

TOP 40 AIRPLAY Monitor

• We Listen To Radio •

July 19, 1996

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TOP 40 HIGHLIGHTS

MAINSTREAM

#1

ALANIS MORISSETTE

You Learn (MAVERICK/REPRISE)

AIRPOWER

DISHWALLA • Counting Blue Cars (A&M)

TONI BRAXTON • You're Makin' Me High (LAFACE/ARISTA)

NEW RELEASES

ELECTRONIC • Forbidden City (WARNER BROS.)

OASIS • Don't Look Back In Anger (EPIC)

KEITH SWEAT • Twisted (ELEKTRA/EEG)

T-BOZ • Touch Myself (ROWDY/ARISTA)

TODD TERRY PRESENTS MARTHA WASH & JOCELYN BROWN • Keep On Jumpin' (LOGIC)

RHYTHM CROSSOVER

#1

BONE THUGS-N-HARMONY

Tha Crossroads (RUTHLESS/RELATIVITY)

AIRPOWER

NO RECORDS QUALIFIED FOR AIRPOWER THIS WEEK

NEW RELEASES

AMBERSUNSHOWER • Walter T. (GEE STREET/ISLAND)

NNEKA • Say It Again (ISLAND)

SWV • Use Your Heart (RCA)

TODD TERRY PRESENTS MARTHA WASH & JOCELYN BROWN • Keep On Jumpin' (LOGIC)

ADULT TOP 40

#1

TRACY CHAPMAN

Give Me One Reason (ELEKTRA/EEG)

AIRPOWER

DONNA LEWIS • I Love You Always Forever (ATLANTIC)

ADULT CONTEMPORARY

#1

CELINE DION

Because You Loved Me (550 MUSIC)

AIRPOWER

NO RECORDS QUALIFIED FOR AIRPOWER THIS WEEK

NEW RELEASES

ELVIS COSTELLO & THE ATTRACTIONS • You Bowed Down (WARNER BROS.)

ELECTRONIC • Forbidden City (WARNER BROS.)

DAN HILL • Wrapped Around Your Finger (SPONTANEOUS)

BETTE MIDLER • God Help The Outcasts (WALT DISNEY/WARNER BROS.)

THE TONY RICH PROJECT • Like A Woman (LAFACE/ARISTA)

PETER WHITE • Caravan Of Dreams (COLUMBIA)

Coping Strategies For When Your Heritage Jock Crosses Street And Kicks Your Butt

by Kevin Carter, John Loscalzo, Janine McAdams, and Phyllis Stark

Sooner or later comes the moment of truth when your heritage air personality announces that he or she is leaving. Either that person exits the market for some big-bucks offer, leaving size 12 shoes to fill, or, in a worst-case scenario, he or she crosses the street and attempts to kick your ass.

So how do PDs and GMs deal with losing a heritage jock? Most contacted for this story agree that trying to duplicate the style of a previous personality is a slap in the face to listeners. Instead, they suggest creating as much excitement of your own as possible.

On the first day of the fall book, top 40 KQKQ (Sweet 98) Omaha, Neb., watched four-year heritage morning guy Rockett cross the street to AC KFSY. PD Michael Steele, who had been there just three months, was plunged into what he describes as "the worst year of my life."

"Rockett's departure definitely im-

pacted us," he says. KQKQ spent most of the fall without a morning show, until Johnny Danger, hired from WZEE (Z104) Madison, Wis., started two weeks before the book's end. Then, Steele says, KQKQ crammed a year's worth of morning-show promotions into five months as "an accelerated 'Welcome To Omaha' program."

Meanwhile, Rockett left KFSY in June. "Apparently, they did not have the financial resources that we had to market him," Steele claims. "Plus his personality was more suited to top 40 and didn't mesh with their soft AC."

R&B KKDA (K104) Dallas GM Ken Dowe says that last year's exit of popular morning "flyjock" Tom Joyner, who also broadcast on WGCI Chicago, and his January re-entry in syndication on crosstown rival KJMJ, "was one of the most difficult situations I had to face."

Dowe consulted a pair of successful publicity spin doctors and told them that new morning team Skip Murphy and company were underdogs against

Continued on page 5

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KUTQ	SALT LAKE CITY	WVKS	TOLEDO
WPRO	PROVIDENCE	WIXX	GREEN BAY
WKCI	HARTFORD	KHTO	SPRINGFIELD
WAEB	ALLENTOWN	WSSX	CHARLESTON
WXLK	ROANOKE	WZST	CHATTANOOGA
WNNK	HARRISBURG	WZYP	HUNTSVILLE
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"Top 10 requests 3 weeks in a row. This record is a hit." – Scott Thomas, PD/WDJB

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TOP 40 TOPICS BY SEAN ROSS

Win Friends, Influence Folks On Buddy System

I used to wonder what the secret was with guys like Guy Zapoleon and Lorrin Palagi. In a business where genuinely nice guys were an endangered species, both of them seemed to have that reputation. Legend had it that Palagi's air staffers liked him so much that they actually showed up on time, followed the format, and refrained from trashing him. Even in situations where program directors are supposed to be the bad guy, just because of the nature of the job, Palagi was not.

I consider Guy and Lorrin genuinely nice guys, too. But I also knew that they had the normal range of human emotions. And since I always thought I was a nice guy, but felt that people couldn't always tell, I wondered how to shake the "really smart but aloof and sarcastic and too intense and difficult to be friends with until you've known him for at least a year" reputation that dogged me everywhere.

Finally, I decided that it was the word "buddy." Guy and Lorrin use it a lot. Usually in salutations. Almost always when they're ringing off at the end of conversations. Knowing that people like people who like them, "buddy" seemed to be a pretty good way to signal one's fondness for somebody without any of that excess sentimentality that makes other guys uncomfortable and that gets parodied savagely in Bud Lite commercials. Bruce Springsteen always got a lot of mileage out of that word, too, as well as "jack," "mister," and any number of similar appellations that were meant either to show him as a regular guy or provide two or three extra syllables when he was stuck. And somehow his nice guy reputation survived his marriage and divorce.

So for the past six months, I'd been trying to use "buddy" the same way that Guy and Lorrin did—at least on people I had some sort of acquaintance with. I'm not sure if it was working. It may have seemed awkward as hell, but there are at least a few people who thought I

was friendlier and less tightly wound since the beginning of the year, although that may stem from the fact that I'm in the office until 10 p.m. an average of only one night a week now, instead of three or four.

But my secret weapon is no secret anymore. At the final **Bobby Poe** convention last month, almost every conversation ended with the word "buddy." These weren't bonding conversations; many of these were shmoopie-hound conversations. You could see the oil leaking from them. By Friday afternoon, **Kevin Carter** and I had both picked up on this. By Saturday morning, Kevin had suggested that the badges at the upcoming Airplay Monitor Radio Seminar and Awards (to be held Sept. 5-7 in New York) show everybody's first name as "Buddy." My heartfelt gesture was now just so much industry posing, like smoking cigars when you don't even like them.

I'm not sure how to replace my lost "buddy." "Pal" is a little too New York, and when it's used in this town, it's not always a token of the user's fondness. "Man" is too '70s, and nobody's been able to take it quite as seriously since "c'mon, man" became the trademark of any **Steve Kingston** imitation. (Or any Kingston wannabe.) "Baby" is OK only around people who worked in this industry in the '60s. Otherwise, the guys look at you funny and the women consider it the basis for a class-action suit. Some of the other alternatives—"sport," "bucko," "ace"—don't seem to have the same universal appeal. Then there's "friend," which I always liked, but this is the music industry, and that concept has already been cheapened enough.

I still think Guy and Lorrin are nice guys. But I do feel the need to warn them that their secret weapon has been trivialized by people who have a million buddies and no friends. Everybody who talks about Heaven isn't going, as the expression goes, and everybody who calls you buddy isn't one. Some of them are just after your Bud Lite.

Excuse Me—You're Parked On My Foot



WRVQ (Q94) Richmond, Va., gave listener Karen Drinkard a life. She won rent or mortgage for a year, a Honda, vacation, gas, movies, and other cool stuff. Shown, from left, are air personalities Betty Bodine, Pete McKenzie, and Paul Anthony and PD Lisa McKay.

RADIO CONCERT MONITOR

DATE	CALL LETTERS	EVENT	SCHEDULED TO APPEAR
July 20	KTFM San Antonio, Texas	Summer Jam	Angelina, Artie The One-Man Party, Color Me Badd, Delinquent Habits, Immature, DJ Laz, Li'l Suzy, Quad City DJ's, Tony Rich Project, Rhythmcentric, 3T
July 20	WZJM Cleveland	Bicentennial	Blessid Union Of Souls, Donna Lewis
July 21	WZJM	Bicentennial	3T, Jordan Hill
Aug. 2	WBZZ (B94) Pittsburgh	Three Rivers Regatta	Lisa Loeb, Tony Rich
Aug. 3	KMEL San Francisco	Summer Jam 10	TBA
Aug. 3	WKQX Cincinnati	One Earth Party 2	Goo Goo Dolls, Lisa Loeb, Jars Of Clay, more
Aug. 8	WPXY Rochester, N.Y.	'70s Music Explosion	Gloria Gaynor, KC & the Sunshine Band, Kool & the Gang, Vickie Sue Robinson, Denny Terrio, the Trammps, Village People
Aug. 24	WNCI Columbus, Ohio	35th Birthday Party	TBA
Aug. 25	WBZZ	15th Birthday	TBA

Let us monitor your event! Kevin Carter: 213-525-2303 or E-mail KCarter@billboardgroup.com



WATCHING THE DETECTIONS

BY HESTON HOSTEN



A New Site Turns On & Old Friends Return

This year, Broadcast Data Systems has been in the process of adding four new markets: Allentown, Pa., Greenville-New Bern, N.C., Lafayette, La., and Honolulu. Monitors in the first three markets have been activated, and most of the stations are either reporting to Airplay Monitor or on the verge of being added to Airplay Monitor reporting panels. The Hawaiian monitor is scheduled to be activated in early August.

Since the announcement of these new markets, which brings the total monitored markets to more than 125, stations in nonmonitored markets have been asking how BDS determines which markets to monitor. Here are the steps taken in adding a new market.

While it may seem simple, monitoring is actually a capital-intensive, complicated process. Expenses for a new market range from \$40,000 to \$50,000. In a best-case scenario, a new market takes a month to set up, and that doesn't count the time taken for all the decisions that have to be made prior to a setup.

Before adding a new market, BDS confers with Billboard/Airplay Monitor staffers—publisher Michael Ellis, editor Sean Ross, and chart managers in the respective formats—as well as our TV broadcast division, Competitive Media Research, to address priorities. We look at radio and TV ratings information. For instance, some radio markets well outside Arbitron's top 100 have been monitored because of their value as TV markets, such as Lexington, Ky., Burlington, Vt., and Paducah, Ky.

Now, our goal is to fill the remaining gaps in Arbitron's top 100 markets. All four of our new markets are in this category; also, Greenville-New Bern and Lafayette have strong TV and radio implications. BDS also monitors certain markets to address specific format or demographic requirements, such as areas where R&B and Latin listeners are concentrated.

The decision to add these four markets was made during the first quarter of 1996. The following are the steps that were taken to place monitors in the four markets.

Step 1. Compile a list of stations. We looked not only for stations in our monitored formats in the markets themselves, but, in some cases, for stations in adjacent markets that could be

heard from the new sites—for example, country WIOV Lancaster, Pa., from the Allentown monitor. Sometimes, we'll use the new monitor to alleviate situations for which we don't have room in an adjacent market; for instance, WYSP Philadelphia is monitored from Allentown, because the Philly monitor was close to its limit. The preliminary decision on which stations to try to monitor was made in April.

Step 2. Get possible leads on sites in the market. Check with CMR to see if there's an existing site in the region. Check the business directories for the area around the ideal monitor site. Call the leads to see if they are interested. (Monitor sites can be anywhere from private houses to, in one market, a dentist's office.)

Step 3. Once a potential site is identified, BDS sends field technicians to test for reception. If the results look good, then we go through the contract process of renting space and ordering the "frame line" that links the monitor site with Kansas City, the phone line that we use as a backup for the frame line (or to dial into the monitor manually), the power supply (and a backup in case of a power outage), the antenna, and air conditioning, if necessary.

Step 4. Physically install the monitor, a beige-colored box the size of a computer hard-drive that we attach to one radio tuner per station monitored. All stations must go through a two-week internal quality-control period before their information is released to the record industry. Stations are activated on a Sunday to coincide with the Monday-to-Sunday monitoring period for Airplay Monitor charts.

Step 5. Stations get calls from labels that never promoted them before. PDs hear from old friends for the first time in years.

At present, Honolulu is the last market scheduled to get a new monitor in 1996. But we're interested in hearing from our radio and label constituents with suggestions for where we should expand next. If you want to make the case for your market, or you have questions you'd like answered in the next column, write me at BDS, 11 W. 42nd St., 12th Floor, New York, N.Y. 10036. Call 212-789-1261 or fax 212-789-1270.

Next column: How we choose stations.

Coping Strategies For When Your Heritage Jock Crosses Street

Continued from page 1

the home-grown, popular talent bred on K104. Says Dowe, "After I presented them with all the problems, we drew up a plan: We pre-empt them."

Dowe decided to harness Joyner's power to run his own engine. "We called a press conference, I said, 'Oh, guess what? Tom Joyner's coming back!' They said, 'On K104?' I said, 'No, we have Skip Murphy and company.' We're local, Joyner's marvelous, but we . . . spend all of our time working on local things, we only do what the local listeners want, and we're not syndicated." While heaping praise on Joyner, K104 managed to stress the new team's home-court advantage. And K104 said it expected Joyner to dominate the ratings, thus setting up a public challenge. A subsequent TV ad campaign called Murphy and company "the home team" and pictured them at local events with local sports stars. "That put Tom behind the eightball," says Dowe. The strategy has worked, with the new show pulling higher morning ratings than Joyner in the market.

Heritage R&B WGCI was hit when Joyner left for syndication and returned on rival WVAZ (V103) in January and again when afternoon host Doug Banks left, only to debut July 1 in syndication on crosstown hip-hop WEJM (106 Jams). "Losing those two personalities would've been major if the product hadn't remained the same," says WGCI APD Don E. Cologne. "[Our heritage] is strong, and the product is focused promotionally, musically, and image-wise."

WGCI countered by placing popular comedian Steve Harvey in mornings and letting him develop some unique routines. To replace Banks, WGCI went to longtime midday jock Crazy Howard McGee, whom Cologne calls "unorthodox." While 106 Jams trumpeted its acquisition of Banks with live broadcasts and a parade, WGCI announced to listeners for a week that it was "taking over three stations." On July 1-3, WGCI took over three gas stations and gave away gas. On the third day, police had to stop the promo due to the traffic it caused. WGCI also doubled its \$1,000 daily money-song giveaways.

"After the first week, the real battle begins," says Cologne of going up against such a major player as Banks. "They can broadcast live from Michael Jordan's Restaurant [as Banks did], but the [next] week they're out of the market. They can only talk about local things for so long, then it fades."

Bob Case, as VP of programming for New Century Media, owner of KUBE Seattle, had to prepare for the departure of KUBE's 14-year morning team Charlie and Ty, who moved across the hall to sister '70s outlet KJR-FM. "We felt they would be a better fit with KJR's heritage," Case says. The first step in the transfer was to simulcast the duo on KUBE and KJR, which have vastly different audiences. "They couldn't focus as narrowly as they would on one station, so the show sounded rather generic for the year and a half it was simulcast," he says.

Case's top-secret master plan to replace Charlie and Ty? "We had no idea what we were going to do . . . we were flying by the seat of our pants," he says. Case wanted a different-sounding replacement, and as KUBE has no direct competitor, Case felt the station could gamble on a new direction in the morning. Case drafted Rob "the T-Man" Tepper, who was doing nights down the hall at NCM's sports station. "He talked about everything but sports," says Case. "Just great guy talk."

With some coaching from the sidelines, Case says Tepper's been able to alter his act to appeal to

an 18-34, primarily female audience. KUBE took an expected initial hit, but as of the last book, Case says, the T-Man is No. 2 12-plus, and No. 1 18-34.

WKLQ Grand Rapids, Mich., faltered with the follow-up to its No. 1 morning show of Rick, Darla, and Scott, who went to crosstown modern WGRD. "Whoever followed them had an extremely difficult task: going against a show whose main purpose is to reposition its old station as no longer the cool station to justify their move across the street," says PD Tom Marshall.

WKLQ's strategy, Marshall says, was "to try something different" and not duplicate the previous morning show. They paired market vet Michelle McCormick and comic Mark McCullum. "On paper, it looked tremendous," Marshall says, "but it didn't click. We gave it four and a half months." While the PD says the duo showed signs of improvement, WKLQ couldn't afford to lose any more ground to WGRD. Then the decision was made to bring in Howard Stern.

"There's only one show out there that we believe has the best track record for [ratings], and that's Howard Stern," says Marshall. "Even if we went out and got a great morning show from another market, the time, cost, and energy to maybe eventually beat them was the same if not more than investing in Howard Stern. I think we'll be proven right in the long run." But, he adds, "it will be the end of the year before we have real good indications as to how that battle is swinging."

WGRD's morning show did "send a plant" to Stern's WKLQ press conference. Marshall says, "That was a beautiful thing, because they basically put their head on a platter and offered it up to Howard. We turned it into a promo, which we've run continuously. Our tactic in the past has been to not bash them, but with Howard being so effective at it, I have no problem with that."

"You've got a heritage jock leaving on you, you pray hard to the air-talent god," says country WSIX Nashville PD Dave Kelly, who faced exactly that situation last summer when popular midday host Hoss Burns announced that he had AIDS and would be leaving the station to concentrate on charity work. Because of the circumstances of Burns' departure, station management decided to host a daylong Burns tribute/radiothon to raise money for AIDS charities and let listeners, artists, and fellow jocks say goodbye to Burns. The emotional event made for riveting radio and raised more than \$60,000 for charity.

Former afternoon jock C.C. McCartney, who had recently returned to WSIX in a part-time capacity, was recruited to replace Burns and benefited from an on-air endorsement by Burns himself, which Kelly says helped smooth the transition.

Longtime country KMPS Seattle morning man Ichabod Caine surprised station management several years ago when he announced that God wanted him to work for rival station KRPM. "He said that he'd been praying about it, and he felt that God was calling him to go work over there," says former KMPS PD Tim Murphy, now VP of promotion at Rising Tide in Nashville.

KMPS moved Greg Thunder into Caine's slot, then used its comment line to deflect criticism of the change. "Some people were glad [Caine] was gone; some said they'd never listen again because he was gone," Murphy says. Murphy and Thunder took turns returning the negative calls and asked disgruntled listeners to give the new show a chance. "We tried to coddle the listeners and bring them in instead of pissing them off," Murphy says.

ON THE AIR

NEW STATIONS AND OTHER REPORTER CHANGES FROM BDS & AIRPLAY MONITOR

Effective this week, WDIZ Orlando, Fla. (PD/MD Katherine Brown, 407-682-7676), and KRRK Omaha, Neb. (PD Nick Melloy, MD Kevin Callahan, 402-393-8780), are added to the adult top 40 panel. Also, WTIC Hartford, Conn. (OM Bill Stairs, MD David Simpson, 203-522-1080), moves from the top 40 mainstream to the adult top 40 panel, and WMYI Greenville, S.C. (PD/MD Mark Pollitt, 864-242-1005), moves from adult top 40 to adult contemporary. WGAY Washington, D.C., is dropped from adult contemporary due to a format change. There are now 81 top 40 mainstream, 49 adult top 40, and 42 adult contemporary reporting stations.

STEVE GRAYBOW

MONITOR PROFILE

PD Blue And MD Shane Guide Hit Dance Outlet WKTU On Its Post-Innocence Mission

How things in New York have changed since July '95. Then, top 40 WHTZ (Z100)—while leaning increasingly modern—was still playing Corona. Gold-based R&B adult outlet WRKS was in its second book as the market leader. And country WYNM, which had briefly silenced rumors of an impending format change by going 1.8-2.7 12-plus in the winter '95 Arbitron, had just fallen to 2.2, reactivating rumors that new owner Evergreen Media would take the station dance.

Even a year ago, however, the two names most linked to the new station were the Box's Frankie Blue and Z100 MD Andy Shane. Today, WYNM is WKTU. Blue is PD. Shane is MD. And WKTU, which debuted in February, has gone 1.9-3.4-6.7 12-plus, making it No. 1 in the market, as well as No. 1 18-34 and 25-54 in the just-released spring Arbitron.

With neither Blue nor Shane in the building when WKTU went on the air, the original blueprint came from Evergreen president/COO Jim de Castro, group programmer Steve Rivers, consultant Guy Zapoleon, and a brain trust from throughout the industry.



Frankie Blue
Program Director
WKTU New York

*'We've enjoyed
the journey to the
top, but it was
[an] innocent
climb'*

While many in the industry agreed that New York needed a dance station, the initial reaction to WKTU was not all positive. Some observers felt the station was too unhip or too gold- and recurrent-based. And some feared that Blue, a first-time PD who interned at the original WKTU, would concentrate more on music than the other aspects of the station.

But several months later, as it became clear that WKTU would be a market force, a lot of the negative reaction evaporated. "Frankie has done a remarkable job with every aspect of the station," says Zapoleon. "He is driving that station. Steve and I were [the architects], but Frankie is the guy who makes the magic happen day to day and coordinates the big events.

"Nobody knew how good Frankie was until he got in that building. Steve realized it; Steve is tremendous in seeing people's potential. Frankie has seen Scott Shannon, Michael Ellis, and Steve Kingston . . . at work. He's learned the good, the bad, and the ugly. And he knows all the elements it takes to win."

Musically, WKTU has continued to focus since Blue's arrival. There are fewer R&B crossovers than at the outset. Many of the classic dance titles that didn't emerge from the research done before the station's launch have since been added. The one thing that hasn't changed much since February is WKTU's emphasis on gold and recurrents.

From the beginning, Blue has maintained that WKTU would expand musically. But don't look for that change just yet, especially without any evidence that its gold is burning. "We should stay pretty much with what we're doing," says Blue. "A lot of our music position is

based on being familiar and on some past records that test well and never died in this city.

"There's not a burn factor [on the gold] now, but when we see a burn factor, you can bet we won't be playing it. The library is so deep—we've got hundreds to choose from—and we'll just replace one [title] with another."

Blue notes that WKTU isn't as conservative as critics believe. "People are just thinking about Cheryl Lynn and Jermaine Stewart, but if it weren't for WKTU, there'd be no such thing as 'Macarena' in New York . . . There would be no La Bouche, no Billie Ray Martin, or Collage or many of these hits we've created."

"What's making us No. 1 is that we [can] entertain such a mass-appeal audience," Blue says. "The biggest compliment I had was when a mother said we were her favorite station because we played 'I Will Survive' and 'Ring My Bell' and her daughter said we're her favorite station because we play 'Be My Lover' and 'Macarena.' It just goes back to being mass-appeal and hoping that every song you play and everything you do is not just entertaining a niche, but entertaining to all."

Here's a recent Sunday night on WKTU: Tony Rich Project, "Nobody Knows"; Le Click, "Tonight Is The Night"; Weather Girls, "It's Raining Men"; Outhere Brothers, "Boom, Boom, Boom"; Livin' Joy, "Dreamer"; Madonna, "Vogue"; Kristine W., "One More Try"; Donna Summer, "On The Radio"; Billie Ray Martin, "Your Lovin' Arms"; and Information Society, "Running."

WKTU's musical conservatism hasn't just made it a surprise 25-54 success, it made the "beat of New York" a suburban phenomenon. Just as today's 27-year-old was 18 when "Party Your Body" was new, Blue says, today's suburbanites "were the people who lived in the city, [while] the people who lived in the near suburbs have moved further out in the suburbs."

Another surprise was that WKTU took on top 40/adult rival WPLJ for the high-profile/foreground personality franchise. WKTU is heavy on phoners and bits, and that goes for top 40 veterans like p.m. driver Bill Lee and night jock Hollywood Hamilton and the lower-key midday host Efran Sifuentes and late-nighter Diane Pryor. WKTU's jock approach, Blue says, "is not a top 40 presentation. You can't treat WKTU like it's the WABC or Z100 of the '90s. It's a unique radio station in New York and probably around the country."

RuPaul, who anchors mornings with Seduction's Michelle Visage and market veteran Freddie Colon, "lives the lifestyle of WKTU. We're an upbeat, energetic, fun radio station, and that's what he is, and he portrays that in his day-part. He's a guy who had no radio experience but has gone from a 2.1 to . . . a 4.4 and is top five in the market and No. 2 18-49 behind Howard Stern. So we have the king of media and the queen of media in New York."

Most of those involved acknowledge that WKTU still has its work cut out. The No. 1 station at this time last year, WRKS, was also gold-based and went to a 7.4 share 12-plus in four months; it now sits at a respectable 4.7 share. And, as Zapoleon notes, a lot of WKTU's rivals had their own research saying there was no dance hole. Now that WKTU has proven otherwise, "the horns will wake up," he says.

"We've enjoyed the journey to the top," says Blue, "but it was [an] innocent climb. We were a baby station taking baby steps and we did it so innocently and it happened so fast. Now we have to refocus and reinvent ourselves . . . I'd think the way to stay in the sixes is to try and hit the sevens and the eights—to create a high target." **CHUCK TAYLOR and SEAN ROSS**

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MIDDAY PERSON. STRONG
PRODUCTION, ON LOCATION, AND
PHONE WORK NEEDED. OH YEAH AND
RADIO IS STILL FUN AT THE POSSUM.
T & R TO:
TEX CARTER
1717 HIGHWAY 72
EAST ATHENS, ALABAMA 35611
E.O.E.

**HELP
WANTED**

97.3 KHKI
Hawkeye Country
**TOP 100 COUNTRY MORNING
HOST NEEDED NOW!!!**

Previous AM Drive experience
required/Good phones. If
you're ready for battle,
FED-EX your stuff today to:
WES McSHAY
KHKI-FM
3900 N.E. BROADWAY
DES MOINES, IA 50317
EQUAL OPPORTUNITY EMPLOYER

**ANNOUNCER/ON-AIR
PERSONALITY**

Successful candidate will handle daily
late-night airshift, produce commercials,
make appearances on behalf of station.
Position may involve additional duties in
assisting the station's morning show.

On-air experience in the CHR format
required. 8-track analog production skills
required. Digital experience helpful, but
not necessary. Outgoing personality,
pleasant but forceful voice and ability to
handle/deal with the public at
appearances a plus. All applications
must be received by August 1, 1996.

Send resume to: Clark Ingram
Operations Manager/WPY/WVOR
207 Midtown Plaza
Rochester, NY 14604
No calls, please.

**HELP
WANTED**

**NEW COUNTRY
K102**
**ANNOUNCER/MUSIC
DIRECTOR**

Chancellor Broadcasting's K102,
Minnesota's leading Country
station for 13 years, has rare
openings for an announcer and
an announcer/music director.
Great station, great people, show
only six months a year. Great
phone work, appearances a
MUST. Country experience not
essential. CHR and Hot AC jocks
who want to perform, send a
tape. T&R to:

GREGG SWEDBERG, PD, KEY
7900 XERXES AVE. SO.,
BLOOMINGTON, MN 55431.
TEAM PLAYERS ONLY.

NO PHONE CALLS. EOE/EEO

KFXD KF95
DOUBLEDEE BROADCAST GROUP

Boise Adult Alternative KFXD-FM,
looking to rebuild air staff.
All positions open. T. & R. to:
KFXD
455 W. Amity
Meridian, ID. 83642

WANTED: AMERICA'S BEST PD

SUCCESSFUL CHR STATION SEEKS
EXPERIENCED PROGRAM DIRECTOR /
MORNING PERSONALITY.
2 YEARS+ STABLE TRACK RECORD
PREFERRED. MUSIC KNOWLEDGE A
MUST. PEOPLE SKILLS, COMPUTER
LITERACY A PRIORITY. EOE.
REFERENCES REQUIRED.
CONFIDENTIALITY ASSURED. TAPE
AND RESUME TO ME MERRIGAN,
KKSS, 5301 CENTRAL NE, #1200,
ALBUQUERQUE, NM 87108.

MIX 96

Great market, great station, great
facility! WMTX, one of the
nation's most successful ACs has
immediate opening for the
following ... Morning show
announcer ... the best in the
business. T&R to:

Mike Reeves, c/o WMTX
18167 U.S. Hwy. 19 N., #500
Clearwater, FL 34624
CLEAR CHANNEL COMMUNICATIONS
IS AN EOE/MF.

**KY HOT 96
COUNTRY**

KYQQ-FM, WICHITA SEEKS
HOT COUNTRY MORNINGS,
PHONES A MUST. SEND T&R
TO:
DANE DANIEL, KYQQ
1632 S. MAIZE RD
WICHITA, KS 67212
EOE

**50KW MARKET-LEADING
COUNTRY STATION SEEKING
7 PM-MID. TALENT. GOOD
PHONES. RATED MARKET
EXPERIENCE. T&R TO:**
TRAVIS JONES, WKKW
1251 EARL CORE ROAD,
MORGANTOWN, WV 26505
EOE

98Q

#1 Hot AC seeks regional talent
for rare PM drive opening ...
good phones, production, and
remotes. No card readers. T&R:
Bill Trotta, Program Director, 98Q
198 Main Street
Danbury, CT 06810
No phone calls please
EOE

CLASSIFIED ADVERTISING RATES**HELP WANTED:**

1 WEEK \$75.00 per inch
2 WEEKS \$65.00 per inch

POSITION WANTED AND BULLETIN BOARD:

\$45.00 per inch

BOX NUMBER: Add \$20.00**SERVICES:**

1 WEEK \$75.00 per inch
6 WEEKS \$65.00 per inch
13 WEEKS \$60.00 per inch
26 WEEKS \$55.00 per inch
51 WEEKS \$50.00 per inch

DEADLINE (ALL CLASSIFIED)

Each Wednesday 3pm EST, 9 day lead time.

• Classified ads are non-commissionable •

SUBMIT ALL AD COPY TO:

Laura Rivchun
Airplay Monitor Classified
1515 Broadway
New York, NY 10036

Phone: 212-536-5058
Fax: 212-536-5055

POWER PLAYLISTS™

For Week Ending July 14, 1996

Z100
 WHTZ
 New York
 PD: Tom Poleman
 APD: Ryan Chase
 MD: Paul "Cubby" Bryant
KIIS
 KIIS
 Los Angeles
 PD: John Cook
 APD/MD: Tracy Austin
Q102
 WIOQ
 Philadelphia
 OM: Dave Allian
 PD: Glenn Kalina
 MD: DeDe McGuire

 1 *Oasis, Don't Look Back In Anger*
 2 *Primitive Radio Gods, Standing Outside A*
 3 *The Nixons, Sister*
 4 *No Doubt, Spiderwebs*
 5 *Voice Of The Beehive, Scar Kisses*
 6 *Alanis Morissette, You Learn*
 7 *Fugues, No Woman, No Cry*
 8 *Nada Surf, Popular*
 9 *Butthole Surfers, Pepper*
 10 *Dishwalla, Counting Blue Cars*
 11 *Smashing Pumpkins, 1979*
 12 *Love Spit Love, How Soon Is Now?*
 13 *Dave Matthews Band, Satellite*
 14 *Smashing Pumpkins, Tonight, Tonight*
 15 *Everclear, Santa Monica*
 16 *Jewel, Who Will Save Your Soul*
 17 *Natalie Merchant, Wonder*
 18 *Garbage, Stupid Girl*
 19 *Fugues, Killing Me Softly*
 20 *The Cranberries, Free To Decide*
 21 *Alanis Morissette, Head Over Feet*
 22 *Natalie Merchant, Jealousy*
 23 *Tracy Chapman, Give Me One Reason*
 24 *Bush, Machinehead*
 25 *Tracy Bonham, Mother Mother*
 26 *Oasis, Champagne Supernova*
 27 *Blues Traveler, But Anyway*
 28 *The Cure, Melt*
 29 *Dave Matthews Band, So Much To Say*
 30 *Patti Rothberg, Inside*
 31 *Leah Andriono, It's Alright It's Ok*
 32 *Hootie & The Blowfish, Tucker's Town*
 33 *Sarah McLachlan, Possession*
 34 *Refreshments, Banditos*
 35 *Stone Temple Pilots, Interstate Love Song*
 36 *Lash, Glycine*
 37 *La Bouche, Sweet Dreams*
 38 *Goo Goo Dolls, Long Way Down*
 39 *Smashing Pumpkins, Dismay*
 40 *Dog's Eye View, Everything Falls Apart*
TW LW
 1 *Celine Dion, Because You Loved Me*
 2 *Mariah Carey, Forever*
 3 *Alanis Morissette, You Learn*
 4 *Fugues, Killing Me Softly*
 5 *Groove Theory, Tell Me*
 6 *La Bouche, Sweet Dreams*
 7 *Brandy, Sittin' Up In My Room*
 8 *Billy Ray Martin, Your Loving Arms*
 9 *Color Me Badd, The Earth, The Sun, The R*
 10 *Everything But The Girl, Missing*
 11 *Mariah Carey, Always Be My Baby*
 12 *Fun Factory, I Wanna B With U*
 13 *The Tony Rich Project, Nobody Knows*
 14 *The Tony Rich Project, Nobody Knows*
 15 *Take That, Back For Good*
 16 *Coolio, 1,2,3,4*
 17 *Coolio, It's All The Way Live*
 18 *Hootie & The Blowfish, Only Wanna Be Wit*
 19 *Real McCoy, Run Away*
 20 *Kristine W, One More Try*
 21 *Amber, This Is Your Night*
 22 *Alison Moyet, Another Night*
 23 *SWV, You're The One*
 24 *Leah Andriono, It's Alright It's Ok*
 25 *Color Me Badd, The Earth, The Sun, The R*
 26 *Mariah Carey, Forever*
 27 *Garbage, Stupid Girl*
 28 *Fugues, Killing Me Softly*
 29 *The Cranberries, Free To Decide*
 30 *David Priest, That Girl*
 31 *Alison Moyet, Another Night*
 32 *Hootie & The Blowfish, Tucker's Town*
 33 *Montell Jordan, This Is How We Do It*
 34 *Real McCoy, Another Night*
 35 *Melissa Etheridge, Come To My Window*
 36 *Alison Moyet, Another Night*
 37 *Sheryl Crow, I'll Always Wanna Be Wit*
 38 *Erasure, Always*
 39 *Collage, I'll Be Loving You*
 40 *TLC, Waterfalls*
TW LW
 1 *Alanis Morissette, You Learn*
 2 *Fugues, Sweet Dreams*
 3 *Fugues, No Woman, No Cry*
 4 *2 Unlimited, Do What's Good For Me*
 5 *Deborah Cox, Who Do U Love*
 6 *Quad City Dj's, C'mon 'n Ride It*
 7 *Tracy Chapman, Give Me One Reason*
 8 *The Tony Rich Project, Nobody Knows*
 9 *Los Del Rio, Macarena, Bayside Boys Mix*
 10 *Los Del Rio, Macarena, Bayside Boys Mix*
 11 *R. Kelly, I Can't Sleep Baby*
 12 *Coolio, 1,2,3,4*
 13 *Robert Miles, Children*
 14 *Brandy, Sittin' Up In My Room*
 15 *Celine Dion, Because You Loved Me*
 16 *Color Me Badd, The Earth, The Sun, The R*
 17 *Fugues, Killing Me Softly*
 18 *Bone Thugs-N-Harmony, Tha Crossroads*
 19 *Bone Thugs-N-Harmony, Tha Crossroads*
 20 *Toni Braxton, You Makin' Me High*
 21 *Alabia, Don't You Wanna Know?*
 22 *Coolio, 1,2,3,4*
 23 *Everything But The Girl, Missing*
 24 *Jordan Hill, For The Love Of You*
 25 *Jewel, Who Will Save Your Soul*
 26 *Maxi Priest, That Girl*
 27 *Amber, This Is Your Night*
 28 *Alison Moyet, Another Night*
 29 *Real McCoy, Stepping With An Angel*
 30 *Max-A-Million, Sexual Healing*
 31 *Dog's Eye View, Everything Falls Apart*
 32 *Blue Traveller, Hook*
 33 *Bodeans, Closer To Free*
 34 *Eric Clapton, Change The World*
 35 *Real McCoy, Run Away*
 36 *Mits, I'll Be Alright*
 37 *Lo Click, Tonight Is The Night*
 38 *Alison Moyet, Another Night*
 39 *Real McCoy, Come And Get Your Love*
 40 *Alison Moyet, Another Night*
TW LW**KISS 108**
 WXKS
 Boston
 OM: John Ivey
 PD: John Ivey
 MD: Tad Bonvie
KISS 106.1
 KHKS
 Dallas
 APD/MD: Mr. Ed Lambert
KRBE
 KRBE
 Houston
 PD: John Peake
 APD: Scott Sparks
 MD: Jay Michaels
KISS 95.7
 WKSS
 Hartford
 PD: Jay Beau Jones
 MD: Dave Vayda
WNCI
 WNCI
 Columbus
 PD: John Dimick
Q102
 WKRQ
 Cincinnati
 PD: Jimmy Steal
 APD: Race Taylor
 MD: Brian Douglas
TW LW**PRO-FM**
 WPRO
 Providence
 PD: Chris Shebel
 APD: Tony Mascaro
TW LW**Q104**
 WKBQ
 St. Louis
 PD: Michael St. John
 MD: Tommy Mattern
TW LW**G105**
 WDCG
 Raleigh
 PD: Brian Burns
 MD: Kip Taylor
TW LW



TOTALLY MIND-BLOWING!!!
A SALES & AIRPLAY ERUPTION,
804,000 CD'S SOLD...
292,976 IN JUST 10 DAYS!!!!

Keith Sweat

twisted

The premiere single and video from his self-titled new album

IT'S TIME TO GET TWISTED!

HUGE
Crossover Story,
ALREADY 3
RHYTHM CROSSOVER MONITOR

KBXX HOUSTON
WWKX PROVIDENCE
KTFM SAN ANTONIO
KLUC LAS VEGAS
KCAQ OXNARD
WJMH GREENSBORO

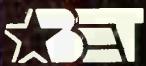
KMEL SAN FRANCISCO

ALREADY SPINNING:

WJMN BOSTON
KQKS DENVER
WJJS ROANOKE
KWIN STOCKTON
Z90 SAN DIEGO
KGGI RIVERSIDE

WFLZ TAMPA

KZHT SALT LAKE CITY
WERQ BALTIMORE
KKSS ALBUQUERQUE
KHTN MODESTO
KDON MONTEREY
KYLD SAN FRANCISCO



PRODUCED BY KEITH SWEAT AND ERIC MCCAIN
Management: Marvelous Enterprises

"The love song for the Summer of '96, a SMASH!!" - **Billy Santiago, KBFM**
"A very big record for us, already up to 60 spins per week!!" - **Scott Wheeler, WHHH**

DEBUTS AT MAINSTREAM RADIO THIS WEEK!



On Elektra compact discs and cassettes. <http://www.elektra.com>

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Women (18 - 34) "Can't Sleep" & Programmers Across America Know Why...

Chet Buchanan, PD, KZHT: "If the 18-34 FEMALE reaction is any indication, 'I Can't Sleep Baby' will be R. Kelly's biggest hit ever!"

Cat Collins, MD, WJMN: "FEMALE 18-24 callout is already TOP 10! Top 5 phones as well! They're lovin' it!"

Don London, PD, WZPL: "After only 2 weeks of airplay, R. Kelly debuts at #13 in callout. This record will definitely be his biggest mainstream hit of his career. WOMEN 18-34 love this song!"

Tom "Jammer" Naylor, MD, KHOM: "I Can't Sleep Baby' is pulling TOP 5 phones!... Destined to be #1 soon! WOMEN can't get enough of this record!"

Jackie James, MD, KKSS: "Receives phenomenal FEMALE requests immediately! It's a total hit record."

Ted Kelly, PD, KQIZ: "WOMEN can't get enough of R. Kelly! It's the FEMALE 13-34 anthem of '96!"

Jimi Jamm, MD, KQKQ: "It's R. Kelly's most mainstream effort to date & the WOMEN in Omaha are the ones who 'Can't Sleep'!"

Tony Manero, MD, KZFM: "#1 requesting and testing song across the board with WOMEN! The biggest ballad of '96!"

Jay Towers, PD, WAKX: "R. Kelly is one of the biggest FEMALE request records of the year! Instant 18-34 reaction!"

Scott Thomas, PD, WDJB: "FEMALE phones are climaxing for R. Kelly! #3 requesting song on the station! A monster for us!!"

Beau Richards, PD, WMGI: "Instant FEMALE phones right out of the box! Every sign points to a smash!"

Calvin Hicks, PD, WSSX: "'I Can't Sleep' works well with FEMALES. It's a great sounding record... SMOOTH!!"

R. Kelly "I Can't Sleep Baby (if I)"

BILLBOARD HOT 100 SINGLES: (17) (DEBUT) TO (7)

MONITOR RHYTHM-CROSSOVER CHART: (4)

SOUNDCAN SINGLES SALES: (13) (DEBUT) TO (6) (60,000+ UNITS!)

R&B POP SINGLES CHART: (47) (DEBUT)

BDS: 1900+ SPINS & APPROACHING 24 MILLION IN AUDIENCE!

VIDEO: MTV² STRESS ROTATION, THE SOUL OF VH1, & BOX



Management/Direction: Barry Hankerson Midwest Entertainment Group

World Radio History



**CONGRATULATIONS TO
EVERGREEN MEDIA
AND EVERYONE AT
NEW YORK'S**

#1

WKTU

1.9 - 3.4 - 6.7*

"YOU'VE MADE RADIO HISTORY"

ZAPOLEON MEDIA STRATEGIES

* Arb. 12+ Fall '95 to Spring '96



BDS IMPACT

BDS
Broadcast Data Systems
Radio Measurement Services

AIRPOWER

(Minimum 600 detections for the first time)

NO RECORDS QUALIFIED FOR AIRPOWER THIS WEEK

AIRPOWER BOUND

Plays/Gains

MAXI PRIEST FEAT. SHAGGY 576/10
*That Girl (Virgin)*Total Stations: 25/Chart Move: 17-16
Heavy (40+ plays): 5 KDGK, KDON, KLUC, KZHT, KZZU
Medium (20-39): 8 KBOS, KKFR, KKSS, KQKS, KUBE, KZFM, WHHH, WJJS
Light (Under 20): 13
New Airplay This Week: 2 KCAQ, WKTU**NAS 572/172**
If I Ruled The World (Columbia)
Total Stations: 26/Chart Move: 22-17
Heavy (40+): 6 KDON, KMEL, KPWR, KYLD, WERO, WQHT
Medium (20-39): 5 KKSS, WHHH, WJMH, WPGC, WWKX
Light (Under 20): 15
New Airplay This Week: 3 KDON, KPRR, KSFM**GROOVE THEORY 530/108**
Baby Luv (Epic)
Total Stations: 23/Chart Move: 21-19
Heavy (40+): 3 WJJS, WJMN, XHTZ
Medium (20-39): 13 KBOS, KCAQ, KGDS, KDON, KGGI, KKFR, KKSS, KQKS, KZFM, KZHT, WHHH, WQHT, WWKX
Light (Under 20): 7
New Airplay This Week: 2 KQKS, KSFM**LL COOL J 479/130**
Loungin (Def Jam/Mercury)
Total Stations: 24/Chart Move: 28-20
Heavy (40+): 3 KQKS, WQHT, WWKX
Medium (20-39): 7 KCAQ, KDON, KMEL, KUBE, KYLD, WHHH, XHTZ
Light (Under 20): 14
New Airplay This Week: 2 KZFM, KZHT**NEW EDITION 451/190**
Hit Me Off (MCA)
Total Stations: 19/Chart Move: 37-22
Heavy (40+): 4 KUBE, KZUU, WJMH, WPGC
Medium (20-39): 6 KBXX, KQKS, KSFN, WERO, WJMN, WWKX
Light (Under 20): 9
New Airplay This Week: 6 KGGI, KQKS, KSFM, WHHH, WQHT, XHTZ**2PAC (FEAT. KC AND JOJO) 432/80**
How Do U Want It (Death Row/Interscope)
Total Stations: 21/Chart Move: 27-23
Heavy (40+): 4 KBXX, KQKS, KPWR, KYLD
Medium (20-39): 4 KDGK, KMEL, WWKX, XHTZ
Light (Under 20): 13**COOLIO 401/30**
It's All The Way Live (Now) (Tommy Boy/Island)
Total Stations: 22/Chart Move: 25-27
Heavy (40+): 3 KKSS, KLUC, KZHT
Medium (20-39): 5 KDGK, KPWR, KQKS, WHHH, WJJS
Light (Under 20): 14
New Airplay This Week: 1 KDON**MONTELL JORDAN FEAT. SLICK RICK 400/82**
I Like (Def Jam/Mercury)
Total Stations: 23/Chart Move: 31-28
Heavy (40+): 3 KKSS, KLUC, WHHH
Medium (20-39): 7 KCAQ, KGDS, KQKS, WJJS, WQHT, WWKX, XHTZ
Light (Under 20): 13
New Airplay This Week: 2 KLUC, KUBE**THE TONY RICH PROJECT 350/90**
Like A Woman (LaFace/Arista)
Total Stations: 19/Chart Move: 38-31
Heavy (40+): 1 KZHT
Medium (20-39): 8 KCAQ, KGDS, KDON, KGGI, KKSS, KQKS, KZFM, WJJS
Light (Under 20): 10
New Airplay This Week: 3 KDON, KPRR, WWKX**NO MERCY 341/106**
Where Do You Go (Arista)
Total Stations: 13/Chart Move: 39-32
Heavy (40+): 2 KTFM, WWKX
Medium (20-39): 6 KDGK, KQKS, KZFM, WBBM, WKTU, WPOW
Light (Under 20): 5
New Airplay This Week: 2 KXXX, KPRR**MARIAH CAREY 306/14**
Forever (Columbia)
Total Stations: 21/Chart Move: 32-35
Heavy (40+): 0
Medium (20-39): 4 KDGK, KKSS, KQKS, KZFM
Light (Under 20): 17
New Airplay This Week: 3 KDON, KZHT, XHTZ**112 FEAT. THE NOTORIOUS B.I.G. 293/27**
Only You (Bad Boy/Arista)
Total Stations: 12/Chart Move: 36-36
Heavy (40+): 3 WJMH, WPGC, WWKX
Medium (20-39): 3 KCAQ, WERO, WQHT
Light (Under 20): 6**DONNA LEWIS 285/93**
I Love You Always Forever (Atlantic)
Total Stations: 13/Chart Move: Debut 37
Heavy (40+): 3 KFBR, KQKS, WPOW
Medium (20-39): 3 KDGK, KTFM, XHTZ
Light (Under 20): 7
New Airplay This Week: 2 KPRR, KZUU**CRUCIAL CONFLICT 269/54**
Hay (Pallas/Universal)
Total Stations: 15/Chart Move: Debut 38
Heavy (40+): 3 KBXX, KKSS, WJMH
Medium (20-39): 3 KPRR, WHHH, WPGC
Light (Under 20): 9
New Airplay This Week: 2 KYLD, WPOW**FUGEES 265/70**
Ready Or Not (Ruffhouse/Columbia)
Total Stations: 14/Chart Move: Re-Entry 40
Heavy (40+): 2 KMEL, KYLD
Medium (20-39): 3 WPOW, WQHT, WWKX
Light (Under 20): 9
New Airplay This Week: 1 KPRR

MOST NEW AIRPLAY THIS WEEK

No. Of Stations

NEW EDITION <i>Hit Me Off (MCA)</i>	6
LINA SANTIAGO <i>Just Because I Love You (Groove Nation/Universal)</i>	6
WHITNEY HOUSTON <i>Why Does It Hurt So Bad (Arista)</i>	4
T-BOZ <i>Touch Myself (Rowdy/Arista)</i>	4
A+ <i>All I See (Kedar/Universal)</i>	3
MARIAH CAREY <i>Forever (Columbia)</i>	3
MAXWELL <i>Ascension (Don't Ever Wonder) (Columbia)</i>	3
NAS <i>If I Ruled The World (Columbia)</i>	3
THE TONY RICH PROJECT <i>Like A Woman (LaFace/Arista)</i>	3

CHART BOUND

Plays/Gains

ALANIS MORISSETTE 261/30 <i>You Learn (Maverick/Reprise)</i>	Medium (20-39): 4 KUBE, WJJS, WQHT, WWKX Light (Under 20): 4 New Airplay This Week: 1 WWKX
2PAC (FEAT. SNOOP DOGGY DOG) 211/47 <i>2 Of Amerikaz Most Wanted (Death Row/Interscope)</i>	Total Stations: 6 Heavy (40+): 3 KDON, KMEL, KPWR Medium (20-39): 1 KYLD Light (Under 20): 2
MISTA 198/5 <i>Blackberry Molasses (EastWest/EEG)</i>	Total Stations: 14 Heavy (40+): 1 WJMH Medium (20-39): 4 KCAQ, KGDS, WERO, WQHT Light (Under 20): 9 New Airplay This Week: 1 KDON
RICKY MARTIN 194/34 <i>Maria (Columbia)</i>	Total Stations: 10 Heavy (40+): 3 KPRR, KTFM, WPOW Medium (20-39): 0 Light (Under 20): 7 New Airplay This Week: 3 KTFM, WQHT, WWKX
MONIFAH 181/37 <i>You (Uptown/Universal)</i>	Total Stations: 11 Heavy (40+): 1 WERO Medium (20-39): 3 KBXX, KCAQ, WQHT Light (Under 20): 7 New Airplay This Week: 1 WPGC
GINA THOMPSON 152/25 <i>The Things That You Do (Mercury)</i>	Total Stations: 8 Heavy (40+): 2 WJMH, WQHT Medium (20-39): 1 WPGC Light (Under 20): 5 New Airplay This Week: 1 WPGC
T-BOZ 104/102 <i>Touch Myself (Rowdy/Arista)</i>	Total Stations: 7 Heavy (40+): 1 WJMH Medium (20-39): 1 WWKX Light (Under 20): 5 New Airplay This Week: 4 KTFM, KUBE, WJMH, WWKX
MONA LISA 103/11 <i>You Said (Island)</i>	Total Stations: 8 Heavy (40+): 1 WJJS Medium (20-39): 2 KCAQ, KGDS Light (Under 20): 5

KRISTINE W 127/7
One More Try (Champion/RCA)
Total Stations: 15
Heavy (40+): 0
Medium (20-39): 3 WJJS, WKTU, WPOW
Light (Under 20): 12

SHADES 126/47
Tell Me (I'll Be Around) (Motown)
Total Stations: 11
Heavy (40+): 0
Medium (20-39): 3 KBXX, KCAQ, KDGS
Light (Under 20): 8

★ LINA SANTIAGO 125/95
Just Because I Love You (Groove Nation/Universal)
Total Stations: 13
Heavy (40+): 0
Medium (20-39): 3 KKFR, KKSS, WJJS
Light (Under 20): 10
New Airplay This Week: 6 KCAQ, KKFR, KSFM, WJJS, WWKX, XHTZ

A TRIBE CALLED QUEST 120/27
Once Again (Jive)
Total Stations: 13
Heavy (40+): 0
Medium (20-39): 2 WJMH, WQHT
Light (Under 20): 11
New Airplay This Week: 2 KYLD, WWKX

LIVIN' JOY 114/28
Dreamer (MCA)
Total Stations: 14
Heavy (40+): 1 WKTU
Medium (20-39): 0
Light (Under 20): 13

ALL-4-ONE 113/13
Someday (Walt Disney/Hollywood)
Total Stations: 10
Heavy (40+): 0
Medium (20-39): 4 KDGK, KKFR, KKSS, KTFM
Light (Under 20): 6

A+ 113/34
All I See (Kedar/Universal)
Total Stations: 8
Heavy (40+): 1 WJMH
Medium (20-39): 0
Light (Under 20): 7
New Airplay This Week: 3 KTFM, WQHT, WWKX

★ WHITNEY HOUSTON 113/52
Why Does It Hurt So Bad (Arista)
Total Stations: 12
Heavy (40+): 0
Medium (20-39): 1 KKSS
Light (Under 20): 11
New Airplay This Week: 4 KBOS, KSFM, KTFM, KZHT

D'ANGELO 111/5
We And Those Dreamin' Eyes of Mine (EMI)
Total Stations: 11
Heavy (40+): 0
Medium (20-39): 3 KCAQ, KGDS, WJMH
Light (Under 20): 8
New Airplay This Week: 1 WPGC

★ T-BOZ 104/102
Touch Myself (Rowdy/Arista)
Total Stations: 7
Heavy (40+): 1 WJMH
Medium (20-39): 1 WWKX
Light (Under 20): 5
New Airplay This Week: 4 KTFM, KUBE, WJMH, WWKX

MONA LISA 103/11
You Said (Island)
Total Stations: 8
Heavy (40+): 1 WJJS
Medium (20-39): 2 KCAQ, KGDS
Light (Under 20): 5

RARELY DOES A NEW FEMALE VOCALIST Emerge WITH THE SOUND,
STYLE, SENSITIVITY AND PURE STAR POTENTIAL AS...

Nneka
[PRONOUNCED NĀ-KÄ]

"say it again"

THE NEW SINGLE FROM HER DEBUT ALBUM NO ONE COMPARES
AND FEATURED ON THE EDDIE MOTION PICTURE SOUNDTRACK

SINGLE IN STORES JULY 16

EXECUTIVE PRODUCERS: HIRIAM HICKS AND STANLEY BROWN
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World Radio History

MAXI PRIEST THAT GIRL FEATURING SHAGGY

SINGLE
EXPLODING!

(22)

TOP 40/MAINSTREAM
CHART

(16)

TOP 40/RHYTHM-
CROSSOVER CHART

WPRO	KMXV	KS104
WJMN	92Q	WPGC
KGGI	WTKI	KIIS
KKRZ	WKBQ	FM102
Z90	KJMN	WNVZ
WXXL	KUBE	KALC
KMEL	KKFR	Y100
WFLZ	KWMX	KHKS
KZHT	B94	WZPL
WHHH	WKSE	B96
WWKX	Q102	KDWB
WZJM	Q106	WKTU
WNCI	KTFM	and more!

the first single and video
from the new album
MAN WITH THE FUN
On the Reggae Madness tour
this summer with
Shaggy and Shabba Ranks
August
12 Philadelphia PA
14 Rochester NY
15 Boston MA
16 Montreal
17 Toronto
18 Cleveland OH
20 Hyannis MA
21 Warwick RI
22 New York NY
23 Baltimore MD
25 Wolftrap - Vienna VA
27 Myrtle Beach FL
31 Minneapolis MN
September
1 Winnipeg
and more to follow

Tour dates subject to change;
check local listings.
"That Girl" produced by Robert Livingston and
Shaun "Sting" Pizzonia for Big Yard Production
Management: Toby Ludwig
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STRESS ROTATION /
JAM OF THE WEEK



POWER PLAYLISTS™

AIRPLAY
Monitor®For Week Ending
July 14, 1996Broadcast Data Systems
BDS Broadcast Data Systems

Playlists supplied by Broadcast Data Systems' Radio Track service. Stations selected from panel of leading broadcasters in 125+ radio markets, electronically monitored 24 hours a day, 7 days a week. Songs ranked by number of plays in monitored week.

MIX 102.9

APD/MD: Kim Ashley

KDMX
Dallas

1 Gin Blossoms, Follow You Down
2 Blues Traveler, Run Around
3 Goo Goo Dolls, Name
4 Hootie & The Blowfish, I Go Blind
5 Natalie Merchant, Wonder
6 Tracy Chapman, Give Me One Reason
7 Celine Dion, Because You Loved Me
8 Alanis Morissette, Ironic
9 Eric Clapton, Change The World
10 Toad The Wet Sprocket, Good Intentions
11 Collective Soul, The World I Know
12 Smashing Pumpkins, 1979
13 Natalie Merchant, Jealousy
14 Melissa Etheridge, I Want To Come Over
15 The Badles, Angeline Is Coming Home
16 Alanis Morissette, You Learn
17 Jewel, Who Will Save Your Soul
18 Donna Lewis, I Love You Always Forever
19 Dog's Eye View, Everything Falls Apart
20 Sting, You Still Touch Me
21 Del Amitri, Roll To Me
22 Seal, Kiss From A Rose
23 Bryan Adams, The Only Thing That Looks Good
24 Melissa Etheridge, Nowhere To Go
25 When In Rome, The Promise
26 Dishwalla, Counting Blue Cars
27 Seal, Don't Cry
28 Deep Blue Something, Breakfast At Trifan
29 Thompson Twins, Hold Me Now
30 Alanis Morissette, Black Velvet

KYKY

PD: Smokey Rivers
St. Louis

TW LW

STAR 101.5

OM: Rob Dunlop
Seattle

PD: Kent Phillips

1 Jann Arden, Insensitive
2 Mariah Carey, Always Be My Baby
3 Tracy Chapman, Give Me One Reason
4 Goo Goo Dolls, Name
5 Alanis Morissette, You Learn
6 Eric Clapton, Change The World
7 The Tony Rich Project, Nobody Knows
8 Fugates, Killing Me Softly
9 Jewel, Who Will Save Your Soul
10 Celine Dion, Because You Loved Me
11 Natalie Merchant, Jealousy
12 Mariah Carey, Forever
13 Hootie & The Blowfish, Old Man & Me
14 Melissa Etheridge, I'm The Only One
15 Dog's Eye View, Everything Falls Apart
16 Bodeans, Closer To Free
17 TLC, Waterfalls
18 Everything But The Girl, Mr. Sing
19 Seal, Kiss From A Rose
20 Amy Grant, W/INCE Guit, House Of Love
21 Del Amitri, Roll To Me
22 Seal, Kiss From A Rose
23 Bryan Adams, The Only Thing That Looks Good
24 Melissa Etheridge, Nowhere To Go
25 When In Rome, The Promise
26 Dishwalla, Counting Blue Cars
27 Seal, Don't Cry
28 Deep Blue Something, Breakfast At Trifan
29 Thompson Twins, Hold Me Now
30 Alanis Morissette, Black Velvet

MIX 105.1

PD: David Israel
MD: Tim BaldwinWOMX
Orlando

Q106

PD: Greg Stevens
San Diego

TW LW

MIX 106.5

PD: Todd Fisher
Baltimore

MD: Steve Cross

1 Alanis Morissette, You Learn
2 Primitive Radio Gods, Standing Outs 3-A
3 Eric Clapton, Change The World
4 Goo Goo Dolls, Name
5 Alanis Morissette, You Learn
6 Natalie Merchant, Jealousy
7 Jann Arden, Insensitive
8 Alanis Morissette, You Learn
9 Hootie & The Blowfish, Old Man & Me
10 Del Amitri, Roll To Me
11 Alanis Morissette, You Want To Come Over
12 Tracy Chapman, Give Me One Reason
13 Elton John, Blessed
14 Alanis Morissette, Ironic
15 Bodeans, Closer To Free
16 Eric Clapton, Change The World
17 Jann Arden, Insensitive
18 Seal, Kiss From A Rose
19 Dog's Eye View, Everything Falls Apart
20 Collective Soul, December
21 Sheryl Crow, All I Wanna Do
22 The Rembrandts, I'll Be There For You
23 Martin Page, In The House Of Stone And L
24 Everything But The Girl, Missing
25 Duran Duran, Ordinary World
26 Sophie B. Hawkins, Only Love
27 Hootie & The Blowfish, Only Wanna Be Wit
28 Deep Blue Something, Breakfast At Trifan
29 Jamie Walker, Hold On
30 The Rembrandts, I'll Be There For You

MIX 96

PD: Mike Reeves
MD: Yvonne BassWMTX
Tampa

VARIETY 96

PD: Bruce Gilbert
WVTV Pittsburgh

TW LW

WBLLI

PD: Stefan Rybak
Long Island

MD: Al Levine

1 Celine Dion, Because You Loved Me
2 Gin Blossoms, Follow You Down
3 Eric Clapton, Change The World
4 Natalie Merchant, Jealousy
5 Tracy Chapman, Give Me One Reason
6 Jann Arden, Insensitive
7 Alanis Morissette, You Learn
8 Hootie & The Blowfish, Old Man & Me
9 Robert Miles, Children
10 The Tony Rich Project, Nobody Knows
11 Los Del Rio, Macarena Bayside Boys Mix
12 Donna Lewis, I Love You Always Forever
13 Cher, One By One
14 Sting, You Still Touch Me
15 Seal, I Can't Cry
16 Take That, Back For Good
17 Toad The Wet Sprocket, Good Intentions
18 Alanis Morissette, Ironic
19 Jewel, Who Will Save Your Soul
20 Jars Of Clay, Food
21 Everything But The Girl, Missing
22 Natalie Merchant, Wonder
23 George Michael, Fastlove
24 Gloria Estefan, Reach
25 Deep Blue Something, Breakfast At Trifan
26 Mariah Carey, Forever
27 Del Amitri, Roll To Me
28 Melissa Etheridge, I Want To Come Over
29 Mariah Carey, Always Be My Baby
30 Gin Blossoms, Follow You Down

WBLLI

PD: Stefan Rybak
Long Island

MD: Al Levine

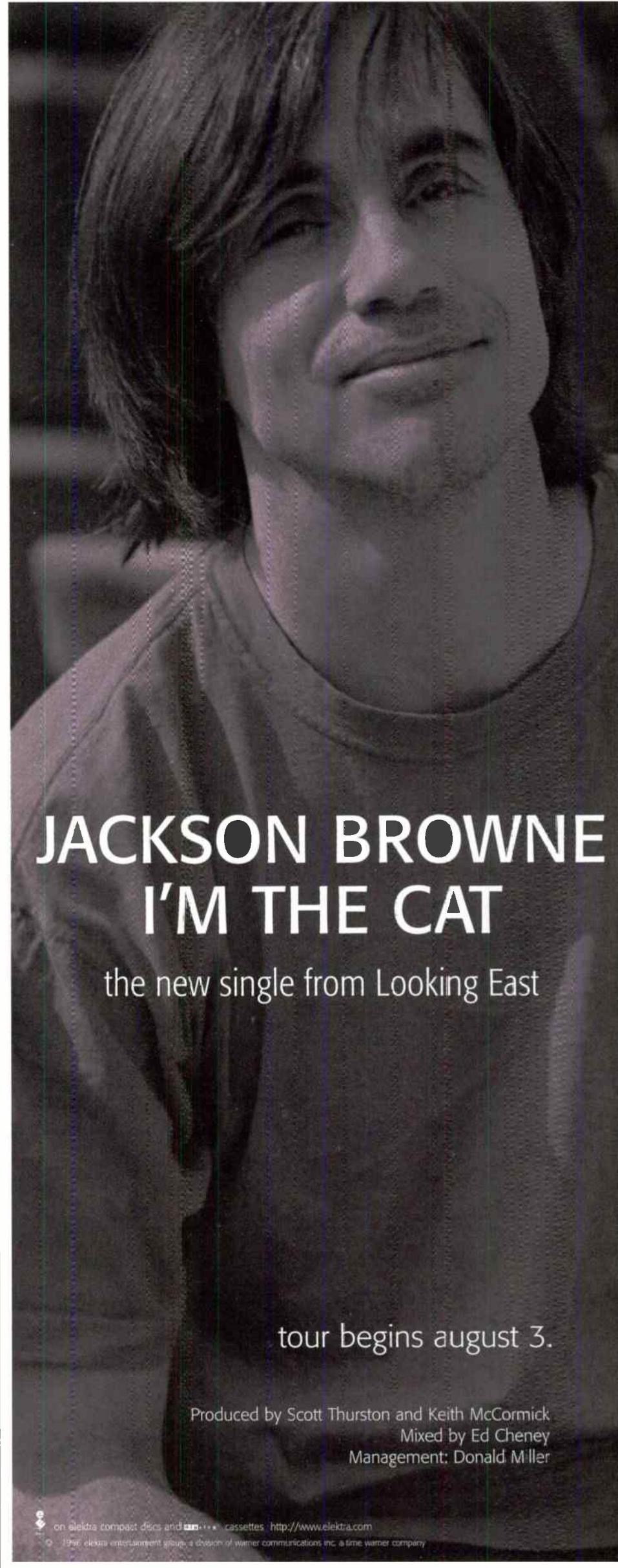
1 Los Del Rio, Macarena: Bayside Boys Mix
2 Fugates, Killing Me Softly
3 Gin Blossoms, Follow You Down
4 Alanis Morissette, You Learn
5 Eric Clapton, Change The World
6 Natalie Merchant, Jealousy
7 Celine Dion, Because You Loved Me
8 Bodeans, Closer To Free
9 Jewel, Who Will Save Your Soul
10 Hootie & The Blowfish, Old Man & Me
11 Alanis Morissette, Ironic
12 Mariah Carey, Forever
13 Hootie & The Blowfish, Tucker's Town
14 Seal, Kiss From A Rose
15 Dog's Eye View, Everything Falls Apart
16 Collective Soul, December
17 The Rembrandts, I'll Be There For You
18 Donna Lewis, I Love You Always Forever
19 Del Amitri, Roll To Me
20 TLC, Waterfalls

SUNNY 107.9

PD: John McCadden
WSVN Charlotte

MD: Arroe Collins

1 Tracy Chapman, Give Me One Reason
2 Eric Clapton, Change The World
3 Primitive Radio Gods, Standing Outs 3-A
4 Alanis Morissette, You Learn
5 Natalie Merchant, Jealousy
6 Blues Traveler, Run Around
7 Fugates, Killing Me Softly
8 Alanis Morissette, You Learn
9 Mariah Carey, Forever
10 Dog's Eye View, Everything Falls Apart
11 Hootie & The Blowfish, Old Man & Me
12 Collective Soul, December
13 The Rembrandts, I'll Be There For You
14 Donna Lewis, I Love You Always Forever
15 Del Amitri, Roll To Me
16 TLC, Waterfalls



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THANKS FOR THE HONOR AND

CONGRATULATIONS TO ALL THE

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THE BEAT
92.3

Station Of The Year-KKBT-FM, 92.3 THE BEAT



Program Director Of The Year-Harold Austin



Music Director Of The Year-Mariama Snider



Promotion Director Of The Year-Eileen Woodbury



Air Personality Of The Year-Theo

