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 toward as he goes Mobile! (page 18)
pretty penny
the new track
stone temple pilots
from the album purple

Early Airplay:
Z100 - 10 Spins  WPST - 15 Spins
KRBE - 40 Spins  WKSE - Add
WLUM - 27 Spins  XISF - 14 Spins
**ACTION PAGE**

# 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” (Battery)
- 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)

**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

**Performance Stars**

- Human League“Tell Me When” (EastWest/EEG)
- Elton John“Believe” (Rocket/Island)
- Boyz II Men“Thank You” (Motown)
- Annie LennoxNo More “I Love You’s” (Arista)

**Best New Singles**

- **Stone Temple Pilots:** “Pretty Penny”, Atlantic/AG
- **Keith Martin:** “Never Find Someone Like You”, Ruffhouse/Columbia
- **Des’tree:** “Feel So High”, 550 Music

**Quarterback Pick**

- **Letters To Cleo**“Here And Now” (Giant)
ONE OF THE BIGGEST POP BANDS OF THE LAST DECADE.

THEIR TIME IS NOW.

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
Premier Crossovers

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

Modern Rock
Bush
"Everything Zen"
(Interscope/AG)

Dance
Real McCoy
"Funaway"
(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
I 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
The #1 Programming Source

Executive Mews
1930 East Marlton Pike
Cherry Hill, NJ 08033
(609)424-7080/Fax: (609)424-3881

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"I Believe"

BLESSID UNION OF SOULS

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

"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"

RAPPIN' 4-TAY

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
### TOP 40 TRAX
**(Plays Per Week)**

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<th>Track</th>
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<td>WEEZER</td>
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**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. BOYS 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. FIREHUSE | "I Live My Life For You" | (Epic) | 526
7. REDNEX | "Cotton Eye Joe" | (Battery) | 513
8. SHERYL CROW | "Strong Enough" | (A&M) | 512
9. BT/TRAVELER | "Runaround" | (A&M) | 473
10. DIONNE FARRIS | "I Know" | (Columbia) | 462

### MOST REQUESTED
**(Most Increased Plays Per Week)**

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

The track from the album four

BLUES TRAVELER

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
Sue O'Neill Named WKSE P.D.

Sue O'Neill has been named Program Director of WKSE/Buffalo, 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 are 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

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. Kiley 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 complementary 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:

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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 weekend/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 PD. 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/Buffalo? 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/Phoenix, which is sounding hotter and hotter every day? We had to double check the frequency when we heard 2 Unlimited yesterday!

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 Willookie exits to take a position 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 watter 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 seques 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 Haney 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, WBLI. Technotronic’s Move It To The Rhythm :nites 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 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.” WZQO’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.”

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.
Sophie B. Hawkins

Sophie's successful promo that continues in support of the Black Yorkский FM. Los Angeles Rick Oceans said she was so hot that the buses were streaming by the date. Her concert in the 2 Morning Zoo was spot on! The tour brought her to over 50 dates in the states. An excellent performance.

Buckshot LeFonque is Bradford Marvin and his family band. Buckshot did a spectacular morning show appearance on Star 99, 99X, and 92.9 FM. Atlanta, a sold-out show and the next week he will be at HMV Records in Atlanta! You must check out Buckshot LeFonque from the album Buckshot LeFonque.

Toad the Wet Sprocket

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

Eric Bradley, APO. B96 says you know that I Know You Secrets has been a big hit in Chicago or B96. It follows in the mainstream footsteps of Rear 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, KMKX, KZFM, KPPR, KBFM, KTFM, and Hot 977.

www.sony.com
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 KWWN. 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 Director.
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

From the album RECALL. Management: Dick Scott Entertainment
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 one, 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 Fogot; Tom Poleman; Joe Riccitielli; 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 Hadges; David Nathan; Monte Lipman; Andy Szulinski; Bruce Schoen; Damon Cox; Jim Cerone; Sean Caldwell; Randy 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

by The MCA Promotion Team

Our Responses to Your Letters, Your Messages, Your Questions

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: WKSX, WHOT, WYAO, Y97
- Top 15 Most-Played MTV
- Gold Single

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 #8 Mainstream Monitor
- On 305 Stations including WEDG, Z100, WNYZ, B97, WXOK, KQAO, 93.5 FLZ, XL106.7
- Album Over 1.8 Million Sold
- #1 Album on SoundScan Album
- The Most-Played Video on MTV

Find Out All About The Bloody Hits!

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

Revealed: Judge Lance Ito's favorite new song – the number one single in the nation, Soul For Real’s “Candy Rain.”

MCA
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

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

I'd rather play the Modern Rock than tomorrow's Milli Vanilli.

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 lead AC. You're going to ignore an
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 loosening 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 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. CM 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
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.

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 WFPM, 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 known 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 formats. 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 KDJO 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 those things on her own, which she's quite concerned 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 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.

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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 getaway, 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.
# Modern Rock Edge Top 50 Airplay

**February 28 - March 6, 1995**

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<tr>
<th>Position</th>
<th>Artist</th>
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<th>Move</th>
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**Most Added**

1. JULIANA HATFIELD
   - Added by: Universal (Mammoth/Atlantic/AG)
   - Added by: Other (1)
   - Added by: Other (2)

2. BLUES TRAVELER
   - Added by: Other (1)
   - Added by: Other (2)
   - Added by: Other (3)

3. BUSH
   - Added by: Other (1)
   - Added by: Other (2)
   - Added by: Other (3)

4. OUR LADY PEACE
   - Added by: Other (1)
   - Added by: Other (2)
   - Added by: Other (3)

5. LETTERS TO CLEO
   - Added by: Other (1)
   - Added by: Other (2)
   - Added by: Other (3)

**Top Phones**

1. LIVE
   - “Lightning” (radioactive)
   - “Run-Around” (A&M)
   - “Down” (Island)

2. PJ HARVEY
   - “Better” (Slash/Reprise)

3. RANCID
   - “Salvation” (Epitaph)

4. BUSH
   - “Zen” (Trauma/Interg/AG)

5. LETTERS TO CLEO
   - “Here” (Cherry Disc/Giant)

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*Notes:
- **TW**: Total number of times heard during the current airplay week.
- **LW**: Total number of times heard during the previous airplay week.
- **Move**: Increase or decrease in number of times heard from previous week.
- **Cumu**: Total number of times heard since the start of the year.
- **Adds**: Number of new stations reporting the song as an add.*
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.

SLOGANS/POSITIONERS:
This is Q94 music, different is good... Q94, where music is going...Q94, Q94 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 Butthead 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.

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’t 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:
Days
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
Person 12+ Metro Share:
Persons 12+ 160,200

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
Persons 18-34 4th
Persons 18-49 5th
Persons 25-54 3rd
Women 18-34 3rd
Women 25-54 5th
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./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 KMFM/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 format 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, WKKX. 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 WKKX 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.
**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.

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 Shapiro; Warner Music U.S. Chairman/CEO Doug Morris; And All-4-One's Delious and (kneeling) Tony Borowiak.

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.

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 Barbi.

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

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

1995 Phase One Arbitrants

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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 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 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 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 WJFS/Washington, KRBE/Houston, KTCZ/Minneapolis and the New 104/Hartford. Ted Bolton can be reached at (610) 640-4400.
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 Donelly'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, WRKY, 9X, WENZ, WGRD, KTMT, and more. New supporters include KIOK, KISF, WBNQ, WDDJ, WERZ, WPRR, WRQK, and WXSR. 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 105, 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, WFMF, WKBQ, WNDU, WPFM, WRKS, 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, WWFX, Z100, KRBE, WXSR, WPST, and more couldn't wait.

SIOUXSiE 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, KRRY, 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 deal, 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, WKYS, WYCR, WPST, and 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, 9X, LIVE 105, Q99, WXSR, 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, OR95, WXSR, WPLY, KWOD, WPST, and KIOC.

—Dave Hoeffel & Mike Bacon
Duran Duran White Lines "When I first heard DD was covering Grand Master and Melle Mel's 'White Lines,' I thought there is no way these guys off as a silly Euro-metal band, this song will work for you."... Croatan Dirge "Some of Ohio's finest on Shimmy Disc."... Wayne Dransfield "Crack In The Universe" "Formerly of MS 6, perhaps you've heard of them."... The Mess "Lost On The Album Plankton Comes Alive. I wish I'd thought of that."... 

R. CHARLES SNYDER
KTM/ 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
WMRR/ PHILADELPHIA
Matthew Sweet Sick Of Myself "Hot phones man! We really dig this hip track on the phones!"... The Blankets Were The... Hazel "Great song! Do you people can be friends."... Juliana Hatfield Universal Heartbeat "Great 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 airwaves 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 genitalia frenzy. Do be careful."... Morphine Honey White "Morphine is fun! The band is fun too, gimmie a horn I'm silly."... Del Amo 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
WYFF/ 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?"... Echohobbi Insomniac "Morrissey influenced, but cramped 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."...
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 Summer/ 103CIR: Elton John; Rednex; Blues Traveler.
Wally McCarthy/ WKDY: Human League; Fun Factory; Mike & The Mechanics.
Ted Mathews/ 98.3/WESA: Roulia; Luther Vandross; Rednex; Elton John.

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.

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: Badleys “Angeline Is Coming Home”; Mills; 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.

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.

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

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/ 96.1 The Edge:** Nikki French; Waterlillies.

**Curt Kruse/ WVKS:** 4 Xample; Montero w/Immature; Dr. Dre; 2 Pac.

**Michael Gamby/ WDBR:** Nikki French; Boys 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/ KQKR:** Diana King; Elton John; Stevie B.

**Jim Allen/ KQCR:** Elton John.

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**W**

**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 104:** Miss Jones.

**Lucy B/ Q105:** Montero f/Immature; Vybe; Portrait; 4 Xample.

**Boogie D/ KDYK:** Stasha; D.J. Quik; Diana King.

**Maurice Devin/ KKBQ:** 4 Xample; Montero w/Immature; Dr. Dre; 2 Pac.

**Mark Radway/ KDUK:** Human League; Duran Duran.

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**M**

**Scott Laughlin/ WBNQ:** Human League; Belly; Rednex.

**Tommy Frank/ WZOQ:** Duran Duran; T.L.C.

**Kenny Knight/ WBKB:** Dave Matthews Band; Blues Traveler; Duran Duran; Boys II Men.

**Rich Panama/ WTCF:** Firehouse.

**Tom Garrett/ WZOK:** Human League; Hootie & The Blowfish; Portishead.

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**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.
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: some funny concept. If you've had 'em, you know what I'm talking about: some funny concept. If you've had 'em, you know what I'm talking about: some funny concept.

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.

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 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.

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 be insulted 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...
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...
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.

**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/ WXSR: 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/ WOVO: Dayparting.
Nikki Nite/ WZPY: 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.

Steve McKay/ WSBG: Don't play two dance tunes back to back.
Rob Wagman/ 93Q: Artist separation.
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 Roberton/ WENZ: Artist separation.
Neal Sharpe/ JET-FM: More than 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.

Clarke Ingram/ WPXY

Clarke Ingram/ WPXY: Never play two stiffs 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.

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/ WJNO: 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/ KCHX: 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.
T.J. McKay/ WNOK: Always be of a fresh mind when you sit down in front of the computer.
Jack Diamond/ W99: Be fresher than the other guy.
Michael Stuart/ Mix 103: Artist/group separation.
Gator Harrison/ Y107: Never play two stiffness 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/ WZQ: Artist separation.
Kenny Knight/ WKBQ: Two unfamiliar songs back to back.

Dave Davido/ 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 Qs” while scheduling music because you can ooze chocolate on the keys.
Jon Norton/ KYYY: Don’t play night records during the day.
Bill Klapproth/ 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 Elftman/ KMGZ: A tie between tempo, gender and type.
Rick Stacey/ KKFI: 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.
Glenn Robbins/ KQX: 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/ KGGL: Horizontal separation.
Chet Buchanan/ KUBE: Any hour with less than three Boyz II Men songs should be thrown out.

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/ WZPI: More than anything else, we look for flow. Does one song flow well into the next?
Chuck Geiger/ KISS: 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.

**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?
"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 ALKALOIKS
THE ISLEY BROTHERS • BOOTSY COLLINS AND BERNIE WORRELL
DR. DRE IS BLOWN 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 partners 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 aboard. It’s also one of “Street Beat’s Best Vibes Of The Week!”... Mary J. Blige on board... It’s also one of “Street Beat’s Best Vibes Of The Week!”... 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 Speigel 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!

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-AM & AM... WKSE/ Buffalo has a new PD. Former MD, Sue ONeal gets the J-O-B...WKSE/ Buffalo has a new PD. Former MD, Sue ONeal 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. 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 Michaels; Jay Towers; Mike Brown; 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.

FMQB told you Stevie B “Dream About You” (Emporia/Thump) was a smash! Need more proof? KKFR; KHFHI; KKS; 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 and 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!

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To Bruce “Don’t Forget I Have You On Tape, Mr. MCA Sports” Tenenbaum.... A TOTAL CLASS ACT! Best Of Luck!
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?


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

MORE GRAMMY STUFF!... MCA's post-Grammy dinner was unbelievable! (L. To R): Al Telleti, Chairman and CEO, MCA Music Entertainment Group; 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 slamming 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!... Sue/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 JOY (center) is surrounded by the members of Brownstone, J-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
Top TEN Reasons for Submitting New Headshots to FMQB

(From the Home Office In Cherry Hill, NJ)

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

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

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 vain as Real McCoy and Fun Factory.”

KKBT/ LOS ANGELES
MAURICE DeVOE

IV Xample I’d Rather Be Alone
Monteco 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

Dr. Dre
“Keep Their Heads Ringin’”
(Priority)

Dr. Dre
“Keep Their Heads Ringin’”
(Priority)
ADDs

VAN HALEN
DURAN DURAN
JEFF BUCKLEY
NATE DOGG
RAPPIN' 4-TAY
M. JORDAN
S. MCLACHLAN

“Can't Stop...”
“White Lines”
“The Last...”
“One More Day”
“This Is How...”
“Hold On”

Warner Bros.
Capitol
Columbia
Deathrow/Interscope
PMP/RAI
Arista

HEAVY

BOY II MEN
CRANBERRIES
SHERYL CROW
GREEN DAY
HOOTIE...LIVE
THE OFFSPRING
TLC

“Thank You”
“Ode To My...”
“Strong Enough”
“When I Come...”
“Hold My Hand”
“Lightning...”
“Gotta Get Away”
“Red Light...”

Motown
Island
A&M
Reprise Rec.
Atlantic/AG
Radiant
Epiphany
LaFace

STRESS

BRANDY
BROWNSTONE
BUSH
D.MATTHEWS
M. ETHE RIDGE
DIONNE FARRIS
HOLE
LETTERS TO OASIS
TOM PETTY
RANCID
SOUL FOR REAL
SPONGE

“Baby”
“If You Love Me”
“Everything Zee”
“What Would...”
“If I Wanted...”
“I Know”
“Violet”
“Here And Now”
“Live Forever”
“You Wreck Me”
“Salvation”
“Candy Rain”
“Plewed”
“Can’t Stop...”

Atlantic/AG
M.J. Music/Epic
Tra/Interscope/AG
RCA
Island
Columbia
DOC
Giant
Epic
Warner Bros.
Epiphany
Uptown/MCA
Chase/Columbia
Warner Bros.

ACTIVE

BELLY
MARY J. BLIGE
BON JOVI
JEFF BUCKLEY
COLLECTIVE...
DA BRAT
DURAN DURAN
ADINA HOWARD
ELTON JOHN
M. JORDAN
NATE DOGG
RAPPIN’ 4-TAY
D. SANDERS
S. MCLACHLAN

“Now They’ll...”
“I’m Goin’ Down”
“Sameday Ill...”
“The Last...”
“Gel”
“Give It 2 You”
“White Lines”
“Freak Like Me”
“Believe”
“This Is How...”
“One More Day”
“This Is How...”

Sire/Reprise
Uptown/MCA
Mercury
Atlantic/AG
Subo Def/MWORK
Meco Den/EW/BEG
Rocket/Island
PMP/RAI
Deathrow/Interscope
Chrysalis/EMI

M. ETHE RIDGE
EAGLES
HOOITIE...
SHERYL CROW
MADONNA

“If I Wanted...”
“Love Will...”
“Hold My Hand”
“Strong Enough”
“Take A Bow”

NEW ON 120 MINUTES:

MUSIC FIRST

March 10, 1995

VP of Music Programming

Wayne Isaak

Lee Chesnut

1515 Broadway
New York, NY 10036

(212) 258-8000

PATTI GALLUZZI
Vice President
Music Programming

1515 Broadway
New York, NY 10036

(212) 258-8737

ADDs

BAD RELIGION
CORROSION...EXTREME
THE JAYHAWKS
M. MANSON
S. MCLACHLAN
SLASHES...
TYPES/NEGATIVE

“Infected”
“Clean My...”
“Hip Today”
“Blue”
“Hold On”
“Beggars...”
“Black No. 1”

Atlantic/AG
Columbia
A&M
American
Arista
Geffen
Roadrunner

NEW ON YO! MTV RAPS:

ICE CUBE “Lil Goo Gee” (Priority); BLAK PANTA “De What U Want” (Tommy Boy);
NAUGHTY BY NATURE “Craziest” (Tommy Boy).

“Beggars” (Priority)
“Hold On” (Priority)
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OPPORTUNITIES

EAST

WPST, Trenton needs Morning Co-host. Are you plugged in? Do you “get it?” 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.


WPGC-AM Program Director for Hip-Hop formatted “Flava 1589.” T&R to Jay Stevens, 6501 Ivy Lane, Ste. 800, Greenbelt, MD, 20070.


KDMX-PM Production Director & P.T. A.T. Adult Contemporary. C/O Kelly Ashley, 1353 Regal Row, Dallas, TX 75247, 214-688-6041.


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!


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

WBAB Marketing Director. 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-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.


WMMQ-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, 205-352-5572.

KQHT-FTM Program Director for Hip-Hop formatted “Flava 1589.” T&R to Jay Stevens, 6501 Ivy Lane, Ste. 800, Greenbelt, MD, 20070.

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

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

WBWJ-FM: Program Director & Music Director. Adult Contemporary. Mark Bench (GM), 801 West Granada Blvd., Ormond Beach, FL 32074, 904-672-9210.


WABB-FM: On-air Music Director. CHR. Cruze, P.O. Box 2148, Mobile AL, 36652, 205-552-5572.

KBAB-FM: Program 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 production job. Prodigy in nation’s capitol.

Information provided by:

QFMQB

March 10, 1995

Job Tip Sheet

We’re the largest, most complete job listing service in radio offering over 400 of the hottest jobs weekly for air talent. P.D., M.D., news, talk, sports, production, promo & more, in all markets/all formats. 22 years of on-air experience helps me understand your needs. Whatever level of your experience...we can help. Call now to subscribe. You have the talent. We have the jobs!!

800-231-7940

937 WILD GINGER TRAIL, WEST CHICAGO, IL 60185

(Station: 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.


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

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.


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

WWXK, 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


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 Kno...214-688-0641 New: None.


KJZM, 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.

PWRPG, 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.


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.


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.
**MIDWEST**


KDBW, 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.


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.


**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; Blessid Union of Souls; 4 P.M..

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.

KGII, Riverside, CA P.D.-Carmy Ferrer/M.D.-Sonia Jimenez...909-684-1991 New: M.Jordan; Real McCoy; K.Martin.

KISN, Salt Lake City P.D.-Jim Morales...801-262-9737 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.


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


KSFM102.5, Sacramento P.D.-Rick Thomas...916-920-1025 New: Boyz II Men; Blessid Union of Souls; 4 P.M.


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

KWOD, Sacramento P.D.-Alex Cooper... 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.


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...619-585-6006 New: Human League; Real McCoy; L.Vandross.


Z90, San Diego O.M.-Lisa Vazquez/M.D.-Jeff Nelson...819-585-9090 New: Snow; Fabu; Dr. Dre.

**SECONDRARIES**

EAST

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


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.


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


<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>State</th>
<th>DJ(s)</th>
<th>New Artists</th>
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</thead>
<tbody>
<tr>
<td>T102, Pottsville</td>
<td>P.D.-Paula</td>
<td>PA</td>
<td>-Skip Carr</td>
<td>Foreigner; The Human League; The</td>
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<tr>
<td></td>
<td>Parez/M.D.</td>
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<td>Cranberries; Duran Duran; Belly;</td>
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<td>Oasis; M.Jordan; S.DeMarchi.</td>
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<tr>
<td>W100, Carlisle</td>
<td>P.D./M.D.-Ben</td>
<td>PA</td>
<td>Barber New</td>
<td>Boyz II Men; A.Baker; Wolfgang</td>
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<td>O'Brien</td>
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<td>Press.</td>
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<tr>
<td>WBHT, Wilkes-Barre</td>
<td>0-Dan</td>
<td>PA</td>
<td>Kid Kelly/M.D.-Danny Ocean New</td>
<td>Van Halen; Cranberries; Toad The Wet Sprocket</td>
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<tr>
<td>WERZ, Seacoast</td>
<td>O.M./P.D.-Jack</td>
<td>NH</td>
<td>O'Brien New</td>
<td>Foreigner; Portishead; L.Vandross;</td>
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<td></td>
<td>B. O'Brien</td>
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<td>Human League; Duran Duran; Belly.</td>
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<tr>
<td>WGLU, Johnstown</td>
<td>P.D.-Rich</td>
<td>PA</td>
<td>Adams New</td>
<td>Blues Traveler; Dave Matthews Band;</td>
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<td></td>
<td>Adams</td>
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<td>Foreigner; Human League.</td>
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<tr>
<td>WHTO, Williamsport</td>
<td>P.D.-Shawn</td>
<td>PA</td>
<td>Carey New</td>
<td>Siouxsie &amp; Banshees; L.Vandross;</td>
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<td></td>
<td>Carey</td>
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<td></td>
<td>Indigo Girls; Human League; Beltty.</td>
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<tr>
<td>WIMX, Harrisburg</td>
<td>P.D.-Ed August/</td>
<td>PA</td>
<td>Mason New</td>
<td>Bon Jovi; Dave Matthews Band; S.Easton; A.Lennox; D.O'Brien; L.Vandross.</td>
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<td>A.P.D./M.D.-</td>
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<tr>
<td>KBFM, McAllen/Brownsville</td>
<td>P.D.-Billy</td>
<td>TX</td>
<td>Santiago M.D. Hurricane Shane New</td>
<td>Boyz II Men; D.King; Stevie B.</td>
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</tbody>
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### SOUTH

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<tr>
<th>Station</th>
<th>City</th>
<th>State</th>
<th>DJ(s)</th>
<th>New Artists</th>
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</thead>
<tbody>
<tr>
<td>BAYOU104, Lake</td>
<td>P.D.-Brett</td>
<td>LA</td>
<td>Dumler New</td>
<td>All-4-One.</td>
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<td></td>
<td>Charles</td>
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<tr>
<td>G105 (WDCG),</td>
<td>P.D./M.D.-</td>
<td>NC</td>
<td>Kandy Klutch New</td>
<td>None.</td>
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<td>Durham/Raleigh</td>
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<tr>
<td>K106, Beaumont</td>
<td>P.D.-Mark</td>
<td>TX</td>
<td>Landis/M.D.-Jack</td>
<td>Daniels New; Seal; Indigo Girls;</td>
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<td></td>
<td></td>
<td></td>
<td>Girls; Fun Factory;</td>
<td>Foreigner; Human League; Dave</td>
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<td></td>
<td></td>
<td></td>
<td>Matthews Band</td>
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<tr>
<td>KCHX, Midland/Odessa</td>
<td>P.D.-Clayton Allen</td>
<td>TX</td>
<td>New</td>
<td>Human League; L.Vandross; Bush; Seal; Van Halen; D.King; Foreigner.</td>
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<td></td>
<td>Allen</td>
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<tr>
<td>KEXY, San Angelo</td>
<td>O.M./P.D.</td>
<td>TX</td>
<td>Jimmy Steel/M.D.-Brad</td>
<td>Douglass New; Gillette; Rednex; G.Estefan; S.Wonder.</td>
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<td>Douglas New</td>
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<tr>
<td>KMCK, Fayetteville</td>
<td>P.D.-Dan</td>
<td>AR</td>
<td>Hentschel/ M.D.-Mike Chase New</td>
<td>Blues Traveler; L.Vandross; Human League; TLC.</td>
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<tr>
<td>KNIN, Wichita Falls</td>
<td>P.D.-J.J. McKay</td>
<td>TX</td>
<td>New</td>
<td>Human League; Fun Factory; Boyz II Men.</td>
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<tr>
<td></td>
<td>McKay</td>
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<tr>
<td>KORZ, Fayetteville</td>
<td>AR</td>
<td>AR</td>
<td>M.D.-Sandy Scott New</td>
<td>Boyz II Men; Duran Duran; Van Halen.</td>
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<tr>
<td>KQX, Beaumont</td>
<td>P.D.-Pam</td>
<td>TX</td>
<td>Pace/P.D. Skid Marx New</td>
<td>Rednex; Van Halen; E.John; Fun Factory.</td>
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<td>KRRG, Laredo</td>
<td>M.D.-Michael</td>
<td>TX</td>
<td>J. Lang/Asst.M.D.-A.B.</td>
<td>&quot;The Hitman&quot; New; Real</td>
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McCoy; Foreigner; Boyz II Men; Belly; Quiet Riot.


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; Pharmao.

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.


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


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.


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

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

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

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


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

WDEK, DeKalb, IL  P.D.-Dave Bavido/M.D.-Keith Bansemer New: Mike & The Mechanics; Belly.

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


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WCRX, Columbia College, Chicago, IL  P.D./M.D.-Raul Diaz New: DJ Sneak; Chris & Alexia; Plastik Traxx.
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's Nationwide's Dave Robbins; and Jive's Jack Satter.

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.

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

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

Tour Starts April 1st!

On Over 90 Stations

WKBQ - 24X WPST - 31X WSTR - 22X
XL106 - 27X KISF - 31X Y107 - 23X
B97 - 40X WJET - 27X Q99 - 40X
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

© 1994 Island Records, Inc.
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
- KMEL
- 92Q
- WWKX
- KUBE
- FM102
- KGGB
- KTFM
- WHHH
- KJYK
- Z90
- KPRR
- KZHT
- WHJX
- WAPE
- KJ103
- WSTW
- KZFM
- KLUC
- WOVV
- KDON
- KCAQ

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

Boston
- WJMN 41X
- Top 5 Requests
- Top 5 Call-Out
- Increased Airplay

Houston
- KBXX 44X
- Increased Airplay

San Francisco
- WILD107 34X
- Increased Airplay

#18 - #13 SoundScan Single
#35 - #23 Strawberries
#38 - #20 SoundScan Single
Sales Doubled!
#34 - #17 - #12 SoundScan Single
#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 Seraphenko
Management: (617) Management / Brooke Payne


COLUMBIA