

FMQB

FRIDAY MORNING QUARTERBACK

THE #1 PROGRAMMING SOURCE

ISSUE: 1,397

MARCH 13, 1995

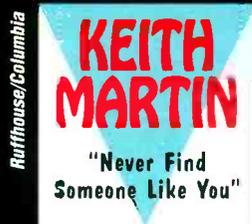
609.424.7080/FAX 609.424.3881

Best New Singles



Atlantic/AG

Stone Temple Pilots
"Pretty Penny"



Ruffhouse/Columbia

Keith Martin
"Never Find Someone Like You"



550 Music

Des'ree
"Feel So High"

The Edge

Top Of The Modern Rock Priority Stack



Reprise

Belly
"Now They'll Sleep"



Giant

Letters To Cleo
"Here And Now"

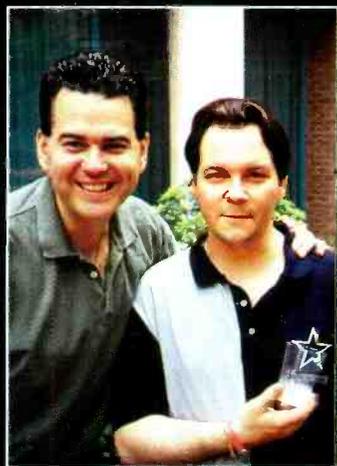


A&M

Blues Traveler
"Run-Around"

Special Feature

UP CLOSE: Cruze Control



To say that WABB/Mobile O.M./P.D. Cruze had a wacky career stop in St. Louis would be an understatement. He worked on three different frequencies for three different owners without changing jobs. He survived the firestorm that ensued when his popular morning team made some unpopular remarks. And he increased his ratings despite the fact that the station's signal was effectively halved. This week, Dave Hoeffel checks in with Cruze (right, with WFKS P.D. Rich Stevens) to look back, and to look forward as he goes Mobile! (page 18)

Also Inside

GRAPEVINE:

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Sue O'Neill



Michael Steele

- Bruce Tenenbaum Resigns At MCA
- Sue O'Neill Named P.D. At WKSE
- Michael Steele Named P.D. At Mod Rocker KYNN
- It's Official: John Fagot To Hollywood Sr. VP/Promo
- Phase One Arbitrend Info

THE EDGE:

22

- Programming To Win: Bolton Research Group's Ted Bolton On "The Great Arbitron Bias Against Modern Rock Listeners"
- Alterna-tips

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- The Stones Roll Into South Africa
- New Tears For Fears Disc

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- Bonus Beats. Shout Outs. Vibes
- Dr. Dre Be The Bomb

PROFILIN':

40



Shellie Hart

- KUBE's Shellie Hart

STATION SNAPSHOT:

17



pretty penny

the new track

stone temple pilots
from the album
purple

Early Airplay:

Z100 - 18 Spins WPST - 15 Spins
KRBE - 10 Spins WKSE - Add
WLUM - 27 Spins
XISF - 14 Spins

Directed by Brendan O'Brien
Stylage: Steve Stewart

ACTION PAGE

Most Added



#1 Most Added

Human League (74)
"Tell Me When"
(EastWest/EEG)

Foreigner (43)
"Until The End Of Time"
(R. Safari/Generama/Priority)

Rednex (30)
"Cotton Eye Joe" (B.a.tery)

Luther Vandross (25)
"Love The One You're With" (LV/Epic)

Annie Lennox (22)
No More "I Love You's" (Arista)

Belly (22)
"Now They'll Sleep" (Reprise)

Dave Matthews Band (21)
"What Would You Say" (RCA)

Duran Duran (21)
"White Lines" (Capitol)

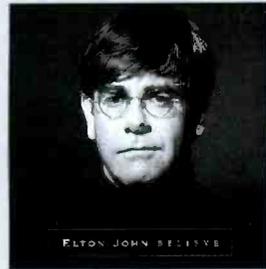
T.L.C. (20)
"Red Light Special" (LaFace/Arista)

Blues Traveler (16)
"Run-Around" (A&M.)

Performance Stars



Human League
"Tell Me When"
(EastWest/EEG)



Elton John
"Believe"
(Rocket/Island)



Boyz II Men
"Thank You"
(Motown)



Annie Lennox
No More "I Love You's"
(Arista)

Top Reactors



Blues Traveler: "Run-Around", A&M...
"One of the best groups of the '90s! Many more hits to come!" -Dena Desnick, M.D., WJMX/Florence



Rednex: "Cotton Eye Joe", Battery...
"It's the 'I Wanna Be A Cowboy' for the '90s! I love the record!" - Justin Case, M.D. KZIO/Duluth



Bruce Springsteen: "Murder Incorporated", Columbia...
" 'Murder Inc.' proves he's still The Boss." - Ruby Cheeks, O.M./P.D./M.D., WRQK/Canton

Best New Singles

Stone Temple Pilots: "Pretty Penny", Atlantic/AG

Keith Martin: "Never Find Someone Like You", Ruffhouse/Columbia

Des'ree: "Feel So High", 550 Music

Best New Singles
Best New Singles
Best New Singles



Quarterback Pick



Letters To Cleo
"Here And Now"
(Giant)

ONE OF THE BIGGEST POP BANDS OF THE LAST DECADE.

T H E I R T I M E I S N O W .



THE HUMAN LEAGUE

#1 MOST ADDED!

ALREADY ON 100 STATIONS!

Major Adds Include:

WXKS WPLY Q102(Philly) B94 WZJM

WHYT KMXV WZPL KHKS KLRZ B97

KKRZ Q99 Q106 KKFR

TELL ME WHEN

The premiere single and video from
the forthcoming album **OCTOPUS**.

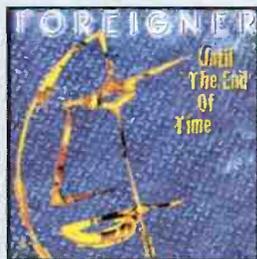
Produced by Ian Stanley

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Premier Crossovers

Rock



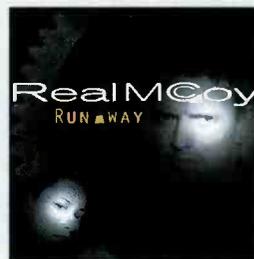
Foreigner
"Until The End Of Time"
(R. Sazari/Generama/Priority)

Modern Rock



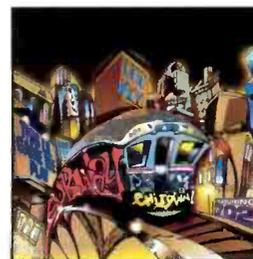
Bush
"Everything Zen"
(Interscope/AG)

Dance



Real McCoy
"Runaway"
Arista

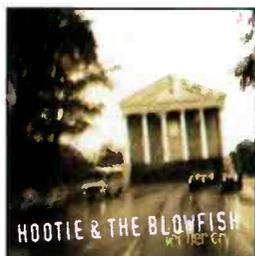
Crossover Radio



Subway
"This Lil' Game We Play"
(Biv TEN/Motown)

Next To Cross

Rock



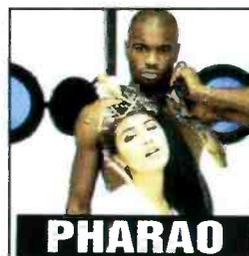
Hootie And The Blowfish
"Let Her Cry"
(Atlantic/AG)

Modern Rock



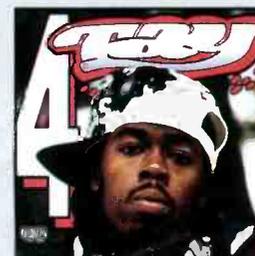
Belly
"Now They'll Sleep"
(Reprise)

Dance



Pharao
"I Show You Secrets"
(Columbia)

Crossover Radio



Rappin' 4-Tay
"I'll Be Around"
(Rag Top/EMI)

STREET BEAT'S BEST VIBES



Dr. Dre
"Keep Their Heads Ringin'"
(Priority)



IV Example
"I'd Rather Be Alone"
(MCA)



Diana King
"Shy Guy"
(WORK)

FMQB

FRIDAY MORNING QUARTERBACK

The #1 Programming Source

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Terry Benedetti Art Director

Editorial/Research Assistants: Marie Pitner, Mary Voglesong, Ginny Reilly,
Donna Chiarulli, Frances Anderson, Carol Bakey,
Monica Herczeg

BLESSID UNION OF SOULS

“I Believe”

24-18* FMQB Top 40 Trax

3404 FMQB Spins (increase of 615)

26-21* Mainstream Monitor

BDS: 1809 Spins (Increase Of 397)

Audience Reach: Over 13 Million

Single Sales Increased Over 500% In The Last 4 Weeks!

New: WPLJ, Y100, WFLZ, WWKX, FM102, KQKQ, KZZU, WHOT, WSTO, KQCR, KSMB

WIOQ-40X, WKSE-66X, B94-31X, WXXL-34X, WBSS-60X, WZJM-50X, KDWB-46X, WZPL-35X, STAR94-30X, WXKS-28X, KRQ-38X, G105-36X, KC101-30X

#418 On  **THE BOX**
MUSIC TELEVISION
YOU CONTROL

1
VH
MUSIC FIRST

TECHNOTRONIC

“Move It To The Rhythm”

Official Impact Date March 27th!

A Hit Just Can't Wait...

B96 25 Spins

KHKS 18 Spins

WEDJ Add, 28 Spins

KZZU Add, 18 Spins

KUBE Add, 15 Spins

WPXY Add, 13 Spins

WKSS Add

KDUK Add

“I'll Be Around”



Add
Active!

Rhythm Monitor: **D-36***

R&R Rhythm Chart: **D-34***

WHJX-25X

KTFM-32X

WWKX-32X

WJMN-Add, 39X

KUBE-30X (**Top 5 phones**)

KMEL-20X

HOT97.7-29X

KS104-15X

KZHT-14X

WILD107-40X

KLUC-15X

Z90-12X

WHHH-21X

KJYK-16X

KZFM-Add

FM102-Add

RAPPIN' 4-TAY



TOP 40 TRAX

(Plays Per Week)

Position	Artist	Track	Label	TW	LW	Move	Cume	New
1	MADONNA	TAKE	(Maverick/Sire/WB)	8481	8731	-250	194	0
2	DIONNE FARRIS	KNOW	(Columbia)	6276	5814	462	168	4
3	SHERYL CROW	STRONG	(A&M)	5825	5313	512	175	5
4	HOOTIE/BLOWFISH	HOLD	(Atlantic/AG)	5461	5630	-169	143	1
5	BOYZ II MEN	BENDED	(Motown)	5199	5959	-760	139	1
6	M. ETHERIDGE	WANTED	(A&M)	5023	4858	165	161	1
7	GREEN DAY	WHEN	(Reprise)	4958	4795	163	154	3
8	DES'REE	GOTTA	(550 Music)	4907	5248	-341	136	2
9	T.L.C.	CREEP	(LaFace/Arista)	4556	4942	-386	120	0
10	MARTIN PAGE	HOUSE	(Island)	4137	4015	122	145	2
11	BROWNSTONE	LOVE	(MJJ/Epic)	4023	3869	154	133	4
12	TOM PETTY	FEELS	(Warner Bros.)	4013	4754	-741	117	0
13	JAMIE WALTERS	HOLD	(Atlantic/AG)	3847	3564	283	126	2
	REAL MCCOY	ANOTHER	(Arista)	3791	4061	-270	99	0
15	LONDON BEAT	COME	(MCA)	3701	3518	183	143	3
16	EAGLES	LOVE	(Geffen)	3603	3582	21	128	3
17	REAL MCCOY	RUNAWAY	(Arista)	3556	3166	390	138	7
18	BLESSID UNION...	BELIEVE	(EMI)	3404	2789	615	136	9
19	FIREHOUSE	LIVE	(Epic)	3200	2674	526	121	2
	BON JOVI	ALWAYS	(Mercury)	3151	3712	-561	101	0
21	4 P.M.	SUKIYAKI	(Next Plateau/Is.)	3063	3415	-352	95	1
22	R.E.M.	BANG	(Warner Bros.)	2997	3712	-715	97	0
23	GLORIA ESTEFAN	LOVE	(Epic)	2930	2805	125	117	1
24	SOUL FOR REAL	CANDY	(MCA)	2863	2752	111	76	2
25	CORONA	RHYTHM	(EastWest)	2821	3350	-529	83	0
26	JADE	EVERY	(Giant)	2745	3117	-372	79	1
27	SIMPLE MINDS	RIVER	(Virgin)	2664	2322	342	116	2
28	BRANDY	BABY	(Atlantic/AG)	2613	2424	189	92	12
29	BOYZ II MEN	THANK	(Motown)	2611	1915	696	122	14
30	PEARL JAM	BETTER	(Epic)	2551	2366	185	89	2
31	BONNIE RAITT	YOU	(Arista)	2517	2359	158	122	2
32	ELTON JOHN	BELIEVE	(Rocket/Island)	2298	683	1615	146	15
33	T.L.C.	RED	(LaFace/Arista)	2170	1785	385	78	20
34	CRANBERRIES	FAMILY	(Island)	2123	1787	336	106	6
35	M. ETHERIDGE	ONE	(A&M)	2057	2301	-244	66	0
36	INI KAMOZE	HERE	(Columbia)	2013	2385	-372	72	0
37	2 UNLIMITED	GET	(Critique)	1987	1961	26	71	3
38	WEEZER	BUDDY	(DGC)	1973	2481	-508	91	1
39	VAN HALEN	STOP	(WB)	1871	1249	622	102	13
40	LIVE	LIGHTNING	(Radioactive)	1868	1634	234	110	7

Plays TW: Total number of Plays during current airplay week; Plays LW: Total number of Plays during previous airplay week; Move: Increase or decrease in number of Plays from previous airplay week; Cume: Total number of stations playing; New: Number of stations reporting as an add.

TOP GAINERS

(Most Increased Plays Per Week)

1.	ELTON JOHN	"Believe"	(Rocket/Island)	(1615)
2.	BOYZ II MEN	"Thank You"	(Motown)	(696)
3.	VAN HALEN	"Can't Stop Lovin' You"	(WB)	(622)
4.	BLESSID...	"I Believe"	(EMI)	(615)
5.	ANNIE LENNOX	"No More 'I Love You's"	(Arista)	(562)
6.	FIREHOUSE	"I Live My Life For You"	(Epic)	(526)
7.	REDNEX	"Cotton Eye Joe"	(Battery)	(513)
8.	SHERYL CROW	"Strong Enough"	(A&M)	(512)
9.	B/TRAVELER	"Runaround"	(A&M)	(473)
10.	DIONNE FARRIS	"I Know"	(Columbia)	(462)

MOST REQUESTED

2- 1- 1*	GREEN DAY	"When I Come..."	Reprise
1- 2- 2*	BOYZ II MEN	"On Bended Knee"	Motown
4- 3- 3*	T.L.C.	"Creep"	LaFace/Arista
6- 5- 4*	DES'REE	"You Gotta Be"	550 Music
9- 6- 5*	DIONNE FARRIS	"I Know"	Columbia
D- 7- 6*	SHERYL CROW	"Strong Enough"	A&M
D- 10- 7*	BLESSID UNION...	"I Believe"	EMI
D- 9- 8*	FIREHOUSE	"I Live My Life..."	Epic
3- 4- 9	WEEZER	"Buddy Hclly"	DGC
D- 10*	LIVE	"Lightning Crashes"	MCA

From the band that has sold more than a million copies combined of their previous albums

Run-Around *Most Added 3 Weeks In-A-Row!*



Over 1,000 FMQB Spins! **BLUES TRAVELER**

The track from the album

four

On Over 75 Stations Including:

B97	WKBQ	WFLZ
WZPL	Q99	KRBE
99X	WYHY	

... a million people can't be wrong



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Produced & Mixed by Steve Thompson & Michael Barbiero

Engineered by Michael Barbiero

Management: Dave Frey, assisted by Debi Burdick in association w/BGP

GRAPEVINE

SUE O'NEILL NAMED WKSE P.D.



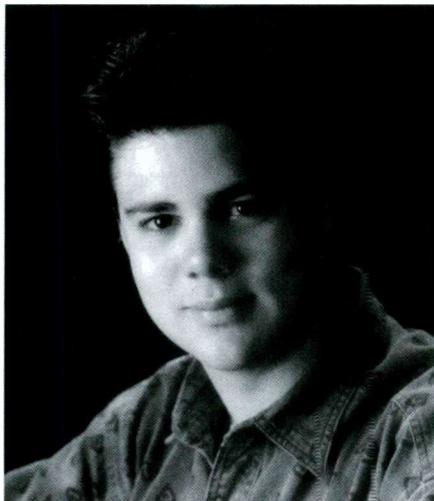
Sue O'Neill

Sue O'Neill has been named Program Director of **WKSE/Bufalo**, replacing **Brian Burns**, who departed two weeks ago to program **G105/Raleigh**. **Keymarket** VP/Programming **Frank Bell** said, "After interviewing more than a dozen highly-qualified candidates, we were pleased to find our top choice already in place at Kiss 98.5." **WKSE GM Terry Rodda** commented, "Sue has been an integral part of the Kiss team for the past 18 months. Her strong leadership skills, knowledge of the Buffalo market, and experience working with the Kiss airstaff make her the ideal P.D. to lead the station to new heights."

O'Neill tells Grapevine, "I'm looking forward to the opportunity to program, and to work with Frank Bell... he's incredible. He is a vast source of knowledge, and I'd like to develop a mentor-like relationship with him. This station and airstaff is incredibly strong. When I listen, I feel the excitement and momentum, and I am the demo! We miss Brian, but this is a great opportunity for me with a great company."

O'Neill joined **WKSE** as M.D./night jock in August of '93, and added A.P.D. stripes one year later. Previously, she worked at **WKDD** and **WSLR** in Akron, and **WDJQ** in Alliance, OH.

MICHAEL STEELE RETURNS TO OMAHA



Michael Steele

WEDJ/Charlotte M.D. **Michael Steele** returns to Omaha, where he has been named Program Director of new Modern Rocker **KYNN**. Of course, Steele is no stranger to the market, having served as M.D./night jock for 2 1/2 years at **KQKQ**, which is co-owned with **KYNN** by **Mitchell Broadcasting**, which recently flipped **KYNN** from Country to Modern Rock. He'll be reporting to his old bosses, Ops. Manager **Dan Kieley**, and GM **Marty Reimenschnieder**. Kieley stated, "When looking for a P.D. for this station, we knew it was imperative to get someone who knew the market, and who knew how to connect with our target demo of 18-34 males. There was never any question in my mind that Michael was the guy we needed to make this happen."

Steele added, "The time is right for Modern Rock to work in Omaha. I believe in the format, **Jacob's Media**, and Mitchell Broadcasting's commitment to do it right. Thanks go out to Marty and Dan for believing in me. I know that it's going to be an exciting time in Omaha radio."

AROUND THE DIAL

Joey D. also exits **WEDJ/Charlotte** to take nights at **KTFM/San Antonio**. M.D. **Charles Chavez** segues from nights to afternoons at **KTFM**.

Grapevine wonders... with the changes at **WEDJ**, is our pal **Jammer** in line for the M.D. position?

Bloodbath at **WKZW/Peoria**, as P.D. **Andy Mazur**, A.P.D./M.D./midday jock **Keith Barry**, and other staffers exit. Night guy **Jessie James** survives, and slides into mornings.

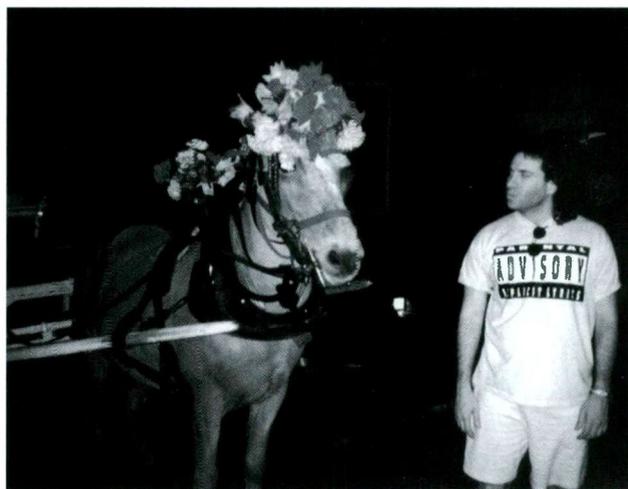
Grapevine wonders... who was the Virgin that was spotted at **KKFR**?

John McFadden nails the P.D. post at **WBT-FM/Charlotte**.

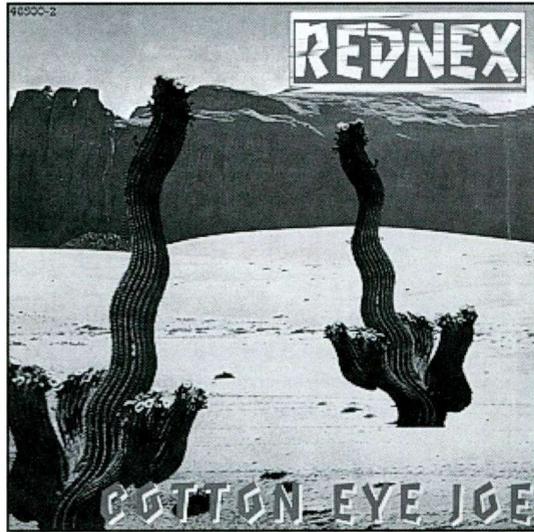
Veteran jock **Bill Lee** exits **KMEL/San Francisco**, as the station begins simulcasting the morning show from **Evergreen** sister station **KKBT/L.A.**

WJJS/Roanoke ups **David Lee Michaels** to Program Director.

Kevin Vaughan joins **WNSL/Laurel-Hattiesburg** for M.D. duties.



Welcome to FMQB's first ever photo caption contest. Come up with a clever caption for this shot taken on New Orleans' Bourbon Street, and fax it to us at 609-424-3881. The winning entry receives a complimentary one week subscription to FMQB, including our most recent CD Aircheck. We'll also arrange to have Charlie Walk personally visit your office.



IMPACTING RADIO ON ITS SECOND WEEK WITH:

- * **Over 1000** detections
- * **Over 6 million** listeners

NEW ACTION THIS WEEK INCLUDES:

WSPK WCIR WNTQ WPOW WIXX WAIA WKRZ WRHT KZZU WZJM
 WZOK WWSR WDDJ KIXY KZIO KYYY WHOT KSMB WSNX WZEE
 KHQT WFMF WDJB

STRONG BDS ROTATIONS INCLUDES:

PRO-FM	24 Spins	WEDJ	23 Spins	WXXL	27 Spins
WKSE	21 Spins	WFHN	20 Spins	WDJX	26 Spins
KTFM	40 Spins	KZHT	32 Spins	KKRD	23 Spins
K92	28 Spins	WAPE	31 Spins	B96	18 Spins

WITH INCREASING ACTION AT THESE STATIONS:

WRVQ KPRR WWKX WFLZ WKFR KWNZ WGLU WOVV KHTY WTCF
 WDBR WNNK KDUK WHHY KISR KLRZ WHHY WMRV WNDU KQIZ
 WVKS WLAN WJET WFLY KWTX KJYO WBZZ WTWR WZYP KBFM
 WPXR WWCK WVIC WABB WNOK WBNQ KMCK KCHX WQGN WBHT
 WZOQ WYHY KSIQ KZII KRBE KCLD KIOC



GRAPEVINE

Grapevine wonders... Has **Mike Orzel** relinquished his M.D. duties at **WAAL/Binghamton** to focus on his morning show duties? Will the station be altering its musical direction by leaning in the Classic Rock direction?

Grapevine also wonders... Could **Larry Berger** be planning a return to the New York market to program **AC WMXV**? Berger programmed **WPLJ** for most of the '70s and '80s.

Speaking of **WPLJ**, market veteran and "Saturday Night At The '70s" host **Al Bandiero** takes the full time night gig at 'PLJ, as the '70s show expands to six nights a week. Bandiero will host from 8pm-midnight Monday through Friday, and continue to host the Saturday night 7-mid. program. And **Tony Marino** joins 'PLJ for week-ends/swing, from nights at **WKSS/Hartford**. He'll be known as **Chris Marino** on 'PLJ.

Janet Dunigan exits her News Director/morning sidekick position at **WPST/Trenton** to accept an as yet

unnamed position. She'll be replaced on an interim basis by **Kris Gamble**, who most recently handled middays for **Pyramid Hot AC Star 104.5/Philadelphia**. **WPST P.D. Michelle Stevens** is accepting tapes and resumes for the position. See the ad in our "Opportunities" section this week.

Grapevine wonders... could we see a couple of large market Top 40s pop up? Could one be **Pyramid's WBUF/Bufalo**? Could another be **KAZR** in Coolidge, AZ? Coolidge is only 45 miles from

Phoenix... close enough to do damage, especially with a signal upgrade. And wassup with the new sound of **Star 104.5/Philly**, which is sounding hotter and hotter every day? We had to double check the frequency when we heard **2 Unlimited** yesterday!



Age ain't nothing but a number, but it'll get you a cake from your label president! Jive's platinum selling teen sensation Aaliyah recently celebrated her birthday with Jive President Barry Weiss.

Speaking of Phoenix, **Howard Stern** is now on in the market, as **KZRX** dumps Rock in favor of Hot Talk, with new calls **KHOT**. In addition to Stern, the station is also carrying **Tom Leykis, Dr. Joy Brown, Tom Snyder**, and others.

And **KEDJ/Phoenix** morning man **Willabee** exits to take a position with **Q Management** in L.A., an artist management company.

M.D. Throb has resigned as Program Director of **Flava 1580, WPGC-AM/Washington**. **Dr. Dave Ferguson** will handle programming in the interim. **Jay Stevens** is accepting tapes and resumes for the post. Get yours to 6301 Ivy Lane, Ste. 800, Greenbelt, MD, 20770. Flava 1580 is a 50,000 watt that pumps out Washington's top mix of Hip-Hop, Go-Go, and Reggae.

WJMH/Greensboro morning show producer **Kendall B.** is the new night jock at **102 Jamz**. He replaces **The Bushman**, who segues to nights at **WJLB/Detroit**. Bushman was also the station's Music Director, and that position has been filled by two staffers... midday personality **Mary K.**, and mix show host **Horse Raney** will serve as Co-Music Directors.

OK95/Tri Cities P.D. Paul Walker has accepted a position as Director of Adult Contemporary Programming with **The Research Group** in Seattle.

Late night jock/morning co-host **Alicia Thomas** exits **KMGZ/Lawton** to pursue other interests. She's replaced at night by

CHARTBUSTERS & BUZZ CUTS

Peter Napoliello and his new **EMI** promo army are on fire... **Blessid Union Of Souls** had another gargantuan week picking up a #4 ranked 615 Plays Per Week, vaulting 24-18* on the Trax chart. Fresh air in at Heavies: **FM102, WWKX, POWER PIG, WPLJ, WBLL**. **Technotronic's Move It To The Rhythm** ignites at **KUBE, WEDJ, WPXY, KZZU** & more. Get ready to pull the trigger on this hot track. And **Rappin' 4-Tay**, closing quickly at Churban, is poised to make the fast cross to mainstream hit radio. *I'll Be Around* was just added to **MTV** (full time rotation!). New fuel also supplied by: **WJMN, FM102** and **KZFM**.

Q106's Ray Kalusa tells Grapevine, "**Blessid Union of Souls** is getting big phones. **Annie Lennox** and **Hootie & The Blowfish** are performing well, as is **Dionne Farris** and both **Boyz II Men** songs." **WBHT's Kid Kelly** adds, "**Gillette** is having a major impact here with men and women. And **Rednex** will be a major reaction record for us." **WTCF's Rich Panama** says, "**Green Day** is just amazing across the board." **WXXL's Adam Cook** agrees, saying, "**Green Day** is a monster... a big call out record. **Rednex** is big, too. **Blessid Union of Souls** is doing well, and **Martin Page** is calling out." **WZOK's Tom Garrett** says, "**Duran Duran** is pulling nice phones after only a few spins." **WZYP's Nikki Nite** adds, "**4PM's Sukiyaki** is still kicking butt, and **Blessid Union of Souls** is kicking in." **KISF's Chuck Geiger** tells Grapevine, "**Sarah McLachlan's Possession** is still huge here. **Dionne Farris** and **Live** are also doing well." **WXSR's Orlando Davis** says, "**Weezer** is still huge for us, **Gillette** is pulling good night phones, and we're getting lots of calls on **Portishead** and **Duran Duran**." **WRFY's Mike Browne** adds, "We're getting good calls on **Belly**, from both males and females, and **Foreigner** and **Blues Traveler** are getting lots of calls." **WZOQ's Tommy Frank** says, "**Rednex** is just smokin' on the phones. As a matter of fact, it's #1!" And **WNDU's Bill Mitchell** agrees, saying, "**Rednex** is pulling big phones already. And it won our battle five nights in a row."

MONDAY	TUESDAY	WEDNESDAY
	6	7
		8
	13	14
	20	21
	27	28
		29

"Bruno Springsteen Greatest Hits" debuts #1 Billboard Album Chart

video for "Last Goodbye" hits #1 Buzz On

impet for Harry Connick Jr. hits

SOPHIE B. HAWKINS

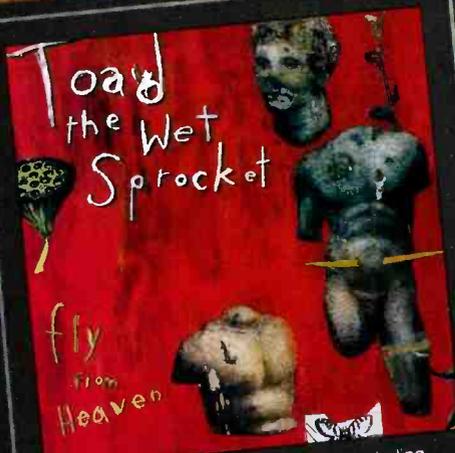


As
L
Mc

Sophie's successful promo tour continues in support of As I Lay Me Down and you should hear what people are saying! via the Buck from KISS-FM Los Angeles Rick Dees show said "the glass in the studio was steaming" she was so hot the best live performance I've ever seen" and Ken Benson said "Sophie's performance on the Z Morning Zoo was spectacular" Danny Claxton PD WKTI said "extremely active phones with impressive call-out after only 3 weeks, already #8 in rotation with a SoundScan single debut this week at #47"

Big L.Pat It On is in the mix at Hot 97, WPQC, 92Q, WJMH, Z90, The Box, and KMEL! The street buzz is totally hot and the sales are awesome... #9 at Transworld, #3 at J&R Music World.

Toad the Wet Sprocket

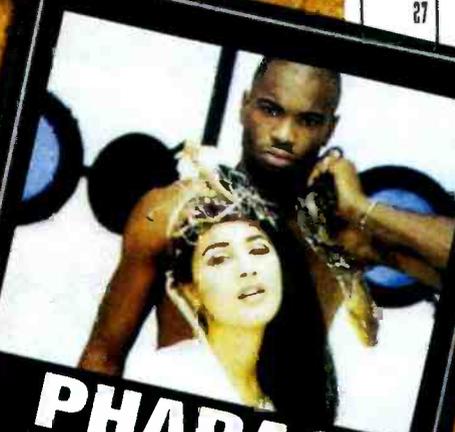


fly from Heaven

Most New Airplay this week at Top 40 including WKSS in Hartford and KISF in Kansas City. Check out Hot 100 airplay in these cities: Cleveland, Milwaukee, Memphis, Sacramento, San Francisco, and Spokane. Fly From Heaven is the #1 rotation song at KHTY, Santa Barbara! Don't miss Toad's sold-out tour with Hootie & The Blowfish coast-to-coast.

Backshot LeFoque is Branford Marsalis and his funky band! Backshot did spectacular morning show appearances on Star 94, 99X and V103, Atlanta, a sold-out show and the next week his album went to #1 at HMV Records in Atlanta! You must check out Some Cow Fungus from the album "Backshot LeFoque."

PHARAO



Enk Bradley, APD, B96 wants you to know that I Show You Secrets has been a big hit in Chicago for B96... it follows in the mainstream footsteps of Real McCoy. It's got tons of energy, hypnotic hooks, and it fits right in with what's going on right now." Hear this song on WWXX, KMXV, KZFM, KPRR, KBFM, KTFM, and Hct 97.7.

www.sony.com

GRAPEVINE

Sweet Jackson, formerly of **K104/Dallas**. Joining the station for morning co-host/news duties is **Monique Mata**, from **KSWO-TV** in Lawton.

A WIN-WNN situation! **KWIN Stockton** can now also be heard in Modesto on 98.3. The former **KMIX-FM** has dumped Country, and is now simulcasting **KWIN**, using the call letters **KWNN**. The move comes as **KWIN** parent company **Silverado Broadcasting** closes on the **KMIX-AM/FM** combo. The AM is also simulcasting programming from **KWIN's** Spanish formatted sister AM station in Stockton, **KCVR**. The **KMIX** calls and Country format haven't disappeared. They've moved to 100.9, which was formerly **KEXX**, an oldies station. Confused? We are, too! Call **Bob Lewis**, who is now director of Ops and Programming for a total of 6 stations in the region, for an explanation!

WWKZ/Tupelo P.D./morning host **Joe Bob Canada** is out, and faces federal child pornography charges. According to the **Associated Press**, a New Orleans TV reporter pretending to be a 13 year old boy contacted Canada on an on-line service. A meeting was arranged, and taped by the TV station. This led to an **FBI** raid of Canada's home, where child porn material was allegedly found. No charges have been filed, but a federal grand jury is investigating.

RECORD ROULETTE

Look's like the speculation's over, and the (to be) announced parties will be in their rightful chairs imminently. **John Fagot** joined **Hollywood Records** on Thursday 3/9 as Sr.VP/Promotion, a position he had held at **Capitol Records** for the past 8 years. With **Fagot** leaving the tower, Grapevine wonders... will VP/Promo **Phil Costello** assume the Sr. VP/Promo position? And will Sr. Director/Promo **Jeffrey Blalock** also be upped with VP stripes? Both appear to be safe bets. As **John Fagot** begins his Hollywood journey, are there some structure and philosophical changes about to take place at the Disney complex? Meanwhile, Hollywood Sr. VP/Promo **Brenda Romano** is poised to start her reign as Head of Promotion for **Interscope Records**.

Look for **Columbia** Promotion Assistant **David Nathan** to go **Island** hopping as National Crossover Director for **ILS (Island Independents)**, reporting to VP/Promo **Joe Riccitelli**.

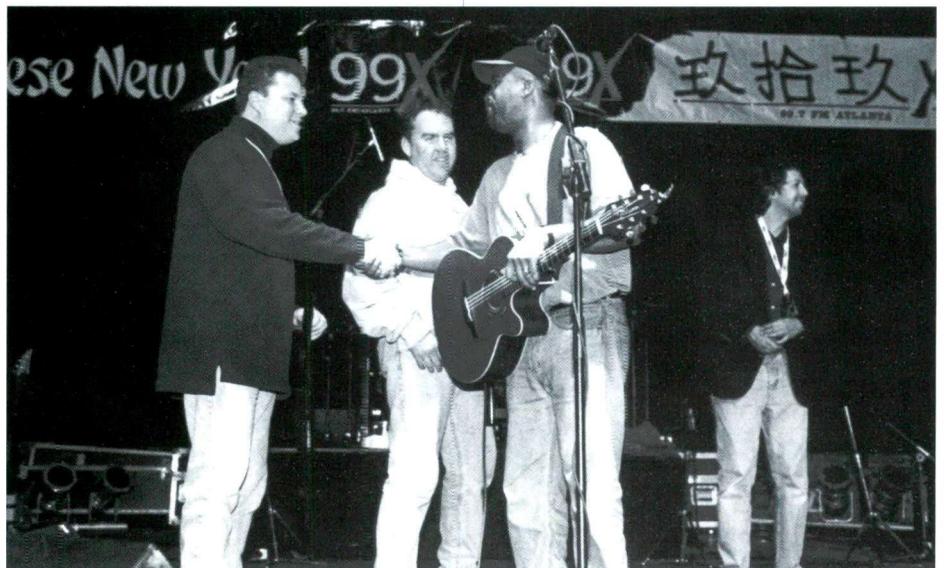
Dave Garbarino, **American Recordings' National Sales Manager** for the past eight months, has been promoted to oversee the label's entire national retail operation. **American's GM, Mark Di Dia** said, "Garbarino has already done a great job for the label with retail campaigns for **The Jayhawks, Pete Droge, Slayer, and the Lords of Acid**. We worked together at **Geffen** for six years, and I like the way he works the retail world like a promotion man. He's a valuable asset to this company, and we're happy to give him this promotion."

David Stamm has joined **Rondor Music** in New York as Creative Director, from **Warner/Chappell**, where he spent 3 1/2 years as Creative Manager.

THE END ZONE

There is now an Internet World Wide Web site with links specifically for showprep. Currently a free service, the site is active from 3am-7am EST at <http://198.4.94.64/webprep/prep.htm>. For more info, contact **Dirk Thompson Hunt, Internet Concourse, Online Internet Systems for Media**, at 614-870-3161. E-Mail to dirk@bronze.coil.com.

And Finally, it was bound to happen... the **O.J. Simpson** trial is now the subject of a computer game. **Trial Of The**



Atlantic artists **Hootie & The Blowfish** presented Atlanta's **99X** with Gold record plaques live on stage when they performed at the station's Chinese New Year Concert. (Top, l-r): **99X M.D. Sean Demery** and **P.D. Brian Phillips**; **Darius Rucker** of **Hootie & The Blowfish**; and Atlantic VP/Promotion **Danny Buch**. (Bottom, l-r): Atlantic's **Myra Simpson** and **Danny Buch**; **99X's Brian Phillips, Sean Demery, and Leslie Fram**; and Atlantic's **Tod Elmore**.



TECHNOTRONIC

OFFICIAL
IMPACT DATE
MARCH 27TH!

featuring Ya Kid K

MOVE IT TO THE RHYTHM

These Stations Already Have The Rhythm:

B96 - 25 Spins
WEDJ - Add, 28 Spins
KUBE - Add, 15 Spins
WKSS - Add

KHKS - 18 Spins
KZZU - Add, 18 Spins
WPXY - Add, 13 Spins
KDUK - Add

EMI Records



SERVING THE MUSIC

From the album **RECALL**. Management: **Dick Scott Entertainment**

GRAPEVINE

FMQB REPORT

TENENBAUM RESIGNS

In a surprise announcement this week, **Bruce Tenenbaum** resigned his position as Sr. VP/ Promotion at MCA Records after a 3 year stint. FMQB staffer **Bob Burke** was so moved by the resignation that he had a little fireside chat with Bruce.

BB: I can't believe you resigned! **BT:** I did what I came here to do. I came here to restructure and turn around the promotion department, and we accomplished that. I leave with the company on top, and in the strong hands of an incredible staff of talented promotion people led by **Mark Gorlick**, who will not miss a beat. It's time for me to move on to the next thing.

BB (sobbing): Does this mean you're getting out of promotion? **BT:** Not exactly. I'm willing to do promotion, but anyone who knows me knows there are a million things I want to do in life. And if you stick in one place forever, you can't do 'em all. I might want to open my own company, or do more at an established one, or write, or get involved in TV and film, do stand up, manage ... who knows? This is all about me becoming free, so that I can open myself up and do a lot more.

BB (pulling himself together): So, this is amicable? **BT:** Very amicable!

BB: No skeletons will come jumping out of any closet? **BT:** There's nothing to hide. My contract was up, and I elected not to renew. I'm very excited about all the opportunities out there and I'm ready for a new challenge. It's like joining the army; I might get killed but most likely it'll make a man out of me.

BB (sobbing again!): But, we need you in the promotion business. **BT:** I'll be around. I'll be announcing something shortly. I have a couple of opportunities. I haven't decided which one to take yet. I'm also wondering if anything else will present itself and then I'll make my decision based on what's in front of me.

BB: How's the staff taking it? **BT:** I'm really flattered by the reaction from the field staff. I really felt a lot of love. It's funny, I feel like I'm a good dad, because the kids turned out alright. But, everything's gonna be great. Mark's still here, and he'll make sure everything goes smoothly. And hopefully, I'll move into something more entrepreneurial so I can build my own thing.

Previous to three brilliant years at MCA, Bruce was VP/ Promo at Impact Records. He also held National posts with Atlantic and Atco.

Century is an arcade-style game for Windows that features a mixture of parody, satire, and humor. Various levels feature backdrops of O.J.'s house and grounds. In level one, you score access points by helping O.J. knock an orange ball against floating knives. But if a roving police car touches you, you lose a life. Players are also posed questions pertaining to the trial. Who is responsible for this madness? None other than **Q04/Richmond** morning man **Corey Deitz**. The game is free, and is available on **America Online** and **Compuserve**.

Grapevine Strokes... Rich Fitzgerald; Leachman; Walkman; Blairman; Marc Ratner; T.C.; Bill Bennett; Brenda Romano; Steve Leavitt; Craig Coburn; John Fagot; Tom Poleman; Joe Riccitelli; Johnny Barbis; Sky Daniels; Mark Gorlick; Bruce Tenenbaum; Al Cafaro; Sheryl Crow; Rick Stone; Lori Anderson; Peter Napoliello; Davitt Sigerson; Tommy Mottola; Bruuuuuuce; Bob DeNiro; Burt Baumgartner; Phil Costello; Jeffrey Blalock; Brian Philips; John Boulous; Michael Plen; Phil Quartararo; Jim Kerr; Michael Papale; Andrea Ganis; Danny Buch; Jeffrey Naumann; Mark Kargol; Jay Beau Jones; Jack Satter; Dino Barbis; Mark DiDia; Bob Weil; Nancy Levin; Greg Thompson; Jeff Pollack; Tommy Hedges; David Nathan; Monte Lipman; Andy Szulinski; Bruce Schoen; Damon Cox; Jim Cerone; Sean Caldwell; Kandy Klutch; Michael Steele; Michelle Stevens; Scott Shaw; Mark Feather; Alex Valentine; Frank Walsh; Albie Dee (great job!); Ruby Cheeks (we're DXing for ya. babe!); Ray Kalusa; Rick Stacy; Chris Lopes and Sue O'Neill.

Grapevine was written and compiled by Dave Hoeffel, with Fred Deane, Bob Burke, Mark LaSpina, and Mike Bacon. Phone 609-424-7080. Fax 609-424-3881. E-Mail to hoeffel@aol.com.

The National Best Seller!

WE TRIED TO TELL YOU

We tried to tell you about
LONDONBEAT "Come Back"

- Over 1,700 Detections On More Than 120 Stations
- 19* Mainstream Monitor

We tried to tell you about

Soul For Real "Candy Rain"

- SoundScan Singles #1*
- New Spins: WKSE, WHOT, WVAQ, Y97
- Top 15 Most-Played MTV
- Gold Single

Find Out All About The Bloody Hits!

by

The MCA Promotion Team

Revealed: Judge Lance Ito's favorite new song - the number one single in the nation, Soul For Real's "Candy Rain."

Our Responses to Your Letters, Your Messages, Your Questions

Is the prosecution using Mary J. Blige's "I'm Goin' Down" to send a message to the Jury?

We tried to tell you about

Mary J. Blige "I'm Goin' Down"

- SoundScan Albums #11*
- Over 1.5 Million Sold
- 11* Rhythm Crossover Chart
- On 40 Stations with over 1,000 Detections

We tried to tell you about

LIVE "Lightning Crashes"

- Debut 38* Mainstream Monitor
- On 105 Stations including WEDJ, Z100, WNVZ, B97, WKBQ, KQKQ, 93.3 FLZ, XL106.7
- Album Over 1.8 Million #9* SoundScan Album
- The Most-Played Video on MTV

Read about Court TV's "Live" coverage - how they found a way to splice in "Lightning Crashes" in order to boost ratings.

Discover why the Defense "Dream Team" played Londonbeat in a pretrial hearing.

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According to the recent trends, you're going out on an up note.

Yes, which is nice. Having a signal that's not as competitive in the market, we are impacted a great deal by diary placement. We've been real fortunate in the last couple of trends. Plus, I think that we have the station sounding better today than it's ever sounded. The morning show is firing on all cylinders. Steve & D.C. are really on a roll right now. The other personalities on the station

"I'D RATHER PLAY THE MODERN ROCK THAN TOMORROW'S MILLI VANILLI."

are everywhere in the market. A lot of stations basically shut down their street activities for the Winter. We just plowed ahead through the bad weather, and stayed visible on the street. I think that, combined with finally having some research data to implement, has given us a couple of really nice trends.

What types of research do you use there?

For most of the time that I've been here, we've had absolutely none. We were in flux between different companies, and most of the research that I wanted to do just wasn't feasible. When this company finally purchased the station, they made a decision not to spend money on research, at least initially. I eventually convinced them that we needed to do some things, and we completed an auditorium test in January. That's the first test that I've had the privilege of looking at during my entire time here. We have weekly call-out research starting up right now. My successor will have a lot more tools to work with than I had, so they'll have no excuse for not taking the station even higher.

Under your watch, WKBQ not only changed frequencies, but musical directions. You played a lot of Modern Rock. What factors led to your decision?

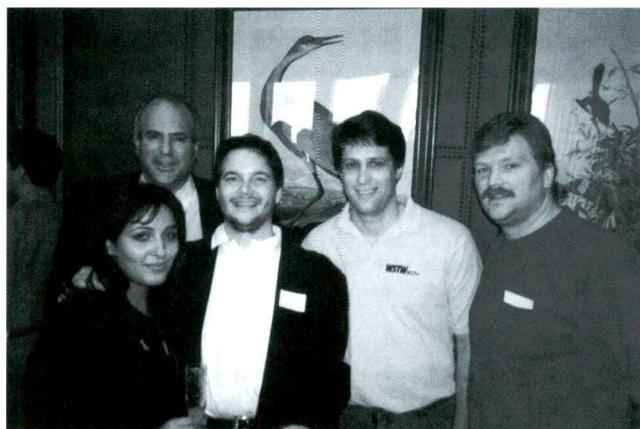
I don't think that we changed musical directions so much as we finally got one. WKBQ has always been a mainstream CHR, but one of its biggest problems is that it had a very fuzzy identity in the market. KSHE, the AOR giant here, has been K-She, and has been Rock and Roll for years. KYKY, the Hot AC station, has played some form of adult hit music for years. WKBQ has been Top 40, but it's been all over the road. It used to lean very Rock. Then it played a little bit of everything. Then it played **Vanilla Ice**. It's had a very fuzzy musical image in

a market where the average 25 year old female is a little more likely to embrace a guitar-based record than in a lot of other markets where I've programmed. I believe that KSHE has been such a dominant force in this market for so many years that they've had a big influence on mainstream musical taste. They've heavily influenced what has become popular, and what is considered legitimate music here. I had access to some old perceptual studies that had been done here

over the years, and people thought of KSHE as playing the real music, and they thought of WKBQ as playing the disposable crap that nobody really cared about. My mission, when we were changing frequencies, was to really give the station an identity. And play music - and have the image of playing music - that people could really be passionate about. Since Dance has historically not been a winning format in this market, I took a look at what other music indicators were out there. What was really happening in terms of sales out there was coming from the arena that we like to call Alternative or Modern Rock. I personally don't think that there's anything Alternative about the Gin Blossoms or Stone Temple Pilots - except for the color of Weiland's hair - because these are bands that are selling millions of records. How can that be Alternative? That's the mainstream. I had to ask, "What music is getting people excited? What music do they care about? What music are they passionate about?" I'd rather play the Modern Rock than tomorrow's Milli Vanilli. While the Milli Vanilli records were certainly hits, this station just had an image of playing disposable music. So I settled on the slogan, "The Planet's Hottest Music," and started to deliver. I haven't really given the station an Alternative orientation. We still play records like **Salt 'n' Pepa**, but I've given the station a very active, hip feel in terms of the music that's on the air, and a lot of that music is from the Alternative or Modern Rock area. If you take a look at the research study that we did, it shows you that people didn't embrace the songs as Alternative. They embraced them as hits.

You have a full-time Modern Rock station in the market. How do you differentiate yourself from them? Do you allow them to break records for you?

We play the Planet's Hottest Music. If that's Stone Temple Pilots, then that's what we play. If it's T.L.C., then we play that. One of the music promos that we got a lot of great response to said, "A lot of radio stations try to tell you what kind of music you should be listening to, and try to limit you to one style of music. Well, it's 1995, and Q104 wants to play whatever kinds of music you like." I'm gonna get arrested one of these days, because in parking lots, I like to look in people's cars if their tapes or CDs are visible, to see what they have. It's amazing to me that you'll see tape cases for Pearl Jam, STP, Aerosmith, and T.L.C. I think that there are a lot of people out there who just love great hit music. We try to portray ourselves as the station that doesn't limit you to one musical style. It's like the fast food place that says, "Change is good." We feel that variety is good thing, not a negative. You can get all of this great stuff in one place. We're playing the hits, while **The Point** is playing a Genre of music. I'm not going to knock them. They're certainly a lot better now than they were a year ago. But they are only playing one type of music. If you really like the new song by **Real McCoy**, you're not going to hear it there. The Modern Rock format has become very successful over the last few years, and it will enjoy even more success in years to come. But the reason that it is so successful in many places is because the Top 40 station in the market is very heavily niched, and is leaving a lot of records unexposed. Or, has fallen asleep, and is too busy waiting for something to call out for four or five weeks in their music research before they put it on the radio. When you do that, the only things that are going to test for you are the titles that lean AC. You're going to ignore an



Here's Cruze with his wife Nadia; Enterprise Media's Executive VP Neal Newman (rear); and WSTW's Mike Rossi and Mike Sommers.

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entire genre of music. Modern Rock has stepped in to fill the hole in many markets, and it's not just kids who are embracing the music. **Q101** in Chicago, which I think is a fabulous radio station, does as well as it does - in my opinion - because they're occupying two positions in that market, and occupying them very well. They are the Modern Rock/Alternative station, and the non-ethnic Mainstream Top 40. **B96** is a great station, but they just can't play Stone Temple Pilots in the mix of what they do. It wouldn't make sense for them. The Hot ACs aren't going to play them. So those records would go unplayed if it weren't for **Q101**. If one of my listeners moved to Chicago, they'd probably become a **Q101** listener. If one of **The Point's** listeners moved to Chicago, they'd also become a **Q101** listener. They occupy both positions.

Stations like WKBQ often walk a fine line between Top 40 and Modern Rock. How hard is the balancing act?

It's important to keep the music balanced, but, five years ago, you could have said that there's a fine line between Top 40 and Dance. Top 40, because it deals with hit music, is always going to be responding to whatever is the hottest music of the day. A lot of Top 40s, especially in the Midwest, really overreacted to the Dance craze. Stations that once sat in the top 3 in their market wound up falling to the bottom of the pack and flipping to Country. They embraced Dance because they thought that it was the hottest music, and they stopped playing other records that were important, too. It's true that there were a lot of Dance hits during that time, and they should have been played. But many stations got into being sound-driven instead of remembering that **U2** was also releasing important music, and selling multi-platinum. That music was often ignored because it didn't fit into the little sound parameters that had been set up. For some people, that worked. But for others, it didn't. Just because people like Modern Rock a lot doesn't mean that **Real McCoy** and **Ace Of Base** can't have huge hits. You have to stay focused on playing the hits, no matter what style they are. Top 40 spent so much time ignoring hits over the last ten years, that the format had to be redefined all over again.

Give us an example of a recent tough musical decision that straddled the line.

Let's talk about the **Eagles** record. There's a big sign on my door that says, "No Ballads," which all of the local promo people just love. I hate ballads, and I think that in some cases they defeat the purpose of Top 40

radio. Yes, they are hits, but you lose the energy that people may be coming to your station for. Plus, labels seem to dump out mass quantities of them. Every week, there are more and more of them on my desk, it seems, and they just can't all make it. When the **Eagles** record came out, I thought that it didn't really sound like the kind of song that we usually have a lot of success with here. It was certainly a very good song, and the market had gone crazy when the band played here. They sold out two shows at \$100 per ticket in one day. But the song sounded like it was destined for the light AC. What turned me around, besides the fact that the album was selling top 5, was that I went around to all of the women who work in this building and asked, "Have you heard this song?" And they all said "Yes." And I asked, "Is this a song that you would punch out of our station to hear on another station?" And they all answered, "Yes." And I thought, we have album sales, we have awareness of the song, and we have a song that's compelling enough so that some of the people who work here, and who like this station as their primary choice would go elsewhere to hear it. That's a record that made the cut for us, and wound up getting played. It's actually done pretty well in requests, and the album continues to sell like crazy. I really didn't want to put that record on, but I felt that it was the best decision to do so.

The frequency flip could have been a ratings and marketing nightmare, but you seemed to weather it pretty well. How did you handle it? What was the result?

Right out of the shoot we actually posted better numbers than we had in the last couple of books on the stronger signal, which I'm particularly proud of. We leveled off some after that, and in the last trend have moved back up into that area. I knew right away that we had to find something to take peoples' minds off, "Why did you move to a signal that I can't get as well?" There was going to be a perceived negative, and a perceived lessening of the value and importance of the radio station in the mind of the listener. So we needed a diversionary tactic, and we needed one that would not only minimize the negatives, but would bring some people in to the new frequency to see what was going on. What we wound up doing was rehiring **Steve & D.C.** During the time that



(l-r): **WPLJ's** Scott Shannon; **Cruze**; **KYLD's** Michael Martin; and **WQUE's** Monica Pierre.

they weren't working, they spent time mending fences with the minority groups, explaining themselves, and letting people understand what really had been said, and not what had been blown out of proportion by the newspapers. They also attended a racial sensitivities class here at **Webster University**. We felt that while it certainly was a gamble, they were a couple of talented guys who deserved a shot at making good. We also felt that their return would cause enough noise that people would tune in to find out what was going on, and in the process, they'd have to figure out where we were, and what the new frequency was. We knew that they had a lot of fans who loved their show, and would be back to hear them. It was a gamble that paid off. **GM Bill Viands** and I crossed our fingers, and we had one of the fastest conversions to a new signal that I'd ever seen. I've seen stations in other markets move from lesser signals to better ones, spend a lot of money on marketing, and still have it take a year or so for the audience to really catch up. We saw a better book immediately. We spent a lot of time taking **Steve & D.C.** out to meet clients face to face, to show them that these guys were not bad guys, and that a lot of what was said about them was blown out of proportion by the press, and that we had a couple of guys who were really committed to making good on a mistake that they'd made.

Your experience with Steve & D.C. was obviously a crash course in crisis control. In the end, everything worked out, it would appear. What advice would you give to P.D.s who find themselves in a similar situation? In retrospect, what would you have done differently?

I'd have become a bartender or a mechanic! But seriously, try not to get into these situations to begin with, if you can help it! I know that it's taken years off my life. Keep

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a level head. Try to figure out what the next step is. There's nothing that can be accomplished by sitting around and wringing your hands. Try to figure out what needs to be accomplished, and set the wheels in motion to accomplish it. Too often in radio, we look at things with too much of a short term mentality. After the initial crisis with Steve & D.C., it felt like the radio station had been devastated. The people who disagreed with what they said hated us. And another group of people who felt that they hadn't done anything wrong hated us for taking them off. It felt like the biggest no win situation that I'd ever been in. But, I had the foresight to realize that time would heal a lot of wounds, and that this radio station was a long-term venture. I was less concerned with what the next book would look like than I was with where we'd be in a year or two. What did we have to do so that, long term, the damage that's been done gets repaired, and the radio station gets healthy? If you focus just on the next book, sometimes you wind up going for short term solutions that don't pay off in the long run. Many stations have been turfed because a P.D. was trying to go up for one more book. If a long term approach had been used, a lot of Top 40s would still be around today. I probably would not have done anything differently. Looking back and trying to decide what could have been done differently is not nearly as productive as thinking about what can be done from this point on.

What are your initial impressions of the Mobile market?

The market has really been shaken up in the last few months. There's been a lot of format shifting, and a frequency switch. My impression is that I'm thrilled to be walking into one of only a handful of stations in the market that's stable, on target, and that's doing what they've been doing, and are going to keep doing. WABB has heritage call letters that mean hit music in that market, and that will continue to be the case. I'm very excited about being able to walk in and embrace that. Unlike this situation, I don't have to go in and define a radio station. I just have to go in and operate a radio station.

What is your mandate? What short and long term goals have you set for yourself and the stations?

In the short term, to try to make consistent gains like WABB saw in the last book. **Dusty Hayes** and consultant **Harv Blain** did a fantastic job of giving WABB its best book in a long time. I want to make sure

that it stays in place and remains consistent, and that we continue to dominate in that market. Mobile is a volatile market now. Anything can happen, and I want to make sure that we are rock solid, and that people understand why WABB has been in that format for as many years as it has. I'm looking forward to growing with this company. They have shared some pretty exciting plans, and I'm thrilled about being part of them. I believe that's one of the reasons why owner **Bernie Dittman** wanted a larger market programmer. He wanted someone capable of growing with the group, and maybe working with more than just one format.

"I WAS LESS CONCERNED WITH What The Next Book Would Look Like Than I Was With Where We'd Be In A Year Or Two."

Some programmers see heritage as a liability, in some cases. Obviously, you feel that it's a positive here.

I couldn't be more excited than to be stepping into a situation with that kind of heritage. It's a luxury that I've not often had in my career. In one particular case, when I was at WPFM, those were great heritage call letters, but the station had been destroyed. WABB has certainly had its share of ups and downs, but it certainly has been a consistent winner for a long time. I'm gonna look like a real idiot if this station doesn't continue to win in a big way!

You'll continue to work with consultant Harv Blain?

Yes. Harv Blain has been involved with the station since the Fall of '94, and has done a spectacular job. I think that Harv is one of the sharpest guys out there today. This will be my first chance to actually work with him, although I've know him for several years. I'm real excited about it.

Will you pull an airshift?

Yes, I'll be doing afternoons.

What's your philosophy on jock meetings and aircheck sessions? How often do you do them?

I think that it really depends on the talent. Some talent needs to be critiqued four out of five days. For other talent, what works best is if you sit them down every now and then, send them on their way, and then get back

to them in a month or so. For jock meetings, I think that they're more important for establishing and building station moral than they are for communicating formatics. With an extremely young staff, I may try to employ a short teaching session in jock meetings, but it's more important for jocks to get together and hang with each other to establish camaraderie and the feeling of being a team. The format clock can be done through memos and one-on-one sessions.

What's the best advice someone ever gave you in an aircheck session?

At **KJYO** in Oklahoma City, Program Director **Joel Folger** looked at me once and said, "The most important thing about being a morning personality is..." and then he stopped talking, stared off into space for a second, got up from his desk, and left the room. I thought that he was trying to mess with my mind! He came back about ten minutes later and said, "What was I saying?" It's something I've laughed about

for a long time, but it hit me one day that whether he meant it that way or not, that's some of the best advice that I've ever been given. If you really think about it, what it could have really meant - I'll never be totally sure, you'll have to ask Joel - was that nobody holds the secret. There is no grand formula. Everyone has to learn as much as they can, and find the secret for themselves.

So how's married life?

Married life is wonderful! I hope that I can hold on to my wife! I keep pulling her out of great positions as Promotions Director at stations all over the country so that she can follow me somewhere else.

Does she have a future at The Dittman Group?

That will be up to my wife and Bernie Dittman. I will say that I think that she's very good, and that we've proven that we work well together. But I certainly don't go into a situation saying, "Hey baby, I'll get you in." She pretty much has to accomplish those things on her own, which she's quite capable of doing.

When it's time to escape from this wacky biz, what do you do to get away?

I love to read. I'm also a computer and video game fanatic, and I spend plenty of time with that. For a more extended get-away, I love to go to a great city like Chicago or Atlanta, and eating at a really great restaurant. Of course, getting one of those \$7 portable grills and grilling fish on the beach can be just as nice. 

m o d e r n
TOP 50 ROCK AIRPLAY



February 28 - March 6, 1995

Position	Artist	Track	Label	TW	LW	Move	Cume	Adds
1	LIVE	LIGHTNING	(Radioactive)	1806	1770	36	57	0
2	PJ HARVEY	DOWN	(Island)	1441	1266	175	61	0
3	OASIS	LIVE	(Epic)	1421	1424	-3	53	0
4	BUSH	ZEN	(Trauma/Inter./AG)	1391	1354	37	50	0
5	NIRVANA	MAN	(DGC)	1206	1109	97	45	0
6	STONE ROSES	LOVE	(Geffen)	1203	1385	-182	52	0
7	LETTERS TO CLEO	HERE	(Cherry Disc/Giant)	1137	1086	51	49	2
8	R.E.M.	STAR	(Warner Bros.)	1128	970	158	49	0
9	GREEN DAY	WHEN	(A&M)	1098	1233	-135	37	0
10	SPONGE	PLOWED	(Chaos)	1095	1035	60	45	1
11	ELÁSTICA	CONNECTION	(DGC)	1044	925	119	50	1
12	BETTER/T/EZRA	GOOD	(Elektra/EEG)	1024	823	201	53	4
13	PEARL JAM	CORDUROY	(Epic)	1007	1000	7	44	0
14	COLLECTIVE SOUL	GEL	(Atlantic/AG)	996	996	0	40	0
15	PORTISHEAD	SOUR	(London)	935	992	-57	43	0
16	CRANBERRIES	ODE	(Island)	915	927	-12	44	2
17	SHERYL CROW	STRONG	(A&M)	915	915	0	41	0
18	SIMPLE MINDS	RIVER	(Virgin)	875	1021	-146	42	0
19	BELLY	NOW	(Sire/Reprise)	841	803	38	47	0
20	DAVE MATTHEWS	WHAT	(RCA)	806	646	160	37	1
21	MATTHEW SWEET	SICK	(Zoo Entertainment)	779	545	234	41	3
22	SIOUX/BANSHEES	BABY	(Geffen)	751	700	51	40	0
23	THROWING MUSES	BRIGHT	(Sire/Reprise)	744	795	-51	36	0
24	PEARL JAM	BETTER	(Epic)	724	820	-96	33	0
25	MIKE WATT	AGAINST	(Columbia)	667	450	217	43	7
26	ADAM ANT	WONDERFUL	(Capitol)	643	518	125	39	4
27	ASS PONY	LITTLE	(A&M)	643	738	-95	39	1
28	RANCID	SALVATION	(Epitaph)	619	586	33	43	2
29	THE THE	SAW	(500 Music/Epic)	597	713	-116	39	0
30	SARAH MCLACHLAN	HOLD	(Arista)	564	565	-1	36	0
31	BAD RELIGION	INFECTED	(Atlantic/AG)	521	491	30	32	0
32	WOLFGANG PRESS	GOING	(4AD)	521	501	20	36	0
33	VERUCA SALT	NUMBER	(DGC/M. Fresh)	511	762	-251	28	0
34	THE PRIMITIVES	CRASH	(RCA)	486	473	13	25	1
35	OFFSPRING	GOTTA	(Epitaph)	452	627	-175	21	0
36	OUR LADY PEACE	STARSEED	(Relativity)	439	328	111	33	5
37	FACE TO FACE	DISCONNECT	(Atlas/A&M)	407	328	79	28	2
38	HOLE	VIOLET	(DGC)	370	310	60	34	6
39	JEFF BUCKLEY	LAST	(Columbia)	367	308	59	27	2
40	SONS OF ELVIS	FORMALDEHYDE	(Priority)	363	361	2	20	0
41	STONE/T/PILOTS	PRETTY	(Atlantic/AG)	362	236	126	23	2
42	WAX	CALIFORNIA	(USA Side1/Int./AG)	359	265	94	30	3
43	STONE/T/PILOTS	UNGLUED	(Atlantic/AG)	343	484	-141	15	0
44	BLUES TRAVELER	RUNAROUND	(A&M)	309	193	116	29	7
45	RUSTED ROOT	SEND	(Mercury)	294	253	41	21	3
46	COLD WATER FLAT	MAGNETIC	(MCA)	280	311	-31	24	0
47	BETTIE SERVEERT	RAY	(Matador/Atl./AG)	270	301	-31	21	0
48	MORRISSEY	BOXERS	(Sire/Reprise)	268	213	55	17	0
49	LIZ PHAIR	WHIP-SMART	(Matador/Atl./AG)	253	399	-146	20	0
50	DIONNE FARRIS	KNOW	(Columbia)	251	246	5	14	0

MOST ADDED

1
JULIANA HATFIELD
33 adds
"Universal"
(Mammoth/Atlantic/AG)

- 2t **BLUES TRAVELER**
7 adds
"Run-Around" (A&M)
- 2t **FAITH NO MORE**
7 adds
"Digging" (Slash/Reprise)
- 2t **MIKE WATT**
7 adds
"Against" (Columbia)
- 5t **CAKE**
6 adds
"Rock" (Capricorn)
- 5t **HOLE**
6 adds
"Violet" (DGC)
- 5t **NED'S ATOMIC DUSTBIN**
6 adds
"All" (WORK)
- 8t **OFFSPRING**
5 adds
"Kick" (Epitaph)
- 8t **OUR LADY PEACE**
5 adds
"Starseed" (Relativity)

TOP PHONES

- 1. **LIVE**
"Lightning" (radioactive)
- 2. **PJ HARVEY**
"Down" (Island)
- 3. **RANCID**
"Salvation" (Epitaph)
- 4. **BUSH**
"Zen"
(Trauma/Interscope/AG)
- 5. **LETTERS TO CLEO**
"Here" (Cherry Disc/Giant)

Plays TW: Total number of Plays during current airplay week; Plays LW: Total number of Plays during previous airplay week; Plays +/-: Increase or decrease in number of Plays from previous airplay week; Cume: Total number of stations playing; Adds: number of new stations reporting as an add.

STATION **Q94** SNAPSHOT

CALL LETTERS: WRVQ
MARKET: Richmond, VA
FORMAT: Top 40
FREQUENCY: 94.5
PRIMARY SLOGAN: Q94
OWNER: Clear Channel
G.M.: Linda Forem
P.D.: Lisa McKay
M.D.: Billy Surf
PROMO. DIR.: Dottie Brooks
PROD. DIR.: Jon Anderson
NEWS DIR.: Sheilah Belle
MASCOT: Zeke the Q94 A-saurus
CONSULTANT: Alan Burns
ADDRESS: 3245 Basie Rd.
 Richmond, VA 23228
TELEPHONE: 804-576-3200
FAX: 804-576-3222

FULL TIME AIRSTAFF

Mornings from 6-10 it's the Q Morning Zoo featuring: Corey Deitz, Jay Hamilton, and Betty Bodine.
 Middays from 10-3 it's Paul Anthony, who keeps the Groove Smooth and the show interactive with lots of fone fun.
 Afternoons from 3-6 it's Lisa "I'll do the talking, you do the driving" McKay for your ride home.
 Billy Surf takes over from 6P-11P for nights geared to 12-24 year olds with a passion for uptempo new music and phone interaction.
 From 11P-A I use as a training ground for new DJ trainees, people who have no experience but I think have terrific potential.
 From 1A-6A it's Kirby Carmichael who has worked in Richmond for 20 plus years.

SLOGANS/POSITIONERS:

This is Q94 music, different is good... Q94, where music is going... Q94, Q94 today's best music vareity, it's a long non-stop block of today's best music variety... Q94. Mostly we update straight sweeper with clips from Current Movies and TV shows.

KEY MORNING SHOW BITS:

Leno/Letterman, highlights from their monologues
 Buttheads in the news...stupid stories people send in
 Skirt with the Dirt ...National Enquirer stuff on celebrities
 Monday Mischief... Monday wake-up prank call
 Loony Toones...Daily song parody
 Because the Morning Show audience turns over every 20 minutes, the Zoo repeats many of these bits 2X a show.

NEWS/SPORTS:

No Sports on a station targeted at women... 2 min. of news with a women's perspective written in just before the top of the hour from 5A-9A and :45 seconds of headlines at :22.

CURRENT AND RECENT PROMOTIONS:

Our current book promotion is Say It And Win! When we call you and ask "What's your favorite radio station?" Tell us Q94 Today's Best Music Variety", and we'll give you \$1000. I like it because it is 1) Pro-active, we call complete strangers; 2) The losers are more fun than the winners to air. We also do "Melrose Mondays" where we have a party every Monday and invite our listeners to a club where all kind of fun goes on.



The Q Morning featuring Jay Hamilton, Coary Deitz & Betty Bodine.

Plus all the usual CHR funstuff, ski trips, ice skating, clubnights, holiday stuff, street festivals and more.

CURRENT MARKETING:

We are on the screen in front of all our local theaters, on concert ticket envelopes, in record and video stores, on all VA lottery point of purchase, bumpers, the baseball field, and we do TV in the fall and spring.

REGULAR SPECIAL FEATURES:

Flashback Friday... Friday 6A-6P we rock the house with cool music from the late 70s and early 80s.
 Fernando's Saturday Night Fever Dance Party... Saturday night from 7P-10P, mostly Disco, some fun 80s. Hosted by a Fernando Lamas sound-alike. I never leave home without it.
 Casey's Top 40 Sunday Mornings; Su-Anna's Hometown Countdown Sunday nights; Billy's Buzzbin...A spin of something new and fun at 8P M-F, the Top 5 at 10.

VISIBILITY:

We have the Human Wheel of Prizes where you really spin to win, plus April 1st we have the New Club Q Cafe... It's that awesome Aerostream vehicle that looks like a diner. Very hip.

RESEARCH:

We do weekly call-out from our research computer to test the currents, 2x a year do 2 focus groups and we also test our library once a year.

UNITS PER HOUR:

Don's ask. We play up to 13 commercial and sales promotion units plus 2 programming promos. Yes, that does add up to 15.

POSITION BREAKS:

We do two long non-stop blocks of today's best music variety on the hour and half hour, so the commercials usually start at :24 and :54.

RATINGS:

12+ Cume Persons: 160,200

Persons 12+ Metro Share:

Win.'94 Spr.'94 Sum.'94 Fall'94

	Mon.-Sun. 6A-Mid.			
7.0	6.3	8.6	7.0	
	Mon.-Fri. 6A-10AM			
7.5	6.9	8.1	7.2	

Specific Demo Rankings Rank

Persons 18-34	4th
Persons 18-49	4th
Persons 25-54	5th
Women 18-34	3rd
Women 25-54	5th

UP CLOSE

CRUZE CONTROL



Interview by Dave Hoeffel

As WKBQ/St. Louis P.D. Cruze prepared to cruise down I-55 to his new position as O.M.I.P.D. of the Dittman Group, and P.D. of WABB/Mobile, he took time out from packing to spend some quality time with FMQB's Dave Hoeffel, discussing his career, and the trials and tribulations of programming WKBQ during some tumultuous times. Cruze began his career in Gospel radio, at KMFJ/San Antonio. He went on to work at crosstown KSAQ, B93/Austin, and KJ103/Oklahoma City, where he started doing mornings. He then moved on to wake-ups at KITY/San Antonio, KHYS/Houston, and WQUE/New Orleans, before returning to San Antonio for mornings at KSAQ, where he added A.P.D. stripes. His first programming gig followed at WPFM/Panama City. From there, he had a brief stop at the old KHTK/St. Louis before settling in at WKBQ.

What led to your decision to leave St. Louis for a smaller market position in Mobile?

There are things that I want to accomplish in my career as a programmer. As an air personality, I've worked in markets of assorted sizes. As a programmer, I felt that one of the things that I needed to do was to show that I could put and maintain a radio station

consistently in the top three within a market, and own the target demos. Because of all of the things that are involved in the competitive situation at WKBQ, I began to look around for other situations where I thought that I could have a better shot at achieving that. I don't want to sound like I'm dissing 'KBQ, but that's the real reason. There are things that I want to accomplish that I didn't think were feasible in this particular situation, based on the nature of what is going on in the market.

As you look back on your days on St. Louis, what was the most difficult challenge that you faced?

The fact is, St. Louis has been difficult almost from day one. There was a string of difficult situations that began with morning hosts Steve & D.C.'s on-air gaffe, in the Spring of '93, that led to them being fired, and led to a great deal of turmoil surrounding the radio station. I worked diligently to try to rebuild the station from that crisis, which did affect us negatively in the ratings. Then, the people I was working for could not complete the purchase of the station, so **Evergreen** took the station over again, modified the formatics a bit, and entered into another sales agreement with a new purchaser in the Fall of '93. The group that bought it, **Zimmer Broadcasting**, was looking for a better

signal for their Country station here, **WKKK**. We were the better signal that they found. Fortunately for us, when they stepped in, they saw that we had a really good operation going, and a lot of momentum. Rather than just putting their signal on and spinning us off somewhere, they flipped sig-

"I DON'T THINK THAT WE CHANGED MUSICAL DIRECTIONS SO MUCH AS WE FINALLY GOT ONE

nals, putting us on the weaker signal that the Country station had occupied at 104.1, and moving **WKKK** to the better frequency at 106.5, to allow it to compete better in the marketplace. So we got hit with a morning show scandal, three changes in ownership, and then a switch to a weaker signal. I'm very proud of the fact that after all of those things took place - any one of which could have signaled the end of the radio station - not only did we keep alive, but actually fought back to keep it competitive in the marketplace. This station, to this very day, has a strong impact on what happens in St. Louis. The Q sells records, packs nightclubs, and has very respectable ratings... maybe not as good as I'd like to see them become, but I think that when you consider all of the things that we've been through, and the hand that we've been dealt, I'm as proud of my accomplishments here at WKBQ as I am of anything that I've done in this business.

HOT SHOTS EXTRA

GRAMMY PARTY TIME



Arista President Clive Davis hosted a pre-Grammy party at the House Of Blues, and spent quality time with Bonnie Raitt; Annie Lennox; Carly Simon; and Sheryl Crow.



Jimmy's in Beverly Hills was the sight of the Sony Music Entertainment post-Grammy celebration. (l-r): Epic Records Group Chairman David Glew; Sony 550 Music Artist Celine Dion; Sony 550 Music President/Epic Records Group Sr. VP Polly Anthony; and Sony Music Entertainment President/COO Thomas D. Mottola.



Grammy-winning Blitzz/Atlantic artists All-4-One celebrated at the WEA post-Grammy party. (l-r): Atlantic Group President Val Azzoli; Alfred Nevarez & Jamie Jones of All-4-One (in back); Blitzz President Tim O'Brien; Atlantic Sr. VP/West Coast GM Ron Shapira; Warner Music U.S. Chairman/CEO Doug Morris; And All-4-One's Delicious and (kneeling) Tony Borowiak.



(l-r): BMG Chairman & CEO Michael Dornemann; Toni Braxton; Bonnie Raitt; Arista President Clive Davis; and Annie Lennox.



At the PolyGram Grammy party... (l-r): A&M President & CEO Al Cafaro; Grammy winners Sheryl Crow, Soundgarden's Chris Cornell, and Melissa Etheridge; PolyGram President/CEO Alain Levy; and Island President John Barbis.



(l-r): Columbia recording artist Tony Bennett; Sony Music Entertainment President/COO Thomas D. Mottola; Columbia Records President Don Ienner; and Columbia recording artist Bruce Springsteen.

RATINGS

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ST. LOUIS

CALLS	FORMAT	FALL '94	N/D/J
KMJM	Urban	7.7	8.0
KSHE-F	AOR	7.9	7.4
WKBQ-F	CHR	3.7	4.1

BALTIMORE

CALLS	FORMAT	FALL '94	N/D/J
WERQ	CHR	6.0	6.1
WXYV	Urban	5.6	5.7
WIYY	AOR	3.7	3.7
WHFS	Mod.Rock	3.8	3.6

PHOENIX

CALLS	FORMAT	FALL '94	N/D/J
KUPD	ROAR	4.5	6.1
KSLX	Cl.Rock	3.9	4.9
KKFR	CHR	4.7	4.7
KDKB	AOR	4.7	4.2
KEDJ	Mod.Rock	2.1	2.3
KZON	PAR	2.3	1.9
KZRZ	ROAR	1.3	1.4

TAMPA/ST. PETERSBURG/CLEARWATER

CALLS	FORMAT	FALL '94	N/D/J
WXTB	ROAR	7.8	7.1
WMTX	Hot AC	6.6	6.2
WFLZ	CHR	6.2	6.1
WWRM	AC	6.6	6.0
WCOF	'70s	4.4	4.4

DENVER/BOULDER

CALLS	FORMAT	FALL '94	N/D/J
KRFK	Cl.Rock	7.3	7.5
KBPI	ROAR	5.3	5.4
KBCO-A/F	PAR	4.5	4.6
KXPK	Mod.Rock/PAR	3.8	4.3
KQKS	CHR	3.9	3.6
KMJI	'70s	3.1	2.9

CINCINNATI

CALLS	FORMAT	FALL '94	N/D/J
WEBN	AOR	7.0	6.8
WRMM	AC	5.1	5.1
WKRQ	CHR	4.8	4.8
WAQZ	Mod.Rock	1.7	1.8
WOXY	Mod.Rock	.5	.4

PORTLAND

CALLS	FORMAT	FALL '94	N/D/J
KGON	Cl.Rock	5.9	6.1
KUFO	ROAR	6.4	5.7
KKRZ	CHR	5.3	5.1
KINK-A/F	PAR	5.1	4.8

MILWAUKEE/RACINE

CALLS	FORMAT	FALL '94	N/D/J
WKKV	Urban	6.8	6.7
*WLUM	Mod.Rock	6.0	6.0
WLZR-FM	AOR	5.4	5.9
WKLH	Cl.Rock	6.6	5.8
WKTJ	AC	5.3	5.5
WMYX	AC	4.0	3.9

*WLUM flipped from CHR to Modern in October, 1994.

SACRAMENTO

CALLS	FORMAT	FALL '94	N/D/J
KGBY	AC	7.3	6.7
KSFM	CHR	5.8	6.0
KSEG	Cl.Rock	4.3	4.3
KWOD	Mod.Rock	3.8	4.1
KRXQ	ROAR	3.4	3.9

KANSAS CITY

CALLS	FORMAT	FALL '94	N/D/J
KQRC	ROAR	5.7	5.8
KYYS	AOR	4.3	5.2
KCFX	Cl.Rock	4.6	4.9

PROVIDENCE

CALLS	FORMAT	FALL '94	N/D/J
WHJY	AOR	9.8	9.9
WWLI	AC	8.2	8.6
WPRO	CHR	7.7	6.7
WWRX	Cl.Rock	3.8	4.2
WWKX	Dance	3.9	4.0

HARTFORD

CALLS	FORMAT	FALL '94	N/D/J
WRCH	AC	8.1	8.9
WKSS	CHR	6.3	6.8
WZMX	'70's	5.5	6.5
WTLC	CHR	7.3	6.0
WYSR	Mod.Rock	2.8	4.1
WHCN	AOR	4.9	3.9

NORFOLK

CALLS	FORMAT	FALL '94	N/D/J
WOWI	Urban	10.6	9.8
WFOG	AC	7.0	6.7
WNOR-A/F	AOR	6.6	5.9
WNVZ	CHR	5.7	5.0
WROX	Mod. Rock	3.6	4.1
WAFX	Cl.Rock	3.6	3.6

CHARLOTTE

CALLS	FORMAT	FALL '94	N/D/J
WPEG	Urban	10.1	10.3
WRFK	AOR	8.5	8.0
WEZC	AC	5.3	5.9
WBT-F	AC	5.8	5.3
WEDJ	CHR	4.6	5.2
WSSS	'70'S	5.5	4.9

BUFFALO

CALLS	FORMAT	FALL '94	N/D/J
WJYE	AC	8.2	8.0
WBLK	Urban	6.2	6.2

WKSE	CHR	6.1	6.2
WGRF	AOR	5.2	5.6
WUFK	AOR	5.1	5.2
WMJQ	AC	4.1	5.0

ORLANDO

CALLS	FORMAT	FALL '94	N/D/J
WOMX	AC	8.1	8.4
WJMH	Urban	8.7	8.3
WXXL	CHR	7.2	7.2
WMGF	AC	7.3	6.7
WJRR	AOR	4.4	5.6

ROCHESTER

CALLS	FORMAT	FALL '94	N/D/J
WCMF-F	AOR	10.3	10.0
WRMM	AC	8.4	9.2
WPXY	CHR	8.2	8.4
WVOR	AC	5.6	5.2
WDKX	Urban	4.6	4.1
WMAX	Cl.Rock	3.2	3.4

NASHVILLE

CALLS	FORMAT	FALL '94	N/D/J
WGFX	Cl.Rock	6.4	6.2
WKDF	ROAR	5.9	5.8
WYHY	CHR	5.1	5.7
WQOK	Urban	5.5	5.4
WLAC	AC	4.4	5.1
WJXA	AC	5.4	4.9
WJCE	Urb AC	3.6	4.3

OKLAHOMA CITY

CALLS	FORMAT	FALL '94	N/D/J
KATT-F	AOR	9.6	9.6
KJYO	CHR	7.5	8.9
KRXO	Cl.Rock	7.3	7.8
KMGL	AC	7.6	6.6
KVSP	Urban	4.2	3.9

LOUISVILLE

CALLS	FORMAT	FALL '94	N/D/J
WGZB	Urban	6.8	6.7
WVEZ	AC	6.4	6.4
WDJX	CHR	4.8	5.2
WTFX	AOR	4.7	4.3

RALEIGH

CALLS	FORMAT	FALL '94	N/D/J
WQOK	Urban	8.8	7.0
WRDU	AOR	7.3	6.4
WRAL	AC	6.5	6.2
WDGC	CHR	6.2	6.1
WFXC/XX	Urban	5.5	5.7
WZZU	Cl.Rock	4.0	4.5

BIRMINGHAM

CALLS	FORMAT	FALL '94	N/D/J
WENN	Urban	10.6	10.5
WMJJ	AC	7.4	6.9
WZRR	Cl.Rock	6.6	6.4
WMXQ	AC	3.4	3.5

to WIN

THE GREAT ARBITRON BIAS AGAINST MODERN ROCK LISTENERS

By Ted Bolton

There is a very disturbing Arbitron bias against Modern Rock listeners that needs to be changed. The bias is a straightforward problem with Arbitron sampling methodologies that can, and must be changed. If you work in this format, take the time to read and understand this article. Then take the time to figure out what you are going to do about it.

THE ARBITRON EQUAL OPPORTUNITIES VIOLATION

Without getting too technical, in order to understand the Modern Rock Arbitron problem, you first need to understand just the basics of sampling theory. Sampling theory is based upon the concept of equal opportunity and the equal probability of being selected for the sample. If the universe consisted of 1,000 people, then all 1,000 people would have *exactly* the same chance of getting selected.

The problem begins with how Arbitron samples. Arbitron selects an individual from a random list and then sends diaries to all of the individuals within the family unit. That means if the respondent is married with four people in the household over the age of 12, that respondent would receive six diaries! The respondent who is single and lives alone (or even lives with somebody else on a non-married basis) receives a total of one diary. In this scenario, Arbitron has completely violated the concept of equal opportunity. Family members are eating up the age quotas much to the dismay of the single/live alone respondents.

The question we must ask ourselves is: "what percentage of the Modern Rock listeners are single and/or living alone?" My own research tells me a boat load. Think of it this way, What if you were doing callout research and instead of sampling individual listeners, you decided to sample each member of the household you contacted. Would this make any sense whatsoever? The answer is no, yet we live by an Arbitron system where this is the norm.

THE RIGHT WAY TO SAMPLE

Arbitron sampling should occur on an individual level, not on a family level. The only reason Arbitron samples on a family level is to reduce the costs of completing the survey. Take it from a researcher who knows...filling quotas on a family level is cheaper than filling quotas on an individual level.

More importantly for those of us who must compete in the Modern Rock format, we want our listeners to have as much of a chance of being selected for an Arbitron survey as does anyone else. The format itself reflects a younger singles lifestyle, and it always will. We need these singles to be sought out and sampled just like the vast majority of the population that is married with children.

LET'S FIND OUT THE TRUTH

Here's a simple solution to find out the truth. Arbitron must complete simultaneous surveys in one market that has a solid performing Modern Rock station. One survey would be completed at the current family level sampling unit. The other survey would be completed at the individual level. Then let the results speak for themselves.

I bet we would see a heck of a lot more Modern Rock listening behavior in the individual Arbitron survey. What do you think? Call your Arbitron rep and ask them what they think. As a group, maybe we can make an outdated system become new. Maybe we can actually have Arbitron measure and count the real number of listeners we have in this format. Isn't that all that we are asking for?

Ted Bolton is president and founder of Bolton Research Corporation, and publisher of *Radio Trends*. For fifteen years, the company has provided programming research and marketing strategies for Alternative and Modern stations including WHFS/Washington, KRBE/Houston, KTCZ/Minneapolis and the New 104/Hartford. Ted Bolton can be reached at (610) 640-4400.



TOP ALBUMS

Position	Artist Title (Label)	Total Plays	TW	LW	Move
1	PEARL JAM <i>Vitalogy</i> (Epic)	2046	2075	-29	
2	LIVE <i>Throwing Copper</i> (radioactive)	1965	1920	45	
3	BUSH <i>Sixteen Stone</i> (Trauma/Interscope/AG)	1569	1494	75	
4	PJ HARVEY <i>To Bring You My Love</i> (Island)	1489	1314	175	
5	OASIS <i>Definitely Maybe</i> (Epic)	1452	1455	-3	
6	NIRVANA <i>Unplugged In New York</i> (DGC)	1442	1399	43	
7	GREEN DAY <i>Dookie</i> (Reprise)	1399	1476	-77	
8	R.E.M. <i>Monster</i> (WB)	1398	1315	82	
9	STONE ROSES <i>Second Coming</i> (Geffen)	1330	1515	-185	
10	JERKY BOYS <i>OST</i> (Atlantic/AG)	1168	1144	24	
11	MELROSE PLACE <i>OST</i> (Giant)	1164	1136	28	
12	SPONGE <i>Rotting Pinata</i> (WORK)	1115	1055	60	
13	BETTER THAN EZRA <i>Deluxe</i> (Elektra/EEG)	1052	851	201	
14	ELASTICA <i>Elastica</i> (DGC)	1044	925	119	
15	CRANBERRIES <i>No Need To Argue</i> (Island)	992	999	-7	
16	SIMPLE MINDS <i>Good News From The...</i> (Virgin)	962	1116	-154	
17	PORTISHEAD <i>Dummy</i> (London)	935	9929	-57	
18	SHERYL CROW <i>Tuesday Night Music Club</i> (A&M)	918	920	-2	
19	BELLY <i>King</i> (Sire/Reprise)	900	862	38	
20	DAVE MATTHEWS <i>Under The Table And...</i> (RCA)	852	695	157	

PRIORITY STACK

BELLY *Now They'll Sleep* (Reprise) A solid debut week for this outstanding act, as the first single from their sophomore effort, **King**, collects 22 adds. **Tanya Donnelly's** vocal talents drive this Pop gem, and the excellent hook makes this an easy choice for Top 40 prosperity. Nice airplay increases at quality stations like **WHYT, WRFY, 99X, WENZ, WGRD, KTMT**, and more. New supporters include **KIOK, KISF, WBNQ, WDDJ, WERZ, WPRR, WRQK** and **WXS**. It's time to Belly-up!

LETTERS TO CLEO *Here & Now* (Cherry Disc/Giant) With the female sound enjoying an all-time peak in Modern Rock these days, *Here & Now* is right on target. This spicy little jam is growing on listeners everywhere it's being played. The opening riff and vocals reel you in immediately. And the chorus proceeds to kick your ass. Definitely a fun song! We recommend using a generous amount of volume when listening. Stations already playing this 20 or more times a week include **WHYT, WPFM, KWOD, KISF, Z94, WGRD**, and more. Also picking up early spins at **Kiss 108, Q99**, and **WRFY**. Officially out for Top 40 on 3/13.

BLUES TRAVELER *Runaround* (A&M) This runaway smash adds another 16 stations to its impressive roster of believers, bringing the tally to 71 FMQB stations, and 1086 spins. This cut blends a retro and southern flavored vibe that sweeps you up and whisks you away. As the weather breaks, *Runaround* will be one of those tunes that will sound great in the car with the volume up and the windows down! On **WAZY, WFME, WKBQ, WNDU, WPFM, WVKS**, and 65 more.

STONE TEMPLE PILOTS *Pretty Penny* (Atlantic/AG) These guys have simply owned the past year. The latest from their plethora of gems, *Purple*, is as accessible and potentially addictive as their last mellow smash, *Creep*. Weiland's tender delivery really shines in this simplistic, yet totally effective notch on STP's belt. Officially out on 3/13, but **KISF, WHHY, WKSE, WNSL, WKRZ, WGRD, KWOD, WAFX, Z100, KRBE, WXS, WPST**, and more couldn't wait.

SHOXSIE AND THE BANSHEES *O, Baby* (Geffen) An extremely cool vocal hook is what makes this one of the most instantly likable Siouxsie songs ever released. If you have your doubts about whether this band's for your station, cast them aside for an honest listen. It's Poppier than any Alternative single in recent memory. Plenty of spins at **Z94, KWOD, KYYY, KDUK, Q99, LIVE 105, WENZ, KTMT, WHYT, KQKQ**, and **KWNZ**.

BUSH *Everything Zen* (Trauma/Int./AG) The latest group to set Modern Rock on its ear! They recently put on a completely rockin'show at the TLA in Philly before a sold-out and amazed crowd. These guys are the real thing, and have tons of multi-format spins and sales to prove it. Their debut cut from the often brilliant *Sixteen Stone* CD continues to climb up the airplay charts. New at **WPLY, WKSE, KYYY, and WQGN**. On at **WHYT, Z100, KISF, LIVE 105, WBHT, KWOD**, and more.

PORTISHEAD *Sour Times (Nobody Loves Me)* (London) Remember the **Mazzy Star** record? *Nobody* got it on the first listen. But it grew on you, and turned out to be a major home run. Portishead is following exactly the same path. This mellow and entrancing little number will soon have the whole country under its spell. The song melds together a Jazz/James Bond/Pulp Fiction vibe that works like a charm. On at **WGRD, WAPE, Z100, KRBE, WHYT, KWOD, WRQK, WYKS, WYCR, WPST, WENZ**, and more.

SPONGE *Plowed* (WORK/Columbia) This tune has been experiencing steady airplay increases almost every week since its release. A straight-ahead-barn-burner that grabs your attention as soon as you put it on. This one has an almost Cult/STP flavor that just sounds terrific on the air! 15 or more spins at **WHYT, KISF, KWOD, 99X, LIVE 105, Q99, WXS**, and **Z100**.

OASIS *Live Forever* (Epic) This is just a great Pop/Rock tune, period. It's uptempo and uplifting, and displays some truly dazzling guitar work. 76 FMQB stations are playing this song like crazy, bringing the total spins to 1094 this week. 10 new adds came in, including **WDJX, and WNDU**. 20 or more spins at **WHYT, KISF, WENZ, OK95, WXS, WPLY, KWOD, WPST, and KIOC**.

—Dave Hoeffel & Mike Bacon

AlternATips From



SCOTT LOWE

**Host of Planet B
WAEB-FM/ ALLETOWN**

P.J. Harvey *Down By The Water* "Is she singing about sperm or some kind of Greek myth? Huge, huge phones."... **Wax** *California* "They wrote this one about me."... **Human League** *Tell Me When* "It hooks you from the very first note. Also, great production as usual. The best thing the Human League has put out in years."... **Jeff Buckley** *Last Goodbye* "Jeff has a great five octave voice range just like his father."... **Goo Goo Dolls** *Only One* "Driving guitar that blows me away! Cool!"

BILL REID

**Host of Loudspeaker
KNDD/ SEATTLE**

Choke Bore "New 7", very cool."... **The The** *Hanky Panky* "Check out the whole CD, there's a lot of good tunes on it."... **Faith No More** *Digging The Grave*.

RICK SCHMIDT

WXWX/ GREENVILLE-SPARTANBURG
Mad Season *River Of Deceit*. **Jeff Buckley** *Last Goodbye*. **Filter** *Hey Man, Nice Shot*. **Cake** *Rock 'N Roll Lifestyle*. **Faith No More** *Digging The Grave*. **Sons Of Elvis** *Formaldehyde*. **Hootie & The Blowfish** *Only Wanna Be With You & Let Her Cry*.

AUSTIN GLENN

WZOW/ SOUTH BEND

Juliana Hatfield *Universal Heartbeat...* "It's about time that she released something new. Great song, I have been waiting for this single, and I can only hope that the full length will be this good."... **Dave Matthews** *What Would You Say* "These guys remind me of Big Head Todd and The Monsters. I have been getting strong phones on this one. Nice little song, solid guitar, and you want to sign along to it also."... **Ned's Atomic Dustbin** *All I Ask Of Myself Is That I Hold Together* "This is another one of those bands that took too long to get a new single and album out. I like this one. Nice phones on it also; that's the whole key. If the audience likes it, it's a hit. It doesn't matter what I think."... **Mike Watt** *Against The 70's* "What can you say. Hit, smash, killer song...with a line-up like this, it's hard to talk about. I love this whole album. It hasn't left the CD player since I got the Pro CD. Add it today!"

SCOTT DANIELS

**Host of The Far Side, The Sunday Night
Alternative
WPRR/ ALTOONA**

Mighty Mighty Bosstones *Pictures To Prove It* "These guys are like Motorhead meets Big Mountain; this tune rocks!"... **Dave Matthews Band** *What Would You*

THE EDGE

Say "Don't wait on this one—add it!"...
Stone Temple Pilots *Pretty Penny* "What can I say, these guys rule the airwaves."...
P.J. Harvey *Down By The Water* "Heavy!"...
Green Day *Tired Of Waiting* "The phones ring off the hook for any Green Day at all!"
Better Than Ezra *Good* "I think the name of the song says it all!"...
Matthew Sweet *Sick Of Myself* "Not the type of song to listen to if you're suicidal, but a good song."...
The Goo Goo Dolls *Only One* "This band is destined for bigger and better!"...
Filter *Hey Man, Nice Shot* "Hey man, cool song!"...
Soundgarden *The Day I Tried To Live* "Can't go wrong with these guys."

STEVE PICARD

Host Of Moods For Moderns
WFNX/ BOSTON

Quicksand *Simpleton*. **Sunny Day Real Estate** *The Blankets Were The...* **Hazel Green Eyes** *Urban Dance Squad* **Demagogue** *Archers Of Loaf* *Harnessed In Slums* **Pond** *Glass Sparkles In Their...* **Goo Goo Dolls** *Only One* **God Lives** *Underwater* **Drag Me Down** **Matt Keating** *McHappiness*.

ROB CREIGHTON

ENERGY 88.7/ CHICAGO

Rusted Root *Send Me On My Way* "Good hooks, funky, fun sounding."...
Weezer *My Name Is Jonas/In The Garage* "Two great new tracks that jam! Already generating heavy phones!"...
Matthew Sweet *Sick Of Myself* "It's fun, what else is there to say?"...
Urban Dance Squad *Demagogue* "Jammin, jammin, jammin. If the Beastie Boys worked this will too!"

REED COLLINS & TOM DELANEY

Co-Hosts of Progression

KJKJ/ GRAND FORKS

Mike Watt *Against The 70s* "Instantly huge on the phones!"...
The Rembrandts *Comin' Home...* **Soundgarden** *The Day I Tried To Live* "Need I say more?"...
Tragically Hip *Nautical Disaster* "You must see this band on this tour! Another outstanding release from an awesome band."...
Hostage *Symphony King Of Much* "When this band breaks into the 'big scene', remember I TOLD YOU SO!!!"

P.J. FINN

WABN/ TRI-CITIES

Alex Chilton *Lies* "Any day you can say 'New music from Alex Chilton' is a happy day, in my book."...
Juliana Hatfield *Universal Heartbeat* "Swing at little harder than you might expect, and hits."...
Mudhoney *Generation Spokesmodel* "A two-and-a-half minute poser-trashing romp."

GEORGE ROSTA

Host Of The Other Side

KSLY/ SAN LUIS OBISPO

Duran Duran *White Lines* "When I first heard DD was going to cover Zeppelin's *Thank You*, I laughed. Led Zeppelin's music is so good and so unique, I was amazed Duran Duran covered it so well. When I heard DD was covering Grand Master and Melle Mel's *White Lines*, I thought there is no way these mascara-wearing Euro-sissies could do it without their *White Lines* sounding like a

novelty knock-off. Once again, I was amazed. Duran Duran's unusual choice in cover songs, and their amazing ability to pull them off so well, definitely helps establish them as an extremely talented and enduring band."...
Rednex *Cotton Eye Joe* "Funny, the boss and I were just talking about how KSLY needs more techno square dancing songs. Those goofy Rednex came along just in time."

SEAN ROBERTSON

WENZ/ CLEVELAND

Morphine *Honey White*. **Mad Season** *River Of Deceit* "Very accesible, cool tune."

MICHAEL DEAN

OK 95/ TRI CITIES

Offspring *Gotta Get Away* "More like gotta get it on!"...
Indigo Girls *Power Of Two* "Good change-up record, sounds really good on the air. Not to mention the built-in following these two have."...
Nirvana *Where Did You Sleep Last Night* "This is the best cut on the CD. Listeners can't get enough of it."...
Adam Ant *Wonderful* "This song is truly..."

JASON BOTTOM

WTTS/ BLOOMINGTON

Sick Of It All *Step Down* "Neat."...
Cemetery Scarecrow "Don't write these guys off as a silly Euro-metal band, this song will work for you."...
Croatian Dirge "Some of Ohio's finest on Shimmy Disc."...
Wayne Dramer *Crack In The Universe* "Formerly of MS 6, perhaps you've heard of them."...
The Mess *Law* from their album *Plankton Comes Alive*. I wish I'd thought of that."

R. CHARLES SNYDER

KTMT/ MEDFORD

Blues Traveler *Runaround* "Great record."...
Duran Duran *White Lines* "Great uptempo rocker."...
Toad The Wet Sprocket *Fly From Heaven* "This band is here to stay. Great sounding record."

KEN ZIPETO

Planet M Producer

WMMR/ PHILADELPHIA

Matthew Sweet *Sick Of Myself* "Hot phones man! We really dig this hip track daddy-o."...
Cracker *Good Times, Bad Times* "These guys kick ass! It's Rock n' Roll to the Maxxxxxx."...
Goo Goo Dolls *Only One* "I just would not be the same if I didn't talk about the Goo Goo Dolls. This is the coolest band since the popcicle."...
Juliana Hatfield *Universal Heartbeat* "Great song! Do you have any fours...(no! Go fish!)"...
Soundgarden *The Day I Tried To Live* "It's another fabulous song from a fabulous album."

JEFF PETTERSON

KLZR/ LAWRENCE

Wilco *Box Full Of Letters* "Jeff Twetty proves that life can go on after the break up of Uncle Tupelo. Strong Roots/Country Rock."...
Vitreous Humor *Why Are You So Mean To Me?* "Crank it! Great 7" filled with distorted Pop. Indie sounding Rock with a perfect hook."...
Royal Trux *You're Gonna Lose* "Thank You, the new CD from Royal Trux, has been in my player constantly. 1970's riffs and coarse vocals blend together almost brilliantly."...
Everclear *Pennsylvania Is...* "Why is

everyone missing the boat when it comes to this band? Top requests and sales in our area. Simply put, this rocks."

RUBY CHEEKS

WRQK/ CANTON

Mad Season *River Of Deceit*... **Mike Watt & Friends** *Against The 70's* "I remember The Minutemen! I'm lighting up for Mike Watt!"...
Dick Dale & His Del-tones *Miserlou* "Break out the Sex Wax, it's Dick Dale & His Del-tones!"...
Pearl Jam *Not For You* "Pearl Jam doing The Stones."

DAVE HUBBELL

Host of The Underground Lounge

KSMB/ LAFAYETTE

Our Lady Peace *Dirty Walls* "My personal favorite cut on an altogether sterling album. Love that tin can snare!"...
Pusher *Like A Drag* "Starts out killer, and gets killerer! On Oblivion Records."...
PJ Harvey *Down By The Water* "This sounds natural coming out of The Rolling Stones or Moby. This is a perfect record."

MR. MIKE

Host of Zero Hour³

WSBG/ STROUDSBURG

Mike Watt *Ball-Hog or Tugboat* "The whole thing! Kathleen Harrah's phone message is a high point, but if you'd like to start slowly, play *Against The 70's*."...
Ned's Atomic Dustbin *All I Ask Of Myself*... "Quite soothing - like a jack hammer against the back of your neck."...
Better Than Ezra *Good* "Excellent song. Thanks to Mike Bacon for pointing it out."...
Morphine *Honey White* "Have I mentioned this before? I'll probably mention it again. Unique, catchy - killer."...
Ultra Bide *Kill The Tender* "Alternative Tentacles newest ass kickers. From Japan by way of NYC. Cleans out the airways like a battery acid enema (something I recommend.)"

JOEL KATZ

Host of Post Modern 'PST

WPST/ TRENTON

Juliana Hatfield *Universal Heart Beat* "Guaranteed to induce a mild genatalia frenzy, Do be careful."...
Morphine *Honey White* "Morphine is fun! The band is fun too, gimme a horn I'm silly."...
Del Amitri *Here & Now* "Excellent album, it makes my hamster stay up all night and weld things for fun."...
Faith No More *Digging The Grave* "I'm going to write a letter and request that this tune become the new Barney Theme. My son would shit! Actually, he will anyway."

BILL HANSON

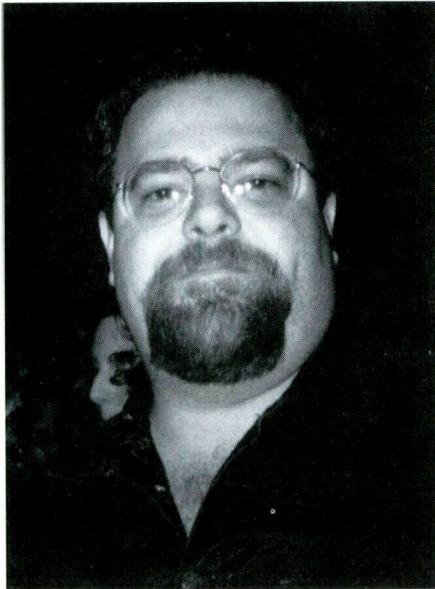
Host of The Sunday Night News

WHTF/ YORK

Our Lady Peace *Starseed* "There's no stopping this. This song is so great I can't believe it hasn't been written already."...
Wax *California* "Is this a great song for spring, or what?"...
Echobelly *Insomniac* "Morrissey influenced, but cranked up a notch. A band to watch and play...now."...
Kevin Salem *Will* "I guess this is the 6th track I've played from this & it's the new single. You've read the raves, now get on it!"...
Ivy *Get Enough* "I played this for a friend said 'Cool song!' ten seconds into it. 'Nuff said."

Picks to Click

EAST



Tommy Edwards/ WPRR

Tommy Edwards/ WPRR: *Human League; Foreigner.*

Andy Shane/ Z100: *Elton John; Elastica. Kid Kelly/ WBHT: Elastica; Gillette; Toad The Wet Sprocket; Hootie & The Blowfish; Real McCoy; Live.*

Mike Rossi/ WSTW: *Human League; Stone Temple Pilots; Hootie & The Blowfish; Toad The Wet Sprocket; Danielle Brisebois; Seal.*

Scott Shaw/ WNNK: *Nelson; Dave Matthews Band; Siouxsie & The Banshees; Bon Jovi; Belly; Human League.*

Tony Mascaro/ WPRO-FM: *Human League; Bon Jovi; T.L.C.; Blues Traveler; Vanessa Williams.*

Clarke Ingram/ WPXY: *Nikki French; Darkness; Duran Duran; Rednex.*

Michelle Stevens/ WPST: *Bon Jovi.*

Steve McKay/ WSBG: *Badlees "Angeline Is Coming Home"; Milla; Blues Traveler; Duran Duran; Gillette; Human League; Stone Temple Pilots; Mike & The Mechanics.*

Rob Wagman/ 93Q: *Pete Droge "Northern Bound Train"; Blues Traveler.*

Dan Persigehl/ WKEE: *Annie Lennox; Elton John; Foreigner.*

Shawn Carey/ WHTO: *Siouxsie & The Banshees.*

Dave Skinner/ WLAN: *Elton John; Live; Rednex.*

Liz Jordan/ WERZ: *Human League; Hootie & The Blowfish; Portishead.*

Mike Browne/ WRFY: *Sponge; Letters To Cleo; Mike & The Mechanics; Dave Matthews Band; Annie Lennox.*

Neal Sharpe/ JET-FM: *Human League; Stone Temple Pilots; Elton John.*

Cat Sumner/ 103CIR: *Elton John; Rednex; Blues Traveler.*

Wally McCarthy/ WKDY: *Human League; Fun Factory; Mike & The Mechanics.*

Ted Mathews/ 98.3/WESA: *Roula; Luther Vandross; Rednex; Elton John.*

SOUTH

Chris Taylor/ K92: *Human League; T.L.C.; Hootie & The Blowfish.*

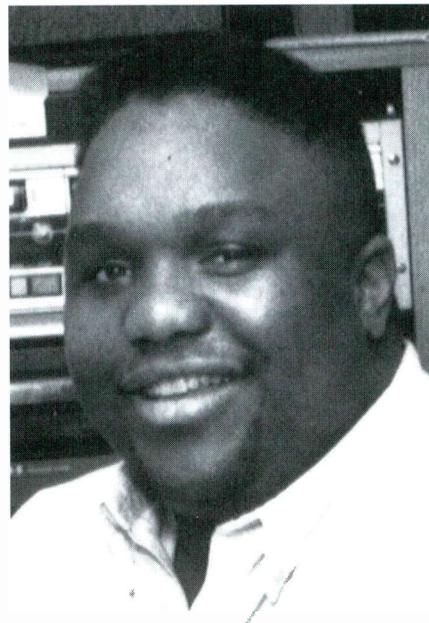
Jimmy Steele/ KIXY: *Stevie Wonder; Gloria Estefan; Rednex; Gillette.*

Adam Cook/ WXXL: *Human League; Stevie B.*

Kevin Peterson/ WSTR: *Human League.*

Kandy Klutch/ G105: *Van Halen; Rednex; Duran Duran; Hootie & The Blowfish.*

Scott Chase/ WOVV: *Human League; Rappin' 4-Tay.*



Orlando Davis/ WXSR

Orlando Davis/ WXSR: *P.J. Harvey; Everything But The Girl; Our Lady Of Peace.*

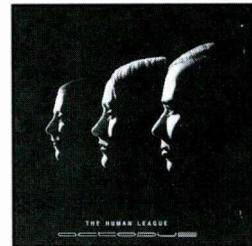
Scott Sands/ WNSL: *Duran Duran; Foreigner; Toad The Wet Sprocket; Bruce Springsteen.*

PRIME PICKS

AUTOMATIC CLUB

(Most mentions for established artists)

AUTOMATIC CLUB CHAMP



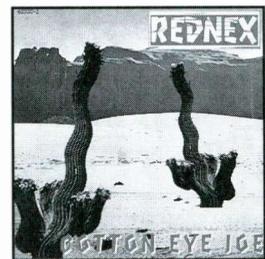
HUMAN LEAGUE, EASTWEST/EEG

Elton John, Rocket/Island
Foreigner, Rhythm Safari/Generama/Priority
Duran Duran, Capitol
Mike & The Mechanics, Atlantic/AG

THE BUZZ CLUB

(Most mentions for new/developing artists)

BUZZ CLUB CHAMP



REDNEX, BATTERY

Hootie & The Blowfish, Atlantic/AG
Dave Matthews Band, RCA
Belly, Reprise
Blues Traveler, A&M

PICKS TO CLICK

Nikki Nite/ WZYP: *Jayhawks; Human League.*
Damon Cox/ WAPE: *Portishead; Rednex; Keith Martin.*
Jonathan Pirkle/ Z94: *Ned's Atomic Dustbin; Belly; Annie Lennox; Jeff Buckley.*
Tony Steele/ KORQ: *Annie Lennox; Rednex; Human League.*
Jeff Hughes/ KNIN: *Human League; Danielle Brisebois; Fun Factory; Belly; T.L.C.*
Tom Steele/ Power Pig: *Rednex; Simple Minds.*
Jim Richards/ WWST: *Real McCoy; T.L.C.; Phil Collins w/ The Manhattan Transfer.*
Michael Steele/ 95.1 The Edge: *Nikki French; Waterlillies.*
Sean Phillips/ WILN: *Max-A-Million; Fun Factory; Cappella.*
Crash/ WABB: *Des'Ree.*
Tank Sherman/ WYAV: *Foreigner.*
Burke Allen/ WAEV: *Foreigner; Sheryl Crow; Firehouse.*
Rob Roberts/ WILN: *Technotronic; Londonbeat.*
Michael Storm/ KISX: *Human League; Foreigner.*
Leo Caro/ KCHX: *Seal; Hootie & The Blowfish; Foreigner.*
Brad Douglas/ KIXY: *Rednex; Gillette.*
J.J. McKay/ KNIN: *Adina Howard; T.L.C.*
T.J. McKay/ WNOK: *Mike & The Mechanics.*
Jack Diamond/ X99: *Blackstreet; NTC; Nate Dogg; H-Town.*
Michael Stuart/ Mix 103: *Blues Traveler; Foreigner; Bruce Springsteen.*
Gator Harrison/ Y107: *T.L.C.; The Rembrandts; Elton John.*
Jeri Banta/ WYKS: *Human League; Siouxsie & The Banshees.*
Karen Rite/ WMXS: *Mike & The Mechanics; Annie Lennox.*
Joel Widdows/ WLRS: *Elton John; Bruce Springsteen; Stevie Wonder.*
Rod Phillips/ WDDJ: *Belly; Human League.*

M IDWEST

Scott Laughlin/ WBNQ: *Human League; Belly; Rednex.*
Tommy Frank/ WZOQ: *Duran Duran; T.L.C.*
Kenny Knight/ WKBQ: *Dave Matthews Band; Blues Traveler; Duran Duran; Boyz II Men.*
Rich Panama/ WTCF: *Firehouse.*
Tom Garrett/ WZOK: *Human League; Hootie & The Blowfish; Portishead.*



Bill Mitchell/ WNDU

Bill Mitchell/ WNDU: *Human League; Foreigner; Mike & The Mechanics.*
Dana Lundon/ Z104: *Seal; Linda Ronstadt; Pharoah; Roula; Jeff Buckley.*
Chuck Geiger/ KISF: *Stone Temple Pilots; Hootie & The Blowfish; P.J. Harvey; R.E.M.; Star 69; Green Day import "Tired Of Waiting For You."*
James Baker/ KZIO: *Foreigner; Rednex; Human League; Dave Matthews Band.*
Josh Jones/ KQHT: *Dave Matthews Band; Fun Factory; Duran Duran.*
Dave Bavido/ WDEK: *Duran Duran; Blues Traveler; Blessid Union Of Souls.*
Scott Robbins/ WBNQ: *Luther Vandross.*
Jackie Johnson/ WIFC: *Human League; Dave Matthews Band; Hootie & The Blowfish.*
Duff Damos/ WIFC: *Adam Ant; Human League; Belly; Dave Matthews Band.*
Curt Kruse/ WVKS: *Boyz II Men; Elton John; Hootie & The Blowfish.*
John Riley/ WCIL: *The Primitives.*
Gretchen Corbett/ WGTZ: *Dave Matthews Band; Duran Duran; Sophie B. Hawkins.*
Rob Morris/ KDWB: *Van Halen; Elton John; Brandy.*
Michael Gamby/ WDBR: *Nikki French; Boyz II Men; Human League.*
Jon Norton/ KYYY: *Human League; Snap; Letters To Cleo.*
Bill Klaproth/ WDBR: *Elton John; Van Halen; Human League.*
Bob Beck/ KYYY: *Belly; Human League; Hootie & The Blowfish.*
Jimi Jamm/ KQKQ: *Diana King; Elton John; Stevie B.*
Jim Allen/ KQCR: *Elton John.*

W EST

Jon Zellner/ Mix 102.7: *Luther Vandross; Blessid Union Of Souls.*
Robert Elfman/ KMGZ: *Human League; Seal; Hootie & The Blowfish.*
Rick Stacy/ KKFR: *Fun Factory; Drew Downs; 4PM.*
Ray Kalusa/ Q106: *Foreigner; Sting "The Cowboy Song"; Live; Hootie & The Blowfish.*
Mark Todd/ KRQ: *Human League.*
Dave Christopher/ KSLY: *Rednex; Elton John; Brandy.*
R. Charles Snyder/ KTMT: *Mike & The Mechanics; Foreigner; Wolfgang Press.*
James Coles/ Hot 194: *Miss Jones.*
Lucy B/ Q105: *Montero f/ Immature; Vybe; Portrait; 4 Xample.*
Boogie D./ KJYK: *S'tasha; D.J. Quik; Diana King.*
Maurice DeVoe/ KKBK: *4 Xample; Montero w/ Immature; Dr. Dre; 2 Pac.*
Mark Radway/ KDUK: *Human League; Duran Duran.*



Rooster Rhodes/ Q105

Rooster Rhodes/ Q105: *Shabba Ranks; Usher.*
Glen Robbins/ KQIX: *P.J. Harvey; Letters To Cleo; Matthew Sweet.*
Greg Sims/ Star 100.7: *Jamie Walters; Danielle Brisebois.*

ONE TO ONE

Talent Tips

"Artist And Entertainer" by Jay Trachman

The artist is the creator. The entertainer is the executor. In the best performers, I think the two aspects live side by side. I'd like to just muse about these two slightly different concepts for a few minutes. I know there's a good deal of overlapping; I hope I'm not laying down false distinctions...because I think some of these fine points may be useful to us. Who is the artist in us? The one who has those occasional flashes — a play on words, a new insight into the human condition, a relating of two seemingly disparate events through a novel or funny concept. If you've had 'em, you know what I'm talking about: sometimes they appear so "out of the blue," you're reminded of great artists who have said "God" was their inspiration; they merely copied it onto paper. That's how mysterious a creative flash can be. When it's over, I can't help smiling. I feel like I've just added something original and worthwhile to the body of human knowledge. What satisfaction! What fulfillment!

**"OUR OUTPUT IS OUR GIFT TO HUMANITY,
AND ALL WE REALLY REQUIRE IN RETURN IS RECOGNITION,
AND PERMISSION TO CONTINUE."**

The artist is also a master — or captive — of an array of feelings others don't seem to have, at least not to the extent we do: sensitivity, vulnerability, self-absorption ("egotism" to the outside world), moodiness...Sometimes we seek out crowds, just to feel lonely in them... We write poetry when we're in love; but I write my *best* poetry when I've been rejected. Perceptions and feelings are our universe. Our output is our gift to humanity, and all we really require in return is recognition, and permission to continue.

The entertainer is a much more down-to-earth individual. His first priority is to figure out what his audience will respond to. That's his job — to make them respond. If he can use his/her artist's output, so much the better, but lots of successful entertainers work off scripts others have written. While the artist produces primarily for fulfillment, the entertainer is far better tuned into making a living.

His or her talent is in reading people, figuring out what they want, and how to supply it. Notice, almost all stand-up comics spend their first thirty seconds or so — not with their best gags — but with establishing a rapport with their audiences? That rapport is the difference between wrapping them in the palm of your hand, or having your material bomb. It's not just the material that goes over poorly — it's the entertainer. True — not all comedy material is of equal value...but without the rapport, the audience's inclination is to resent you. With it, they want you to succeed.

Are these meanderings of any practical use? Perhaps. I think it's worthwhile to understand these differing aspects of one's personality. There's a time to be an artist, and there's a time to be an entertainer...

The artist should be looking at his or her world through those one-of-a-kind eyes, seeking things to respond to, inviting him or herself to "think funny," becoming a collector of the silly, the absurd, and the unique. The artist creates the raw material of show prep.

The entertainer comes in *after* the "raw creativity" has been recorded (ideally on a pocket pad or a microcassette), and asks, "How can I present this so someone who's tuned in to me will respond to it?" In radio, that involves careful structuring for word efficiency and emotional impact.

It also involves, in a broader sense, "quieting down" the artist in us, when he/she threatens to interfere with our ability to make a living. The artist gets insulted at having to conform to someone else's rules. The entertainer knows that no matter how clever he/she may be, they'll starve if they can't get someone to pay for their performance. The artist wants to sit in the forest and think clever thoughts. The entertainer knows he/she has to show up for work every day and do a lot of non-creative things, in order to sustain his/her opportunities to perform. The artist makes your show unique. The entertainer makes it practical.

You can probably succeed in radio as an entertainer, even if you're not much of an artist. I don't know about the reverse. Understand that these are two aspects of the performer's personality, and there are times when one is appropriate and the other is not. Live your inner life as an artist. Earn your living as an entertainer. Good luck in understanding the difference.

Female Perspective

"Using Interns" by Barbara M. Richardson - WAJI, Ft. Wayne, Ind.

We have made good use of interns in recent years and I encourage you to do the same. Our interns are not paid. We've used college and high school interns and several have later become employees of the station. I can think of one who started with us in high school whom we are sure is going to be a huge radio owner one day!

We sent out letters to local colleges to post the internships available and tell them up front that it's not paid. They must get credits for their internship and must provide proof of same — a note from the professor, receipt for tuition, etc.

We sit down and have a meeting with them to define their levels of interest. And we try and work out a schedule

ONE TO ONE

ARTIST PROFILES

DIONNE FARRIS

She spent her childhood in Bordentown, New Jersey, where her mother nurtured her creative energy. As a youngster, Dionne performed in school and community choirs as well as in numerous musicals. Other forms of creative expression included thirteen years studying various forms of dance and, later, she pursued photography while in college.

But Dionne's main focus and foundation has always been music. She notes some of her influences as Sarah Vaughan, James Taylor, Aretha Franklin and Nancy Wilson, flavored with a bit of Gladys Knight, Donny Hathaway and Chaka Khan.

By her late teens she had become an active member of the New Jersey/New York club scene, performing with local bands and developing her writing skills. In 1990, she moved to Atlanta and began to explore its growing music community, working on projects with Jermaine Dupri, TLC and El DeBarge. She became the featured vocalist of Arrested Development and subsequently played an integral part of the success of their debut album.

Now on her own as an artist, Dionne has created a timely musical statement of discovery and determination. "I believe that good music is universal, and that we should open ourselves up to all of it and stop segregating music and artists. On this project, I just wanted to make good music and hope people like it."

Dionne wrote or co-wrote ten of her debut album's twelve songs. Using a pool of young musicians, Dionne recorded the bulk of "Wild Seed — Wild Flower" using live instruments. "Having musicians in the studio to help make what I was hearing come alive is something special," she says. (Source: Columbia Records Publicity Release.)

that will allow them to experience working in several areas. We provide them with hands-on experience, such as learning how to operate a four track, putting two elements of a commercial together, cutting a demo tape, cutting a production tape, having it critiqued and reviewed. We teach them how to work the board. They can help out when one needs a board op.

They do get some grunge jobs, but we really try to balance it out with substantial things. They do shredding, filing, updating libraries, organizing, etc. But they also get to help out the Majic Man on the street at remotes or events.

We have utilized interns most of all in promotions, because an extra pair of hands is always needed, and they're great for running errands. Make sure your insurance policy will cover them if they drive a station vehicle.

For someone interested in a marketing career helping with promotions is a huge benefit. What an education, to see how an event is put together from beginning to end, to see all the details involved the behind-the-scenes activity, as well as the final product. Near the end of their internships, we encourage them to put together an event from start to finish. Sometimes they think they

are pretty damn cool, until the first complaint comes in and they fall to pieces.

In programming, we have had them operate the board, help with the morning show, work in production, write a commercial and promo, dub tapes, etc. The key to a successful internship is getting those projects together that they can do. I try and put things aside that I think an intern can handle. That way there are more than enough small projects to keep them busy. The intern can't help write a promo, but they sure can go through the sound effects disks to find the ones needed.

Granted, it does take some of my time to organize enough activities in which an intern can help. But it's really worth it. I find that most of them are very quick and eager learners, and help in lots of ways. They are so enthusiastic to learn about the business that it does my heart good. And this where our future talent is coming from. So I have a responsibility...

Once we put the word out about using interns and once interns put the word out that we are a

good place to intern at, we found ourselves getting several requests each semester. We are finding more and more ways to use them...such as sales. I haven't convinced them yet, but think of just the errands to pick up copy and tapes that you could save an account executive

from...while at the same time giving someone job training, but not having to pay them as they learn. Well, I just don't have a bad word to say about working with interns.

If you aren't doing it already, explore the intern possibilities. I think you'll be pleasantly surprised in this day and age of downsizing, what a relief they can bring you...

ONE TO ONE: THE JOURNAL OF CREATIVE BROADCASTING

Jay Trachman, Publisher

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Fresno, CA 93794

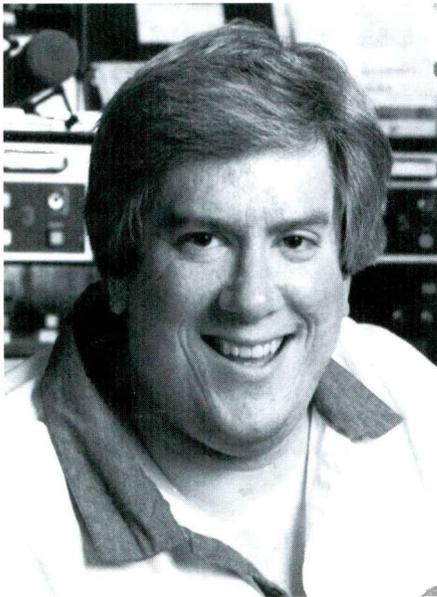
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QUESTION OF THE WEEK

When scheduling music, what's the #1 unbreakable rule?

EAST

Dave Skinner/ WLAN: Make sure it doesn't follow the same hour as yesterday.
Stew Shantz/ WSPK: Current rotation.
Lori Robbins/ WQGN: Dayparting or artist separation.
Mike Browne/ WRFY: Artist separation or look both ways before crossing the street.
Liz Jordan/ WERZ: Tempo.
Andy Shane/ Z100: If you're playing a record that doesn't test, make damn sure that the songs surrounding it are smashes.



Clarke Ingram/ WPXY

Clarke Ingram/ WPXY: Never play two stiffers in a row! Just kidding... it's never play two ballads back to back.
Kid Kelly/ WBHT: Make sure Danny Ocean continues to do the music logs, so I don't have to.
Mike Rossi/ WSTW: Tempo at the top of the hour.
Scott Shaw/ WNNK: Nothing but toast in the morning. i.e. - a song has to be burnt to make it on AM drive.
Tony Mascaro/ WPRO-FM: Minimum song and artist separation.
Tommy Edwards/ WPRR: Never schedule a song you don't like during your show.
Michelle Stevens/ WPST: Daypart and artist separation.

Steve McKay/ WSBG: Don't play two dance tunes back to back.
Rob Wagman/ 93Q: Artist separation.
Shawn Carey/ WHTO: Flow. Never more than 2 slows in a row.
Dan Persigehl/ WKEE: If there was one rule, it would be tempo. There are never two ballads back to back.
Camille Cashwell/ 92Q: Artist/song separation.
Dr. Michael Lynn/ Boss 97: Same artist, same hour.
Sean Robertson/ WENZ: Artist separation.
Neal Sharpe/ JET-FM: More than a one hour separation for the same artist.
Cat Sumner/ 103CIR: Artist separation.
Wally McCarthy/ WKDY: We don't have an unbreakable rule.
Ted Mathews/ 98.3 WESA: Play the hits... plain and simple.
Joe Friday/ B104: Two slow songs back-to-back (tempo).
Jay Towers/ Boss 97: Extremely fast to slow tempo.

SOUTH

Chris Taylor/ K92: Artist separation and log flow makes me smile.
Jimmy Steele/ KIXY: If you're playing the right music and it sounds good, rules are secondary and can be broken.
Orlando Davis/ WXHR: The #1 unbreakable rule is not putting Bush "Everything Zen" in the morning.
Adam Cook/ WXXL: Same hour separation, especially for the powers. And rotations, not more frequent than every 2 1/2 hours.
Kandy Klutch/ G105: Artist separation.
Kevin Peterson/ WSTR: No more than one Michael Bolton song per month.
Scott Chase/ WOVV: Dayparting.
Nikki Nite/ WZYP: Artist separation. And we're very strict on varying musical styles.
Damon Cox/ WAPE: Staying true to flow.
Jonathan Pirkle/ Z94: Gender.
Rich Stevens/ WFKS: Two new songs back-to-back.
Tony Steele/ KORQ: Never move your current.
Jeff Hughes/ KNIN: Don't play two ballads back-to-back.
Tom Steele/ Power Pig: Be finished by 5:00.

Scott Sands/ WNSL: It's got to sound good.
Jim Richards/ WWST: It has to be a hit.
Michael Steele/ 95.1 The Edge: Always leave the computer on.
Sean Phillips/ WILN: I find myself torn... mentally asunder, unable to choose between the two scheduling rules that I feel have been the key to my success in radio. The first rule being never play two Columbia records back-to-back. The audience just can't take that kind of 'hit' factor of playing too many pieces of big red product in a row. The second rule is to keep Gjerdrum busy filling out the weekend schedule while you're putting the music together. That guy couldn't hear a hit if it drove over him in a white Bronco.
Crash/ WABB: Artist separation.
Tank Sherman/ WYAV: Hour and daypart rotations.
Burke Allen/ WAEV: Never let any of the jocks close to the Selector.
Michael Storm/ KISX: Never schedule too many ballads in a row.
Leo Caro/ KCHX: Artist separation.
Brad Douglas/ KIXY: Never play two Boy George records back-to-back.



Rod Phillips/ WDDJ

Rod Phillips/ WDDJ: Always play a song for Kevin Kay at Island Records.
J.J. McKay/ KNIN: Tempo.
Joel Widdows/ WLRS: Artist separation and balance of sound.

QUESTION OF THE WEEK

T.J. McKay/ WNOK: Always be of a fresh mind when you sit down in front of the computer.

Jack Diamond/ X99: Be fresher than the other guy.

Michael Stuart/ Mix 103: Artist/group separation.

Gator Harrison/ Y107: Never play two stiffs back-to-back.

Jeri Banta/ WYKS: Artist separation.

Karen Rite/ WMXS: Artist separation.

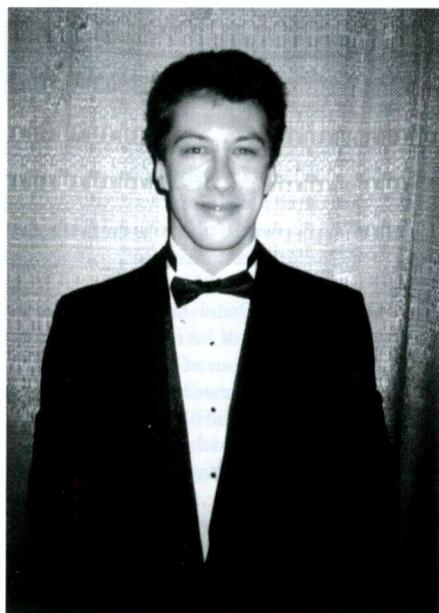
MIDWEST

Scott Laughlin/ WBNQ: Horizontal movement.

Bill Mitchell/ WNDU: Artist separation.

Tommy Frank/ WZOQ: Artist separation.

Kenny Knight/ WKBQ: Two unfamiliar songs back to back.



James Baker/ KZIO

James Baker/ KZIO: Artist separation, and disc protection, which is real important with our system.

Tom Garrett/ WZOK: Artist separation.

Rich Panama/ WTCF: Never play two Urban records back to back.

Dana Lundon/ Z104: Don't forget to put the log in the studio! Actually, same hour separation from day to day.

Jim Cerone/ WZPL: More than anything else, we look for flow. Does one song flow well into the next?

Chuck Geiger/ KISF: Daypart restriction, and artist group separation.

Josh Jones/ KQHT: No Urban to Modern Rock segues.

Scott Robbins/ WBNQ: Two types of music back-to-back.

Dave Bavidio/ WDEK: Make sure your dayparted songs fit the daypart you're dayparting them for.

Duff Damos/ WIFC: Making sure the same song doesn't play in the same time slot the next day.

John Riley/ WCIL: Always wash your hands before scheduling music.

Gretchen Corbett/ WGTZ: Artist separation.

Rob Morris/ KDWB: Hour rotation.

Michael Gamby/ WDBR: Never eat "Susie Q's" while scheduling music because you can ooze chocolate on the keys.

Jon Norton/ KYYY: Don't play night records during the day.

Bill Klaproth/ WDBR: Balance and flow.

Bob Beck/ KYYY: Only play Prince when you have to.

Jimi Jamm/ KQKQ: It has to flow.

Jim Allen/ KQCR: Yesterday's song rule.

WEST

Jon Zellner/ Mix 102.7: It's a tie between minimum separation and clock mood.

Robert Elfman/ KMGZ: A tie between tempo, gender and type.

Rick Stacy/ KKFR: That it sounds great! That the station is compelling, and not boring.

Ray Kalusa/ Q106: Artist separation and making sure that Al and Greg's favorite songs come on while they're driving home.

Mark Todd/ KRQ: Strength of record, then sound and variety.

Dave Christopher/ KSLY: Artist separation.

R. Charles Snyder/ KTMT: Dayparting.

James Coles/ Hot 194: Artist separation.

Rooster Rhodes/ Q105: No Country.

Boogie D/ KJYK: Don't play two Rap songs back-to-back.

Maurice DeVoe/ KKBT: Scheduling too many ballads in a row.

Mark Radway/ KDUK: Artist separation.

Glen Robbins/ KQIX: Definitely tempo. Keep the flow.

Greg Sims/ Star 100.7: Turn the computer on.

Tom Gjerdrum/ Star 100.7: When Sean Phillips and I were on tour in the U.K. (i.e. Big Chung King and LaChoy Boy) with Human League, I discovered that Sean had problems with tempo. This handicap would later impede his ability to schedule music. Frankly, Sean can't beat a drum.

Joey Arbagey/ KMEL: Never play two unfamiliar records back-to-back.

Sonia Jimenez/ KGGI: Horizontal separation.

Chet Buchanan/ KUBE: Any hour with less than three Boyz II Men songs should be thrown out.



Bob Perry/ Hot 97.7

Bob Perry/ Hot 97.7: We do extensive manual scheduling here, focusing on a good balance of the different styles of music. i.e. Freestyle, Hip Hop, ballads... so that the audience gets perceived variety.

Michael Martin/ Wild 107: No stiffs!

Bottom Line

Artist Separation
Dayparting
Tempo
Flow
Two Ballads Back-to-Back

NEXT WEEK'S
QUESTION:

What song is so good that
you can't get out of the car
until it's over?

DR. DRE

"KEEP THEIR HEADS RINGIN'"

#1 Most Added At Crossover:

WERQ
WHHH
WPGC
WPOW

WJMH
KMEL
KBXX
KYLD

KHQT
KKBT
KWIN

Early Believer: POWER106

FROM THE ORIGINAL MOTION PICTURE SOUNDTRACK



FRIDAY

ALSO NEW SONGS FROM
ICE CUBE • CYPRESS HILL • SCARFACE • MACK 10 • 2 LIVE CREW
E-A-SKI • THREAT • FUNKDOOBIEST • THA ALKAHOLIKS
THE ISLEY BROTHERS • BOOTSY COLLINS AND BERNIE WORRELL

PRIORITY
10 YEAR ANNIVERSARY

PRIORITY
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NEW LINE CINEMA

DR. DRE
PRODUCTIONS

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Street BEAT

ON THE BEAT

DR. DRE IS BLOWIN UP! IT'S THE BOMB!... Priority's **Nancy Levin** and **Anne Marie Reggie** blow in with a HUGE week of Reports on Dr. Dre "Keeps Their Heads Ringin" (Priority). This is the first single from the upcoming "Friday" motion picture. Big Believers can be found coast-to-coast: WPGC's **Albie Dee**; KMEL's **Joey Arbagey**; 92Q's **Russ Allen**; POWER 96's **Frank Walsh**; WHHH's **Carl Frye**; THE BOX's **Greg Head**; WJMH's **Mary Kay**; Z90's **Jeff Nelson**; and, WILD 107's **Michael Martin**. POWER 106's **Bruce St. James** was first to hit the air with this phat track. 92Q's **Camille Cashwell** said it best... "THIS SHOULD BE A NO-BRAINER!"

MCA's **Bruce Tenenbaum** leaves some great music in the hands of tag-team partner **Mark Gorlick**. IV Xample (No Pun Intended!) "I'd Rather Be Alone" (MCA) has plenty of company. Joining the crowd: Q105's **Lucy Barragan** and WJMN's **Cat Collins**. WHHH; 92Q and WOCQ also jump on board... It's also one of "Street Beat's Best Vibes Of The Week!"... **Mary J. Blige** "I'm Goin Down" (Uptown/MCA) grabs new support from B95's **Mark Adams** and POWER 96's **John Rodgers**.

Island's **Marthe Reynolds** is on a roll with **Montell Jordon** "This Is How We Do It" (PMP/Island). KGGI's **Sonia Jimenez**, HOT 105's **Pete Jones**; KWIN's **Bob Lewis** and HOT 97's **Tracy Cloherty** are new believers!... 4PM "Lay Down Your Love" (Next Plateau/London/Island) is new at KUBE. **Shellie Hart & Chet Buchanan** give the green light.

Interscope is HOT again! Blackstreet "Joy" (Interscope) is getting some early vibes WILD 107, **Michael Martin** believes! ...2 Pac "Dear Mamma" (Interscope) is blowin up. New reports: 92Q; WHJX; HOT 97.7; and KIX 106!

FMQB told you **Stevie B** "Dream About You" (Emporia/Thump) was a smash! Need more proof? KKFR; KHFI; KKSS; KWIN and KBFM put it into rotation. Call-out on this is amazing! Do you want females? You need this!...TRUST ME!

Columbia continues to build a story on **Pharo** "I Show You Secrets" (Columbia). KZFM's **Mike Steele & Charlie Maxx** give the go-ahead!... **Keith Martin** "Never Find Someone Like You" (Columbia) gets new support from KGGI and KZHT... **Mariah Carey** "Music Box" (Columbia) is generating some interest! B95's **Mark Adams** is into it. If you need some fresh **Mariah**, this might be the track!

Big Beat has a Grammy-Award winning song for you! DJ **GARY Q** (super mixer at BOSS 97/Atlantic City) has produced a remix of **Sheryl Crow's** "All I Wanna Do" (Big Beat/AG) featuring the vocals of **Joanne Farrell**. Limited-edition white labels are now in the mix! If you've been waiting for a Dance/Club production of this award winning tune, It will be well worth the wait!... **Fabu** "Just Roll" (Big Beat) is new at Z90! Check it out. Call **Heidi Jo Spiegel** NOW!

Tommy Boy's Mike Becce gets B96 on K7, "Move It Like This" (Tommy Boy)!... Have you heard **Naughty By Nature** "Craziest"? The BOX, 92Q and HOT 97 put it right in, no questions asked!

NEWZ!...

MCA Sr. VP Of Promotion **Bruce Tenenbaum** resigns! (see "Grapevine")... "Flava 1580" WPGC-AM PD **M.D. Throb** resigns, **Dave Ferguson** (Dr. Dave) will handle programming in the interim. Candidates send tape & resumes to **Jay Stevens**, Ops Mgr. WPGC-FM & AM... WKSE/Buffalo has a new PD. Former MD, **Sue O'Neal** gets the J-O-B!... KKFR still needs a MD/night jock. T&R to **Rick Stacy**... A virgin might have the POWER!... WJJS MD **David Lee Michaels** is upped to PD! ... Be sure to Check out FMQB's Profilin' This week I have a hart-to-hart chat with KUBE MD, **Shellie Hart**.

STREET BEAT BUZZZZZ...

Diana King "Shy Guy" (WORK): **Burt Baumgartner** and **Johnny Coppola** have been received with open arms at Crossover with this QUALITY track. This girl can sing and the whole song just has a cool vibe. It is also one of "Street Beat's Best Vibes Of The Week!" New Reports: Q105's **Rooster Rhodes**; KLUC's **Cat Thomas**; WHJX's **Greg Brady** and KJYK. Could this be something?... YES! "Don't Wait or You'll Be Late."

BONUS BEATS: (Beats To Check Out!)

Spanish Fly "Daddy's Home" (Upstairs)
The Roots "Silent Treatment" (Geffen)
Fabu "Just Roll" (Big Beat)
Roula "Lick It" (SOS/ZOO)
Max-A-Million "Fat Boy" (SOS/ZOO)
Asha "Get You Alone" (ZYX)
Newton "Sky High" (Critique)
Dana Dane "Rollin Wit Dane" (Maverick)
DJ Quik "Safe & Sound" (Profile)
Usher "Think Of You" (La Face/Arista)
Nikki French "Total Eclipse Of The Heart" (Critique)
Spragga Benz "A-1 Lover" (Capitol)

SUPER SHOUT OUT:

To **Bruce** "Don't Forget I Have You On Tape, Mr. MCA Sports" **Tenenbaum**... A TOTAL CLASS ACT! Best Of Luck!

SHOUT OUTS:

Mark "Don't Be Shai" **Gorlick**; **Shellie Hart**; **Anita Baker**; **Sylvia Rhone**; **Greg Thompson**; **Judy Buck**; **Glenn Kalina**; **Jay Towers**; **Mike Browne**; **Andrea Newton**; **Bobbi** "Great Show" **Silver**; **Dick** "He Is A Real Eagles Fan" **Vermeil**; **Danny Ocean**; **Mike Rossi**; **Gary** "Six-Points" **Q!**; **Camille Cashwell**; **David Lee Michaels**.

Dial The Digits.....609-424-7080

I'm Out.....C-Ya!

—Bob Burke

Street BEAT

PROFILIN'

Shellie Hart, M.D., KUBE/Seattle

Give us a brief Shellie Hart history.

Bob Case (KUBE OM) once told me, and it's great advice for Program Directors, "You find talent in the most unusual places." My story began at a record store in Seattle called Orpheum Records. I was there for five years, and at the same time I had just landed a gig at a high school station, not as a high school student, but as an evening supervisor, at C89, a Dance music station. That eventually led to becoming a Music Director. I was programming that station and buying 12-inch singles for the record store. I did that for about four or five years and developed quite a base in the market. The station did really well. It's a 10,000 watt station that was (and still is) very effective in the market with selling and developing new music, particularly-Dance. Anything from Depeche Mode to Erasure to Real Life, that kind of 80's music. I started a Mix show and was on the air as well. From there Bob Case hired me to do "Saturday Night Hot Mix" at KUBE. I started out doing weekends, and I just worked my way up to Music director. I also host the midday show.

What movie best describes your life so far and why?

Forrest Gump!... because I happen to always be in the right place at the right time, and when given the window of opportunity, I run with it!

Take us inside a KUBE music meeting. What's it like?

It's fun... it's challenging... it's a hell of a way to start a week! I actually look forward to it. It happens first thing on Monday morning, right at the crack of dawn. It's Bob Case, **Mike Tierney**(PD), **Chet Buchanan**(APD), myself, and **Colleen Cassidy** from the Clifton chain. We sit down and we go through all the rotations. We decide what we're going to spin for the week as far as rotations go. Then, throughout the day, maybe Mike and I will get together at the end of my air shift, and spend an hour or two listening to music. We'll put in a good chunk then, but as the week goes along, if something exciting comes into the radio station, we're not going to wait until Monday to put it in.

What three songs sound awesome back-to-back on KUBE?

T.L.C. "Red Light Special," Real McCoy "Runaway," and TA-DOW!... Ice Cube "What Can I Do?"

Is Chet Buchanan really the man?

Is there a rumor that he might be really the woman?



KUBE's sound is leaning rhythmic again. Why?

It's exactly what the market expects from us.

What's the one song that would keep you in the car until it was over and why?

Dionne Farris "I Know." It's a girl anthem! It's like good sex; why would I stop before it was over?

How do you get the vibe?

I live it... I know the lifestyle. It's a personal challenge to anticipate trends.

"Sleepless In Seattle" might be Seattle's claim to fame. What is Shellie Hart's?

Being a true Music Director with spirit! Music Directors are a dying breed. People who take great pride in it and are not just somebody who schedules music, but very active in trying to get records on the radio station, and break records in the market. Being in touch with retail and clubs. I take a lot of pride in being a Music Director.

How do you feel about your favorite family TV series "Hart To Hart" coming to an end?

I never knew it even started again!

What will Shellie Hart be doing by the year 2000?

Still sitting in front of Selector, trying to schedule a perfectly balanced radio station. I'm sure of it!

SHOUT OUTS: (Shellie would like to graciously stroke the following)

There are too many to mention... I love them all, and you know who you are!

KUBE 93 JAMS

Street Scenes



GRAMMY STUFF!... LaFace Records President L.A. Reid and wife, PEBBLES at the BMG post-Grammy bash with Arista Reccrds' KENNY G and wife Lyndie .



MORE GRAMMY STUFF!... MCA's post-Grammy dinner was unbelievable' (L To R): Al Tellex, Chairman and CEO, MCA Music Entertainment Grocp; Uptown/MCA's HEAVY D; and Richard Palmese, President MCA Records, and Co-Chair of the 1995 Grammy Host Committee.



A GIANT SHIRLEY TEMPLE PARTY AT PAT O'BRIEN'S!... This crew was spotted in New Orleans slammirg down Shirley Temples! (L To R): Jean Johnson-Giant Head Of Pop Promotion; WFLZ PD B.J. Harris; Lenny Lyons; Nikkie Kohl; WFLZ MD Lisa Guintoli-Giant Regional Promotion Manager.



BEBE CECE and JJ!... Recently in New York, JANET JACKSON hooked up with old friends, Grammy-Award winning BEBE & CECE WINANS!



JUNIOR PUTS HIS LOVIN' ARMS AROUND BILLIE RAY!... Sre/EEG recording artist Billie Ray Martin recently visited Junior Vasquez's New York studio to brainstorm and write for her upcoming debut album due in July.



U GO GIRLS!... EMI recording artist JOI (center) is surrounded by the membes of Brownstone, Blackgirl, Jade, Arrested Development, Aaliyah & others upon the completion of the song "Freedom" for the upcoming Mario Van Peebles film, "Panther".

NOTE: You send em'...I'll print em': Bob Burke-FMQB "Street Scenes" 1930 East Marlton Pike. F-36 Cherry Hill, NJ. 08003

Street BEAT

VIBES

WOCQ/ MARYLAND WOKIE MAN

2 Pac *Dear Mama*
Keith Murray *Get Lifted*
IV Xample *I'd Rather Be Alone*

B96/ CHICAGO ERIK BRADLEY

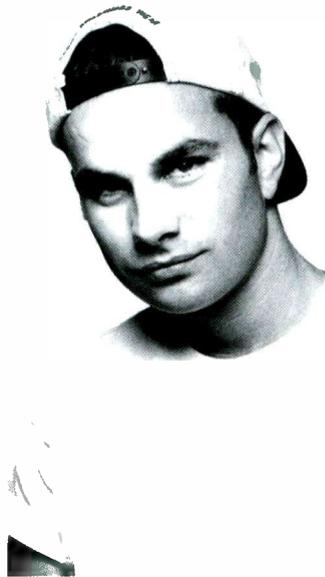
Jon B. *Pretty Girl, Someone To Love*
Nikki French *Total Eclipse Of The Heart*
Technotronic *Move It To The Rhythm*
Duran Duran *White Lines*
DJ Tragic *Show Me Your Face*

B104/ ALLENTOWN JOE FRIDAY

Diana King *Shy Guy*
Nikki French *Total Eclipse Of The Heart*
Human League *Tell Me When*

92Q/ BALTIMORE CAMILLE CASHWELL

Dr. Dre *Keep Their Heads A Ringin'*
2 Pac *Dear Mama*
Diana King *Shy Guy*
Brand New Heavies *Spend Some Time*



Joey Arbagey

KMEL/ SAN FRANCISCO JOEY ARBAGEY

Rappin' 4-Tay *I'll Be Around*
2 Pac *Dear Mama*
Da Buckets *The Bomb*

BOSS 97/ ATLANTIC CITY DR. MICHAEL LYNN

Pharao *I Show Secrets...* "If you're tempo driven, it's for you!"
Rednex *Cotton Eye Joe...* "Big song in the trailer parks."
Roula *Lick It...* "Lick it before you play it!"

KGGI/ RIVERSIDE SONIA JIMENEZ

Fabu *Just Roll*
Naughty By Naughty *Craziest*
DJ Quik *Safe & Sound*

WOVV/ WEST PALM BEACH SCOTT CHASE

Rappin' 4-Tay *I'll Be Around*
Nikki French *Total Eclipse Of The Heart*
Bone, Thugs & Harmony *Thuggish, Ruggish, Bone*
Lil' Suzy *Promise Me*

KUBE/ SEATTLE CHET BUCHANAN

Dr. Dre *Keeps Their Heads Ringin'*
Subway *This Lil' Game We Play*
Fun Factory *Close To You*
95 South *Rodeo*

BOSS 97/ ATLANTIC CITY JAY TOWERS

Human League *Tell Me When*
Portrait *I Can Call You*
Rednex *Cotton Eye Joe*

Q105/ OXNARD LUCY BARRAGAN

Monteco f/Immature *Is Is Me?*
IV Xample *I'd Rather Be Alone*
Portrait *I Can Call You*
Vybe *Take It To The Front*

Top TEN Reasons for Submitting New Headshots to FMQB

(From the Home Office in Cherry Hill, NJ)

10. Our copy of the old one has too many dart holes in it.
9. In your old shot you looked like death warmed-over.
8. Your picture is on too many... milk cartons and post office walls.
7. After the plastic surgery, you just look better.
6. You've turned into a profit hungry corporate pirate.
5. The last shot was okay, but lose the cap and gown.
4. Calvert DeForest laughs when he sees you in Question Of The Week.
3. The sex change went through.
2. You've added two chins.
1. One word: Rogaine.



Don't let this be you!

Street BEAT

X99/ KNOXVILLE
JACK DIAMOND

Blackstreet *Joy*
NTC *My Luv 4 U*
Nate Dog *One More Day*
H-Town *Emotions*

WILD 107/ SAN FRANCISCO
MICHAEL MARTIN

Dr. Dre *Keep Their Heads Ringin'*
Blackstreet *Joy*
Real McCoy *If You Should Ever Be Lonely*

Q105/ OXNARD
ROOSTER RHODES

Shabba Ranks *Let's Get It On*
Usher *Think Of You*

POWER PIG/ TAMPA
TOM STEELE

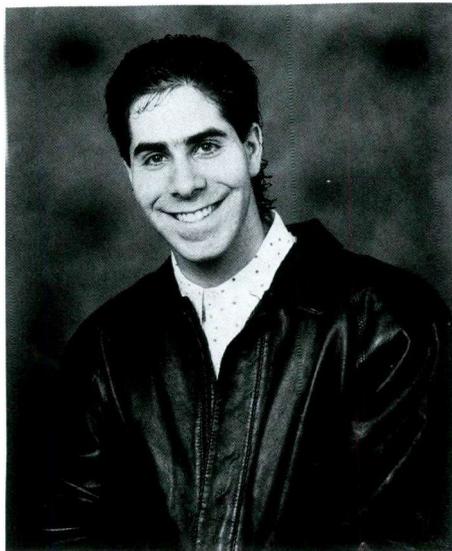
Soul For Real *Candy Rain*
T.L.C. *Red Light Special*
Real McCoy *Runaway*

HOT 194/ HONOLULU
JAMES COLES

Dr. Dre *Keep Their Heads Ringin'*
Miss Jones *Where You Wanna Be Boy*
Black Pantha *Do What U Want*
Rottin' Razkals *Oh Yeah*
Skeeta Ranx *I Like*



Dr. Dre
"Keep Their Heads Ringin'"
(Priority)



Jeff Andrews

B96/ CHICAGO
JEFF ANDREWS

Kut Klose *I Like...* "I like this one... killer melody and vocals."
Stevie B. *Dream About You...* "Reminds me of his former hit 'Because I Love You'."
Fast Eddie/DJ Funk *Pump It...* "Local Chicago artists... great samples... killer hip-house track."
20 Fingers/Gillette *Mr. Personality...* "Another local Chicago artist... Huge phones... If you're a Crossover station try cut #4 on the CD."
Le Clique *Tonight Is The Night...* "Another Euro-hit in the same vein as Real McCoy and Fun Factory."

KKBT/ LOS ANGELES
MAURICE DeVOE

IV Xample *I'd Rather Be Alone*
Monteco f/Immature *Is It Me?*
Dr. Dre *Keep Their Heads Ringin'*
2 Pac *Dear Mama*

KNIN/ WITCHITA FALLS
JEFF HUGHES

Fun Factory *Close To You*
T.L.C. *Red Light Special*

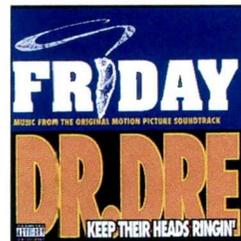
KIXY/ SAN ANGELO
BRAD DOUGLAS

Gillette *Mr. Personality*
Rednex *Cotton Eye Joe*

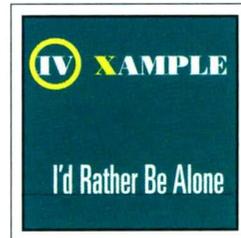
KJYK/ TUCSON
BOOGIE D

S'tasha *Free*
DJ Quik *Safe And Sound*
Diana King *Shy Guy*

BEAT'S BEST VIBES



Dr. Dre
"Keep Their Heads Ringin'"
(Priority)



IV Xample
"I'd Rather Be Alone"
(MCA)



Diana King
"Shy Guy"
(Work)

BEAT'S BUZZZZ!



Diana King
"Shy Guy"
(Work)

MIX IT UP

MIX IT UP

MetroMix

Homan & Harris

- | | |
|--|-----------------------------|
| Gloria Estefan | "Everlasting Love" |
| Corona | "Rhythm Of The Night" |
| Billie Ray Martin | "Your Loving Arms" |
| Rednex | "Cotton Eye Joe" |
| Judy Cheeks | "Respect" |
| Ce Ce Peniston | "Keep Givin' Me Your Love" |
| Human League | "Tell me When" |
| Clubzone | "Hands Up" |
| Kenny "Dope" presents the Buckethheads | "These Sounds Fall Into..." |
| Pharao | "I Show You Secrets" |
| Londonbeat | "Come Back" |
| Blondie | "Atomic" |
| Newton | "Sky High" |
| Technotronic | "Move It To The Rhythm" |
| Montell Jordan | "This Is How We Do It" |
| Kym Sims | "I Must Be Free" |
| Duran Duran | "White Lines" |
| Cynthia | "How I Love Him" |
| George Lamond | "It's Always You" |
| Jocelyn Enriquez | "Big Love" |



Philadelphia, Tony Harris

- | | |
|-------------------|---------------------------|
| Gloria Estefan | "Everlasting Love" |
| Ce Ce Peniston | "Keep Givin' Me Your..." |
| Londonbeat | "Come Back" |
| Traci Lords | "Control" |
| Pet Shop Boys | "Yesterday When I Was..." |
| Swing 52 | "Color Of My Skin" |
| Mack Vibe | "Mr. Meaner" |
| Billie Ray Martin | "Your Lovin' Arms" |
| Fun Factory | "Close To You" |
| Clubzone | "Hands Up" |
| Waterlillies | "Never Get Enough" |
| Cynthia | "How I Love Him" |
| Erasure | "I Love Saturday" |
| Repercussions | "Promise me Nothing" |
| Groove Collective | "Watchugot" |
| Pharao | "I Show You Secrets" |
| Rednex | "Cottoneye Joe" |
| Lagaylia | "Shower Me With Love" |
| Blondie | "Atomic" |
| Shanice | "I Like" |



Philadelphia, Robbie Tronco

- | | |
|-------------------------|--------------------------|
| Urban Discharge | "Drop A House" |
| Billie Ray Martin | "Your Lovin' Arms" |
| Waterlillies | "Never Get Enough" |
| Madonna | "Bedtime Stories" |
| Bucket Heads | "Those Sounds Fall Into" |
| Kathy Sledge | "Another Star" |
| Jondi & Speech | "Jack-O-Muffin" |
| Tronco Traxx | "Walk-4-Me" |
| Wink | "Don't Laugh" (remixes) |
| Ce Ce Peniston | "Keep Givin' Me You..." |
| Everything But The Girl | "Missing" |
| Real McCoy | "Runaway" |
| Fun Factory | "Close To You" |
| The Cotton Club | "Nujack" |
| 2 In A Room | "Ahora" |
| Shades Of Love | "Body To Body" |
| 51 Days | "Paper Moon" |
| Night Man | "Paul's Pain" |
| Sara Parker | "My Love Is Deep" |
| Fire Fly | "Supernatural" |



WOVV, Dr. Mixx

- | | |
|----------------------|----------------------------|
| Stevie B | "Funky Melody" |
| K-7 | "Move It Like This" |
| Max-A-Million | "Fat Boy" |
| Heavy D & The Boyz | "This Is Your Night" |
| Fun Factory | "Close To You" |
| Roula | "Lick It" |
| Lil' Suzy | "Promise Me" |
| Cynthia | "How I Love Him" |
| Sex Club | "Big Lover Man" |
| La Bouche | "Sweet Dreams" |
| Crystal Waters | "What I Need?" |
| Bone Thugs-n-Harmony | "Thuggish Ruggish Bone" |
| Blast | "Crazy Man" |
| 69 Boyz | "Kitty Kitty" |
| Real McCoy | "Runaway" |
| Crazy L'eggs | "If You're Happy & You..." |
| Gloria Estefan | "Everlasting Love" |
| Duran Duran | "White Lines" |
| Too Cool Chris | "Work That Body" |
| Toni DiBar | "Do It" |



Atlantic City, Gary "Q" Quintin

- | | |
|------------------|-------------------------|
| EP | "Hot Mixers On Wax" |
| Billy Ray Martin | "Your Loving Arms" |
| Amazing Manfred | "Let me Be Free" |
| Rednex | "Cottoneye Joe" |
| Cynthia | "How I Love Him" |
| Real McCoy | "Runaway" |
| Waterlillies | "Never Get Enough" |
| Gillette | "Mr. Personality" |
| Trans. Under. | "Templehead" |
| Bucket Heads | "These Sounds" |
| 740 Boyz | "Shimmy Shake" |
| Sara Parker | "My Love Is Deep" |
| Blondie | "Atomic" |
| Jon Secada | "Mental Picture" |
| Digi Soul | "Lift Me Up" |
| Le Click | "Tonight Is The Nite" |
| Shades Of Love | "Body To Body" |
| Technotronic | "Move It To The Rhythm" |
| B-Tribe | "Nadie Entiende" |
| Josh Wink | "Don't Laugh" |



Allentown, Chris Baraket

- | | |
|-------------------|---------------------------|
| Stevie B. | Funky Melody |
| Ini Kamoze | Here Comes The... |
| Ace Of Base | Livin' In Danger |
| Sweet Tea | Breath Again |
| Reality | Wanna Get Busy |
| Janet Jackson | You Want This |
| Crystal Waters | What I Need |
| Rhythm & Co | Stay With Me |
| Zhané | Shame |
| Brand New Heavies | Spend Some Time |
| Collage | Diana |
| The Chosen Few | Funky Jumpy Music |
| Tha Alkaholiks | Daaam |
| Max-A-Million | Fat Boy |
| Gloria Estefan | Everlasting Love |
| Dr. Alban | Away From Home |
| PMD | Swing Your Own Thing |
| Ce Ce Peniston | Keep Giving Me Your Love |
| Bruce Baps | Just A Little Bit Of Love |
| Tha Dogg Pound | What Would You Do? |

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ADDS

VAN HALEN	"Can't Stop..."	Warner Bros.
DURAN DURAN	"White Lines"	Capitol
JEFF BUCKLEY	"The Last..."	Columbia
NATE DOGG	"One More Day"	Deathrow/Interscope
RAPPIN' 4-TAY	"I'll Be Around"	Chrysalis/EMI
M. JORDAN	"This Is How..."	PMP/RAL
S. MCLACHLAN	"Hold On"	Arista

HEAVY

BOYZ II MEN	"Thank You"	Motown
CRANBERRIES	"Ode To My..."	Island
SHERYL CROW	"Strong Enough"	A&M
GREEN DAY	"When I Come..."	Reprise Rec.
HOOTIE...	"Hold My Hand"	Atlantic/AG
LIVE	"Lightning..."	Radioactive
THE OFFSPRING	"Gotta Get Away"	Epitaph
TLC	"Red Light..."	LaFace

JAM OF THE WEEK

NOTORIOUS...	"Big Poppa"	Bad Boy Ent.
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STRESS

BRANDY	"Baby"	Atlantic/AG
BROWNSTONE	"If You Love Me"	MJJ Music/Epic
BUSH	"Everything Zen"	Tra./Interscope/AG
D.MATTHEWS	"What Would..."	RCA
M. ETHERIDGE	"If I Wanted..."	Island
DIONNE FARRIS	"I Know"	Columbia
HOLE	"Violet"	DGC
LETTERS TO...	"Here And Now"	Giant
OASIS	"Live Forever"	Epic
TOM PETTY	"You Wreck Me"	Warner Bros.
RANCID	"Salvation"	Epitaph
SOUL FOR REAL	"Candy Rain"	Uptown/MCA
SPONGE	"Plowed"	Chaos/Columbia
VAN HALEN	"Can't Stop..."	Warner Bros.

ACTIVE

BELLY	"Now They'll..."	Sire/Reprise
MARY J. BLIGE	"I'm Goin' Down"	Uptown/MCA
BON JOVI	"Someday I'll..."	Mercury
JEFF BUCKLEY	"The Last..."	Columbia
COLLECTIVE...	"Gel"	Atlantic/AG
DA BRAT	"Give It 2 You"	SoSo Def/WORK
DURAN DURAN	"White Lines"	Capitol
ADINA HOWARD	"Freak Like Me"	Mecca Don/EW/EEG
ELTON JOHN	"Believe"	Rocket/Island
M. JORDAN	"This Is How..."	PMP/RAL
NATE DOGG	"One More Day"	Deathrow/Interscope
RAPPIN' 4-TAY	"I'll Be Around"	Chrysalis/EMI
D. SANDERS	"Must Be The..."	Bust It
SIMPLE MINDS	"She's A River"	Virgin
SOUNDGARDEN	"The Day I..."	A&M
STONE ROSES	"Love Spreads"	Geffen
SUBWAY	"This Lil'..."	Biv 10/Motown
J. WALTERS	"Hold On"	Atlantic/AG
S. WONDER	"For Your Love"	Motown

ON

BAD RELIGION	"Infected"	Atlantic/AG
CORROSION...	"Clean My..."	Columbia
EXTREME	"Hip Today"	A&M
THE JAYHAWKS	"Blue"	American
M. MANSON	"Lunchbox"	Interscope/AG
S. MCLACHLAN	"Hold On"	Arista
SLASH'S...	"Beggars..."	Geffen
TYPE/NEGATIVE	"Black No. 1"	Roadrunner

NEW ON 120 MINUTES:

ELASTICA "Connection" (DGC Records); **JEFF BUCKLEY** "The Last Goodbye" (Columbia); **GOO GOO DOLLS** "Only One" (Warner Bros.); **FOSSIL** "Moon" (Hi Fi Recordings/WB); **SEBADOH** "Rebound" (Sup Pop).

NEW ON YO! MTV RAPS:

ICE CUBE "Lil Ass Gee" (Priority); **BLAK PANTA** "Do What U Want" (Tommy Boy); **NAUGHTY BY NATURE** "Craziest" (Tommy Boy).

XL

M. ETHERIDGE	"If I Wanted..."	Island
EAGLES	"Love Will..."	Geffen
HOOTIE...	"Hold My Hand"	Atlantic/AG
SHERYL CROW	"Strong Enough"	A&M
MADONNA	"Take A Bow"	WB

LARGE

TOM PETTY	"You Wreck Me"	Warner Bros.
DIONNE FARRIS	"I Know"	Columbia
BOYZ II MEN	"On Bended Knee"	Motown
ELTON JOHN	"Believe"	Rocket/Island
DES'REE	"You Gotta Be"	550
G. ESTEFAN	"Everlasting Love"	Epic
BONNIE RAITT	"You Got It"	Arista
R.E.M.	"Bang & Blame"	Warner Bros.
V. WILLIAMS	"The Sweetest..."	Mercury
STONE/PILOTS	"Interstate..."	Atlantic/AG

MEDIUM

MARTIN PAGE	"In The House..."	Mercury
DES'REE	"Feels So High"	550
ANNIE LENNOX	"No More I..."	Arista
ADAM ANT	"Wonderful"	Capitol
STING	"This Cowboy..."	A&M
SIMPLE MINDS	"She's A River"	Virgin
HOOTIE...	"Let Her Cry"	Atlantic/AG
BLESSID...	"I Believe"	EMI
ROLL/STONES	"I Go Wild"	Virgin
FOREIGNER	"Until The End..."	Priority

CUSTOM

BROWNSTONE	"If You Love Me"	MJJ Music/Epic
KARYN WHITE	"Can I Stay..."	Warner Bros.
L. VANDROSS	"Love The One..."	Epic
S. WONDER	"For Your Love"	Motown
S. MCLACHLAN	"Hold On"	Arista
THE JAYHAWKS	"Blue"	American
BOYZ II MEN	"Thank You"	Motown
BLUES...	"Run Around"	A&M
V. WILLIAMS	"You R Loved"	Atlantic/AG
ANITA BAKER	"I Apologize"	Elektra
CRANBERRIES	"Ode To My..."	Island
D. MATTHEWS	"What Would..."	RCA
BRANDY	"Baby"	Atlantic/AG
DAVE STEWART	"Jealousy"	Elektra
N II U	"I Miss You"	Arista
BARRY WHITE	"Come On"	A&M
PLANT & PAGE	"Thank You"	Atlantic/AG

ADDS

ROLL/STONES	"I Go Wild"	Virgin
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OPPORTUNITIES

EAST

WPST, Trenton needs Morning Co-host. Are you plugged in? Do you "get it?" Looking for someone who is strong on entertainment and lifestyle info, has a quick wit, and a unique way of looking at life! T&R to Michelle Stevens, WPST, 221 Witherspoon St., Princeton, NJ 08542.

98.5 KRZ N.E.P.A.'s #1 CHR is still looking for the right 7-mid killer. Big phones a must. Rush your tape, resume, and photo by yesterday to: 305 Highway 315, Pittston, PA 18640. Attn: Ken Medek.

WAAF-FM Program Director. Album oriented Rock. Bruce Mittman, 200 Frieberg Parkway #4000, Westborough, MA 01581, 617-236-1073.

WZLX-FM Parttime air talent. Classic Rock. Buzz Knight, 200 Clarendon Street, Boston, MA 02116, 617-267-0123.

WKNE-FM Midday A.T. Hot AC. Gary James, P.O. Box 466, Keene NH 03431, 603-352-9230.

WCSO-FM On-air Program Director. Adult Contemporary. Rob Bryner (GM), P.O. Box 6713, Portland, ME 04101, 207-775-6321.

WWFX-FM :AM Dr. A.T./Prod. Dir. Mainstream CHR. Sky Taylor, 12 Acme Road #107, Brewer, ME 04412, 207-989-7363. Fax: 207-989-7366. Solid, dependable, topical talent on-air who can also generate some creative production needed for the far Nor'east CHR WWFX. Send Sky a sample of your best air work & production reel as well.

WEQX-FM On-air Music Director/P.T. A.T. New Rock. Gary Schoenwetter, P.O. Box 1027, Manchester, VT 05254, 802-362-4800.

WMXV-FM Program Director & Music Director. Adult Contemporary. Mark Bench (GM), 485 Madison Avenue, New York, NY 10022, 212-752-3322.

WWKS-FM On-air News Director. Rock Adult Contemporary. Pittsburgh Mkt. Carl Anderson, 1316 7th Avenue, Beaver Falls, PA 15010, 412-846-4100. Fax: 412-843-7771.

WKRZ-FM Nighttime A.T. Mainstream CHR. Ken Medek, 350 Hwy. 315, Pittston Twnshp, PA 18640, 717-883-9800.

WAFL-FM On-air Assist. P.D. Hot AC. Post Office Box 808, Milford, DE 19963, 302-422-7575.

WJFK-FM Production Director. Talk/NAL. Jeremy Coleman, P.O. Box 3649, Washington, DC 20007, 703-691-1900. Talented pro with little ego but big work ethic needed for choice Prod. gig in nation's capitol.

WLTF-FM :AM Drive A.T. Adult Contemporary. Dave Popovich, One Radio Lane, Cleveland, OH 44114, 216-696-4444.
WPGC-AM Program Director for Hip-Hop formatted "Flava 1589." T&R to Jay Stevens, 6301 Ivy Lane, Ste. 800, Greenbelt, MD, 20070.

SOUTH

WBAB has a rare on-air opening for nighttime jock. If you're creative, topical and can say lots in few words, rush us your tape! Also seeking PT AT. T&R: Jeff Levine, WBAB, Box 1240, LI 11704.

WBAB Marketing Manager. Seeking organized go-getter to implement an aggressive marketing effort in U.S. #14 market. Portfolio, salary history to: Jeff Levine, WBAB, Box 1240, LI 11704.

WIYY-FM Production Director. Album Oriented Rock. Rick Strauss, 3800 Hooper Avenue, Baltimore, MD 21211, 410-889-0098. Position open ASAP! Creative studio work and digital exp. appreciated. If you can make magic between the tunes, rush commercial & promo reel (cassette) now.

WAPE-FM :AM Dr. Co-host. CHR. Jeff McCartney, 9487 Regency Sq. Blvd. #95, Jacksonville, FL 32225, 904-725-9273.

WILN-FM :PM Drive A.T. CHR. Sean Phillips, 8317 Front Beach Rd. #21, Panama City, FL 32407, 904-233-6606.

WXXL-FM Late night A.T. CHR. Orlando Mkt. Adam Cook, 337 S. Northlake Blvd., Altamonte Springs FL 32701, 407-339-1067.

WFKS-FM Midday A.T. CHR. Daytona Beach Mkt. Rich Stevens, 801 West Granada Blvd., Ormond Beach, FL 32704, 904-672-9210.

WMXQ-FM Program Director. Hot AC. Bernie Barker (GM), 2146 Highland Ave., Birmingham, AL 35204, 205-933-9274.

WABB-FM On-air Music Director. CHR. Cruze, P.O. Box 2148, Mobile AL, 36652, 205-432-5572.

KHOM-FM :AM Drive A.T. Hot AC. New Orleans Mkt. Bill Thorman, 2306 West Main, Houma, LA 70360, 504-876-5466.
KDMX-FM Production Director & P.T. A.T. Adult Contemporary. C/O Kelly Ashley, 1353 Regal Row, Dallas, TX 75247, 214-688-0641.
KNNC-FM Air Talent. New Rock. Austin Mkt. Lynn Barstow, 804 Austin Ave., Georgetown, TX 78626, 512-863-0077.
Power 105.5/Power 97.9 has an immediate opening for middays at Americas only satellite CHR Music Channel One & KMCK-NW Arkansas. Call Dan 501-521-5128. Go hogs!

MIDWEST

WBIZ-FM On-air Music Director. CHR. Beau Landrey, 500 Division Street, Stevens Point WI 54481, 715-835-5111.

KQHT-FM (Future Air Talent). CHR. Jay Murphy, P.O. Box 1037, Grand Forks, ND 58206, 701-746-1413.

WKBQ-FM On-air Program Director & Promotions Director. CHR. Bill Viands (GM), 1360 Hampton, St. Louis, MO 63139, 314-644-1380.

WEST

KIOI-FM :PM Drive Producer. Hot AC. Dave Shakes, 700 Montgomery, San Francisco, CA 94111, 415-956-5101.

KSJO-FM Production Talent. Album Oriented Rock. Dana Jang, 1420 Koll Circle, San Jose, CA 95112, 408-453-5400.

KWIN-FM :PM Drive/Promo Dir. CHR. Bob Lewis, 6820 Pacific Avenue #2, Stockton, CA 955207, 209-476-1230.

KZZU-FM :PM Drive A.T. CHR. Ken Hopkins, 140 South Arthur #505, Spokane, WA 99202. 509-536-5555.

KIOK-FM Program Director. T&R and salary history to P.O. Box K, Tri-Cities, WA 99302.

Information provided by:



Job Tip Sheet



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800-231-7940 937 WILD GINGER TRAIL, WEST CHICAGO, IL 60185

(Stations: List jobs for free/cover EEO responsibility)

STATION REPORTS

MAJORS EAST

92Q, Baltimore P.D.-Russ Allen/M.D.-Camille Cashwell ...410-332-8200 New: Naughty By Nature; Dr. Dre; 2 Pac; IV Example.

98PXY, Rochester, NY P.D.-Clarke Ingram/ M.D. J.J. Rice New: Van Halen; Boyzone; Brandy; Technotronic; Brownstone.

B94, Pittsburgh P.D.-Buddy Scott/M.D.-John Cline... 412-381-8100 New: Blessid Union of Souls; Elton John; Rednex.

HOT97, New York City P.D.-Steve Smith/A.P.D.-Paco Lopez/M.D.-Tracy Cloherty... 212-840-0097 New: M.Jordan; Naughty by Nature; Notorious Big.

KISS108, Boston O.M.-Dale Dorman/P.D.-John Ivey/M.D.-Tad Bonvie... 617-396-1430 New: Human League; Des'Ree; D.King; Letters To Cleo; L.Vandross.

PRO-FM, Providence P.D.-David Simpson/M.D.-Tony Mascaro... 401-433-4200 New: Brandy.

STAR104.5, Phila. P.D.-Chuck Knight/M.D.-Ann Gress...215-668-0750 New: V.Williams.

WIOQ, Phila. P.D.-Glenn Kalina/ M.D.-Dee Dee McGuire...215-667-8100 New: Human League.

WJMN, Boston P.D.-Cadillac Jack McCartney/M.D.-Cat Collins...617-290-0009 New: IV Example; Rappin' 4-Tay; R.Saadiq.

WKSE, Buffalo P.D.-Brian Burns/ /M.D.-Sue O'Neill...716-884-5101 New: Dave Matthews Band; Soul For Real; TLC; Stone Temple Pilots; Bush.

WKSS, Hartford VP/Programming-Jay Beau Jones/M.D. Tina Simonet 203-249-9577 New: TLC; Live; L.Vandross; Techno; Toad The Wet Sprocket.

WPGC, Wash. P.D.-Jay Stevens/ M.D.-Albie D.... 301-441-3500 New: Dr. Dre; Rare Essence; Scarface/Ice Cube.

WPLJ, New York City VP/Prog.-Tom Cuddy/ P.D.-Scott Shannon/Asst. P.D./M.D.-Mike Preston...212-613-8900 New: B.Raitt; Blessid Union of Souls.

WPLY, Philadelphia, PA P.D.-Garett Michaels/A.P.D./M.D.-Chuck Tisa...610-565-8900 New: Bush; B.Springsteen; Human League.

WPST, Trenton, NJ P.D.-Michelle Stevens/Asst. P.D./M.D.-Dave McKay New: Bon Jovi.

WRQX, Wash. P.D.-Randy James/M.D.-Linda Silver...202-686-3100 New: None.

WTIC-FM, Hartford P.D.-Paul Cannon/ Asst. P.D.-Steve Salhany/M.D.-Tony Bristol...203-522-1080 New: Foareigner; L.Vandross; Van Halen.

WUSL, Phila. O.M.-Dave Allen/ M.D.-CeCe McGhee...215-483-8900 New: P.Perry; Zhané; IV Example; Blackstreet; Channel Live.

WWKX, Providence P.D.-Scotty Snipes/ M.D.-Tom Naylor...508-222-1320 New: Fun Factory; Messiah; Blessid Union of Souls; Black Girl; Diana King; 2 Pac; Snow.

Z100, New York City V.P./Dir. Ops. & Prog.-Steve Kingston/M.D.-Andy Shane...212-239-2300 New: None.

SOUTH

99X, Atlanta P.D.-Brian Philips/Asst. P.D.-Leslie Fram/M.D.- Sean Demery... 404-266-0997 New: Weezer.

B97, New Orleans P.D.-Scott Wright...504-581-7002 New: Duran Duran; Elton John; Hootie & The Blowfish; Human League; Blues Traveler; A.Lennox.

THE BOX, Houston O.M./P.D.-Robert Scorpio/ M.D.-Greg Head...713-978-7328 New: Boyz II Men; Dr. Dre; Naughty By Nature; Usher; Brownstone.

FM100, Memphis P.D.-Steve Conley/M.D.-Henry Nelson...901-726-0555 New: D.Farris; Elton John; Foreigner.

KDMX, Dallas Asst. P.D./ M.D.-Steve Knoll...214-688-0641 New: None.
KHMX, Houston P.D.-Pat Paxton/A.P.D.-Barry McKay/M.D.-Rich Anhorn... 713-790-0965 New: S.Crow.

KJMZ, Dallas P.D. Thomas Bacote... 214-556-8100 New: Brownstone; Blackstreet; Fabu; K.Murray.

KRBE, Houston P.D.-Tom Poleman/M.D.-Paul Bryant...713-266-1000 New: Real McCoy; A.Lennox.

POWER96, Miami P.D.-Frank Walsh/ M.D. John Rogers...305-653-6796 New: Enchanted; Dr. Dre; Rednex; Gillette; Subway; M.J.Blige.

PWRPIG, Tampa P.D.-B.J. Harris/ Asst.P.D.-Jeff Kapugi/ M.D.-Tom Steele...813-839-9393 New: Blessid Union of Souls; Blues Traveller; Brandy.

WAPE, Jacksonville, FL P.D.-Jeff McCartney/A.P.D.-Tony Mann/M.D.-Damon Cox...904-642-1055 New: Human League; Van Halen.

WDJX, Louisville, KY P.D.-Chris Shebel/ Asst.P.D./M.D.-Jill Meyer...502-589-4800 New: Van Halen; Oasis; S.B.Hawkins.

WEDJ, Charlotte P.D.-Brian Bridgman/M.D.-Michael Steele ...704-399-6195 New: Rednex; Technotronic; Duran Duran.

WHJX, Jacksonville, FL M.D.-Tim Virgin...904-696-1015 New: B.McKnight; TLC; D.J. Smurf.

XL106.7, Orlando, FL P.D.-Adam Cook/ M.D.-Larry D...407-339-1067 New: Stevie B.; Live; Human League.

Y100, Miami P.D. Casey Keating/M.D. Al Chio ...305-620-9299 New: Blessid Union of Souls.

Y107, Nashville P.D.-Charlie Quinn/A.P.D.-Tom Peace/M.D.-Gator Harrison... 615-256-6556 New: Hootie & The Blowfish; Duran Duran; Blues Traveler; All-4-One; Human League.

Z104 (WNVZ), Norfolk P.D.-Don London/ A.P.D.-Larry Davis/M.D.-Sean Sellers... 804-497-1067 New: TLC; Gillette.

STATION REPORTS

MIDWEST

B96, Chicago P.D.-Todd Cavanah/M.D.-Erik Bradley... 312-951-3763 Bus. Office: 944-6000
New: B.R.Martin; DJ Tragic; K7.

KDWB, Minneapolis P.D.-Mark Bolke/ M.D.-Rob Morris... 612-340-9000 New: Van Halen; Elton John.

KISS107.3 (KISF), Kansas City P.D.-Chuck Geiger/M.D. Booker Madison... 816-254-1073
New: P.J.Harvey; STP; Hootie & The Blowfish; Belly; Lennox; Toad The Wet Sprocket.

Q95FM, Detroit P.D.-Steve Weed/Music Coordinator-Fred Buchalter... 313-967-3750
New: None.

Q102, Cincinnati P.D.-Jimmy Steal/ M.D.-Brian Douglas... 513-763-5500 New: None.

WHHH, Indianapolis P.D.-Scott Wheeler/M.D.-Carl Frye... 317-293-9600 New: Dr. Dre; L.Vandross; IV Example; Duran Duran.

WHYT, Detroit P.D.-Rick Gillette/Asst. P.D./M.D.-Mark Jackson/Research Dir. Mark Wussazer... 313-871-3030 New: Caulfields; Weezer; J.Hatfield; Faith No More.

WKBQ, St. Louis P.D.-Cruze/M.D.-Kenny Knight... 314-644-1380 New: Dave Matthews; Duran Duran; Blues Traveler; M.Page; Foreigner.

WNCI, Columbus, OH P.D.-Dave Robbins/ M.D.-Dan Bowen... 614-224-9624 New: None.

WZPL, Indianapolis P.D.-Jim Cerone... 317-879-9999 New: Human League.

WEST

THE BEAT (KKBT), Los Angeles V.P. Prog.-Keith Naftaly/A.P.D.-Harold Austin/M.D.-Maurice DeVoe... 213-466-9566 New: M.J.Blige; Dr. Dre; Rappin 4-Tay.

HOT97.7, San Jose P.D.-Bob Perry/A.P.D.-Trevor Carey/M.D.-Peter Manriquez... 408-943-0770 New: 2 Pac; Rednex; Dr. Dre; Whigfield; Fun Factory.

KFMB, San Diego P.D.-Tom Gjerdrum ... 619-292-7600 New: Jade; The Eagles; J.Walters; S.Crow.

KGGL, Riverside, CA P.D.-Carly Ferreri/M.D.-Sonia Jimenez... 909-684-1991 New: M.Jordan; Real McCoy; K.Martin.

KISN, Salt Lake City P.D.-Jim Morales... 801-262-9797 New: Hootie & The Blowfish; A.Lennox.

KKFR, Phoenix, AZ P.D.-Rick Stacy/A.P.D.-Super Snake/M.D. Mario DeVoe... 602-258-6161
New: Human League; Stevie B.

KKRZ, Portland, OR P.D.-Ken Benson/A.P.D./M.D.-Eric Murphy... 503-226-0100 New: 2 Unlimited.

KMEL, San Francisco V.P./Programming- Keith Naftaly/O.M.-Dave Shakes/P.D.-Michelle Santosuosso/M.D.-Joey Arbagey... 415-391-1061 New: Des'Ree; Spanish Fly; The Coup; Blackstreet; TLC; Dr. Dre.

KS104, Denver P.D.-Mark Feather... 303-721-721-9210; Fax: 303-721-1435 New: A.Howard; Max-A-Million; Subway.

KSF102.5, Sacramento P.D.-Rick Thomas... 916-920-1025 New: Boyz II Men; Rappin' 4 Tay; Blessid Union of Souls; 4 P.M..

KUBE, Seattle P.D.-Bob Case/M.D.-Shellie Hart... 206-285-2295 New: Technotronic; 4 P.M.; Usher.

KVRY, Phoenix, AZ P.D. Steve Elliott/M.D. Dave Cooper... 602-964-4000 New: Foreigner; J.Waite; R.Marx.

KWOD, Sacramento P.D.-Alex Cospere... 916-448-5000 New: Cake; Faith No More; Mike Watt; J.Hatfield.

KZHT, Salt Lake City P.D.-Gary Waldron/M.D.-Gary Michaels... 801-264-8250 New: L.Vandross; K.Martin; D.Farris; M.J.Blige.

LIVE105, San Francisco P.D.-Richard Sands/M.D.-Steve Masters... 415-512-1053 New: J.Hatfield; Cake; Rancid.

MIX107.5(KWMX), Denver P.D.-John Peake/A.P.D./M.D.-Randy Logan... 303-370-1447
New: Foreigner; S.Crow.

POWER106, Los Angeles P.D.-Michelle Mercer/M.D.-Bruce St. James... 818-953-4200

New: Blackstreet; Skee-Lo; DJ Quik; Subway.

Q99FM, Salt Lake City P.D.-Gary Waldron/M.D.-Gary Michaels... 801-264-8250 New: B.Springsteen; Letters To Cleo; Indigo Girls; Duran Duran; Human League; Seal.

Q106 (KKLQ), San Diego P.D.-Greg Stevens/A.P.D./M.D.-Ray Kalusa ... 619-565-6006
New: Human League; Real McCoy; L.Vandross.

STAR101.5, Seattle P.D. John Dimick/Asst. P.D./Creative Dir.-Mark Allen... 206-223-5703
New: A.Lennox.

Z90, San Diego O.M.-Lisa Vazquez/M.D.-Jeff Nelson... 619-585-9090 New: Snow; Fabu; Dr. Dre.

SECONDARIES
EAST

95 WAYV, Atlantic City, NJ P.D.-Marc Hunter
New: Human League; Foreigner; Dave Matthews Band; TLC; Toad The Wet Sprocket.

95XIL, Parkersburg, WV P.D.-Larry Hughes/M.D.-Melissa O'Kelly New: Foreigner; A.Lennox; Mike & The Mechanics.

98.3/WESA, Charleroi/Pittsburgh, PA P.D.-Ted Mathews New: Green Day; Boyz II Men; Brownstone.

103CIR, Beckley, WV O.M.-Bob Spencer/M.D. Joe Hovanski/M.D.-Cat Sumner New: Brownstone; Duran Duran.

103.7PEAK-FM, Portland, ME P.D.-Gary Roberts/M.D.-Samantha Wilde New: Indigo Girls; H.Connick; B.Springsteen; L.Vandross; Toad The Wet Sprocket.

BOSS97, Atlantic City, NJ P.D.-Michael Lynn New: Human League; 2 Unlimited; S.Crow.

FUN107, New Bedford, MA P.D.-Jim Reitz New: N.French; L.Vandross; TLC; D.King.

JET-FM, Erie, PA P.D.-Neal Sharp/M.D.-Michael Dee New: E.John; A.Lennox.

KC101-FM, New Haven, CT O.M.-Glen Beck/P.D.-Steve Wilson New: None.

STATION REPORTS

T102, Pottsville, PA P.D.-Paula Parez/M.D.-Skip Carr **New:** Foreigner; The Human League; The Cranberries; Duran Duran; Belly; Oasis; M.Jordan; S.DeMarchi.

W100, Carlisle, PA P.D./M.D.-Ben Barber **New:** Boyz II Men; A.Baker; Wolfgang Press.

WBHT, Wilkes-Barre/Scranton, PA P.D.-Kid Kelly/M.D.-Danny Ocean **New:** Van Halen; Cranberries; Toad The Wet Sprocket.

WERZ, Seacoast, NH O.M./P.D.-Jack O'Brien **New:** Foreigner; Portishead; L.Vandross; Human League; Duran Duran; Belly.

WGLU, Johnstown, PA P.D.-Rich Adams **New:** Blues Traveler; Dave Matthews Band; Foreigner; Human League.

WHTO, Williamsport, PA P.D.-Shawn Carey **New:** Siouxsie & Banshees; L.Vandross; Indigo Girls; Human League; Belly.

WIMX, Harrisburgh, PA P.D.-Ed August/A.P.D./M.D.-Jeff Mason **New:** Bon Jovi; Dave Matthews Band; S.Easton; A.Lennox; D.O'Brien; L.Vandross.

WIKN, State College, PA P.D.-Rod Stacey **New:** Toad The Wet Sprocket; Human League.

WKEE, Huntington, WV P.D.-Dan Persighal/A.P.D.-Jim Gregory/M.D.-Gary Miller **New:** 14-A.Lennox.

WKRZ, Wilkes-Barre, PA P.D.-Ken Medek/M.D. Jerry Padden **New:** Rednex; Stone Temple; Human League.

WLAN, Lancaster, PA M.D.-Dave Skinner **New:** Pearl Jam; Toad The Wet Sprocket; Indigo Girls; Foreigner; Luther Vandross; Gillette; Duran Duran.

WMRV, Binghamton, NY O.M./P.D. Bill Sheridan **New:** Human League; Foreigner; Simple Minds; Belly.

WNKI, Elmira, NY **New:** The Human League; Belly; Foreigner; Mike & The Mechanics; Gillette.

WNNK, Harrisburg, PA O.M./P.D.-John O'Dea/Asst.P.D.-Hollywood Heffelfinger/M.D.-Scott Shaw **New:** Foreigner; TLC; Human League; Dave Matthews Band.

WNTQ, Syracuse P.D.-Dave Edwards/M.D.-

Rob Wagman **New:** Rednex; TLC; N.French.

WOCQ, Ocean City, MD P.D.-Don Duckman/A.P.D.-Wookie/M.D.-Mari Lou **New:** A.Baker; Blackstreet; IV Example; 2 Pac; Fabu.

WOSC, Ocean City, MD P.D.-L.J. Smith/M.D.-Jeff Cushman **New:** Firehouse.

WPRR, Altoona, PA P.D.-Tommy Edwards **New:** Human League; Foreigner; Seal; Belly.

WQGN, Groton, CT P.D.-Frank Carofano/A.P.D./M.D.-Liz Jordan **New:** Human League; Bush; L.Vandross; Dave Matthews Band; Foreigner; Boyz II Men; TLC.

WQIC, Lebanon, PA O.M./P.D.-Steve Todd/M.D.-Rich Firestone **New:** 7-P.Droge.

WQKX, Sunbury, PA P.D.-Tom Morgan/M.D. Aaron Collins **New:** A.Lennox; The Cranberries; D.Farris; Oasis; Belly.

WQXA, York, PA M.D.-Bobby D **New:** Real McCoy; Human League; Brandy.

WRFY, Reading, PA P.D.-Al Burke/M.D.-Mike Browne **New:** Dave Matthews Band; The Badlees; Mike & The Mechanics; Letters To Cleo; A.Lennox; Sponge.

WSBG (POWER 93.5), Stroudsburg, PA P.D.-Steve McKay/A.P.D. Jay Scott **New:** Rednex; Foreigner; The Human League; T.James; The Badlees.

WSPK, Poughkeepsie, NY P.D.-Stew Schantz/M.D.-Scotty Mac **New:** 1-Human League; Rednex.

WSTW, Wilmington, DE P.D.-Mike Sommers/M.D. Mike Rossi **New:** Boyz II Men; A.Lennox; Foreigner; Hootie & The Blowfish.

WVSR, Charleston, WV P.D.-Bill Shahan **New:** Foreigner; The Human League; Rednex; TLC; Duran Duran.

WWFX, Bangor, ME **New:** None.

WYCR, York, PA O.M.-Rick McCauslin/P.D. Davey Crockett **New:** Human League; Bush; Portishead.

Z89, Syracuse, NY P.D.-Melanie Kaye/M.D.-Dion Summers **New:** TLC; 2 PAC; D.King; R.Saadiq; Des'ree; Blackstreet.

SOUTH

BAYOU104, Lake Charles, LA P.D.-Brett Dumler **New:** All-4-One.

G105 (WDCG), Durham/Raleigh, NC A.P.D./M.D. Kandy Klutch **New:** None.

K106, Beaumont, TX P.D.-Mark Landis/M.D.-Jack Daniels **New:** Seal; Indigo Girls; Fun Factory; Foreigner; Human League; Dave Matthews Band.

KBFM, McAllen/Brownsville, TX P.D. -Billy Santiago M.D. Hurricane Shane **New:** Boyz II Men; D.King; Stevie B.

KCHX, Midland/Odessa, TX P.D.-Clayton Allen **New:** Human League; L.Vandross; Bush; Seal; Van Halen; D.King; Foreigner.

KHFI, Austin O.M./P.D.-John Roberts/M.D.-Fernando Ventura/A.M.D.-Krash Kelly **New:** TLC; S.Crow; Stevie B.; Human League; Real McCoy.

KISX, Tyler, TX P.D.-Michael Storm **New:** Live; Human League; Foreigner.

KIXY, San Angelo, TX O.M./P.D. Jimmy Steel/M.D.-Brad Douglas **New:** Gillette; Rednex; G.Estefan; S.Wonder.

KMCK, Fayetteville, AR P.D.-Dan Hentschel/M.D.-Mike Chase **New:** Blues Traveler; L.Vandross; Human League; Foreigner; TLC.

KNIN, Wichita Falls, TX P.D.-J.J. McKay **New:** Human League; Fun Factory; Boyz II Men.

KOLZ, Fayetteville, AR M.D.-Sandy Scott **New:** Boyz II Men; Duran Duran; Van Halen.

KORQ, Abilene, TX P.D.-Tony Steele/M.D.-Don Cole **New:** The Human League; Siouxsie & The Banshees; Rednex; A.Lennox.

KQIZ, Amarillo, TX P.D.-Ted Kelly **New:** Human League; L.Vandross; A.Lennox; A.HOward; Maxi-A-Million; 4 Him.

KQXY, Beaumont, TX P.D.-Pam Pace/P.D. Skid Marx **New:** Rednex; Van Halen; E.John; Fun Factory.

KRRG, Laredo, TX M.D.-Michael J. Lang/Asst.M.D.-A.B. "The Hitman" **New:** Real

STATION REPORTS

McCoy; Foreigner; Boyz II Men; Belly; Quiet Riot.

KSMB, Lafayette, LA P.D.-Bobby Novosad/M.D.-Kurt Kruzer New: T.L.C.; Belly; Human League; Blessid Union Of Souls; A.Howard; Rednex.

KWTX, Waco, TX P.D.-Tom Martens/M.D.-Flash Phillips New: Human League; Blues Traveler; D.King.

KZFM, Corpus Christi P.D.-Mike Steele/A.P.D./M.D. Charlie Maxx New: L.Vandross; Rappin 4-Tay; Duran Duran; Pharrao.

KZII, Lubbock, TX O.M.-Mark Harlan/P.D.-Chuck Luck/M.D.-Jay Shannon New: Blues Traveler; Duran Duran; Hootie & The Blowfish; Foreigner; Dave Matthews Band.

107.5 The Eagle, Winston-Salem/Greensboro, NC O.M./P.D.-Tom Jackson/A.P.D./M.D.-Jeff McHugh New: V.Williams; R.Marx; M.Etheridge; J.Secada.

WA1A, Melbourne, FL 32901 P.D.- Dan Deeton M.D.- Mike Lowe New: Rednex; Human League.

WABB, Mobile, AL P.D.-Dusty Hayes New: The Primitives.

WAEV, Savannah, GA P.D./Operations Mgr.-Burke Allen New: E.John.

WDDJ, Paducah, KY P.D.-Rod Phillips New: Foreigner; B.Springsteen; Belly; Human League; Duran Duran; Rednex.

WFMF, Baton Rouge, LA P.D./M.D.-Johnny Ahysen New: Brandy; T.L.C.; Gillette; Rednex; Blues Traveler.

WHY, Montgomery P.D.-Willie B./M.C.-Joshua Fleming New: Toad The Wet Sprocket; Stone Temple Pilots; Hootie & The Blowfish; Human League.

WILN, Panama City, FL P.D.-Robbie Raggs & Hawk Harrison/M.D.-Crash Test Opie New: Green Day.

WJMH-FM, Greensboro, NC P.D.-Brian Douglas/M.D.-Jonathan Dunnings New: 41-Brandy; 38-Brownstone; 22-Dr. Dre; 17-M.J.Blige; 17-K.Murray; 13-Northeast Groovers; 13-Channel Live; 6-TLC.

WNSL, Hattiesburg, MS P.D.-Rick James/A.P.D.-Scott Sands/M.D.-Kevin Vaughn New: Foreigner; Stone Temple Pilots; Mike & Mechanics; Human League; Indigo Girls.

WPFM, Panama City, FL P.D.-Michael J. Stone New: Certain Distant Suns; Goo Goo Dolls; J.Hatfield; Our Lady Peace; Blues Traveler.

WRHT, Greenville, NC O.M.-Dave Mack/P.D.-Ryan Walker/M.D.-Gina Gray New: Belly; Eagles; Londonbeat; Rednex.

WXKB, Fort Myers, FL P.D.-Chris Cue/M.D.-Randy Sherwyn New: Human League; Brandy; Stevie B.; All-4-One.

WXSR, Tallahassee, FL P.D.-Jay Cresswell/M.D.-Orlando New: R.E.M.; Human League; P.J.Harvey; Our Lady Peace; J.Hatfield; Belly; Certain Distance Suns.

WXLK, Roanoke/Lynchburg, VA O.M.-Ashby Coleman/P.D.-Chris Taylor New: Dave Matthews Band.

WYKS, Gainesville, FL P.D.-Jeri Banta New: Human League; Siouxsie & The Banshees; Rednex.

WZNY, Augusta, GA P.D./M.D.-Bruce Stevens New: E.John; Blues Traveler; Hootie & The Blowfish; Oasis; Boyz II Men.

WZYP, Huntsville, AL P.D.-Cat Thomas/M.D.-Nikki Nite New: The Human League.

Z94.3, Knoxville, TN O.M.-Jonathan W. Pirkle New: Hootie & The Blowfish; Belly; Hole; Human League.

MIDWEST

99KG, Salinas, KS M.D. Joe West New: A.Lennox.

ENERGY88.7, Chicago IL P.D.-Rob Creighton; M.D. Christina Smith New: None.

KFRX, Lincoln, NE Interim P.D.-Sunny Valentine New: Belly; Duran Duran; Seal.

KG95, Sioux City, IA A.P.D./Promo Dir./M.D.-Jerry Liby New: Foreigner; Dave Matthews Band.

KHITS, Tulsa, OK P.D./M.D.-Michael Ring New: L.Vandross; Dave Matthews Band; Foreigner;

Human League; B.Springsteen.

KJ103, Oklahoma City, OK P.D.-Mike McCoy/M.D.-"Billy The Kidd" New: Rednex; Human League; L.Vandross; Dave Matthews Band; Belly.

KKRD, Wichita, KS P.D.-Jack Oliver/M.D.-Greg Williams New: Gillette; A.Homark; Dave Matthews Band; Human League.

KKXL, Grand Forks, ND P.D.-Rick Acker/M.D.-Kory Lee New: B.Springsteen; TLC.

KLYV, Dubuque, IA P.D.-Joe Dawson/A.P.D./M.D.-Scott Thomas New: L.Vandross; Maxi A Million; Susie & Banchees; Bon Jovi; Human League.

KMGZ, Lawton, OK P.D.-Robert Elfman New: None.

KOCC, Oklahoma City, OK P.D.-Mike Migneault/M.D.-Scott DeBoard New: Londonbeat; Simple Minds.

KQHT, Grand Forks, ND P.D.-Jay Murphy/A.P.D./M.D.-Josh Jones New: E.John; Londonbeat; Fun Factory.

KQKQ, Omaha, NE P.D.-Dan Kieley/M.D.-Jimmy Jamm New: TLC; Blessid Union Of Souls; Toad The Wet Sprocket.

KROC, Rochester, MN P.D.-Brent Ackerman/A.P.D.-Bill Davis/M.D.-Derek Moran New: A.Lennox; Rednex.

KYYY, Bismarck, ND P.D.-Bob Beck/M.D.-John Norton New: Rednex; B.Springsteen; Foreigner; L.Vandross; Bush.

KZIO, Duluth, MN P.D.-James Baker/M.D.-Justin Case New: Dave Matthews Band; Foreigner; Rednex; Sophie B. Hawkins; Siouxsie & The Banshees.

WAZY, Lafayette, IN O.M.-Fred Stewart/M.D.-Craig Quinn New: Foreigner; J.Waite; Blues Traveler.

WBIZ, Eau Claire, WI P.D.-Beau Landrey/M.D.-Dave Daniels New: Foreigner; Boyz II Men; Oasis.

WBNQ, Bloomington, IL P.D.-Scott Robbins/M.D.-Scott Laughlin New: L.Vandross; Human League; Foreigner; Real McCoy; Belly.

STATION REPORTS

WBWB, Bloomington, IN P.D./M.D.-Tony Manes New: Foreigner; J.Waite; Blues Traveler; Dave Matthews Band.

WCIL, Carbondale, IL P.D.-John Riley New: Mike & The Mechanics; Belly.

WCRX, Columbia College, Chicago, IL P.D./M.D.-Raul Diaz New: DJ Sneak; Chris & Alexia; Plastik Traxx.

WDBR, Springfield, IL P.D.-Jim Moore/M.D.-Michael Gamby New: Cranberries.

WDEK, DeKalb, IL P.D.-Dave Bavidio/M.D.-Keith Bansemer New: 18-A.Lennox; 18-B.Springsteen; 17-V.Halen; E.John; Human League; Duran Duran.

WGRD, Grand Rapids, MI P.D.-Alex Tear New: Belly; Human League.

WGTV, Dayton, OH P.D.-Louis Kaplan/M.D.-Gretchen Corbett New: E.John; Duran Duran; Human League; Rednex; Dave Matthews Band; A.Lennox.

WHOT, Youngstown, OH P.D.-Tom Pappas/M.D.-Johnny Hartwell New: Live; Rednex; Soul For Real; Blessid Union Of Souls; A.Lennox.

WIFC, Wausau, WI P.D.-Duff Damos/Asst. P.D./M.D.-Jackie Johnson New: Human League; Dave Matthes Band; L.Vandross; Belly; T.L.C.; Foreigner.

WKFR, Kalamazoo, MI P.D.-Glen Dillon New: All-4-One; Human League; Belly.

WMGI, Terre Haute, IN P.D.-Beau Richards/M.D.-Fritz Moser New: Human League.

WNDU, South Bend, IN P.D.-Bill Mitchell New: Foreigner; Human League; Oasis; Blues Traveler.

WPXR, Davenport, IA O.M.-Dan Kennedy/P.D.-Terry Simmons New: Human League; Oasis; Hootie & The Blowfish; 2 Unlimited; Dave Matthews Band.

WRQK, Canton, OH P.D.-Ruby Cheeks/A.P.D. Matt The Rat/M.C. Todd Downard New: Hootie & The Blowfish; Belly; Foreigner.

WSNX, Muskegon, MI P.D.-Mark McGill/M.D. Keith Curry New: Rednex; TLC.

WTBX, Hibbing, MN O.M./P.D.-Pat Quinn/A.P.D.-Rich Collins/M.D.-DeAnne Davis New: 19-J.Walters; 20-D.Farris.

WTCF, Saginaw, MI V.P./Programming-Rich Panama/P.D.-Steve Williams/M.D. A.P.D./M.D. Greg Fry New: Live; Oasis; Human League; Dave Mathews Band.

WVKS, Toledo, OH P.D.-Mike Wheeler/M.D.-Curt Kruse New: Blues Traveler; A.Lennox.

WWCK, Flint, MI P.D.-Lee St. Michaels/M.D. Rick Steele New: 19-TLC; 7-Foreigner.

WZEE, Madison, WI P.D.-John Michaels/M.D.-Joe Larson New: Rednex; A.Lennox; Van Halen; Boyz II Men; Human League.

WZOK, Rockford, IL P.D.-Tom Garrett New: Toad The Wet Sprocket; Hootie & The Blowfish; L.Vandross.

WZOQ, Lima, OH P.D.-Steve James/A.P.D./M.D.-Tommy Frank New: The Human League; L.Vandross; A.Howard

WEST

B95, Fresno, P.D.-Mark Adams/M.D.-Mikey Freeman New: M.J.Blige.

Hot 105, Modesto, CA P.D.-Pete Jones/ M.D.-Allen Chase New: Blackstreet; All-4-One; M.Jordan; Blackgirl; L.Vandross.

KBOZ, Bozeman, MT P.D.-Cam Maxwell/M.D.-Peter Masse New: Foreigner; Live; Sponge; Green Day.

KDUK, Eugene, OR P.D.-Greg Adams/M.D.-Mark Radway New: Van Halen; Brandy; Technotronic.

KFFM, Yakima, WA P.D.-Michael Jack Kirby New: Human League; B.Springsteen; M.Jordan; Van Halen.

KFTZ, Idaho Falls, ID P.D./M.D.-Rich Summers/M.D.-Todd Allen New: Human League; Portishead; Live; Foreigner; Oasis.

KJYK, Tuscon P.D./M.D.-M.C. Boogie D. New: 25-D.King; 17-DJ Quik.

KKSS, Albuquerque, NM P.D.-Roy Jaynes/M.D.-Jacque James New: C.Waters; Stevie B.

KLUC, Las Vegas, NV P.D.-Jerry Dean/ M.D.-Cat Thomas New: Fun Factory; D.King; Des'ree.

KQMQ, Honolulu, HI P.D.-Kriss Hart New: None.

KRAI, Craig, CO P.D.-Rick Allen/M.D.-Wade Williams New: Duran Duran; E.John; Toad The Wet Sprocket; Blues Traveler.

KRQ, Tucson, AZ P.D.-Mark Todd/M.D.-Tim Richards New: Human League; Weezer; TLC.

KTMT, Medford, OR P.D./M.D.-R. Charles Snyder New: Foreigner; Human League; Indigo Girls; Mike & The Mechanics; Seal; L.Vandross; Wolfgang Press.

KTRS, Casper, WY O.M.-Stan Icenogle/ P.D.-Martha Steele/M.D.-Dave Collins New: Duran Duran; Brandy; Seal.

KWIN, Stockton, CA P.D.-Bob Lewis/M.D.-Ken Carr New: 35-Stevie B.; 15-M.Jordan; 15-Blackstreet; 14-Real McCoy; 10-Dr. Dre.

KWNZ, Reno, NV M.D.-Ed Parreira New: Human League; D.Brisebois; Siouxsie & The Banshees; TLC.

KZZU, Spokane, WA P.D.-Ken Hopkins/M.D.-Casey Christopher New: Brownstone; Rednex; M.Page; Technotronic; Blessid Union Of Souls.

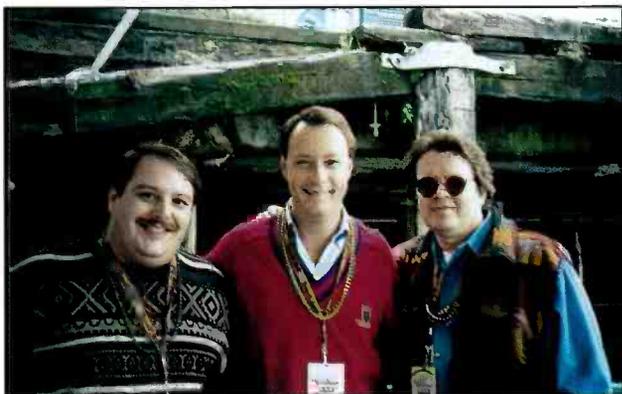
MIX102.7, Fresno, CA O.M./P.D.-Jon Zellner New: None.

OK95, Tri Cities, WA P.D.-Paul Walker/M.D.-Michael Dean New: Human League; Mike & Mechanics; Belly; Foreigner; B.Springsteen.

Q105, Oxnard, CA P.D.-Rooster Rhodes/M.D.-Lucy Barragan New: Luther Vandross; Diana King; Duran Duran; IV Example; Portrait.

SLY96, San Luis Obispo, CA P.D.-Jonathan Harte/Asst. P.D./M.D.-Dean Clark New: Elton John; Rednex; Boyz II Men.

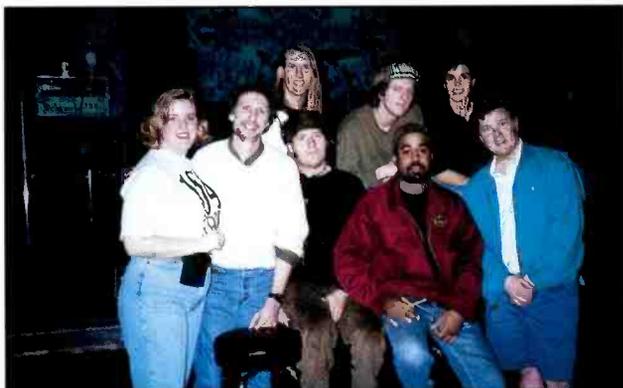
HOT SHOTS



How did they collect all of those Mardi Gras beads? Well, you'll notice that the photo was shot from the waist up! (l-r): WNDU's Bill Mitchell; WNCI/Nationwide's Dave Robbins; and Jive's Jack Satter.



She's gotta be at Z100! (l-r): John Lander; Steve Kingston; Sony 550 Music's hot recording artist Des'Ree; Elliot Segal; Patty Snee; and John Bell.



KRBE/Houston invited 50 listeners to an acoustic luncheon with Atlantic recording artists Hootie & The Blowfish. (l-r, rear): Bandmembers Soni and Mark Bryan; and KRBE's Wendy Craven. (l-r, front): KRBE's Lori Bradley; Atlantic rep Neal Harrison; bandmembers Dean Felber and Darius Rucker; and KRBE's Scott Sparks.



Ini Kamoze hot steps to Rondor. Rondor Music International President Lance Freed and Exec. Dir./GM Karen Durant pose with Kamoze, his lawyer Cassie Roessel, and manager Newton Marritt.



Mercury artist Martin Page toured Florida recently. (l-r): WFLZ A.P.D. Jeff Kapugi; Mercury's Katie Pedretty; Page; WFLZ's B.J. Harris; and Mercury's Tony Smith.



(l-r): Mercury's Tony Smith; Y100's Casey Keating; Martin Page; Y100's Deidre Poyner; and Mercury's Katie Pedretty.

the cranberries

"ONE TO MY FAMILY"

On Over 90
Stations

Tour Starts April 1st!

WKBO - 24X	WPST - 31X	WSTR - 22X
XL106 - 27X	KISF - 31X	YT07 - 23X
B97 - 40X	WJET - 27X	Q99 - 48X
	WPLY - 18X	

the new track and video following "zombie" from their double platinum album *no need to argue*

#11 SoundScan Albums - 2.8 Million Sold!

FMQB: Over 2,100 Spins
BDS: Over 850 Spins



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management: the left bank organization

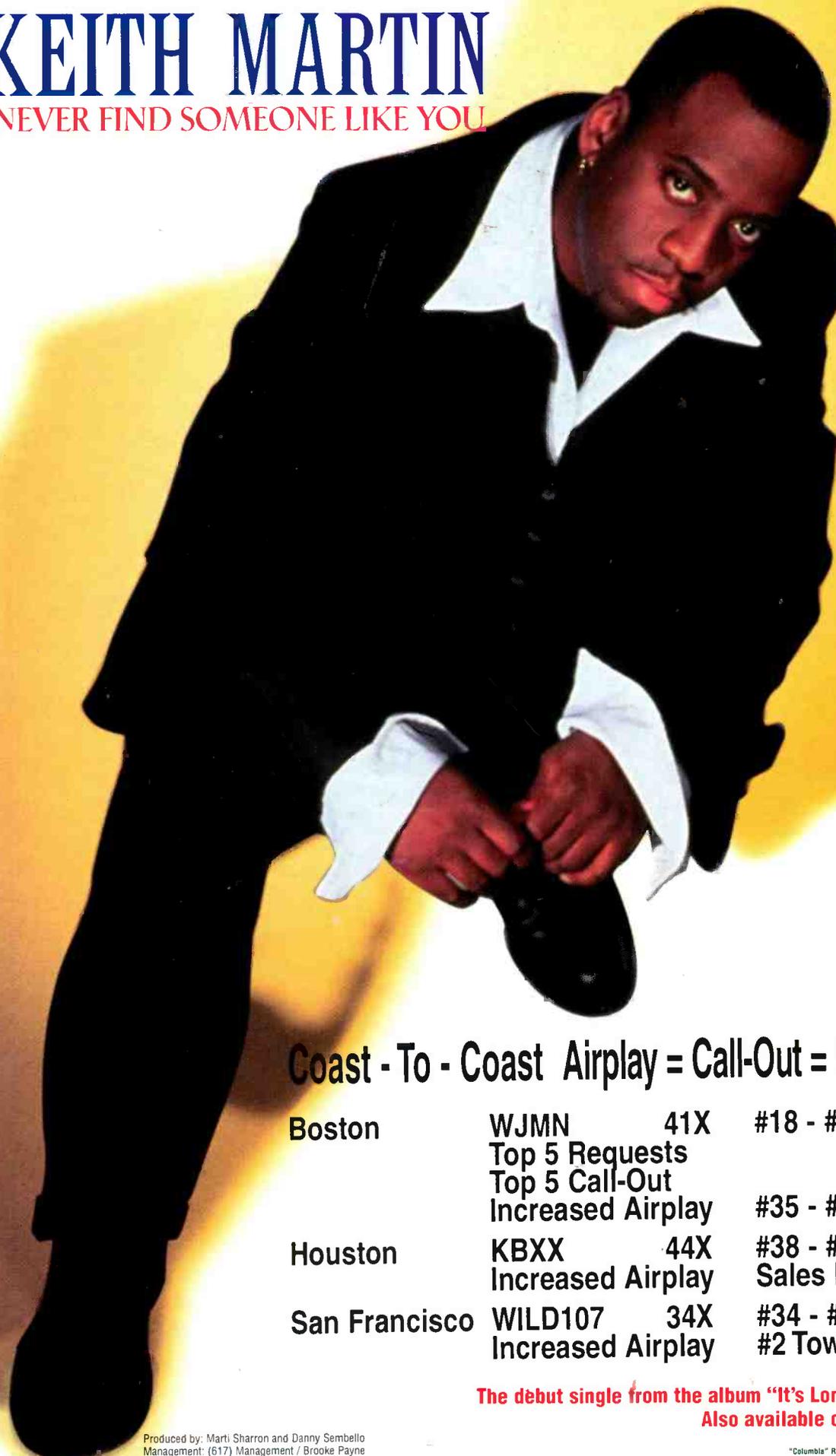
FMQB Top 40 Trax: 38-34*

Top 40 Mainstream Monitor: 40-38*

R&R: 35-33*

KEITH MARTIN

NEVER FIND SOMEONE LIKE YOU



**Over 1,100
FMQB Spins**

**Over 600
Hot 100 Spins**

More Major Airplay:

POWER106	KPRR
KMEL	KZHT
92Q	WHJX
WWKX	WAPE
KUBE	KJ103
FM102	G105
KGGI	WSTW
KTFM	KZFM
WHHH	KLUC
KJYK	WOVV
Z90	KDON
	KCAQ

Coast - To - Coast Airplay = Call-Out = Requests = Sales

Boston	WJMN	41X	#18 - #13 SoundScan Single
	Top 5 Requests		
	Top 5 Call-Out		
	Increased Airplay		#35 - #23 Strawberries
Houston	KBXX	44X	#38 - #20 SoundScan Single
	Increased Airplay		Sales Doubled!
San Francisco	WILD107	34X	#34 - #17 - #12 SoundScan Single
	Increased Airplay		#2 Tower/Stonestown

The debut single from the album "It's Long Over Due," coming in April.
Also available on the "Bad Boys" Soundtrack.

Produced by: Marti Sharron and Danny Sembello
Management: (617) Management / Brooke Payne

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