI 105 ,



COLIMBU Produced by Howard Benson. Management: Todd Singerman and Alex Guerrera for Singernean Entertainment. uww.zebraheed.com


This chart reflects airplay from November 9-15. Songs ranked by total plays. Highlighted songs indicate Breaker. 96 Altemative reporters. 96 current playlists. Songs below No. 25 are moved to recurrent after 26 weeks. O 1998, R\&R inc.

| MEM $\because$ A OTIVE |  |
| :---: | :---: |
| LOVE AND ROCKETS Holy Fool (Red Ant) Totel Penc: 397, Toter Stations 26. nots | PERRY FARRELL \& D.V.D.A. Hot Lava (American/Columbia) <br>  |
| CAMOY SKILIS F Feed if (VelVel) | HOLE Malitu (DGC/Getten) |
|  |  |
| haRVEY DANGER Private Helicopter (SlasH/London/sland) Fowa Pobe 34s, Toua Sations 31, Ados 3 | MONSTER MAGMET Powertip (A\&M) Tote pans ze. Texa strions 23. nots? |
| TOUCH AMD GO Wouid You ? (V2) | jucus stapax Every Little Thing Counts (Earache/Trauma) |
| Toun Pome 34, Toue Sations 20. A00s 4 | Toue Pres 20. Toue Staions 20. Atos 3 |
| K'S CHOICE Believe ( 550 Music) Tow Roar 300 Toty Suations 30. notos 3 | JEWEL Hands (Atlantic) <br>  |
|  | Songs ranted by total plays |

## BREAKERS.

## BETTER THAN ETA

At The Stars (Elehtra/EEG)
total marsincrease total stationsados
1155/180 73/4
26

MOST ADDED.
abTist Titue cabel (S)
EVE 6 Leech (RCA)
LLANIS MORISSETTE Joining You (Maverick Peprise) 33 HOLE Malibu (DGCGeffen)
PEARL JAM Elderty Woman Behind... (Epic) ORGY Blue Monday (Elementree/Reprise) LESS THAN JakE History Of A Boring Town (Capitol) 9 PERTY FARRELL \& O.V.D.A. Hot Lava (Amencan Columbia) 7 BEASTIE BOYS Body Movin' (Grand RoyalCapitol) CARDIGANS My Favourte Game (StockholmMercury) REMY ZERO Prophecy (DGCGeffen)
zebrahead Get Back (Columbia)


MOST INCREASED wnst ine weuls PLAYS

PEARL JAM Elderty Woman Behind... (EDic) $\mathbf{+ 6 0 9}$ NLNMS MORASSETIE Joining You (MavenckReprise) +350 EVERLAST What it's Like (Tommy Boy)
BEASTIE BOYS Body Movin' (Grand RoyalCapitol) +273 ORGY Blue Monday (Elementree/Reprisa) PERTY FAPREI 8 D.V.DA. Hot Lava (AmeicanColumbal +247 BETIER THAN EZRA AI The Stars (Elektra/EEG) +180 PLACEBO Pure Moming (HutNirgin) BAREMAKED LADIES It's All Been Done (Reprise) +158 KHALEEL No Mercy (Hollywood)

## HOTTEST RECURRENTS

arTist tinc labelis
FUEL Shimmer ( 550 Music)
HARYEY DANGER Flagpole Sitta (SlashLondor/lsiand) CREED My Own Prison (Wind-up)
FOO FIGHTERS Everiong (R'oswell/Capitol) SEmisONIC Closing Time (MCA)
G00 G00 DOLLS Iris (Wamer SunsetReprise) FASTBALL The Way (Hollywood) BRIAN SETZER ORCYESTRA Jump Jive An' Wail (Imterscope) DAYS OF THE NZW Touch. Peel, And Stand (Outpost Geften) Everclear I Will Buy You A New Life (Capitol)

Brecters: Songs repistering 1000 plays or more for the first time Bultets amersed to songe geining pleys over the previous weet. II two songs Gee tied in mumoer do pleye. the cony boung played on more stations is to
barenaked I adies "Il's All Been Done" 37 to 25 to 22 to 17 R\&R BREAKER - DONE! 35* to 30* to 25* to 19* BDS AIRPOWER - DOWE!

## BreakThroug

## Artist

## PUSHMONKEY

mack: "HANDSLIDE" LP. PUSHMONKEY PROOUCEA: MIKE CLONK HEE: ARASTA
 ssentials: Okay now, admit it. Ever made fun of the "band geeks" when you were in school? Those losers who all hung out in the same corner at lunchtime, toting their bulky horn cases and talking about their latest bus trip to an all-state championship competition? Well, funny how time takes care of everything. Pushmonkey vocalist/rumpeter/former U. of Texas marching band dork Tony Park is now heading up his own rock $n^{\circ}$ roll band - and presumably has the power to get far more babes than you. pal.

Who needs those big-haired cheerleaders anyway, when you have a flock of admirers hanging on to the siage's edge? Park's road from Longhorn band

uniform to the radio airwaves started in high school with friends Howie Berhens (guitar) and Berhens* childhood neighbor Darwin Keys (drums). In college. Park met up with Will Hoffman (guitar) and Pat Fogerty (bass), and from there decided to throw all of his friends together in a band. Among the band's influences were $\mathrm{AC} /$ DC. Led Zeppelin. the Rolling Stones. and Kiss.

The guys put out a full-length release in 1994 and began building a local following playing the clubs in Austin, Houston, and College Station. Texas radio pricked up its ears and began playing Pushmonkey, which led to interest from famed ZZ Top manager Bill Ham. which led to the band copping the opening slot for Texas dates on the 1996 Kiss tour. In proper fashion. Arista Records then signed Pushmonkey - with Clive Davis himself dubbing the group. "the real deal!" So, feeling a little silly you made fun of that clarinet player back in 10th grade now?

- Artist POV: A rare moment of musical pragmatism from Hoffman: "When you're in a band that's been struggling for as long as we have, there is a tremendous amount of bullshit you have to go through to get that hour. hour-and-a-half onstage. The depth of this music is what keeps us going. That's why we're still doing this."
_Rich Michalowskj Asst. Alternative Editor


## Skip Isley, PD <br> KTEG/Albuquerque

In light of our recent refocusing of the station in a more younger male

## Skip Isley ON THE <br> RECORD

 direction, the records that are working best right now are the Offspring. Korn. and the Fatboy Slim remix of "BodyMovin." We've been spinning the Beastie's remix for over three weeks now and it's No. I phones! One record we are really behind at the moment is an edit we did for a song on the Local H CD called "What Can I Tell You." This could be the "Bound For The Floor" off this record. It really sounds great on the air. Looking ahead to 1999 . I'm already excited about the new projects from the Living End and Tin Star. Both of these bands deliver the goods!

[^0] R\&R Alternative 40 RXR Active Rack 15 RER Rack 33


## 



## SISTER SOLEIL blind <br> Early Add @ WENZ/Cleveland



为

|  | матsımти <br> clay rumizaty Mastr Borsiscon mom anspactanion in fel macionty in <br>  Cutherer Ther <br> smismims pumandereme: afyy tramasmos cosisincanance <br> caveces trate Io Pamso toch nod comoras me. <br>  <br> cacrimin monem <br> M 6 lemer <br> Mt Bumation <br> AMes manscrticiorin to <br>  cichropace <br>  vasmant tion sal covamecorm <br>  sum miter finn <br>  macition turs ooc coo palssis weun musconte bow shom malesume kumater inion |
| :---: | :---: |



| 8 |  |
| :---: | :---: |
| 9max | memelant |
| ${ }^{19} 39304$ | inmasimar rilla |
|  | Monotr amojime |
| - 403 | chas wowserteravi |
| $5^{5} 3^{4} \times 3$ | OHspamaray for fel |
|  | Itwe remizat mix |
| 43530 30 | Watme Tin |
|  | maxir muscoutm oome sto |
| 10. 26 20 | gaciry cmanviom tomat |
|  |  |
| ${ }_{26}^{23} 323$ |  |
| ${ }^{21} 77 \times 0$ | sconemone cor mesas |
| 18030 | Moliciontisin |
|  | arscom no fimel |
|  | 600 con 0 alsse |
| - 118 | matmati iotsmo mo dom |
| 11723 | acorimicio |
|  |  |
|  | Hufl |
|  | Msispaname |
| . | a ams monssiteremen to |
| 99 16 is 1918 | komisca गum iom |
| ${ }^{13}$ |  |
| \% ${ }^{15}$ |  |
| (1) is is 14 | uesmine fom |



| 116 |  |
| :---: | :---: |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
| ${ }^{\text {if }}{ }_{3}^{11}{ }^{11}$ |  |
| - ${ }^{21} 1011$ san coucmoction |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
| $10.41{ }^{3}$ |  |



|  |
| :---: |



## 






### 24.7NS



## NEW MUSIC SPECIALTY SHOWS

## BaR's Exclusive Look At The Curting Edge Of Alternative

## Caesars 'Kick' Ass

By Rich Michalowski Asst. Alternative Editor

The cool litule indie Minty Fresh does it again with yet another chart-topping specialty antist known as the Twelve Caesars. Hot track "( $l^{\circ} \mathrm{m}$ Gonna) Kick You Out" has made sone serious waves the past couple of weeks and finally lands the band high above the char. You may nemember other Miney Fresh antists such as Komeda and Khahimi Karie that fared well on the Specially chart as well. Feel free to contict promotional stud Chris Stowens with any questions regarding these bands at (773) 665-0289. Following close behind is SkintAstralwerks' Fatboy Slim who may just break the


INDIE IN NEW YORK - McClusky \& Associates' Thad. deus Rudd rocks with DGC/Getlen's Remy Zero in New York. (L-r) Getten's Bill Burrs, Ruda, Remy Zero's Cedric Lemoyne, Geflen's Tony P., and Remy's Shelby Tate. record for the all-time long distance chart runner. While stations are banging the hell out of "Gangsier Tripping." some Specialty programmers are diving deeper into You've Come Along Way Baby and playing altemate tracks such as "Praise You" and "Right Here - Right Now." Finally, killer dehus this week include: Mantra/Beggar's Banquet/ Interscope's Six By Seven. Intencope's Red Five. V2's Touch And Go, and Hopeless' the Queers. Record To Watch: Spiritualized (Live).


## TOP 20 AEITSTS

Ranked by total number of shows reporting artist.
1 TWELVE CAESARS (Minty Fresh) Aipplay Includes: KPNT, WEDG, wLIR 2 FATBOY SLIM (Skint/Astralwerks/Caroline) Airplay includes Kcxx. wBRU 3 ASIANDUBFOUNDATION (Slash/London) Arplay Includes: KITs, wKOX 4 SIX BY SEVEN (Mantra/Beggar's Bannquet/Interscope) Airplay Includes: knRk 5 ORGY (Elementree/Reprise) Airplay Includes: KTOZ. KXTE, WEDG 6 SOUTH PARK (American/Columbia) Ainplay Includes WBCN, WBRU 7 PLACEBO (HutVirgin) Airplay Includess KPNT. WHFS. WLIR 8 TOUCH AND GO (V2) Airplay Includes: KTOZ, wKOX, wXEG 9 ORGAZMO SOUNDTRACK (Nickelbag) Alplay hncudes: wBRU, WBZF 10 SPRING HEELED JACK (Ignition) Airplay Includes: KFTE, wRXO, XTRA 11 JON SPENCER BLUES EXPLOSION (Matador/Capitol) Airplay includes: KTCL 12 REMY ZERO (DGC/Geffen) Airplay Inchdes: WHFS, WLIR, WXEG 13 UNBELIEVABLE TRUTH (Virgin) Airplay includes $K N R X$, wPLY, WRXO 14 SOUL COUGHING (Slash/WB) Airplay Includes: KNRX, wKOX, WPLY 15 EVE 6 (RCA) Airplay Includes; KCXX, wовк, wAxo 16 RED FIVE (Interscope) Airplay includes: KROQ, WBZF, wOBK 17 SNOWPONY (Radioactive/MCA) Airplay Includes WBRU, KNAK, KTEG 18 QUEERS (Hopeless) Airplay includes KTCL. WGMR, XTRA 19 BABE THE BLUE OX (RCA) Airplay Includes: KNRK, KZNZ, WEDG 20 RANCID (Epitaph) Airplay inciudes: KFMA, WEDG, WENZ

SPECIALTY SHOW REPORTERS
Shows and their Top 5 songs listed alphabetically by market

| WOBK/Albany, NY bee lime tope <br>  Keflimillimm <br>  Suereone Sme meas $A$ Ruston lumpor se Sor <br> Romen un forer krom | WXEG/Dayton OH The $x$ Soin Cr de Sunctat: 10.300m Nilen Ranta no $\qquad$ wicorsmer raven areco masion rar <br>  Wrymith lion | KZMZ M Iinneapofis. MN Freedom Roct <br> Sontry $1-93 \mathrm{~mm}$ <br> Bran loze <br>  <br> (0) arace The Doctor <br> atoo tre plation granuetur <br> Promser Ring bes Looming boy" <br> Cuns tiotrong town | KPNT/SI Louts, MO Hex Masir Smany simber 7.930 pm lestaron <br>  du prsse Oover and 7 mand Mie rou 1.50 mon ware |
| :---: | :---: | :---: | :---: |
| KTEG/Abuquerque, NM Ownerice <br> sintiy 140 mm <br>  <br> mantico rusua Wormertur <br> solvan "xom brom <br> Dotomen <br> fuon Sm comer ireome | KICLDenver, CO Atertry unimp Ambing in Winn Syan tir man zonnman tor Bat ane the $\sin \mathrm{mman}$ many her coocme ona | WHTGMonmown-Ocean, IU Gan umprow <br> sintymine contin hacturn Tom Socomed <br>  Promme Aen gevi lactry eor a wre uin in tre Grato <br>  | xTRASan Diego. CA <br> himbingitege tim Aclionayritary <br> Soring Manded had "yomer <br> Urtinue han Setiv Doun <br> Pramee Ring "Bust looting to No 2ay <br> auman Ofly |
|  | WBLFFlorence, SC Migran Medicime Siom thengy 1 rom <br>  Acirincoundtion luzw Monstar Morel tomptre Estera Meven Sert | WPCYPhiladelphia, PA Ynae <br> Sinnet 1030 cm OmFin <br>  Ho 1 How <br> Ary fanct That <br>  <br> Le llocomes isrom 8 Arour | KITS/San Francisco. CA <br> Somen Crect <br>  Arou Aretsen 66 Tiradero Onsprig The kiss met:" Amprotiotungevion lace <br>  |
| KHLRAByan, TX Expowize gradty <br>  6404 llown tane <br>  Poncture 'Strages | KNRXXKansas City, MO <br> sombtit 10 m <br> Stan 8 Joet <br>  Comonsios Tinf $r$ rowesa withom tive- <br> Mat hemers rey <br> Crupe Lupeon Tracy | WxDXPPitsburgh, PA Etpornin <br> Snity +100 m <br> annsime tima <br>  <br> Rusted Root ith Low" <br> Chom hote "Jes What | KTOZSpringfiela, MO Tint Ste <br> sintinitm <br> Simon lipta <br> Broe the But on Bumem Pary Fandil 7at Lav ancer Hocoay Hon $\qquad$ |
| WEDG/Buthalo, MY <br> Owningrom <br> Sundey 9 10:300m <br> Bractigre <br> Mon Starger The <br> Mocer ravom Dy lien <br> Ono Pacos Toter <br> - | KFIE/alayette, LA Gwarine moric Surentipm <br>  Prames Reng tid fimone. corme 30 ouss in The. con Scorcon fiveer Do Yoo Wemu. Und loney saur | KNRKPOrtland, OR <br> Sonditip indengur 1 am saime Coomer <br> aw Pasot chave <br> brome momor <br>  <br>  <br> mas fint 7io | WGMR State College, PA <br> nourther ins <br> Sintry 10 mem risitign Regpelut <br> shompon tom trom caina mose wower hict sumy ran mich ruen no veo Mrany Aer coasess ona. atom if toin prod ine |
| WBIZ/Burlington, $\sqrt{7}$ <br> Spining Uneut <br> Senty 8.9 .30 mm <br> Sew Ficand <br> -isis smoxtin Somour Siver Boo Mone Wowng Inats Scruccing wersel Spued of Iutition Hores triyen I fom | KXTEAas Vegas. NV itwets When I pee Sunctor 10pan-mionging Chis Riporitat Kom Then on aniest $\cos 0$ <br>  Gmscoon pors insorion | WCYYPontiand, ME <br> Therritioy 7 Spm <br> Snawn Jehrey <br> Kom In On <br> On Thens <br> Anci Code Brans <br> Onory Poparí - Trom Daby durvo <br> Pateston oun ngr | KLZRTopeka, KS <br> fuure Moss inderis Monder 1030 pam mididity segoin tue <br> Aurary Ther Dous ar <br>  <br>  <br> Pary Fanill 7hat lad |
| WKOXChicago, II Finstomied sendey 9 100m james $\qquad$ any hemen wall 1 reeme Tracorg Lim fies G lay mand lau mand | WIIRK ong Island, WY lenalicention <br> Suncer 1330.10000 pm sery Rubino <br> 4en Inct Pado $0{ }^{-1}$ <br> Promice Mra Best Looling BoyMortase hivue STist looking for Mes Nouve 3 Whe Do Wou Lave" (a) Theng Wo | WOSI Poughteepsie, NY infermin <br> Thanay 10.301130 mm maninhternat <br> Jon Sponce Bies Bue Gren. <br>  warone, wor wan ime whe Howrent Tpany <br>  | KFMATucson, $\boldsymbol{N}$ Ted Dequrment Sundian $6-9 \mathrm{pm}$ melsery Shatey To them Tad Ore froos fer Sheal Thisur Lthal nom Trourm Pact Port Itaeny |
| WOXY/Cincinnati, OH 110 cioa thews Iuesdey 11 pan-midrogh Dorsey Fybe Amy Apty Rasing five ear Nortiey Mut Wort Mi loor <br>  <br>  | KROOL os Angeles, CA Robley On Tio ROO Sindiay mianign som Roctivy Bingenneinuy - Twomeo <br>  Prasion 7 m bland minchar servosir. one the pown | WBRUProvidence, RI Brationd Emiot <br> Semmectien <br> Bave The fue 0 or Brimer <br>  <br>  <br>  | WHFSWashington, DC <br> Methew his <br> Sivedent10 30pm <br> Dove Margh <br> Smit Irater Bran <br> Ghat Moot The fry: <br> Paciot tivy Mre <br>  <br> hane Curser Tlim Gomes Itct $\qquad$ |
| WENZCieveland, OH nofnd 2 me Sundrar miongt 13m HSO <br> croxtom four <br> Prymich yon <br>  <br> som Sorr <br> Dama Gun sime | WRXQMemphis. TN nomerent tow sinfintive Posum Duget Nen Sints Ew 6 Leech ${ }^{\circ}$ <br> Wreeger L Loon Dear Deay <br> (ass Ton in yoy | KCXXARiverside, CA <br> Mask Meeting <br> 5 maty 9.10 pm <br> Anquiternod <br> 4te Purs Groud 2 Iro <br> the Purs Whe Moise <br> Bener Then Exa "M The Seen <br> fien Laod | WPR2W0. Pim Boach. R <br> Elodivite Ben <br> Simpery midnith 3am Tis tech lis <br> Cithe "Bica On A Massor" <br>  <br> fettens Godinior <br>  <br> Acinotiounation tuty <br> 36 Total Reponts |

# It's Not Hype ... It's Entertainment 

$\square$ SBR Creative Media consultant Scott Strony on the state of the format

By Jim Ker<br>Adilt Alternative Elltor

# Yos, you can get too hype-driven, but there's a bly spectrum between no-hype and blghype. 

With all of the dramatic changes that have occurred in both the radio and record industries over the past year, what better way to get a global perspective than to talk to a consultant with clients across the country? From his vantage point at SBR Creative Media. Scott Strong has a unique perspective of the global issues facing the formal-and how it has dealt with them.

R\& R: Do you think
that music lists at the forthat music lists at the format's stations are getting uighter?
SS: lt all depends on the market. However. I do see it getting tighter in a lot of places. I think that the one main reason is due to increased music sharing. A year ago, they were the only one playing the music and now all you have to do is look at the Adult Alternative list of songs and most of them are being shared with other radio stations.
R\&R: How does that affect music lists?
SS: If I take Sheryl Crow, Shawn Mullins. R.E.M.. U2. and Alanis Morissette, who makeup the top 5 in R\&R this week. they're all being played by other stations. Yes. this is going to be music that the audience wants to hear, but at the same time, if you only play it $10-12$ times a week to leave room for some other new artist. you re just not going to get credit for the artist and you are going to lose out. because it is what the audience wants to hear now.
R\&R: So to take credin for the arrists you have to spin their songs a las?
SS: Yes. 1 agree with that completely. To get people to know about Alanis Morissette. you need to play her song so they get to know her through that. You can say you own an artist and only play their songs $10-15$ times, but the reality is that they re really nor going to know the artist.

R\&R: Sowne would argue that you could accomplish the same thing by playing a number of alhum tracks, ruther than just one song.
SS: The problem is that the audience does not use radio the way a lot people in the industry. especially people who are behind the true "Triple-A" flag, realize. For example. look at the stations that
in the past were experimenting too much. but there's a big difierence between experimenting too much and not experimenting at all. We need to find the happy medium.
R\&R: There are issues that are facing all of radio -consolidation. shrinking budgets. margins. and things like that. What do you think is the biggest issue that's facing this format specifically?
SS: The things that you said are happening in radio are very much affecting this format. perhaps even more than most formats. The reason is that, when you have five stations around the country. it's easy to look in on each of the five stations. If you own $\mathbf{5 0 0}$ stations throughout the country. you can't spend as much time with it. You really can't look at the qualitative issues.
it's one of those things where the Adult Alicrnative stations are going to have to blow their hom. They are really going to have to market themselves not only in their market but to the radio community. They tle extreme. I'm sure there would be a few there. hut that would not be the majority. It's important to look at the lifestyle of the listener. Look at your own lifestyle. The nice thing about doing an adult format is that many of us fit the demographic. Do any of us just strictly listen to the radio and do nothing else? Probably not.

R\&R: How do tigher notations: affect music decisions?
SS: Well, the danger is that sometimes when you try to tighten up you go too far the other way. Stations $d o$ need to take some chances. A perfect example right now is Lenny Kravit's "Fly Away." That is a great song. and if you are looking at other formats, it's a top tester. So why wouldn't that work on some of the Adult Alternative stations? I think it has gotten where some programmers have forgotten the value of experimentation. It was great to see that some of the stations took a chance on the New Radicals. They said. "Here's a hit." and it looks like they're right. You can look at Lenny Kravitz and Soul Coughing that way also. R\&R: Don't be afruid to take a chance om a hii.

SS: Well. there's à happy medium. I would agree that stations

## Peopte come to you to be entertained, and that includes overything, down to the commercials.

## 99

are going to have to let others know that they are viable and help out the stations thinking of doing it. Because, let's face it. this format isn't easy to categorize. There's not really an easy listener moniker for the stations. Listeners know they love the station but when you go to a client. it's not as easy as saying. "Here's our Classic Rock station." where the client right away has a preconceived notion what Classic Rock means.
R\&R: What's the biggest effect that consolidation has had on the programming level?
SS: One thing is - and it may sound simple. but when you think about the demands being put on the program director it makes sense - time management. Years ago. all programmers had to worry about was to make sure that he or she presented the best station possible. Now it's not only presenting the best station possible. but also making sure that he or she is staying far enough away from the sister station and keeping track of the greater amount of competition. So it's just the time that they have to look at all three.

## The nice thing about doing an achult format is that many of us fit the demographic.

R\&R: The format, and radio in general. sure has changed over the past few years.

SS: Yes, but even though radio has become more complicated. there is still one major issue that the station needs to address and that's entertaining. I really feel that it's easy to get so into these new things that radio stations have to do. for example finding nonspot revenue or meetings with your sister stations, that you sometimes really lose focus of the simplest thing. which is that your radio station needs to be entertaining. People come to you to be entertained. and that includes everything. down to the commercials.
R\&R: One of the concerns in the past was when does enterainment end and hype begin?
SS: That's the one problem I had with the true Triple-A philosophy - they forgot that radio needed to be entertaining. Yes. you can get too hype-driven, but there's a big spectrum between no-hype and big-hype. The thing is that you are competing against a lot of different distractions with this lifestyle and you need to entertain. Sometimes this format takes itself way too seriously.
R\&R: In a practical sense. what are the limits of the formats in terms of hype? In other wonds. could you give away monsy on the air?

SS: lt's market by market, so I don't know if there's any formula that works for every station. But it is something where if you look at the lifestyle of the audience you could say money would work. If I look at this audience. what do a lot of them need? They need money. OK. and I bet if you did some sort of testing and were able to ask those questions. money would be important to them. Have any of us ever said. "You know. I don't need any more money?'

I just think what it comes down to is that you have to look at the qualitative makeup of the audience and ask. "How do I give away that money? ${ }^{\text {r }}$ There will be some contests that would be too cheesy that wouldn't work. but there would be other ones where if you could pay their rent or mortgage for them you could do it. This reminds me of when I was working at a Classic Rock station. At the very beginning of Classic Rock, the conversation went. "We can'! give away money." Find me a Classic Rock station that doesn't give away money now.

R\&R: If sounds like you are saying to at least keep an open mind aboul giving away more than concert tickets.
SS: Yes. I don't want to pigeonhole the aduit formats, but they say that they can't give away money or they can't give away computers or they can't give away things that actually fit the lifestyle of the listener, yet you hear most of the stations giving away concert tickets to small clubs. Well let me tell you something. on a Wednesday night. when a band comes in, there's very few of your listeners there at the small club. Yes, they want to hear about the show, but tickets aren't really a prize they can use. Instead of taking all that promo time hyping a concert on a Wednesday night at 10 pm , when most of your audience can't do it because of their lifestyle, why not take that time and give them something they can use?

## TALK BACK TO R\&R!

Do you have questions. comments. or teedback regarding this column or other issues?

## Cam mex (310) 7ne-1cet or

oumell: finkerrorronline.cem


THE SBR TEAW - Posing with Lyle Lovel (c) is the SBR Creative Media team of consuttants: (1-r) Scot Surong, Jom Bradeg. Dave Ratrn, and Tom Fricke.

## ADULT ALTERNATIVE TRACKS

| 3* 2w ux ww | Aftist tite masi(s) | T" | rome mars |  | ${ }^{31}$ |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  | เI' | ${ }^{2 \prime \prime}$ |  |  |
| 431 | R.E.M. Daysleeper (Warner Bros.) | 718 | 735 | 681 | 645 | 38/0 |
| 1 1 2 | SHERYL CROW My Favorite Mistake (A\&M) | 696 | 735 | 769 | 800 | 35/0 |
| 54. | U2 Sweetest Thing (Island) | 623 | 635 | 628 | 579 | 36/0 |
| 223 | SHAWN MULLINS Lullaby (Columbia) | 615 | 703 | 716 | 777 | 30/0 |
| 7 7 6 | dAVE MATTHEWS BAND Crush (RCA) | 590 | 604 | 580 | 531 | 38/0 |
| - 55 | ALANIS MORISSETIE Thank U (MaverickReprise). | 582 | 631 | 620 | 573 | 300 |
| 12.8 | G00 G00 DOLLS Slide (Wamer Bros.) | 570 | 551 | 522 | 468 | 30/1 |
| " | JEWEL Hands (Atlantic) | 561 | 533 | 526 | 477 | 33/0 |
| 1713 | barewaked ladies il's All Been Done (Reprise) | 533 | 506 | 405 | 324 | 35/ |
| 181714 | NEW RADICALS You Get What You Give (MCA) | 479 | 431 | 363 | 292 | 301/ |
| - 1011 | BRUCE HORNSBY Great Divide (RCA) | 476 | 503 | 496 | 511 | 320 |
| 369 | CHRIS ISMKX Please (Reprise) | 415 | 520 | 591 | 657 | 26/0 |
| 18 | SEAL Human Beings (Warner Bros.) | 374 | 326 | 236 | 32 | 29/3 |
| $8 \quad 11 \quad 13$ | JOHN MELLENCAMP Your Life Is Now (Columbia) | 371 | 412 | 483 | 529 | 2900 |
| 2220 | PHISH Birds Of A Feather (ElektraEEG) | 368 | 294 | 264 | 24 | 28/0 |
| $10 \quad 12 \quad 12$ | EAGLE-EYE CHERRY Save Tonight (Work) | 341 | 450 | 445 | 509 | 200 |
| 16 is is | SINEAD LOHAN No Mermaid (Grapevine/Interscope) | 336 | 351 | 375 | 355 | 2400 |
| $\begin{array}{llll}28 & 23 & 21\end{array}$ | B.B. KING Bad Case Of Love (MCA) | 297 | 284 | 254 | 191 | $30 / 7$ |
| $\begin{array}{ll}28 & 25\end{array}$ | BECK Tropicalia (DGC/Getten) | 285 | 251 | 218 | 188 | 23/0 |
| $24 \quad 21 \quad 23$ | Lucinda willums Can't Let Go (Mercury) | 283 | 278 | 260 | 237 | 25/3 |
| 192022 | CaXE Never There (CapricomMercury) | 278 | 282 | 269 | 259 | $20 / 1$ |
| $14 \begin{array}{llll}16 & 16\end{array}$ | lyle lovett Bears (CurtMMCA) | 259 | 328 | 374 | 404 | 220 |
| $13 \quad 14 \begin{array}{llll}16 & 16\end{array}$ | HOOTE \& THE BLOWFISH I Will Wait (Atlantic) | 259 | 348 | 396 | 439 | 16/0 |
| $15 \quad 18 \quad 19$ | FASTBALL Fire Escape (Hollhwood) | 258 | 297 | 345 | 397 | 17/1 |
| CREAKER | LENNY KRAVITZ Fly Away (Virgin) | 250 | 225 | 195 | 173 | $17 / 2$ |
| 2019 | THIRD EYE BLIND Jumper (ElehtraEEG) | 241 | 254 | 273 | 246 | 10/1 |
| $25 \quad 24$ | SUSAN TEDESCHI It Hurt So Bad (Tone Cool) | 212 | 211 | 239 | 230 | 16/1 |
| $\begin{array}{lllll}26 & 27 & 28 & 28\end{array}$ | SOW VOLT Driving The View (Warner Bros.) | 206 | 220 | 219 | 221 | 220 |
| $22 \quad 29$ | JONNY LANG Still Rainin' (A\&M) | 193 | 225 | 206 | 243 | 18/7 |
| DEBUT | ROLLING STONES Gimme Sheiter (Virgin) | 189 | 162 | 51 | - | 26/3 |

This chart reflects airplay from November 9-15. Songs ranked by total plays. Highighted songs indicate Breaker. 40 Adult Altemative reporters. 40 current playlists. © 1998, R\&R inc.

## NEW \& ACTIVE

soul coughing Circles (Slashwb) Total Plays: 185, Total Stations: 15, Adds: 1 ELLIOTT SMITH Watt 2 (XO) (DreamWorks) Total Plays: 183. Total Stations: 17, Adds: 0 BRUCE SPRINGSTEEN I Wanna Be With You (Columbia) Total Plays: 180, Total Stations: 20, Adds: 3 braw setzer onchestra This Cat's On A Hot Tin Root (Interscope) Total Plays: 170, Total Stations: 20, Adds: 2 PATTY GRIFFIN Change (A\&M) Total Plays: 166, Total Stations: 17, Adds: 0 JOHN LENNON I'm Losing You (Capitol) Total Plays: 163, Total Stations: 25, Adds: 2

JONI MITCHELL The Crazy Cries of Love (Reprise) Total Plays: 118, Total Stations: 14, Adds: 1
COwboY Junxies New Dawn Coming (Geften) Total Plays: 113, Total Stations: 15, Adds: 0

RUSTED ROOT Magenta Radio (Mercury)
Total Plays: 104, Total Stations: 12, Adds: 1
EVERLAST What It's Like (Tommy Boy) Total Plays: 91, Total Stations. 6, Adds: 2

## BREAKERS.

LEWY KRAVITZ Fy Away (Virgin)<br>TOTAL marsincaease total stationsados<br>250/25 17/2

## MOST ADDED.

antist title haelis) hoos

TRAGICNLLY HIP Fireworks (Sire)
SHERYL CROW There Goes The Neighborhood (A\&M) 3
GARBAGE Special (Almo Sounds/Interscope) Emm YLOU HARRIS A Deeper Well (Eminent) KEb' MO' Henry ( 550 Music)
ELLIS PAUL She Loves A Girl (Philo/Rounder)
roLlumg STONES Gimme Shetter (Virgin)
SEAL Human Beings (Warner Bros.)
BRuce sprmasteen I Wanna Be With You (Columbia) 3
bruce sprangsteen Sad Eyes (Columbia)
LUCINDA WILLAMS Can't Let Go (Mercury)

MOST INCREASED PLAYS

[^1]roral

PHISH Birds Of A Feather (ElehtraEEG) NEW RADICALS You Get What You Give (MCA) SEAL Human Beings (Warner Bros.) EDWIN MCCAN I'll Be (Lava/Allantic) RUSTED ROOT Magenta Radio (Mercury) BECK Tropicalia (DGC/Geffen)
wCAEASE

BRUCE SPRivicsteen I Wanna Be With You (Columbia) +3 COWBOY JUNKIES New Dawn Coming (Geffen) +28 FATH MHLL This Kiss (Warner Bros.) JEWEL Hands (Atlantic)

Bracieve: Songs registering 250 plays or more tor the first itime.


 chet epperes on RaR ONLWE.

| 2w uw mw Amst TME Ceels | Toply | mutrs | Evemasis tancrs murs) |  |
| :---: | :---: | :---: | :---: | :---: |
| 1 . 1. SHERYL CROW The Globe Sessions (A\&M) | 762 | -75 | "Mistake" (696) | "There" (66) |
| 1 322 R.E.M. Up (Wamer Bros.) | 750 | 8 | "Daysleeper (718) | "Lous" (15) |
| 5 . 4 3 dave mathews band Before These Crowded Streets (RCA) | 643 | -18 | "Cush" (590) | "Stay" (40) |
| 2 2 3 SHAWN MuLLMS Soll's Core (Columbia) | 635 | 46 | "Lutaby" (615) | "Shimmer" (20) |
| $55^{5} 6.512$ The Best Of 1980-1990 (island) | 63 | -10 | "Sweetest" (623) | "Baretoot" (3) |
| 9 I 5 \% Chremued lades Sturt (Reprisa) | 609 | 36 | "Done" (533) | 'Week" (74) |
| \& 1 I MAMS MORISSETTE Supposed Former... (MaverlokReprise) | 552 | 49 | "Thank" (582) |  |
| 10 9 6) GOO GOO DOLLS Dizy Up The Girl (Wamer Bros.) | 570 | +19 | "Silide" (570) |  |
| 12.109 JEwe Spirt (Atantic) | 561 | $+28$ | Hands" (561) |  |
| is is is (1) MEW RMoicals Maybe You've Been.... (MCA) | 479 | +4 | "Get" (479) |  |
|  | 476 | 31 | "Great' (476) |  |
| 6 8 12 CHRisis scax Speak of The Devil (Reprise) | 472 | -97 | "Please" (415) | "Fying" (4) |
| $8{ }^{1} 12.13$ IOHN MELLEWCAMP John Mellencamp (Cowmbia) | 415 | 50 |  | "Rumino" (14) |
| - 719 (1) SENL Human Being (Wamer Bros.) | 374 | + 4 | "Human" (374) |  |
|  | 368 | +74 | "Birss" (30is) |  |
| $17.17{ }^{17} 16$ SWEAD LOHAN No Mermaid (Grapevineilntercope) | 312 | -13 | "Mermaid" (336) | "Takes" (6) |
| "1 is is in EMCLEEYE CWERPY Desireless (Work) | 341 | -109 | "Save" (301) |  |
| 14 is is is is LYE LOVETT Step Inside This House (CurbMCA) | 321 | 51 | "Bears" (259) | "Texas" (40) |
| - x an (19 B.B. KNG Blues On The Bayou (MCA) | 308 | +24 | "Case" (207) | "G" 4 ) |
| is is is zo HOOTIE \& THE BLOWFSH Musical Chairs (Atantic) | 299 | 65 | Wair (259) | "Loney" (32) |
|  | 296 | 39 | FTre" (258) | Way" (30) |
| 20. 24 is 22 MATCHEOX 20 Yourseff Or Someone Like You (Lava/Atantic) | 293 | +13 | "Back" (160) | "Rea' (123) |
|  | 288 | +7 | "Let" (203) | Long" (5) |
| - m 3 Becx Mutaions (DGCGGeften) | 285 | +34 | "Tropicata" (200) |  |
| 20 is zo at ERAN SETZER ORCHESTRA The Dity Boogie (interscopoe) | 233 | -26 | "Cat's" (170) | "Jump" (113) |
| ${ }_{24} z_{2} z_{3}(26$ CAME Prolonging The Magic (CapricornMercury) | 263 | +1 | "Never" (278) | "Mexico" (5) |
| - za 27 (2) LEwT KRAVTL 5 (Vingin) | 274 | +21 | "Fy) (250) | "Thinkting" (24) |
| EEBUI (3) BRUCE SPRMESTEEN Tracks (Columbia) | 262 | $+12$ | Wama" (100) | "Bands" (41) |
| \% \% \% 29 (99 SUSAM TEDESCHI Just Won't Bum (Tone Cool) | 249 | +17 | "Hurt' (212) | "Need" (3) |
|  | 241 | -13 | "Jumper" (241) |  |

## MOST ADDED.

antap tite uechs 1003
BGGHED TOOD \& THE MONSTERSLIVe (PReioticon Peppise)
GARRAGE Version 2.0 (Amo Soundsinterscope) EmmMLOU HARBAS Spy Boy (Eminent) ELis Pall Translucent Soul (PhiloRounder) SENL. Human Being (Warmer Bros.) BRUCE SPRMGSTEEN Tracks (Columbia) IRMCMCNIY HiP Phantom Power (Sire) UCwina wilums car Wheet On A Grave Road (Mercury) 3

MOST INCREASED PLAYS
antist time wears) EDWN MCCNW Misguided Roses (Lava/Atantic) NEW RAOMCNLS Mayte You've Been... (MCA) BRUCE SPPMiESTEENTracks (Cokmbia) RISTED ROOT Rusted Root (Mercuny) BeCX Mutations (DGCGeften) JOHN LEMOM John Lemnon Anthology (Capito) FATH IIIL Fixt (Wamer Bros) JEWE Spint (Atantic)

"Forget about Adam Cohen's lineage, there's real blood and beauty on thesệ tracks." - Rolling Sone





|  | menar $\cdot \boldsymbol{c}$ |
| :---: | :---: |
| Y2W0ns |  |



| WPVR1031 $=$ | miner | 109.8 | \%uny |
| :---: | :---: | :---: | :---: |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |



Openings
Openings
Openings

AM Producer Porgenized? Good production and people skulls? Understand baby boomers? TER: Dormis Winslow, KLDE-Oidies 94.55353 W. Atabama, Ste 410 . Houston. TX 77056 EOE (11/20)

Morninge on New Country grant TAR* salary history Don Brookshire WKIX, 5706 New Chapel trill Road Raleigh. NC 27607 EOE ( $11 / 20$ )
ob opening for a Promotions Direcor at one of America's leading broadcast groups. Dick Broadcasting Company in Knoxville, TN is in need of a creative individual who also has great organizational skills and a willingness to work to keep us No. 1. Please send resume to: Mike Hammond, P.O. Box 11167 , Knoxville, TN 37939. No phone calls please. EOE M/F

Rock 101 W'ROQ has a rare opening for a 7 pm- 12 mid. air talent. Applicants must be capable of dominating the phones and working on disital production. You will not find better facilities or a better place to live anywhere! TER to: Ken Carson, wroq, 7 N. Laurens St. Ste 700, Greenville, SC 29601. EOE

WXLY (Oldies 102.5) is looking for a PD to keep our ratings dominant station at the Top! Airshift inclusive, winning track record a must! Competitive salary, oreat benefits. Tapes and resumes to: Ron Raybourne, Jacor of Charleston, 950 Houston Northcutt Blvd., MI. Pleasant, SC 29464. EOE

Want to move south? Jackson, Mississippi's top-rated CHR has an immediate opening for a morning host/team to continue our winning tradition. If you're a team player, like to have fun, and know how to get involved with the community, we're looking for you! Must have at least 3 yrs. experience. Send TER to: WYOY, Attn: Kevin Vaughn, 265 Highpoint Dr., Ridgeland, MS 39157. EOE

## NASHVILLE AC MORNING DRIVE RARE OPPORTUNITY

OUR LOSS IS YOUR GAIN! Our current morning host took us to \#4 in the Music City buit now he's nowing on, and we need somerove to take it to the next evel.
couth Central Communication's highly rated MIX 92.9 WIXA is looking for a talented. successful AM show host with a verifiable track record of winning. Yous a venitable track record of winning. Yous must understand the life group and have
the passion to win. Heritage family owner and good compensation.
Rush tape, resume and salary history to: Barbara Bridges. Program Director WJXA, 504 Rosedale Avenuce, Nashville, TN. South Central Communications is an Equal Opportunity Employer.

## KISS-FM <br> Dallas

KHKS, Dallas \#1-rated radio station has rare 10pm-2am opening. Must be upbeat, good phones, production, street smart relatable. Great company. Great benefits. Minimum 3yrs experience. EOE. No calls please. Send T\&R to: KISS-FM, c/o "Mr. Ed" Lambert, 8235 Douglas, Ste. 300, Dallas TX 75225.

## MIDWEST

Cottoet sought tor lop morning show TAR: WIXX. Dan Store. 115 So Jetterzon St. Green Bay. WI 54301. Miowest Commur. cations if on EOE ( $11 / 20$ )

Flame-mowing KTXY seeks mudiay them. No Howerd Siem wemmest TAR: Zimmer Radio Group, Bill Roberts 3215 comone industriol Blvd. Columbia, MO 65201 EOE (11/20)
 TaR. Aeon Worshem, 3215 Lemone industial Bivd. Colum. Hin. MO 65201 EOE ( $11 / 20$ )
 Dinector. Experience not necessary Wiil train CALL: Py Delerey (608) 772.9524 EOE ( $11 / 20$ )
 Experimice rocuined. TaR Chris Ouvitite. Bom 1. Eau Cleme. w 54702 EOE ( $11 / 13$ )

Hot Country in Tulsa. OK. Looking for afternoon drive/promotions director. If you have personality and attention to detail, send T\&R to: Brad/Kick99, 4590 E. 29th st. Tulsa, OK 74114. EOE

Great Country KJJY/Des Moines seeks Morning Newsperson for Hatfield \& McCoy show. Great newsreading \& enthuslasm a must. T\&R: Beverlee Brannigan, KJJY, 5161 Maple Dr., Des Moines, IA 50317. EOE

LITE ROCK 99 WNNS seeks APD/PM drive personality. Solid company offers stability and advancement opportunities! Put down roots in Springfieid, IL. Rush T\&R to: WNNS, Kellie Michaeis, Box 460 , Springfield. IL 62705 . Females/Minorities encouraged.

Top-rated mainstream rock station is looking for a topical, music driven monning show. Great city, great company. Rush T\&R to: Tom Stevens, KSEZ, 1113 Nebraska Street, Sionx City, IA 51102.

> Working for a conglomerate got you worried? Know who you'll be working for next week and into the future! Immediate opportunities at Midwest facility. Program Director, with experience and track record. Will include airshift and production duties, base salary around 30k, plus generous calent and bonuses with benefits. Production Director, creativity a must. Will include air shift. Salary mid 20's plus talent and bonuses with benefits. Company is privately owned and NOT FOR SALE. Tape \& resume immediately to: Radio \& Records, 10100 Santa Monica Blvd.. 686, 5th Floor, Los Angeles, CA 90067. EOE

News Anchor \& Reporter for FM-AM-FM duopoly 30 miles south of Washington, OC. Must gather, write and deliver on-air. Min. 2 yrs. exp. Send T\&R plus writing samples to: Somar Communications Inc., P.O. Box 2470, La Plata, MD 20646. EOE

Mid-Atlantic Market leader seeks new blood for the new year. Country morning show singles or teams. Show us what you've got.T\&R: Radio \& Records, 10100 Santa Monica Blvd., M85, 5th Fioor, Los Angeles, CA 90067 . EOE

## CHR MORNING GIG!

Our 6 year monning show is off to a big. per market! This could be your bis hreak.... Make your packases stand out. and ruah to:

Mike Morgan, OM FLY 92
Allany Broadcasting 6 Johneon Rond
Lathan, NY 12210
Fly 92 is Allany, NY': 50 kw \#1
CHR itation. EOE

## Openings

## hing HI

Richmond, Indiana: market leading 50,000 watt Hot AC, is reeking a PD with vision and common sense. Come grow with an expanding organization. Rush your resume and prosram philonophies no later than December 18, 1998 to: Ms. David Rodgens, X'FMG, 2301 W. Main Street, Richnond, IN 47374. Ridgers Broadcasting Corp. An Equal Opportunity Employer. No phone calls please.

610 WTVN is looking for its next talk show star. Gox an agenda? Move on. Like to talk polltics? Move on. Unferstankl that this about entertainment? OK, send us a tape. Eveningsi will be your domain. Mail, overnight, hell - drive vour tape ower.
We are also searching for the brightest to head our very active promotions departmernt that inctudes sister stations WCOLFM and WFII-AM. Candidates must understand marketing. detail and the similarities and differences between news talk, country and talk listeners.
Send all materials to: Darryi Parks. Jacor Columbus, (30) Dublin Road, Columbus, OH $43215-7009$ or call (614) 487. 2476.
lacor Columbus is an equal opportunity emploner.

## OLDIES PD UNIQUE OPPORTUNITY FAMMIY OWMED GROUP

If you're tired of all the changes and lookIng for stability, then grab this one! South Central Communications's highly rated WJPS-FM/Evansville, $\mathbb{N}$ is looking for an on-air Program Director who loves Oldies radio. You must understand the lifestyle and have the passion to win. Must be versed in RCS Selector and digital studlos. Heritage family owner, good compassion and wondertul tamily environment.
Rush tape, resume, and programming philosophy to: Rob Burton. General Manager, WJPS, 1162 Mt. Auburn Road, Evansville, IN 47736 . South Central Communications is an Equal Opportunity Employer.

## WEST

Crumber gerive. Write. Produce Selling copx. Five statons com
 KYML Fax Heume Torrel (200) 533-9820 EOE (11/20)


JOIN THE SYNDICATOR THAT BREAKS ALI. THE RULES! - We're looking for an affiliate sale player who understands radio.

- Network experience preferred, but not essential.
- Live and work by the beach in beautiful Santa Cruz, CA
Fax letter and/or resume to: 408-420.1419EOE


## Openings

Openings

## Positions Sought

NortheastTalk Host searching for part-lime, fillin work. Topical, humorous. hard working, interactive and ready. ANTHONY SCHINELLA: (617) 730-8483 (11/20)

A witty and humorous love doctor who understands women, is the only one you can put opposite Dr. Laura. DOCTOR LOVE: (800) 404 2844, www.doclove.com (11/20)

Recent college gred at bargain basement prices. Give me the mic. TOMMY WECK: (516) 932-6965 (11/20)

Seeking air telent? I'm seeking a rated market. Resume and demo at vicksburg.com/ ~michaels/mystuff TRENT MICHAELS: (601) 977-4772 (11/20)

Country Radio ads-you want'em, I'll get'em. Call KELLIE BERNELL: (818) 889-1129, kbernell@aol.com (11/20)

Four years of on-air experience in Jazz, CR and modern AC. Seeking station that'll let me display more of my personality. ANDRE: (561) 357-8427 (11/20)

Young, hot talent works cheap, sounds cheap too. Better choice: Veteran news anchor, production and air talent. Affordable pipes. ALEX (513) 777-8423 (111/20)

Sally Struthers hungry - li you seek 10 republican nuns on prozac, I'll find them. Writer, phones, anything. Anywhere. FOSTER: (323) 769-6424 (11/20)

It you seek non-complaining, creative individual that gives $96 \%$ that will do anything and works cheap. GRANT: (213) 769-5652 (11/20)

Combo Engineer/Sales Guy! GM and Programming experience. Available immediately. USA or overseas. BILL ELLIOTT: (813) 9207102, billelliott © mindspring.com (11/20)

Personable Triple A AT with production skills searching for home in Southern California. POB: (760) 360-3768, or view T\&R at members.aol.com/entranced (11/20)

Eight-year team for four months at WINZ while"too busy for us" APD "molds" four hooters. Talent not hooters. MANTALK: (954) 962 9282 (11/20)

Michael "Keetyblrd" Keeton available, Formerly KLSY/Seattle. www.geocities.com/ Area51/Starship/8051 MICHAEL: (502) 6960826 (11/20)

Larry Carolla. ABC Network vet (AC/Oldies CCC) seeks small markel+ for management opportunity, possibly w/AM show. LARRY: (972) 669-4725, larryc@ dj.net (11/20)

I'm searching for smalu/medium station onWes Coast to do what I love and get paid something. BILL: (209) 578-8456 (11/20)

## RADIO \& RECORDS

## 10100 Santa Monica Blvd.. 5th Floor. Los Angeles, CA 90067

 orty) trom Radio \& Records inc, at 10100 Santa Monica Biva, Sth Fioor, Los Angeies, California 90067 . Annuial subscription plin includes the weekty newspaper plus two Rating Repor 8 Directory issues, and other special puotications Relunds so prorated Dased on the actual value of issue recetved prior to cinceliation Monretundabie quarterly rates availibite. Al reasonabite care laken but no responsibility assumed for unsolicited mueree RAA reserves all rights in matenial accepped tor publication Al hetters addressed to R\&A or is Eonors will be ascumsd mended tor pubication ruppoduction and may, theretore be used lor mis purpose Leters may be




## Positions Sought

Country Radio's answer to Regis \& Kathy Lee - clean, upbeat, topical, funny morning show. PD \& ND experience. CURT \& RACHELLE: (402) 562-6064, baumann4 \& yahoo.com (11/20)

15-year pro Seattle. California, Central Wa. Searching for mornings or PD. Have done CHR, AC. Oldies, Country. MAD MAX MICHAELS: (509) 546-0592, MAXRMCC © concentric.net (11/20)

Hire thls AT. Seven years Rock/Alt. experience. A great combo, long hair and solid teammate. SCOTT SANFORD: (770) 453-9610, Hire ThatDJ@al.com (11/20)

Totally Frigging Free! I will consull your station for free! What are you paying now? And for what results? KEITH: (765) 742-0595 (11/20)

Radio/TV Yeteran, experienced in multiformats and promotions, searching for full-fime gig on-air, sidekick ok. ROBIN: (602) 461-8209 (11/20)

Producer/programmer/copywrlter: Multi-format pro. Show prep, research, interviews, presentations. English/Spanish bilingual. Latin mu sic expert. CRAIG: (714) 279-9412 (11/20)


Blind Box: add $\$ 50$
The RaR adoress and your bar number ands 12 words to your ad. Reguiar Onportunties rales appy lo Bind Born asts.
but a $\$ 50$ senvice charge is adoed for shipoing and handing

## Positions Sought: $\$ 50 /$ nch

 indiviuas seding empiopmern may inn ass in the positons Sough section a the special rate of $\$ 50 / \mathrm{hach}$
apoortuntes Advetishing orders must be ipewition on compmay station lethetiend and accomparied by abveroe paymert Ads are scoepled by tex (310-200-8727) or mil. Vea MC. Antx or Ds. cover card acoried incurce card nimber. rarre as I apoears on ve sent io aovetsers every friciey by fres chass ma

## Deadline

To appera in the following weats issie, your ac mus be recorvec

 Floor. Los Angetes. CA 90067.

## R\&R Opportunities <br> Free Advertising

Radio \& Records provides free ( 20 words maximum) listings to radio stations ON A SPACE AVAILABLE BASIS in Opportunities. Free listings of the same length are also avaliable to individuals seeking work in the Industry under Positions Sought.

## Deadline

To appear in the following week's issue, your ad must be received by Thursday noon (PST). eight days prior to issue date Free Opportunities listings should be typewritten or printed on $81 / 2^{\prime \prime} \times 11^{\prime \prime}$ company/station letternead and are accepted only by mail or fax: 310-2038727. Only free positions sought ads are accepted by email kmumawamonline.com Address all 20 -word ads to R\&R Free Opportunities, 10100 Santa Monica Blud., Fith Hoor, Los Angetes. CA 90067

## AIRCHECKS

-AUDIO \& VIDEO AIRCHECKS



 trate 8150



whecom
Bean wrus fuinan 8 ser 8550















$\square$ muw.calitomiaaircheck.com
G.xE CALIFORN1A AIRCHECK

Box 4408 - Son Diego, CA 92164 - (619) $460-6104$

## AUDIO ENTERTANWENT

## MORNING MADNESS

99 Ways to Prevent Your Morning Show from Sounding Normal - New CD! Produced by Dan O'Day for L.A. Air Force FREF ONLTNE DEMO: www.danoday.com

CHRISTMAS PROGRAMMING


GOMEDY SERVICES
Morning Show Comedy
25 Fully Produced Bits on CD/\$99 per CD mexal Bact Guarantes /mo long ferm Contracts.
COMEDY WAREHOUSE (1616) 52.5813
Online demos at http://wwsound.cyberlynk.net/ew

## Alan Ray's

TeleJoke!
Topical comedy faxed or
e-mailed daily!
Radio's Most Quoted Sheets Since 1988!
And infruchucing the new Teleloke CD-ROM:
Lamehing throush the "90s.
An Encyclopedia of over $\mathbf{0 . 0 0 0}$ one-liners.
For move information on all our services, call:
(209) 476-1511
or e-mail: ARAYCOMEDY@aoloom

## COMEDY SERVICES

Steve Cochran, who's used our material at $\mathbf{Z 1 0 0}$ N.Y.C., and THE LOOP \& AM1000 in Chicago, says, "The Morning Punch is better today than it's ever been!" Call today for a free week and see for yourself!

## THE MORNING PUNCHTM

 803-732-6608©1998 Crossan \& Crossan Creativerw Also visil our web page www.ccpunch.com

## DISTRIBUTION/PROGRAMS

## YOUR SPONSORED TALK OR MUSIC SHOW ON:

KLSX-FM/Los Angeles
Serious inquiries with WCKG-FM/Chicago financing only please WJFK-FM/Washington, DC 1-8000-921-5525


## PRODUCTION MUSIC <br> PRODUCTION MUSIC \& EFFECTS <br> Sound Effects- Over 55 products Online demos-online ordering! http://radio-mall.com or call Ghostwriters (612) 522-6256 <br> Sound Ideas, GMI Valentino, LA Airforce, $0^{\prime}$ Connor <br> Southern Tracks <br> SHOW GREATION <br> 2002 THE MANUAL Teaches you Wilko Communications now to dod show that a top-10 market station will buy <br> or e-mail 2002@wikonet <br> All inquiries Confidential

## VOCAL COACH

## JUlie Daniels voice a presentation

"Professionally Speaking" AR persomuirs b hoovctow onectors
 (818)623-8960

## VOICEOVER SER VICES


dyhamic voice maging (415) 788-8761 www.cwproductions.com

CAMERON • WOOD PRODUCTIONS

## Liners \& Promos STEVEN B. WILLIAMS (818) 487-8511


free beer \& pizza
-BOO-JP SMANE or 1-BOO-577.4263 DCI - NEXT OAY - ISDN


## MUSIC REFERENCE

## "Over 500 Chrisitmas Songs! 71 Shoppininy Songs"

[^2]
## MARKETPLACE


www.rronline.com


Paul Trembley
Great Prices. No Pressure.
REEL • DAT • ISDN
Toll frec 888-550-PAUL



##  <br>  <br>  <br>  <br> 

DAVID KAYE PRODUCTIONS INC. Voice Over Services Heard 'Round The World
KBEE, Solt Lake City, KTXQ/Dallas, Q102/Cincinnati,
WZIZ/Columbus, WMJJ/Birminghom


## COLD OR FULIY PRODUCED. ISDN/DCI

## Get THE demo NOW!

 800-843-3933 www.davidkaye.com

Stick it to your competition 901.754.5051


## CHB/POP

## Tw

(1) ALNIS MORISSETTE Thank U (MaverickReprise)
baremaxed ladies one Week (Reprise)
THMD EYE BLIND Jumper (ElektraEEG)
(3) SHAWN mULLMS LuHaby (Columbia)

EAGLE-EYE CHERAY Save Tonight (Work)
SHERYL CROW My Favorite Mistake (A\&M)
MLIMAH Are You That Somebody? (Atantic)
8 ALL SANTS Never Ever (London/sland)
9 G00 G00 DOLLS Iris (Warner Sunset Reprise)
(10) Jewel hands (Atlantic)

11 JENNIFER PAGE Crish (Edel AmericaHollywood)
britwey spears ...Baby One More Time (Jive)
EVE 8 Inside Out (RCA)
98 DEGREES Because Of You (Motown)
GOO GOO DOLLS Stide (Warner Bros)
EVERYTHING Hooch (BlackbirdSire)
(17) 敵donma The Power 01 Good-Bye (MaverickWB)

18 backstreet boys ill Never Break Your heart (Jive)
19-FAITH HILL This Klss (Warner Bros)
20 EDWIW MCCAN III Be (LavaAAtlantic)
(21) SHAMLA TWAN From This Moment On (Mercury)

22 aeriosmith I Don't Want To Miss A Thing (Columbia)
23 'W SYMC Tearin' Up My Heart (RCA)
24 MONICA The First Night (Anista)
branoy Have You Ever? (Atlantic)
MOWFAH Touch it (UptomiUniversa)
'W SYNC (God..) A Limle More Time... (RCA)
R. KELLY \& CELME OION I'm Your Angei (Jive)

WILL Smith Mlami (Columbia)
fasteall five Escape (Hollywood)


## HOT AC

## TW ALANLS MORLSSETTE Thank U (MaverickReprise) <br> SHERY CROW My Favorite Mistake (A\&M) <br> shawn mullums Luilaby (Columbia) <br> baremuked ladies One Week (Reprise) <br> G00 GOO DOLLS Iris (Warner SunsetReprise) <br> EWEL Hands (Altantic) <br> eagle-Eye cheary save Tonight (Work) <br> THIRO EYE BLINO Jumper (ElektraEEG) <br> marchiox 20 Real Worth (Lava/Atlantic) <br> EVERYTHING Hooch (Blackbird Sire) <br> G00 G00 00LLS Slide (Warner Bros.) <br> 12 EDWIN MCCAIN 'III Be (lava/Atlantic) <br> 13 AEROSMITH I Don't Want To Miss A Thing (Columbia) <br> 14 Falth hill This Kiss (Warner Bros.) <br> (1) L2 Sweetest Thing (Island) <br> SARAH MCLACHLAN Angel (Wamer SunsetMeprise/Arista) <br> HOOTIE \& THE BLOWFISH I Will Wait (Allantic) <br> 18 SEMISONIC Closing Time (MCA) <br> 19 SHaMia Twank from This Moment On (Mercury) <br> EVE 6 Inside Out (RCA) <br> Fastenul fire Escape (Hollywood) <br> matcheox 20 Back 2 Good (lavadAtlantic) <br> matali merchavt break Your Heat (EientraleEg) <br> NEW raorcals You Gel What You Give (MCA) <br> 25 sackstreet Boys ill Never Break Your Heant (Jive) <br> sIXPEMCE MOME THE RICHER Kiss Me (Squint) <br> bruce hormsby Great Divide (RCA) <br> SEAL Human Beings (Warner Bros.) <br> Everclear father OI Mine (Capiod) <br> mostom a CABEY When. (Aises CoumbaDramWorks Geften)

## CHR/RHYTHMIC

2 (1) DRNHML FPEDMANHOW....(DoflamRALMerary/stand)
2 LAURYM HLL Doo Wop (That Thing) (Rufthouse/Columbia) ONWE Latety (Pendulum/Red Am)
brawor Have You Ever? (Atlantic)
5 mowiran Touch if (UptownUniversal)
(b) JYY-Z I/AMIL AMD LA Can I Get A... (Def JamRALMercury) xscape My Little Secret (So So DeflColumbia)
8 auliyat Are You That Somebody? (Attantic)
9 MYA I/BLLKK THE SHOCKER Movin' On (University/nterscope)
(10) HY-Z Hard Knock Lite (Roc-A-Fella Def JamMercury)

11 mowica The First Night (Arista)
12 Ta Westside (ClockWorluEpic)
(3) FANT EVAMS Love Like This (Bad Boy/Arista)

14 mext I Stin Love You (Arista)
15 blackstaEet i mya tmase... Take Me There (interscope)
(6) WILL SMITH Miami (Columbia)

17 Micole Make it Hot (Gold Mind EastWestEEG)
(18) TMMALANO CMISSY \& MACOO Here We. (BlackGroundAtantic)

19 LAURYN HILL Can't Take My Eyes Off You (Rufthouse Columbia)
20 Masryboy kLick Lost In Love (Upstairs)
(21) 'N SYMC (Goo...) A Littie More Time... (RCA)

22 tamua so into You (OwestWB)
OUtKast Rosa Parks (Laface/Arista)
-2PaC Changes (Death Row/nterscope)
2. MONICA Angel Of Mine (Ansta)
(20) REEL TIGKT Wanna Ride (G-FunkRestess)

27 kURUPT We Can Freak it (Out) (Antra/AsM)
28112 lmase love Me (Bad Boy/Arista)
2529 Laxet Every Time (Virgin)
35 (3i) R. KELLY I/KETTH MURRAY Home Alone (Jwe)
37 (33) DEBORAH COX Nobody's Supposed To Be Here (Arista)

GuT Gemins an Fape 37.

## AC

SHANM TWAN From This Moment On (Mercury) sacxstreet sors ill Never Break Your Heart (five) R. KELLY \& CELWE OION I'm Your Angel (Jive) R. KEELY \& CEL Trie Colors (Allantic)
PHIL COLINS Trent

1 PHIL COLLMS Irue Colors (Allantic)
5 FAIH HIL This Kiss (Warner Bros.)
6 CELINE OION To Love You More ( 550 Music

- hOUSTON $\&$ CaFEY When. (AnstaColumbia DreamWornsGeffen)

8 JOHN TESH IDALLA Mother I Miss You (GTSPMercun)
(9) EDWIN MCCANH I'll Be (Lava/Atlantic)

10 ANNE COCHRAN ANO JIM BRICK MANAhter All...(Windham Hill)
11 Shamia Twank You're Still The One (Mercury)
(12) LEANH RIMES Feets Like Home (Curb)

13 Savage garoen Truly Madly Deeply (Columbia)
(1) BETTE MIOLER My One True Friend (Warner Bros)

15 matalie imbruglla tom (RCA)
(18) LIONEL RICHIE I Hear Your Voice (Mercury)

17 AEROSMITH I Don't Want To Miss A Thing (Columbia)
18 Lighthouse family High (island)
(19) MADONMA The Power Of Good-Bye (Maverick WB)

20 hOD STEwART Ooh La La (Warner Bros.)
JEWEL Hands (Attantic)
marilyw scott the Last Day (Warner Bros.)
(23) GLOAL ESTEFAM Don't Let This Moment End (Epic) 6) GOO GOO DOULS lris (Warner SunsetReprise)

SARAH MCLACH AWH Angel (Warner SunsetReprise/Arista)
Davio cassidy No Bridge I Wouldn't Cross (Slamajamma)
EEmuFEA PAME Crush (Eder AmericaHollmwood)
oanota moow Anothei Day Goes By (EleitraEEG)
merica from A Moving Train (Oxyoen)
2430 econce bewsow Standing Together (GRP)

## 1 FNTH EVANS Love Like This (Bad Boy/Arista)

 DEEORAH COX Nobody's Supposed To Be Here (Arista) ONWIE Lately (PendulumRed Ant)4 DRU HILL LREDMNW How Deep is.. (Def JamRAL Mercury/stan) Knak FAumanm Lean On Me (Gospo Centric)
BRNNOY Have You Ever? (Atlantic)
MRON HALL All The Places (I Will...) (MCA)
JaY-2 VAMIL AND $\operatorname{al}$ Can I Get A... (Det JamRAL Mercuy) mary J. BLLGE Beautiful (Fyte TymeMCA)
(17) 112 umase Love Me (Bad Boy/Arista)
11) R. KELLY YKETTH MURRAY Home Alone (JWve)

TOTAL IMISSY ELLIOTT Trippinं (Bad Boy/Arista)
BRIAN MCKMIGMT Hold Me (Motown)
8 KEMHY LATTMMORE Days Like This (Columbia)
ORU HILL These Are The Times (Island)
CASE UJOE Faded Pictures (Det JamRAL Mercury LaURYW HILL Doo Wop (That Thing) (Rutfhouse Columbia) To Westside (ClockWorkEpic)
JON B. I Do (Whatcha Say Boo) (rab Yum/550 Music) Jav-z Hard Knock Lite (Roc-A-Fella Def JamMercury) OUTKAST Rosa Parks (Laface/Arista)
Lanct The Velvet Rope (Virgin)
MICOLE IMOCHA I Can't See (Gold MindEastWestEEG)
CHICO OEBARGE Virgin (KedarIniversal)
GERALD LEVERT Taking Everything (EastWest EEG)
MICX 10 UGERALD LEVERT Money's Just... (Hoo-Eangn'friorit) SHME JOWES Talk Show Shhn! (Universal)
TIMenLuD Imissy a macoo Here We... (BeckGroundArantic) Houstow \& Cirir When.. (Arste Cotumbia DramWorks Getten) Triese Sweet Lady (RCA)

For complete list of Urban Breakers see page 55

Uneavin topios ew Pape 51.

## ROCK

## LENNY KPAVITZ Fly Away (Virgin)

G00 GOO DOLLS Slide (Warner Bros.)
metallica Tum the Page (EiehrafeEG)
sowny Lamo Still Rainin' (A\&M)
BLACK CROWES Kicking My Heart Around (American Columbia)
CREED What's This Lite for (Wind-up)
black sabbath Psycho Man (Epic)
8 KISS Psycho Circus (Mercury)
9 HOLE Celebrity Skin (DGC/Geften)
10 EVE 6 inside OUt (RCA)
10 Eve 6 insid
11 SCREAMIN CHEETAH WHEELES Boogie. (CapriconMMercury)
12. Canolebox 10,000 Horses (MavenckWB)

33 FLYS Got You (Where I Want You) (Trauma Delicious Vinyl)
motley Crue Bittel Pill (Motieyßeyond)
JOHN MELLENCAMP Your Lite is Now (Columbia)
16 R.E.M. Daysleeper (Warner Bros.)
17 ROB ZOmbiE Dragula (Getfen)
18 DAYS OF THE MEW The Down Town (OutpostGeffen)
19 KENWY WAYNE SHEPHERD Everything is...(RevolutionReprise)
OfFsPRING Pretty Fly (For A White Guy) (Columbia)
(3) mOON DOG MANE Turn It UD (Eureka)

22 UR Sweetest Thing (Island)
bRUCE SPRINGSTEEN I Wanna Be With You (Columbia)
Rush Spirit OI Radio (Anthem/atlantic)
25 fasteall fire Escape (Hollywood)
26 MEIWY WAYME SHEPHERD Somehow... (RevolutionReprise)
Fua Bimersweet ( 550 Music)
traw free (Aware)
mank nobody's Wite (Columbia)
escono Conis son (Capital)

# THE BACK PAGES. 

## NATIONAL AIRPLAY OVERVIEW NOVEMBER 20, 1998

## URBAN AC

## COUNTHY

DEBORAH COX Nobody's Supposed To Be Here (Ansta)
KIRK FRANKLIN Lean On Me (Gospo Centric)
LUTHER VANDROSS I KNOw (IVNVirgin)
TEMPTATIONS Stay (Motown)
DVINE Lately (Pendulum/Red Ant)
MAXWELL Mattimony: Maybe You (Columbia)
GLENN JONES Let It Rain (SARWB)
KENWY LATTIMORE Days Like This (Columbia)
regima belle ive Had Enough (MCA)
(10) MRROM MKLL All The Places (I Will.) (MCA)
11 may J Blige Beartitul (Fore Tyme MCA
mar
an
TRAN-TEE 5:7 God's Grace (B-RineInterscope)
14 WILL DOWWIMG \& GERALD ALBAIGHT Stop... (VerveMotown)
15 eatay mcromert the Onty One for Me (Motown)
Lunnow rmil Canil Take My Eyes OH You (Ruthouse Columbia)
Encwor Have You Ever? (Atantic)
18 man mcxoment hold Me (Motown)
ackest I Tried (RCA)
Gerulo Levert Thindin' Bout II (EaswosteEG)

eerulo Livert Taing Everything (EastWesteEG)
sow B. They Donit Know (Yab Yums50 Music)
24 Thma So Into You (OwestWB)
25 Penan marsom My Heart Bolongs To You (Wincham Hili)

- Levi utile Somebody To Love (White Leble)
MEE EASTwoon Why Cant We Live Together (Cokembia)
MLE EASTwion Why Coni we
MNE Sapphire Nove Forccast)
Doul imil these are The Times (Istind)

No Songs Qualified for Breaker Status This Week.

## cuan mins en Pox 81.

## ACTIVE ROCK

## $\begin{array}{cc}\text { Lw } & 1 \\ 1 & \text { Lewwy kravir Ay Away (Virgin) }\end{array}$

masallica Tum The Page (Eledra/EEG)
noe zomale Draputa (Getton)
HOLE Celebrity Skin (DGCGefter)
Offspalle-Pretty fy (For A White Guy) (Columbla)
clack sacaath Psycto Man (Epic)
FLYs Got You (Where I Wam You) (TraumaDelicious Vinyl)
8 Creep What's This Lite For (Wind-up)
$9 \mathrm{GOO} \mathbf{G 0 0} 00 \mathrm{LLS}$ Siride (Warner Bros.
(10) BLACK CROWES Kicking My Heart Around (AmericanCoiumbia)

11 MARILYM MANSON The Dope Show (NothingAnterscope)
12 SECOND COMING Sot (Capiol)
13 EVE 6 Inside Out (RCA)
14 CAMDLEBOX 10.000 Horses (MaverickWB)
(15 ECONOLINE CRUSH Surefire (Never Enough) (Restiess)
16 KORN Got The Life (immortalepic)
(1) FUEL Bittersweet ( 550 Music)

18 kISS Psycho Circus (Mercury)
(19) goosmack Whatever (Republic/Universal)

0 MONSTER MAGNET Powentilip (A\&M)
21 MONSTER MAGMET Space Lord (A\&M)
(22) EUERLAST What It's Lise (Tommy Boy)

23 STABBING WESTWARD Sometimes it Hurts (Columbia)
24 DAYS DF THE NEW The Down Town (OutpostGeffen)
(25) PUSHMOMKEY Handslide (Arista)

26 motley crue bitter Pill Molley/Beyond)
27 VAST Touched (EiektraEEG)
(20) PEARL MAM Elderly Woman Behind... (Epic

29 PEARL LAM EIderty Woman Behind... (E
2330 SCREAMM' CHEETAH WHEELES Booge. (Capricornmercury)


## ALTERNATIVE

## Tw

## - cane Nover There (Capricorn/Mercury)

## 2 Lewr waviz fy Away Miroin)

3600600 DOLLS Stide (Wamer Bros.)
Offsprimg Pretty fly (For A White Guy) (Cowmbia)
5 HOLE Cevobrity Skin (DGCGeffien)
8 FVY Got You (Where I Want You) TraumaDelicious Vinyi)
EVERUAST What It's Like (Tommy Boy)
soul Coughmg circles (Slashw8)
IV Sweetest Thing (Island)
10 EVE 6 Inside Out (RCA)
11 EVERCLEAR father Of Mine (Capitol)
12 eagle-eye Cherry Save Tonight (Work)
13 SHAWN MULLINS Lulaby (Columbla)
(14) WEW RADICALS You Get What You Give (MCA)
(15) FUEL Bittersweet ( 550 Music)
garbace Special (Almo Sounds/nterscope)
babenaxed ladies it's All Been Done (Reprise)
18 THIRO EYE BLINO Jumper (ElektraEEG)
(9) BECK Tropicalia (DGC/Geften)

20 R.E.M. Daysleeper (Wamer Bros.)
(21) KDRN Got The Lite (ImmortaVEpic)

22 MARILYN MANSON The Dope Show (Nothing/nterscope)
23) OASIS Acquiesce (Epic)

BEASTIE BOYS Body Movin (Grand RoyalCapito)
placebo Pure Morning (HutVirgin)
betier tman ezra at The Stars (Elehtra/EEG)
oave mattuews bamo Crush (RCA)
28 ALAMIS MDRISSETTE Thank U (MaverickReprise)
(29) ROB ZOMBIE Dragula (Geffen)

30 CREED What's This Lite For (Wind-up)

## NAC/SNFOOTH JAZZ

> 1 RICK BRAUN HOllywood \& Vine (Atlantic) george benson fy By Night (GRP)
> BRIAN BROMBERG Hero (Rebra)
> 4 PETER WHITE IWASHINGTON, JR. Midnight inn.. (Columbia)
> 5 CHUCK LOEB Beneath The Light (Shanachie)
> 6 BONEY JAMES Innocence (Warner Bros.)
> (1) ERIC MARIENTHAL Here In My Heart (IIE.Nerve)

> PHIL COLLINS True Colors (Artantic)
> WARREN HILL Turn Out The Llohts (Discovery)
> WALTER BEASLEY I Feel You (Shanache)
> kELKD matsul Forever, Forever (CountdownUnity) ERMNT GEISSMan Did I Save? (Hipher Octave)
> GRYaM savage Soul Templation (Higher Octave)
> pamti aushm Don't Go Away (Concord Vista)
> (13) NUEE Room To Breathe (Verve Forscast)
16 UTHER VUDROSS I Know (LV Niroin))

> DAVE KOZ III Be There (Biue Note) ant The Hook (Vorve)
> 19. min eprexnan voave noz Partners in Crime (Windham Hill)

> 20 soun ealut blu Gir (CountiownUnity)
> yunct Every Time (Viroin)
> enege knauras Cruisin' Your House At... (IE.Nerve)
> JOE Memade Midright in Madrid (Heads Up)
> mand moxument Anylime (Morown)
> Muricy Lewis Love's Serenade (GRP)
> comer calowal Good To Me (Sin-Drome)
> manno Elwot Here And Now (Merro Bheabive Note)
> Guamuco \& FREEMWW Riders O.... (PaakWindham Hill Jazz)
> STEVE COLE Where The Might Begins (Bhemoon/Atantic)
> Fim wrullum Ascension (Warner Bros.)

anc ander mope or.

## ADULT ALTERNATIVE

## Tw

## 1 R.E.M. Daysleeper (Warner Bros.)

## 2 guerm cnow My favorite Mistake (A\&M)

## UR Sweetest Thing (IIstand)

1 shawn mulus Lublby (Columbia)
5 Dave matruews eumo cush (RCA)
6 ALAMs momseame Thank U (MoverickRReprise) GOO GOO DOLLS Stide (Wamer Bros.) 8 rewe hands (Atlantic)
9 baremareo Ladies it's all Been Done (Reprise)
NEW RADICALS You Get What You Give (MCA)
11 bRUCE HORNSEY Great DNide (RCA)
12 CHRIS ISAK Please (Reprise)
(13) SEAL Human Beings (Warner Bros.)

14 JOHN MELLENCAMP Your Lite is Now (Columbia)
(15 PHISH Birds Of A Feather (ElentraEEG)
16 EAGLE-EYE CHERRY Save Tonight (Work)
17 SINEAD LOHAN No Mermaid (Grapevine/interscope)
(88) B.B. KIMG Bad Case 01 Love (MCA)
(9) BECK Tropicalia (DGC/Getten)
(20) Lucinda williams Can't Let go (Mercury)

21 Cave Never There (CapricornMercury)
22 LYLE LOVETT Bears (Curb/MCA)
23 HDOTIE \& THE BLOWFISH I Will Wail (Atlamic) -
24 Fastranll Fire Escape (Hollywood)
25) Leiwh XRAVITZ fyy Away (Virgin)

26 TMIRD EYE BLIND Jumper (ElentraEEG)
21) SUSAM TEDESCHI It Hurt So Bad (Tone Cool)

28 son volt Driving The View (Warner Bros.)
29 Jomur Lamg Still Rainin" (A\&M)
ROLLNG STONES Gimme Shetter (Virgin)

## Audio Architecture*

The first next generation production library for film, television, radio and new media.
We're too busy making great music to screw around producing a demo.
So just call us and we!ll send you a free sample disc.
call 972/406-6800 or e-mail: tmcietmcentury.com
simply poowerful

ost of us wake up each morning to our favorite radio station. For many people in Dallas, this means coming to as a tiny voice yells. "Good morning! Here's my daddy on XISS!"

Originally from the Tampa area, Kidd Kraddick became hooked on the business while serving as 10th grade class president. He and his fellow sophomores were sponsoring a big dance for the senior class and didn't have enough money to hire a DU, so Kraddick snuck out his dad's stereo and did it himself. Having worked in Miami. Salt Lake City, Los Angeles. and his home town, Kraddick then made the move to Dallas.

Kraddick and his supporting cast of seven players lead the market in almost every demographic in this coveted daypart. This year, he received the Mab's Marconi Award for Radio Personality of the Yeal, and he was also bestowed with an R\&R Industry Achievement Award in the category of CHR Personality of the Year.

On developing his talent: I don't think talent is developed. I think it's pretty much innate, and it manifests itseff early on. You either realize you have it or you don't. If you have it, you come to realize it by getting help from people who have it also and who have already grown in that direction, who have already realized it."

People who influenced him: Thave so many. Scott Shannon was an indirect mentor for years and has recently, in the last five years, become a direct mentor. Dick Clark was an indirect mentor, and that's why it was such a thrill to get that ana award from him. He's been very giving of his time. Ive found the people in this business have always been very giving of their time if you simply say. I admire you a ton and someday aspire to be near your greatness. What can I do? Tve never had anybody turn me down. Jeff \& Jer basically saved my career. My firing was imminent back in '92, and I was ready to do something else. They were able to convince me to try it one more time. and this time to do it my way and watch what happened. If somebody hadn't said those words to me. I honestly carit tell you this is what Id be doing right now."

Ou staying No. 1: "Everybody says that it's easier to get there than it is to stay there. There are so manty vanables that come in when you hit No. 1, but. believe me, it's befter than No. 2, so anything that Im about to say about Mo. 1, III take. We have radio stations and program directors raiding our show for talent. People in the market ase trying to get people out: people outside the market want a piece of whatever it is that we have that's made us successful. You have everybody telling you how great you are, and you re really not used to that. You have constamt-pressure. There's only one direction to go from here. and it's not an acceptable one, so you find yourself working harder and hardes.
-Another thing is, when you hit Mo. 1, it doesn't feel the way you told yourself it was going to feel. I always felt.

## KIDD KRADDICK <br> Morming personality. KHKS-FM (KISS 106.1)/Dallas

My gosh, ix's beyond my wildest dreams to ever be No. 1 in morning drive in a top 10 market: That was beyond any goal I could set for myself. And so to accomplish that - to be in mornings and then to be No. 1-I just thought it would feel so different. For about a day It did. It was like, OK is that all there is? Alright, back to work' Im constantly criticized by friends and co-workers that I never take time to enjoy the success."

Building a supporting cast: 7t has to come from an honest place. I can't bring a guy in and say, 'OR, you're going to be the gay guy.' I have to find a gay guy of find somebody who tives a particular lifestyle. Ive always looked for diversity in putting the people together, because I have a formula. I don't know where I got it. I thinks it's just a culmination of lessons learned from talking to people who are great at this. The formula is that diversity creates conflict. Creativity comes from conflict. There's never been anything created in an environment where there's not conflict. Without conflict. there's no reason to create. You dorit need to create solutions if there are no problems. We purposely put people together in a room who would never be friends in normal life. You put all these people together in a room, and theyre not going to agree with each other. That's when it's great."

Whe atitipaes him?: "My friends do. It's not normally done through aircheccs and things like that. Our show's broadcast on Realhuctio, and my circle of friends, we all tisten to each other and can tune in for tidbits. When we talk, we say. Fiey, I heard that thing you did on this. Wouldn't it have been better if....? We're all helping each other out. At this level. I find that the program director/moming show relationship is different than it is ealy on in your caseen. when the PD is teaching you how to do radio. Tve got a PD who feels like his No. 1 job is to tacilitate this moming show. and that, to me, is so refreshing."

Carces motivation: Fear of losing. Honestiy. Its difficult to set goals when you've been lucky enough to achieve more than you've ever wanted or more than you expected. It's difficult to ask for more. It's almost being greedy. Im real content with what Im doing. I dig it, I love doing it every day. This is maybe the first time in my life that I can say that this job is not a stepping stone to the next one. Tve always been pretty much a loyal guy. I spent 10 years with my last station, and Im going on six here. Im motivated by the friendships I have here. Im motivated to stay in a community where Im considered somewhat of an important person. And Im motivated by the fear of disappointing the people around me by this arbitrary thing of ratings that I thave no control oves. I do everything I can to make sure that we're the top-of-mind show in town so we can stay No .1 and everybody around me can keep their jobs and I can keep mine."

Ccroer disappointment: "Gosh. I guess that question is. What would I have done differently? I had two job offers in my life that were impressive. One was kIIS in LA. and one was 2 . 100 in NY. Neither one of them was the right time or the right job, and I tumed them both down. I always wonder what it would have been tike if I had gone to Los Angeles or New York."

Caroer highlight: 7 can say honestly it couldn't possibly be any better than it is now. Im wresting with syndication right now, to see if that's something that I can sink my teeth into or that would turn me on. I realize the need to always have a carrot out there to be dangled, but there's nothing clear in my future other than to continue and to try to improve as a performer on the ali. Five got a long way to go. 1 really. really do."

Pavortie radio format: 7 am not $a$ fan of music in general. I enjoy it about as much as your average person does. talk would be my format of choice, but 1 think we do Talk for a CHR audience. We've been able to do kind of a mother/daughter radio here. I credit the content that we're doing, because the same people who like Jennifer Paige are going to like what we're talking about."

Pavorte cong: "Dave Mason, We Just Disagree."

Favorite television show: "Seinfeld is God. I love Ally McBeal; I think it's a brilliant show. But I don't think seinfeld will ever be topped. I think people will look back and go, Wow, you lived when Seinfeld was on? I think it was groundbreaking TV."

Favorite movie: "Im kind of a wuss. I always say on the air that my favorite movie is Terms of Fried Green Magnolias' If it's got Debra Winger or Victoria Principle and somebody dies at the end, Im there."

Favorite book: Don't Sweat The Small Stuff, And It's All Small Stuff. Changed my life. Im also reading something called One Day My Soul Just Opened Up, which is tervific.

Favorite restaurant: "Riccolo Mondo in Dallas. Im not worldly enough to have a favorite restaurant in another city."

Beverage of choice: "Tm a Coke guy and a light beet guy - whatevers free.

Hobbies: T guess you can't call hanging out with your family a hobby, but it sure is one of mune. I like to shoot pool. I love to write, and I fancy myself becoming a writer some day. I mote a book called Rude Amokenings. It was a parody of a romance novel. Tve written some stuff that II never let anybody see. I's very cathatic for me. I love to write songs and books. Im big into computers too."

Favorte website: "wwu.jailbabes.com. It's girls in prison. That and siberianlove.com. It's fascinating to me. I think the story of the decade is going to be how the Internet is bringing lonely people together.:
stock recommendation: Please buy Chancellou. It's the bargain of the century. Im one of those philosophical investors that won't invest in things I don't believe in. I think $C D$ Radio is going to be a huge stock, but they will never see a penny of my money. Phillip Morns is probably a pretty good buy, but after seeing what's happened to all my friends who smoke, no thanks. I think you could put all your money in Microsoft, and pretty soon theyll own your radio station, so you might as well go ahead and buy that."
biest geea/worst guest: The all-time worst was probably Chris Rock. I would set him up on jokes and wait for him to knock them down. Id say, Chris you see a lot of these guys on the side of the road with their will work for food" signs:' and Chris would go. Yeah. there's a lot of them out there': What about that great joke you have for that? Mot interested. And Ive had guests that blew me away. Of all people, 1 had Byion Nelson on. What he accomplished in the 40 s was just incredible. To be able to talk to him and hear that easygoing style that he had was just a real treat. Meryl Streep was a real idol of mine, and she was magnificent on the aid People who can speak without thinking and still sound intelligent have an amazing gift. Tve never had it."

Adves for thenat: "Ouit trying to figure out who the listener is and figure out who you are. We've been trained in radio by consultants and program directors to draw this composite picture of who our audience is. Our bistener is Becky. She's 28 . a single mom. rents three videos a month. goes to the grocery story twice a week, and she's dated three times in the last two years. That may be great for Pizza Hut to do that kind of research, but we're not products. We're living. breathing human organisms who need to express themselves.

Be true to yourseff as much as you possibly can. Don't try to make an audience like you. Find an audience that likes you. Don't adapt your act to them. Do your act, and let an audience find you. It's what all great performess have done. You don't have to have everytody. Howard Stem only needs 5\%-6\% to be the biggest radio star in history. In Dallas. I only need 10 out of 100 to know who 1 am and wite me down. I also think a lot can be leamed from staying in one place. When you do find an audience that tikes you. forget about whether ir's Hew York or Evansvile. Stay there. The real money to be made is in the collateral. the equity you buid in a macketplise. You can make a lot more money going sideways from one station in town to anocher than you can moving up from one market to another."
"Feels llike a hid After one week of airplay
I'm alreody seeing requestal"

- Tracy Austin, KIIS/os Angeles
"The phone reaction was so immediate that $t$ forced our competition on itl"
- Mike Marino \& Jim Kelly, WKRQ/Cincinnatd
"\$2 Phones again this weekd" fohn lvey a David Corey, WXKS/Boston

"\# $10^{\circ}$ WKQUDetroit
BIG BIGWORLLD EMILIA

EARLY ADDS:

| KIIS | Los Angeles |
| :--- | :--- |
| KHTS | San Diego |
| WAKS | Tampa |
| WXSS | Milwaukee |
| WZPL | Indianapolis |
| WPXY | Rochester |
| KQKQ | Omaha |
| KLAZ | Little Rock |
| WIIS | Roanoke |
| WWCK | Flint |
| KCIX | Boise |
| WSKS | Utica |
| WQGN | Now London |
| WDAQ | Danbury |
| WJMX | Fiorence |
| KGLI | Sioux City |


| KRBE | Houston |
| :--- | :--- |
| KDWB | Minneapolis |
| WZJM | Cleveland |
| WNCI | Columbus |
| WNKS | Charlocte |
| WDJX | Louisville |
| WRHT | New Bern |
| KKRD | Wichita |
| WYCR | York |
| WZEE | Madison |
| WLNF | Biloxi |
| WRTS | Erie |
| WGLU | Johnstown |
| WDBR | Springfield |
| WMEE | Ft.Wayne |
| WDDJ | Paducha |


| WXKS | Boston |
| :--- | :--- |
| WFLZ | Tampa |
| WKFS | Cincinnati |
| WXXL | Orlando |
| WKSI | Greensboro |
| WFKS | Daytona |
| WNTQ | Syracuse |
| WSSX | Charleston |
| WLKT | Lexington |
| KRUF | Shreveport |
| WAYV | Atdantic City |
| WOCQ | Ocean City |
| WKMX | Dothan |
| WNKI | Elmira |
| WXXX | Burlington |
| WERZ | Exeter |

KBKS Seattle
WSSR Tampa WKRQ Cincinnati WROX Norfolk WKSS Hartford WFLY Albany WSTW Wilmington WAEZ Johnson City KMHX Santa Rosa KZMG Boise WPST Trenton WVSR Charleston KFFM Yakima WLVY Elmira WQMZ Charlottesville ...and many more!

## IMPACTING THE GLOBE

OFFICIAL ADD DATE: I I/24

BीW

© 1998 Universal Records Inc.

## Spice girls. goodbye

the new single in stores December 8
Produced by Richard Stannard and Matt Rowe



[^0]:    Congratulations to Capricorn and Mercury Records on Cake's "Never There" hurung the No. I spot this week While you can sometumes expect a tigg Nhere mumbers 14.16 Fuel. New Radicals, chart. It doesn't gef much tighier than humets with each song being separated from and Garbage are in a virtual Gead Geffen is cerianly one of the hotiest lapels the others by a mere one spun Geffen 40 . but with more great songs on
     deck. inctuding Holes "wainu, whe Balls" be the reaction record of the year country ... Will Chefs "thocolate" up ... Nice to see U2 pertormong at a level that people have come to expect from thas seminal Akernative band. They break into the top 10 this week

    ON THE RADIO With Jim Kerr

    Two projects building strong early buzz for next yeat are Columbia's
    Dovetail Joint Dovetail Joint and V2's Tin Star Tin Siar grabbed rave reviews from programmers who saw them in therr Fass and West Coast showcases last week RECORD OF THE WEEK: Chef "Chocolate Salry Balls

[^1]:    artist tile lablis)

[^2]:    Newl 4th Edition Groen Book of Songs By Subject is the world's only thematic guide to popular music!
    If you've ever needed songs to fit a partikular topic, the all-now tch Edition Green Book 1 Of Sones by subjeca is the book you've been waiding for! Jeff Green has created the "ultimate music reference" for Program Directors, Musk Directors, Production Directors, Morning Show and Talk Show Producers, and air personalities in all formats!
    
    
    
    For fastest service charge by phone ot (310) 788-162)

    Chere bit mone $x$ (310) 76 1621 or wat check or money order wo
    
    Mence Mwe set fieprien Aqples CA reas Move Adtional
    
    

